

**MINUTES**  
**The University of North Carolina at Greensboro**  
**Board of Trustees**  
**September 15, 2017**

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**MEMBERS PRESENT:** Brad Hayes (Chair), Charles Blackmon, Frances Bullock, Vanessa Carroll, Mona Edwards, Betsy Oakley, Elizabeth Phillips, Dean Priddy, Ward Russell, Susan Safran, and Holly Shields.

Chancellor Franklin D. Gilliam, Jr.; Provost Dana Dunn; Charles Maimone, Vice Chancellor for Business Affairs, Liaison; Jerry Blakemore, General Counsel; Waiyi Tse, Chief of Staff and Interim Assistant Secretary to the Board of Trustees; and other members of the administration, faculty, staff, students and public were also present.

**MEMBERS ABSENT:** Kathy Manning, David Sprinkle

**WELCOME:** Chair Brad Hayes called the meeting to order at 8:33 a.m. and read the Conflict of Interest statement. No conflicts were noted.

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

**CHAIR'S REMARKS:**

Chair Hayes remarked on the impressive record enrollment numbers, the opening of Spartan Village II, and the Co-Admissions program with Guilford Technical and Alamance Community Colleges. He also noted that UNCG was the first campus in the country selected for the LimeBike program.

Chair Hayes welcomed new SGA President Holly Shields and encouraged attendance at SGA regular meetings. He also welcomed Kathy Manning to the Board.

Chair Hayes also noted several notable points happening on or related to UNCG: "UNCG This Week" email, the renderings of the Nursing and Instructional Building, and the commemorative 125th pins provided to all Trustees.

Chair Hayes further noted that a UNCG Strategic Plan update was forthcoming on the agenda, and that Trustees received copies of the University System Strategic Plan over the summer, covering Access, Student success, Affordability and efficiency, Economic impact and community engagement, and Excellent and diverse institutions. He encouraged Trustees to attend a Workshop in Chapel Hill on November 1 if schedules allowed.

Chair Hayes also noted that there has been much debate over the value of a college education. He cited recent readings focused on a cost/value analysis, which supported a finding that a college degree carries with it a substantial return on investment. Source is Student Loan Hero, but I verified the reasonableness of the numbers from other sources.

Lastly, Chair Hayes noted that in the current climate with number of issues nationwide in general and on college campuses, focus should remain on educating UNCG students and supporting them in achieving their goal of earning a degree.

### **CHANCELLOR'S REMARKS:**

Chancellor Gilliam welcomed everyone to the meeting and gave an overview of the State of the Campus Address given in August, focusing on the theme of "Giant Steps." The Chancellor indicated that the theme encompassed the university's goal of transforming students, knowledge, the Greensboro community and the broader region by strengthening existing academic programs and increasing new degree programs, by raising visibility, and by increasing fundraising efforts.

Chancellor Gilliam noted UNCG's goals of increasing the number of first generation students, referencing the Co-Admissions program with Guilford Technical Community College and Alamance Community College, increasing online programs as a means of reaching rural or other non-traditional students. He also noted the importance of continuing to compete for championships in athletics.

Chancellor Gilliam also reported on the approval by the Board of Governors of UNCG's Millennial Campus Designation, giving an overview of plans for a Health and Wellness Corridor and an Arts and Culture Corridor.

Chancellor Gilliam further mentioned several upcoming events related to UNCG's 125<sup>th</sup> Anniversary, including Founder's Day on October 5, 2017 and CVPA's Collage Event in Raleigh.

### **COMMITTEE REPORTS:**

#### **Athletics Committee**

Chair Blackmon gave a report from the Athletics Committee meeting that convened on September 12, 2017. He congratulated Athletics Director Kim Record on being named chair of the NCAA Division I Competition Oversight Committee. He further reported on information presented about the Spartan Shield Program, which prepares student athletes for life after sports, as well as on the Athletics Strategic Plan. He also reported on the contract extension of Men's Basketball Coach Wes Miller and pending updates to the contract of Women's Basketball Coach Trina Patterson. Chair Blackmon further reported that UNCG is in discussions to extend the contract with the Greensboro Coliseum as the home of Spartan Men's Basketball for five additional years. In addition, Chair Blackmon gave an overview of plans to improve facilities for student athletes for both academic support and sports performance, and reported on pending partnerships between Athletics and the Kinesiology and Media Studies Departments. Finally, Chair Blackmon advised that basketball season tickets were on sale.

## **APPROVAL OF MINUTES:**

The Board approved the minutes of the May 11, 2017 meeting.

### **Nominating Committee**

Susan Safran invited a motion to appoint Kelly Harris as Assistant Secretary to the Board of Trustees. Frances Bullock made the motion, Mona Edwards seconded, and the motion carried.

### **Academic Affairs Committee**

Chair Dean Priddy gave a report from the Academic Affairs Committee meeting that convened on September 12, 2017. Chair Priddy reported that the group discussed the direction the Academic Affairs Committee would be taking during the academic year, focusing on performance indicators in conjunction with both the university's and the system's strategic plans. It was also noted that unit "cheat sheets" providing data to Board members would be forthcoming from the Provost's office. Chair Priddy further gave an overview of reports regarding initiatives to drive enrollment growth and student engagement at both the undergraduate and graduate levels.

#### **Action Item**

The Board then moved on the following action item:

AAC-6 It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the awarding of degrees and certificates to candidates as specified in the document, "Candidates to be Awarded Degrees and Certificates", and delegate to the Chancellor the authority to act on additions to and deletions from the list as may be appropriate.

The Academic Affairs Committee made the motion, which was seconded by Betsy Oakley. All approved and the motion carried.

### **Business Affairs Committee**

Chair Hayes gave the report for the September 12, 2017 Business Affairs Committee meeting, having served as Acting Committee Chair in Chair David Sprinkle's absence. Chair Hayes gave an overview of the University's authority to lease property independently versus circumstances that warrant involvement of General Administration and/or the Board of Governors.

#### **Action Item**

The Board then moved on the following action item:

**BAC-2** It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the exterior design for the Nursing and Instructional Building and authorize administration to proceed with completing the design and construction of this building.

The Business Affairs Committee made the motion, which was seconded by Vanessa Carroll. All approved and the motion carried.

Lastly, Chair Hayes reported that the quarterly investment fund update indicated very strong performance for the fiscal year ending June 30, 2017 and that the university's tuition budget was sound.

### **Compliance, Audit, Risk Management and Legal Committee**

Chair Ward Russell gave a report from the Compliance, Audit, Risk Management and Legal (CARL) Committee meeting that convened on September 12, 2017. Chair Russell referenced the Audit Review, Risk Update, and Compliance presentations given during the meeting, as well as the proposed Committee workplan that was discussed.

#### **Action Item**

The Board then moved on the following action item:

**CARL-5** It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve adoption of the CARL Committee Work Plan for 2017-18.

The CARL Committee made the motion, which was seconded by Dean Priddy. All approved and the motion carried.

### **University Advancement Committee**

Chair Betsy Oakley gave a report from the University Advancement Committee meeting that convened on September 12, 2017. Chair Oakley referenced the Fundraising Report Update given during the meeting and noted that the data showed that gifts and new pledges had increased by 11% over the prior fiscal year. Although outright gifts and alumni giving are down, expectations are that goals in those areas will be met or exceeded for fiscal year 2018. Chair Oakley further reported that a five-year report from 2013-2017 reflected increases in gifts, new commitments, outright gifts, major gifts, planned giving, and smaller annual funds. Although the percentage of alumni giving has

been low as compared to other national public universities, metrics show that giving in this category is trending upward.

### **Action Items**

The Board then moved on the following action items:

- UAC-2 That the Board of Trustees of The University of North Carolina at Greensboro approve the appointment of Dick Arnold to the Board of Directors of the UNCG Human Environmental Sciences Foundation.

The University Advancement Committee made the motion, which was seconded by Elizabeth Phillips. All approved and the motion carried.

- UAC-3 That the Board of Trustees of the University of North Carolina at Greensboro establish \$3 million to \$5 million as the naming gift range for the UNCG ADHD Clinic.

The University Advancement Committee made the motion, which was seconded by Brad Hayes. All approved and the motion carried.

- UAC-4 That the Board of Trustees of the University of North Carolina at Greensboro approve \$1,000,000 as the level of gift to name the UNCG Psychology Clinic.

The University Advancement Committee made the motion, which was seconded by Mona Edwards. All approved and the motion carried.

- UAC-5 That the Board of Trustees of the University of North Carolina at Greensboro approve specified gift levels for naming the Teacher Education Fellows Program.

The University Advancement Committee made the motion, which was seconded by Elizabeth Phillips. All approved and the motion carried.

### **PRESENTATIONS:**

Associate Vice Chancellor for Strategy and Policy Julia Jackson-Newsom gave a presentation on the UNCG Strategic Plan.

Associate Vice Chancellor and Chief Communications Officer Jeff Shafer welcomed Kimberly Osborne, who has joined UNCG as Senior Director for Strategic Communications. He then

introduced Chris Ritter, Senior Strategist with branding firm Fuseideas, LLC, which has been hired to steer UNCG through the process of revamping the university's branding and marketing strategy. Mr. Ritter gave an overview of the firm's experience with academic branding and plans to implement and execute an integrative, high performing campaign aimed at capitalizing on UNCG's history, energy, enthusiasm and momentum.

Dr. Penelope Pynes, Associate Provost for International Programs introduced four students participating in the Program. Ms. Neila Ettienne of Grenada, Mr. Nabil Rahma of Libya, Mr. Shu Kiu Ku of Hong Kong, and Ms. Mingyan Li of China each shared with the Board information about their paths to and experiences at UNCG.

### **CLOSED SESSION:**

#### Action Item:

BOT-5: It is recommended that the Board of Trustees of the University of North Carolina at Greensboro approve the Personnel Report dated August 25, 2017.

#### Information Items:

BOT-6: EHRA Salary Actions Report, Quarters 3 and 4

BOT-7: Report of University Policy Concerning Employment of Related Persons (Anti-Nepotism)

### **RETURN TO OPEN SESSION:**

Chair Hayes invited the motion to approve action item BOT-5 as presented in closed session. Betsy Oakley made the motion and Susan Safran seconded. All approved and the motion carried.

### **ADJOURNMENT:**

The meeting was adjourned at 11:51 a.m.

Respectfully submitted,



Kelly Harris

Assistant Secretary to the Board of Trustees