



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

June 11, 2020 at 10:00 a.m.  
University of North Carolina System Office  
Via Videoconference and UNC-TV Live Stream

**AGENDA**

- A-1. Approval of the Minutes of February 20, 2020 ..... Darrell Allison
- A-2. Activities and Reports ..... Timothy Minor
  - a. UNC System Human Resources Update ..... Matthew Brody  
Lynn Duffy
  - b. HMSI Marketing ..... Samantha Hargrove
  - c. Development CRM/Data Modernization ..... Timothy Minor  
Clinton Carter  
Blake MacIver
  - d. HMSI COVID-19 Collaborative ..... Darrell Allison
- A-3. Discussion
- A-4. Adjourn

**DRAFT MINUTES**

February 20, 2020 at 3:30 p.m.  
University of North Carolina System Office  
Center for School Leadership Development, Room 119  
Chapel Hill, North Carolina

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: Anna Spangler Nelson, Reginald Holley, and Wendy Floyd Murphy.

Chancellors participating were Johnson Akinleye, Karrie Dixon, and Robin Cummings. Vice chancellors participating were Ken Sigmon and LaTanya Afolayan, along with Associate Vice Chancellor Brittany G. Sandefur.

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

---

**1. Approval of the Minutes of November 14, 2019 (Item A-1)**

The chair called the meeting to order at 3:30 p.m. on Thursday, February 20, 2020, and called for a motion to approve the open session minutes of November 14, 2019.

**MOTION:** Resolved, that the Committee on Historically Minority-Serving Institutions approve the open session minutes of November 14, 2019, as distributed.

**Motion:** Reginald Holley

**Motion carried**

**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 and briefly detailed the committee's activities during the previous past months.

Mr. Minor called upon Blake MacIver to discuss the purchase and implementation of constituent relationship management (CRM) software. Mr. MacIver explained that a modernized constituent relationship management software will support long-term progress in fundraising and alumni engagement.

Mr. MacIver provided an update regarding the state of these CRM software's at historically minority-serving institutions. Mr. MacIver asked each advancement representative to discuss the critical need for the CRM and why having a shared service program in data analytics and management is important. Each

advancement representative discussed the benefits of the Constituent Relationship Management Project, detailing how the CRM will provide greater benefit in fundraising by establishing a smart and integrated infrastructure that streamlines day-to-day operations and creates growth far beyond what is possible with the existing antiquated CRMs. This will be critical to ongoing development work and campaign success. The creation of the data mart and shared services will improve business processes and enhance data quality. Implementing a shared service approach, rather than operating in individual institutional silos, will provide efficiencies across the System. Along with benefiting the historically-minority serving institutions, this effort benefits the North Carolina School of Science and Mathematics, University of North Carolina at Asheville, and University of North Carolina School of the Arts

The chair called upon Samantha Hargrove to present on the current marketing efforts at the historically minority-serving institutions. Ms. Hargrove provided an update on the video vignette production schedule taking place at each individual institution and the Spring 2020 promotion timeline. In addition, she showed a preview of a video vignette. When completed, these six-minute videos will be shared on UNC-TV channels and on each individual institution's social media channels in April and May. Additionally, this project will provide each HMSI with raw footage and B-roll that they will be able to use in future video production projects.

The chair called upon Lynn Duffy to provide an update on how the planned UNC System Leadership Institution will serve historically minority-serving institutions on the Leadership Institute regarding the historically minority-serving institutions. Mrs. Duffy detailed the application process, program content, and the commitment to allocating at least one-third of the participant slots to representatives from UNC System historically minority-serving institutions.

### **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 4:42 p.m.

---

Pearl Burris-Floyd, 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:

- Update on UNC System Executive Leadership Institute
- Update on HMSI marketing
- Update on Development CRM/Data Modernization
- HMSI COVID-19 Collaborative

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

**Action:** This item is for information only.



## **UNC SYSTEM HUMAN RESOURCES UPDATE**

**June 11, 2020**

Matt Brody, Senior Vice President and Chief Human  
Resources Officer

## BACKGROUND

---

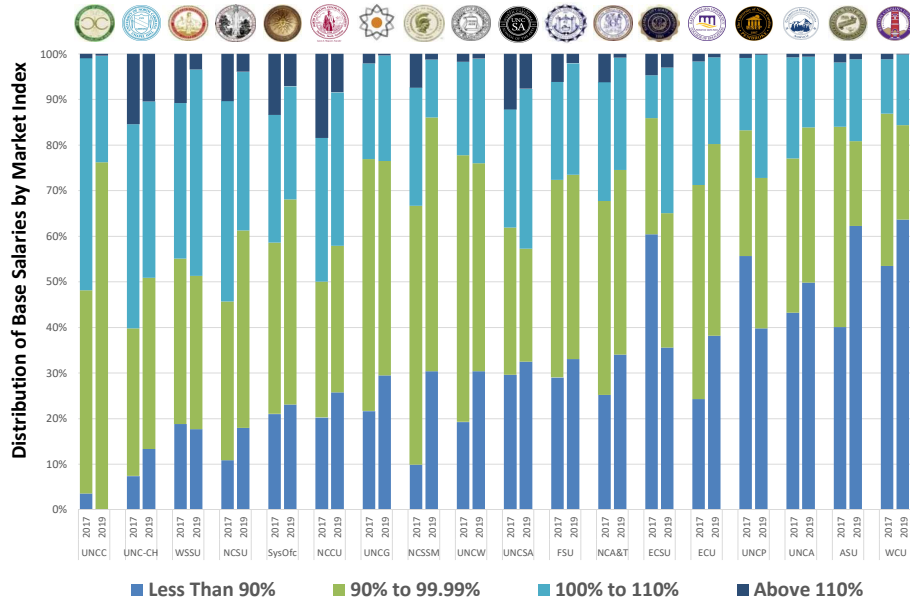
- The **Annual SHRA Compensation Review** is used to monitor where the University's SHRA employees sit with respect to their assigned market rates under the career banding compensation system
- This career banding compensation system was implemented by the Office of State Human Resources (OSHR) in 2008 and is used for UNC System SHRA employees
- This system is not used for EHRA faculty or non-faculty employees

## MARKET RATE AND MARKET INDEX

---

- SHRA **Market Rates** are established for each SHRA job title and job level (contributing, journey, and advanced) using relevant market data
- Each market rate is representative of the salary of an employee who is fully performing and functioning at each job classification and level
- The ratio of each individual employee's salary to the established market rate is referred to as the **Market Index**

## SHRA COMPENSATION REVIEW 2017 vs 2019



QUESTIONS?

CONNECT



[www.northcarolina.edu](http://www.northcarolina.edu)



[uncsystem](https://www.facebook.com/uncsystem)



[@UNC\\_system](https://twitter.com/UNC_system)



[@UNC\\_system](https://www.instagram.com/UNC_system)



## UNC EXECUTIVE LEADERSHIP INSTITUTE

June 11, 2020

Lynn Duffy, Senior Associate Vice President for  
Leadership / Talent Development





CAREERS ▾ POLICIES AND FORMS ▾ ABOUT ▾ SIGN IN ▾



### EXECUTIVE LEADERSHIP INSTITUTE

DEVELOPING LEADERS WITHIN OUR SYSTEM

The UNC Executive Leadership Institute prepares and develops future leaders identified within the UNC System. Broadly, the program's purpose is to increase the ability of talented employees to move into System-wide senior leadership positions. Participants will be committed to and held accountable for action experienced with the necessary content, faculty, and robust resources. The program is designed to develop participants'...





## Pilot Cohort Composition

---

- 24 participants
- 10 from HMSIs
- Survey to participants based on preference to start in 2020 or in 2021

## Revised Program Delivery

---

- **Program Orientation Kickoff**  
*Virtual 90 minutes*
- **Module 1 Executive Leadership – UNC-Chapel Hill**  
*Virtual in three Zoom sessions plus*
- **Module 2 Leading Teams – N.C. A&T**
- **Module 3 Leading the Institution - UNC Charlotte**
- **Executive Coaching and 360 Assessment - UNC Wilmington**

## Revised ELI Timeline



## Program Design Team

### Module 1 – UNC-Chapel Hill

John Brothers

### Module 2 Leaders- N.C. A&T

Janet Carlson

Darryl Spivey, Ph.D.

Geleana Alston, Ph.D.

### Module 3 Leaders- UNC Charlotte

Jeff Jones

Jennifer Ames Stuart, Ph.D.

### Coaching- UNC Wilmington

Richard Walsh





### UNC System Office Staff

Lynn Duffy

Scott Murray

Marissa Grey

QUESTIONS?

CONNECT  [www.northcarolina.edu](http://www.northcarolina.edu)  [uncsystem](https://www.facebook.com/uncsystem)  [@UNC\\_system](https://twitter.com/UNC_system)  [@UNC\\_system](https://www.instagram.com/UNC_system)



## **2019-20 HMSI MARKETING FINAL REPORT**

**June 11, 2020**

Samantha Hargrove, Director of Marketing  
Communications

## OVERVIEW

---

- Recap of 2019-20 Marketing Plan
- Update on HMSI Video Vignettes
- Chancellor feedback
- 2021 Preliminary Marketing Strategy

## Recap of the HMSI Leadership Roundtable

---

### HMSI Leadership Roundtable – October 2019

- Featured Board & System leaders
- Six HMSI Chancellors
- Aired on UNC-TV Focus On during primetime
- Captured **10,000+** viewers and almost **400,000** social media impressions and views
- Impact of reaching a statewide audience

## Individual Video Vignettes

- Created 1 min trailers for use on social media
- Created 6 min segments for use on UNC-TV and other campus platforms
- Delivery of raw footage to campuses for future use
- Began promoting in May and will continue through summer/fall



## ECSU One-Minute Vignette



## NCCU One-Minute Vignette



## UNCP One-Minute Vignette



## Chancellor Feedback

QUESTIONS?



## UNIVERSITY ADVANCEMENT DATA MODERNIZATION UPDATE

**June 11, 2020**

Blake MacIver, Assistant Vice President

### **Data Modernization - Phase 1**

---

- ❖ New CRM databases for UNCP, FSU, WSSU, ECSU, and NC A&T
- ❖ Improved tools and processes that are more efficient, more effective, and better aligned with industry best practices
- ❖ Campaign planning enhancements that enable schools to better manage and track their campaigns
- ❖ Increased shared services from the UNC System and improved collaboration with six Raiser's Edge CRM schools at the UNC System



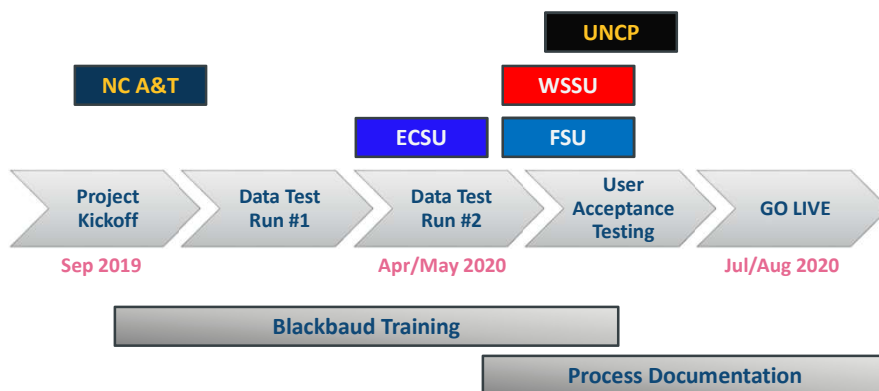


## CRM Project Status

- ❖ On schedule and budget
- ❖ UNCP, FSU, and WSSU completed data conversion testing in May and are now in user acceptance testing/training
- ❖ ECSU completing data conversion testing in June before moving on to user acceptance testing/training
- ❖ NC A&T submitted their first data file in May and will begin data conversion testing soon
- ❖ Go Live in Jul/Aug for UNCP, FSU, WSSU, and ECSU



## CRM Project Timeline



\*NC A&T timeline is Feb 2020 to Feb 2021



## Data Modernization - Phase 2

---

- ❖ Provide shared data management and reporting services to the six HBCU institutions and UNCA, UNCSA, and NCSSM
  - ❖ Easier and more uniform access to data
  - ❖ Improved data management
  - ❖ Decreased costs through economies of scale
- ❖ Centralized CRM/Data Analytics
  - ❖ Improved efficiency and decreased duplication of effort
  - ❖ More resources available to invest in frontline fundraising
- ❖ Potential for greater support to all UNC System institutions

## Data Mart Project Status

---

- ❖ Discovery and planning phase
- ❖ Continue discussions with Data Mart Committee, industry consultants, and vendors
- ❖ Hold consultant/UNC System-led discovery sessions to document needs
- ❖ Finalize requirements and formalize the project scope
- ❖ Develop an RFP for build out and maintenance of data mart

QUESTIONS?

CONNECT



[www.northcarolina.edu](http://www.northcarolina.edu)



[uncsystem](https://www.facebook.com/uncsystem)



[@UNC\\_system](https://twitter.com/UNC_system)



[@UNC\\_system](https://www.instagram.com/UNC_system)