THE
UNIVERSITY OF
NORTH CAROLINA
SYSTEM

September 16, 2020 at 1:30 p.m.
Via Videoconference and UNC-TV Live Stream
University of North Carolina System Office
Center for School Leadership Development, Room 128
Chapel Hill, North Carolina

AGENDA

DRAFT MINUTES

June 11, 2020
University of North Carolina System Office
Via Videoconference and UNC-TV Live Stream

This meeting of the Committee on Historically Minority-Serving Institutions was presided over by Chair Darrell Allison. The following committee members, constituting a quorum, were also present by phone: Anna Spangler Nelson, Reginald Ronald Holley, and Wendy Floyd Murphy. The following committee members were absent: Pearl Burris-Floyd.

Chancellors participating were Johnson Akinleye, Robin Cummings, and Karrie Dixon.

Staff members present included Timothy Minor, Samantha Hargrove, and others from the UNC System Office.

---

1. **Call to Order and Approval of OPEN Session Minutes (Item A-1)**

The chair called the meeting to order at 10:03 a.m. and called for a motion to approve the open session minutes of February 20, 2020.

MOTION: Resolved, that the Committee on Historically Minority-Serving Institutions approve the open session minutes of February 20, as distributed.

Motion: Anna Spangler Nelson
Motion carried

Roll Call Vote	
Allison	Yes
Burris-Floyd	N/A
Holley	Yes
Murphy	Yes
Nelson	Yes

2. **Activities and Reports (Item A-2)**

Chair Allison called upon Timothy Minor to review activities and reports of the Historically Minority-Serving Institutions Committee. Mr. Minor provided updates regarding the historically minority-serving institutions since the February meeting.

The chair called upon Matt Brody to provide a human resources update and Lynn Duffy to provide an update on the UNC Executive Leadership Institute. Mr. Brody provided an update regarding the Annual SHRA Compensation Review, SHRA Market Rates, and the current market index in comparison to 2017. Mrs. Duffy detailed the Executive Leadership Institute's pilot cohort composition, the institute's revised timeline, and the makeup of the program's design team.

The chair called upon Samantha Hargrove to present on the current marketing efforts on behalf of the historically minority-serving institutions. Ms. Hargrove provided a recap of the 2019-2020 marketing plan and detailed the process of creating individual video vignettes promoting each institution. In October 2019, the HMSI Leadership Roundtable captured 10,00 viewers and almost 400,000 social media impressions, reaching a statewide audience. This past spring, each historically minority-serving institution collaborated with UNC-TV and the System Office to create one-minute videos to utilize on social media and six-minute segments for other campus platforms. Chancellor Dixon, Chancellor Akinleye, and UNCP Chief Communication & Marketing Officer Jodi Phelps provided feedback regarding the partnership with the UNC System and UNC-TV and how this project has impacted their institutions. Finally, Ms. Hargrove discussed 2021 preliminary marketing strategies.

The chair called upon Blake MacIver to discuss the purchase and implementation of Constituent Relationship Management (CRM) software and data mart project. Mr. MacIver discussed the project status and timeline at each institution and updates with the shared services and data mart project.

The chair called upon Clinton Carter and Mr. Minor to provide an update of the data mart project and shared services. Mr. Minor discussed the differences between a shared service model vs a traditional service model. A shared service model maximizes efficiency, reduces costs, and creates report planning across institutions. Mr. Carter recognized the UNC System administration's support for the data mart project and shared services and said that it will be a funding priority for fiscal year 2021.

Finally, Chair Allison announced today that it will partner with the N.C. Policy Collaboratory at UNC-Chapel Hill to award $6 million in COVID-19 funding to the UNC System's six historically minority-serving institutions. Each institution will participate in a variety of COVID-19 activities, including research of antibodies, community testing, and other related activities that support minority and rural populations. The Collaboratory's COVID-19 research projects will provide new data and information to state lawmakers and policymakers to help guide the state's response.

3. Discussion (Item A-3)

Chair Allison opened the floor to the committee for discussion on the activities and reports mentioned.

4. Adjourn (Item A-4)

There being no further business, the meeting adjourned at 12:09 p.m.

_____
Pearl Burris-Floyd, Secretary

AGENDA ITEM

A-2. Activities and Reports.. Darrell Allison

Situation: The committee will provide updates regarding the Historically Minority-Serving Institutions.

Background: The charge of the Committee on Historically Minority-Serving Institutions calls for the creation of at least one report on its work per year. Subject areas covered by the committee, and by the report, include:

- Update on HMSI COVID-19 Collaborative
- Update on CRM Implementation & Data Modernization

Assessment: These discussions will guide the future work of the committee.

Action: This item is for information only.

UNIVERSITY ADVANCEMENT
DATA MODERNIZATION UPDATE

September 16, 2020

Blake MacIver, Assistant Vice President

Data Modernization Overview

❖ New CRM databases for UNCP, FSU, WSSU, ECSU, and NC A&T

❖ Improved tools and processes aligned with industry best practices

❖ Data mart for 6 HMSIs, UNCA, UNCSA, and NCSSM
   ❖ Shared data management and reporting
   ❖ Easier and more uniform access to data
   ❖ Decreased costs through economies of scale

❖ Centralized CRM/Data Services
   ❖ Improved efficiency and decreased duplication of effort
   ❖ More resources available to invest in frontline fundraising

CRM Project Status

❖ Four institutions now live on new RE NXT databases
  - ❖ UNCP, FSU, WSSU, and ECSU

❖ Remainder of FY 2020
  - ❖ Database clean-up, configuration, and customization
  - ❖ Weekly meetings to assess needs and address issues
  - ❖ Continued training and staff development
  - ❖ Consult with 6 other RE NXT institutions in UNC System
  - ❖ Live into the database and utilize to fullest capacity

❖ NC A&T Project Plan
  - ❖ Data conversion testing began 9/10
  - ❖ Go Live date of 2/25

Data Mart Project Status

❖ Contracted with fundraising consulting firm, GG+A, to develop project plan for data mart and expansion of shared services

❖ Consulting Timeline
  ❖ September to December 2020

❖ Deliverables
  ❖ Consultant/UNC System-led discovery sessions to document and prioritize needs across the UNC System
  ❖ Needs Analysis Report on data mart and shared services
  ❖ Formalize the project scope and develop a project plan
  ❖ Conduct RFI fit-gap analysis with potential vendors
  ❖ Create an RFP for build out and maintenance of data mart

Vice Chancellors

Anita Walton

Vice Chancellor of Advancement

Elizabeth City State University

Steve Varley

Vice Chancellor of Advancement

University of North Carolina at Pembroke

LaTanya Afolayan

Vice Chancellor of Advancement

Winston-Salem State University

QUESTIONS?