doing more to attract the most promising students from the eastern and western parts of the state, a group that is currently underrepresented in Carolina’s student population, was one student’s suggestion. Senior Michael Hudson said he would like to see more of these students on campus as the University grows by up to 5,000 students during the next decade.

Sophomore Christina Lynch and junior Ashley Klein both worried about campus safety. Lynch suggested offering flat-rate taxi service between campus and Carrboro and using student drivers so they could earn money. Klein cited recent muggings of male students as a reason to offer males self-defense courses like those already offered women students.

A Latino student talked about the difficulty of coming from a background where a college education is often less appreciated than going to Carolina Faculty and Staff News

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Making CAROLINA better

Valerie Ashby, Gordon and Bowman Gray Distinguished Term Professor of Chemistry, will give the December commencement address.

Chancellor Holden Thorp will preside at the Dec. 14 ceremony at 2 p.m. in the Dean E. Smith Center. A reception on the concourse will follow.

Thorp chose Ashby in consultation with the University’s Commencement Speaker Selection Committee, which is made up of an equal number of students and faculty.

“Valerie Ashby is among our best teachers — in the classroom and the lab,” Thorp said. “She is an inspirational colleague and mentor, and a leader in biomaterials research. Highly regarded by her students and colleagues alike, she will bring an excellent and timely message to our graduates in December.”

Ashby joined the Carolina faculty in 2004 as an associate professor in the chemistry department after teaching at Iowa State University from 1996 to 2003. Her research focuses on the design and synthesis of polymeric biomaterials and has led to 10 patents and collaborations with DuPont, 3M and Chevron Phillips.

She teaches organic chemistry to sophomores and juniors, as well as introductory chemistry to first-year students. Ashby also directs the University’s Summer Pre-Graduate Research Experience (SPGRE), which helped launch her career in research and teaching in 1988 soon after her own graduation from Carolina with a bachelor’s degree in chemistry. She also earned a Ph.D. in chemistry at UNC.

SPGRE exposes minority undergraduates across the country to research and encourages them to pursue doctorates in the sciences, technology, engineering, math, economics or other social and behavioral sciences.

Ashby will continue Carolina’s tradition of faculty speakers at December commencement.

“It is an absolute honor and a privilege for me to be asked to speak,” she said. “I am so excited about sharing such a special day with fellow Carolina grads.”

Ashby has been a National Science Foundation postdoctoral fellow and visiting scientist at Eastman Chemical Company and IBM. In 2002, the American Chemical Society named her as one of the top 12 young female chemists in the country.

In 2008, she won the University’s Sitterson Award for first-year teaching. Her other awards include several 3M Young Faculty Awards, a DuPont Young Faculty Award and an NSF Early Career Development Award.

Ashby to deliver December commencement address

Above, senior Shaniqua McClendon shares her suggestions during the Carolina: Best Place to Teach, Learn and Discover forum held Oct. 30 in Gerrard Hall. At left, Trustee John Ellison and Student Body President J.J. Raynor gather input for this broad discussion about the University’s future and how to make Carolina even better.

See CAROLINA page 6
University administrators look for places to cut 5 percent in one-time state appropriations

When it comes to the global economic crisis, things are expected to get worse before they start to get better. The University is already feeling some of these effects through a series of one-time cuts in state appropriations for this fiscal year.

The first 2 percent cut that was announced in October was followed soon after by another 2 percent cut, which was followed by a 1 percent cut. The cumulative effect will be a 5 percent non-recurring cut in state appropriations.

In total dollars, the net effect will be one-time loss of about $25 million, an amount of money equal to 22 percent of Carolina’s total operating budget, Chancellor Holden Thorp said in a Nov. 6 e-mail sent to all faculty and staff. Students also received a message from Thorp (both messages are posted at www.unc.edu/chann).

After first one and then another cut was announced, Bernadette Gray-Little, executive vice chancellor and provost, and Dick Mann, vice chancellor for finance and administration, sent memos to vice chancellors and deans emphasizing their commitment to allow units and departments to make specific cuts in order to minimize any adverse effects.

In his e-mail, Thorp reiterated that same commitment to leave decisions about state reductions to vice chancellors and deans. “They know best how to minimize the effect on our people, programs and the quality of the education we provide to our students,” he said.

Thorp said funding designated in this year’s state budget for building repairs, renovations and new capital projects has been frozen.

He told Faculty Council members at the Nov. 7 meeting that projects already under way should not be affected, but funding was frozen for the Biomedical Research Imaging Center, planning and building the infrastructure necessary to relocate the School of Law as the first phase of Carolina North and renovations to the Morehead Planetarium and Science Center.

The University would need additional bonds for the new Dental Sciences Building approved by legislators, but Thorp said he was optimistic about getting them. Funding for the Genome Sciences Research and Teaching Building was somewhere in the middle, he said.

“To be prudent, we’re planning for the likelihood of permanent (recurring) state budget cuts for fiscal 2009–10 because revenues are expected to decline,” Thorp said in the e-mail. “In the event of a permanent state budget cut, we would carefully scrutinize all University operations and programs.”

The University’s budget is funded by a mixture of revenue sources. In addition to state funding, which accounts for about one-third of the total budget, the University receives revenues from tuition and fees, sales and services such as patient care, research contracts and grants, athletics and private support.

Thorp said Carolina was in better shape than many other public universities, partly because of the historically strong support from the state of North Carolina, partly because of the success of the recently completed Carolina First Campaign and partly because of the faculty’s ability to attract federal grants for their research.

“These are extraordinary economic times, and the global financial crisis and its ripple effects create uncharted territory for most of us,” Thorp said. “We’re closely examining everything that we do to make responsible choices to position the University for the economic recovery.

“We’re committed to getting through this rough period as smoothly as possible with your help, cooperation and patience. And we pledge to keep you informed.”

See SECC page 10

CAROLINA CARES — CAROLINA SHARES

SECC campaign is halfway to its goal

Despite the unsettled financial climate, the Carolina community is more than halfway to its $800,000 fundraising goal for the 2008 “Carolina Cares-Carolina Shares” State Employees Combined Campaign (SECC).

The campaign has been extended to Dec. 18 to encourage additional needed support, said Jack M. Richman, School of Social Work dean and this year’s SECC coordinator.

“I know firsthand how critical nonprofit organizations are to the quality of life in North Carolina,” Richman said. “The SECC provides us with an opportunity to reach out and touch the lives of those in need. Giving to the SECC is a way for each of us to make a meaningful contribution to our community.”

Gifts to the SECC assist almost 900 charities and nonprofit organizations that are tackling issues from Alzheimer’s research to wildlife conservation. Charities are screened for their fiscal responsibility and reasonable caps on administrative costs.

“The SECC also provides a unique opportunity to direct contributions to some of the lesser known service organizations that are vital at the community level throughout North Carolina,” said contributor Harvey Hamrick, a professor of pediatrics. “In the current economic climate, the need for this type of support is especially great.”

Contributors are automatically entered in weekly drawings for goods and services donated by local businesses. Prizes include $150 Visa gift certificates, Student Stores gift certificates, tickets to men’s basketball games and rounds of golf at Finley Golf Course.

For more information about SECC and its partners, refer to ssu.unc.edu/secc.

UNC DONORS’ COMMENTS

I understand that times are tough, but if we open our eyes we’re guaranteed to find people dealing with much more challenging
Thorp reassures council that cuts will not affect quality of education

As vice chancellors, deans and department chairs determine the best places to trim state appropriations by 5 percent, one thing is certain: The quality of Carolina’s education will not be harmed in the process. That was the message Chancellor Holden Thorp gave members of the Faculty Council Nov. 7.

Although the University has been asked to cut one-time state appropriations by 4 percent, Thorp said in anticipation of a request for an additional 1 percent, he was asking administrators to cut their non-permanent state funding by 5 percent, totaling $25 million.

“The good news is that we are working closely and collaboratively with General Administration and President Bowles and with state government to do the best we can without a speck of cross-purpose activities,” he said. “The Carolina community has whatever it takes to get through this. The legislature is historically very supportive of the University, so they’re in this with us, too.”

Despite the challenges, Thorp said there was reason for optimism. Many other state universities were facing more stringent budget cuts than these.

“Our state has fairly conservative revenue projections, and we get generous support from the state to begin with,” he said. “If we do this right, we have a great opportunity. We know from past experience that a lot more people will want to go to college and graduate school, so we’ll have our pick of some really good students.”

There is no hiring freeze in the state, he said, but state funds for repair and renovation are frozen (see related budget story on page 2). Even so, that will not have an impact on holding classes next year. “If that money has been frozen, we’ll find it somewhere else. We aren’t going to hurt education,” Thorp said.

On a positive note, the University was another 10 percent ahead on research grant funding compared with last year’s award pace. “Thank you for your dedication and innovativeness,” he said.

UNC SYSTEM APPROPRIATIONS

Rob Nelson, UNC system vice president for finance, said the 17 UNC institutions included 209,000 students, 50,000 employees, 63 million square feet of space and a $10 billion replacement value for buildings. Nearly one-third of the revenues supporting the UNC system were from state appropriations, contracts and grants.

To put this in perspective, the 2008–09 state budget, excluding capital improvements, was $21.2 billion, with education accounting for $11.4 billion, or 53.8 percent of this total. The $2.6 billion UNC system budget was 12 percent of the overall state budget and 23 percent of the education budget.

Carolina accounted for 22 percent of state appropriations for the UNC system. N.C. State accounted for 20 percent, East Carolina 11 percent, UNC-Charlotte and UNC-Greensboro each 7 percent and all other system schools combined accounted for 33 percent.

Current fiscal year revenue projections were based on 3.9 percent growth, Nelson said, with each 1 percent of growth representing $200 million. Currently, state revenues are $300 million behind projections, a significant deficit for the first quarter.

“I applaud the governor for jumping on this early, and we appreciate that they have given us great flexibility in how to manage this issue,” he said.

State legislators were even more concerned about next year’s budget for several reasons, Nelson said.

The State Health Plan, which has at least a $300 million deficit for the 2008–09 fiscal year, will likely see a $600 to $700 million deficit during the 2009–11 biennium. During this same period, Carolina accounted for 22 percent of state appropriations for the UNC system.

Ron Strauss took center stage at the Nov. 5 Employee Forum meeting to talk about some of the things he has done since he became executive associate provost earlier this fall.

Strauss, who replaced Steve Allred in the position, has been at Carolina since 1974 and has directed the UNC Craniofacial Center since 1977. He is also a sociologist who deals with the social dimension of care, focusing on such issues as discrimination toward AIDS patients. Strauss’ commitment to reach out to underserved communities led to his involvement as the chair of the board for the Carolina Center for Public Service.

Strauss said some of the issues now being discussed in South Building are in response to the UNC Tomorrow initiative launched by UNC President Erskine Bowles and the UNC Board of Governors.

“UNC Tomorrow is a reminder to state universities as a whole that the people of North Carolina built these universities and they want to make sure that the universities are dedicated to the betterment of North Carolina,” Strauss said.

“It’s a very simple message, but it raises all kinds of questions about how we can do that and how we do it appropriately.”

In a time of economic uncertainty, Strauss said, a state university like Carolina becomes an even more important place for people in search of an affordable education, whether they are students just out of high school or a military veteran home from war or an older worker who has just lost a job.

The challenge for the University will be figuring out how to accommodate more people without losing the quality that attract people here.

“People are telling us we are going to grow, but how can we do that without losing the magic that makes this such a special place?” Strauss said.

The University also must develop a new academic plan for the next five to 10 years, a process that Strauss said forces the University to ask hard questions to make sure programs keep up with changing realities without losing touch with the University’s core values. Among other things, the plan will address finding ways to connect and involve graduate and professional students into broader campus life, as undergraduate students are.

Strauss also spoke of the coming generational change in the decade ahead, because of the number of tenured faculty and valuable staff nearing retirement age. Not only must these faculty and staff be replaced, he said, but the University will also need to accommodate the rising number of students that could reach as high as 33,000 by 2017.

Strauss also talked about the importance of creating an atmosphere on campus that makes working here more than a job.

“How do we respect people’s labor?” Strauss asked. “What kind of things make it good to be here?”

Figuring out how to make employees’ work more appreciated and meaningful, he said, will go a long way to help ensure that Carolina will have the staff it needs to address the many challenges ahead.

In other action, the forum reviewed the first reading of a resolution that would call on Chancellor Holden Thorp and Vice Chancellor for Development Matthew Kupec to include at least two initiatives directly benefiting staff in the next fundraising campaign.

The resolution included five education initiatives and five work-life initiatives for consideration. Ideas ranged from a scholarship fund for family members of permanent, full-time faculty and staff to an affordable housing program.
Carolina economists advise investing in retirement accounts now

Economists, unlike many researchers, have no scientific laboratory in which to test their latest theories. Their laboratory is the real world where the variables lie beyond their control. It is also where real fortunes are made or lost and real people often suffer, as the last few months have dramatically shown.

That is why the still-unfolding global economic crisis is such a heady time for people like Christian Lundblad and Jennifer Conrad, two economists in the Kenan-Flagler School of Business.

Lundblad is an asset pricer who studies investments and the economic mess evolved, Conrad points to the chain reaction that originated in the United States with mortgage-backed securities that relied on an ever-appreciating housing market. When housing prices began to decline, people struggled to pay their mortgages or to refinance into more affordable mortgages. And when people started defaulting on their loans, some of the banks that had bought most of the mortgage-backed securities came close to the brink of collapse, Conrad said.

“Banks in particular need to maintain capital ratios. When those assets started to decline in value, they needed to raise equity and/or sell the assets to maintain those capital ratios. And they were unable to do either,” Conrad said.

In its final meeting on Nov. 10, the 2008 Tuition and Fees Task Force agreed on recommendations to forward to Chancellor Holden Thorp about tuition increases and how the additional revenues should be used.

No debate was needed to decide how much tuition for in-state undergraduate students should increase. That figure was locked in based on the UNC system cap of 6.5 percent imposed by the Board of Governors.

At Carolina, where in-state undergraduate tuition is now $3,705, a 6.5 percent increase would generate an additional $241 per student.

For out-of-state undergraduates, the task force agreed to forward two options to Thorp. The $20,603 tuition they now pay would increase either by $1,150 or $1,339.

The $1,150 figure represents a 6.5 percent increase, which would be equal to the recommended 6.5 percent increase for in-state undergraduates. The $1,339 figure, on the other hand, represents a middle-ground increase between the 6.5 percent that some trustees might advocate and the low-end increase of 4.6 percent — a percentage increase that would match the rate of inflation as measured by the Higher Education Price Index (HEPI). This index is designed to track the rising costs associated with higher education in a more specific way than the more familiar Consumer Price Index.

Out-of-state tuition for graduate students is now $19,411 — $5,013 for in-state graduate students. The task force proposed increases for both groups of $400 or $500.

Task force members devoted considerable attention to the areas of need for which revenues would be used. They agreed to increase from 25 percent to 30 percent the amount that should be used to boost faculty salaries.

General Administration requires that at least 25 percent be used to bring faculty salaries to the 80th percentile of peer institutions. University Trustee John Ellison, who serves on the task force, argued that more money was needed for faculty salaries to gain any real ground with competitors.

To increase revenues by 5 percent for faculty salaries, the task force agreed to reduce by 2.5 percent the amount of revenues that would be devoted to reduce class size, and another 2.5 percent that would go for academic support services.

With these reductions in place, the amount of revenues devoted to reduce class size would fall from 15 percent to 12.5 percent, and revenues for academic support services would fall from 10 percent to 7.5 percent.

Unchanged in the task force’s recommendations was the 35 percent that has been reserved year after year for need-based student aid to protect accessibility.

The task force recommends that the remaining 15 percent of revenues go for graduation tuition remission and awards.

Executive Vice Chancellor and Provost Bernadette Gray-Little said Thorp would use the report from the task force to fashion his own recommendations that he will present to the Board of Trustees this week. The UNC Board of Governors will vote on trustees’ recommendations early next year.
Norman Coulter refer to the gazette’s web site (gazette.unc.edu/online-only.html) for more information.

In Memoriam

Faculty/Staff

Moreau named environmental and ecology curriculum chair

David H. Moreau, a professor of city and regional planning, will become the first chair of the new curriculum in the environment and ecology in the College of Arts and Sciences on Jan. 1.

Moreau has teaching and research interests in water resources and environmental management. He currently serves on the National Academies’ National Research Council committees on Independent Scientific Review of Progress Toward Restoration of the Everglades and the Mississippi River and the Clean Water Act.

He recently completed work on a peer review committee that examined an assessment by federal agencies on performance of the levees around New Orleans during Hurricane Katrina.

Moreau is former director of the Water Resources Research Institute of the UNC system and a member and former chair of the N.C. Environmental Management Commission.

“David Moreau is highly regarded for his expertise on water quality and other environmental issues,” said Karen Gil, senior associate dean for social sciences and international programs. “He is the perfect person to lead the new curriculum in the environment and ecology and to develop a long-term vision for its future in collaboration with the Institute for the Environment.”

With the creation of the Institute for the Environment, the University is transferring into the College of Arts and Sciences the administration of two degree programs previously administered by the Carolina Environmental Program: the bachelor of science in environmental science and the bachelor of arts in environmental studies.

These undergraduate degree programs and the graduate curriculum in ecology will be a part of the new curriculum in the environment and ecology. The institute and the college will partner to provide field study experiences, internships and other experiential learning opportunities.

In Memoriam

NORMAN COULTER
School of Medicine

VALERIE HUGHES
UNC Health Care

JOANNE ROBERTS
FPG Child Development Institute

CATHERINE TAYLOR
School of Medicine

Refer to the Gazette’s Web site (gazette.unc.edu/online-only.html) for more information.

HONORS

ELLEN PEISNER-FEINBERG

VIRGINIA BUYSSSE

FPG Child Development Institute senior scientists Peisner-Feinberg and Buyssse were selected to present at the Sept. 19-20, Global Summit on Education: "Inclusive Practices for Students with Disabilities." They discussed recognition and response, a model for an early intervening system developed by FPG Child Development Institute.

JOSEPH HUNT
KENNETH JOYNER

Lecturers in the School of Government, Hunt and Joyner were recently honored by the International Association of Assessing Officers (IAAO), the international professional association in the field of property appraisal, assessment administration and property tax policy.

For their contributions and involvement with the association, Hunt was recognized with the IAAO 2008 Presidential Citation and Joyner received IAAO’s Member of the Year Award.

THE UNIVERSITY

- Carolina has been honored for its commitment to diversity in 2008 by Minority Access Inc. at its National Role Models Conference, held recently in Arlington, Va. Archie Ervin, associate provost for diversity and multicultural affairs, accepted the plaque on behalf of the University.

- The Sustainable Endowments Institute released its annual Green Report Card in September, and Carolina earned a B+ grade. UNC was cited with high marks in administration, food and recycling, green building, transportation and investment priorities.

- Cary C. Boshamer Distinguished Professor, Marchionini received a $448,000, three-year grant from the National Science Foundation to study and develop the next generation of search systems.

- The project, “Result Space Support for Personal and Group Information Seeking Over Time,” aims to develop techniques and systems that help people solve information problems that are complex, general or ongoing and when information seeking takes place over multiple intervals or in collaboration with other people.

- Carywood, lecturer in English and comparative literature, and Wallace, J. Ross MacDonald Distinguished Professor of English and comparative literature, have won top book awards for poetry and fiction from the North Carolina Literary and Historical Association.

- Chitwood received the Roanoke-Chowan Award for Poetry for “Spill,” his sixth book of poems.

- Wallace received the Sir Walter Raleigh Award for Fiction for his fourth novel, “Mr. Sebastian and The Negro Magician.”

- Professor of exercise and sport science, Hackney has been honored by the government of Lithuania with a doctorate of science degree. He was chosen for recognition for his research in exercise endocrinology and sports nutrition, as well as his contributions to the Lithuanian and Baltic people.

Two from UNC receive highest civilian honor

Gov. Mike Easley this week presented Maurice S. Brookhart and Dean E. Smith with North Carolina Awards, the state’s highest civilian honor.

The awards, created by the General Assembly in 1961 and coordinated by the N.C. Department of Cultural Resources, recognize outstanding lifetime achievements of North Carolinians in the fields of fine arts, science, literature and public service.

Brookhart, William Rand Kenan Professor of Chemistry, won the science award for his advances in organometallic chemistry and polymerization. Throughout his career he has demonstrated a rare gift for developing fundamental chemical insights and transporting them into commercially viable industrial technologies.

Brookhart’s research has advanced entire fields of inquiry and opened new doors to important industrial processes.

See AWARDS page 12
THE PRECEDENT-SETTING 2008 election marked the selection of the country’s first African-American president, the state’s first female governor and the first time since 1976 that North Carolina was declared a blue state.

To shed light on some issues raised during the campaign and election, and heading into the transition period, the Gazette asked several noted Carolina faculty members for their perspectives.

This first set of questions and answers from faculty experts focuses on campaign strategies and the election. The Dec. 17 Gazette will focus on what President-elect Barack Obama will need to do — during the transition and when he takes office — as he tries to implement some priorities he outlined during his campaign.

If the North Carolina vote had been key to the outcome of this year’s presidential or gubernatorial election, would voter fraud have been an issue?

MARK DOROSIN senior attorney, UNC Center for Civil Rights

On Election Day, the UNC Center for Civil Rights ran the North Carolina call center as part of Election Protection, a national non-partisan voter advocacy effort. Law students, faculty and staff answered questions from voters throughout the state.

The center fielded over 1,000 inquiries about polling site and vote tallies, as well as questions regarding election machinery and voter ID. While election machinery is not expected to cause problems in the state, leading many voters to believe that their votes would be counted, questions about the accuracy of final vote counts continued to flood in.

During the primary, Hillary showed favoritism to Barack, mainstream media act toward Sarah.
Media scrutinized Sarah Palin more than her Democratic counterpart because she was a newcomer to the national political scene, the lesser known of the vice presidential candidates. Journalists were right to probe her qualifications for the vice presidency and to expect that she would be able to articulate her positions on the issues important to the electorate. That’s responsible, not sexist. But news coverage that remarked on her physical appearance — her hair, her clothes, her glasses, her sex appeal — was sexist. It contributed nothing to our understanding of how she would lead, but succeeded in perpetuating negative stereotypes about women in politics.

On election night, commentators kept saying that this was an historic election because the country had just elected the first African-American president. But what does the election signify from the standpoint of expanding the level of participation of African-American voters to unprecedented levels? Is this a one-time deal or a seminal event that will forever change the political landscape in this country?

ANDREW PERRIN
associate professor of sociology

I don’t think you can possibly overstate how historic this election was — not just for African-Americans (although certainly for them), but also as a way for citizens to think about America and American politics. Obama’s political persona is about expanding possibility. That theme pervaded his campaign, in everything from his slogan (“Yes, we can!”) to his proactive social policy proposals, his out-of-the-box thinking on several key issues and the very fact that he is African-American.

This was in stark contrast not just to George Bush and John McCain, but also to many recent Democratic nominees, including John Kerry, Al Gore and even Bill Clinton, all of whom accepted a kind of restraint on what America and Americans could be as the price of seeking election. So anybody who claims to see the future clearly right now is crazy, but there is no question in my mind that Obama’s election reconfigures the way we think about politics and citizenship in America.

Often, politicians who are behind in the polls resort to negative ads, and history shows that they can be effective. But they didn’t work when John McCain tried using them against Barack Obama, or when Elizabeth Dole tried using them against Kay Hagan. Why was that?

ANNE JOHNSTON
associate dean for graduate studies and professor of journalism and mass communication

Most research suggests that negative advertising can be very effective for a candidate, particularly if it reinforces something that voters are already feeling or thinking about the opponent. And any negative ads should be in line with a candidate’s overall campaign message.

In the case of the McCain negative ads against Obama and Dole’s against Hagan, I don’t think these two things were at work. McCain’s negative ads did not resonate with what voters (even undecided ones) were thinking about Obama. Ads that tried to portray Obama as inexperienced or not ready to handle the presidency were contradicted by what people saw in his performance during debates, interviews or at rallies. And major endorsements from people like Colin Powell seemed to contradict that experienced leaders doubted his ability.

Dole’s attack of Hagan also did not resonate with voters. The negative ads that she used began to appear desperate, as if Dole was on the offensive and attacking too much. That certainly violates the position that an incumbent senator should take.

For both McCain and Dole, their campaign messages and ads were all over the place. There was no consistent message for voters. They appeared to be responding to something that their opponents were doing, and in that context, their negative ads were not very effective.

When Less Is More

Gifts from the Heart

Everyone loves the perfect gift. But often the perfect gift is not the fanciest, the biggest or that year’s must-have luxury item. Instead, it’s the one that comes straight from the heart. It might be handmade. It might be the gift of time. Or it might be a gift that benefits someone else more directly than the recipient.

One mid-20th century mother who knew how to pinch pennies stockpiled inexpensive tall glass apothecary jars and wide-mouthed bowls when she found them at good prices. When the holidays arrived, she packed her colorful assortment of home-baked cookies in the tall jars as gifts for teachers, neighbors and family friends. With a simple bow and gift tag as wrapping, they were ready to distribute — and were considered one of the most anticipated gifts of the year.

At other times, especially when she heard about shut-ins who needed a boost, the mom walked the woods behind her house and dug small ferns and mosses and created her own terrariums in the bowls — usually with a dime-store ceramic Bambi artfully placed in the landscape.

One young man who wanted to give his mom something special for Mother’s Day, but was a little unsure about his craft-making ability, decided to take his mom to the ballet. It was something that had been on her wish list for a while, and to the son’s pleasant surprise, it provided an opportunity for some special time together.

So this is your writing assignment, Gazette readers: Send us your ideas for inspired gifts — holiday, birthday or other special occasion — that are homemade, budget-minded or that leave a small footprint in the lives of the recipients. What are you doing, and how are you doing it differently?

Everyone who sends us a submission will be included in a drawing for great prizes.

E-mail your stories of no more than 200 words to gazette@unc.edu by Dec. 8. Be sure to tell us if you have a photo that might illustrate your idea, too. We will be glad to use as many photos as our space allows.

If your gift idea includes directions, keep your story to 200 words. But your directions can be as long as they need to be. We’ll include them online and send readers there for the lowdown.
GIVE BLOOD; GIVE YOUR TIME
Volunteers and donors are needed for the 10th annual winter edition of the Carolina Blood Drive, to be held on Dec. 16 from 7:30 a.m. to 1 p.m. in a new location — Fetzer Gym.

Make appointments online (www.unc.edu/blood) or call 962-BLOOD (962-5663). The drive is open from 8 a.m. to 5 p.m. Monday through Friday, through Dec. 15.

Appointments are encouraged but walk-in donations also are accepted. Donors receive a snack after donating and an American Red Cross T-shirt.

The Red Cross offers the option of collecting double red cells from qualifying donors, which allow donors to give two units of blood. This process requires additional time and has minimum height and weight restrictions. See the Web site for more information.

Volunteers are vital to the success of the annual event. To volunteer, go to www.unc.edu/blood and click on the volunteer link for details and shift options.

KICK OFF THE HOLIDAY SEASON
- A sure sign that the holiday season has arrived is the first showing of "Star of Bethlehem" at the Morehead Planetarium and Science Center — this year on Nov. 22.

The longest-running planetarium show in the world was upgraded in 2002 with special effects and additional research, but it is still narrated by former WRAL-TV anchor Charlie Gaddy. www.moreheadplanetarium.org

- Seven a cappella groups present a General Alumni Association-sponsored holiday concert Dec. 1 in Memorial Hall that includes performances by popular student groups such as the Clef Hangers and Loreleis. The concert benefits UNC Relay for Life. Tickets are on sale now in the Pit or the Memorial Hall box office, or call 843-3333. GAA members are entitled to one free ticket; additional tickets are $5.

- And you know the holidays are here when the Grinch steals Christmas — twice. The Bull's Head Bookshop hosts its annual dramatic reading of "How the Grinch Stole Christmas," by Dr. Seuss, on Dec. 3 at 4 p.m.

For the few who are uninitiated in this rite of the season, the story is read each year in English, by Tom Stumpf, and in Latin, by George Morgan. Call 962-5060.

- The Carolina Inn’s Twelve Days of Christmas celebration begins on Dec. 7 from noon to 5 p.m. with its free community open house. As always, the inn offers self-guided tours of the decorations and Twelve Days artist displays, music and refreshments, and outside, a massive sand sculpture to be created by local craftsmen Sandy Feat.

This year’s commissioned art piece is “On the First Day,” a mosaic by Jeannette Brossart. www.carolinainn.com/pdfs/12-days-brochure.pdf

- Another campus fixture is the UNC Hospitals’ holiday bazaar, scheduled for Dec. 10 in the lobby of the N.C. Children’s Hospital from 10 a.m. to 6 p.m. Sponsored by the hospital medical auxiliary, all proceeds benefit the children’s hospital through the bake sale and items such as children’s clothes and books, jewelry and handmade crafts.

- Join Friends of the Library on Dec. 11 for the 16th Annual Winter Stories program for Children of All Ages. The coldest season of the year is celebrated in words and music with “Tales to Warm Your Heart.” A reception begins at 5 p.m. in the lobby of Wilson Library and the program takes place at 5:30 p.m. in the Pleasant Family Assembly, led by Brian Sturm. Call 962-4207.

CALLS FOR NOMINATIONS
- Nominations are due Nov. 20 for the 2008 Robert R. Cornwell Unsung Hero Award. This award is presented annually to a current, full-time, permanent employee who has provided significant service in support of the University over a long period of time and, generally, from a background position.

Make nominations online (www.unc.edu/oira/public/cornwell.html) or call 962-1500 for a paper form. See snipurl.com/5e9ju for complete information.

- Nominations are due Dec. 9 for the Employee Forum’s Community Award, also known as the Three-Legged Stool Award. It is designed to recognize contributions by those who work to promote cooperation and collaboration among faculty, staff and students. See forum.unc.edu/documents/communityaward.htm.

- Nominations for Faculty Mentoring Awards sponsored by the Carolina Women’s Leadership Council are due Jan. 28, 2009. These awards honor faculty-to-student mentoring and faculty-to-faculty mentoring, with one award given in each category. Each recipient receives $5,000.

Nominations are made online (www.unc.edu/wlca-viewapp.pl). Three separate statements are required: a statement of rationale for nomination, a narrative description of the nominee’s mentoring and the nominee’s curriculum vitae.

FLU SHOTS STILL AVAILABLE ON CAMPUS
The flu season usually begins in mid-December and peaks in mid-February. In anticipation of a local outbreak, the Department of Environment, Health and Safety plans three additional walk-in flu shot clinics in December for employees. Dates are: Dec. 9, Dec. 10 and Dec. 11. Refer to www.unc.edu/eohs/flushot.shtml for times and locations. To find a local flu shot clinic for family members, see flucliniclocator.org.

MEET A SCIENTIST AT PLANETARIUM NOV. 22
Archaeologist Margaret Scarry discusses what American Indians might have had on their dinner plates 12,000 years ago in a free talk Nov. 22 at the Morehead Planetarium and Science Center as part of the Meet A Scientist program.

It will be held twice, at 12:30 p.m. and 1:30 p.m. www.moreheadplanetarium.org.

GET FIT FROM HEAD TO HEEL
Campus Recreation and Counseling and Wellness Services introduce Get Fit from Head to Heel, a 10-week healthy
CAROLINA BALLET: ‘NUTCRACKER’

Carolina Performing Arts brings Robert Weiss’ version of the holiday fantasy classic to the Memorial Hall stage on Dec. 6 at 8 p.m. and Dec. 7 at 2 p.m. Tickets are available at the Memorial Hall box office and by phone (843-3333).

See www.carolinaperformingarts.org.

DECEMBER

4

Lecture “An Evening of Voices.” PlayMakers Repertory Company presents readings about the artistic voices of the late 1950s. Auditorium. 7 p.m. www.ackland.org. $

5

Colloquium “Memory and the Politics of the Popular.” Part of the memory studies series sponsored by Institute for the Arts and Humanities. Hyde. Noon—2:30 pm. snipurl.com/5d112

14

Movement Kids Rock! Sponsored by Campus Recreation. 10 am—noon. E-mail meghanmm@email.unc.edu to register.

17

The Night Sky Learn to identify the planets, bright stars and constellations at a Starry Winter Nights class at the Morehead Planetarium and Science Center. 7:30—9 pm. Call 962-1236. $
Medicaid is likely to cost $50 million and K-12 education $200 million. And in general, each 1 percent salary increase for state employees costs $130 million.

“We’re going to make a request to the General Assembly for additional funds,” Nelson said. “We have a fiduciary responsibility to tell them what the system’s needs are.”

The $168 million request, about half of what was requested last year, includes a 2 percent salary increase across the board plus another 1 percent to continue to move faculty salaries closer to the 80th percentile of peer schools. “Erskine (Bowles) believes you are our most valuable resource,” Nelson said.

At its Nov. 14 meeting, the Board of Governors approved the request.

**MILLENNIUM GENERATION**

The current generation of college students, known as the millennium generation, is over-extended in many ways, said Winston Crisp, assistant vice chancellor for student affairs.

At the invitation of Faculty Chair Joe Templeton, Crisp described during the Nov. 7 Faculty Council meeting what motivates — and frustrates — college students and young professionals today. The three key factors affecting them are technology, driven stress and the strong influence of their parents, he said.

“By and large, these students live in a completely different world than our faculty, except the very youngest faculty members, because they are completely wedded to their technology,” Crisp said.

Students have grown up in a 24/7 digitally focused world. They prefer communicating via Facebook or MySpace to e-mail, or sometimes even in person, which means their opinions and worldviews are very public. “They’re always on,” Crisp said, “and multitasking is a way of life.”

While their breadth of knowledge is often astounding, the depth of their knowledge is not. “And that affects their analysis in papers and their ability to pay attention in class,” Crisp said.

At the same time, this is an incredibly accomplished, driven-to-succeed group. They come to Carolina already with a track record of success, both in the classroom and in their commitment to service, and many have no real concept of failure, he said.

“They constantly awe us in one way or another. But they also believe if they don’t do everything, they’re letting down their parents, Carolina and the world.”

Overall, this is a very sheltered generation because their parents have been involved on an “atomic level” from day one, Crisp said. And they are born negotiators. Instead of simply accepting what they are told, current students see rules as a beginning place for negotiation.

What all this means for faculty members, Crisp said, is that teaching today is a different kind of challenge. Presenting information isn’t enough; students need help focusing and developing a level of depth in their thinking.

“You can’t just teach from notes; you have to switch things up so they’ll pay attention,” he said.

— George Beatty, ITS

**SECC from page 2**

I contribute to SECC because helping others in the community adds meaning to my life.

— Doug Field, Enterprise Resource Planning

I choose charities that matter to my values. ... I give through the SECC because it’s easy ... and it matters.

— Brad Wilson, Family Medicine

**INVESTMENTS from page 4**

and say what I do, people want to start talking to me. That never happened before,” he said.

**ADVICE FROM THE EXPERTS**

As for what students should do now with their investments, both Conrad and Lundblad offer some simple advice that one might not expect from economists: Quit thinking about it so much. When in doubt, the best course of action might be to do nothing.

“The level of volatility right now is almost unprecedented, certainly in the modern age that any of us have lived through,” Lundblad said.

“That is telling you is that we simply have no idea where stocks are going to go in the very near term. I am very optimistic over the long run, but for the near term they are all over the place.”

Technology has created the opportunity to watch the markets too closely and trade too much, which turns out to be a disaster for most people, he said.

“The bottom line is that there is a great deal of uncertainty in near-term forecasts so there is nothing one can credibly do to try to take advantage of that or to necessarily shelter yourself from that. It’s better to literally go do something else.”

However, both Conrad and Lundblad said people who are not yet investing for retirement in a supplemental 403(b) plan should consider doing it now. Lundblad said retirement accounts such as 403(b) plans (see related story on page 11) are “dramatically underutilized” and that the 25 percent participation rate within the University is consistent with the participation rate throughout the country.

“Put aside the financial crisis that is going on right now; we need to be saving a whole lot more than we are saving,” Lundblad said.

“The effective saving rate in this country is about zero percent, which is part of the problem and part of the reason we are in the situation we are in right now.”

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YOU ARE INVITED TO PARTICIPATE IN THE FACULTY AND STAFF 18TH ANNUAL Jingle Bell Jog

3 MILE RUN • 1.5 MILE WALK • FRIDAY, DECEMBER 5, 2008

**LOCATION** Front of Fetzer Gym

**TIME** Registration and check-in: 11:30 am – noon

**RUN/WALK START** 12:15 p.m.

**PRIZES** All participants will be eligible for prize drawings following the run/walk.

- An award will be given to the team with the most participants.
- An award will also be given to the team with the most creative costumes celebrating the holiday season.

**FOOD DRIVE** Collections will be made for two charities this season:

- Non-perishable food items to be donated to a local food bank.
- Non-perishable pet items to be donated to the local animal shelters (besides food, old blankets, leashes, bowls, collars, etc., are all welcome).

- Those making a donation to either cause will be eligible for a special drawing.

**REFRESHMENTS** Free refreshments will be provided for participants after the event.

**REMINDER** Pre-registration forms must be received by Dec. 1.

**MAIL TO** Campus Recreation CB # 8610  •  Fax: 962-0489  •  Also online: campusrec.unc.edu.

Presented by Carolina Campus Recreation.
Jane Brown uses FACULTY MENTORING AWARD to aid students’ research

Each Wednesday evening, 24 graduate students from five disciplines meet in Carroll Hall to find creative ways to improve public health through effective communication.

Students in the interdisciplinary health communication class represent the Gillings School of Global Public Health’s departments of Nutrition, Health Behavior and Health Education, and Maternal and Child Health as well as the Department of Psychology in the College of Arts and Sciences and the School of Journalism and Mass Communication.

Jane Brown, James L. Knight Professor of Journalism and Mass Communication, teaches the class. Well-known for her research on the media’s effects on adolescents’ health, Brown also is responsible for the journalism school’s undergraduate honors program. She has also been director of the Academic Leadership Program at Carolina’s Institute for the Arts and Humanities and was chair of the Faculty Council from 1994 to 1997.

The students in Brown’s class do much more than study public health communication, however. They pool their diverse perspectives to develop communication campaigns for clients who have sought their help.

“The idea is to study how to promote healthy behavior using communication tools,” Brown said. “We try to reach a synergistic place across these disciplines, so the class is divided into seven teams that have three real-world clients, all of whom have come to us for help in developing health communication plans for their issues.”

This semester, all three projects focus on communicating with parents, she said.

One project for the National Institute of Alcoholism and Alcohol Abuse based in Washington, D.C., targets parents with information about the dangers of underage drinking.

Another project for the National Institute of Alcoholism and Alcohol Abuse-based National Campaign to Prevent Teen and Unplanned Pregnancy, is currently using the communication plan the class developed, she said.

“The students come up with fabulous proposals, which they present to their clients at the end of the semester,” Brown said.

In fact, last year’s client, the Washington, D.C.-based National Campaign to Prevent Teen and Unplanned Pregnancy, is currently using the communication plan the class developed, she said.

From start to finish, the process for developing a communication strategy is rigorous.

Students conduct literature reviews, examine existing data related to their clients’ topics and hold focus groups in various communities to test key messages and gather input from target audiences.

Sometimes the key to boosting focus group participation is as basic as providing incentives such as refreshments. So, to encourage parents to participate in the student-led focus groups for health communication, Brown allocated her $5,000 stipend as a recipient of the 2008 Faculty Mentoring Award to underwrite the cost of incentives.

The award, presented earlier this year by the Carolina Women’s Leadership Council, honored Brown’s long-standing commitment to mentor junior faculty members at Carolina. She chose to apply the stipend to support her students.

“It seemed appropriate to give the money to help the students produce the best possible proposals,” she said. “No fund exists to support this kind of class activity, so I was happy to use the unexpected mentoring award to do this. It was kind of like ‘found money’ that could be put to good use.”

The Faculty Mentoring Awards are funded by an endowment established by the Carolina Women’s Leadership Council, a volunteer committee formed during the Carolina First Campaign. Also honored this year was Jo Anne Earp, professor of health behavior and health education; she received the award for faculty-to-student mentoring.

Enrollment for 403(b) retirement plan is under way

Employees can now enroll in the UNC system’s new 403(b) supplemental retirement plan. This plan will replace the University’s current 403(b) option effective Jan. 1.

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After three decades, Hackney plans to take on new job: Dad

Raymond Hackney is not the first person to receive a rocking chair as a retirement gift. But he may be among the lucky few who use it for rocking a new member of the family.

The arrival of a new baby coinciding with his retirement is no accident, said Hackney, but it has been a much longer process than he and his wife had anticipated. The adoption that was supposed to take less than six months ended up taking more than three years, which explains why Hackney retired at the end of last month with 34 years of University service instead of the 31 he planned.

Not that he has been eager to go.

Hackney came to Carolina as a student in 1968. He earned his chemistry degree in 1972, then went to work as a county health inspector — a job that eventually led him back to Carolina to pursue a master of science in environmental sciences and engineering degree, which he earned in 1976.

He will remain forever grateful to his mentor, Don Wilhoit, the founder of the newly formed Health and Safety Office, who in 1974 gave Hackney an assistantship to work in the office.

The name of the office — now the Department of Environment, Health and Safety — has changed almost as many times as Hackney’s duties have grown. But the one constant in all the years has been Hackney’s steady presence and unwavering commitment.

In his line of work, a good day is always an uneventful one, Hackney admits, but that doesn’t mean that the challenges faced, and the dangers averted, are any less real.

CRISIS AVERTED

The day after Wilhoit retired in 1999, Hackney found in his mailbox a corroded faucet from a 55-gallon drum.

It took him about two seconds to realize that it was the faucet from the chloroform drum that in 1983 broke off and nearly killed a Beard Hall storeroom manager who was overcome by the vapors and fell unconscious to the floor. He was found and saved by his assistant, but only after he had stopped breathing and his heart had stopped.

Wilhoit gave Hackney the faucet, he came to understand, not as a memento of a crisis narrowly escaped, but as a reminder from his former boss never to become complacent about the endless task of keeping the University as safe as it can possibly be.

When Hackney tells people he has worked in the same place for 30 years, the usual response is: Doesn’t that get boring? And it sometimes takes some convincing before they believe that it never has.

“I have loved my job for 34 years. It has been a fantastic place to work and serve and grow, which makes it so hard to leave,” he said.

People in that line of work now know things they didn’t before. As a case in point, Hackney points to the way the University used to dispose of its hazardous materials when the office first opened.

One of Hackney’s first duties after being hired was to bury waste chemicals just beyond Horace Williams Airport on property that is now part of the planned Carolina North campus. For the next five years, the office continued to bury bottles of chemicals there. Years later, the office herded the safe removal of those chemicals, the last having been removed only a few months ago.

THE NEXT PHASE

The next part of Hackney’s life is a little less certain.

He and his wife know that the child they adopt from China will be anywhere from 9 months to 2 years old, that it will likely be a girl and that she should arrive here sometime next spring.

In China, thousands of couples who find out they are going to have a girl either abort the baby or abandon her to be raised in an orphanage.

Hackney said China’s one-child policy, coupled with an archaic retirement system, lead to this tragic situation.

“The retirement system is based on the male child, which means the male child and his family take care of the husband’s parents,” Hackney said. “If a husband and wife have a girl, and that is the only child they can have, then their daughter will end up caring for her husband’s parents after she marries.”

Of course, he said, such a system begs the question of who all the baby boys are supposed to marry 20 years from now to start families of their own.

Giving up his life’s work, he acknowledged, will be like losing a part of himself. But becoming a father, he said, will give him something to love even more — and another job he can never outgrow.

The hours to this new job will be a bit longer and tougher at first, but Hackney is comforted by the thought that many of them will be spent in his rocker with his baby in his arms.

Colleagues commend his clear critical thinking and rank him as a premier experimentalist.

A member of the prestigious National Academy of Sciences, Brookhart regularly teaches introductory organic chemistry classes, often the challenging honors sections. Known for his sense of humor and easy-going attitude, he brings to undergraduates a firm but supportive style.

He has lectured in Poland, Turkey, Canada, Chile, Germany, South Africa and France and is a former editor of Organometallics, the premier journal in his field. He also has received major awards from the American Chemical Society.

Smith, Carolina’s legendary former men’s basketball coach and a lifelong proponent of human rights, won the award for public service for championing racial equality both on and off the basketball court.

After only a few years as assistant coach, Smith was offered the head coaching position in 1961. Taking over a team under restrictions due to a recruiting scandal, Smith was determined to manage his organization strictly by the rules.

Although his first years were difficult, Smith went on to become one of the most successful and respected basketball coaches of all time.

He took a stand against segregation and in 1966 signed UNC’s first African-American scholarship athlete, Charlie Scott. More recently Smith has been involved in the campaign to eliminate alcohol advertising from NCAA events. He has long been an active opponent of the death penalty.

In 36 seasons as head coach, Smith lived by and shared his unwavering principles and positive outlook as he led the Tar Heels to 879 victories, two NCAA championships and 13 ACC Tournament titles. He has been named National Coach of the Year four times and was inducted into the Naismith Memorial Basketball Hall of Fame, the North Carolina Sports Hall of Fame and the National Collegiate Basketball Hall of Fame. He received UNC’s first Mentor Award for Lifetime Achievement and won the Arthur Ashe Award for Courage.