



MEETING OF THE BOARD OF GOVERNORS
Committee on Historically Minority-Serving Institutions

September 15, 2021 at 2:45 p.m.
Via Videoconference and PBS North Carolina Live Stream
University of North Carolina System Office
Center for School Leadership Development, Board Room
Chapel Hill, North Carolina

AGENDA

- A-1. Approval of the Minutes of April 21, 2021..... Reginald Holley

- A-2. Activities and Reports.....Timothy Minor
 - a. Preview of HMSI Access to Excellence Marketing
and Branding Project.....Lindsay Bierman, PBS North Carolina
Justine Schmidt, PBS North Carolina
Laura Kieler, PBS North Carolina

- A-3. Adjourn



DRAFT MINUTES

April 21, 2021

Via Videoconference and PBS North Carolina Live Stream
University of North Carolina System Office
Center for School Leadership Development, Board Room
Chapel Hill, North Carolina

This meeting of the Committee on Historically Minority-Serving Institutions was presided over by Chair Reggie Holley. The following committee members, constituting a quorum, were also present: R. Doyle Parrish, James L. Holmes, Jr., Joel Ford, and Kellie Hunt Blue.

Chancellors participating were Karrie Dixon, Harold Martin, Elwood Robinson, Johnson O. Akinleye, Darrell Allison, and Robin Cummings.

Staff members present included Timothy Minor and Blake MacIver from the UNC System Office, as well as Kelly McCullen from PBS North Carolina.

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

The chair called the meeting to order at 10:15 a.m. on Wednesday, April 21, 2021, and called for a motion to approve the open session minutes of January 20, 2021.

MOTION: Resolved, that the Committee on Historically Minority-Serving Institutions approve the open session minutes of January 20, 2021, as distributed.

Motion: Reginald Holley

Motion carried

Roll Call Vote	
Holley	Yes
Parrish	Yes
Holmes	Yes
Ford	Yes
Blue	Yes

2. Activities and Reports (Item A-2)

Chair Holley welcomed everyone. He was excited to provide updates regarding the work of the Committee on Historically Minority-Serving since the January meeting. He acknowledged all the hard work that the committee and staff have put in. Chair Holley recognized the newest committee

member, Joel Ford. He also took the opportunity to extend special greeting to Darrell Allison, former chair of HMSI committee. Allison recently became the chancellor of Fayetteville State University. Chair Holley then recognized the hard work and dedication of Samantha Hargrove, former director of marketing communications at the UNC System and currently the new chief of staff at FSU. He thanked both Chancellor Allison and Ms. Hargrove for their accomplishments on the HMSI committee, as well as their tireless work to keep this project in motion.

Chair Holley asked Mr. Minor to provide updates regarding the HMIS institutions since the January meeting and briefly detailed the committee's charge over these past months. Mr. Minor gave an overview on the HMSI Access to Excellence Marketing Project and took the opportunity to acknowledge Ms. Hargrove for the important footprints she had on every aspect of the project. He explained the partnership, the highlight, the goal, and the timeline of the project. He then asked to focus on the value of the partnership with the UNC System, PBS North Carolina and the six HMSIs that started back in 2019 and has evolved into a continued collaboration that combines the unique stories and impact made by each of the HMSIs. He emphasized that collaboration is the true value of partnership. It makes our System stronger when we work collaboratively and can tell a bigger story for the State.

Mr. Minor then introduced Kelly McCullen, director of North Carolina Channel and Original Productions at PBS North Carolina to provide more in-depth information and status of the marketing project. Mr. McCullen shared the following theme of each of the HMSIs:

1. Elizabeth City State University – Responsive Innovation at ECSU
2. Fayetteville State University – Innovation and Impact at FSU
3. North Carolina A&T State University – Intelligent Innovation at A&T
4. North Carolina Central University – Global Innovation at NCCU
5. UNC Pembroke – Innovation and Impact
6. Winston-Salem State University – Remarkable Innovation at WSSU

Mr. McCullen also provided timelines for the project. Currently, the project is in the production stage. Digital shorts are nine minutes long each and will begin in August while the 60-minute televised program promotion will begin in October. There will be a YouTube premier of the broadcast special for engagement with digital audiences. Other digital platforms such as web, app, email, print, social media, digital ads, and radio will also be used for campaign promotion. Of note and importance, this project is underwritten by our six HMSI universities and will showcase how remarkable each institution is individually and how extraordinary the University of North Carolina System is collectively.

Chair Holley called upon Mr. Minor to introduce Blake MacIver to provide an update on phase two of data modernization and shared services project for University Advancement. Mr. MacIver explained the new shared services model. He concluded that it is crucial to define the metrics, analytics, and data capabilities that are required for delivering more cost efficient and high-quality shared services.

Mr. MacIver then introduced Suzanne Hilser-Wiles, president of Grenzebach Glier and Associates (GG+A), and Pete Lasher, senior vice president of GG+A.

Mr. Lasher and Ms. Hilser-Wiles explained the three project objectives, which include identifying a set of advancement-related shared services, aligning requirements for a common data platform (CDP) with existing System Office technology, and issuing a request for information (RFI) that will help identify implementation and software partner finalists. They also provided the results of a shared services map which indicated that the top three shared services are (1) annual giving or direct response, (2) gift processing, and (3) stewardship and donor relations. There are seven sets of data-related capabilities that are strategically designed to meet the business imperatives and align with one or more of the top three shared services. Mr. Lasher and Ms. Hilser-Wiles then provided visual explanations for the recommended logical application architect as well as the recommended logical data models. This is a successful project and a good investment that has created concrete sets of solutions and recommendations and make a CDP feasible in delivering new, data-enabled shared services, which ultimately will increase quality, improve efficiencies, and reduce cost for advancement's shared services. Next steps are to finalize the implementation approach within the UNC System while simultaneously developing annual giving, gift processing, and donor relations/stewardship.

Chair Holley applauded the collaboration effort of the data modernization project. Mr. Minor expressed appreciation to the committee for funding this systemwide project and the six chancellors' support of the effort. Finally, Mr. Minor recognized the continued support of this project from UNC System President Hans.

7. Discussion (Item A-3)

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

8. Adjournment (Item A-4)

There being no further business, the meeting adjourned at 11:19 am.

James L. Holmes, Jr., Secretary



AGENDA ITEM

A-2. Activities and Reports.....Timothy Minor

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:

- **Preview of HMSI Access to Excellence Marketing and Branding Project:** The committee will hear from Lindsay Bierman, CEO of PBS North Carolina, and members of his team about information on the roll-out of the HMSI Access to Excellence marketing project which aims to enhance brand awareness at each of the UNC System’s historically minority-serving universities. The project highlights the value proposition of each institution and showcases the extraordinary programs, long-range community and corporate partnerships, and economic impact made by each institution. The marketing project is a collaboration across PBS North Carolina, the UNC System, and the six HMSIs. The committee will be the first to preview the institutions’ vignettes and will also see a trailer for the hour-long televised program entitled “The Innovators: The Transformative Power of NC’s Historically Black and American Indian Universities.” Programming is produced by PBS North Carolina and will feature a collection of unique and impactful stories of people and programs at each of the universities. The special program is slated to air on October 18, 2021.

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

Action: This item is for information only.