

MINUTES

The University of North Carolina at Greensboro Board of Trustees

February 19, 2016

MEMBERS PRESENT: Susan Safran (Chair), Charles Blackmon, Frances Bullock, Vanessa Carroll, Mona Edwards, Brad Hayes, Brittany Hudson, Randall Kaplan, Betsy Oakley, Elizabeth Phillips, Dean Priddy, Ward Russell, and David Sprinkle.

Chancellor Frank Gilliam, Chief of Staff and Assistant Secretary to the Board of Trustees Waiyi Tse, Executive Assistant to the Chancellor Kelly Harris, and other members of the administration, faculty, staff, students, and public were also present.

WELCOME: Chair Susan Safran called the meeting to order at 8:31 a.m. and read the Conflict of Interest statement.

Roll call was read by Waiyi Tse and quorum was confirmed.

CHAIR'S REMARKS:

Chair Safran thanked the Aycock Naming Subcommittee for their efforts and the Board for their thoughtful consideration of the issue, which culminated in a vote to remove Charles Aycock's name from the Auditorium. Brad Hayes, extended his gratitude to the staff for their support of the committee.

Chair Safran noted the format change of the BOT meetings where meetings of committees of the whole would include votes on action items, leaving time for strategic discussions during the full board meeting.

Safran encouraged all Trustees to attend the Graduate Research and Creativity Expo taking place on April 7, 2016 in the Cone Ballroom of the Elliott University Center.

CHANCELLOR'S REMARKS:

Chancellor Gilliam also extended his appreciation of the staff for their work on the Aycock issue.

Chancellor Gilliam informed the Board that Jim Clotfelter, Vice Chancellor for Information Technology Services (ITS) would retire on July 31 after serving the university for thirty-nine years. In addition to leading ITS, Clotfelter served as a faculty member, and has worked on several campus and community initiatives. Donna Heath, Associate Vice Chancellor for Systems and Networks will serve as interim Vice Chancellor of ITS. UNCG will lead a national search after conducting a review of the unit and its needs.

Chancellor Gilliam advised the Board of additional staffing updates:

- At the December meeting of the Board, it was announced that the position for General Counsel had been filled. This is no longer the case and the university will resume a search. Fortunately, the addition of Kristen Bonatz in this office has relieved some of the urgency in filling this position.
- Bryan Terry has been promoted to Vice Chancellor of Enrollment Management. He has lead the campus in two straight years of enrollment growth and is a leader in the science of recruitment and retention.

- Paul Lester has been appointed as the new Chief of Police. He is a graduate of UNCG and the FBI Academy and has served the UNCG community for more than twenty years. He assumes leadership March 1.
- The university will launch a national search for someone to fill the Associate Vice Chancellor of Communications position. Jim Thornton will continue to serve in the interim.

Chancellor Gilliam informed the Board about a flier that was posted on campus and later disseminated on social media two weeks ago. The flyer used quotes from politicians, which included racist and hurtful language. The university received several responses from students, parents, alumni, and others in the campus community regarding the flyer. Chancellor Gilliam addressed the flyer in a message to the campus community, highlighting two points:

- The use of inflammatory language may serve the purpose of attracting attention, but it is also counter to productive dialogue and perhaps most poignantly it can be harmful to members of our community, and
- The university both respects the right of free speech and upholds the values of the Student Code of Conduct, which are respect, responsibility, fairness, trust, and honesty. Prejudice, discrimination, and racism are at odds with our core mission and values.

Vice Chancellor Cherry Callahan and the student affairs team are working to help foster a culture of respect. They immediately responded to the flyer by coordinating a series of student meetings, dialogues, and forums.

Brad Hayes asked for an update on the Associate Vice Chancellor for Human Resources search. Terri Shelton, chair of the search committee, reported that the university was unable to secure the candidate from the original search. A second search is underway.

APPROVAL OF MINUTES:

The board approved the minutes of the December 4, 2015 meeting.

REPORT OF THE AUDIT COMMITTEE:

Committee Chair Ward Russell gave a report from the Audit Committee (AUD) that met on February 17, 2016

Director of Internal Audit Don Skeen reported on the internal audits of the NCAA Agreed-Upon Procedures and the Misuse or Theft of State Property. No exceptions were found in either audit. Vice Chancellor for Business Affairs, Charlie Maimone, provided an update on institutional risk management.

The Audit Committee discussed expanding the charge of the committee to include risk management and compliance. This consideration will be presented at a subsequent meeting of the Board.

STRATEGIC DISCUSSIONS:

Chancellor Gilliam reiterated Chair Safran's thoughts that the full Board meetings will include opportunities for strategic discussions. This format will allow for an expansion in Board input on university matters.

UNCG 125th Anniversary

Chancellor Gilliam posed the following questions surrounding the 125th Anniversary: What is the story we ought to be telling? How does the anniversary relate to fundraising? What can UNCG do to distinguish itself from other universities celebrating an anniversary?

Recommendations:

- Narrative/Branding:
 - Use our story to honor our legacy
 - Promote the anniversary throughout Greensboro with a recognizable and new branding image
 - Include other anniversaries, like the Weatherspoon 75th anniversary and SON 50th anniversary
 - Educate community on UNCG, eliminate “best kept secret” brand
 -
-
- Advertise our economic impact to Greensboro and the Triad
- Fundraising:
 - Launch micro-campaign to fundraise
 - Consider fundraising efforts that will not hinder the upcoming capital campaign
 - Focus fundraising on scholarships and professorships
 - Include students in giving campaign
- Engagement/Events:
 - Focus on “friendraising” in an effort to reconnect with alums
 - Engage the Greensboro community
 - Include music/speaker series that will engage the community
 - Identify 125 leaders among our alumni and highlight in community
 -
 - Consider hiring a professional event planner
 - Centralize events/activities with a common thread
 - Focus on recruitment of new students

Spartan Village Phase II and Community Relations

Chancellor Gilliam updated the Board on Spartan Village II. The groundbreaking is scheduled to take place in approximately ten days. Unfortunately, there continues to be some discontent among a few residents in the Glenwood community. The Chancellor hosted a community forum in collaboration with Councilwoman Sharon Hightower to discuss the concerns of the community.

Chancellor Gilliam posed the following question surrounding the concerns of the Glenwood community: What are some strategies that will allow us to successfully approach the neighborhood and relieve their concerns?

Recommendations:

- Reiterate that the community is invited to join the recreation center
- Demonstrate that UNCG intends to maintain grounds
- Communicate the university’s intentions consistently and frequently
- Maintain plans that are in the best interest of the university but also benefit the whole community
- Acknowledge that the university cannot satisfy everyone
- Include community members in project decisions
- Clearly articulate prohibitions of state property
- Provide opportunities to engage the community
- Continue to foster relationships with elected officials who can serve as liaison to community
- Provide access to jobs for community members through construction and retail services

- Add and maintain green spaces

Chancellor Gilliam reported that negative responses to the decision to change the name of Aycok Auditorium have been minimal (just a few alumni). Board members suggested that the campus be swift in its response to alumni and other campus constituents in explaining the process and the decision; and that the university should also solicit Board members with their recommendations for the next steps in renaming the auditorium.

Susan Safran moved to call the facility UNCG Auditorium until a permanent name could be determined which was seconded by Randall Kaplan. All approved and the motion carried. Additionally, Chancellor Gilliam was charged by the Board to establish a committee to oversee the renaming process.

ADJOURNMENT:

The meeting adjourned at 11:48 p.m.

Respectfully submitted,



Waiyi Tse
Assistant Secretary to the Board of Trustees