

September 26, 2024  
University of North Carolina School of the Arts  
Semans Arts & Administration Building (SAAB), Room 306  
Winston-Salem, North Carolina

**COMMITTEE MEMBERS:**

- \*Eric Flow
- \*Nia Franklin
- \*Rhoda Griffis
- \*Jerri Irby
- \*David Neill
- \*Kyle Petty, Advancement Committee Chair
- \*John Wigodsky
- \*Peter Juran (ex-officio)
- Tom Kenan
- \*--Denotes voting members*

**COMMITTEE STAFF:**

Amanda Balwah, Associate Vice Chancellor for Institutional Integrity & Secretary of the University  
Kevin Bitterman, Executive Director, Thomas S. Kenan Institute for the Arts  
David Broughton, Foundation Board Liaison  
Jim DeCristo, Vice Chancellor for Economic Development & Chief of Staff  
Lissy Garrison, Vice Chancellor for Advancement  
David Harrison, Vice Chancellor for Institutional Integrity & General Counsel  
Matt Harris, Board of Visitors Liaison  
Kory Kelly, Vice Chancellor for Strategic Communications  
Cindy Liberty, Executive Director, UNCSA Foundation  
Rich Whittington, Associate Vice Chancellor for Advancement  
Tanya Dunlap, Executive Assistant to the VCA & AVCA  
Steve Cochrane, Staff Council Representative

**AGENDA**

**OPEN SESSION**

1. Call to Order and Confirm Quorum ..... Kyle Petty
2. Advancement Committee Report
  - a. Advancement Report ..... Lissy Garrison
  - b. UNCSA Foundation Board Report ..... Cindy Liberty
  - c. Strategic Communications ..... Kory Kelly
3. Other Business..... Kyle Petty
4. Adjourn..... Kyle Petty

**ADVANCEMENT REPORT**

**Vice Chancellor for Advancement**

**\*\*NOTE\*\*** - This year, the written report for the Advancement Committee will continue to include reports from the Advancement Division, the UNCSA Foundation, the Thomas S. Kenan Institute for the Arts, and Strategic Communications – all areas with external focus that play a role in the advancement of UNCSA’s strategic priorities. During committee meetings, we will hear a full presentation from Advancement, and a deep dive presentation from one of the other three divisions, as follows:

- September – UNCSA Foundation
- December – Strategic Communications
- March - TSKIA

We will hold 10 minutes at the end of the meeting for questions directed to areas that do not make a formal presentation at that meeting.

**Fundraising**

**Final fundraising results for FY24:**

	Goal	YTD	YTD %	# Gifts
<b>Principal Gifts \$/M+</b>	6,400,000	4,380,000	<b>68%</b>	3
<b>Major Gifts</b> \$25 - \$999K	3,100,000	4,442,002	<b>143%</b>	42
<b>LAG</b> \$1 - \$24.9K	1,000,000	1,354,356	<b>135%</b>	354
<b>Annual</b> <\$1K	315,000	249,624	<b>79%</b>	2,474
<b>TOTAL</b>	<b>\$ 10,815,000</b>	<b>\$ 10,425,982</b>	<b>96%</b>	<b>2,873</b>

<b>FY24 Fundraising Notes:</b>	<b>Gifts</b>	<b>Amount</b>	<b>%YTD</b>
<b>Planned Giving</b>	2	150,000	1%
<b>Gifts in Kind</b>	11	70,622	1%
<b>State Side</b>	19	2,056,027	20%

We ended the 2024 Fiscal Year at 96% of our fundraising goal – raising \$10.4M vs a goal of \$10.8M, making this the best fundraising year since the Powering Creativity campaign.

Notable accomplishments and concerns:

- We did not meet our expected Principal Gifts goal – this is because we did not complete fundraising for the 4<sup>th</sup> Street building in FY24. With the building under contract, we were able to count \$2.5M in grants that were awarded contingent upon the purchase of the building.
- In spite of staffing vacancies, we far exceeded expectations in Major Gifts, raising \$4.4M, or 143% of goal. This is a very positive signal of growing strength in our pipeline and with our Major Gifts work overall.
- Also in the face of staffing vacancies, we similarly far exceeded expectations in Leadership Annual Giving, raising \$1.35M vs a goal of \$1M. Based on this success, we increased our goal for the coming year to \$1.3M.
- Annual Giving did not meet expectations, largely due to lack of staffing during the majority of the year. With new staff and restructuring of the Annual Giving department, we expect to see significant growth in this area in FY25.
- Probably the most concerning outcome for FY24 was the very low amount of planned gifts – only 2 gifts totaling \$150K, which only represents 1% of the year’s total giving. This is greatly concerning – standard benchmark for a non-campaign year should be 20-25%. While this means we can be especially proud of raising \$10.4M through cash and pledges, it means that we most certainly left opportunities unaddressed, and it also means that we failed to add significantly to our pipeline of documented future gifts. This downturn in Planned Giving was directly attributable to staffing issues last year. We have now reorganized and have made Planned Giving offerings, marketing, and training a top priority for the Advancement and Foundation teams.

**Fundraising YTD (7/1/24 – 9/9/24 – 19% of year elapsed):**

	Goal	YTD	YTD %	# Gifts	Add'l Projected	Projected Total	Projected %
<b>Principal Gifts \$1M+</b>	9,000,000	1,950,000	22%	1	5,975,000	7,925,000	88%
<b>Major Gifts</b> \$25 - \$999K	4,500,000	1,318,026	29%	8	1,937,073	3,255,099	72%
<b>LAG</b> \$1 - \$24.9K	1,300,000	129,298	10%	31	1,170,702	1,300,000	100%
<b>Annual</b> <\$1K	300,000	17,953	6%	222	282,047	300,000	100%
<b>TOTAL</b>	<b>\$ 15,100,000</b>	<b>\$ 3,415,277</b>	<b>23%</b>	<b>262</b>	<b>\$ 9,364,822</b>	<b>\$ 12,780,099</b>	<b>85%</b>

YTD Fundraising Notes:	Gifts	Amount	%YTD
<b>Planned Giving</b>	3	938,334	27%
<b>Gifts in Kind</b>	1	550	0%
<b>State Side</b>	5	1,950,000	57%

With just over two months under our belts, fundraising in FY25 is going well. With 19% of the year completed, we are tracking at 23% of our overall goal of \$15.1M.

Notable accomplishments and concerns:

- It is always important to remember that we track all contributions to the University, including both Foundation and State Side gifts. Support for the Thomas S. Kenan Institute for the Arts is just under \$2M this year and is recorded at the beginning of the fiscal year – therefore, over half of the YTD total is attributable to this funding.
- We are starting off the year in a much stronger position with Planned Giving, having already secured three new planned gifts totaling \$938M. Marketing will begin in October with a mailing about IRA distributions and will continue throughout the year. We have also been working on a data project to append birthdate information to non-alumni records, which will help with gift planning prospecting.

## **Leadership Annual & Family Giving**

### **PARENT & FAMILY GIVING**

- Advancement hosted welcome events for incoming families during move-in and orientation including a Q&A and reception with the Chancellor and Provost. Very positive feedback from families complimenting the warm welcome and well-organized orientation and move-in process organized by Student Affairs.
- Targeted outreach to our new families began over the summer with our first Pickles n’ Pints in Raleigh, NC that welcomed both parents and alumni. Parents have participated in additional Pickles n’ Pints events in Denver, San Francisco, Seattle, and Portland.
- Qualification for the Parent Leadership Circle has been updated to include annual minimum gifts of \$10,000 to any fund or combination of funds vs. gifts designated only to the Chancellor’s Innovation Fund. This donor-centric change follows best practices from other institutions and allows us to recognize additional families supporting UNCASA at this level.
- Parents and families are currently registering for this year’s [Homecoming: Family & Alumni Weekend](#) scheduled for October 17-20.

### **ANNUAL GIVING**

- Fall Appeal strategy is based on a highly segmented, multi-channel approach. Appeals will begin dropping 9/4/24 to over 5,600 households divided into 10 targeted segments\*.

*\* Fall Appeal Segments include New Rated Parents, New Unrated Parents, Returning Donor Parents, Returning Non-Donor Parents, Giannini Prospects, Alumni Giannini Prospects, Lapsed Giannini, Lapsed Donors from last year, Lapsed Donors from last 4 years, and Performance Patrons from last 3 years.*

- Each segment will receive a video message from the Chancellor (9/4), Chancellor’s letter/direct mail piece (9/9), email (9/16) and text (9/19).
- Calendar year end appeals will have a school specific focus with messages from the Deans.

## **Campaign Planning / Preparation**

FY25 is a pivotal year in the process of planning and preparing for our next comprehensive campaign.

Key activities and accomplishments to date include:

- We have retained the services of internationally renowned fundraising and campaign expert, Jim Langley, as our primary campaign consultant. We will continue to work with Kathy Drucquer Duff as a fundraising coach and consultant, and we will add other experts as needed to ensure best practice development of our next campaign.
- Jim Langley has performed a preliminary analysis of our situation and has begun sharing his findings with campus leadership, Advancement and Foundation teams, Deans, and other members of our community. He will be on campus September 17-18, during which time he will continue to share his expertise, his observations about our opportunity, and will work directly with deans and leadership to move forward with the development of transformational ideas for the campaign.
- Quite a bit of work has been done over the past two years to review and update policies; campaign policies will be finalized this year.
- We are moving forward with the approved staffing plan needed to make the campaign successful – key new roles this year include the new Leadership Annual Giving officer, the new Donor Relations Program Manager, and the 3<sup>rd</sup> Major Gifts Officer.

## **Pipeline**

- Over the summer we completed a re-alignment of our Foundation/Advancement teams which resulted in two Advancement positions transitioning to the Foundation: Portfolio Manager and Prospect Research & Grants.
- This realignment also allows the Foundation to take a larger role in pipeline development. Through research, referrals and gift management, the Foundation will play a crucial role in identifying new prospects and moving existing donors through the pipeline.
- Over the summer we also secured a new research tool, iWave, which will be instrumental in providing accurate research for our prospects.

## **Alumni Engagement**

- Regional alumni networking meetups, "Pickles & Pints," continued during the late spring and summer with events held in Washington, D.C.; Lititz, PA; Raleigh, NC; Los Angeles, CA; Denver, CO; San Francisco, CA; Seattle, WA; and Portland, OR. The Director of Alumni also engaged with students and alumni in NYC during and after the Drama Showcase and in Los Angeles for REELTalks with the School of Filmmaking.
- The UNCSA Alumni Network (the AlmaBase alumni platform) had a soft launch in May 2024 and has been steadily gaining interest as the one-stop online community where alumni can update their profiles, search alumni directories, submit class notes, join or search the alumni-owned business directory, look for and post job opportunities, sign up to volunteer, and register for alumni engagement events.

- We continue to see great engagement on the UNCSA Connects platform (powered by Protopia) where students and alumni can seek answers to questions from other alumni. Most questions are career-related and the alumni who answer questions are finding this a great way to give back to their alma mater in a volunteer capacity.
- This summer the “Alumni HQ” opened on campus, across the way from the Pickle Pantry, and very close to the new Student Government Association’s offices. The alumni team has enjoyed increasing their visibility for students, families, alumni and faculty/staff and looks forward to daily access for visitors once school resumes.
- Homecoming 2024: Family & Alumni Weekend will take place October 17-20, 2024! The schedule is packed with performances, open houses, interactive activities, campus tours and a celebration of the School of Film’s 30th anniversary.
  - October 17th events include early check-in and a private legacy dinner event for our Golden Pickles alumni
  - October 18th includes breakfast, campus tours, open houses in all five conservatories for guests to observe classes, a film alumni symposium, the Chancellor’s welcome with alumni remarks and a Golden Pickles ceremony, a private reception for the School of Film, and reunion gatherings
  - October 19th events include breakfast gatherings for general alumni, parents and film alumni, a dance class that guests can participate in, a music rehearsal that alumni can join, a block party with live music, food trucks and fall festival activities, a film screening, parade, parent and student social, the UNCSA Fall Chamber Music Festival, and the alumni Beaux Arts Ball
  - October 20th wraps up the weekend with more School of Film offerings and a musical performance by the UNCSA Wind Ensemble and Chamber Winds
- **COMING SOON:**
  - In addition to Pickles & Pints events this fall, the alumni office will also be hosting an in-person town hall event in NYC to help introduce alumnus and School of Drama Dean John Langs to the alumni community.
  - The alumni office will soon be launching a regional ambassador program to designate alumni in key areas who will serve as the main point people for events and engagement in those cities.

## Events

- **Parent Undergraduate Breakfast and Reception**, Tuesday, August 13 – Breakfast in the morning and a reception in the evening with remarks by the Chancellor and Provost for incoming undergraduate families.
  - **Target attendance:** 150
  - **222** registered
  - **175** attended
  - Discovered **36** new parents interested in giving to support UNCSA students
  - Room for improvement: We are working with a new on-campus caterer that is still growing into their role.

- **Pickles and Pints** – various regional Alumni and Parent gatherings have been successful in reengaging the UNCSA community from coast-to-coast.
  - **Recent Cities:**
    - Portland
    - San Francisco
    - Seattle
    - Denver
    - Boston
    - Los Angeles
    - Wilmington
    - Chicago
  
- **Upcoming Events:**
  - **Meet the Dean**, Tuesday, September 3rd  
A chance for Drama Dean’s Circle donors and School of Drama supporters to meet the new Dean of Drama, John Langs, at a cocktail reception with student performances.
  - **Lunch and Learn/Speaker Series**, Thursday, September 19<sup>th</sup>  
Dean of the School of Film Deborah LaVine will address Associates, Parents, and Alumni at this lunchtime series to tell them about what’s new at the School of Film, introduce new faculty members, and let them know about upcoming volunteer opportunities.
  - **Dance Dean’s Circle: Fall Dance**, Tuesday, September 24th  
Reception for the Dance Dean’s Circle before opening night of Fall Dance with remarks by Dean of Dance Endalyn Taylor and Dance faculty.
  - **Homecoming 2024**, October 17<sup>th</sup>-20<sup>th</sup>  
A multi-day celebration of UNCSA with open houses, panel discussions, performances, a weekend block party, and the Beaux Arts Ball.

## **Organization and People**

- **New Staff:**
  - Bridget Werner – Annual Giving Program Manager
  - Eric Peck – Special Events Manager
- **Searches Underway:**
  - Associate Director of Development, Leadership Annual Giving
  - Donor Relations Coordinator
  - Business Operations Manager – Will be vacant as of 10/31
- **Restructure:**

Advancement services roles have transitioned to Foundation and now report to Cindy Liberty:

  - Portfolio Manager (Sarah Cominsky)
  - Prospect Research and Grants Manager (Scott Schumpert).

## **UNCSA FOUNDATION BOARD REPORT**

### **Finance Committee**

- Meeting held on September 5th to review FY 2024 results.

### **Executive Committee**

- UNCSA Foundation has transitioned from Truist to First Bank
- Identified Priorities for the Next Year
- Approved a transition of Prospect Research and Portfolio Management to the UNCSA Foundation to bring Advancement Services more in line with other Universities
- Discussed 4 major projects and priorities for budget planning

### **Advancement Committee**

- Dr. Laura Ramsey will chair this committee this year.
- She will work closely with Advancement liaison Shannon Wright, Senior Director of Development, Annual and Family Giving.
- The committee will continue to focus on annual and leadership annual giving, including generating leads for Giannini Society, Nutcracker sponsorships, and Days of Giving matching challenge gifts.

### **Special Projects**

- McKissick Architects has drawn up design plans for 1411 S. Main Street
- 411 4<sup>th</sup> Street has been placed under contract and we are moving forward with due diligence.
  - Due diligence ends on November 30<sup>th</sup>
  - Scheduled closing should take place on January 31<sup>st</sup>
  - \$2.5M has already been committed towards the purchase of this property
  - Advancement is working on raising the additional funds needed to close the property

### **Foundation Board**

- September 19<sup>th</sup> is the start of the UNCSA Foundation Board's new fiscal year.
- Dara Folan will be stepping up as President.
- Will review the funds that are subject to the Endowment Reinvestment Policy.
- Will be welcoming new board members and honoring retiring board members.

### **Semans Art Fund Board**

- Planning to have a fall board meeting to discuss replacements for John Langs' board position.

## **STRATEGIC COMMUNICATIONS REPORT**

Over the summer, StratComm took the opportunity to focus our activities by creating a new Strategic Framework. This is a guiding document that defines our strategic priorities and ensures that our core activities are focused in these areas. Our strategic priorities have been defined as Recruitment, Retention, Industry/Thought Leadership, Performance Marketing, and Internal Brand Building and Empowerment. Over the next few months, we will create multi-year plans in each area to continue to support the University. In addition, we continue to increase our opportunities to collaborate across the campus:

- Removing the siloes within the functional areas of Strategic Communications, creating cross functional teams to support the Strategic Priorities.
- Setting up monthly recurring meetings with all departments on campus including Advancement, Admissions, Kenan Institute, Student affairs, Academic Affairs, and more.



- Adopting a liaison structure with the conservatories to “embed” on Strategic Communications Leadership Team member in each conservatory to make sure that we know what is happening and can assist as needed.

Since our last meeting, the following staff changes have occurred:

- Katherine Johnson has become our Associate Vice Chancellor of Strategic Communications
- Gina Harris has become the Director of Marketing for Recruitment and Retention
- Izzie Filben has been promoted to the role of Director of Marketing for Performance and Special Projects
- Alli Myers Gagnon has joined our team as the new Creative Services Director
- Mark Jabourian (Filmmaking Graduate) is our new Campus Video Manager

## **STRATEGIC PRIORITIES**

### **Recruitment:**

With the paid recruitment budget ending in April for FY24, marketing strategically utilized the subsequent months to develop a comprehensive plan for FY25. To maximize limited resources, we've focused on these key initiatives for the coming year:

- o Developing compressed and strategically timed paid campaigns that coincide with application activities (Sept - Nov and Jan - Mar)
- o Integrating organic social content with paid advertising for greater impact
- o Updating Google Ads across all platforms for our five conservatories
- o Developing a TikTok strategy to engage our core demographic

Additionally, marketing has maintained UNCSA's presence in prestigious industry publications, placing print ads in The Hollywood Reporter, Dance Media, American Theatre, and other targeted outlets during this time.

The recent reorganization of Strategic Communications has opened opportunities for closer collaboration with Admissions and the Provost's office. This partnership has immense potential, but realizing its full impact requires adequate funding for new, targeted campaigns. To address our constraints and enhance our capabilities, we're initiating an RFP to engage an agency for day-to-day management of digital campaigns. This step, while necessary, underscores the need for increased internal capacity and expertise.

### **Retention:**

StratComm has partnered with Student Affairs to create momentum for the Take 5 health and wellness initiative, launched in the spring. This collaboration underscores the university's commitment to student wellness as a fundamental aspect of campus life. The initiative seeks to highlight the numerous programs and opportunities available to our campus community to integrate wellness into their daily routines. A notable example of this partnership is the UNCSA Night at the Dash, a campus community event in association with the Winston-Salem Dash baseball team, which serves as one of the first initiatives under this program.

### **Performance Promotion:**

On August 16th, the University of North Carolina School of the Arts (UNCSA) unveiled its highly anticipated 2024-25 performance season, which also marked the launch of ticket sales for the annual production of *The Nutcracker*. This year's performance of *The Nutcracker* will once again take place at the Steven Tanger Center for the Performing Arts, due to ongoing renovations at the Stevens Center.

The announcement was met with unprecedented success, with presales for both *The Nutcracker* and the regular season exceeding last year's historic numbers at this point last year. The first day of presales alone generated over \$4,000 in revenue for the regular season, a significant increase from \$2,480 on the first day last year. To date, we have achieved approximately 27.41% of our revenue goal for the 2024-25 season.

Similarly, *The Nutcracker* garnered \$33,000 in revenue on its first day of presales, surpassing the total revenue of the entire first week of presales last year. Currently, we have reached approximately 20.92% of our revenue goal for the 2024 production.

Complementing these sales efforts, we launched new dedicated UNCSA Presents performance channels, which have already attracted a combined 1,134 followers since their debut in mid-August. These channels feature a robust suite of original video content, custom artwork, graphics, and a successful giveaway in collaboration with a popular Winston-Salem restaurant.

These digital initiatives were supported by a comprehensive 24-page printed brochure, distributed to more than 17,000 recipients, including the UNCSA campus community.

Our PR team, in partnership with local agency Capture, amplified the season announcement through local and state media appearances. Highlights include:

- Announcing 'UNCSA Presents,' the 2024-25 performance season (Coverage: WGHP Fox 8, Yes! Weekly, WGHP Fox 8, WXII News 12, Yes! Weekly)
- Tickets go on sale on Aug. 16 for 2024 production of UNCSA's "The Nutcracker" (Coverage: WFMY News 2, Tanger Center News, WGHP Fox 8, WXII News 12, Greensboro News and Record)

#### **Industry/Thought Leadership:**

- In order to proactively position our faculty as experts on subjects currently in the news, our digital media and PR teams created the new Experts directory. To bring attention to the searchable database and our range of faculty expertise, our PR team will proactively spotlight preselected faculty to media as sources who can speak to topics currently in the news.
- Over the summer, our PR team has worked closely with our conservatories to secure the following rankings:
  - The Hollywood Reporter ranks UNCSA School of Drama No. 3 in the world for second year in a row (Coverage: The Hollywood Reporter, Yahoo! News, WXII News 12, Winston-Salem Journal, WGHP Fox 8 News, Queen City News (Charlotte), WRAL)
  - UNCSA rises to No. 8 in The Hollywood Reporter ranking of best film schools in the U.S. (The Hollywood Reporter, The Winston-Salem Journal, Business North Carolina magazine)
- The PR team amplified alumni industry awards through proactive outreach resulting in the following media coverage:
  - Multiple UNCSA alumni nominated for Tony Awards (Coverage: WXII)
  - Dance alumnus wins Tony Award as a producer of 'Merrily We Roll Along' (Coverage: Winston-Salem Journal, WS Today, WFMY News 2)
  - UNCSA alumni nominated for Emmy Awards (Coverage: WFMY News 2, WS Journal, Independent Tribune, Mooresville Tribune, CBS 17 Raleigh)

- While our PR team has secured stories in the press, our content team has been hard at work creating our own stories position UNCSCA as leaders in the industry:
  - Slam dunks to symphonies: Gavin Hardy's path to musical stardom
  - The 2024 Tony Awards: UNCSCA alumni and their award-winning contributions
  - Rising star: The inspiring journey of Drama graduate Aphrodite Armstrong
  - The rise of Jeff Nichols: UNCSCA alumnus and independent film icon
  - How UNCSCA alumni shaped Jeff Nichols' new movie 'The Bikeriders'

### **COMMS HIGHLIGHTS:**

Additional Press Release/Media Coverage Highlights Include:

- The PR team facilitated a months-long process resulting in a feature article in Our State Magazine spotlighting the School of Design & Production. Behind the Curtain, highlights the behind-the-scenes work of students in several areas of D&P who worked on "The Rover" from last season.
- UNCSCA announces 'Hector Manuel Lopez, Jr. Memorial Scholarship' to honor late Dining Services staff member (WFMY, Winston-Salem Journal)
- Cashavelly's "Meditation Through Gunfire" to be released on UNCSCA Media, Oct. 18  
(Coverage: Essentially Pop, Earmilk)
- Academy Award-winner Troy Kotsur tells UNCSCA grads to "feed your spark ... ignite your spark" (Coverage: Winston-Salem Journal)

Select Institutional Messages to campus from Chancellor Cole, include:

- May 17: Update on alumni lawsuit (regarding settlement)
- May 24: May 2024 UNC Board of Governors update/Approves new policy on equality
- June 12: Unexpected passing of Hector Lopez of Dining Services
- July 26: Updates from the UNC Board of Governors
- Aug. 12: Dining Hall named in memory of Hector Lopez
- Aug. 20: Welcome to the new school year
- Aug. 29: EDIB to come

### **DIGITAL MEDIA BY THE NUMBERS**

#### **Web at a Glance:**

- **Total Users:** 214.1K
- **New Users:** 206.2K
- **Pageviews:** 973K
- **Top Traffic Source:** Organic Search (120K Users and 564.3K Pageviews)

#### **Social Media at a Glance:**

##### UNCSCA Institutional Channel

- **Impressions:** 1.4M
- **Engagements:** 31K
- **Engagement Rate:** 2.22%

**UNCSA Presents Performance Channel:**

This year we created performance-dedicated performance channels.

- **Impressions:** 34.4K
- **Engagements:** 1.2K
- **Engagement Rate:** 3.5%

**Campus App at a Glance:**

- **Sessions:** 37,450
- **Unique Sessions:** 848
- **Pageviews:** 3,588

**THOMAS S. KENAN INSTITUTE FOR THE ARTS**

In June, 2024, Kenan Institute Executive Director Kevin Bitterman presented its annual proposal and request to the William R. Kenan, Jr. Fund for the Arts resulting in a grant of \$1,950,000 to the Thomas S. Kenan Institute for the Arts (TSKIA) Supporting Organization for its FY25 programming and operations. Below are select programmatic partnerships, projects, and activities that align with TSKIA's efforts to position the Institute as a creative incubator and accelerator for new ideas at the intersection of UNCSA and the broader arts community.

**Creating transformational experiences for UNCSA faculty, students, and alumni.**

- This summer, the Kenan Institute for the Arts fostered global connectivity and cultural exchange by sending three groups of students, faculty and alumni abroad to work with internationally renowned masters at the [Hungarian Dance University](#) in Budapest, experience a 10 day intensive with the [Boum Percussion Academy](#) in Germany, and attend the celebrated Director and Playwright retreats at [La MaMa Umbria International](#) in Italy.
- TSKIA continues to invest in and partner on the development of a cohort-based program with the UNCSA Division of Liberal Arts to pilot a year-long *See/a/change* fellowship. Guided by Dean Rachel Williams and a team of faculty from UNCSA, nine students will create projects over the academic year as an interdisciplinary artistic team in response to environmental issues to encourage public dialogue and reflection. Additional support comes from the Semans Art Fund at UNCSA and the program includes engagement with faculty and researchers from Appalachian State University and the Coastal Studies Institute of Eastern Carolina University.
- The Kenan Institute's commitment to establish new professional industry partnerships has resulted in new opportunities for the Schools of Dance, Music, and Filmmaking. Most recently, a partnership with [Working Theatre](#) in NYC will document the development of a new play, "Los Deliveristas," by Ed Cardona, Jr. and directed by Colm Summers. Award-winning filmmaker [Cyrus Moussavi](#) is mentoring three UNCSA Filmmaking students and alumni in documenting the play's development to support a documentary film using immersive storytelling as a powerful exploration of the lives and struggles of delivery workers in New York City.
- The Kenan Institute continues to support [UNCSA Media](#) with four projects by faculty and alumni ensembles and musicians slated for release in FY25.

**Cultivating deeper creative connections among TSKIA, UNCSA, and regional communities.**

- Building upon the Kenan Institute's commitment to developing community-based work in partnership with UNCSA, the Kenan Institute is working with LA-based [Cornerstone Theater Company](#) to introduce their community-engaged artistic approach to storytelling including a series of creative projects centered on local stories.
- The Kenan Institute co-produced the [Arts for EveryBody "Creative Wellness Community Day"](#) on July 27, 2024 in partnership with local arts and health organizations and [One Nation/One Project](#) -

a national arts and health initiative designed to activate the power of the arts to repair the social fabric of our nation and heal our communities.

- The event was attended by 500+ people and began with a performance by the [Suah African Dance Theatre](#) and djembe drumming led by UNCSA School of Dance faculty member [Wesley Williams](#) followed by a day of interactive creative spaces for youth and families, and live performances highlighting local artists in disciplines such as spoken word, singing, storytelling, and more.
- Free health screenings were provided by United Health Center in addition to various health resource vendors, all in celebration of Winston-Salem's commitment to healing through the arts.
- The Kenan Institute for the Arts remains in conversation with local and national partners on [evidence-based research](#) and models for social prescribing for the arts.