



November 2010

Dear Alumni, Parents and Friends:

This fall, we enrolled another **impressive incoming class** of nearly 5,000 undergraduate, graduate and professional students. As the economy kept taking its toll, we met an 11 percent increase in **students eligible for need-based aid**. Faculty attracted a **record \$803 million in research funding** — up 12 percent — and ranked 16th nationally for federal research expenditures. **The Times Higher Education Magazine** in London ranked us 30th among the world's top universities, and 21st in the United States. We launched **Innovate@Carolina: Important Ideas for a Better World** to engage our campus in finding new ways to address society's problems. And we dedicated **Venable and Murray halls** — the latest additions to our **science complex**, the most ambitious construction project in UNC history.

Thank you for your confidence in our **students, faculty and staff**. Your **generous private support** totaled \$268 million in gifts last year and helped keep the University running effectively. We were fortunate to predict the impact of state cuts to this year's budget. But we could only minimize the cuts by **retaining the revenue from the tuition increases** authorized by the N.C. General Assembly. We **protected the classroom experience** of our students as much as possible. And we're again **hiring faculty**: 120 outstanding new scholars joined the faculty this fall.

The economy made this a tough year for most universities. But I would put Carolina up against any campus for how we responded and moved forward. This edition of **FYI** highlights recent accomplishments by our students, faculty and staff.



Professor Hans Paerl of the UNC Institute of Marine Sciences examines a water sample at his lab in Morehead City.

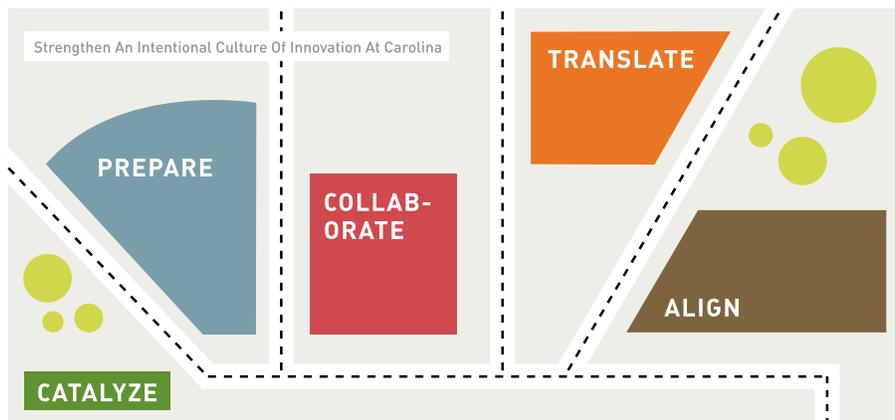


Counselors welcome Samantha Farquharson for Carolina Kickoff, which brings about 175 incoming students to a retreat off campus with faculty and current students.



Protecting the classroom experience for students has been Carolina's top budget priority.

Read more about the *Innovate@Carolina* campaign, including the full roadmap, at innovate.unc.edu.



INNOVATION PLAN REFLECTS BIG THINKING FOR THE FUTURE

We just unveiled **Innovate@Carolina: Important Ideas for a Better World**. It's a roadmap developed by alumni and friends, along with faculty and students, under the leadership of alumnus **Lowry Caudill**.

The recommendations outline how we can produce new knowledge with the highest impact. We plan to spur innovation of every sort, from artistic endeavors that promote greater understanding between peoples to laboratory discoveries that improve livelihoods around the world. We want to create an environment where our faculty, students and staff feel comfortable taking risks and addressing new problems.

Done right, the roadmap carries a hefty pricetag — about \$125 million. But we've secured more than **\$12 million in commitments** from donors who are excited about the potential. We don't know of another university taking this kind of campus-wide approach to innovation. And it's another way we can prepare to seize opportunities when the economy recovers.



Carolina 30th among world universities

The London-based Times Higher Education magazine ranked Carolina 30th among the world's top universities for 2010–11. UNC also was 21st among U.S. universities. **Times Higher Education** used quantitative data to help measure quality instead of reputational surveys, which typically count in a number of ranking formulas including U.S. News & World Report magazine. This is the **best ranking of research universities** that we've seen because it's much more academically focused.

JOURNALISM STUDENTS CROWNED NATIONAL CHAMPS

The **School of Journalism and Mass Communication** finished first overall in the Intercollegiate Competition of the 50th anniversary of the Hearst Journalism Awards, often called the **Pulitzers of college journalism**.

Congratulations to our students for this well-deserved recognition. It also reflects well on the faculty and strong

leadership of **Dean Jean Folkerts**, who recently announced that she would be stepping down next July after five years of outstanding service. She will remain on the faculty to teach, conduct research and mentor students.



MEET THE CLASS OF 2014

Carolina's **first-year class** enrolled this fall with 3,960 new Tar Heels. More than 78 percent graduated in the top 10 percent of their high school class. They posted an average 1304 on the SAT (critical reading and math combined). Eighteen percent were **first-generation college students**; 12 percent were eligible for the **Carolina Covenant**, which promises qualified low-income students the chance to graduate debt-free. Numbers alone don't tell the true story of these great students. Admissions Director Steve Farmer and his staff take a thorough, compassionate approach to assessing the true potential of our applicants, including their character and heart. For more information, see <http://unc-admissions.blogspot.com>.



New Tar Heels pose for a group shot during their first convocation in the Smith Center.



Covenant Scholar Alisa Eanes at her work-study job in the School of Medicine's OB-GYN department

CAROLINA COVENANT SCHOLARS SUCCESSFUL ACADEMICALLY

A new report card shows the **Carolina Covenant** helps close the gap for earning degrees between low-income and other students. We compared Covenant Scholars who enrolled in 2005 with a group of 2003 entering students who would have qualified for the program, which provides a **debt-free education**.

Covenant students performed 9.6 percentage points better in **four-year graduation rates** (66.3%) than the comparison group. Graduation rates for all students gained 2.5 percentage points and, overall, were slightly higher. The **retention rate** for 2005 Covenant Scholars in their third year was 4 percentage points higher (90.2%) than for the 2003 group and very close to the mark for all students (93.5%).

Most noteworthy of all: the graduation rate among male Covenant Scholars increased a whopping 27% over the 2003 male comparison group, **narrowing the achievement gap** between Covenant men and women.

MORRISON WINS NATIONAL GREEN BUILDING HONOR

Carolina continues to be recognized as a **national leader in sustainability and energy and carbon reduction**. Last month, the U.S. Environmental Protection Agency declared Morrison Residence Hall the winner of the first **EPA National Building Competition**. The competition launched last spring, challenging teams from 14 buildings — including those owned by retail giants Sears and JCPenney, along with hotels, malls, convention centers and public buildings — to measure their energy use and work off the waste. The Carolina team, **the Watt-Busters**, reduced energy use by 36 percent, saved more than \$250,000 on energy bills and reduced greenhouse gas emissions equal to the electricity use of nearly 90 homes for a year. If you've been on campus lately, you might have noticed that Morrison has solar panels on top of its roof. Those were installed and paid for as part of a student initiative. Sustainability isn't just an academic topic at Carolina. Our Morrison students have set another great example.



Chris Martin Jr., right, director of Energy Management, reacts to the news that Morrison Residence Hall won the EPA National Building Competition.



The Carolina Physical Science Complex is the most ambitious construction project in the University's history.

VENABLE, MURRAY HALLS EXPAND SCIENCE COMPLEX

Years ago, our faculty dreamed about new space to nurture their collaborations in the sciences and health affairs. The result, thanks to the higher education bond referendum approved by North Carolinians, private support and faculty research funding, was the **Carolina Physical Science Complex**. On University Day, Oct. 12, we honored the namesakes of the complex's newest buildings: the Venable family and longtime Professor Royce Murray by dedicating **Venable Hall** and **Murray Hall**.

The original Venable Hall, home to the chemistry department since 1925, was demolished. The new Venable and Murray halls house the **William R. Kenan Jr. Chemistry Library** along with department of chemistry classrooms, lecture halls, conference rooms and the department of marine sciences.

ACADEMIC INTEGRITY PRIORITY IN FOOTBALL PROBE

Thanks for supporting the football team on the field. That's meant a great deal as we've faced the uncomfortable prospect of being part of a national debate about agents in the wake of a **joint investigation with the NCAA**. We dismissed one player from the program, the NCAA declared two others permanently ineligible, and we accepted the resignation of an assistant coach.

At this writing, we're still investigating improper agent contact as well as academic misconduct involving a former undergraduate tutor. We relied upon the 130-year-old tradition of student governance and the Honor Court, which determines violations of the Honor Code. Some students were involved in both the agent and academic investigations. The University and the NCAA looked at each individual student-athlete's situation. Some were cleared to play, and others were not. Some can return next year. We've been cautious to ensure fairness.

The NCAA's probe is still in a preliminary stage. We will emerge from this, and we'll be stronger. Above all, we will protect and **safeguard the University's academic integrity**. We know you expect us to uphold Carolina's values, and we will. (For updates on football, refer to tarheelblue.com.)

STATE FACES \$3-PLUS BILLION SHORTFALL IN 2011-12

In January, the **General Assembly** will convene facing a shortfall projected to exceed \$3 billion next fiscal year. The Governor and State Budget Office have called on the UNC system to provide cut scenarios of 5 percent and 10 percent. That means more tough choices. We can't cut anymore without harming academics. Working with UNC General Administration and our **new UNC President Tom Ross**, we'll make the strongest possible case for our University with the Legislature.

YOUR SUPPORT REMAINS CRITICAL

Your support is more important than ever to Carolina. Please consider a gift to the **Chancellor's Unrestricted Fund**, which supports our highest priorities, or to the school, department or program of your choice. We've enclosed a gift slip, or you can give online at giving.unc.edu/gift. If you would like to give to the **Innovate@Carolina Campaign**, go to innovate.unc.edu. And to support the **Carolina Covenant** online, refer to <https://secure.dev.unc.edu/gift>.

Thanks for helping Carolina.

Sincerely,

Holden Thorp



Our redesigned homepage, **www.unc.edu** highlights stories about people, programs, research and outreach in new ways. The popular site attracts **3.2 million unique visitors** monthly. If you haven't visited Carolina online recently, take a look at current "spotlight" stories profiling interesting faculty and students, along with photos, events and more. There's something for everyone at the new unc.edu.

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