

**University of North Carolina Board of Governors
Committee on Public Affairs
Friday, October 8, 2004
8:30 a.m.**

Executive Conference Room

AGENDA

1. Approval of September 9, 2004 minutes*
2. Legislative Update Mark Fleming
3. Economic Development Initiatives Update Scott Daugherty
4. Advancement Update* Laura Foxx

*Attachments

DRAFT

**Minutes of the Committee on Public Affairs
UNC Board of Governors
September 9, 2004**

The following committee members were present:

Jim Babb, Chair
Brent Barringer
Anne Cates
Dudley Flood
Peter Hans
Jim Holshouser
Charles Mercer
Estelle Sanders
Craig Souza

The following additional Board members, staff, and others were present:

Chairman Wilson	Jim Phillips	President Broad	Speaker Jim Black
Ed Broadwell	John Davis	Mark Fleming	Representative Joe Hackney
Ray Farris	Adelaide Key	Gretchen Bataille	Chancellor Bryan
Robert Warwick	Patsy Perry	Jeff Davies	Chancellor Burnim
Irvin Aldridge	William Burns	Robyn Render	Chancellor Renick
Priscilla Taylor	Cliff Cameron	Leslie Winner	Chancellor Ammons
Addison Bell	Gladys Robinson	Ken Grogan	Chancellor DePaolo
Charles Norwood	Peter Keber	Bob Samors	Chancellor Mullen
Cary Owen	Ben Ruffin	Laura Foxx	Chancellor Sullivan
Hannah Gage	Amanda DeVore	Joni Worthington	Chancellor Woodward
Jack Cecil	Charlotte Todd	Scott Daugherty	Chancellor Bardo
Leroy Lail	Meredith Norris	Julie Bledsoe	

Chairman Babb called the meeting to order.

1. The committee approved the minutes of its July 9, 2004 meeting.
2. Chairman Babb stated that the UNC campuses would be receiving information early October to submit Federal proposals. The Public Affairs Committee would be receiving the State Legislative Report at the November meeting.

Mr. Babb then presented Breanna Peterson, North Carolina New Voters Project State Director. The New Voters Project is a nonpartisan joint partnership with the Center for Public Interest Research Group (CFPIR). Chairman Wilson had talked with Ms. Peterson and asked that she give her presentation to the Committee as a part of their efforts of registering 5,000 young voters in North Carolina. After hearing her presentation, attendees at the meeting were given a New Voters Project endorsement form, declaring their support for the campaign.

3. Next, Chairman Babb recognized special guest Representative Joe Hackney. He then, introduced the Honorable Jim Black, Democratic Speaker of the House. Speaker Black thanked the Board for its invitation to speak and their leadership on behalf of the University. He acknowledged Chancellor Woodward from his district for his great leadership at UNC Charlotte and his recently announced retirement at the end of this academic year.

Speaker Black stated that the General Assembly had passed a budget by July 1st. They also dealt with formulating a new redistricting plan, passing a bond package for health care and the BioInformatics Center at UNCC. In addition he answered questions regarding the revenue outlook for the state.

He said that he attends many national legislative meetings and is quick to tell other legislatures how highly the North Carolina University System is regarded, and as such, the legislature passed the 2000 Higher Education Bond Bill at a time when the state's economy was very weak.

Speaker Black stressed that his highest priorities are education, health care and jobs. He said that North Carolina is moving towards a knowledge-based economy that requires substantial investments in higher education. Speaker Black closed by praising President Broad for her outstanding leadership of the University system.

Chairman Babb concluded the meeting by announcing that the Committee on Public Affairs had invited Republican Speaker Richard Morgan to join the Committee's meeting in November and that President Pro Tem Marc Basnight would also be invited to attend a future meeting.

There being no further business the meeting was adjourned

The University of North Carolina Advancement Office
Program Schedule 2004 – 2005

August and September	Advancement Reviews for the Focused Growth and Special Needs institutions
October 4-6, 2004	John Brown Limited Major and Planned Gifts Workshop
October 14 – 15, 2004	Advancement Council Fall Meeting
February 2005	Advancement Council Winter Meeting
March 2005	Annual Fund Raising and Endowment Report to the Board Of Governors
June 2005	Advancement Conference



**The University of North Carolina
Meeting of the Advancement Council**

October 14 - 15, 2004

Thursday, October 14, 2004

- 5:00 p.m. Reception (**The Carolina Inn**)
- 6:00 p.m. Dinner and program
Welcome: President Broad
Speaker: Dr. John Silvia, Chief Economist, Wachovia Corporation
A Look at our Future: A National and Regional Economic Forecast

Friday, October 15, 2004 (Board Rooms 1 and 2)

- 7:30 a.m. Continental Breakfast
- 8:00 a.m. Welcome and overview of the day
- 8:30 a.m. **Fiduciary Responsibility in Today's Investment Environment**
Speaker: David S. Routh, Managing Director, U.S. Trust Company, N.A.
- 9:45 a.m. Break
- 10:00 a.m. **Foundation Management and Legal Issues**
Speakers: Leslie Winner, General Counsel and Vice President
For Human Resources, Office of the President
David Harrison, Associate Vice President for Legal
Affairs, Office of the President
- 12:00 p.m. Break
- 12:15 p.m. **Buffet Luncheon**
Dynamic Philanthropy in a Changing Economy: A Conversation with
Tom Kenan, Trustee, William R. Kenan, Jr. Trust
- 1:30 p.m. Close



University of North Carolina Major and Planned Giving Workshop
Sponsored by the Office of the President

Conducted by *John Brown, President* and *Craig Smith, Senior Consultant*
John Brown Limited, Incorporated

UNC General Administration Building
October 4 -6 , 2004

Description of seminar

The seminar will focus on “demystifying” technical major and planned giving concepts by presenting them in simple terms, allowing development officers to communicate them clearly and effectively in conversations with prospects. The participants will learn how to identify significant donor prospects, develop comfortable strategies for discussing gift options, enhance development skills (drawn from case studies and role-playing), and build a realistic, comprehensive major and planned gifts program for their institutions.

Participants in the seminar

There will be 30 participants in the seminar who represent the following institutions:

East Carolina University	Elizabeth City State University
Fayetteville State University	North Carolina A&T State University
North Carolina Central University	North Carolina School of the Arts
University of North Carolina at Asheville	University of North Carolina at Charlotte
University of North Carolina at Wilmington	Western Carolina University
Winston-Salem State University	University of North Carolina Television
	University of North Carolina Press

Workshop Schedule

October 4: 8:30 a.m. – 5:00 p.m. (Study groups will be assigned for the evening)
October 5: 8:30 a.m. – 5:00 p.m. (Dinner program at the Carolina Club)
October 6: 8:30 a.m. – 3:00 p.m.

The Consultants

John Brown founded John Brown Limited in 1976 on the philosophy that development professionals are most effective when their strategies include respect for donors’ interests; relationship building; rehearsed, but comfortable solicitation; and, planned giving integrated into all major gift endeavors. The hallmark of John’s counsel is to motivate organizational leadership in building ownership among their constituents, and consistently achieving a greater level of success in fundraising. Prior to establishing his firm, John served in several major and planned giving positions at Syracuse University. He later created and directed the planned giving program at Harvard University.

Craig Smith is best known for his leadership, personal solicitation skills, and gift planning with clients throughout the United States. He has been with John Brown Limited since 1988, previously working in higher education, public policy, healthcare and cultural organizations. Most notably, Craig led the capital campaign at the University of Rochester’s Medical Center that raised \$140 million. Craig is currently serving as the lead planned giving consultant at the University of North Carolina at Chapel Hill.