A greener campus

The decade-long construction boom at Carolina not only provided much-needed classroom, lab and research space, but also the opportunity to build a more sustainable campus. And economic challenges have pushed energy conservation to the forefront of campus priorities.

Recently, the University received the good news that the North Carolina Botanical Garden’s Education Center has earned the highest level awarded for green buildings. The U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) program awarded the building platinum certification. LEED is the nationally accepted certification program for the design, construction and operation of high-performance green buildings.

The Education Center, dedicated in 2009, is the first building on a UNC campus, the first state-owned building in North Carolina and the state’s first public museum and outreach center to earn LEED platinum status.

Since the vision of a state-of-the-art green facility at the garden was launched in 2000 with a generous bequest from longtime garden volunteer Katherine “Kay” Bradley Mouzon, close to 580 other donors have contributed to the project.

Carolina students used grants from their own Renewable Energy Special Projects Fund to support the construction of the center’s geothermal heat-exchange system, one of its many sustainable characteristics.

To learn about the green features that resulted in the center’s platinum certification, see uncnews.unc.edu/content/view/4213/74.

ELECTRIC VEHICLES

The newest celebrities on campus are the mail carriers from University Mail Services and technicians from Building Services’ Housing Division.

Providing a high-quality education remains top priority

Chancellor Holden Thorp told the Board of Trustees last month that Carolina was willing to do its part to help the state get through this difficult economic period.

But even during a time of sacrifice and unavoidable cuts, the University’s highest priority must be to protect its ability to provide a high-quality education to students and preserve its national prominence as a top public university.

When Thorp spoke to trustees on Jan. 27, the University had already announced cuts of $26 million for next fiscal year — equal to a campuswide 5 percent permanent state budget reduction. By July, the University will have absorbed at least $157 million in total state cuts, primarily for administration and efficiency, since 2008.

Being proactive allows the University to plan properly for inevitable permanent reductions that will be coming, Thorp said.

Additional cuts beyond the 5 percent would significantly harm the classroom, he said. A key legislative priority calls for full flexibility for administrators and trustees to manage any additional cuts beyond the planned 5 percent cut.

Another priority is to keep revenues from any future tuition increases on campus.

Thorp said he felt good that Sen. Phil Berger, the new president pro tempore, had been
On the Web

Taking the Pulse of Volcanoes

The News and Observer ran a story recently about the volcano research that’s being done by geological sciences professor Jonathan Lees. He sets up volcanoes across the world with monitoring equipment, in effect turning them into individual laboratories.

http://bit.ly/gAOwX0

A Surgeon Makes Time to Compete in Triathlons

Samuel Jones, a surgeon and assistant director of the N.C. Jaycee Burn Center at UNC Hospitals, also trains for and competes in triathlons on the side. According to “real doctors, real people,” Jones has found that living a well-balanced life benefits every area of his life.


Charlotte Barbecue?

Bloomberg Businessweek reported that First Lady Michelle Obama listed “great barbecue” as one of Charlotte’s draws in being selected to host the 2012 Democratic National Convention. John Shelton Reed, William Rand Kenan, Jr. Professor Emeritus of Sociology, begs to differ.

http://bit.ly/eNxDyp

News and Emergency Information

Last month’s test of the emergency sirens and text-message delivery was successful. The Jan. 31 test was part of the Alert Carolina safety awareness campaign.

At 12:10 p.m., the sirens sounded an alert tone in conjunction with a brief pre-recorded public address message broadcast from the five siren locations. The siren activation was followed by a test text message to cell phone numbers registered by students, faculty and staff in the online campus directory.

At 12:14 p.m., the University began sending text messages to more than 48,000 cell phone numbers. Delivery was attempted to all of those numbers within 64 seconds, and 90 percent of the messages were delivered within just under seven minutes. More than 24,000 of the currently registered cell phone numbers belong to students.

Director of Public Safety Jeff McCracken stressed that the sirens and text messages are the two most immediate ways the University can inform people about an emergency.

“With today’s test, we’re asking everyone for updates on the Alert Carolina website or in subsequent text messages.”

In an actual emergency, the sirens would sound if an armed and dangerous person was on or near campus, a major chemical spill or hazard was reported or a tornado was sighted. The sirens also could sound for a different emergency, as determined by the Department of Public Safety, for which a general siren and alert message would be activated.

When the sirens sound, people should go inside or take cover immediately, close windows and doors, and stay until the “all clear” message sounds. The sirens are not designed to be heard in buildings or while driving in vehicles. And there can be limitations with text messaging if there are problems with cell phone service.

It may take time in an emergency for authorities to investigate the situation, verify the facts and provide the campus with instructions. University officials advise people not to call 911 or the Department of Public Safety for general information. The Alert Carolina website will provide new details as quickly as possible.

University officials emphasize that the sirens and text messages are part of a multi-layered approach to communicating with the campus in an emergency. Other means of communication include campuswide e-mail and voice mail (only for campus land lines), the Adverse Weather and Emergency Phone Line (843-1234) for recorded information and the University Access Channel (Chapel Hill Time Warner Cable Channel 4), along with other campus cable television channels.

Forums set in February for vice chancellor for research candidates

Three open forums have been scheduled with candidates for the position of vice chancellor for research. The forums will give the campus community an opportunity to hear from candidates about their experience and their ideas for enhancing the University.

Following are the candidates and dates of their campus interviews:

- Feb. 10 — The forum for Kimberly Espy, associate vice chancellor of research at the University of Nebraska-Lincoln, will be held from 4:15 to 5 p.m. in Room 3413 of the F.P.G. Student Union.
- Feb. 14 — The forum for David Lee, vice president for research at the University of Georgia, will be held from 4 to 4:45 p.m. in the Stone Center’s Hitchcock Room.
- Lee is responsible for research across UGA’s 17 colleges and schools as well as its centers and institutes. He served as professor and chair of the department of biochemistry and biophysics at UNC from 1998 to 2005.
- Feb. 22 — The forum for Barbara Entwistle, interim vice chancellor for research at Carolina, will be held from 4 to 4:45 p.m. in Wilson Library’s Pleasant’s Family Assembly Room.

Entwistle, Kenan Distinguished Professor of Sociology, has been with the University since 1985 and has served as the director of the Carolina Population Center since 2002. She assumed the interim vice chancellor post last August after Tony Waldrop was named provost and vice president for academic affairs at the University of Central Florida.

Curricula vitae for all the candidates have been posted on the Office of the Provost’s website: provost.unc.edu/announcements/open-positions.

Karen Gil, dean of the College of Arts and Sciences and Lee G. Pedersen Distinguished Professor of Psychology, is chair of the search committee.

The vice chancellor for research will lead the University’s research enterprise that, working with faculty, has doubled in the last decade, reaching more than $800 million in extramural support last year, including $177 million in federal stimulus funding.
‘Embracing the Past, Present and Future of Jazz’

The Eddie Palmieri Latin Jazz Band will headline this year’s Carolina Jazz Festival, Feb. 16–26.

Drummer, pianist, vibraphonist and composer Joe Chambers, trombonist Conrad Herwig and trumpeter Marcus Printup also will be among artists in residence for the 34th festival, themed “Embracing the Past, Present and Future of Jazz.”

The artists in residence will perform with the UNC faculty jazz quartet, The UNC Jazz Band, UNC Jazz Combos, the North Carolina Jazz Repertory Orchestra and Charanga Carolina, a student ensemble that plays Cuban danzón and New York-style salsa music.

The 440th Army Band North Carolina National Guard Jazz Patriots, directed by Sgt. Herb Bruce, also will perform.

Workshops and rehearsals with faculty and guest artists will be held all day on Feb. 25 for middle school musicians and Feb. 26 for high school artists.

The latter will be the North Carolina Regional “Essentially Ellington” festival hosted by UNC and Jazz at Lincoln Center, a New York organization that produces performance, education and broadcast events nationwide.

For a schedule and more information, visit www.unc.edu/music/jazzfest. Many festival events will be free; others will require tickets. For tickets, contact the Memorial Hall Box Office, open from 10 a.m. to 6 p.m. weekdays; e-mail performingarts@unc.edu; call 843-3333 or visit www.carolinaperformingarts.org.

“Our 34th Carolina Jazz Festival will showcase the musical wisdom of jazz legends Palmieri and Chambers, the modern voices of Herwig and Printup and the exciting promise of student musicians,” said music professor James Ketch, who directs the festival. “We truly are embracing the past, present and future of jazz. Be a part of the fun. Come out and experience the music live!”

Carolina Performing Arts will co-sponsor the Palmieri band’s concert, at 8 p.m. Feb. 18 in Memorial. The pianist and bandleader has won nine Grammy Awards, and his 1965 album “Azucar Pa Ti” (“Sugar for You”) was chosen for the National Recording Registry of the Library of Congress.

Palmieri incorporates jazz harmonic language into Afro-Cuban and Afro-Puerto Rican musical structures.

“His work over the last 50 years with Barry Rogers, Cal Tjader, Tito Puente and others speaks to his music’s far-reaching appeal and significance across genres,” Ketch said. “Palmieri has issued 35 albums and toured the world over. He remains a musician’s musician and a dancer’s all-time favorite!”

In another marquee concert, Chambers and Herwig will perform with the North Carolina Jazz Repertory Orchestra at 7:30 p.m. Feb. 17 in Memorial Hall. Jazz After Hours with festival artists will be at 10:30 p.m. Feb. 18 and Feb. 19 at the West End Wine Bar, 450 W. Franklin St. UNC students will perform a jazz-inspired play “Kind of Blue,” written by senior Kuamel Stewart, in Playmakers Theatre at 202 E. Cameron Ave. at 6 p.m. Feb. 23; 7 p.m. Feb. 24 through Feb. 28; and 2 p.m. Feb. 26–27. After the Feb. 24 show, at 10 p.m. in Room 1201 of the Kenan Music Building, Printup and faculty and students will perform music from Miles Davis’ 1959 album “Kind of Blue.”

LEGISLATORS DISCUSS GRIM BUDGET FORECAST WITH EMPLOYEE FORUM

N.C. Rep. Verla Insko and N.C. Sen. Eleanor Kinnaird are former University employees who have a long association with the Employee Forum.

Last Wednesday, they spoke to the forum about what might happen as the N.C. General Assembly seeks to erase a projected state deficit of $3.7 billion for the 2011–12 fiscal year.

The two legislators, both Democrats, said that since their party is now in the minority, they cannot predict or control how that will be done.

Kinnaird, a former mayor of Carrboro whose 16th district includes Orange County, said, “There are 19 Democrats and 31 Republicans in the Senate. That means we can’t stop anything, we can’t pass anything and we can’t override a veto.”

But Insko, who also represents Orange County, suggested that forum members have the power to influence the discussion by developing proposals and uniting the campus community behind them.

“You have the potential for activism for which the forum was created,” Insko said. “This is the time for you to use that potential and to take a leadership role. A lot of people on this campus would join forces with you if you can agree on a proposal for them to unite behind.”

Employee Forum Chair Jackie Overton cited a proposal by John Sanders, a former director of what was formerly the Institute of Government, to cut state workers’ salaries to preserve state jobs and the services they provide.

Overton said the forum’s executive committee invited Sanders to review the idea with them.

She also encouraged forum members to talk to co-workers to understand their issues and concerns. “Our core value is advocacy for staff employees,” Overton said. “Now more than ever, we need to be talking to fellow employees.”

Marc ter Horst, vice chair of the forum, asked Brenda Malone, vice chancellor for human resources, how she thought the campus would respond to other ideas such as furloughs, reduced workweeks and early retirement plans for tenured faculty.

Malone said the severity of the budget crisis requires conversations on a range of possibilities. North Carolina is not the only state going through a fiscal crisis, she said, and “we can learn good things and bad things from what other states have done.”

In the meantime, she said, employees should “stay focused and hunker down,” knowing that Chancellor Holden Thorp and the administration will do everything possible to “minimize the (budget) impact on people.”

Current University-related budget information is posted on the Carolina Budget Information website, universityrelations.unc.edu/budget. The website recently was revamped to make navigation easier and to accommodate additional information.

(University’s Personal Use Policy states that: “No employee may use University funds, vehicles, equipment, supplies or other resources in connection with partisan political activities. This includes the use of University electronic resources.” Refer to www.unc.edu/finance/busman/actpol26.html for additional information.)
Clay advocates using assets strategically as key to innovation

Higher education, as fertile ground for innovation, has the potential to nudge the economy out of its three-year slump.

But the entrepreneurial spirit alone isn’t enough. Universities have to be strategic in using their assets and the knowledge their faculty generate in an impactful way, Phillip Clay said.

Clay, a Carolina alumnus, chancellor of MIT and a member of Carolina’s Board of Trustees, took part in a conversation last month about how Carolina could approach innovation. The discussion was moderated by Buck Goldstein, the University Entrepreneur in Residence, and sponsored by the Institute for the Arts and Humanities and the Minor in Entrepreneurship.

“The key is not to be lucky and pick the right problem, but to pull together the best set of assets based on the faculty’s expertise and body of work,” Clay said.

The “coin of the realm” is talent, he said, and Carolina already has an advantage there. “Carolina has a reputation as a place where talented people go and where talented people are,” he said. And that, in turn, attracts other talent.

Clay believes that both attracting and turning out talented people are key to addressing the country’s current educational challenge. “We are genuinely behind in science, math, engineering and technology,” he said, “so the labor force we are educating will be insufficient in the future.”

Just as the Soviet Union’s 1957 launch of Sputnik I, the world’s first artificial satellite, completely turned around the United States’ investment in science and engineering education, the country now needs another wake-up call, he said. Furthermore, today’s global economy means that institutions have to decide whether to partner with, or compete against, other entities around the world.

But the answer isn’t either-or, it’s both, Clay said; that will create the best opportunities for collaboration. Part of global engagement is bringing in talent wherever it exists rather than placing geographic limits on it.

“Students from other countries will line up to get into the most engaged university, so Carolina needs to be known as that kind of university,” he said.

In response to a question about whether to lift the cap on admitting students from outside North Carolina, Clay said he wouldn’t eliminate some kind of quota, but he didn’t want to specify a number.

“The University is a resource the state of North Carolina has provided, and we have a deep commitment to provide for the education of its young people,” he said. “North Carolina has done a better job of educating people over a long period of time than any other state has, and there is plenty of talent.”

Because collaboration is essential for successful innovation, Clay said, Carolina, like all universities, has to find natural bridges that combine the STEM fields (science, technology, engineering and math) with other programs — and ways to create partnerships with other universities.

Part of the work in defining an institution’s assets involves strengthening interdisciplinary programs and outside collaborations, he said.

Institutions shouldn’t shy away from creating new knowledge in areas in which they lack existing resources, he added, acknowledging the importance of corporate partners to help fund that research.

Clay reminded the audience that innovation is not about creating widgets, or focusing only on science and technology. It is about solving problems, and it involves every field — and everyone.

“It’s important not to have an ‘us’ and ‘them’ mindset,” he said. “Innovation is about everyone.”

As institutions explore the universe of possibilities, however, Goldstein said that the most difficult part of an innovation strategy is deciding what not to do.

“We have to have the best university for our goals, not necessarily the best university for everyone,” he said.

Clay agreed. “We will succeed to the degree we are deliberate in our actions,” he said.
McCoy to chair search for finance, administration VC

The search for a new vice chancellor for finance and administration will be chaired by business veteran Bill McCoy, who served as Carolina’s interim chancellor following the death of Chancellor Michael Hooker. Richard Mann, vice chancellor for finance and administration since 2006, recently announced his plans to retire on June 30 after a 40-year career in finance and information technology.

McCoy spent 35 years with the BellSouth Corp., where he retired as vice chair of the board. He also has been vice president for finance at UNC General Administration, and at Carolina has taken on many leadership roles through the years, including serving on the steering committees of both the Bicentennial and Carolina First campaigns.

Search committee members are:
- Martina Ballen, senior associate athletic director;
- Wayne Blair, University ombudsperson;
- McKay Coble, chair of the faculty;
- Pat Crawford, associate University counsel;
- Winston Crisp, vice chancellor for student affairs;
- Jack Evans, former executive director of Carolina North and Philip Hettleman Professor of Business Administration;
- Brian Goldstein, executive vice president and chief operating officer of UNC Hospitals;
- Jonathan Hartlyn, senior associate dean in the College of Arts and Sciences;
- Jon King, president and chief executive officer of UNC Management Co. Inc.;

Weintraub named School of Dentistry dean

Former Carolina faculty member Jane A. Weintraub, a widely recognized dental health expert and researcher at the University of California, San Francisco’s School of Dentistry since 1995, has been named the next dean of Carolina’s School of Dentistry.

Chancellor Holden Thorp and Executive Vice Chancellor and Provost Bruce Carney selected Weintraub following a national search, and the Board of Trustees approved the recommendation at their Jan. 27 meeting. Weintraub’s appointment is effective July 1.

“During her 30-year career, Dr. Weintraub has contributed significantly to the efforts to prevent dental disease among people most at risk,” Thorp said. “She has earned national recognition for her work to reduce oral health disparities and is an outstanding educator, scientist and mentor.

Weintraub was a faculty member at Carolina for seven years before starting at UCSF, where she is the Lee Hysan Professor of Dental Public Health and Oral Epidemiology and chair of the oral epidemiology and dental public health division in the dental school’s preventive and restorative dental sciences department. She also holds a professorship in the UCSF School of Medicine’s department of epidemiology and biostatistics.

Weintraub’s research has helped shape scientific guidelines regarding sealants and fluoride. She is the principal investigator and director of the Center to Address Disparities in Children’s Oral Health, known as CAN DO. The center focuses on preventing early childhood caries, a condition that is difficult and expensive to treat and disproportionately affects young children from disadvantaged backgrounds. “She is a stellar academician and one of the most distinguished researchers in all of academic dentistry,” Thorp told trustees.

Weintraub is a past president of both the American Association of Public Health Dentistry and the International Association of Dental Research’s behavioral sciences and health services research group. She was one of the scientific editors and contributing authors for the first Surgeon General’s Report on Oral Health.

In 2009 she received the International Association of Dental Research’s H. Trendley Dean Distinguished Scientist Award for her work in oral epidemiology and dental public health, and in 2010 Weintraub received the American Dental Association’s Norton M. Ross Award for Excellence in Clinical Research.

John Stamm, professor of dental ecology and dean of the school from 1989 to 2004, has served as interim dean since last May. Both Thorp and Carney thanked Stamm for stepping in to lead the school while the search was under way. They also thanked Barbara K. Rimer, dean and Alumni Distinguished Professor in the Gillings School of Global Public Health, who chaired the campus advisory committee leading the search.

Winners of 2011 distinguished teaching awards announced

The University has announced the recipients of the 2011 University Teaching Awards, the highest campuswide recognition for teaching excellence.

The 23 honorees, selected in nine categories, were recognized during halftime of Sunday’s Carolina-Florida State basketball game. Chancellor Holden Thorp also will recognize them at a privately funded awards banquet on April 14.

Nominations for the awards can be submitted by faculty and students at the university.

The University Committee on Teaching Awards, affiliated with the Office of the Provost, reviews nominees, collects additional information and recommends nominees to the chancellor for seven of the nine award categories.

A separate committee in the College of Arts and Sciences chooses the winner of the Sitterson Award, working closely with the campuswide committee. Fellows in the Johnston Scholarship Program nominate and select the Johnston Scholar Award winner and also work with the campuswide committee.

Rachel Willis, Bowman and Gordon Distinguished Associate Professor of American Studies, chaired the committee.

The Gazette is planning an insert in the spring that provides more information about the teaching awards and award winners.

Teaching award winners are:
- Nominee for the Board of Governors’ Award for Excellence in Teaching — Dino Cervigni, Department of Romance Languages;
- Distinguished Teaching Awards for Post-Baccalaureate Instruction — Melissa Miller, School of Education; John Paul, Department of Health Policy and Management; Gregory Flaxman, Department of English and Comparative Literature; and Alan Nelson, Department of Philosophy;
- Tanner Awards for Excellence in Undergraduate Teaching — Susan Irons, Department of English and Comparative Literature; Geoff Sayre McCord, Department of Philosophy; Robert Allen, Department of American Studies; Wei You, Department of Chemistry; and Jeannie Loeb, Department of Psychology;
- J. Carlyle Sitterson Freshman Teaching Award — Allen Glazner, Department of Geological Sciences;
- Mentor Award for Lifetime Achievement — Barry Lentz, Department of Biochemistry and Biophysics;
- William C. Friday/Class of 1986 Award for Excellence in Teaching — Ben Meier, Department of Public Policy;
- Johnston Teaching Excellence Awards — Todd Ochoa, Department of Religious Studies; and Todd Austell, Department of Chemistry;
- Chapman Family Awards — George Lensing, Department of English and Comparative Literature; Michele Berger, Department of Women’s Studies; and Kelly Hogan, Department of Biology; and
- Tanner Awards for Excellence in Undergraduate Teaching by Graduate Teaching Assistants — Elizabeth Greene, Department of Classics; Ted Gellar-Goad, Department of Classics; Natalie Fixmer-Oraiz, Department of Communication Studies; Erika Bagley, Department of Psychology; and Matt Carlson, Department of English and Comparative Literature.
High-quality care key to UNC Health Care’s public service mission

Bill Roper gets countless calls daily from people all over the state. The callers are from myriad backgrounds, and they are seeking the finest medical care available. They call Roper because they believe they will find it at UNC Health Care.

“Nobody calls up looking for a pretty good oncologist or a reasonably good neurosurgeon,” Roper said. “We all want the best, the finest, the latest, and that is what we must be able to deliver.”

Roper, CEO of the UNC Health Care System, vice chancellor for medical affairs and dean of the School of Medicine, reviewed with the Board of Trustees on Jan. 27 the combined missions and operations of the medical school and health care system.

He sees the phone calls as an affirmation that UNC Health Care is continuing to do what it must to fulfill its vision as the nation’s leading public academic health care system.

Each adjective in that moniker is critical in defining the total vision. As an “academic” system, it is a partner with the medical school, an enterprise that in fiscal 2010 was awarded $424 million in research grants — slightly more than half of all campus research awards that year.

The school is a leader in medical education, Roper said. In its 2010–11 best graduate schools rankings, U.S. News & World Report ranked Carolina’s medical school second in family medicine, fifth in occupational science and occupational therapy, sixth in physical therapy, ninth in infectious disease and 18th in speech pathology.

As a “public” system, it serves thousands of people across North Carolina every day regardless of their ability to pay. That is part of its mission as the state’s flagship health care system, Roper said.

In fiscal year 2010, UNC Health Care provided $283 million in uncompensated care, which includes indigent care, bad debts and the actual costs of care that are not reimbursed by Medicare or Medicaid, he said. In fiscal year 2011, uncompensated care is expected to exceed $300 million.

As a “leading” system, it provides quality care that is second to none — the level of care that will continue to attract paying patients who, in turn, generate the revenue that makes it possible to carry out the broader mission of service.

“We proudly provide indigent care, but we are able to provide that care not only because of state support, but because of our paying patients,” Roper said. “That is the way the American health care system and financing system work today. I may not like that it works that way, but we live in the real world.”

SIX PILLARS OF SUPPORT

In 2007, leaders identified six pillars to support the vision for the system: people, service, quality, finance, growth and innovation.

Of those, administrators chose to focus on service and innovation as areas in which UNC Health Care could outperform other health care systems and gain a competitive “differentiation,” Roper said.

And in 2008, they identified oncology, heart and vascular services, and organ transplants as the key segments of specialized care to execute that strategy, he said.

Since then, cardiology and vascular services have been consolidated and “branded” as part of the UNC Center for Heart and Vascular Care.

The UNC Health Care System also formed the Rex Heart and Vascular Specialists Group and announced last fall a new affiliation with Wake Heart and Vascular Associates.

Growth is vital in achieving the economies of scale needed to serve more people more efficiently, Roper said, something that will be even more critical as federal health care reform becomes a reality. With lower reimbursements to hospitals, hospitals will be even more critical as federal health care reform becomes a reality.

As another benefit of these programs, Roper said, primary care doctors could be encouraged to set up practices in underserved rural areas of the state.

Increasingly, Roper said, reimbursements will be tied to performance as measured by positive patient outcomes rather than the volume of care provided.

“I am a full-throated advocate of health care reform at the national level and I believe, on the whole, that what Congress did — and what the president signed last year — is going to be good for health care and good for America,” he said.

The financial impact on UNC Health Care, in the short- and mid-term, also will be positive, he added, but the impact 10 to 15 years from now is unknown. That will depend whether the reform’s costs prove to be in line with the forecast, Roper said — and they never are.

But he is optimistic that UNC Health Care’s strategic plan will put the system in a strong position to meet the growing challenges the federal reforms require.

In conjunction, the medical school has positioned itself to meet the increasing demand for doctors by allowing third- and fourth-year students to study at Carolinas Medical Center in Charlotte and Mission Hospital in Asheville. As another benefit of these programs, Roper said, primary care doctors could be encouraged to set up practices in underserved rural areas of the state.

Overall, UNC Health Care, and its ability to serve North Carolina, is bolstered by its strong relationship with the University under the leadership of Chancellor Holden Thorp and Dick Mann, vice chancellor for finance and administration.

“We have never had as good or as close a relationship between the University and the health care system as we have right now, and it’s because of what Holden and Dick have done,” Roper said.

Roper’s presentation is available online at www.unc.edu/depts/trustees/presentations.html.
HELPING CANCER PATIENTS FIND SOME RELIEF FROM THEIR PAIN OR DEPRESSION

Helping cancer patients find some relief from their pain or depression requires commitment and compassion. For Stephen Bernard, co-director of the Palliative Care Center and professor in the School of Medicine’s division of hematology/oncology, these attributes seem to come naturally.

“As a cancer specialist, he is compassionate toward the pain and distress caused by this disease,” said Laura Hanson, co-director of the UNC Palliative Care Program. “He is tireless and singularly dedicated to the sickest group of cancer patients.”

Bernard’s path to palliative care, an approach that improves the quality of life for patients dealing with life-threatening illnesses, started four decades ago.

He earned his undergraduate degree in biology from the University of Pennsylvania in 1968 and went on to receive his medical degree from Carolina five years later.

Then, in 1998, he did a sabbatical at the University of Alberta with Eduardo Bruera, a Canadian expert in symptom management. Bernard brought his newfound expertise back to the Lineberger Comprehensive Cancer Center.

Palliative care differs from hospice care that aids dying patients who forgo treatment. Cancer patients are among the beneficiaries, but palliative care—which has been an important part of care in other countries—is not limited to people with cancer. In the last decade, palliative care has become increasingly recognized in the United States as active treatment for a patient’s condition.

Bernard helped start a committee to look at pain-management needs at UNC Hospitals and the medical school. During that process, he recognized that patients’ emotional symptoms and family needs were not being met with pain management alone.

After years of caring for patients with advancing cancer, Bernard and Hanson believed palliative services were needed at Carolina.

They helped initiate the UNC Palliative Care Program, developed about eight years ago through funding from the Duke Endowment. Additional funding was provided by the University Cancer Research Fund to focus on symptom management in outpatients with cancer through the Supportive Care Consult Service and Clinic. Supportive care is only for adult outpatients with cancer. Bernard, along with John Valgus, a pharmacist who is trained in oncology and certified to write prescriptions, and nurse consultant Sandi Jarz visit patients who are being seen at the N.C. Cancer Hospital and the surgical, medical, radiation and gynecologic oncology clinics. After the meeting, the team develops an action plan, runs the recommendation by the patient’s primary oncologist and, if approved, implements the plan.

“The goal is to help patients manage their symptoms, whether they are due to the disease or its treatment,” Bernard said.

Bringing these services to the patients is key because more than half travel at least an hour to get to Chapel Hill.

The supportive care program serves between 10 and 15 new patients each month and has been following 200 to 300 patients since the service began. This is in addition to seeing 400 patients a year in the hospital.

Because some patients with complex care issues require a longer visit, the team also developed a half-day clinic. Soon, Bernard said, the supportive care program will need additional resources and personnel.

Both patients and their families feel that the combination of medical, nursing and pharmacy expertise makes a difference in symptom management, he said. The biggest obstacle has been gaining acceptance by the oncology community.

“We have made presentations to most of these groups, and we’ve had a fairly positive reception,” he added.

Bernard, who has clinical interests in gastrointestinal cancer and palliative/supportive care, also coordinates the palliative care elective rotation for fourth-year medical students.

For more information about the Supportive Care Consult Service and Clinic, refer to www.med.unc.edu/pcare clinical-1/supportive-care-consultation-service-and-clinic. For information about the Palliative Care Program, refer to www.med.unc.edu/pcare.

Editor’s Note: This article was written by Chala Jones, a junior who is double majoring in journalism and mass communication and Romance languages.
INTERNATIONAL THEATER FESTIVAL

Works from Africa, Europe and Canada make up an International Theater Festival presented through April 2 by Carolina Performing Arts. The performances, all in Memorial Hall, will include:

- Feb. 9–13 — The National Theatre of Scotland’s “Black Watch”;
- March 1–2 — Canadian circus-theater company Cirque Éloize in “ID”;
- March 17–18 — French-Canadian company Ex Machina in “Woyzeck on the Highveld.”

Besides purchasing tickets to individual performances, attendees may buy a discount pass for four shows, the Festival 4-Pass, for $80. Purchase tickets online (www.carolinaperformingarts.org), at the Memorial Hall Box Office or by phone at 843-3333.

RENT A ROWER TO DO ODD JOBS

The men’s crew team is responsible for 90 percent of its annual operating budget of more than $100,000. As part of its fundraising, the team offers the Rent-A-Rower program in which crew members provide labor in exchange for a donation. Assistance includes anything from help with yard work to odd jobs around the house to serving food at a party. Their fee is $15 per hour per rower.

For information or to schedule a rower, e-mail rentarower@gmail.com with name, phone number, job description and the number of crew members needed.

STUDENT CHANCELLOR’S AWARD NOMINATIONS DUE FEB. 11

Nominations are due Feb. 11 for the 2011 Chancellor’s Awards for Excellence in Student Activities and Leadership. Information and nomination form are online: www.unc.edu/chancellorsawards/nom.html. For more information, contact Tammy Lambert (966-3128 or lambert2@email.unc.edu).

CREATING SUSTAINABLE ENTERPRISES

Gary Nelson, a principal investigator for several programs at the School of Social Work, is hosting a public engagement speaker series on Creating Sustainable Enterprises. Free and open to the public, the sessions in February and March will be held Mondays at 5:30 p.m. in Room 500 of the Tate-Turner-Kuralt Building:

- Feb. 21 — How Community Institutions and Major Employers Are Responding to Sustainability;
- March 14 — The Rise of the Fourth Sector and Social Enterprise;
- March 21 — State of Community Report and Identifying our Local Challenges; and
- March 28 — A Participatory Model of Sustainable Development.

For information on the Feb. 21 session, refer to sw.unc.edu/node/1589.

LEcTures, SEminars, SyMposia

- Feb. 10 — Belgian political theorist Chantal Mouffe will deliver the 2011 Mary Stevens Reckford Memorial Lecture in European Studies, titled “An Agonistic Approach to the Future of Europe.” Sponsored by the Institute for the Arts and Humanities, the talk will be held at 7:30 p.m. in the Hanes Art Center’s auditorium. http://bit.ly/fzzwfg
- Feb. 11 — Mouffe also will participate in a workshop for faculty and graduate students, “Space, Hegemony and Radical Critique,” which will be held in the Hyde Hall Incubator from 2 to 4 p.m. E-mail srsharma@email.unc.edu for info.
- Feb. 11–12 — The Program in the Humanities and Human Values will present a seminar on “Music and Politics in the 20th Century,” in which four professors will examine four distinct intersections of music and politics: the role of jazz in the Weimar Republic; the musical collaboration of Kurt Weill and Carolina’s own Paul Green; popular protest music in America; and a look at Nigeria’s political firebrand and international superstar Fela. The program will begin at 4:30 p.m. and continue through 1 p.m. on Feb. 12 at the Center for School Leadership Development. Registration is required, with fee. See adventuresinideas.unc.edu or call 962-1544.
- Feb. 14 — The Triangle Center on Terrorism and Homeland Security and the Department of Peace, War and Defense will sponsor a free public lecture with Edmund Hull, the former U.S. ambassador to Yemen, at 2 p.m. in 008 Gardner Hall. Hull’s talk is titled “High-Value Target: Countering Al Qaida in Yemen.” For more information, e-mail Jennifer.boyle@duke.edu or call 613-9301.
- Feb. 15 — Pulitzer Prize-winning investigative journalist Seymour Hersh will give a free, public lecture at 4:30 p.m. in Gerrard Hall. Hersh, who reports on U.S. foreign policy and national security for The New Yorker magazine, will discuss the Obama administration’s continuing war effort in Afghanistan, among other topics, in his talk, “A Report from Washington on the Obama/Bush Foreign Policy.” His visit is sponsored by the School of Journalism and Mass Communication, the Center for Global Initiatives and the Global Research Institute.
- Feb. 15 — Jude Tallichet, fabricator of appropriated Americanana, will give a talk at Hanes Art Center’s auditorium at 6 p.m. as part of the Hanes Visiting Artist Lecture Series.
- Feb. 16 — NC TraCS will sponsor an initial meeting of a comparative effectiveness research interest group at 4 p.m. in Room 219 of the Brink hous-Bullitt Building. E-mail kelley_cardone@med.unc.edu for information.
- Feb. 17 — Rebecca Walker will give a presentation on “Moral Frameworks for Animal Research” as part of NC TraCS Research Ethics Grand Round, to be held at noon in Room 219 of the Brink hous-Bullitt Building.
**SUMMER CAMP OPPORTUNITIES**

- **Registration** is open now for Carolina’s Faculty-Staff Recreation Association (The Farm) day camps, held in sessions for children ages 4–6, 6–9 and 9–12. For information, see [http://bit.ly/gFvFy](http://bit.ly/gFvFy). Membership in The Farm is required to attend the camps; see [www.unc.edu/uncfarm/membership.html](http://www.unc.edu/uncfarm/membership.html).

- **Registration** is open for Nature Explorers Summer Camp at the North Carolina Botanical Garden for children ages 4–9 (non-members’ registration begins Feb. 15). Six sessions of day camps will feature small group sizes and will be taught by experienced environmental educators. [ncbg.unc.edu/pages/120](http://ncbg.unc.edu/pages/120)

- **Registration** is also open for the Morehead Summer Science Camp (online registration for non-members begins Feb. 14). Sessions are available for Grades K–1, Grades 2–3, Grades 4–5 and Grades 6–8 and offer hands-on discovery, science-themed crafts and active indoor and outdoor recreation. [http://bit.ly/gRKeP](http://bit.ly/gRKeP)

**MINDFUL MOVEMENT**

The North Carolina Botanical Garden is offering classes in yoga and tai chi this spring. Yoga at the Garden is led by Joanne Marshall on Sundays; the next session will begin Feb. 13 from 3:30 to 4:45 p.m. Fee is $10 ($5 for garden members) and drop-ins are welcome.

An eight-week course in tai chi for new practitioners will begin March 5 with instruction by Isabel Lisa Marcusson. Fee for the series is $165 ($150 for garden members) with registration required. See [ncbg.unc.edu/pages/123](http://ncbg.unc.edu/pages/123).

**READINGS**

- **Feb. 10** — N.C. Poet Laureate Cathy Smith Bowers will read and discuss her work at 3:30 p.m. in Greenlaw Hall’s Donovan Lounge.

- **Feb. 18** — Isabel Wilkerson, former national correspondent and bureau chief at The New York Times and the first black woman to win a Pulitzer Prize for journalism, will discuss her new book, “The Warmth of Other Suns: The Epic Story of America’s Great Migration,” at 5:30 p.m. in the FedEx Global Education Center’s Mandela Auditorium. A book signing will follow at 6:30 p.m. The event is free, but registration is required: [http://bit.ly/i73bH8](http://bit.ly/i73bH8).

- **Feb. 22** — English professor and poet Alan Shapiro will read from his works in progress at 12:30 p.m. in Greenlaw Hall’s Donovan Lounge.

- **Feb. 22** — Anjali Rashida Ahmad, director of the creative writing program at N.C. A&T, will read from her poetry at 2 p.m. in Wilson Library’s Pleasants Family Assembly Room. The event is sponsored by the University Library’s Diversity Committee.

**UNC RISES TO THIRD ON PEACE CORPS’ ANNUAL RANKINGS**

With 94 undergraduate alumni currently serving as Peace Corps volunteers, the University is now No. 3 in the rankings of large schools producing Peace Corps volunteers, tied with the University of Michigan. Since its inception, 1,145 Carolina alumni have served in the Peace Corps.

Peace Corps volunteers work in 77 countries in the areas of education, youth and community development, health and HIV/AIDS, business information and communication technology, agriculture and environment.

**PLAY TELLS TALE OF BLACK CIVIL WAR SOLDIER**

As part of the seventh annual African American History Month celebration by the history department, actor and

**NEWS IN BRIEF SUBMISSIONS**

Next issue includes events from Feb. 24 to March 16. Deadline for submissions is 5 p.m., Mon., Feb. 14. E-mail gazette@unc.edu. The Gazette events page includes only items of general interest geared toward a broad audience. For complete listings of events, see the Carolina Events Calendars at events.unc.edu.
Moran helps connect people to information, Carolina to the world

Barbara Moran begins most mornings the way nearly everyone does — scrolling through the latest batch of e-mails splashed across her computer screen. But unlike the rest of us, Moran, a longtime faculty member in the School of Information and Library Science, doesn’t merely sort the vital messages from the junk mail.

Figuring out a better way to create a filter between the two is something Moran and others in her field are constantly trying to do — not only with e-mail but with the torrent of information bombarding people from all directions, from a growing array of devices and at all times of the day.

All this information raises an expanding set of questions about how to save, store and share information with users, now and in the future.

“How are historians of tomorrow going to be able to look back at what is happening today?” Moran asked. “At an organizational level, at a corporate level, everybody’s records are electronic. How are we going to save what is important?”

Moran said some of her colleagues are focusing their research on the rise of social media, from Facebook to Twitter. One researcher, for example, is involved with a project examining the tweets that people in Haiti sent to get medical aid during the 2010 earthquake.

Questions like these continue to fascinate Moran, who served as the school’s dean from 1990 to 1998 and as interim dean in 2009–10, and who was recently named its first Louis Round Wilson Distinguished Professor.

This July, she will mark her 30th year on the SILS faculty.

While Moran has seen great changes in the school, and an expanding set of complex challenges, the underlying tenets of the school are the same as they were the day she arrived, she said.

“We are still trying to connect people to information,” Moran said.

‘THE BIGGER AND BRIGHTER WORLD’

Moran grew up loving to read and wanting to explore the world outside the small Alabama town where she grew up.

“I thought the world would be bigger and brighter outside of Alabama,” Moran said. “And then I discovered the world and the people in it were pretty much the same.”

She landed at Mount Holyoke College, a women’s college in South Hadley, Mass., where she majored in English literature. She married a child psychologist and the couple moved to Atlanta where they both attended Emory University — he to complete his Ph.D., she to earn her master’s degree in library science. In 1982, Moran completed her Ph.D. at the State University of New York at Buffalo.

At Carolina, she has left her mark on SILS. During her eight-year tenure as dean, Moran added state-of-the-art technical resources to the school, doubled its endowment and worked to boost graduate enrollment. But she was eager to return to teaching and research.

In the same way that journalists wonder if news will still be delivered to readers in newspaper form, scholars in library science are questioning what libraries might look like 50 to 100 years from now, Moran said.

Already, she said, there are fewer reference librarians sitting behind information desks to field questions from patrons.

Yet, the number of people using academic libraries is as high as ever, Moran believes, because a library has always been more than a place to check out books.

“A library is a meeting place,” she said. “It is a communal space that students especially use to study together and to work together.”

Public library use is as up well, Moran said. One reason is the number of people who use libraries to fill out job applications online. When economic conditions are hard, people flock to public libraries to gain access to both materials and technology.

Support who are driving four fully electric cargo vans.

Frequently stopped by visitors for photo ops, the drivers are constantly asked about the sleek, quiet vehicles that are licensed for street use but can also safely navigate essentially all areas of campus, including the iconic brick walkways.

Facilities Services cashed in on the 2010 Clean Fuel Advanced Technology grant it was awarded by the N.C. Solar Center to add the versatile vehicles into its daily operations. And in the process, four full-sized combustion-powered service vehicles were eliminated from area roadways.

The Vantage GreenTruck vans benefit the environment by needing no petroleum fuel and producing zero emissions. And they require no engine oil, antifreeze or transmission fluid — and relatively little maintenance. To learn more, see go.unc.edu/electriccar.

‘CONSERVING CAROLINA’

A recently created video that is narrated by Chancellor Holden Thorp urges faculty, staff and students to adopt conservation as a core value.

The video, directed by Jessica O’Hara, a data analyst in Energy Management, and the Energy Management Strategic Initiative Team, covers the financial, environmental and social consequences of wasting energy, gives a campus energy tour and emphasizes the basics of energy conservation for everyone: Turn off lights, use CFL bulbs in desk lamps and turn off computers and monitors when not in use.

To watch the video, see http://bit.ly/eNSNVz.

SUSTAINABILITY REPORTING

Last month, the University joined charter campuses across the country in submitting its first Association for the Advancement of Sustainability in Higher Education (AASHE) STARS report and earned a silver rating.

As the first comprehensive assessment of campuswide sustainability, the STARS report enables campuses to measure their current sustainability initiatives and to track progress over time. To read more, see http://bit.ly/14ts0A.

Additional information about the University’s green initiatives is available on the Sustainability Office’s website, sustainability.unc.edu. Information about energy management and resource conservation is available at save-energy.unc.edu.
CAMPUS RECREATION

- Feb. 13 — A Valentine’s Day Couples Challenge will offer couples an assortment of physical and mental challenges as they compete against other couples in an “Amazing Race”-styled event. The race will begin at 4 p.m. at the Rams Head Recreation Center. Register by Feb. 11 at campusrec.unc.edu. For information, e-mail ajstern@email.unc.edu.
- Feb. 19 — An All-Star Basketball Competition will offer a 3-point contest, slam dunk competition, skills challenge and free-throw contest that will begin at noon at the Rams Head Recreation Center. Register by Feb. 15 at campusrec.unc.edu. For information, e-mail ajstern@email.unc.edu.
- Feb. 23 — A Show of Strength and Endurance is an annual competition designed to test muscular strength and endurance. The event will begin at 6 p.m. at the Student Recreation Center. Register between Feb. 14 and 22 at campusrec.unc.edu and e-mail ajstern@email.unc.edu with questions.

NEWS BRIEFS from page 9

playwright Mike Wiley and a small ensemble of actors will perform his play “Freedom from the Rubble: A Colored Civil War Soldier Speaks” on Feb. 16.

The free performance will be held at 7 p.m. in the Stone Center’s auditorium.

‘Home Front on the Hill’

UNION GENERAL WILLIAM T. SHERMAN ACCEPTING THE SURRENDER OF CONFEDERATE GENERAL JOSEPH E. JOHNSTON AT BENNETT PLACE IN DURHAM (1865 ILLUSTRATION): NORTH CAROLINA COLLECTION, PHOTOGRAPHIC ARCHIVES.

“Home Front on the Hill: Chapel Hill and the University during the Civil War,” an exhibit now open in Wilson Special Collections Library, looks at the conflict through the eyes of students and civilians. It is also the first of the library’s four-year series of programming in conjunction with the 150th anniversary of the Civil War and will be on view through May 8 in the library’s Melba Saltarelli Exhibit Room.

Among the programs that will accompany the exhibit, on Feb. 16 at 3 p.m., Ernest Dollar, director of the Chapel Hill Preservation Society, will take part in a gallery talk discussing Chapel Hill during the war. http://bit.ly/egL2SQ

MORAN from page 10

Al Akhawayn University in Morocco and at American University in Cairo, Egypt.

She also is working with a group of SILS faculty to establish a program in electronic records management at Zayed University in the United Arab Emirates. Cal Lee, a SILS faculty member, will teach that program’s first class in a few weeks.

Moran sees these global partnerships as evidence of the ideal of service that is part of the Carolina tradition and that has expanded beyond the state and nation to the world.

U.S. News & World Report ranked the school first in the country in 1998. It continues to hold that rank today, in part because the faculty has never been content with the status quo.

“You need to keep changing, to refuse to be satisfied even if you are good,” Moran said. “When the day arrives when all we can say about ourselves is that we are number one, then we’re done. There has to be that constant attention to innovation and change so we can maintain the excellence that we are so proud of.”

It is that constant push for excellence that has kept her rooted here.

“It’s been a great place to work,” Moran said. “It was my first teaching job, and I expect it to be my last.”

SEARCH COMMITTEE from page 5

- Hogan Medlin, student body president;
- Patsy Oliver, assistant dean for finance and business in the School of Medicine;
- Jackie Overton, chair of the Employee Forum;
- Mike Patil, program director for Carolina Counts;
- Dwayne Pinkney, associate provost for finance and academic planning;
- Sallie Shuping-Russell, member of the Board of Trustees and chair of the board’s Audit and Finance Committee;
- Kristen Swanson, dean of the School of Nursing; and
- Anna Wu, director of facilities planning and University architect.

“We plan to expedite the search process to have a new vice chancellor for finance and administration in place quickly since this position is not tied into the academic calendar,” Chancellor Holden Thorp said in a campus e-mail message.
Global study and research take root at the University

With the economy and pending budget cuts on people's minds, it was time for some good news. And Ron Strauss delivered it in his update to the Board of Trustees about the University's efforts to think and act globally.

In slightly less than two years since the "Strategic Roadmap for Globalizing UNC-Chapel Hill" was presented to the trustees, the University has shown measurable progress in its aspiration to transform education at Carolina into an increasingly global experience, said Strauss, executive associate provost and chief international officer.

The embodiment of that effort is known as UNC Global.

"UNC Global represents the University in its work to become a global resource and to bring a global vision and international engagement to the state, region and nation," he said.

Despite budget challenges, administrators have been successful in hiring new international scholars, Strauss told the trustees at their Jan. 27 meeting. This was the roadmap's top recommendation.

Within the College of Arts and Sciences, 21 — or 64 percent — of the new tenured or tenure-track faculty hired in the last year have international or regional expertise, Strauss said. Their fields include art, economics, geography, history, politics and religion, and their areas of focus span Africa, Asia, Europe, Latin America and the Middle East. The college also has recruited new lecturers in Asian languages.

"Our stock is on the rise," Strauss told the trustees, but there still is much work to be done.

WORLD-CLASS RESEARCH

The University must be seen as having a world-class global research capacity, he said.

Last March, the Global Research Institute (GRI) was launched when Bill Harrison, retired CEO and chair of JP/Morgan Chase, interviewed former U.S. Treasury Secretary Henry M. Paulson Jr. to explore the institute's first theme, "Globalization, the Economic Crisis and the Future of North Carolina."

The GRI, which is led by Peter Coclanis, Albert R. Newsome Professor of History, brings together international scholars who apply their knowledge to address pressing global issues.

A second program last November featured Harrison interviewing Lawrence H. Summers, assistant to President Barack Obama for economic policy and director of the National Economic Council.

And this spring, the GRI is sponsoring a conference on the global South and the contemporary southern economy.

"Carolina is now home to an emerging global think tank that will grow into a major contributor to the dialogue on significant global issues," Strauss said.

GLOBAL PARTNERSHIPS

In conjunction with bringing international expertise here, the University has to continue to create and sustain strong, enduring global partnerships, Strauss said.

Already, there are numerous international partnerships that have developed through the years, many of which span disciplines, schools and departments.

Strauss ticked off a handful of partnerships that include faculty and student exchanges, research collaborations and resource sharing:

- Kings College London, the National University of Singapore, Tsinghua University and Peking University China, the University of Havana, the University of San Francisco de Quito and the Galapagos Initiative, and the Malawi Global Health and Infectious Diseases Program.

"The growth of some of these partnerships has been amazing to watch," he said, citing the Kings College London partnership for its collaboration both within the University and abroad. For example, the Department of English and Comparative Literature recently joined with the Department of Social Medicine to create a medical humanities initiative with Kings College London.

New degree-related initiatives also are being developed between the Eshelman School of Pharmacy and the National University of Singapore, Strauss said, and between the Kenan-Flagler Business School and Tsinghua University's School of Industrial Engineering.

And the University is forming global partnerships with the University of Bremen in Germany and with the University of Brunei Darussalam as part of a multi-university collaborative it is convening around ecology, environment and climate.

ON-CAMPUS CAPACITY

It is vital for the campus community to reach across disciplines and units in grappling with pressing global questions and issues, just as the Institute for Global Health and Infectious Diseases has coordinated the global efforts of the five health-affairs schools, Strauss said.

Undeniably, funding is key to the University's ability to respond to emerging strategic opportunities, he said.

For fiscal 2010-11, the goal was to raise $165,000, but the long-term goal is $500,000 per year for the Global Education Fund. "We have a long way to go, but are on our way," Strauss said.

Other initiatives include expanding Study Abroad opportunities to units beyond the College of Arts and Sciences and seeking additional international opportunities in science and math; strengthening campus programs to provide orientation for students who travel internationally and helping them with re-entry when they return; and launching a global travel database for students and faculty so administrators can reach them if necessary, no matter where they are.

Efforts also are under way to expand global career and internship opportunities to help meet students' increasing interest in global careers. Already, a high number of Carolina graduates turn to the Peace Corps and U.S. Department of State for internships or careers, Strauss said.

In fact, the Peace Corps' 2011 rankings of large schools producing Peace Corps volunteers give Carolina the No. 3 spot, with 94 undergraduate alumni currently serving as volunteers. Since the inception of the Peace Corps, 1,145 UNC alumni have served.

In turn, attracting more qualified international students to Carolina is important.

Last year, the University had 1,428 full-time degree-seeking students from 107 countries outside the United States, and of those, only 301 were undergraduates, Strauss said.

To help address this issue, Student Body President Hogan Medlin is planning a new Admissions Ambassadors Abroad program in which current students and alumni who are abroad make presentations to competitive high schools in those areas.

Successful efforts to recruit internationally, particularly among students who are not financially advantaged, will depend to a large extent on additional scholarship money, Strauss told the trustees. Offering additional scholarships would maintain the University's commitment to educate a broad range of students, he said.

"Globalization is changing the social and economic life of the state and the nation, and it is critical that UNC ready students with skills, information, creativity and the ability to share knowledge so they can succeed anywhere in the world, from North Carolina to Singapore or Berlin," Strauss said.

"The vision is for Carolina to become a leading world university that prepares students for global living and careers and encourages its faculty to tackle truly pressing global dilemmas through collaborative research."

Carolina’s success: by the numbers

- In the Shanghai ratings "Academic Rankings of World Universities," which are based on global science citations and research recognition, Carolina is 41st among all global universities.
- This spring, UNC received seven competitive Title VI grant awards from the U.S. Department of Education totaling more than $11 million for the next four years. Carolina is tied for fifth in the nation in its number of Title VI centers, and the Center for Global Initiatives was the highest funded center of its kind in the country.
- The Chronicle of Higher Education reported Carolina first among top research universities in Fulbright Program faculty awardees, with seven this year.
- In Fulbright student awards, Carolina is fourth among public universities. Of the 83 students who applied, 21 received awards.
- The fastest-growing undergraduate major in the College of Arts and Sciences is global studies, with 850 students and 15 faculty members. A proposal before the UNC General Administration would add a new master’s degree in global studies.
- Last year, Carolina for Kibera served 55,000 people in Kibera, a slum of Nairobi, Kenya. The service group marks its 10th anniversary in working with students from various UNC system campuses on health care, education, leadership development, sanitation and job creation.
- Traffic on the UNC Global website has increased dramatically. Visits to the website in the last half of 2009, compared to the last half of 2010, increased by 46 percent. Countries that showed the highest increase were Singapore, China, Germany, France and South Korea.

(This information is from the presentation by Ron Strauss, executive associate provost and chief international officer, to the Board of Trustees.)