

December 1, 2022  
University of North Carolina School of the Arts  
Semans Arts & Administration Building (SAAB), Room 306  
Winston-Salem, North Carolina

**COMMITTEE MEMBERS:**

David Broughton, Foundation Board President  
\*Greer Cawood  
\*Skip Dunn  
\*Rhoda Griffis  
Tom Kenan  
\*Mark Land (ex-officio)  
\*Kyle Petty, Advancement Committee Chair  
Clare Jordan, Board of Visitors Liaison  
\*--Denotes voting members

**COMMITTEE STAFF:**

Amanda Balwah, Associate Vice Chancellor for Institutional Integrity & Secretary of the University  
Kevin Bitterman, Executive Director, Thomas S. Kenan Institute for the Arts  
Jim DeCristo, Vice Chancellor for Economic Development & Chief of Staff  
Lissy Garrison, Vice Chancellor for Advancement  
David Harrison, Vice Chancellor for Institutional Integrity & General Counsel  
Cindy Liberty, Executive Director, UNCSEA Foundation  
Rich Whittington, Associate Vice Chancellor for Advancement  
Tanya Dunlap, Executive Asst. to the VCA & AVCA  
Kait Dorsky, Faculty Council Representative  
Latonya Wright, Staff Council Representative

**AGENDA**

**OPEN SESSION**

1. Call to Order and Confirm Quorum ..... Kyle Petty
2. Approval of Minutes from the September 29, 2022 Meeting..... Kyle Petty
3. Advancement Committee Report
  - a. Advancement Report ..... Lissy Garrison
  - b. UNCSEA Foundation Board Report ..... Cindy Liberty
  - c. Thomas S. Kenan Institute for the Arts Report ..... Kevin Bitterman
  - d. Strategic Communications Report..... Claire Machamer
4. Other Business..... Kyle Petty
5. Adjourn..... Kyle Petty

**DRAFT OPEN MINUTES**

September 29, 2022

SAAB 306

11:05 a.m.

**COMMITTEE TRUSTEES PRESENT**

David Broughton (*Liaison to the Foundation Board*), Rhoda Griffis, Mark Land (*Ex-officio*), Kyle Petty

**COMMITTEE TRUSTEES ABSENT**

Greer Cawood, Skip Dunn, Tom Kenan, Anne Rainey Rokahr (*Liaison to the Board of Visitors*), Paul Tazewell (resigned)

**COMMITTEE STAFF PRESENT**

Travis Andrews, Amanda Balwah, Kevin Bitterman, Jim DeCristo, Kait Dorsky (*Faculty Council Rep*), Lissy Garrison, David Harrison, Cindy Liberty, Claire Machamer, Rich Whittington, Latonya Wright (*Staff Council Rep*), Shannon Wright

**COMMITTEE STAFF ABSENT**

All members present

**OTHERS PRESENT**

Jeffrey Bullock, Philip Byers (*UNC BOG, via Zoom*), Wendy Emerson, Sara Emery, Patrice Goldman, Graydon Pleasants, Katherine Johnson (*via Zoom*), Lynda Lotich, Angela Mahoney, Pree Nayak (*via Zoom*), Provost Patrick Sims, Anne Watkins, Rachel Williams, Ralph Womble

**CONVENE MEETING**

Committee Chair Kyle Petty, convened the September 29, 2022, Advancement Committee Meeting at 11:05 a.m.

**CONFIRMATION OF QUORUM**

Kyle Petty confirmed the committee had reached a quorum.

**APPROVAL OF MINUTES**

Kyle Petty asked the committee members to review the minutes from the April 28, 2022 meeting. He then called for a motion to approve the minutes as presented.

**MOTION: Ralph Womble moved to approve the minutes from the April 28 meeting, and Mark Land seconded the motion. The minutes were unanimously approved.**

Kyle Petty introduced Vice Chancellor for Advancement Lissy Garrison.

**ADVANCEMENT REPORT**

*Vice Chancellor for Advancement Lissy Garrison provided the Advancement Report.*

**MOU: Chancellor's Foundation Discretionary Account**

- VC Garrison presented the annual MOU (Memorandum of Understanding). Each year, the board is asked to approve the Foundation agreement for the Chancellor's Discretionary Fund. No changes were made to this document from the previous year.

**MOTION: Ralph Womble moved to approve the Chancellor’s Foundation Discretionary Account, and Mark Land seconded the motion. The MOU was unanimously approved.**

*Vice Chancellor Lissy Garrison shared a report on Advancement Strategic Planning and Board Restructuring.*

**Strategic Framework**

- The Office of Advancement directly supports UNCSCA’s mission and strategic priorities by building meaningful relationships with a variety of constituents and developing opportunities at all levels of philanthropy and engagement.
- We are undertaking a strategic planning initiative for advancement within the context of UNCSCA Forward.
- Our strategic framework includes (8) strategic initiatives:
  - Fundraising
  - Pipeline
  - Alumni Engagement
  - Events
  - Stewardship
  - Organization and People
  - EDIB
  - Philanthropic Priorities
- Focus of this presentation is the five program-based initiatives that relate to the work that we do in advancement:
  - Fundraising - how we raise funds for the University
  - Engagement - engaging our alumni base
  - Pipeline - expanding our base of support and identifying, qualifying, and cultivating new donors
  - Events
  - Stewardship
- This information was shared for the first time with the Deans at the Dean’s Retreat held this summer. Mark Land asked that this presentation be shared with the Board of Trustees.
- VCA Garrison shared newly established gift levels for UNCSCA:
 

○ Principal Gifts	\$1M+
○ Major Gifts	\$25 – 999K
○ Leadership Annual Gifts	\$1 – 24.9K
○ Annual Gifts: All gifts under	<1K
- VCA Garrison shared a graph showing historical information last five (5) years and enumerated by gift level.
- The last 3 years of the campaign are reflected in the chart. Moving forward, when talking about fundraising, we are talking about the totality of philanthropic impact to the organization. In the past, we may have discussed gifts that only included gifts from the Foundation or gifts to the state side. In the future, we will include gifts to the Foundation, gifts to the state side and gifts to the Kenan Institute. This will represent the totality of philanthropic impact to UNCSCA.
- Over the past 5 years, total funds raised were 61M, with nearly 90% was from major gifts and principal gifts. We have great strength in annual giving and principal gifts but there is a great deal of opportunity to build a major gifts pipeline.
- Donor Base
  - Of a current pool of 54,000 prospects, only 112 donors have lifetime giving of \$100K or above. Very concentrated pool of donors – very lucky to have strong base of AG. Our opportunity is to grow our donor base at the major gift level.
- FY23 Themes

- Build capacity of our team – Streamline the work we are doing now, enable partnerships with campus leadership. Quarterly meetings with the Deans.
  - Adopt best practices
  - Expand our pipeline
  - Leverage resources
  - Streamline and recalibrate
  - Engage deans and campus leadership
- Fundraising
    - Create best practices at all levels of giving; added a position for Leadership Annual Giving Officer. Shannon Wright was promoted to Director of Development for Leadership Annual Giving and Family Giving. Rich Whittington, Anne Watkins, and Sara Emery, will focus on major and principal gifts
    - Donor-centered giving at all levels – Day Of Giving will continue to offer focus on Annual Fund but will also add project specific opportunities for all areas of the school.
    - Focus on our vision vs. needs. Our strategic plan, UNCSEA Forward, gives us the roadmap. Instead of ‘What do you need?’ we are ‘What are you passionate about? What are your interests?’ We want to align with the passions of our donor.
    - Always in campaign. At the end of any campaign, we reassess, we’re in silent phase of the campaign.
      - David Broughton asked how planned giving plays into our plans? Crescendo website-putting in places tools that will address the needs, taking a proactive role in training our team, all the boards, our faculty, and staff. Rich added in the last campaign, 15% was bequests – that is normally a much higher percentage (25-30% is the norm). Bequests are very important, but the easiest. There are more sophisticated methods of planned gifts that we will be prepared to take on in our 3-year plan.
- Fundraising Goals

Visual chart explains the various gifts levels. We look back at the accomplishments and consider that this giving will continue as we move forward. We are adding resources to leadership annual giving and focused on donor centered annual giving. We are working on building our pipeline for principal giving. As of the end of August, we are 8% toward our goal.
- Pipeline
    - Turn on the taps – New Parent Program, leads from Academic partners (Dean quarterly meetings) and Foundations
    - Expand into key markets – Great support in Winston Salem but we need to expand into other areas now that COVID is allowing more travel. NYC, Atlanta, LA, Chicago
- Alumni Engagement
    - Volunteer experiential philanthropic communication
    - Expand capacity and partnerships (Kenan, BOV (alumni committee, National Peers, other boards and faculty)
    - Technology can help. We’re implementing UNCSEAConnects. Platform called Protopia that we are branding. Current students can network with alums and alums can connect alums.

- Events
  - Focused strategic events – serve multiple constituents, highlight students and faculty, align with strategic plan
  - No tickets fundraising events (e.g. NextNow). Not a best practice.
- Stewardship
  - Impact-based stewardship and recalibration of giving societies.
- Picklestock Overview (Rich)
  - After the board meeting tomorrow, please stick around for Picklestock events. Most events are indoors so rain shouldn't affect too many of the plans. Saturday night will include the Symphony concert and Beaux Arts Ball at Robert Hall downtown. This will become a yearly event branded as "UNCSA Homecoming."
- Questions
  - Ralph Womble asked about what events will be changed. Lissy shared we would not be doing ticketed events but we're still doing lots of events. We are creating events to highlighting events/performances already happening on campus vs. creating advancement-centered events (like NextNow). More opportunities to include new prospects and alumni.
  - Ralph Womble asked about minimum level of endowment. Do we need to adjust that amount? Cindy commented it is in our 3-year plan to raise the minimum. Lissy commented that \$50K will be a more reasonable level once we have built a strong major giving program.

*Foundation Executive Director Cindy Liberty provided the Foundation Report.*

## **UNCSA FOUNDATION REPORT**

### **Foundation Board**

- Cindy presented changes on the Foundation Board. Board members retiring include Dara Folan, Mary Perkins, Taylor Shipley, and John Wigodsky.
- New Board members with terms beginning September 2022 include Joe Logan, Scott Cawood, Laura Ramsay, Kelley Kenner-Patridge, Howard Upchurch, and Meade Willis. Working on putting together their orientation meeting. Some are new to UNCSA, some have been with us.
- David Broughton is the Foundation Board's new President. Bill Watson is serving a one-year term as Vice President.
- Julie Williams will complete the position for Treasurer, Mindi Mueller will serve as Assistant Treasurer, Erin Adams as Secretary and Jim Ruffin as Non-Officer Member.

### **Auditor's Report**

- We have finalized our audit report.

### **Unused Endowment Spending**

- We have a very large float in our temporarily restricted. Money coming off the endowments. New policy that will go into effect in FY24. Endowments sitting for one year will be re-invested.

*Executive Director for the Thomas S. Kenan Institute for the Arts Kevin Bitterman provided the TSKIA report.*

**THOMAS S. KENAN INSTITUTE FOR THE ARTS (TSKIA) REPORT**

- In June 2022, TSKIA received a grant from The William R. Kenan, Jr. Fund for the Arts to support its operational and strategic initiatives for FY23 (7/1/22 – 6/30/23).
- TSKIA will embark on a strategic planning process in FY23; however, the core areas of inquiry and investment for this fiscal year center around five areas: 1) Research & Assessment; 2) Networks & Knowledge Building; 3) Fellowships, Grants, & Awards; 4) Global Connectivity; and 5) Emerging Opportunities & Creative Projects.

**Programmatic Areas of Inquiry and Investment with Active Program Development**

1. **Research and Assessment:** TSKIA is working with partners to inform field-wide learning, including:
  - a. Support a research project led by the North Carolina Arts Council to research how the A+ Schools reform model 1) supported its educators and their retention during the COVID-19 Pandemic and 2) to document and understand trends in student achievement in A+ Schools, which view the arts as fundamental to teaching and learning.
  - b. The Institute has also joined a circle of funders and training programs to sponsor the 2022 Strategic National Arts Alumni Project - or SNAAP survey, which measures: 1) The experience of graduates from art training programs; 2) Their journeys beyond graduation; 3) And the success and impact of art-school graduates in society.
2. **Global Connectivity:** TSKIA has a history of sponsoring international projects and residencies - to support both students, faculty, and the regional arts ecology. Exposure to a wider range of cultural traditions, history, and aesthetics also helps to develop a deeper understanding of global connectivity – this is especially important as production work becomes increasingly global in tandem with the celebration of a wider range of cultural identities and stories within our communities.
  - a. On October 3, the TSKIA will host a public performance, The Frontera Project, in partnership with The Hispanic League of Winston-Salem. The Frontera Project is an interactive, bilingual theater experience created and performed by an ensemble of artists from Mexico and the US. Fusing theater, movement, and music, the artists and audience engage in a conversation about life at the US/Mexico Border.
  - b. Also, in October, TSKIA will partner with the School of Music by supporting a Campus Residency with Dr. Patricia Caicedo, a Colombian-Spanish soprano, musicologist, and physician whose scholarship and artistry center around Latin American and Iberian art songs, along with research in the areas of music on social health.
3. **Emerging Opportunities and Creative Projects:** This year, TSKIA will support collaborative projects that are aligned with the UNCSA Forward strategic plan and areas of inquiry for TSKIA in partnership with the local community.
  - a. Working in partnership with TSKIA, the Arts Council of Winston Salem & Forsyth County, United Health Centers, the City of Winston-Salem, and Forsyth County was selected as one of 9 sites to participate in the pilot peer learning cohort for the national Improving Community Health and Resilience through the Arts initiative, led by The National League of Cities and One Nation/One Project.

- i. The initiative leverages American Rescue Plan Act (ARPA) resources to improve community conditions related to impacts of COVID-19 and social cohesion via the arts.
- ii. Over the next two years, each site team will develop local participatory arts activities and an artistic project/event to premiere in July 2024. Our work will also contribute to national research on an Arts Desk Service Model, which encourages community health providers to refer patients to arts activities based on the proven health benefits of the Arts.

*Vice Chancellor for Strategic Communications Claire Machamer gave the Strategic Communications Report.*

## **STRATEGIC COMMUNICATIONS REPORT**

Printed programs are now available at all performances. A special thanks to Gina Harris and Michele Lee Festino.

Great launch as the season starts for performance this year to include public relations, additional marketing, redesigned performance websites, new features for the listing of events, and an improvement in how the information is prioritized. There is also an increase in ticket sales and newsletter signups. All is moving in a positive direction.

### **Rankings and Press Highlights**

- School of Drama, #4 in the world (Yale, Julliard and NYU)
- School of Film #10 from Hollywood Reporter, Variety, Movie Maker
- This is huge that we are #4 ranking in the world; and this is not the first time for UNCSA. These reports allow us to use the coverage and connect UNCSA widely. Thank you to the PR team for their efforts.

### **News and Features**

- Links can be obtained on the additional report

### **Marketing**

- Digital signage at performances and around campus. The work has begun in many of the performance locations. Work continues to be completed across the campus.

### **Updates**

- Pree Nayak – Media Relations Manager
- Natalie Shrader– Director of Digital Media, will start at UNCSA on October 10.
- Working to complete the strategic plan for Strategic Communications.
- Working with the team of IT to complete a new internal portal for students. This will work more like an intranet and offer an app component. Providing a great avenue to have more access for information via cell phone.
- Photoshoot for new recruitment campaign featuring students from every school.
- School of music, dance show with PBS – documentary element to showcase their work. Already in production, will air on PBS next year.

**Kyle Petty shared theme of opportunity: Opportunity for Growth; Opportunity to Tell Who We Are; Opportunity for the Foundation and Word of the Day; Postmistic (Positive and Optimistic)**

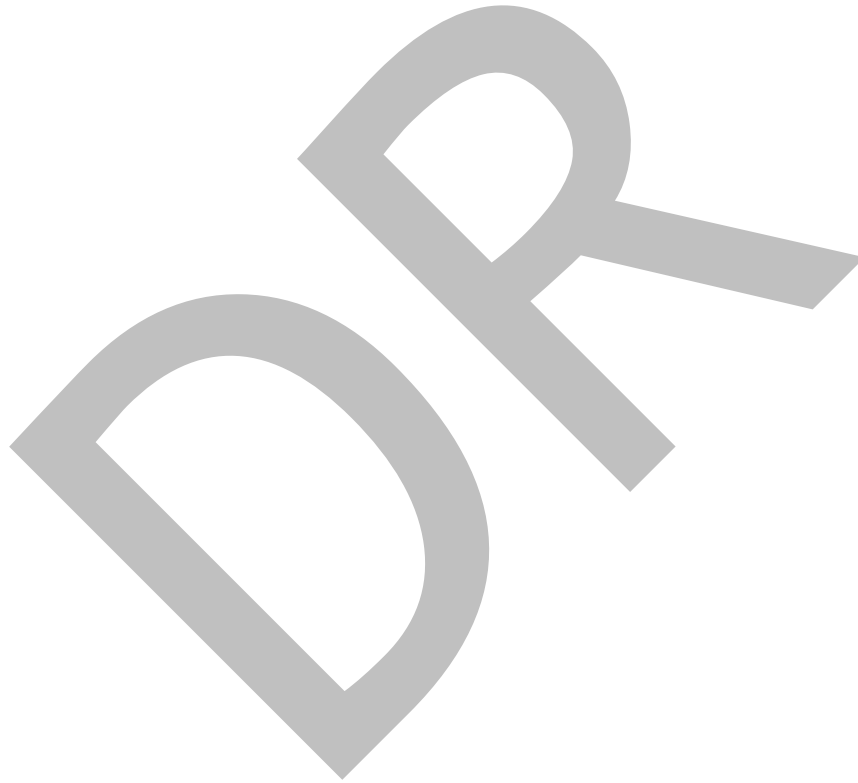
**OTHER BUSINESS**

Committee Chair Kyle Petty asked if there was any other business for this group. There were no further comments.

**ADJOURN**

Committee Chair Kyle Petty asked for a motion to adjourn at 12:06pm.

**MOTION: Ralph Womble made a motion to adjourn. Mark Land seconded. Meeting was adjourned at 12:06pm.**





## ADVANCEMENT REPORT

### Vice Chancellor for Advancement

We will continue to report progress to date in the context of our Advancement strategic framework, which includes the following:

- Core areas of Advancement – Fundraising; Pipeline development; Alumni Engagement
- Key work related to our core areas – Events; Stewardship
- Infrastructural areas – Organization and People; EDIB; Philanthropic Priorities

### Fundraising

#### Year-to-date July – October, 2022

	Goal	YTD	YTD %	# Gifts	Add'l Projected	Projected Total	Projected %
<b>Principal Gifts \$1M+</b>	\$3,800,000	\$925,000	24%	1	\$4,165,000*	\$5,090,000	134%
<b>Major Gifts \$25-999K</b>	\$3,000,000	\$135,000	5%	2	\$905,000*	\$1,040,000	35%
<b>LAG \$1K - \$24,999</b>	\$1,425,000	\$263,922	19%	83	\$1,161,078	\$1,425,000	100%
<b>Annual &lt;\$1K</b>	\$275,000	\$33,424	12%	481	\$241,576	\$275,000	100%
<b>TOTAL</b>	<b>\$8,500,000</b>	<b>\$1,357,346</b>	<b>16%</b>	<b>567</b>	<b>\$6,472,654</b>	<b>\$7,830,000</b>	<b>92%</b>

*\*Includes 50% discount on expected amount for Principal and Major Gifts in the FY23 pipeline*

With four months completed (33% of the year), we have raised \$1.36M vs a goal of \$8.5M (16% of goal). We have a strong pipeline of Principal Gifts and a growing pipeline of Major Gifts expected to close in the second half of FY23, and we expect seasonal appeals and other activities to enable us to meet this year's Leadership Annual and Annual giving goals. Based on this, we are currently projecting total fundraising of \$7.8M+ this year. These projections include a 50% discount on Major and Principal Gifts expected to close during the remainder of FY23.

Overall assessment – we continue to see greatest strength in the principal gifts category. A top priority continues to be developing a stronger pipeline of Major Gifts (see below). With increased focus and staffing in Leadership Annual Giving, we expect to meet or exceed our goal in that category. Annual giving to date has been slower than normal, but we expect our calendar year-end mailing and spring Day of Giving to make up for the slow start.

### Pipeline Development

An important priority this year is to start “turning on taps” of new sources of prospective donors. Two new programs are already showing results – a new focus on Gift Planning and a new website partnership have already generated a steady stream of leads, including two seven-figure new planned gifts in progress. And

our new Parent Philanthropy program is launched and already leading to both Leadership Annual and Major Gift conversations.

Another important source of lead generation will be partnerships with faculty and academic partners. To this end, Advancement has instituted quarterly meetings with the deans of all five arts schools, DLA and High School, the Vice Provosts for Student Affairs and Academic Affairs, and the head of Libraries.

To reinforce the importance of building our pipeline, all frontline fundraisers now have metrics for # qualifications / disqualifications of new prospects. This is in addition to the other industry standard individual metrics for fundraising dollars and activities.

### **Alumni Engagement**

We hosted UNCOSA's first-ever official Homecoming this fall. "Picklestock" was a great success, attracting over 100 alumni from all over the country, even in the middle of the hurricane. We honored our 50-year alumni from the classes of 1970, 1971, and 1972, and welcomed a large contingent of graduates from 2012 who were celebrating their 10-year reunion. We will continue this new tradition annually, with a focus on milestone reunions.

We also continue to develop engagement opportunities outside of Winston-Salem. During a trip with Chancellor Cole in October, we met individually with alumni, hosted a gathering of alumni with the chancellor, and invited alumni to enjoy a private screening of Peter Hedges' new film, "The Same Storm." The screening included a Q&A with Peter, Chancellor Cole, Dean Deborah LaVine, and alumna Regina Strayhorn, whose band Bandits on the Run provided some of the soundtrack in the film.

Continuing our engagement outreach, we will hold virtual town halls for each school in January, and we will host "UNCOSA in NYC" April 13-17, which will include a variety of activities and opportunities for both student showcases and alumni connection.

More than 600 alumni participated in the Strategic National Arts Alumni (SNAAP) survey this fall. SNAAP reaches out to arts alumni from all over the country and asks them questions about their degree and their art, whether they are working professionally in the arts, and how the COVID-19 pandemic affected them and their careers. We should receive our data and overall results in February. We want to thank the Kenan Institute for being a national funder of this survey.

We are very excited about the launch of our new alumni platform, "UNCOSA Connects." Launched in October, UNCOSA Connects enables students and alumni to connect with each other virtually, getting questions answered and establishing mentoring opportunities. Alumni use is growing, and we plan to roll out the platform to current students in the coming weeks. We will also be launching this platform to admitted students, enabling them to reach out to a curated group of alumni who have volunteered to answer questions – our admissions colleagues are excited about this opportunity to engage with prospective students and support their recruitment.

Finally, we are delighted to welcome a new member to our alumni team. Sarah Kelly has joined our team as our new Alumni Engagement Coordinator. In this role, Sarah will be assisting with alumni events, communications, social media posts, research, and other administrative functions crucial to implementing our alumni engagement plans.

## Leadership Annual & Family Giving

### Family Giving

- A luncheon with Chancellor Cole, Vice Provost and Dean of Student Affairs Dr. Tracey Ford, and Assistant Dean of Student Affairs Laurel Donley was held in mid-November for current and prospective members of the newly developing Parent Leadership Circle. The group discussed *UNCSA Forward*, the university's strategic plan and those strategic initiatives most pressing for many of our parents including Health & Wellness, Workload Balance/Collaborative Scheduling Initiative, and our work in EDIB. The luncheon was part of UNCSA Leadership Weekend which included several events and performances for our Boards and Giving Societies. Parent Leadership Circle donations (\$10,000 minimum annually) go to the Chancellor's Innovation Fund in support of the strategic plan. As of early November, we have two families that have joined as founding members of the PLC and many additional proposals in conversation.
- All parents and families are encouraged to engage with the university in a meaningful way through gifts of time, resources, or both. During orientation, families received information regarding various ways to get involved and engaged with UNCSA including our new Parent Leadership Circle, Dean's Circles, Giannini Society, and the Associates/PSO volunteer opportunities.
- Visits with parents are ongoing and targeted solicitations will be mailed out in November.

### Giannini Society

- Giannini renewals continue to come in steadily as members opt to renew at the one-time rate of \$1500 prior to the increase to \$2400 (\$200/month) starting January 1, 2023. A final reminder letter to those that have yet to renew will go out in late November/early December.
- New 'Bravo Box' thank you mailers are in development for new and renewing Giannini members.

### Dean's Circles

- Advancement is meeting quarterly with each of our art school deans as well as our deans for DLA, High School, Student Affairs, Academic Affairs, and the Library. Conversations are ongoing with each department to further cultivate new Dean's Circle prospects as well as to further engage current members. Two events have been planned for each Dean's Circle this year – one as an exclusive event for members and another as a cultivation event.

### Associates Volunteers

- The Associates continue to actively volunteer across campus as opportunities are posted in the [Associates Portal](#), our new volunteer management software system. Faculty and staff may request volunteer assistance through our online [Associates Volunteer Request Form](#).
- The Associates will enjoy a holiday reception and "Night at the Nutcracker" on Wednesday, December 14<sup>th</sup>.

## Events

### Fall events and attendance

- **5 Dean's Circle**
  - 3 Stewardship for existing Dean's Circle: **20-30** guests
  - 2 Cultivation for Giannini and up (**NEW**): 40-60 guests, 70% non-DC in attendance
- **UNCSA Alumni at the Winston-Salem Dash**
  - Alumni, Alumni families, Faculty, Staff: **20** attended
- **NYC Meet and Greet with Chancellor Cole**
  - Donors, Prospects, Staff: **40** attended

- **Peter Hedges NYC Film Screening**
  - Alumni, Donors, Prospects, and Staff: **70** attended
- **Picklestock: UNCASA Alumni Homecoming 2022**
  - Alumni: **100** attended
  - 2-day event (shortened due to Hurricane Ian) 100 alumni from 1968-2015, large concentrations in 70s and 2010s)
- **Encore Circle Dinner**
  - 28 guests of 84 total Encore Circle
- **Associates Launch Party: 100** guests
- **Parents Events (NEW)**
  - HS Parents Breakfast; **100** attended
  - Meet the Dean of DLA; **130** attended
  - Drop in UG Parents' Breakfasts (all incoming parents, not tracked)
- **Giannini Society Spotlight: Latonia Moore Public Master Class**
- **Donors Giannini & up: 17** attended, 60 capacity
- **Nutcracker Alumni Night**; Wednesday, December 7
- **Nutcracker Opening Night**; Friday, December 9
- **Nutcracker Associates Night**; Wednesday, December 14
- **NEW-Fall Leadership Weekend**; multi day event for Boards and Donors
- **New metrics** – Post event surveys with 20% response rate - recording Net Promoter Score for year-to-year comparison, recording first time percentages, recording giving society participation percentages, setting attendance goals, and recording percentage of goal

### Upcoming

- **Annual Scholarship Luncheon** – Wednesday, January 25, 2023; Benton Convention Center
  - Now open to all Scholarship donors and recipients
- **UNCASA in New York** – Thursday, April 13-17, 2023
  - Multi day Showcase in New York, NY. Event for boards, local donors, regional donors, alumni, and prospects
- **5 Dean's Circle**
  - Music; Saturday, February 11, 2023
  - Film; Thursday, February 23, 2023
  - Drama; Thursday, March 30, 2023
  - Dance; Thursday, April 20, 2023
  - Design & Production; Thursday, April 27, 2023

### Staffing Updates

#### New Hires

- Tanya Dunlap joined our team as the new Executive Assistant to the Vice Chancellor for Advancement on October 3rd.
- Sarah Cominsky joined our team as the Development Associate on November 1st and will support the frontline fundraisers with administrative and logistical tasks.
- Sarah Kelly joined our team as the Alumni Engagement Coordinator on November 1st to support the expanded efforts of the Alumni Office.

## **UNCSA FOUNDATION BOARD REPORT**

### **Finance Committee**

- Met on October 18<sup>th</sup> to review first quarter results of FY 2023

### **Executive Committee**

- Discussed endowment reinvestment policy
- Meets on November 10th

### **Audit Committee Report**

- Waiting for 990 draft from the auditors
- Once FY 2022 is fully completed, an RFP will be issued for FY 2023.

### **Foundation Board**

- Approved Endowment Reinvestment Policy at September Meeting
- Meets on November 15th

### **Semans Art Fund Board**

- Semans Art Fund Audited Financial Statements have been issued
- Waiting for 990 draft from the auditors
- The spring board meeting will be held on March 31st.

### **Foundation Staff**

- Executive Assistant started on November 1: Ann Davis-Rowe
- Working on Fundraising Registrations – waiting on FY 2022 - 990

## **THOMAS S. KENAN INSTITUTE FOR THE ARTS**

Below are selected programmatic updates organized by the Kenan Institute's areas of focus for 2022-2023. Additional initiatives continue to develop, including the selection of a strategic planning consultant, which we anticipate reporting on during the December 2022 meeting of the Board of Trustees.

### **Networks and Knowledge Building/Sponsored Activities**

- Last month, the Kenan Institute for the Arts sponsored and sent a local delegation of arts, municipal, and public health leaders to the [Creating Healthy Communities Convening](#) (October 10-11) at the University of Florida's Center for Arts and Medicine.
  - The event provided the Institute and Winston Salem-based members of the [Improving Community Health and Resilience through the Arts](#) initiative with time to discuss arts-based interventions, research, and policy making that are contributing to healthier, more equitable communities in the United States.
  - Dr. Ford, Vice Provost and Dean of Student Affairs, joined the delegation. Her team is in conversation with the Institute about possible programming and opportunities to model work

being implemented on campuses across the county to support wellness and wellbeing for students.

- The Kenan Institute sponsored and attended the [2022 Creative Placemaking Leadership Summit: South & Appalachia](#) in Chapel Hill, NC, (November 1-4).
  - A gathering of artists and community leaders explored how arts and cultural activities help make communities more inclusive, connected, and resilient.
  - Over 400 professionals and leaders in the Southeast from the arts, culture, public affairs, community economic development, grantmakers, educators and more attended the Summit.

### **Global Connectivity**

- As part of [The Frontera Project](#) residency (October 2-4), artists from New York and Mexico conducted workshops with over 80 students in the UNCSA High School, School of Drama, and Division of Liberal Arts. The workshops explored the use of devised theater and the Company's process of creating The Frontera Project. On October 3, the Company presented its interactive, bilingual production for over 190 members of the public, including UNCSA students, hosted by the Kenan Institute for the Arts in partnership with The Hispanic League of Winston-Salem.
- Guest artist [Patricia Caicedo](#) visited UNCSA (October 25-28) to present lectures to over 150 students related to her research of Spanish, Portuguese, and Latin American art song, and social health. Dr. Caicedo presented a recital, provided one-on-one coaching, and spoke on several topics related to EDIB, diversification of student repertoire, and Arts & Wellness.

### **Fellowships, Grants, and Awards**

- **Faculty Enrichment Grants** augment classroom learning by funding student attendance at local performances, virtual performance events, and guest artists in the classroom.
  - Nearly 100 students have attended performances, visited museums, and learned from guest artists this semester. For example:
    - A group of 24 students studying the history of dance with Professor [Abigail Yager](#) recently attended a performance of the Bill T. Jones/Arnie Zane dance company at Carolina Performing Arts, including a post-performance discussion with the artists.
    - Fourteen students from Professor [Scott Ressler](#)'s Advanced Cinematography class worked with Gary Ushino in their classroom, who is an industry veteran in motion picture camera work.
  - **Transformational Grants for Students** support off-campus opportunities to connect students with the industry through faculty-mentored projects. This semester, the Institute has supported five students:
    - Two Filmmaking students attended the [Infinity Festival](#) in Los Angeles with Dean [Deborah LaVine](#) and Professor [Laura Hart McKinny](#) to explore the intersection of Hollywood and Silicon Valley.
    - Two Design & Production students attended the [Lighting Design International Show](#) with Professor [Josh Selander](#) to experience emerging technology in theatrical lighting, attend workshops, and network with industry leaders. Both students were inducted into the LDI Futures and Innovation League, which recognizes their potential as leaders and change-maker for the future of design.

- Another Design & Production student traveled to NYC to observe Professor [Clifton Taylor](#)'s lighting design for Toshio Hosakawa's opera, "Hanjo" at the Skirball Center at NYU.
- **UNCSA Alumni and Graduating Student Awards** provide support for recent alumni in launching creative projects to further their careers.
  - This fall, the Institute sponsored the participation of a School of Filmmaking graduate in the Center for Creative Economy's Velocity business accelerator program. This 10-week, cohort-based program includes a robust curriculum mentorship to help creatives launch their creative enterprises.

### **Emerging Opportunities & Creative Projects**

- The Kenan Institute is providing seed support for a residency to develop a new production produced by the Schools of Dance and Filmmaking, including a promotional video with a UNCSA alum. The project features School of Dance students performing a myriad of dance styles, with School of Filmmaking students taking on key cinematographic aspects of the project and elements of producing.

## **STRATEGIC COMMUNICATIONS REPORT**

### **Rankings and Press Highlights**

- **UNCSA School of Filmmaking** was ranked #10 of 50 top American film schools by TheWrap, and the film music composition program was ranked #14 of 20 best in the world by The Hollywood Reporter. The PR team secured additional statewide and local coverage of the rankings.
- Chancellor Cole was named one of Triad Business Journal's "**Power Players**" for 2022.
- A new dance work choreographed by UNCSA faculty and alum, and filmed by Strategic Communications, was submitted and selected as Dance Media's "**Friday Film Break**."
- The official announcement of "**The Nutcracker**" was sent to media; Dean Outlaw was interviewed on WSJS alongside student Dana Sheldon and the production was featured as a **top holiday pick** in the Winston-Salem Journal. Additional coverage is slated for Winston-Salem Monthly, Forsyth Woman, and more.
- Feature articles on "Sweeney Todd," the annual musical, published in the Winston-Salem Journal and **Yes! Weekly**.

### **News, Features and Video**

**12 features, press releases and videos** have been published since the last board meeting on Sept. 29, supporting a **+10.7% YOY** (year-over-year) increase in unique pageviews in the news and features section in the month of October.

- **Misty Copeland:** Story and video
  - **Story:** Dance superstar Misty Copeland speaks to students about Black role models in ballet and her advocacy for access

- Video: A Conversation with American Ballet Theatre Principal Dancer Misty Copeland and Dean Endalyn T. Outlaw
- **UNCSA Kenan Frontera Project:** The Thomas S. Kenan Institute for the Arts at UNCSA, in partnership with the Hispanic League, presented a residency with The Frontera Project — an interactive, multilingual theater experience created and performed by a company of Mexican and U.S. artists.
- **1/52 Project grant:** Jessica Cancino, an alumna of the School of Design & Production at UNCSA, was an inaugural recipient of the 1/52 Project, which aims to support designers of color as they grow their careers in the theater community.
- **"Roe":** The School of Drama's alumna-directed production of Lisa Loomer's 2016 play "Roe" provided audiences, cast, and crew with an unusually intimate view into the lives of those involved in the famous case.
- **"Halloween":** The School of Design & Production (D&P), in partnership with Mitchell County, N.C., produced a multiday interactive Halloween experience to boost tourism in the western part of the state while highlighting Blue Ridge history, mystery and culture.

### Alumni Stories

- **Jump, Little Children** — a band formed in 'the Snack Bar' (now known as the Pickle Jar) at UNCSA in the early 1990s — is saying farewell with a new self-produced album and tour.

### Marketing

- Mercedes-Benz of Winston Salem has agreed to serve as the presenting sponsor for this year's "The Nutcracker" to bring total sponsorship sales to just over \$47,425. Ticket sales are trending strong with more than 50% of the run sold/comped. 4,662 tickets sold/comped **+36% YOY** from this time last year. \$260,734.28 ticket sales **+32% YOY** from this time last year.
- Newly optimized digital advertising has generated an **+80% YOY** increase in prospective student inquiries from July through October.
- Strategic Communications is continuing to partner with Admissions and Virginia-based marketing firm **SimpsonScarborough** to create a new branding/messaging campaign to support the next three-year cycle of recruitment marketing. To date, we've completed brand platform messaging architecture, departmental sub-brand platforms, creative testing, SLATE audit, Marketing channel and budget audit, communication plan audit and admissions website audit. Advertising creative is scheduled to launch at the end of this calendar year with printed materials in the spring.

### Digital Media

- During October 2022, uncsa.edu had an average of 90,059 monthly users, which is an **8.7% MOM** (month-over-month) increase.
- In October, uncsa.edu had 4.2k monthly users (**+25.1% YOY**) and 2.8k new monthly users (**+61.3% YOY**) from **email**.
- In October, uncsa.edu had 49.6k monthly users (**+11.3% MOM**) (month-over-month) and 41.1k new monthly users (**+10.6% MOM**) from **organic search**.
- The Strategic Communications, Information Technology and Student Affairs teams finalized a contract with **Pathify** — an internal communications portal that provides a personalized, centralized dashboard



for students, faculty, staff, incoming students and alumni. This will allow us to communicate with and engage students in a simpler and more effective way.

### **Internal Communications**

- Phase 1 of campuswide digital signage was implemented in key areas of campus, including all the performance venues except the Stevens Center. Digital Signage features a mix of information from My SA Announcements, news, video, social media and events relevant to the sign's location. All signs are integrated with the RAVE campus alert system. Phase 1 adds twelve signs to the existing six signs on campus.

### **Personnel**

- **Natalie Shrader** was hired for the position of Director of Digital Media in October. Shrader has experience driving digital strategy across multiple industries working in both higher education and healthcare. She is passionate about using digital storytelling to elevate brand awareness. She is coming to UNCSCA after working as the strategist of the Atrium Health Enterprise Brand Journalism department, with previous roles managing social media and comprehensive digital strategy at Atrium and East Carolina University.

### **Looking Forward**

- Strategic Communications will launch the new recruitment marketing campaign by the end of this year with new admissions recruitment collaterals and campus signage produced in the early spring.