Executive Overview for February 2016

I am pleased to share updates for the third quarter of FY16. As we completed the calendar year, the university and most especially, the Alumni House were full of holiday celebrations and end of the year gatherings. December always provides us the opportunity to appreciate our wonderful work environment. I consider it a privilege to welcome so many people into this lovely home. Music always fills the hallways as the house becomes the focal point for alumni, faculty, staff and our community to enjoy the holiday season.

The Alumni Engagement staff continues their work on implementing the strategic goals of the UNCG Alumni Association. As we continue to grow our outreach, we have introduced some new directives into our body of work. With the recent arrival of Crystal Josey, we have already begun work on integrating specific affinity groups under our purview. We have identified Residence Life, Greek Life and the Neo-Black Society as the groups who will receive our initial attention. In conjunction with these groups, we are also working to launch a Legacy Program in October 2016. The Legacy Program will recognize our alumni who are grandparents, parents, aunts/uncles and siblings and have current students or future Spartans attending UNCG.

Mary Swantek continues her great work with our 50-year reunion celebrations. Reunions are an ongoing process, which means that Mary’s work includes cultivating our 65, 60, 55 year reunions along with beginning work with the classes of 1967, 1968, 1969 and 1970. In addition to working on reunion outreach, it was determined that Mary would begin working more closely with the Office of Career Services. Working from the results of the Alumni Attitude Study, it became very apparent that career mentoring, opportunities and resources are very important to our alumni. You will find details about these new partnerships later in this report.

To that end, both Mary and Crystal have begun work on initiating ways in which we can begin virtual engagement with our alumni. We are appreciative that Dudley Bokoski shared his time, ideas and support with us in December. The goal is to launch our first virtual program through Google Hangouts. Topics on career management will be our first efforts to reach our alumni in this manner. We are also researching more interactive ways to virtually engage our alumni by researching firms who specialize in these areas. We’ve enjoyed many conversations with our counterparts at UCLA, who have been happy to share with us how they utilize these forms of social media in their alumni efforts. We’re excited to take these ideas to the next level of execution.

Mark Graves and the Communication Committee continue to research other effective ways to interact with our alumni through phone apps. You will hear more about their findings during committee reports.
We have almost completed our research/recommendations on transitioning the former Student Alumni Ambassadors into a new, improved program. A proposal will be shared with the Awards/Nominations committee by April.

Definitive plans are underway for the celebration of UNCG’s 125th Anniversary. Leadership for the year-long celebration will be handled through the Chancellor’s office. The new Chief of Staff, Waiyi Tse will serve as chairman of the steering committee. I have been invited to serve on the steering committee, and will continue to serve as liaison with the campus community. The Alumni Association will select their own committee and will work in tandem with the overall plan for the 125th. Three significant dates have been finalized to kick-off the celebration.

- October 5, 2016 – Founders Day
- October 7, 2016 – Installation of Franklin D. Gilliam, Jr.
- October 20-22, 2016 – Homecoming

We will hear from Donegan Root about initial plans for celebrating the 125th during Homecoming at the Board meeting.

The final Meet the Chancellor events will be held this spring. The following dates have been finalized.

- March 21 – New York City/Showcase
- March 29 – Pinehurst/Southern Pines
- April 6 – Atlanta
- April 19 – Washington DC
- April 28 - Charlotte

Financial support for the UNCG Alumni Association Fund continues to trend upward. You will find the comparison numbers below. We are thankful for the continued generosity of our alumni. We continue to push for an alumni participation rate of 6% for FY16. This goal represents 1,000 more alumni donors than we had in FY15. A lofty goal!

**Numbers represent July 1, 2015 – January 13, 2016**

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollars =</td>
<td>$32,045</td>
<td>$43,935 (increase of $11,890)</td>
</tr>
<tr>
<td>Donors =</td>
<td>130</td>
<td>422 (increase of 292)</td>
</tr>
<tr>
<td>Gifts =</td>
<td>175</td>
<td>500 (increase of 325)</td>
</tr>
</tbody>
</table>

Dollars/Donors specific to Vanguard:

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollars =</td>
<td>$18,730</td>
<td>$32,058 (increase of $13,328)</td>
</tr>
<tr>
<td>Donors =</td>
<td>54</td>
<td>351 (increase of 297)</td>
</tr>
<tr>
<td>Gifts =</td>
<td>59</td>
<td>370 (increase of 311)</td>
</tr>
</tbody>
</table>
Last but not least, tremendous efforts are being placed on our third annual 48-Hour, Believe in the G Campaign. Heading these efforts are Bob Amico, Sarah Kathryn Coley and Cameron Hall. This very important fundraising initiative will take place on February 16-17. Our goal for the campaign is 800 donors in 48 hours. To date, we have almost $75,000 in challenge gifts. An initial thank you goes to David Schuck, Mary Napier, Jeff Collins, Chris Lea, Jana Wagenseller, Tom Martin, Jo Safrit, Brandi Johnson and Angie Polk Jones for serving as Giving Day Challenge Donors. Look for their videos and personal challenge messages during the campaign. You will hear more about how you can assist during the meeting.

Updates on Strategic Initiatives

Gold Council

The GOLD Council implemented two new events targeted for our young alumni demographic this past fall. The first event, The Spartan Hop, took place following the bonfire on Friday evening of Homecoming weekend. This was a social event that included a scavenger hunt through campus to test the attendees’ knowledge of UNCG history. The scavenger hunt was managed through a mobile application called Goosechase. There were 90 GOLD alumni in attendance. This event identified several GOLD alumni who have since connected with the GOLD Council and Alumni Association in a greater capacity.

The second event was a welcome reception with Chancellor Gilliam on November 11. This event was sponsored by our Board of Trustee member, Vanessa Carroll. The event was held at the Carroll’s private residence. With more than 70 alumni in attendance, Chancellor Gilliam shared his message that GOLD alumni are our future. He asked for their help to strengthen the UNCG community in Greensboro and beyond. As a follow up to the event, all GOLD alumni were emailed a complete video of the event. GOLD alumni who were not able to attend also received details about how to get involved with GOLD and the UNCG Alumni Association.

Moving forward, the GOLD Council is gearing up for the Believe In The G campaign. Again, this year, they will be serving as social media ambassadors and soliciting peers during the 48-hour campaign. There are also GOLD alumni participating as challenge donors this year.

Sarah Kathryn also spends time soliciting young alumni for gifts. The giving strategy for young alumni includes stewarding past donors and cultivating GOLD alumni for continued support of UNCG, and identifying new GOLD alumni prospects. The telefund will also deploy specialized script training for this young alumni demographic in addition to an increased focus on the importance of giving participation.

Vanguard

In October, 24 Vanguard members attended a reception at Arbor Acres retirement community in Winston-Salem. Plans are underway for the spring calendar which includes a tour and lunch at the Weatherspoon Art Museum (March), an event at Glen Aire retirement community in Raleigh (April), and a trip open to all North Carolina Vanguard members this summer.
One of the initiatives of the Vanguard is to have a large number of Vanguard members attend Reunion weekend. The committee has elected to replace the Vanguard reception on Saturday morning with programming that will be more interesting to this group. Emily Wilson ’61 will discuss her research for her book on Eleanor Roosevelt. Additionally, the steering committee will meet with members of the Class of 1966 planning committee to plan the Grand Reunion Brunch and the class’ induction into the Vanguard on Saturday.

The classes of 1961, 1956, and 1951 are celebrating their 55th, 60th, and 65th reunions in April. Meetings with these classes are being organized in order to generate interest and encourage attendance.

**Spartan Legislative Network**

Aubrey Ravenel, Jeff Collins, Mary Napier, Dean Castaldo, Mary Landers and Mary Swantek met with representatives of Higher Education Works to learn more about the organization. Higher Education Works is a non-partisan organization that supports public higher education in North Carolina. Ten North Carolina universities are currently represented on the board of Higher Education Works. The executive committee of the alumni association will determine if UNCG Alumni Association will also be a member by nominating a representative to serve on the HEW board.

Mary Swantek will meet with Nikki Baker from the Chancellor’s office to develop a plan to recruit key alumni to serve as ambassadors to promote the statewide bond issue.

**Career Services**

A new career resources web page has been created. Currently, the page links to careeronestep.org which is a page sponsored by the U.S. Department of Labor. This site offers information on careers, salaries and training. Upcoming features to the alumni web page include:

- **HR Spotlight** – three alumni association board members, Annette Holesch, Tia Wiggins and Sherita Gatling, will offer advice on topics ranging from LinkedIn, generational differences in the workplace, transitioning from college life to work life, and how to create your own brand.
- **Video clips from UNCG faculty discussing careers available in their field.**

A marketing plan is being developed to introduce this new feature to the alumni website.

The alumni office has partnered with UNCG Career Services to offer alumni/student programming:

- **Lunch and Learn Series** – A series of four lunches, each one focusing on a specific industry (arts, non-profit, finance, health). At each lunch, four alumni “experts” serve on a panel and discuss their career path. Students and alumni are invited to attend.
- **Reality Check Networking** – An annual event between the alumni association and UNCG Career Services. During the first hour of this two-hour event, students are given networking tips and suggestions from staff of UNCG Career Services while alumni have an opportunity to network with each other. During the second hour, students and alumni come together where students have an opportunity to use the skills they have just learned. Alumni are encouraged to offer advice to students.

Entrepreneurship Day is scheduled for Tuesday, March 22nd. Partnership between alumni office, UNCG Career Services and North Carolina Entrepreneurship Center where alumni entrepreneurs have an opportunity to speak about their journey in a classroom setting. Eighty classes will participate in 2016.
Corporate clubs are being developed within corporations where a large volume of alumni are employed. Currently clubs are being developed at Bank of America (Charlotte), Epes Logistics, Volvo, Hanesbrands and Volvo.

**Affinity Groups**

At the last board meeting, there was discussion about how to engage alumni from the 70’s and 80’s. These two generations are often referred to as the “lost generations”. Based on data analysis on giving trends, we found that in actuality, alumni from the 70’s and 80’s are quite philanthropic with their alma mater. As follow up to that conversation, please find the following statistics.

<table>
<thead>
<tr>
<th>1980s:</th>
<th>1970s:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13,302 total alums</td>
<td>10,442 total alums</td>
</tr>
<tr>
<td>5,254 have given financially</td>
<td>5,452 have given financially</td>
</tr>
<tr>
<td>518 gave a monetary gift in the previous fiscal year</td>
<td>806 gave a monetary gift the previous fiscal year</td>
</tr>
</tbody>
</table>

**FY16 YTD (Sept)**

<table>
<thead>
<tr>
<th>1970's:</th>
<th>1980's:</th>
</tr>
</thead>
<tbody>
<tr>
<td>160 Donors, $50,624 Total Revenue, $316 Revenue per Donor, $289 Average Gift, 1.1 Gift per Donor, $6,442 Lifetime Revenue per Donor</td>
<td>119 Donors, $39,117 Total Revenue, $329 Revenue per Donor, $286 Average Gift, 1.2 Gift per Donor, $3,666 Lifetime Revenue per Donor</td>
</tr>
</tbody>
</table>

**FY15**

<table>
<thead>
<tr>
<th>1970's:</th>
<th>1980's:</th>
</tr>
</thead>
<tbody>
<tr>
<td>965 Donors, $409,927 Total Revenue, $425 Revenue per Donor, $360 Average Gift, 1.2 Gift per Donor, $3,719 Lifetime Revenue per Donor</td>
<td>686 Donors, $298,281 Total Revenue, $435 Revenue per Donor, $367 Average Gift, 1.2 Gift per Donor, $2,584 Lifetime Revenue per Donor</td>
</tr>
</tbody>
</table>

Compared to other decades, the 70's and 80's are the second and third highest in total donors and second and fourth highest in average gift size.

The focus group determined that there are quite a few areas of interest for alumni in these two decades. The groups or clubs that were popular or started to evolve in the 80’s includes a big “Town Students” population, NBS, the formation Greek organizations. Other groups that were identified to look at included female athletics, Neo Black Society, dorms/residence halls, campus ministries, outdoor clubs like Piney Lake and Home Economics which was eventually included in the school of HHP/HHS.

**VIRTUAL PROGRAMMING**

In the immediate future, there are several areas of opportunity to establish virtual career fairs and online networking events. Long-term we are looking to stream an interactive Lunch & Learn series which will provide the opportunity for those who cannot attend in person, the ability to participate in “real time”.


Until then, we are planning to launch a sampling of virtual opportunities by utilizing Google Hangouts. This platform provides us the opportunity to test the market at no cost.

Communication

Email Marketing:

Since July 1, 2015, the Alumni & Friends e-newsletter has been delivered to an average audience of 62,900 alumni, faculty, staff and friends of the university per issue, with an average open rate of 15.8% (approximately 9,950 readers per issue) and, from there, an average click-through rate of 11.85% (approximately 1,200 readers per issue who click on at least one link).

We also began sending our first-ever Alumni Association Happy Birthday email on July 1, and in the first 202 days (i.e. as of January 18, 2016) we have sent out 31,695 of these emails to alumni on their birthday, or an average of 157 per day, with an average open rate of 24.7%, resulting in us having successfully wished a Happy Birthday to approximately 7,800 alumni.

All told, we have sent 123 different email messages in those 202 days, delivering almost 1,782,000 emails, of which almost 284,500 (or 16%) have been opened, and over 17,000 of which (or 6% of those which were opened) have had at least one link clicked, resulting in the viewer coming to our website to see more content or take an action such as registering for an event, submitting a nomination, updating their information, or making a donation.

The New Alumni Association Website:

Since July 1, 2015, we have published or shared approximately 50 different news items, 40 different events, and 800 class notes; and using the new Update Your Information form which feeds directly into our university database, alumni have submitted over 1,150 updates to their personal information, in addition to those we received through event registrations and other form submissions.

We have also recently improved the website by:

- Expanding the news section to include a complete archive of our past news items featured in the e-newsletter (those published since switching to iModules in January 2015), as well as links to the University News and Features, Campus Weekly, and the revived UNCG Magazine;

- Creating a new form for submitting class notes online which asks the user to submit a photo with their news, in order to create more engaging class notes for the e-news and magazine;

- Creating a new form for selling the William Mangum prints of the Alumni House and Foust Building, with plans to work with the Alumni House committee to improve this form and add another one for reserving meeting and event space;
• Adding the Association’s funding request form, for other campus organizations to use when requesting financial assistance from the Association;

• Adding a page with some career resources for alumni (an effort spearheaded by Mary Swantek and our campus partners in the Career Services Center and the Division of Continual Learning, with more content to come soon);

• Incorporating social media sharing links into our news articles and event pages, to make it easier for viewers to share our content on their social media feeds.

Social Media:

Since July 1, 2015 (and as of January 18, 2016), we have increased “likes” on our Facebook page by 12.4% (from 3,162 to 3,554), followers on our Twitter feed by 15.1% (from 1,255 to 1,444) and on our Instagram feed by 14.3% (from 1,244 to 1,423), and members of the LinkedIn group that we share with Career Services by 8.1% (from 2,821 to 3,050).

Our social media strategies continue to evolve as well. In addition to adding social media sharing links to our website content, members of the Office of Alumni Engagement staff and the Communications Committee have been devoting time to “social media engagement,” an effort to interact with alumni individually rather than just broadcasting content to our fan bases at large. We are also exploring ways to virtually engage our alumni in on-campus activities using emerging social media platforms such as Snapchat and Periscope.

Athletics Sponsorship:

This fall, we decided to modify our approach to advertising the Alumni Association through Spartan Athletics. Whereas last year we only tried to reach and engage fans during sporting events, specifically through branded PA announcements and “Future Spartan Cams” at men’s basketball games (which, through feedback, we determined was going largely unnoticed); this year we have expanded our reach by inserting our brand into the printed programs for several sports (men’s basketball, women’s basketball, baseball, and softball) and by positioning the Association as the presenting sponsor for the weekly Coaches’ Shows, which air online on both uncgspartans.com and the SoCon Digital Network and which we have sharing on both the Association’s and Athletics’ social media pages.

Mobile App:

In the midst of all this, the Communications Committee has also been exploring options for creating a mobile app, as another means for sharing our messaging with alumni (by way of “push notifications” that would actively deliver content directly to their mobile devices). At this time, however, the committee has determined that pursuing a mobile app of our own is not feasible, and are instead seeking to partner with other departments and/or with the University at large to explore shared app solutions that would serve a more centralized communication need.
Regional Alumni Club Report

The six regional alumni clubs had collective success with the Welcome to the City events. Registration and attendance numbers were up across the board from the previous year with an increase of 24%. Service events in Greensboro and Atlanta generated much needed supplies for local food pantries and an art exhibit was held in Brooklyn for the New York City club. In addition, a holiday social was held in Charlotte with excellent attendance.

<table>
<thead>
<tr>
<th>Regional Club</th>
<th>'15 Welcome to the City</th>
<th>'16 Welcome to the City</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>27</td>
<td>38</td>
<td>11</td>
</tr>
<tr>
<td>Charlotte</td>
<td>58</td>
<td>82</td>
<td>24</td>
</tr>
<tr>
<td>Triad</td>
<td>103</td>
<td>125</td>
<td>22</td>
</tr>
<tr>
<td>Triangle</td>
<td>56</td>
<td>93</td>
<td>37</td>
</tr>
<tr>
<td>New York</td>
<td>33</td>
<td>40</td>
<td>21</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>41</td>
<td>34</td>
<td>-17</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>288</strong></td>
<td><strong>358</strong></td>
<td><strong>24</strong></td>
</tr>
</tbody>
</table>

The 10th Annual Branches of Love service project was held on November 21 as a joint effort of the Triad Alumni Club and the GOLD Alumni council. 18 teams decorated 25 trees that were donated to the residents of Partnership Village in Greensboro. In addition, a $50 gift card to Harris Teeter was presented to each family alongside the tree. Lastly, the admission fee of 20 canned goods per team yielded over 300 pounds of food for the Spartan Open Pantry operated by the Wesley Lutheran Ministry at UNCG.

Upcoming Regional Alumni club events include:

January 26 – Triad Alumni Club New Year Social

February 25 - Triad Alumni Club “Reality Check Networking Night” with Career Services

March 21 – Alumni Club of New York City - UNCG Theatre Showcase reception

The Alumni Engagement Committee has finalized the Regional Alumni Club Volunteer Guide that includes procedures for identifying and recruiting volunteer leadership, club structure, budgeting and marketing as well as an event planning timeline.

Homecoming

As we prepare for Homecoming 2016, the opportunity to promote the event to the greater Greensboro community is greater than ever. Celebrating the university’s 125th Anniversary provides the Association with a multitude of possibilities. In order to help facilitate these ideas, the Alumni Association will form the Alumni 125th Anniversary Committee.
We will be asking the Board of Directors for their assistance in discovering and soliciting local companies to become Homecoming Sponsors. With the board’s help, we feel confident that we can increase the number of sponsors. Not only will this create an extraordinary opportunity for branding UNCG within the community, but it will also provide immediate budget relief for the cost of Homecoming.

In preparation for discussion at the board meeting, here are some interesting facts about UNCG’s Homecoming tradition.

Homecoming is a 34 year tradition at UNCG that is a time of celebration and pride for the University. Each year we welcome thousands of alumni, students, faculty and staff along with our friends in the community to campus for an exciting week filled with athletic events, great food, live entertainment and tent receptions hosted by the Alumni Association and our Schools and Colleges. Homecoming provides an opportunity for the entire UNCG community to showcase all that the university has to offer.

Homecoming was first held in 1982 having evolved from Falderal, a fall celebration during the 70’s that was held in conjunction with Founders Day during the first weekend of October. The first Homecoming was held in conjunction with a men’s soccer match where the Homecoming King and Queen were crowned at half time, a tradition that continues to this day.

Homecoming 2016 culminates with an outdoor festival at Kaplan Commons in front of Elliott University Center on Saturday Oct 22. We’ll celebrate with a live musical performance, numerous alumni tent receptions and a soccer match and fireworks show. We hope you will join in supporting a UNCG tradition of more than 34 years.

FACTS ABOUT HOMECOMING:

- Homecoming has been celebrated at UNCG since 1982
- Each year over 5,000 people attend Homecoming events over the weekend
- Children’s Festival is presented by the School of Education and attracts hundreds of alumni and community families to Homecoming each year.
- UNCG Homecoming Parade of Chariots - Last year the parade had 35 entries including 18 student group and alumni floats along with local HS bands and civic groups and organizations.
- We hosted 20 alumni reunions and gatherings over the weekend that attracted some 5000 alumni and friends.

HOMECOMING SPONSORSHIP LEVELS AND BRANDING OPPORTUNITES:

**MINERVA SPONSOR - $10,000 — Single sponsor only**

- Contact the UNCG Alumni Relations office for details.

**SPARTAN SPONSOR – $5000**

- Logo included in direct mail piece to 40,000 alumni in NC
- Company logo on 1000 Homecoming T-shirts
- Recognition of sponsorship on the Homecoming Web Site
- Recognition of sponsorship on the 4 entrance/exit Marquees in Kaplan Commons
- 6 Public service announcement at Kaplan Commons
- Sponsored Float in the Homecoming Parade
- Table at Homecoming during Party at Kaplan Commons
- 4 Tabling opportunities in the Elliott University Center (EUC) during the year.*
- Table at the Annual Fall Kickoff - This is a major traditional event and part of the Rawkin’ Welcome Week at UNCG. This highly visible event occurs on the first day of classes and draws over 5,000 students. We will provide you with a prime location to market your business to students.*

BLUE & GOLD SPONSOR - $1000

- Company logo on 1000 Homecoming T-shirts
- Recognition of sponsorship on the Homecoming Web Site
- Recognition of sponsorship on the 4 entrance/exit Marquees in Kaplan Commons
- 4 Public service announcement at Kaplan Commons
- Sponsored Float in the Homecoming Parade
- Table at Homecoming during Party at Kaplan Commons
- 2 Tabling opportunities in the Elliott University Center (EUC) during the year.*
- Table at the Annual Fall Kickoff - This is a major traditional event and part of the Rawkin’ Welcome Week at UNCG. This highly visible event occurs on the first day of classes and draws over 5,000 students. We will provide you with a prime location to market your business to students.*

Annual Giving

An oral report will be given at the board meeting regarding Believe in the G – 48-Hour Giving Challenge by Bob Amico and Sarah Kathryn Coley.

We are pleased to announce the following alumni participation rates as of January 25, 2016

<table>
<thead>
<tr>
<th>Undergraduate Alumni Participation</th>
<th>FY2015-2016</th>
<th>FY2014-2015</th>
<th>%increase</th>
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<tbody>
<tr>
<td>Alumni of Record</td>
<td>83,911</td>
<td>82,809</td>
<td></td>
</tr>
<tr>
<td>Alumni Donors</td>
<td>3,358</td>
<td>3,339</td>
<td>0.57%</td>
</tr>
<tr>
<td>Alumni Participation</td>
<td>4.00%</td>
<td>4.03%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Alumni Participation</th>
<th>FY2015-2016</th>
<th>FY2014-2015</th>
<th>%increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni of Record</td>
<td>108,209</td>
<td>106,913</td>
<td>8.21%</td>
</tr>
<tr>
<td>Alumni Donors</td>
<td>4,021</td>
<td>3,716</td>
<td></td>
</tr>
<tr>
<td>Alumni Participation</td>
<td>3.72%</td>
<td>3.48%</td>
<td></td>
</tr>
</tbody>
</table>

Goal for FY16 = 6,590 total alumni donors to realize a 16% increase and equivalent of 6.1% participation.
Of specific interest for annual giving, is the tremendous growth in online giving.

Telefund

The Telefund gained approximately $150,000 of pledged support to UNCG, and it is maintaining a steady increase in pledge fulfillment from this time last year. In comparison to this time last fiscal year, we have a 30% increase in pledge fulfillment. This increase means that of the $150,000+ of pledged support, approximately 71% of those pledges have been made realized gifts to the university.

Also, the UNCG Telefund was mentioned in the October 2015 edition of CASE (Council for Advancement and Support of Education) Currents magazine in an article titled “Beyond Annual Giving: 5 Ways to Get the Most Out of Your Call Center.” They featured the UNCG Telefund’s approach to engage the university’s most recent graduates.