Within a week of announcing the revised emergency communications plan, the University had a chance to put it to the test.

On Sept. 1, the campus community received information from Director of Public Safety Jeff McCracken about when and how people would be contacted about a campus safety issue. The Office of New Student and Carolina Parent Programs also sent the information to parents registered on its listserv.

The revised plan uses three types of alerts — emergency warning, timely warning and informational message.

These changes came as a result of Chancellor Holden Thorp’s request last April for a review of the plans to notify the campus during an emergency and draw from a process developed at Virginia Tech. The plan also includes feedback from student leaders and senior administrators.

On Sept. 6, as the campus returned from the Labor Day weekend, much of North Carolina, including Orange County, remained under a tornado watch throughout the day as the remnants of Tropical Storm Lee traveled up the East Coast.

Twice, the watch turned to warnings issued by the National Weather Service for Orange County. And twice, the University sounded the emergency sirens to alert people to seek shelter immediately, part of the criteria for issuing an emergency warning.

Immediately following the sirens, the University sent text messages to registered cell phones and posted updates on Alert Carolina and the UNC homepage, all part of an emergency warning.
SEASONAL FLU CLINICS BEGIN SEPT. 27;

Beginning today (Sept. 14), faculty, staff and students can register for a seasonal flu vaccination. The clinics begin Sept. 27 and continue through Nov. 17.

The 2011–12 vaccine protects against three influenza viruses that research indicates will be most common during the upcoming season: 2009 H1N1, an H3N2 virus and an influenza B virus.

About two weeks after vaccination, antibodies that provide protection against influenza virus infection develop in the body, said Mary Beth Koza, director of the Department of Environment, Health and Safety (EHS).

The campus community can register at https://itsapps.unc.edu/ClinicRegistration or by going to the EHS website, ehs.unc.edu. Students can register through the Campus Health Services website, campushealth.unc.edu.

Because of parking and staff limitations, informational messages about incidents occurring off campus; they are posted on www.alertcarolina.unc.edu/go/doctype/1395/23891).

During the tornado scare, the sirens were sounded and text messages were sent successfully. It was the first time the sirens had been activated for a real event, not just a test.

Because the timing coincided with the class change schedule, that caused confusion for some faculty and students whether people should move to their next class. Many students were walking through Polk Place while the emergency warning was in effect.

A further complication was that Chapel Hill Transit continued to operate normally. And some people who had moved to the lowest parts of buildings could not hear siren updates, including the “all clear” signal, or check for new text messages because of cell phone service breaks.

First and foremost, University officials said, students, faculty and staff should treat any siren activation as a significant, potentially life-threatening emergency. Regardless of class or office schedules, the priority should be to go inside or take cover immediately — and in the case of a tornado warning, to seek shelter immediately or move to an interior room on the lowest floor of a sturdy building.

Following any safety-related event or siren test, University officials review issues that arise and ways to improve communications. McCracken started to lead that process on the day of the tornado warnings. Senior administrators have already started tackling follow-up issues including clarifying classroom procedures during an emergency.

Detailed information about new communications concerning safety alerts is posted on alertcarolina.unc.edu. To watch a video with McCracken explaining the new protocols, see http://bit.ly/prlC2m.  

---

Each safety alert is based on specific criteria. Emergency warning is for a significant emergency or dangerous situation involving an immediate threat to health or safety. Scenarios are an armed and dangerous person, a chemical hazard, a tornado warning issued for Orange County or another significant general threat to safety.

The University will sound the sirens and send text messages to registered cell phones immediately after a threat is confirmed. Timely warning is a notification about certain crimes covered under the Clery Act (www.higheredcenter.org/mandates/clery-act) when the information is available so people can protect themselves or their property from similar crimes. Timely warnings also cover a tornado watch issued for Orange County. No immediate action is necessary but officials want people to exercise caution.

The sirens will not sound. The University will send a text message to registered cell phones and update Alert Carolina and the UNC homepage if there is a continuing danger to the campus AND issuing the timely warning will not compromise law enforcement efforts to address the crime.

Informational message is for a less-urgent situation that involves health or safety issues, but does not pose an immediate threat. Examples include a situation in which a perpetrator in a violent crime has been arrested or is no longer on campus or there is a major natural gas leak that doesn’t warrant evacuation.

The University will send an email and post information on the Alert Carolina website. (Last week, the University sent
Houston speaks about diversity

For years, the melodic baritone voice of Charles Kuralt was a halftime fixture during Carolina football and basketball games, describing Carolina to the world as "the people’s university.”

One person who has thought deeply about those words is Terri Houston — because they were not always true.

For much of the University’s history, only white males were admitted. It has been part of Houston’s job as director of recruitment and multicultural affairs for most of the past 13 years to be mindful of that history.

During the Sept. 7 Employee Forum meeting, Houston spoke about her work as interim director for diversity and multicultural affairs and how she would have benefited from the work of that office.

"Not too long ago, folks of color and women were not admitted to this institution," Houston said.

Diversity continues to mean different things to different people, she said, but it is a broader concept than most people realize and encompasses religion and socio-economic status as well as race.

All of the students who Houston has sought to attract and welcome here fall under the category of "historically under-represented groups,” those same students who in the past had little chance of going to college. Included are four minority groups: African-Americans, Latinos or Hispanics, American Indians and Asian Americans.

Another category is first-generation students.

Houston said the University strives to achieve a "critical mass" of students within each of these categories, but the only hard quota that binds the University is the Board of Governors policy that 82 percent of the students admitted are from North Carolina.

Within this subset of North Carolinians, admission officers seek geographic diversity by striving to draw from all 100 counties, and especially from poor, rural counties in the eastern and western reaches of the state.

Now that the doors are truly open, the task is to make everyone feel welcome so they can succeed. And that is a shared responsibility.

"I believe we are a great university and I know the chancellor and his leadership team are fully committed to the goal of making sure we are doing what we claim to be — the people’s university," Houston said.

What people need to do, she said, is similar to what her grandmother used to tell her when she was a little girl: "Treat others the way you want to be treated.”

In another manner, Brenda Malone, vice chancellor for human resources, told forum members that PRM Consulting Group, the firm hired to examine the climate and culture within Housekeeping Services, is nearing completion of its work.

Last November, Chancellor Holden Thorp announced his plans to hire an external firm to listen to employees, managers and unit leaders and to identify problems within the department as well as possible solutions.

Malone said the final report was expected to be released by the end of the month.

VACCINE REGISTRATION OPENS TODAY

On-campus clinics are for University students, faculty and staff only.

A family flu clinic also is scheduled on Oct. 22 for family members (children 4 years and older), retirees, volunteers and others who do not qualify as employees or students.

At UNC clinics, there is no charge for employees on the State Health Plan, or for students and employees who are insured through BCBS, Pearce and Pearce, Partners, Aetna, Humana Gold, SummaCare, Advanta Freedom and Medicare Part B, but employees must bring their health plan card and UNC One Card to the clinic.

Employees and students not on the listed plans can also get a flu vaccination by paying $25. They will receive a form that can be filed with their health insurer for possible reimbursement.

All clinics are from 8 a.m. to 5 p.m., except the Oct. 22 Family Flu Clinic, which will be held from 9 a.m. to 3 p.m.

Ways recommended to bolster support for student-athletes

A committee that has been studying ways to better serve the academic needs of student-athletes issued its set of recommendations last week.

A key reason for the strategic review was the recent relocation of the Academic Support Program for Student-Athletes (ASPSA) to the new John W. Pope Student-Athlete Academic Support Center, part of the recently completed Loudermilk Center for Excellence in Kenan Stadium, said Bobbi Owen, associate dean of undergraduate education in the College of Arts and Sciences.

Owen and John Blanchard, senior associate athletics director for student-athlete services in the Department of Athletics, led the committee.

“The committee recognized the good job the ASPSA is doing but also recognized that with the advent of the new facility, additional resources would be needed to fully utilize the new and expanded space and to improve service delivery,” Blanchard said.

Owen said the committee’s work became even more timely when problems within the football program surfaced last summer.

In July 2010, the NCAA began investigating agent-related activities involving several football players. A month later, the NCAA worked with the University to expand the investigation to include alleged academic misconduct as well as a tutor and mentor who had worked in the ASPSA.

“When the NCAA began investigating the football program last summer, Chancellor Thorp emphasized the University’s commitment to take the appropriate steps to respond to any problems that exist,” Owen said.

“He also reinforced using the situation with the football program as an opportunity to improve how we meet the range of needs for all our student-athletes. We on the committee took the chancellor’s commitment as an important focus for the planning efforts.”

The committee’s report emphasized that student-athletes play an important role in the University, which has both a responsibility and an obligation to give them access to high-quality academic support services.

The committee recommended that the ASPSA:

- Develop and share the vision among ASPSA staff, coaches, the athletics department and others;
- Collaborate with other units serving undergraduates to supplement ASPSA services;
- Revitalize a faculty advisory committee originally created in the 1980s as a sounding board for long-term programming and as a source of advice on day-to-day issues that may arise;
- Increase the ASPSA staff to more effectively support the academic development of student-athletes at all levels;
- Conduct a program of assessment and evaluation in coordination with the ASPSA Faculty Advisory Committee; and
- Review admissions to strengthen the role of the ASPSA in the admission process for student-athletes as well as to strengthen the relationship between ASPA and coaches during the recruiting process.

The committee, which included faculty, senior administrators and an undergraduate student-athlete who was president of the Student-Athlete Advisory Council, met six times from Nov. 5 to April 19. Two subgroups were also formed to focus on specific areas.

One subgroup led by Eileen Parsons, an associate professor in the School of Education, focused on support services; the other, led by Harold Woodard, associate dean and director of Student Success and Academic Counseling, reviewed staffing patterns.

The report recognized that the needs of student-athletes are different, both individually and from one team to the next, and that support services need to be tailored to recognize those differences.

Toward that end, the committee recommended strengthening the academic support program by adding a full-time tutor coordinator.

“The Department of Athletics was like-minded and passed the funds for new positions and increased tutoring during its budget process for the 2011-12 fiscal year,” Blanchard said.

An advisory committee is being appointed to help implement the recommendations.

To read the full report, refer to go.unc.edu/q839M.
Eminent surgeon honored with Jefferson Award for commitment, service

It seems that George Sheldon was destined for a lifetime of healing.

The internationally renowned Zack D. Owens Distinguished Professor of Surgery and former chair of Carolina’s Department of Surgery embarked on this path as a schoolboy in Salina, Kan.

There, during World War II, he began helping out in the hospital operating room where there was an acute shortage of medical personnel, and continued to work at the hospital throughout high school in addition to being a three-sport athlete.

Sheldon entered the University of Kansas with more experience and drive than most first-year students. It was there that he not only excelled academically, but also demonstrated a propensity for service and leadership.

In addition to being student body president his sophomore year, he taught a required western civilization course for the next three years while taking a full load of pre-med courses.

In his first year of medical school at Kansas, Sheldon co-authored an article on the life of “the father of American surgery” Philip Syng Physick for the June 1960 issue of “The Journal of Medical Education.”

He then co-authored the book “The Doctor, 1861–1961, A Pictorial History of Kansas Medicine” and still managed to earn the school’s L.L. Marcell Award for Highest Academic Standing in Medicine.

After finishing medical school, Sheldon completed post-graduate work as a fellow in internal medicine at the Mayo Clinic, then as a resident in surgery at the University of California–San Francisco (UCSF), followed by a fellowship in surgical biology at Harvard Medical School and funded by the National Heart Institute.

He returned to UCSF to serve as professor of surgery and chief of the trauma service before coming to Chapel Hill in 1984, where he was surgery chair for the next 17 years.

Undoubtedly, this distinguished background shaped Sheldon’s career. But it is the application of his knowledge and skill in touching the lives of so many people — students and patients alike — that led the peers of this longtime faculty member to honor him with the prestigious 2011 Thomas Jefferson Award. Chancellor Holden Thorp will present the award at the Sept. 16 Faculty Council meeting.

The annual Jefferson Award was created in 1961 by the Robert Earl McConnell Foundation to recognize a Carolina faculty member who, through personal influence and performance of duty in teaching, writing and scholarship, has best exemplified the ideals and objectives of Thomas Jefferson.

UNC faculty members nominate candidates for the honor, which carries a cash prize. A faculty committee chooses the recipient.

“Dr. Sheldon’s career has been particularly unique in its record of national leadership. He is one of fewer than 20 surgeons in the last 100 years to have held the post of president or chair of every major surgical organization in the United States,” Anthony Meyer, Colin G. Thomas Jr. MD Distinguished Professor and chair of surgery, said in nominating Sheldon.

These posts include serving as chair of the American Board of Surgery and president of the American College of Surgeons (the N.C. chapter named him an honored surgeon in 2001).

He also founded the college’s Health Policy Institute with the Cecil G. Sheps Center for Health Policy Research.

Sheldon was president of the American Surgical Association, the Society of Surgical Chairs and the American Association for the Surgery of Trauma, and he was the first surgeon who was not a dean to chair the Association of American Medical Colleges since 1879.

His tenure as chair of UNC’s surgery department saw substantial faculty growth and program expansion, including the evolution from a small kidney transplant program to the only transplant program in the Southeast for all organs in people of all ages.

He established a popular medical school course on the history of medicine in the United States and published the first biography of Hugh Williamson (see go.unc.edu/Nc64G).

A strong advocate for the AHEC (Area Health Education Centers) program, Sheldon left his imprint on AHEC through the development of trauma systems, database registries and medical education and outreach programs, Meyer said.

He is among an elite group — one of fewer than 20 UNC faculty members and hopes to recommend a new AD this fall.

A 13-member search committee has hired Gainesville, Fla.-based Carr Sports Associates Inc. to help identify a new athletic director to replace longtime AD Dick Baddour.

In July, Baddour announced plans to accelerate his retirement so the new athletic director could hire Carolina’s next head football coach.

In his charge to the search committee at its inaugural meeting last month, Chancellor Holden Thorp told members they faced a daunting task.

Both Baddour and his predecessor, John Swofford, each served Carolina for many years, and each helped to build an athletics program that is considered one of the most comprehensive and competitive in the country.

“If there was a Hall of Fame for athletic directors, these two guys would be in it,” Thorp said.

Trustee Lowry Caudill, who also serves as an adjunct faculty member in the chemistry department, chairs the search committee, which includes representatives of the Educational Foundation Inc., trustees, University faculty and administrators, athletics department staff members and successful former student-athletes.

“I feel very confident knowing all of you are here to help us do this and I am especially confident in Lowry Caudill, who I have worked with for such a long time,” Thorp said.

“This is an important moment in the history of the University. We are in a difficult time, but we are also in a time of great potential. This process will help us realize that potential.”

The athletic director will oversee what is considered to be one of the nation’s most successful college sports programs. Nearly 800 student-athletes compete in 28 men’s and women’s varsity sports.

“We need someone who completely understands the importance of all 28 sports at Carolina,” Thorp added. “For the right candidate, this will be an extremely attractive feature of the job.”

Faculty Chair Jan Boull found a qualification: When the next athletic director stands before the Faculty Council for the first time, that person should be someone faculty members will be glad is there.

“It has to be a person we can trust,” she said.

Search committee member Martina Ballen said it was important to remember in the midst of current controversies that Carolina has a special culture and tradition that took decades to build, and that the next athletic director needs to recognize and preserve.

Ballen is senior associate athletic director and chief financial officer of the athletics department.

There are some serious issues that need attention, but the next athletic director needs to “understand we are not broken,” said Ballen, a 25-year veteran of the athletics department.

The committee met again last week and was scheduled to meet today (Sept. 14), and hopes to recommend a new AD this fall.

Next athletic director to help UNC realize ‘great potential’
**Faculty/Staff**

**Carolina cares, Carolina shares**

Have you ever looked at a candy bar and thought that the cost of that piece of chocolate could provide a full meal for a person in need?

It’s true, or it can be — through contributions to Carolina Cares, Carolina Shares, the University’s charitable giving campaign that began Sept. 12 and continues through Nov. 17.

“The focus of this year’s campaign is that any contribution, no matter how small, can make a big difference to those who need our help,” said Brenda Malone, vice chancellor for human resources and campaign chair.

Employees are welcome to make any size contribution to the campaign, although a $5 per month donation is required for payroll deduction. Departmental team captains are currently distributing giving guides and pledge forms.

This year, employees can give online. All employees received an email recently with their personalized link to the Carolina Cares e-giving website.

Jill Cox of United Way of North Carolina uses a stuffed animal to talk about one of the agencies that benefits from donations as she meets with team leaders at the kickoff of the State Employees Combined Campaign on Sept. 1 in Gerrard Hall.

Employees can sign up on that site to give either through payroll deduction or with a credit or debit card.

“This is an exciting and secure opportunity for those who would prefer to give electronically,” Malone said. “If you donate online this year, the site will keep a record of your giving so that next year you will know which charities you selected.”

Visit www.unc.edu/secc, or search Carolina Cares Carolina Shares on Facebook. View the video shown at the kickoff: go.unc.edu/mS9N.

---

**King selected as journalism school dean**

Susan King, vice president for external affairs for Carnegie Corporation of New York, will be recommended to become the next dean of the School of Journalism and Mass Communication, pending approval by the Board of Trustees.

Chancellor Holden Thorp and Executive Vice Chancellor and Provost Bruce Carney selected King following a national search. If approved, King’s appointment will be effective Jan. 1. She also would hold the title John Thomas Kerr Distinguished Professor.

“As the digital age brings swift changes to the way we communicate, the journalism school’s curriculum is continuously updated so that our students will not only have the skills they need but also be able to lead the news industry into the future,” Thorp said.

“Susan King’s impressive work as an architect of the Carnegie-Knight Initiative on the Future of Journalism Education shows her ability to prepare a new generation of communicators to seize the opportunities of the fast-moving multimedia era.”

Carolina is one of a dozen universities participating in the Carnegie-Knight Initiative’s News21 experimental reporting program launched by King. UNC won more than 40 national and international awards for its News21 contribution, Powering a Nation (see story on page 1).

Prior to Carnegie, King worked nearly five years in the U.S. Department of Labor as the assistant secretary for public affairs and as the executive director of the Family and Medical Leave Commission.

Her journalism career included stints with ABC, CBS and NBC News. At CBS, she was a correspondent for Walter Cronkite. King was also an independent journalist reporting for CNN and ABC Radio News. She was a local television news anchor at stations in Buffalo, N.Y., and Washington, D.C. She has hosted the “Diane Rehm Show” and “Talk of the Nation” for National Public Radio.

King has a bachelor’s degree in English from Marymount College in Tarrytown, N.Y., and she earned her master’s degree in communications from Fairfield University in Fairfield, Conn.

King will replace media historian Jean Folkerts, who stepped down June 30 after five years as dean to join the faculty to teach courses, conduct research and mentor students. Dulcie Straughan, former senior associate dean of the journalism school, has served as the interim dean since July 1.

Jim Dean, dean of the Kenan-Flagler Business School, chaired the campus advisory committee that led the search for the new dean. Carney thanked Straughan and Dean for their efforts.

---

**Gray recommended as VC for finance and administration**

Chancellor Holden Thorp has recommended Karol Kain Gray, vice president for finance and administration at Stony Brook University in Stony Brook, N.Y., to become Carolina’s new vice chancellor for finance and administration.

If the appointment is approved by the Board of Trustees in September, it will become effective Dec. 1.

Gray would succeed Richard Mann, who announced his retirement this year but agreed to stay on until his replacement was named. Gray also succeeded Mann when he left Stony Brook to come to Carolina in 2006.

“Karol Gray has distinguished herself as an exceptionally qualified administrator and chief financial officer at Stony Brook University,” Thorp said. “She brings more than three decades of experience at a distinguished public university to Carolina at a time when we face major budget challenges and changes to how we run the campus. We’re very fortunate to have attracted a candidate of her stature to join our administrative team.”

As vice chancellor for finance and administration, Gray would serve as the University’s principal finance and business officer and report to the chancellor.

She has 33 years of experience at Stony Brook, where she is responsible for developing and implementing administrative policies in addition to enhancing fiscal services.

Before taking Stony Brook’s top finance position, Gray worked her way up steadily at the university as a financial analyst, chief accountant, controller and associate vice president for finance and administration. She has also served as a liaison to the governance and finance committees of the Stony Brook University Hospital.

Gray graduated with a bachelor’s degree in business administration from Hofstra University. Her candidacy resulted from a national search led by a committee chaired by Bill McCoy, former vice chair of BellSouth Corp., vice president for finance for General Administration and former interim chancellor at Carolina.

“We’re grateful to the search committee members and Bill McCoy for all of their work in making this search successful,” Thorp said.
Four junior faculty members recognized for artistic, scholarly achievements with Hettleman Prizes

Four highly promising professors in diverse fields have been awarded the Phillip and Ruth Hettleman Prizes for Artistic and Scholarly Achievement by Young Faculty.

They are Noel Brewer, associate professor of health behavior and health education in the Gillings School of Global Public Health; Karen Mohlke, associate professor of genetics in the School of Medicine; and Mark Katz, associate professor of ethnomusicology, and Brett Whalen, associate professor of history, both in the College of Arts and Sciences. Brewer and Mohlke are also members of the Lineberger Comprehensive Cancer Center.

The recipients will be recognized during the Sept. 16 Faculty Council meeting.

The Hettleman Prize, which carries a $5,000 stipend, recognizes the achievements of outstanding junior tenure-track faculty or recently tenured faculty. Phillip Hettleman, who was born in 1899 and grew up in Goldsboro, established the award in 1986. He earned a scholarship to UNC, went to New York and in 1938 founded Hettleman & Co., a Wall Street investment firm.

BREWER
With expertise in the psychology of medical decision-making, Brewer has conducted research that is “demanding, meticulous, creative” and that influences disciplines far beyond the field of public health, said Jo Anne Earp, professor and department chair.

He has shown that perceptions of increased risk lead people to practice behaviors that protect their health, such as getting vaccinated or screened, but anticipating regret over a bad decision can be the most powerful motivator of all.

A Carolina faculty member since 2004, Brewer also has studied how people make sense of the often-confusing health information they receive from medical tests.

In 2009, he was named associate editor of the Health Psychology Review and was appointed to the Risk Communication Advisory Panel of the U.S. Food and Drug Administration.

“Dr. Brewer’s accomplishments are extraordinary,” Earp said. “His research thus far is felt in many spheres and is recognized admirably by the most respected scientists in the field.”

KATZ
Katz’s groundbreaking work focuses on the influence of technology on the creation and experience of music in the 20th and 21st centuries.

A faculty member since 2006, Katz views recording technology as one of the most important forces in music development in the last century.

Scholars have embraced Katz’s term “phonograph effect” to describe this influence and have cited his work in scores of academic journals. His book “Capturing Sound” has been used as a textbook for multiple disciplines in universities worldwide.

Katz’s upcoming monograph, “Groove Music: The Art and Culture of the Hip-Hop DJ,” is supported by a National Science Foundation grant. The work examines the influence of “turntablism,” the art of using the phonograph as a musical instrument.

“In short, Mark Katz’s work has changed the way people—whether students, scholars or the general public—think about and listen to music,” said Terry Rhodes, professor and music department chair.

MOHLKE
Mohlke is considered in the top echelon of researchers in the area of complex-trait genetics, which examines the interaction of multiple genes affecting complex, common diseases.

As a postdoctoral fellow working with Francis Collins at the National Human Genome Research Institute of the National Institutes of Health (NIH), Mohlke led the molecular genetics component of an international study that resulted in the identification of two dozen genes involved in type 2 diabetes. Since coming to Carolina in 2004, she has continued her involvement in that study as one of five principal investigators.

Collins, now director of the NIH, said Mohlke’s skills in the lab “as an experimentalist, a creative thinker and a teacher are still legendary.”

Terry Magnuson, Sarah Graham Kenan Professor and department chair, praised Mohlke for demonstrating “remarkable ability to direct large groups of individuals in team-oriented research.”

Magnuson also praised Mohlke’s insight and careful attention to detail in molecular genetic and computational studies in her laboratory.

WHALEN
Whalen, who has garnered a national reputation as an innovative analyst of medieval European and Mediterranean cultures, joined the faculty in 2005. His first book, “Dominion of God: Christendom and Apocalypse in the Middle Ages,” examines the evolution of apocalyptic ideas among medieval Christians and shows their influence on interactions with people of other religious groups.

“This is an exceptional achievement for someone at this stage of his career because few historians write first books that range so widely across time or across such diverse cultural interactions,” said Lloyd Kramer, professor and chair of the history department.

Distinguished scholars in the field have praised Whalen’s approach, and students consistently give his classes the highest ratings, Kramer said.

“Professor Whalen, in short, is showing how the history of medieval European exchanges with various cultural ‘others’ helped to shape a Western cultural identity that still influences political and religious interactions in the modern world.”

The University is reviewing academic issues related to some possible irregularities with undergraduate African and Afro-American studies courses. Arts and Sciences Dean Karen Gil said that the course anomalies are limited to a subset of courses.

Gil said the College of Arts and Sciences will review its policies and practices for independent study and directed readings courses college-wide.

She has asked the administrative boards of the college to make recommendations about expectations concerning student assignments and contact hours with professors or teaching assistants in independent study courses; conditions and approvals for lectures and seminars to be delivered in an alternative format; and the process for converting directed readings courses to permanent courses.

The goal is to strengthen policies and practices for independent studies and directed readings courses across the college.

Professor Julius Nyang’oro has voluntarily stepped down as chair of the Department of African and Afro-American Studies, and Gil has appointed Professor Evelyne Huber as interim chair of the department. Huber is the Morehead Alumni Professor and Chair of the Department of Political Science and is continuing in those roles.

Chancellor Holden Thorp and Gil emphasized the importance of the Department of African and Afro-American Studies to the University.

“I want to affirm the value we place on our African and Afro-American studies department,” Thorp said. “This is an important area of study for a leading public university.”

Gil and Jonathan Hartlyn, senior associate dean for the social sciences and global programs, met with department faculty Sept. 1.

Gil said that the department is a vital academic unit in the college, where top priorities include extending the reach of faculty expertise in global areas, including Africa and the African diaspora.

“The college has recently hired and promoted outstanding teachers and scholars in African and Afro-American studies,” Gil said. “Moreover, long-term members of the department have been essential in advancing the field.

“For more than 40 years, UNC faculty in African and Afro-American studies have enhanced knowledge and understanding of the history and culture of Africa and its linkages to America and the rest of the world. That’s key to a 21st century education in a diverse and global society.”
Christy Suits, right, works with Eddie Landreth, from the Carrboro Citizen, to make sure his computer is up and running as fans file into Kenan Stadium for the Sept. 3 game with James Madison.

UNC ranks as fifth best public university — again

The University ranks fifth among the nation’s best public universities for the 11th consecutive year, according to U.S. News & World Report’s 2012 “America’s Best Colleges” guidebook (www.usnews.com).

UC-Berkeley ranked first among national public universities, followed by UCLA and Virginia (tied for second), Michigan (fourth) and UNC (fifth). Those results were identical to last year’s.

Among top public and private universities, Carolina tied for 29th overall with Tufts (UNC was 30th last year). Other publics ranked between 21st (Berkeley) and 28th (Michigan). Overall scores of all five top public campuses climbed up slightly from last year.

U.S. News rankings, long dominated by private campuses, reflect a formula using opinion survey responses about academic reputation and quality from peer campus presidents, provosts or admissions directors. That counts for 22.5 percent of the ranking for national universities. (To read about U.S. News’ rankings formula, see news.unc.edu.)

Carolina’s results included:

- First among public universities for the seventh consecutive year and 12th overall in “Great Schools, Great Prices,” based on academic quality and net cost of attendance for a student receiving the average level of need-based financial aid in 2010–11.
- A 97 percent average first-year retention rate — the same as last year.
- A 90 percent average six-year graduation rate — 5 percentage points better than U.S. News predicted. (The four-year rate is about 80 percent.)
- Thirteen percent of course sections enrolled 50 or more students, up from 12 percent the previous year. That remains the lowest rate among the other top publics for the fourth year in a row. Thirty-seven percent of Carolina’s course sections enrolled fewer than 20 students, down from 39 percent. Berkeley was the leader among publics at 62 percent.
- Tied for 22nd (with three other schools) on an academic reputation rating by high school guidance counselors — and tied for second with Virginia among publics — with a score of 4.4 out of 5.0.
- Dropped 12 spots in faculty resources, ranking 59th overall in a tie with Michigan at fourth among the publics. Carolina was 47th last year, 35th two years ago and 50th three years ago. This category, worth 20 percent of the overall ranking, measures undergraduate class size; average total faculty compensation (salary and benefits); student-faculty ratio; and percentage of full-time faculty who earned their field’s highest degree.
- Tied for sixth among the best undergraduate business programs. Kenan-Flagler Business School tied with Texas at Austin and New York University.
- Listed among outstanding undergraduate programs with “A Focus on Student Success.” Carolina was cited for exemplary first-year experience, undergraduate research/creative projects and service-learning.

Apply for Kenan-Biddle grants by Oct. 14

The University is accepting applications for the 2011–12 Kenan-Biddle Partnership, a funding opportunity for student-initiated projects that are based on collaboration with fellow students at Duke University.

The partnership, funded by The William R. Kenan, Jr. Charitable Trust and The Mary Duke Biddle Foundation and now in its second year, will offer $5,000 grants to accepted proposals that strengthen established collaborations between Duke and UNC or encourage new ones, enhancing the intellectual life at both universities.

Each project proposal must include a student or students who serve as the project initiator, said Ron Strauss, executive associate provost. Proposals should be designed to stimulate collaborative arts, sciences and humanities projects between the two universities.

The proposal should be specific about the activities and duties the participants would undertake and must include at least one public exhibition, presentation or performance. Preference will be given to proposals made jointly by students from both institutions.

The application deadline is Oct. 14, and decisions will be announced in November for a Jan. 1, 2012 start.

For additional information about the Kenan-Biddle Partnership, see www.studentaffairs.duke.edu/kenan-biddle. To see a list of last year’s recipients, refer to www.studentaffairs.duke.edu/kenan-biddle/2011-grantees.

Editor’s Note: Beth Millbank, ITS communications manager, wrote this article.
GIVING RESEARCH A VOICE

A free workshop will be held Sept. 30 to help Carolina faculty, postdocs and graduate students develop clear and compelling descriptions of their research when speaking to broad audiences. It will be held from 8:30 a.m. to 3 p.m. at the Stone Center’s Multipurpose Room.

Tom Linden, director of UNC’s Medical and Science Journalism Program, and NBC health and science correspondent Helen Chichken will offer hands-on training to help participants craft informative messages about their work. A panel of experienced researchers who have used communication to further their own projects and careers will speak about communicating research.

The workshop is sponsored by the Office of the Vice Chancellor for Research, the Center for Faculty Excellence, NC TraCS Institute, Training Initiative in Biomedical and Biological Sciences, Burroughs Wellcome Fund and Sigma Xi, The Scientific Research Society. cfe.unc.edu/events.html

FIRST AMENDMENT DAY

On Sept. 27, the University will celebrate the third annual First Amendment Day, a campus-wide event designed to celebrate the First Amendment and to explore its role in the lives of Carolina students. There will be readings from banned books, celebrating the First Amendment and to explore its role in the lives of Carolina students. There will be readings from banned books, celebrating the First Amendment and to explore its role in the lives of Carolina students.

The day’s activities will begin with a keynote address by Tom Linden, director of UNC’s Medical and Science Journalism Program, at 2 p.m. in the Hooker Research Center, titled “Ask for it! Women and the Power of Negotiation.” Free and open to the University community, the talk will be followed by a luncheon with voting and education.

SAFE@UNC WEBSITE LAUNCHES

The University’s Sexual Assault and Relationship Violence Training and Education Task Force has hosted the next one, on Sept. 15, followed by coffee hours this semester on Sept. 22.

PROSTATE SCREENINGS

UNC Health Care will offer free prostate cancer screenings from 1 to 6 p.m. on Sept. 21 and Sept. 22, open to men ages 40 and older for those who have a family history of prostate cancer. The screenings will be held in the Urology Clinic on the second floor of N.C. Memorial Hospital. Walk-ins are welcome, or call 966-1315 for an appointment.

LECTURES, SEMINARS, SYMPOSIA

- Sept. 15 — UNC pharmacy alumna Amy Greeen, founder of the Healing Seekers, will speak about “The Search for Miracle Drugs” at 230 p.m. at the Seymour Center at 2551 Homestead Rd. For information, call 966-2070.
- Sept. 19 — The Institute of Pharmacognosics and Individualized Therapy will celebrate the institute’s five-year anniversary with a symposium, to be held from 1 to 6 p.m. at the Friday Center. go.unc.edu/csMaK
- Sept. 19 — Adam Mendelsohn, assistant professor of Jewishish studies at the College of Charleston, will give the Sylvia and Irving Margolis Lecture on the Jewish Experience in the American South at 7:30 p.m. at the Friday Center. Title of his talk will be “Jews and the Civil War: Reevaluating the Legacy of the Civil War for America’s Jews.” www.unc.edu/ccjs/events.html
- Sept. 20 — President Emeritus William Friday and Knight Commission Executive Director Amy Perko will speak about “The Arms Race in College Athletics” in a Lunch & Learn talk sponsored by the Parr Center for Ethics. It will be held from noon to 1:30 p.m. in Hyde Hall’s University Room. The talk and lunch are free; registration is required. go.unc.edu/b6APx
- Sept. 22 — Sara Laschever, author of “Women Don’t Ask: The High Cost of Negotiation and Positive Strategies for Change,” will give a talk from 4 to 5 p.m. in the auditorium of the Hooker Research Center, titled “Ask for it! Women and the Power of Negotiation.” Free and open to the University community, the talk will be followed at 5 p.m. by the Association of Women Faculty and Professionals’ fall reception. go.unc.edu/Fg37N
- Sept. 22 — NC TraCS will sponsor “Bench to Bedside Translational Research” as part of its Doing Translational Research

ACKLAND SHOWCASES MODERN MASTERS

Gathered from the private collections of more than 60 alumni, “Carolina Collects: 150 Years of Modern and Contemporary Art from Alumni Collections” brings together nearly 90 hidden treasures by some of the most renowned artists of the modern era. From Claude Monet to Alexander Calder, from Louise Bourgeois to Yayoi Kusama, “Carolina Collects” offers an extraordinary overview of art of the past 150 years through paintings, drawings, prints, photographs and sculptures, many of which have rarely been exhibited. It will be on display through Dec. 4. As part of its programming, Amanda Hughes, the Ackland’s director of external affairs, will speak with collector Robert Forbes Sept. 16 at 6 p.m. in a conversation about collecting. To learn more, see http://bit.ly/mWXmV. Right, Claude Monet, “The Seine at Argenteuil,” 1877, oil on canvas, from the collection of Julian H. Robertson Jr.

Tony-Nominated Comedy Opens PlayMakers Mainstage Season

PlayMakers Repertory Company kicks off another mainstage season Sept. 21–Oct. 9 with Sarah Ruhl’s Tony-nominated comedy “In the Next Room (or the vibrator play).” In the Next Room, Ruhl’s Broadway debut, was a 2010 Tony Award nominee for best play, as well as a finalist for the Pulitzer Prize in drama. Playwright Ruhl was honored in 2006 with a MacArthur Fellowship.

The story, an insightful tale of desire, frustration and sympathy, and understanding between the sexes, is inspired by historic fact. In the Next Room is written with the sensibility of a play by George Bernard Shaw or Oscar Wilde, and set in the same period with the lovely costumes and decorations of that era, while seen through the lyrical lens of one of America’s finest modern playwrights.

Show times will be 7:30 p.m. Tuesdays through Saturdays, 2 p.m. on Oct. 1, and 2 p.m. Sundays. For a complete schedule, more information and to purchase tickets, call 962-PLAY (7529) or visit www.playmakersrep.org. Tickets are $10 to $45.

Safe@UNC Website Launches

The University’s Sexual Assault and Relationship Violence Training and Education Task Force has mounted a new website, Safe@unc.edu, to provide support, information and resources to survivors of interpersonal violence and their allies.

Gathering from the private collections of more than 60 alumni, “Carolina Collects: 150 Years of Modern and Contemporary Art from Alumni Collections” brings together nearly 90 hidden treasures by some of the most renowned artists of the modern era. From Claude Monet to Alexander Calder, from Louise Bourgeois to Yayoi Kusama, “Carolina Collects” offers an extraordinary overview of art of the past 150 years through paintings, drawings, prints, photographs and sculptures, many of which have rarely been exhibited. It will be on display through Dec. 4. As part of its programming, Amanda Hughes, the Ackland’s director of external affairs, will speak with collector Robert Forbes Sept. 16 at 6 p.m. in a conversation about collecting. To learn more, see http://bit.ly/mWXmV.

Gathering from the private collections of more than 60 alumni, “Carolina Collects: 150 Years of Modern and Contemporary Art from Alumni Collections” brings together nearly 90 hidden treasures by some of the most renowned artists of the modern era. From Claude Monet to Alexander Calder, from Louise Bourgeois to Yayoi Kusama, “Carolina Collects” offers an extraordinary overview of art of the past 150 years through paintings, drawings, prints, photographs and sculptures, many of which have rarely been exhibited. It will be on display through Dec. 4. As part of its programming, Amanda Hughes, the Ackland’s director of external affairs, will speak with collector Robert Forbes Sept. 16 at 6 p.m. in a conversation about collecting. To learn more, see http://bit.ly/mWXmV.

SAFE@UNC WEBSITE LAUNCHES

The University’s Sexual Assault and Relationship Violence Training and Education Task Force has mounted a new website, Safe@unc.edu, to provide support, information and resources to survivors of interpersonal violence and their allies.

Gathering from the private collections of more than 60 alumni, “Carolina Collects: 150 Years of Modern and Contemporary Art from Alumni Collections” brings together nearly 90 hidden treasures by some of the most renowned artists of the modern era. From Claude Monet to Alexander Calder, from Louise Bourgeois to Yayoi Kusama, “Carolina Collects” offers an extraordinary overview of art of the past 150 years through paintings, drawings, prints, photographs and sculptures, many of which have rarely been exhibited. It will be on display through Dec. 4. As part of its programming, Amanda Hughes, the Ackland’s director of external affairs, will speak with collector Robert Forbes Sept. 16 at 6 p.m. in a conversation about collecting. To learn more, see http://bit.ly/mWXmV.
Art, films, lectures, history to highlight fall at Stone Center

An exhibition of 54 photos, cartoons and political posters — illustrating how American and German history became intertwined in the struggle for civil rights — will be on display through Oct. 28 at the Stone Center’s Robert and Sallie Brown Gallery and Museum.

“The Civil Rights Struggle, African American GIs and Germany” traces the encounter between African Americans and Germany from the mid-1930s through the 1970s. It depicts how African Americans’ demands for civil rights at home and abroad were framed in reference to the struggle against Nazi Germany, then played out in occupied Cold War West and East Germany.

Four faculty fellowships are available to provide UNC faculty on-campus semester leaves at the IAH during 2012-13 to work on projects for publication, exhibition, composition or performance related to “The Rite of Spring” at 100.” For information, see go.unc.edu/Fn56A and go.unc.edu/e3ESE.

DEADLINES TO WATCH

Sept. 30 — Nomination applications are due for 2012 University Teaching Awards. Recipients will be selected for six types of awards: one Board of Governors’ Award for Excellence in Teaching; four Distinguished Teaching Awards for Post-Baccalaureate Instruction; eight awards to Faculty for Excellence in Undergraduate Teaching; five Tanner Awards to Graduate Teaching Assistants; three Chapman Family Teaching Awards and one Mentor Award for lifetime achievement. provost.unc.edu/teaching-awards

Howlin’ Wolf to be Remembered in Sept. 19 Symposium, Concert

The life of legendary blues singer Howlin’ Wolf will be celebrated in a symposium and concert Sept. 19, sponsored by the Southern Folklife Collection in the Wilson Special Collections Library. The concert, featuring blues standouts Alvin Youngblood Hart, Eddie Shaw and the Wolf Gang, Jody Williams and Henry Youngblood Hart, will begin at 7:30 p.m. on the Carolina Union Boardroom/Atrium floor; 2–6:30 p.m.; and 7–9 p.m. at the Center for School Leadership Development beginning Sept. 30 at 4:30 p.m. and continuing through Oct. 1 at 1 p.m.

DEADLINES TO WATCH

Sept. 22 — David Freedberg, Pierre Matisse Professor of the History of Art at Columbia University, will give the 14th Hanes Lecture, “Pictures, Books and Science: From Description to Diagram in the Circle of Galileo.” It will be held at 5:45 p.m. in the Wilson Special Collections Library, preceded at 5 p.m. by a reception and viewing of the exhibit, “Meaningful Marks: Images and Text and the History of the Book.” go.unc.edu/c2Dew

Sept. 24 — The Program in the Humanities and Human Values will present “Revolutions from the Bastille to the Arab Spring.” Join three eminent professors of history as they explore what makes, shapes or breaks revolutions. The program will be held from 9:15 a.m. to 4:15 p.m. in Room 2603 of the School of Government. Registration is required, with fee. See adventuresinideas.unc.edu or call 962-1544.

Sept. 30–Oct. 1 — The Program in the Humanities and Human Values will present “Remaking the World in the Wake of World War I,” which will take a global perspective to see how postwar Wilsonian idealism played out in the two decades following World War I. The program will be held at the Center for School Leadership Development beginning Sept. 30 at 4:30 p.m. and continuing through Oct. 1 at 1 p.m. Registration is required, with fee. See adventuresinideas.unc.edu or call 962-1544.

PUBLIC SERVICE FAIR, HUNGER LUNCH

Learn about volunteer opportunities from 36 local nonprofit groups on Sept. 21 at the Carolina Center for Public Service’s Public Service Fair, to be held from 10:30 a.m. to 1:30 p.m. at the Pit. Also join the Hunger Lunch — $3 for all-you-can-eat beans, rice and cornbread. For information, see www.unc.edu/ccps.

Series. It will be held at 5 p.m. in the Brinkhous-Bullitt Conference Room 219. go.unc.edu/6j3T

Sept. 22 — David Freedberg, Pierre Matisse Professor of the History of Art at Columbia University, will give the 14th Hanes Lecture, “Pictures, Books and Science: From Description to Diagram in the Circle of Galileo.” It will be held at 5:45 p.m. in the Wilson Special Collections Library, preceded at 5 p.m. by a reception and viewing of the exhibit, “Meaningful Marks: Images and Text and the History of the Book.” go.unc.edu/c2Dew

Sept. 24 — The Program in the Humanities and Human Values will present “Revolutions from the Bastille to the Arab Spring.” Join three eminent professors of history as they explore what makes, shapes or breaks revolutions. The program will be held from 9:15 a.m. to 4:15 p.m. in Room 2603 of the School of Government. Registration is required, with fee. See adventuresinideas.unc.edu or call 962-1544.

Sept. 19 — World View will sponsor its K-12 Global Education Symposium, “Peace and Conflict: Ten Years after 9/11,” to be held at the Friday Center. Featured sessions will include Rye Barcott, “It Happened on the Way to War”; Peter Feaver, “America’s Global Role after 9/11”; and Charles Kurzman, “Why There Are So Few Muslim Terrorists.” go.unc.edu/Ka6g7

To learn more about the center’s fall programs, see sonja haynesstonectr.unc.edu.

Above, Martin Luther King Jr. and Ralph Abernathy at the Berlin Wall in West Germany. Photo by Landesarchiv Berlin.
Meares’ charge: Match donors’ goals with Carolina’s needs

Mark Meares majored in English — with an emphasis on creative writing — when he was an undergraduate at Carolina in the 1970s.

He eventually returned to Carolina in 1998 to join the University Advancement staff as associate director of Corporate and Foundation Relations and assumed his current position as director three years later.

Although he did not know it at the time, he said, in many ways the job would require him to become a student again. But this time around, he added, there was only one subject to study: “Carolina.”

After 13 years of University service, his mastery of that subject earned Meares a 2011 C. Knox Massey Distinguished Service Award.

In particular, Meares was cited for his work orchestrating the Innovate@Carolina Campaign, a $125 million drive aimed at making Carolina a world leader in launching university-born ideas for the good of society.

Nominated by two deans and three associate provosts and deans, Meares was praised for his tireless work ethic and an esprit de corps second to none.

Meares said he considers himself lucky to have a job that requires that he learn so much about the University and the great work happening here. It is the value of that work, he added, that adds meaning to his own work.

“It is really important for me to say that it is the content of this University — the quality of the people we have here and the work they do — that makes what I do possible,” Meares said. “It is not me. I just have to be out there, keeping my eyes open.”

GOING THE EXTRA MILE

It could be said that Meares has always been a keen observer of his surroundings.

He hails from Maryville, Tenn., in the foothills of the Great Smoky Mountains. It was a place where men of faith took up the work they do, and that adds meaning to his own work.

“IT is really important for me to say that it is the content of this University — the quality of the people we have here and the work they do — that makes what I do possible,” Meares said. “It is not me. I just have to be out there, keeping my eyes open.”

A DESIRE TO GIVE BACK

Meares draws upon the writing and communication skills he learned at Carolina to do his work, but the range of sales experience he gained working for Village Companies in Chapel Hill has proven to be invaluable as well.

He worked for the company for more than 14 years, serving as general manager of Village Printing, publisher of The Leader Magazine, and general manager and executive vice president of The Village Advocate, Village Printing and the Triangle Pointer magazine.

In 1995, he joined the Hudson Belk department store chain as marketing director and was promoted to vice president a year later. Over time, he became increasingly involved in public service and began serving on the boards of the Chapel Hill-Carrboro YMCA and the Chapel Hill-Carrboro Public School Foundation.

It was also during this period that he began thinking about...
SHELDON from page 4

faculty members elected to the Institute of Medicine of the National Academy of Science. Internationally, Sheldon is an honorary member of learned societies in Great Britain, Scotland, Japan, Hong Kong, British Columbia, Thailand and Colombia. He was also one of the first honorary fellows of the Society of Black Academic Surgeons.

“The special recognitions awarded thus far to Dr. Sheldon could fill albums,” Meyer said. “But most importantly, they speak to the remarkable eminence he has earned over a lifetime of unusually devoted hard work and tireless, energetic commitment to the academy.

“His achievements and repute in the fields of education, health policy, surgery, workforce planning and management, national service and scholarship are eclipsed only by his love for his family, his patients and students of all ages.”

Sheldon’s family includes his wife of 53 years, Ruth, and three daughters: Anne, a secondary school teacher; Elizabeth, an education specialist in California; and Julia, a doctor of veterinary medicine.

Throughout his career, Sheldon has tirelessly promoted individuals who deserved recognition, whatever their fields of study and wherever they worked, Meyer said.

“He demonstrates Jeffersonian scope, ranging in his contacts and knowledge from the humanities to demography, and from German politics to occupational sociology and human rights,” he said. “Dr. Sheldon’s Jeffersonian attributes reach well beyond his career achievements.”

MEARES from page 10

what he could do to give back to Carolina. To find out, he scheduled coffee to discuss volunteering with Margie Crowell, a friend who then was associate vice chancellor of university development.

“She told me, ‘We have some jobs open. Maybe one of them would be right for you,’” he said.

MAKING CONNECTIONS

Until that point, selling is what Meares had always done and was what he knew. At Carolina, his objective was not selling the University, but advancing it. He did that by raising money to pay for things that could make it better.

One constant in both professions is the importance of knowing your customers’ needs, Meares said.

His job is to match the foundation to the University department or faculty member whose work touches on those areas the foundation and the University are interested in advancing, he said.

The Ford Foundation, for instance, is interested in racial equality, Meares said.

“OK, what do we have going on at Carolina that it might be interested in? Well, we have the Civil Rights Center founded by Julius Chambers, one of the greatest civil rights lawyers in the history of this country,” he said.

“It is easy to see that there may be some things they can mutually help each other accomplish. Our job over here is to try to bring those two groups together and get them talking. Our goal is fundraising, but the way we do that is to manage and nurture these relationships in a way that allows them to find a good fit.”

Stephen Farmer, who heads undergraduate admissions, cited the central role Meares played in developing a proposal to the Jack Kent Cook Foundation that would create the Carolina Student Transfer Excellence Program.

The first of its kind in the state, the program has enabled low- to moderate-income students in community colleges to transfer to Carolina.

“Mark has been a tireless and extremely effective advocate of the University’s mission to serve the people of North Carolina, the nation and the world,” Farmer said.

But Meares said it is a privilege to have a job that requires him to learn something new about a place he will always cherish.

“What I love most about this job is that it requires of me that I am out there talking to faculty members to find out what they have been discovering,” Meares said.

“I am lucky enough to get all of this intellectual stimulation while trying to make those connections.”

Beginning of a new era

For decades, the methodical rotations of the Zeiss Model VI star projector brought the night sky to life for thousands of visitors to Morehead Planetarium and Science Center. The Zeiss was installed in 1969 and provided star projections for NASA astronaut training through 1975. The star projector was decommissioned from service this past April and last month was disassembled for removal as the final step in the makeover of Morehead’s Star Theater from analog to state-of-the-art fulldome digital video technology.

Morehead has been closed for maintenance during the past month and will reopen on Sept. 17.

The new digital technology is a world-class projection system that puts Morehead in the same class as the National Museum of Air and Space, the American Museum of Natural History and the Griffith Observatory. Morehead’s theater is the largest fulldome installation in the Southeast.

The Zeiss analog system served Morehead well for more than four decades, said Todd Boyette, Morehead’s director.

“It projected a beautiful star field, but that is all it could do. Our perspective was limited to Earth-based astronomy,” he said. “Now, with the digital system, we can go anywhere our imaginations allow. We can travel to another planet or leave our solar system. We can explore beneath the ocean’s surface or travel inside a human cell. There are no limits to the kinds of stories we can tell.”

Fulldome digital video creates an immersive environment in which visitors are surrounded by the sights and sounds of the planetarium show. Morehead visitors will enjoy shows through super-high-definition 4000-by-4000 pixel resolution, a 5.1-channel digital surround-sound system and reconfigured seating for better viewing.

A $1.5 million gift from GlaxoSmithKline made the change possible, and the theater has been renamed the GlaxoSmithKline Fulldome Theater.

Because fulldome digital video technology is a standard format that many planetariums share, Morehead can both lease shows from other planetariums and lease its shows to other planetariums. This means Morehead can offer programs that serve as a gateway to all the sciences, not just astronomy, Boyette said.

It also means that the planetarium can no longer present analog shows, including the long-running “Star of Bethlehem,” as well as “Destination: Space,” “Extreme Weather,” “Sol & Company” and “Solar System Adventure.”

“It’s always hard to change what many people think of as the planetarium’s traditional offerings,” Boyette said, “but I think when our visitors experience our new programs, they will appreciate the many new features the digital technology allows.”

For information about upcoming shows and other events, refer to www.moreheadplanetarium.org/index.cfm.

Shown above are, from left, Steve Nichol, Morehead Planetarium; Todd Nosker, TAPCO Rigging; and Richard McColman, Morehead Planetarium.
Evelyn Daniel started out as a page in the New Rochelle, N.Y., public library and ended up serving as a dean of Carolina’s School of Library Science.

During her tenure as dean from 1985 to 1990, Daniel changed the school’s name to the School of Information and Library Science (SILS) and added a master’s degree in information science.

Thirty years later, Daniel is still here. She recently joined three other deans — current dean Gary Marchionini (who became dean April 1, 2010); Barbara Moran (1990–98); and Joanne Marshall (1999–2004) — in an interview with the Gazette to mark the school’s 80th anniversary and to discuss the school’s leadership role in this ever-changing field.

Information — in whatever form, from whatever source and in whatever setting — always has been and always will be what the field is about, they said. In a sense, they said, the field is a science of service, providing information to people in a way that heightens its value, meaning and enjoyment.

‘SORT OF LIKE ELECTRICITY’

“You could say information is a substance that is central to everything we do and everything we know, and even how we act,” Daniel said. “It is sort of like electricity in some ways. It lights up our minds.”

Marchionini, in his 2010 book “Information Concepts: From Books to Cyberspace Identities,” wrote that information serves to sustain our mental activity just as food and drink sustain our bodies. The major difference, he said, is that people consume information almost continuously and from almost anywhere.

SILS now offers a course called “User Experience Design” that explores the altered state of mind people experience as they consume different kinds of information.

“The course examines what the user experience is when they read a book or when they watch television,” Marchionini said. “What state of mind is produced when they interact with a fairly passive medium like The New York Times, and how is that different when they are in a highly interactive environment like ‘World of Warcraft,’ a highly popular multiplayer, online role-playing game?”

“We are now part of an information flow that is complex and extremely fast and persistent,” Marchionini said. “As the professionals who understand that whole process, we need to be engaged in all those levels.”

Library and information professionals increasingly will think about how people experience information, he added.

“Our task, both now and in the future, is how to help people find and manage those experiences,” Marchionini said. “We want those experiences to be pleasant, of course, but the biggest challenge is to figure out how to make them more meaningful and useful.”

CHANGING FORMS

Moran said at one time information always had only physical form — as book, magazine or newspaper — and libraries were warehouses of those objects. But not any more.

“The major difference between the SILS of today and the school as it was in ’31 is more about form than substance,” Moran said. “When you look at the task of librarians 80 years ago, they were in the business of acquiring and containing materials — the finite amount of things they could buy with a limited amount of money to put on a fixed number of shelves.

“Well, we do not have containers anymore, which means we are not as limited to what information we can make available to people as we once were. Some of the information we share will be information we own, but much of it will be available on databases in the Ethernet.”

As a result, there has been a dramatic shift of focus away from organizing the materials in a physical library to thinking in a more holistic way about the information and how to put more of it within users’ reach, she said.

Another mounting challenge is managing the sheer volume of information that is available.

Marshall, who worked in health sciences libraries for 16 years before completing her Ph.D. in public health at the University of Toronto, said she has always been fascinated by the impact that the right information at the right time can make in people’s personal and professional lives.

“Whereas the problem used to be finding and accessing scarce information resources, we face a very different challenge today — information overload,” Marshall said. “Today’s library and information professional faces an equally daunting problem of filtering the vast amounts of information and creating collections and services that meet specific needs in the most effective ways.”

The range of professional opportunities available to SILS graduates has continually expanded as well, Marshall added.

When she was dean, Marshall focused on building partnerships with other programs on campus and increasing the visibility of the school at the campus, state, national and international levels.

Today, SILS has dual master’s programs with departments and schools ranging from art history to public health and the School of Government. SILS is now taking the lead on a new interdisciplinary clinical information management certificate.

“Many of our graduates still go to work in academic, public and special libraries in both nonprofit and for-profit sectors, but increasingly they are finding themselves in charge of building digital collections and services,” Marshall said.

“While more technical skills are required, our mission remains the same — to bring people together with the content they need to enrich their day-to-day work and personal lives.”

ENDURING VALUES

The school, which has maintained a No. 1 ranking by U.S. News & World Report since 1999, is celebrating its 80th anniversary. That ranking, Marchionini said, rests on the foundational values on which the school was built.

The core value has always been service, but thanks to ubiquitous search engines like Google, he said, the nature of service already has changed.

“We want people in the profession who are well-rounded, intelligent and care about people, just as we always have, but the reference function that existed in 1931 has become much more complex,” Marchionini said.

“Today, people don’t come to us with the simple questions. If they have a simple question, they just go to Google. What they are bringing to the reference desk are much more complex questions that involve deeper interpretation or whose answers are more obscure. That is what makes what we do a profession rather than a clerkship.”

Moran said the profession also rests on the values of equality and access to information. In the past 80 years, the school has continually extended its reach from the South to the world.

Moran’s reach includes the association she began with Charles University in Prague shortly after Czechoslovakia’s “Velvet Revolution” of 1989. More recently, she has worked with universities in Morocco and Egypt to help them establish library science education.

Daniel said the one constant in all the years she has taught in the field is the responsibility to decide what to collect based on the needs and interests of the population being served.

That is as true in Cairo as it is in Carrboro, she said.

“How to pick what materials to provide is always the question,” Daniel said. “In this age of information overload, the choices have become almost infinite, but the process of selection still begins and ends with knowing the needs of the people you are serving.”

Eighty years from now, she predicts, that will still be the case.

For information about 80th anniversary events, see sils.unc.edu/news/2011/80th-anniversary-kick-off.