



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

IMPORTANT INFORMATION
for SPECIAL FRIENDS of CAROLINA
from JAMES MOESER

July 2004

Dear Carolina Alumni, Parents and Friends:

We just completed a remarkable academic year in which students, faculty and staff have achieved distinctions that are sure to make the Carolina family proud of their ties to Chapel Hill.

Our students successfully competed for some of the most prestigious scholarships in the United States and abroad. Faculty demonstrated the exceptional quality of their teaching, research and public service in classrooms, laboratories and through projects improving the lives of people in North Carolina and beyond. We advanced a multi-year construction program that is bringing our campus master plan to life and providing 21st Century classrooms and facilities. Alumni, parents and friends demonstrated an extraordinary commitment to the University by contributing generously to the Carolina First campaign.

Our focus is on becoming the very best University possible, to lead among America's top public institutions. In setting our sights that high, we are drawing from our heritage as the nation's first public University as well as our commitment to helping North Carolina and its citizens be successful in the future.

Great things are happening at Carolina. In recent weeks, consider these accomplishments:

Students stellar in competing for distinguished scholarships

Six students won prestigious national and international scholarships in 2003-2004, making this one of the University's most successful years for recognition earned by outstanding undergraduates. We had one Rhodes, two Trumans, one Luce, one Udall and one Goldwater winner. Two new alumni earned prestigious Mellon fellowships for graduate study.

Senior Morehead Scholar Elizabeth Kistin was chosen for a Rhodes Scholarship, one of the world's most elite honors. Ann Upchurch Collier earned a scholarship from the Henry Luce Foundation for a yearlong internship in Asia. Menaka Kalaskar and Claire Young won awards from the Harry Truman Scholarship Foundation to support their senior years and graduate school. Nicholas Robert Love received the Barry M. Goldwater Foundation's scholarship for students planning careers in mathematics, the natural sciences or engineering. Heide M. Iravani received an award from the Morris K. Udall Scholarship and Excellence in Environmental Policy Foundation. Two recent graduates were honored with Andrew W. Mellon Fellowships in Humanistic Studies: Alison Colis Greene, who graduated in 2001, and Jennifer Royce Stepp, from the Class of 2002.

Carolina was one of just eight campuses with two Truman Scholars; the University remained second only to Harvard in its number of Luce Scholars. This was UNC's second year in a row with a Rhodes winner. We have had 14 since 1980, 37 since the program began in 1902, and rank second among public universities in numbers of Rhodes Scholars produced. Having more than one Mellon winner at a campus is not unusual, but typically occurs just in the Ivy League.

These accomplishments represent not only individual effort, but they are one of the reflections of a great University that truly values teaching and learning. These accolades represent the work not only of dedicated and ambitious students, but faculty who truly care about how students fully develop their potential. That is a hallmark of a Carolina education.

National trends track with Carolina Covenant's example

Some of the biggest names in U.S. higher education are following Carolina's lead by creating new programs to help make a college education more accessible for low-income students. Harvard University and the universities of Virginia and Maryland are among national institutions announcing programs similar to the Carolina Covenant, which we unveiled last fall to underscore our traditional commitment to keeping a Chapel Hill education within the reach of all qualified students.

Beginning next fall, the Carolina Covenant will enable admitted low-income students to graduate debt-free if they work on campus 10 to 12 hours weekly in a federal work-study job instead of borrowing. We will meet the rest of those students' needs through a combination of federal, state, University and privately funded grants and scholarships. Eligible students must be at or below 150 percent of the federal poverty level. A family of four with an annual income of about \$28,000 would qualify. For a single parent with one child, the income is about \$18,000.

We have been heartened by strong interest in this program. We project between a 15 percent and 20 percent increase in the number of high-ability, low-income freshmen enrolling next fall as a result of the Covenant. Prospective students and parents have heard our message about accessibility.

So have program supporters. Among those stepping forward have been Tar Heel Basketball Coach Roy Williams, his family (wife Wanda and their children, Scott and Kimberly) and the Central Carolina Bank Foundation. Their generous gifts to the Carolina First campaign will help support future deserving students. Coach Williams endorsed the Covenant in our new 30-second TV message that debuted last season on Tar Heel broadcasts. We will continue airing the spot during future broadcasts and showing it at the Smith Center.

Carolina First emphasizes faculty support

The Carolina First campaign (www.carolinafirst.edu) demonstrates the powerful love our alumni and friends have for Chapel Hill and the role this University has played in shaping successful lives. We have surpassed \$1.23 billion in private gifts and are working hard to reach our goal of \$1.8 billion by 2007.

This is a campaign to ensure future excellence. We will reach our goal one gift at a time committed by alumni and friends who are passionate about making Carolina an even better institution for our students, the faculty who teach them and our programs.

Faculty support is a critical campaign priority. We must retain and support our great faculty. We want to build and protect quality since our faculty's ideas and innovation can help lead the way in transforming our state's economy and in advancing knowledge in our nation and world.

Carolina First has secured about \$193 million in commitments toward our original \$300 million goal for faculty support. Our steering committee recently increased that goal by \$100 million. The major initiative in this part of the campaign is to raise both expendable and endowed funds to support key faculty retention and recruitment initiatives such as research stipends, summer programs, materials, graduate support and course development. Those needs are in addition to the 120 endowed professorships our donors have pledged to create toward our total campaign goal of 200. Gifted faculty already are benefiting from 24 of those positions.

The quality of our students and facilities are among the other key Carolina First priorities. Every campaign goal strengthens in one way or another the overall goal of improving faculty support.

Private support essential to future

Private support remains vital to the University's future success at a time when our funding sources are shifting. Support from the State of North Carolina represents about one-fourth of our total operating budget. Private gifts and research grants are the other two increasingly important sources of budget funds.

We are grateful to North Carolina's General Assembly and taxpayers for the remarkable investment our state historically has made in public higher education in Chapel Hill. The state is emerging from the economic downturn that has gripped the nation. We are working closely with our elected representatives to make sure the state does all that it can to continue the people's investment in the University, including the resources committed through the Higher Education Bond Referendum in 2000. North Carolina's ongoing support is essential to our future success. We are doing our part through Carolina First and the faculty's success in attracting research grants.

'Carolina Connects' highlights University's role across North Carolina

The University's commitment to our state is so important that I am devoting a significant amount of my time over the next few months to a new initiative, "Carolina Connects," which will highlight the many ways in which the campus connects with North Carolina's communities and its people.

The University makes major contributions in helping address our state's economic transformation and the needs of public education and health care. We have a great story to tell, but we cannot do that effectively from offices in Chapel Hill. I have begun traveling the state, meeting with citizens, telling them about the good work we already do in their communities and, most importantly, learning about other ways in which Carolina might connect with the state and its issues. I look forward to opportunities to visit with alumni, parents and friends of Carolina during these visits.

Tar Heel Bus Tour teaches newcomers about state

The 2004 Tar Heel Bus Tour helped provide a wonderful beginning for our "Carolina Connects" initiative. I enjoyed spending part of my week after Commencement with 35 new faculty and administrators who logged more than 1,000 miles by bus learning what it means to be a true Tar Heel. Fourteen stops over five days spotlighted tobacco farming, NASCAR, textiles, furniture, education and health care. The privately funded tour shows newcomers the state in which 82 percent of our undergraduates grow up and how our outreach efforts serve North Carolinians. Faculty see how their own interests align with the state's needs. This year's tour group was enthusiastic and full of the Carolina spirit. We have high hopes for the dividends the tour will bring to the participants, the University and our state in the future.

Biochemist elected to leading arts and sciences academy

We recently learned that Dr. Aziz Sancar, Sarah Graham Kenan Professor of Biochemistry and Biophysics in the School of Medicine, has been elected a member of the American Academy of Arts and Sciences in recognition of major contributions to his field. The academy is considered the nation's oldest and most illustrious learned society. Sancar, whose research includes DNA repair, will be honored in October at academy headquarters in Cambridge, Mass. He is our 24th academy member.

Carolina scientists eye the skies with SOAR Telescope

Eighteen years ago, our scientists saw the promise of extending the University's international research presence into the skies of the Southern Hemisphere and how that would benefit faculty and students in Chapel Hill and North Carolina. Their dream has come true with the dedication of the Southern Astrophysical Research (SOAR) Telescope in Chile's Andes Mountains. The telescope will produce the best-quality images of any observatory in its class in the world at a location that is ideal for viewing the Milky Way, our home galaxy and other planets in our solar system. The Internet will help bring those images back to faculty and students in Chapel Hill. Faculty and students including undergraduates will travel to Chile to learn first hand from SOAR.

The faculty's vision led to our successful \$32 million public-private partnership with the U.S. National Optical Astronomy Observatory, the nation of Brazil and Michigan State University. Dr. Bruce Carney, Samuel Baron Professor and chair of physics and astronomy, and Dr. Wayne Christiansen, professor and director of the Morehead Observatory, championed SOAR from day one. They have exemplified the very best of the "can do" spirit so prevalent at Carolina.

Physical Science Complex marks new era of discovery

Among the many construction projects now taking shape, perhaps the most important is the Carolina Physical Science Complex. We just celebrated a groundbreaking ceremony for the complex, which will help attract and retain world-class faculty and students and keep us among the leaders in science and technology. The \$205 million complex, the largest project in campus history, is made possible by public and private support leveraged by North Carolinians' approval of the 2000 Higher Education Bond Referendum.

Soon our best and brightest students and faculty will have the physical room to let their ideas grow. The new facilities will house chemistry, computer science, marine sciences, mathematics and physics and astronomy (including space supporting the SOAR Telescope), as well as a new Institute for Advanced Materials, Nanoscience and Technology. The complex is located between Carroll and Sitterson halls, between Wilson Library and Kenan Laboratories and at the aging Venable Hall, which will eventually be demolished.

We will honor Dr. Royce Murray, a Kenan Professor of Chemistry whose 43-year career has been marked by extraordinary achievement as a scholar and educator, with a place in the heart of the science complex. The largest of its green spaces will be named the Royce Murray Quadrangle. That designation is part of a generous \$3 million gift to Carolina First from Lowry Caudill, a 1979 Carolina graduate and former president of pharmaceutical development at Cardinal Health, and his wife Suzy, an alumna. Murray was Lowry's mentor at Carolina and influenced his career direction.

National journalism award recognizes 'teacher of the year'

Associate Professor Deb Aikat from the School of Journalism and Mass Communication was named the Scripps Howard Foundation's National Journalism Awards "Journalism Teacher of the Year." He received a trophy and a \$5,000 prize at the National Press Club in Washington, D.C. Our School of Journalism and Mass Communication also will receive a \$5,000 grant connected with the award, jointly given in cooperation with the Freedom Forum, the Knight Foundation and the Association for Education in Journalism and Mass Communication. We are proud of Deb for securing this significant prize in U.S. journalism education. It is just one more accolade for Dean Richard Cole and his colleagues who represent one of the jewels among our professional schools.

Carolina launches public service database

We just launched a new database matching our public service projects with all 100 North Carolina counties. Created by the Carolina Center for Public Service, this Internet resource contains more than 700 records from 130 different campus units. You can access the database at www.unc.edu/cps; click on "Search the Public Service Database." There you will find information on projects ranging from efforts to help low-income women at risk for cardiovascular disease to the Traveling Science Laboratory, which brings the latest science and technology to public school students who would otherwise not see a high-tech lab or what a science career can offer. This is just one more way we can connect the University's resources with the needs of the people. We hope having the information available will forge stronger connections with individuals, governments and groups interested in tapping what we can offer in Chapel Hill.

Hark the Sound

Come back to Chapel Hill to enjoy a fall weekend Oct. 29-30 as we celebrate Carolina's Homecoming/Alumni Weekend Oct. 29-30. All alumni are invited back to the Southern Part of Heaven. Your General Alumni Association has a full schedule of events planned including a Bell Tower Climb, pre-game festivities at Tar Heel Town, special Alumni Weekend seating at the homecoming game against the Miami Hurricanes and a post-game party at the Carolina Inn. It is a great weekend for you to reconnect with Carolina! Please visit the GAA's Web site, alumni.unc.edu, for details on the event schedule and hotel information.

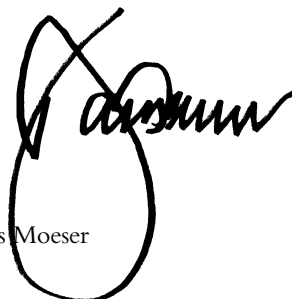
Support the Heels

Next fall, I am looking forward to beautiful football Saturdays at Tar Heel Town before the game and in Kenan Stadium supporting Coach John Bunting and our great student-athletes. Our athletics program will continue its "Turn it Blue" campaign begun in Smith Center last season. Come to Kenan this fall wearing your Carolina blue. Our coaches and student-athletes across all 28 sports depend upon your enthusiasm. Go Heels!

Keeping Carolina First

Support the vision of Carolina becoming the nation's leading university by investing your contributions to the Carolina First campaign. Your generosity promotes academic excellence and makes a difference in the lives of our students and faculty. The Carolina Covenant represents one way to help a new initiative that is leading the way in American higher education. You can support our faculty by giving to the school or department that means the most to you. Or, to help address Carolina's most urgent areas of need, give to the Chancellor's Unrestricted Fund. A gift slip is enclosed for your convenience. Thank you for supporting Carolina!

With best wishes,



James Moeser