

MINUTES
The University of North Carolina at Greensboro
Board of Trustees
May 3, 2018

MEMBERS PRESENT: Brad Hayes (Chair), Charles Blackmon, Frances Bullock, Kathy Manning, Betsy Oakley, Elizabeth Phillips, Dean Priddy, Ward Russell, Susan Safran, Holly Shields, and David Sprinkle.

MEMBERS ABSENT WITH NOTICE: Vanessa Carroll, Mona Edwards

OTHERS PRESENT: Chancellor Frank Gilliam; Provost Dana Dunn; Charles Maimone, Vice Chancellor for Business Affairs; Jerry Blakemore, General Counsel; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board of Trustees, as well as other members of the administration, faculty, staff, students and public.

WELCOME: Chair Brad Hayes called the meeting to order at 8:35 a.m. and read the Conflict of Interest statement. No conflicts were noted.

Roll call was read and quorum was confirmed.

CHAIR'S REMARKS:

After welcoming attendees to the meeting, Chair Hayes mentioned having recently participated as a judge in the UNCG Graduate Student Research Expo, remarking on the outstanding level of work the students presented. Chair Hayes noted that due to recent headlines, safety on college campuses is top of mind for every parent of a college student. Given the thorough safety update presented during the May 1, 2018 Business Affairs Committee meeting, and the Board's opportunity to hear from UNCG Police Officer Taylor Trantham, the UNC System's 2018 Officer of the Year, it is apparent that UNCG is doing a lot of things right related to safety.

Chair Hayes further mentioned having learned about UNCG's Beyond Academics program from Provost Dana Dunn and Terri Shelton, Vice Chancellor for Research and Engagement. The program serves as a game changer for students with intellectual and developmental disabilities, and Chair Hayes has asked that a presentation on the program be included on the agenda for the meeting scheduled for Friday, September 28.

Lastly, Chair Hayes noted how busy and rewarding the week was for all at UNC Greensboro and expressed hope that those who could attend Commencement on Friday, May 4 would do so. He further stated that all were looking forward to the upcoming presentation on the meeting agenda from Nicole Hall, Director of UNCG's Career Services.

CHANCELLOR'S REMARKS:

Chancellor Gilliam began his remarks by noting that it had been an exciting year at UNCG, with many activities and achievements of note. Highlights included:

- Celebration of UNCG's 125th Anniversary with the campus party on October 5, ending with a concert by MacArthur Genius winner Rhiannon Giddens.
- Launch of a strategic plan performance agreement with the UNC System.
- Opening of Spartan Village 2, offering the campus and Glenwood communities retail options, dining options, an Allegacy Federal Credit Union branch, and a successful partnership between the university and Allegacy. The project has also provided employment opportunities to several residents of the adjacent Glenwood neighborhood.
- UNCG also launched co-admissions agreements with Rockingham Community College, Randolph Community College, Alamance Community College, and Guilford Technical Community College, allowing students to co-enroll at both institutions, enjoy access to all the resources the university can offer, and provide a path for students to seamlessly transfer to UNCG and graduate at a lower cost. More community colleges have expressed interest in following suit.
- Created the Moss Street Partnership School in Reidsville. A collaboration between UNCG and Rockingham County Schools, and opening in the fall of 2018, the school will serve 420 students from kindergarten through 5th grade. A new principal has been hired.
- Community engagement. UNCG sponsored multiple community-focused activities during the course of the year: The National Folk Festival; Spartan Cinema at LeBauer Park; LeBauer Park pop-up shop; games with the Greensboro Grasshoppers, Swarm and Cobras; the American Heart Association's Heart Walk; the Downtown Greenway 5k run; Science Everywhere; Opportunity Greensboro, and the Greensboro Bound literary festival, to name a few.
- Students engaged in several hundred hours of community service, including efforts around relief from the April 15, 2018 tornado.
- UNCG has also announced a new partnership with Guilford County to be the newest members of the innovative MetroLab Network, a network of 37 regional city-university partnerships focused on bringing data, analytics, and innovation to local government. One of only five county partnerships in the nation, network members research, develop, and deploy technologies and policy approaches to address challenges facing cities and communities across the country.

- Several initiatives aimed at improving campus infrastructure are underway. The Banner XE project has been launched to upgrade the system of applications and data used at UNCG to manage a vast array of essential university functions, including curriculum management, course scheduling, financial aid, etc. The new Nav1Gate program for incoming freshmen and transfer students is designed to help students connect with faculty, staff and student leaders while becoming familiar with resources and support systems tailored for incoming students. Lastly, a new chiller plant is being constructed on the southern part of campus to provide capacity for the new Nursing and Instructional Building and enhance reliability of the campus chilled water system.

Chancellor Gilliam introduced new Vice Chancellor for Student Affairs Cathy Akens and noted that searches are underway for a new Associate Vice Chancellor for Research and Engagement and a Vice Chancellor of Advancement. For the latter position, each of four talented candidates recently visited campus and met with over 50 stakeholders, including folks from the Board of Trustees, Alumni Association Board, Excellence Foundation Board, Board of Visitors, Deans, advancement team, and senior leadership. A hiring decision will be made and the hope is to have an announcement within the next few weeks.

The Chancellor recognized Celia Hooper and congratulated her on her retirement as Dean of the School of Health and Human Sciences. Celia will return to the Department of Communication Sciences and Disorders to continue her teaching and research.

He noted that a recent groundbreaking for the new Nursing and Instructional Building was attended by Senator Phil Berger, several other elected officials, and Trustee Susan Safran. The building was made possible by the passage of the \$105 Million Connect NC Bond. The building will consist of 180,000 square feet of space, housing 39 labs, 14 classrooms, 9 research suites and a community engagement center. The work that will be done in the new facility will impact the health and wellness of communities across the state. Because of this additional, state-of-the-art space, UNCG will be able to graduate more nurses, scientists, health care professionals and researchers, who will provide care for our families and shape our communities.

The Chancellor further noted that UNCG received authorization for two Millennial Campus Districts. The consulting firm that helped organize NC State's Centennial Campus has been hired and will be meeting with a wide range of constituencies, including the board of trustees; following these meetings the firm will produce an action plan for how to move forward.

A new communications campaign is being launched, and Chief Communications Officer Jeff Shafer will present information about that during today's meeting.

Chancellor Gilliam reiterated Chair Hayes' remarks about the level of safety-related initiatives on campus, including the statewide Emergency Drill held on campus in February. One of the largest drills conducted in the state, it involved 400 emergency personnel, including members of the Greensboro Police Department, Greensboro Fire Department, Guilford County EMS, State Bureau of Investigation, Federal Bureau of Investigation and American Red Cross.

UNCG is on track to meet the goal of increasing faculty research awards by five percent. A copy of the most recent research magazine has been provided to the trustees.

The Chancellor mentioned that he and Mrs. Gilliam participated in several meetings and trips for donors and alumni during the course of the year, including a Weatherspoon Art Museum fundraising trip to the Zeitz Museum in Cape Town, South Africa; the CVPA's Collage performance, hosted both in Greensboro and in Raleigh, as well as events in Winston-Salem, Charlotte, and New York. Several constituencies have been hosted at the new UNCG Chancellor's Residence, including the faculty senate, Board of Trustees, and Excellence Foundation Board.

Athletics programs had very successful years. Women's Soccer, Men's Basketball and Men's Golf made the NCAA tournament, and baseball and softball were ranked #1 in the Southern Conference as of May 4, 2018. UNCG is hosting the Southern Conference softball tournament the week of May 7.

Chancellor Gilliam noted that Commencement was the following day and a reminder to all that this is what UNCG is about. Some 2,700 graduates make up the largest class ever, and Greensboro native and US Olympic gold medalist Joey Cheek is the commencement speaker.

The Chancellor then recognized Holly Shields, outgoing Student Government Association (SGA) President and ex officio Board member. He noted that Holly had been a great partner, working to coordinate a student town hall and multiple engagement activities aimed at getting students more involved with campus. She has also been a resource and advocate for students. Holly is a junior and will travel to England for study abroad before returning to campus for her final semester next spring. The Chancellor thanked Holly for her service and, on behalf of the board, presented her with a crystal "Minerva" apple.

APPROVAL OF MINUTES:

The Board approved the minutes of the February 23, 2018 and March 27, 2018 meetings with no corrections or additions.

COMMITTEE REPORTS:

Academic Affairs Committee

Chair Dean Priddy gave a report from the Academic Affairs Committee meeting that convened on May 1, 2018. The Committee first heard remarks from Provost Dana Dunn, who provided an update on student admissions and enrollment for fall 2018. As of May 1, enrollment was up 168 first year students over the same time last year, an increase of 5.8%. There are 395 more continuing undergraduate students registered this year as compared to the same time last year, boding well for an increase in retention rates. At the graduate level, enrollment is up by 36 new students over the same time last year, and 125

more continuing graduate students have registered for classes over the same time last year. These are positive trends, and given that we have the largest graduating class ever on Friday, it's very good news that we have these positive enrollment patterns.

Chair Priddy informed the board that the Committee heard two presentations during the meeting. The first was from Dean Martin Halbert from the Libraries. Dean Halbert presented information on the current state of the UNCG Libraries, identifying critical needs in order to accommodate growth and address aging building conditions in need of renovation. He has been working with an architectural consulting firm to identify opportunities and needs, having held meetings with stakeholder groups across campus. In addition, Dean Halbert took a team to visit several university libraries known to have state-of-the-art learning facilities, including Emory University, Atlanta University Center, and Georgia State University. Each of these visits provided good ideas as to how we might envision substantial renovation for the UNCG Libraries. The Library is currently an extremely active space on campus with an average visitor count of 125 million per year. Seating in the Library is at capacity, and as a learning center and collaborative space for our students, demand for new space is high. We are hopeful that over the next six months we can complete planning work such that we will be well-positioned to raise this need in the upcoming legislative session.

The second presentation was from UNCG Online. Dean Jim Eddy and his colleagues presented information about the centralization of online learning support and development at UNC Greensboro. In response to high demand for online courses and rapid online growth at the University, they provided information on the process used to develop online courses and programs that are of high quality with strong student learning outcomes. They also shared information on the role they have played in converting summer enrollment to online enrollment, bringing the University new funding (as online courses are funded in the summer and face-to-face courses are not). UNCG Online employs a diverse group of educators, instructional technology consultants, marketing project managers, web and graphic designers, multimedia specialists, programmers, writers, and editors, as well as student support specialists. This team distinguishes UNC Greensboro in that they can produce courses that have extremely strong learning outcomes. Currently, there are 39 distinct online programs at UNC Greensboro with 600 unique online courses. Thirteen percent of the total student population (about 2,500 students) take their courses all online, and 29% of the student population (5,800 students) take some courses online. The basis for funding at the university is total student credit hour production, and over a quarter of that is through web-based or online credit hour production. An exciting recent initiative entails collaboration with the military, specifically Fort Bragg, in the development of specialized online courses and programs that will serve both the military and UNCG online students.

Upon recommendation of the Committee, Chair Priddy presented action item AAC-4 for the Board's consideration:

AAC-4 Candidates to be Awarded Degrees and Certificates in May 2018. Mr. Priddy invited a motion to approve the awarding of degrees and certificates as specified in

the document “Candidates to be Awarded Degrees and Certificates” and delegate to the Chancellor authority to act on additions to and deletions from the list as may be appropriate. Trustee Kathy Manning made the motion and Holly Shields seconded. The motion passed unanimously.

Finally, Chair Priddy noted that there were several information items included in the posted meeting materials, including a research update, additions to and deletions from the December 2017 degree candidates list, action items approved by authority delegated to the Chancellor, and a report on annual appointments to academic advisory boards.

Athletics Committee

Chair Charles Blackmon gave a report from the May 1, 2018 Athletics Committee meeting. He noted that the meeting agenda was abbreviated to accommodate trustees who wished to attend a celebration for retiring HHS Dean Celia Hooper.

Chair Blackmon reported that Athletics Director Kim Record shared historical program data for all sports from 2009-2010 through 2017-2018. The data included overall records, conference records, regular season finish standings, graduation success rates, academic progress rates, and average GPAs per sport in both men’s and women’s programs. UNCG athletes perform well, both on the field and in the classroom.

Chair Blackmon noted the success of several programs including men’s basketball, baseball, softball and men’s golf.

Business Affairs Committee

Chair David Sprinkle gave the report for the May 1, 2018 Business Affairs Committee meeting. At the meeting, Police Chief Paul Lester and Cathy Akens, Vice Chancellor for Student Affairs, presented the annual review of the university’s security initiatives. The reporting process was initiated in 2013 by then-President Ross, who requested a review of security practices, an assessment of pending needs, and recommendations for coordinated action. Follow-up in 2014 identified 36 recommendations that addressed a wide range of issues and required at least one annual presentation to each institution’s Board of Trustees. In 2018, the System Office issued a memorandum on a proposed policy to provide annual safety and security presentations to university boards to keep decision makers informed. Both the Campus Security Initiative Final Report and the System Office memorandum are located on the Board of Trustees website under BAC-1 (along with additional supporting documents). UNCG has completed 28 of the 36 recommendations. The remaining 8 are system initiatives that require external action. A review of institutional policies, legal obligations and compliance requirements associated with campus security, student safety and campus law enforcement operations is compiled and distributed annually on October 1. UNCG’s Master Security Plan identifies 6 key goals: centrally manage security risk; enhance security awareness through community engagement and

education; integrate security into planning, design, construction and facilities operations; implement measures to protect building perimeters; enhance security of campus perimeter and outdoor spaces, and enhance security of campus communications and infrastructure.

Chair Sprinkle noted that, as mentioned in the Chancellor's remarks, the McIver Emergency Preparedness Exercise took place on February 1. The full-scale exercise was a success and included internal and external community partners. As a result, UNCG now has a comprehensive report with recommendations for improvement.

Lastly, Chair Sprinkle noted that seven information items on the Committee's agenda were included on the Board website. One of those items, BAC-4 Quarterly Enrollment and Tuition Dashboard, was reviewed during the meeting. Key performance indicators are tracked on a quarterly basis. In-state and out-of-state regular term enrollments are on target. Distance education growth has exceeded budget, due to online courses and programming. Graduate School enrollment is counter to national trends. Although the number of applications has decreased, our yield is higher than it has been in the past.

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 May 1, 2018. The Committee heard from Don Skeen, Director of Internal Audit, who presented a summary of internal audits of purchasing cards and processing of gifts of financial securities. While no exceptions were found to the former, there was a minor finding in the latter: no *formal* documentation of reconciliation of securities gift reports to monthly brokerage statements. The resolution of that minor exception was written communication to the Director of Advancement Services. Mr. Skeen also reported that no findings resulted from an audit conducted by the North Carolina Office of State Auditor of student financial assistance for the year ended June 30, 2017.

Upon recommendation of the Committee, Chair Russell presented two action items for approval by the Board:

CARL-2 – BOT Conflict of Interest Policy and Procedures.

At the May 1 meeting, the Committee reviewed and unanimously approved CARL-2, Proposed Procedures for Reviewing Potential Conflicts of Interest. The Committee found that the procedures were necessary and appropriate, and represent best practices to ensure that the Board has a process in place to address potential conflicts of interest and to ensure compliance with the related UNC Board of Governors policy. The approved procedures were included in the posted meeting materials on the UNCG Board of Trustees website. There being no questions about CARL-2, Chair Russell invited a motion to adopt and approve the Resolution and Procedures for Reviewing Potential Conflicts of Interest as proposed by the CARL

Committee. David Sprinkle so moved and Susan Safran seconded. The motion carried unanimously.

CARL-3 Approval of the 2018-19 Internal Audit Plan for Fiscal Year Ending June 30, 2019.

Chair Russell noted that a principal responsibility of the Committee is to review and approve a summary of the annual internal audit plan for the campus. The plan included 11 audit assignments scheduled for review from July 2018 through June 2019. A summary of the risk assessment resources used in drafting the audit plan was also reviewed. Chair Russell invited a motion to accept and approve the 2018-2019 Internal Audit Plan as prepared by the Office of the Internal Auditor. Betsy Oakley so moved, and David Sprinkle seconded. The motion carried unanimously.

Finally, Chair Russell noted that a Federal Compliance Audit Letter dated April 10, 2018 was included in the meeting materials as an information item.

Nominating Committee

Chair Susan Safran reported that the Bylaws of the Board of Trustees of The University of North Carolina at Greensboro state that “the Nominating Committee shall be responsible for presenting a slate of nominees to the Board at its last meeting before the first meeting after June 30 of each year,” and that the Bylaws further require that the slate contain at least one nominee for each of the offices of Chair, Vice Chair, and Secretary. As such, Chair Safran presented the following nominees for academic year 2018-2019: Chair – Brad Hayes; Vice Chair – Betsy Oakley; Secretary – Mona Edwards.

Ms. Safran noted that no action needed to be taken at the time, as the Bylaws require the Board to elect officers at the first meeting after June 30 of each year. That meeting is currently scheduled for July 18, 2018 at 2:30 pm, via teleconference.

University Advancement Committee

Chair Betsy Oakley gave the report from the University Advancement Committee meeting that convened on May 1, 2018. She referenced the fundraising report included in the meeting materials. As of the April 12 date of the report, we had raised \$14.7 million toward the \$ 20 million goal. As of the May 3 date of the board meeting, that number had risen to \$ 15.7 million (79% of goal). Chair Oakley further reported that of the \$10 million goal for outright gifts (cash), \$7.7 million had been raised as of May 3, which amounts to 75.6% of the goal. The report has been restructured to separate pledge payments from gifts and bequests to make it easier to delineate.

As far as alumni fundraising, Chair Oakley noted that the report showed a 7.9% increase in undergraduate giving from the prior year. As of May 3, 2018, that number is 9.7 % over the prior year.

Finally, participation statistics on the report show that our goal is 7% undergraduate alumni participation. As of May 3, that number is just 4.88%. The Believe in the G campaign did boost numbers, but we are still behind. We need approximately 1,900 alumni to give before June 30th to achieve the targeted 7% participation rate. The University Advancement team has scrutinized the data to discover where the participation gap might be and found that 1,700 donors who gave through the telefund last year had not yet done so this year. We plan to make a special push to this group.

Chair Oakley also reported that at the Committee meeting, Kris Davidson, Assoc. Vice Chancellor for University Advancement, discussed other efforts University Advancement would complete before the end of the fiscal year. They are focused on three main areas:

- Asking for 100% participation from University and academic unit advisory boards;
- Adding additional mail/email/telefund efforts and specific, targeted messages for certain segments;
- Reviewing gift officer pipelines and asking for an annual gift, and
- Using the Chancellor to help close gifts if needed.

The Committee asked Ms. Davidson to provide a more detailed report about the quality of our data and the number of graduates with permanent email addresses. She will put that report together and send the information to the board members

Upon recommendation of the Committee, Chair Oakley presented four action items for approval by the Board:

UAC-3 Approval of Proposed Naming Amounts for Spaces in the Nursing and Instructional Building

The Committee considered and approved naming opportunities for spaces within the new Nursing and Instructional Building. The proposal was included for review with the posted meeting materials at UAC-3.1 and UAC-3.2. There being no questions from the Board, Chair Oakley invited a motion to approve the gift levels outlined in UAC-3.2. David Sprinkle made the motion, which was seconded by Kathy Manning. The motion carried unanimously.

UAC-4 Approval of the Proposed Naming Amount for Space in the Weatherspoon Art Museum

The Committee reviewed and approved a proposed gift amount for naming the brick-paved Sculpture Garden that leads from the Weatherspoon parking lot to the museum's back entrance. The proposal was included in the posted meeting materials at UAC-4. Chair Oakley invited a motion to approve the proposed gift level

for the space. Frances Bullock so moved and Susan Safran seconded. The motion carried unanimously.

UAC-5 Reappointments to the Human Environmental Sciences Foundation

The Committee approved the nomination of seven individuals to be reappointed to the Board of Directors for the UNCG Human Environmental Sciences Foundation: Cheryl Buehler for a two-year term beginning July 1, 2018 and ending June 30, 2020; Margaret Arbuckle, Corinth Auld, Laura Burton, Gerard Carter, Heather Colleran, and Dolores Paylor for a three-year term beginning July 1, 2018 and ending June 30, 2021. Chair Oakley invited a motion that the full board approve the reappointments as presented; Susan Safran made the motion and Dean Priddy seconded. The motion carried unanimously.

UAC-6 Appointments and Re-appointments to the Excellence Foundation

The Committee recommended for approval the following nominations for reappointment to the Excellence Foundation for a three-year term beginning July 1, 2018 and ending June 30, 2021: Karen M. Armstrong, Candace S. Cummings, Joan Wilder Greason, Dot K. Kearns, Tom Martin, Dennis Stearns, Carrie HaganStewart, and Art Winstead. Debra Turner Bailey, Cheryl McQueary, and Carolynn Jean Rice were also recommended for appointments to new three-year terms beginning July 1, 2018 and ending June 20, 2021. The Committee recommended for approval the following nominations for appointment to a three-year term beginning July 1, 2019 and ending June 30, 2021: Patricia Chamings, Doug Copeland, Hank Cunningham, Phaedra Grove, Camille Townsend, and Jana Wagenseller. Chair Oakley invited a motion that the full board approve the appointments and reappointments as presented. Ward Russell so moved; Elizabeth Phillips seconded. Upon vote, the motion carried unanimously.

Recess

The Committee Reports having concluded, Chair Hayes called for a fifteen-minute recess.

Following recess, Chair Hayes called the meeting to order at 10:12 am.

Presentations

BOT-1: Student Career Development.

Chair Hayes welcomed Nicole Hall, Director of UNCG's Career Services Center (CSC), and students Erin Ressler, Tahjma Vanburen, Alexander Hahn, and Kristen McEnaney for a presentation on Student Career Development.

Ms. Hall discussed several specific competencies the CSC uses to address career readiness. Those are: assessment, career exploration (finding a major of interest), brand development (students' individual online professional presence), network connections, internships and career strategy. The CSC also utilizes market connections to assist with career readiness and placement. These connections include industry forums (for example, UNCG hosted a "liberal arts advantage" forum with humanities faculty and the Humanities Network & Consortium to help students understand and capitalize on the skill sets they obtain via a liberal arts course of study). Market facilitated programming is also utilized to prepare students while giving them direct access to opportunities. Examples include attendance by 150 students of a presentation by Lisa Glebus, Director of Talent for VF Corporation, on how to find and compete effectively for internships, as well as "tour corp" – a program that takes students in groups of 15-30 to employers to engage with senior executives and results in special consideration for opportunities that may be available. The CSC also uses "major specific engagement" as a strategy. For example, Amazon recently came to campus for first time to attend a customized day created by the CSC for the Amazon recruiter. Based on the success of that day, Amazon committed to participating in a campus career fair.

Ms. Hall also informed the Board that universities are seeing a nationwide downward trend in the number of students pursuing the teaching profession. In reaction to that trend, UNCG and NC A&T hosted a joint education profession fair at the Kaplan Center and saw a 25% increase in the number of participating employers. She also mentioned three current initiatives the CSC is focusing on: developing a robust alumni network to connect students with mentors; the launch of a new "Handshake" online platform giving students access to a network of over 200,000 employers; and fundraising to support these programs and initiatives. In that regard, the CSC is launching this summer a sponsorship program that will allow donors and corporations to partner directly with the Center.

Finally, the students each shared their individual experiences utilizing the resources offered by the CSC. They all reported having benefitted substantially from the various development, training and networking opportunities the Center provides.

Following the students' presentations, Chair Hayes asked Ms. Hall if UNCG tracks the percentages of students placed in jobs upon graduation and/or who go on to graduate school. According to Ms. Hall, our placement numbers historically range from 25% up to 45%, and the industry standard is 65%. Recognizing that there is work to be done, the Center gained support from Provost Dunn to improve the data collection process. Ms. Hall indicated that we have already exceeded where we have been, but won't have final current data until six months after graduation.

Trustee Dean Priddy commented on the exceptional presentation skills the students demonstrated and assured them that those skills would serve them well moving forward.

Chair Hayes then asked whether the CSC connect with students who are online. All services offered at the center are available in online platforms, including video conferencing, coaching by phone, and the Handshake platform.

BOT-3 Introduction of UNCG Police Department Officer Taylor Trantham, UNC System's 2018 Officer of the Year.

Veering from the agenda due to timing considerations, Chair Hayes moved to Item BOT-3 and welcomed Police Chief Paul Lester to introduce Office Taylor Trantham, recently named he UNC System Officer of the Year for 2018. Chief Lester shared specific examples of the exceptional level of service and dedication exhibited by Office Trantham since he joined the UNCG Police Department in 2014. Officer Trantham has shown exemplary commitment to community policing, going above and beyond to fulfill his duties while supporting and assisting members of the UNCG and area communities.

Chair Hayes thanked Officer Trantham for everything he does for UNCG and for the surrounding community. Officer Trantham then addressed the Board, thanking them for the recognition.

BOT-2: Marketing Update

The final presentation was an update on marketing by Chief Communications Officer Jeff Shafer. Mr. Shafer noted the great opportunity and responsibility to tell the UNCG story to attract talented students, faculty & staff. Our visual identity is undergoing a refresh and social media engagement has risen, due to a new communications culture that is proactive and energized. The goals behind building the brand include consolidating and clarifying messaging and building awareness. The recent NCAA appearance by the men's basketball team had a direct and tremendous impact on our presence. UNCG is a welcoming environment where every student finds a place and where there is a collective and tenacious focus on student success. As one of the major economic drivers in the triad area, UNCG has a daily real-world impact through academics, research and service, due in large part to the fact that 75% of our alumni stay in North Carolina. Of that number, 33,000 live within 25 miles and 75,000 live within 100 miles.

Mr. Shafer noted that the recent successes of our athletics program provides an opportunity to capitalize on momentum. An example of this is a metric called "ad value equivalency," which is an attempt to quantify the value of the media exposure if we purchased it. Using this metric, exposure during the Southern Conference Basketball tournament through Selection Sunday would be worth about 12 million dollars, while the NCAA tournament exposure would be worth about 75 million dollars. Website traffic during the basketball season rose by 68% and the Admissions Office website traffic was up 18%.

In closing, Mr. Shafer shared that more information about the branding refresh would come in the fall.

Chancellor Gilliam then noted that Mr. Shafer and his team have done a great job building the infrastructure within University Communications – we are very aware of how young people communicate and we are using those channels while being mindful of all constituencies in terms of the branding refresh. UNCG also recognizes the importance of paying attention to our legacy to ensure that it is well represented.

Closed Session

Following the presentations, Chair Hayes read a motion to enter closed session:

Pursuant to Section 143-318.11(5) and (6) of the North Carolina Open Meetings Law, I move that we enter Closed Session in order to consider conditions of appointment or initial employment and other material terms of an employment contract or proposed employment contract, and to prevent the disclosure of confidential personnel information under Chapter 126 of the North Carolina General Statutes.

David Sprinkle seconded. The motion passed unanimously and the public departed.

General Account of Closed Session Items

Trustees Present: Brad Hayes (Chair), Charles Blackmon, Frances Bullock, Kathy Manning, Betsy Oakley, Elizabeth Phillips, Dean Priddy, Ward Russell, Susan Safran, Holly Shields, and David Sprinkle.

Others Present: Chancellor Frank Gilliam, Provost Dana Dunn, Charles Maimone, Vice Chancellor of Business Affairs; Waiyi Tse, Chief of Staff; Jerry Blakemore, General Counsel; and Kelly Harris, Assistant Secretary to the Board

BOT 4 – Personnel Report dated April 13, 2018.

Provost Dunn presented action item BOT-4 to the Board. The report was included in the materials the trustees received in advance of the meeting. There were no questions.

BOT-5. EHRA Salary Actions Report for the Third Quarter

Vice Chancellor Charlie Maimone presented information item BOT-5 to the Board. The report was included in the materials the trustees received in advance of the meeting. There were no questions.

Chair Hayes invited a motion to return to open session. David Sprinkle made the motion, which was seconded by Susan Safran. All approved and the motion carried.

The public was invited to return.

Open Session

Vote on action item BOT-4

Chair Hayes invited a motion to approve BOT-4, the personnel report dated April 13, 2018. The report was included in the materials the trustees received in advance of the meeting. Betsy Oakley made the motion, which was seconded by Frances Bullock. All approved and the motion carried.

BOT-6 Annual HR Compliance Report (formerly Management Flexibility Report)

Finally, Chair Hayes introduced information item BOT-6, the annual HR compliance report, formerly known as the Management Flexibility Report. The report and related documents were included in the meeting materials. There were no questions about the report or related materials.

There being no further business, Chair Hayes invited a motion to adjourn. David Sprinkle made the motion, and Frances Bullock seconded. The meeting was adjourned at 11:26 a.m.

Respectfully submitted,



Kelly Harris
Assistant Secretary to the Board of Trustees