May 18, 2010

To: Employees and Friends of The University of North Carolina at Charlotte

Re: Update on Current Issues and Activities

Dear Colleagues:

As I reflect on the 2009-2010 academic year, I can’t help but note that the growth and change UNC Charlotte has experienced in a short period of time is striking. Every spring, I report on the number of diplomas awarded, and every year we achieve a new record. This year is no different. At our May commencement ceremony, we awarded diplomas to approximately 3,160 graduates at all levels of study, bringing the total awards for the academic year to a record 5,760. One indicator of the shape of UNC Charlotte’s growth and development is the number of doctoral degrees we have awarded since our first doctoral program was approved in 1994 – this year that number tops 95 (another record). By comparison, there were 10 doctoral degrees awarded in the 1997-1998 academic year. And it pleases me a great deal to note that the College of Education recently celebrated the awarding of its 100th doctoral degree.

With the long-awaited arrival of spring, I hope this newsletter finds you with much to celebrate in your own lives, and I hope that you can now settle in for a good read on what is happening at UNC Charlotte. And, as always, if you want additional detail on any specific item mentioned in this newsletter, please feel free to contact my assistant, Donna Brady (dcbrady@uncc.edu).

You may also find the Chancellor’s Outbox as another useful information source: http://www.administration.uncc.edu/chancellor/outbox.html.

Economic Health Update

As we approach a new fiscal year, Governor Perdue and the General Assembly are making important decisions about funding for higher education. Since last spring, the North Carolina economy has continued to struggle, resulting in lagging state revenues to support the University and other state agencies. As a consequence, UNC Charlotte was forced to reduce its permanent budget by about $12.7 million for the 2009-2010 academic year, including $6.7 million in reductions specified by the legislature and another $6 million in cuts where we had some management flexibility. For 2010-2011, it is possible that UNC Charlotte could face additional cuts in the range of $9-$10 million.

As the General Assembly goes to work on a budget for next year, the economic situation in North Carolina remains a question mark. But there can be no question that we are very concerned about taking on even deeper cuts than those we have already sustained. These budget reductions affect all areas of the University, including admissions, student financial aid, student/faculty ratios, availability of courses to support students’ timely progress toward degree
completion, academic and career advising, personal counseling, the provision of classroom/laboratory supplies and equipment, and support for the work of the faculty and staff. With advance planning we have been able to avoid widespread and permanently damaging personnel layoffs. But the only way this has been accomplished is by our not filling more than 150 staff and faculty positions that were intended to support our growth in enrollment. We are no longer trimming at the edges; we are cutting dangerously close to the core.

At the same time as we struggle to protect core academic activities, we also don’t want the current budgetary circumstances to stop our forward momentum as an institution. With advocacy on our behalf by UNC System President Erskine Bowles, former Vice Chancellor of University Relations and Community Affairs David Dunn, and our industry Advisory Board, the General Assembly provided $2 million last year in ongoing funding for the Energy Production and Infrastructure Center (EPIC) to support the hiring of faculty and staff for that facility. We hope to secure the final installment of $3 million of requested funding in the 2010 legislative session. EPIC will play an important role in the Charlotte region’s ascendance as the nation’s “New Energy Capital.” An educated workforce and cutting-edge research facilities will be essential to the region’s future economic development in all areas, including the energy sector.

The UNC Charlotte football program is another initiative that will do a great deal for our University and for the region. Over the past year, the Board of Trustees and the UNC Board of Governors unanimously approved plans to move forward with a football program that will begin competition in the fall of 2013. The proposal calls for the University to borrow $40.5 million to construct a permanent 15,000-seat stadium, field house, and adjacent practice fields. While the financing plan does require a new debt service fee to be paid by students (which students broadly supported), moving now on football-related construction enables the University to take advantage of a favorable bidding environment for construction and historically low interest rates. The Department of Athletics has raised more than $6 million through seat license sales and private contributions, both of which we expect to accelerate once the General Assembly has given the final “green light” for us to proceed. Fortunately, no state funds are required to be approved.

Finally, as best we can, we want to continue to remain accessible to students seeking undergraduate and graduate degrees. We expect to enroll over 25,000 students this coming fall. How rapidly we grow toward our expected eventual enrollment of 35,000 students will depend, of course, on the availability of adequate financial and physical resources. Fortunately, both our new Center City facility and the EPIC building should open on schedule in the fall of 2011, as will a new 435-bed residence hall. We remain optimistic that the Governor and the General Assembly will eventually find a way to fund new construction required for our continued growth, including a new $120 million Science Building that remains unfunded at this time.

Capital Construction and Planning for the Future

UNC Charlotte continues forward motion on many fronts. Our capital projects are the most visible markers of positive change on campus. In fact, no newsletter from me would be complete without an update on our many ongoing capital construction projects. Hang on — we have a bunch:
**Center City Building:** As noted above, our Center City classroom and office facility is moving ahead. The steel frame on this iconic, 12-story building is reaching skyward and will likely be “topped out” by the time you read this. This facility will help us better serve the region by providing graduate courses in a number of disciplines, as well as many continuing education offerings. The building will have 25 classrooms, an 18,000-square-foot outdoor plaza, a 300-seat auditorium, and some very dramatic views of the Center City skyline. A four-acre county park, to be located adjacent to our building, is in design.

**New Student Housing:** Construction is well under way on Phase IX student housing on Cameron Boulevard near Laurel and Lynch halls. We held a “topping out” ceremony just this week, with occupancy in fall semester 2011. The housing will include a mixture of suites and apartment style units, along with common kitchens, laundry rooms, and meeting areas. More than 430 beds will be added to the campus inventory.

In addition, Student Housing has developed a long-range program that will add 2,000 beds to our inventory to keep up with planned student population growth, while at the same time refurbishing and modernizing our existing inventory of student housing. This large capital program is planned to be executed over the next 8 to 10 years. One component of the plan is an expanded and renewed South Village near the High Rises. This student living and learning village will include a new Residence Dining Hall and parking decks, as well as a new road network and infrastructure along with amenities such as open space and walking trails.

**New Recreation Fields:** Construction has begun on new recreation fields to be located across John Kirk Boulevard near the Greek Village. This 24-acre site will be developed into a multi-use, multi-field complex including lights, a 1,600-square-foot restroom/storage facility, and parking. Plans call for the recreation fields to be ready for use in the spring of 2011.

**Football Complex:** The football complex will include a 15,000-seat permanent stadium designed to be easily expandable to 40,000 seats. The stadium will include a complete concourse venue (food service, retail, public services, hospitality facilities, and a press-box). A 44,000-square-foot support facility housing locker-rooms, training and weight facilities, video and academic center, and coaches’ offices also is part of the project, along with two practice fields. Building the stadium complex will require relocation of existing recreation areas. These fields will be re-created on the hill above Wachovia Field House. Design is moving along smoothly, and we anticipate breaking ground for the relocation of the recreation fields in April 2011. The Football Complex will be ready for practice to start in the fall of 2012 with the first home game in the fall of 2013.

**New Tennis Facility:** The existing tennis complex is reaching the end of its functional life and will be replaced with an expanded and improved version. The new facility, made possible through a generous gift contributed by Dale Halton and some campus funding, will continue to be shared by intercollegiate tennis and recreation services. This facility will include a new building to house the team locker/ training rooms and coaches’ offices. With an entrance off Cameron Boulevard, the facility will provide seating for 246 spectators. Construction will
take place in two phases, with the construction of new playing courts expected to begin early in 2011.

**Prospector II:** You may have wondered what is going to happen to the old Bookstore building since the University’s Barnes and Noble Bookstore has set-up shop in the new Student Union. The Prospector will be modernized and refurbished with an expanded Chick-fil-a and mail services area on the lower floor. The exterior will be re-clad in brick and the entrances remodeled along with the surrounding walks and patio area. The design is nearing completion, and we expect to be in construction in fall 2010.

**Charlotte Research Institute (CRI) Campus:** As always, there is good news from the “other” side of campus:

The Energy Production and Infrastructure Center (EPIC) entered the construction phase last December. Steel erection will top out this summer with an opening planned for early in 2012. EPIC will house the departments of Civil & Environmental Engineering and Electrical Engineering in a collaborative, state-of-the-art teaching and research facility.

Schematic design has been approved by the State Construction Office for the 90,000-square-foot Partnership, Outreach, and Research for Accelerated Learning (PORTAL) Building. Located across from Bioinformatics, this facility will support a variety of research, technology transfer, and economic development initiatives and will move functions housed in the existing Ben Craig Center (our small business incubator) onto campus. PORTAL will be the home for University-industry partnerships throughout the region. Construction is anticipated to begin early in 2011. This project is currently on schedule to open in 2012.

Design on the 13,500-square-foot Motorsports II Building is progressing quicker than anticipated, and we plan to receive bids in October 2010. The building will include offices, computer labs, meeting rooms, and an extensive shop area modeled after real NASCAR shops. This building will supplement the existing Alan D. Kulwicki Motorsports Laboratory.

As I mentioned above, we had hoped to begin design for a new Science Building by now. Unfortunately, the economy forced the state to pull back the planning money that was appropriated for that project last year. Nevertheless, we will continue to articulate (to anyone who will listen) our need for additional space based on enrollment growth and the expansion of our research efforts.

**Parking:** No one worries or complains much about parking on campus, but I’ll report on it anyway.

Over near our newer residence halls, design has been completed for another new parking deck – Deck H – and construction will start soon. This deck will serve students who will live in the new Phase IX residence hall (noted above) as well as Laurel, Lynch, and Witherspoon halls. The intent is to open this deck with 1,000 parking spaces on the north side of Cameron Boulevard at the same time students occupy the new residence hall.
As the Charlotte Research Institute (CRI) campus grows, the need for parking grows. Parking Deck I will help meet the demand by providing space for 1,335 vehicles on the CRI Campus. It will be located just south of the existing Regional Utility Plant but in close proximity to the new Energy Production and Infrastructure Center. The deck will allow for easy access to North Tryon Street via two connections. Our team is working to deliver the deck simultaneously with the EPIC building opening.

Two smaller surface parking lots are in construction to help us meet demand until the new decks come on line. The Alumni Center parking lot will provide 186 spaces off of Toby Creek Road, and a new lot at the corner of Cameron and Craver roads will provide 263 spaces in the fall. We also will add 172 surface parking spaces at CRI this summer.

As you can see, the face of the campus continues to change at a rapid pace. Our new Campus Master Plan, which was approved by the Board of Trustees last year, provides the map for our future growth. If you are interested in learning more about the Master Plan, the final version will be posted this summer at http://masterplan.uncc.edu/.

The Levine Scholars Program: Off and Running

The Levine Scholars Program, funded through a $9.3 million gift from the Leon Levine Foundation, is designed to attract exceptional student-leaders from North Carolina and throughout the United States to UNC Charlotte. More details on the program can be found at http://levinescholars.uncc.edu/levine/faqs.html.

In February, we invited 43 extraordinary high school seniors and their parents to UNC Charlotte to interview for 15 scholarships. Overall, the 43 finalists presented an average SAT score of 2099 and a weighted high school GPA of 4.53.

Award notifications were mailed to recipients in March, and I am pleased to report we’ve since selected the inaugural class of Levine Scholars. The scholars, 10 of whom are from North Carolina, will embark together on their first summer experience in early July when they will participate in the National Outdoor Leadership School in Wyoming. They will then move into Witherspoon Hall and begin classes as UNC Charlotte students on August 23.

We also are pleased to announce Dr. Diane Zablotsky, currently associate dean of student support services in the College of Liberal Arts and Sciences, has been selected to lead the administration and development of the Levine Scholars Program. She will succeed interim director Al Maisto, who helped get the program off the ground. We thank Al for a commendable effort and excellent start and anticipate that Diane will bring her vast experience as a faculty member and administrator to bear on moving the program forward.

Continuing Growth in Graduate Education and Research

UNC Charlotte now provides tuition to more than 400 full-time doctoral students supported on assistantships or qualifying fellowships. A significant number of these assistantships are supported by faculty research grants. The many ongoing federally funded
research projects at the University allow our students and faculty to successfully compete for prestigious fellowships and training grants and to network at important global events.

For the past year and a half, a senior team has been evaluating the University’s infrastructure for administering grants and contracts. The team’s evaluation has resulted in several initiatives that will allow us to better serve faculty in their research and creative activity. Some of these initiatives include: the recruitment of additional staff and an increase in the overall level of training and professional development to ensure that we are delivering the best practice in post award grants management; the continual analysis of our processes using new reports and tracking tools; and the improvement of efficiencies in purchasing, travel, and hiring. In addition, we’ve established a Faculty Grants Helpline to provide comprehensive problem solving for any grant-related issue, with the goal of resolving problems within 24 hours.

UNC Charlotte is North Carolina’s urban research university, and the way we support faculty research and creative activity is critical to the future development of both the University and the region.

Academic Programs and Collaborations

Several exciting new academic initiatives, including programs and partnerships, have been developed or approved since my last newsletter.

- UNC Charlotte has won approval to participate in the Fulbright Foreign Student Program. The program brings more than 1,800 citizens of other countries to the United States each year for graduate study. The Graduate School has received applications from participants interested in 10 different academic programs. This is an outstanding honor for our institution.

- The Carol Grotnes Belk Distinguished Professorship in Urban Education has been established with gifts from Irwin Belk and the Spangler Foundation and a challenge grant from the Board of Governors Distinguished Professors Endowment Trust Fund.

- The Center for Graduate Life (CGL), a new initiative funded by Academic Affairs and the Graduate School, will give the growing graduate student population a place to call their own. In addition to newly renovated space in the lower level of the Cone Center, the CGL will offer a variety of programs and services to support graduate student success. Professional development, such as teaching and writing workshops, ethics coffee chats, academic integrity sessions, and publishing workshops will be offered each semester. Graduate students will have access to the space for study groups and meetings, including dissertation support groups.

- The Charlotte Research Institute has opened new laboratory and office space for use by our community partners. Space in Grigg Hall was granted to: Albany Instruments, developer of non-destructive evaluation equipment; Dot Metrics, developer of optical technologies; IntePoint, information technology developer; and RGW, Inc., mechanical engineering services. New lab space has been outfitted with specialized analytical and
optical equipment for shared use by business partners and University researchers. Connectivity Concepts, developer of healthcare-related information technology, will soon be joined in the Bioinformatics Research Center by V-Bio Inc., the first business partner to license wet lab space there.

- The Department of Computer Science and the College of Computing and Informatics are now partners in two major Department of Homeland Security Centers of Excellence. The Center for Visual Analytics for Command, Control, and Interoperability, and the Center for Natural Disasters, Coastal Infrastructure, and Emergency Management. UNC Charlotte computer science researchers are developing a range of applications in financial analytics, investigative analysis, visual analytics for storm surge, flooding, and coastal terrain, mobile emergency response, multimedia analytics, and other areas.

- What does climate change have to do with urban growth and development? Plenty, as evidenced by RENCI (Renaissance Computing Institute) at UNC Charlotte’s involvement in the recent statewide conference, “Planning for North Carolina’s Future: Ask the Climate Question.” The conference focused on what local governments do to prepare their communities for the extreme weather events North Carolina will likely experience in the future. Urban Institute staff collaborated with other RENCI engagement centers to organize a large portion of the conference.

**Student and Faculty Excellence**

Our students and faculty demonstrate excellence both in and outside of the classroom. Many of them compete for local and national awards, and as you’ll see below, many receive accolades for their efforts.

- A team of students from the College of Computing and Informatics’ Department of Software and Information Systems (SIS) finished second in the Southeast Collegiate Cyber Defense Competition. Since 2005, UNC Charlotte SIS teams have either finished first or second in this competition. This year the team scored its highest point total ever.

- A multi-disciplinary planning and design team, led by architectural firm The Lawrence Group and featuring Professor David Walters as lead urban designer and co-author of the final 226-page “Toolbox” report, won the 2010 national planning award for County Planning from the American Planning Association for the Mountain Landscapes Initiative project. The effort provides planners, designers, elected officials, developers, and landowners with a wide range of tools for environmentally sensitive development in mountain regions. The Lawrence Group includes three UNC Charlotte alumni. The project description and report are available at: [www.mountainlandscapesnc.org/index.html](http://www.mountainlandscapesnc.org/index.html) and [www.cfwnc.org/MLI/MLToolbox.pdf](http://www.cfwnc.org/MLI/MLToolbox.pdf).

- In April, UNC Charlotte hosted “Manifestations of Memory,” a student ideas competition for an American Slavery memorial and Symposium to create a dialogue on the legacy of American slavery through art and architectural design. The top five design teams presented their work to the critics of the competition as well as to their peers, professors,
and members of the community. Submissions came from the United States and abroad and were judged by academicians, a director at the Smithsonian Institute, and a group of prominent architects, including Harvey Gantt.

- Two UNC Charlotte students received National Science Foundation Graduate Research Fellowship Awards. Each award has a monetary value of $121,500. The recipients are both majors in the William States Lee College of Engineering. A third UNC Charlotte student was given Honorable Mention.

- UNC Charlotte’s Model Legislature Team has triumphed yet again. The North Carolina Student Legislature (NCSL) attended the 73rd Annual Session in Raleigh, winning every award for which they were contestants. The eight awards included Best Large Delegation. Dr. Suzanne Leland, associate professor of political science, serves as team advisor.

- Competing in four major conferences this year, UNC Charlotte’s Model United Nations (MUN) team won 41 total awards, nearly doubling that of last year’s winning season. Now in its thirtieth year, Model UN is a learning experience for undergraduate college students interested in pursuing issues of international concern. Congratulations to the club members and to faculty advisor Dr. Cynthia Combs, Bonnie E. Cone Distinguished Professor of Teaching in the Political Science Department.

**Student Affairs**

**Student Retention:** While the University does not suffer from lackluster student enrollment, helping students stay in school once they are enrolled has traditionally been a challenge for public educational institutions. Many of our students deal with economic pressures and other factors that make remaining in school a real challenge.

Around the time I returned to UNC Charlotte as Chancellor, a research project was launched by a team of student and academic affairs staff and faculty in order to reach out earlier to new students who are at risk for early attrition or poor academic performance. The project includes a survey that is used to determine retention and academic performance risk factors for first-year students.

The team currently is analyzing factors associated with on-time graduation. Their findings will be shared with the campus community later this summer. Since its inception, the project has identified a number of significant risk factors associated with freshman retention. A complete list of factors is available online at [www.uncc.edu/stuaffairs/EASE/FR-RiskFactors-OneYear-Fall08.pdf](http://www.uncc.edu/stuaffairs/EASE/FR-RiskFactors-OneYear-Fall08.pdf).

Student retention remains a top priority at UNC Charlotte; we plan to increase resources and efforts in the coming years to better support our students so that they can not only attend college, but also graduate in a timely manner.
Support for Veterans: In the fall of 2009 UNC Charlotte joined the ranks of U.S. institutions providing tuition support for veterans who qualified for the new Post 9/11 Yellow Ribbon Program. This program gives veterans the opportunity to continue their education or pass the benefits on to their dependents. In the 2010 spring term, 8 graduate students and 26 undergraduate students enrolled using Yellow Ribbon Program funds, with a number of them receiving tuition assistance from University funds.

Additionally, we have filled a new part-time position that is housed in Student Affairs and was designed specifically to provide more support for veterans and students currently serving in the military. Charlotte native Logan Cason was hired as our first University advocate for military veterans. He served in the U.S. Army as a cavalry scout and graduated from UNC Charlotte in 2008 with a bachelor’s degree in English. Logan will serve as an advocate for veterans and active military on campus, advise the Veteran’s Club, and work to foster a more inviting atmosphere for service members on campus.

Development and Alumni Affairs

Alumni Receive Accolades: Three exceptional UNC Charlotte alumni were honored at the 2010 Alumni Awards Program event, hosted at Bissell House. Joe L. Price, ’83, and Robert F. Hull Jr., ’85 and ’88, were inducted into the Alumni Hall of Fame, and the Young Alumni Award was presented to Demond Martin, ’97.

Price, who is the president of Consumer and Small Business Banking at Bank of America, is a member of the UNC Charlotte Board of Trustees, sits on the advisory board of the Belk College of Business, and also served as one of the original members of the Football Feasibility Committee. Hull, the Chief Financial Officer of Lowe’s Corporation, serves on the Board of Trustees and is president of the UNC Charlotte Facilities Development Corporation (which developed Greek Village). Martin, who held an important White House post before becoming a partner at Adage Capital Management, is a member of the UNC Charlotte Foundation Board.

Merit Scholarship Winners Named: The Alumni Association has named a total of eight scholarship recipients for the 2010-11 academic year. Four rising seniors will receive merit scholarship awards. They are: Samantha L. Finkelstein, Katherine Hadley, Alexandria Reinhart, and Alexandra Shue. Four additional juniors and seniors will receive Dr. Greg Davis need-based scholarships. They are: Bryan C. Whitecotton, Kimberly R. Black, Jeremy M. Robinson, and Jeremy T. Hartley. Alumni Association scholarships are awarded to students who have shown exemplary school spirit through success in academic engagement and service to the University and community.

Regional Events: The Office of Alumni Affairs and the Alumni Association partnered on two regional alumni events in Washington, D.C. this year. Approximately 30 alumni, friends, and government/industry guests joined me in attending an evening reception held at the Georgetown home of Wendy J. Grubbs, ’83. The next day, more than 90 alumni and friends gathered at a restaurant in downtown Washington for a pre-game, pep rally event prior to our men’s basketball game against George Washington University.
Massey Term Comes to End: Alumni Association President Robyn S. Massey, ’81, will complete a two-year term as Association President in June. Among the many accomplishments of Robyn’s term, the Association achieved a significant increase in the diversity of Alumni Board Directors and programs; established relationships with all of the UNC Charlotte academic colleges; established four new alumni chapters; honored numerous alumni and past faculty/staff members; doubled the number of alumni-related homecoming events; and achieved increases in both the number of students as well as the variety of activities supported by Student Alumni Ambassadors.

New Chapters Formed: Four alumni chapters have been established since the Association identified chapter development as a key strategic objective. All have active leadership boards and have completed many activities and events this academic year. They are: the Young Alumni Chapter, the Black Alumni Chapter; the Winston-Salem/Greensboro based Triad Alumni Chapter; and the Raleigh/Durham/Chapel Hill based Triangle Alumni Chapter. The Association is conducting focus groups to determine the feasibility of establishing several new alumni chapters during the next two years.

Intercollegiate Athletics

Major Named Men’s Basketball Head Coach: Alan Major was named head men’s basketball coach following an extensive national search. Alan spent the last six seasons as an assistant to Thad Matta at The Ohio State University. Prior to that, he served as an assistant to Matta at Xavier for three years. A native of Indianapolis, Alan graduated from Purdue in 1992. While at Purdue, he served as a manager for Gene Keady’s Boilermakers. He earned his master’s in education with an emphasis on physical education from Cal Lutheran in 1995. During Alan’s tenure at Ohio State, the Buckeyes enjoyed a 156-54 record, four NCAA Tournament appearances, a school-record 35 wins in 2006-07, three outright Big Ten regular-season titles, and two league tournament titles. Alan replaces Bobby Lutz, who completed a 12-year stint as head coach in March.

UNC Charlotte in the Community

As UNC Charlotte has grown, we have fully embraced our role as a community partner. In fact, we give back to the community in many ways, whether through service initiatives or programming that entertains and engages the community. The items listed below will give you a sense of what we’ve done and what’s to come.

- **Community Campaigns:** The community affairs department works to connect and engage the UNC Charlotte community with the greater Charlotte region by coordinating several “give back” projects and campaigns each year. This year we have exceeded expectations in all of our giving campaigns, including the State Employees Combined Campaign (SECC) and the Arts and Science Council (ASC) campaign. The SECC saw an 8 percent increase in donations over 2008, for a grand total of $83,705. Our ASC campaign, chaired by Dean Ken Lambla, rallied in the final week to reach our goal of $52,000 with
38 new donors. The campus community also donated 800 pounds of school supplies to the Classroom Central School Tools drive.

- **Disparities in Communities of Color Speaker Series:** More than 300 faculty, staff, students, and community members participated in the Health and Human Services Disparities in Communities of Color Speaker Series. The four presentations were funded by the Chancellor’s Diversity Challenge Fund and hosted by the College of Health and Human Services.

- **Gloria Steinem on Campus:** The Women’s and Gender Studies Program recently hosted arguably one of the University’s most successful public lectures when they brought feminist icon Gloria Steinem to campus. Steinem’s presentation was attended by over 1,100 people, including community members. The talk was made possible through support from numerous departments and with a grant from the Chancellor’s Diversity Challenge Fund. Here’s a link to a *Charlotte Observer* piece on the lecture: [www.charlotteobserver.com/2010/03/02/1283310/steinem-sounds-rally-cry-even.html](http://www.charlotteobserver.com/2010/03/02/1283310/steinem-sounds-rally-cry-even.html).

- **Shakespeare Project:** William Shakespeare has been dead for 400 years, but the Shakespeare in Action Center is bringing him back to life. In the next six years the Center will host six events per year, each devoted to one of Shakespeare’s plays. Events will include major productions, staged readings, and the performance of selected scenes, alongside public lectures, colloquia, and guest appearances. The project will link the University and surrounding communities, drawing graduate and undergraduate students, faculty, civic leaders, school teachers, high school students, retirees, local media, and citizens in the Charlotte region. The events will be held in various locations on and off campus, including in local schools.

- **Community Conversations:** UNC Charlotte’s Department of Community Affairs, in partnership with the Levine Museum of the New South, has re-launched an exciting dialogue series to examine in-depth the issues surrounding the influx of newcomers to the Charlotte region. Now in its second year, the series allows the University to bring our intellectual capital to the community in a meaningful way and has been extremely well received with hundreds of individuals attending. The monthly conversations are led by faculty members and community leaders on topics relevant to Charlotte’s tremendous diversity and shifting demographics. In March, the Belk College of Business hosted the first dialogue of 2010. Panelists explored the opportunities and challenges for employers in the economic recovery as well as trends in hiring and employment. The community dialogues are free and open to the public. For more information or to register, send an e-mail to communityaffairs@uncc.edu or call 704-687-8502.

- **New Asian Garden:** In addition to events, the UNC Charlotte campus provides multiple spaces for the public to enjoy. Our beautiful botanical garden is among the most popular of public spaces. Dedicated in April, the new 6,000-square-foot Asian Garden represents a fusion of garden cultures. Over the past 150 years the plants of China, Japan, and Korea have profoundly influenced American landscapes. UNC Charlotte’s Asian Garden demonstrates how principles of Asian landscape design can be used to create an intimate
experience with nature. We hope the garden will inspire visitors to learn more about Asian culture and have special meaning to visitors of Asian heritage. Information about visiting all of the campus gardens can be found at: http://gardens.uncc.edu/.

If it seems as if you’re hearing about (and seeing) UNC Charlotte in the local news and elsewhere quite often, it’s because you are. We’ve been using a variety of methods to get the word out about the University, and our efforts are paying off.

**Stake Your Claim:** Last year we launched the first phase of our new branding and marketing campaign, “Stake Your Claim.” Our spring campaign took the “Stake Your Claim” message to the next level by driving the community to directly interact with the University. You may have noticed outdoor billboards and radio spots in the Charlotte market during March or April, or the UNC Charlotte homepage (http://www.uncc.edu) where a “Stake Your Claim” spotlight linked to a page that listed our many public events.

**Social Media Management:** We continue to expand our use of social media to engage students, parents, and other constituents interested in campus events and campus life. The UNC Charlotte Facebook page now has more than 7,100 fans. This page is becoming a meeting place for students, parents, and followers of the University. The University posts 20-plus messages to our fans and receives more than 100 interactions with them every week. Twitter has also been established as a PR tool for media contact. In addition, the University is now an approved You Tube Education Partner, which will allow us to manage our You Tube channel more assertively.

**In the Media:** The University’s media relations team has enjoyed success in securing positive media coverage of UNC Charlotte. Data indicate a 60 percent increase in mentions of UNC Charlotte in the news from 2008 to 2009, and according to recent data, we’re on target for 2010 to be a banner year.

**Website Redesign Project:** Our website is an extremely important communication tool, and it will soon benefit from a re-design. New content management software will allow the University to develop a website that is easier to navigate and has a consistent look and feel. The new homepage will go live this summer, so be on the lookout for big changes – and tell us what you think!

In wrapping up this final section of the newsletter, it’s appropriate to note that David Dunn, former Vice Chancellor for University Relations and Community Affairs (URCA), recently left UNC Charlotte for a position as vice president of sales for higher education at the Americas Division of Compass Group. During his tenure David did a great deal to raise the profile of the University in the community, and he was critical to the success UNC Charlotte achieved in securing key appropriations from the General Assembly, including capital facilities like the Bioinformatics Building, the Center City classroom facility, and the Energy Production and Infrastructure Center (EPIC). He will be missed.

I have determined that this is an excellent opportunity to re-examine the organizational structure and strategies of URCA which was formed in January, 2006 to foster enhanced, local, regional, and statewide awareness of and support for the mission of UNC Charlotte. It includes
Starting June 1, we will be joined on a part-time basis by former Wachovia executive Shannon McFayden who will undertake this organizational analysis. Shannon served as senior executive vice president, head of human resources and corporate relations for Wachovia, where she had responsibility for human resources, corporate communications, and community relations. As a member of the bank’s operating committee, she was named as one of the “25 Most Powerful Women in Banking” by U.S. Banker magazine. She also led development of the bank’s talent assessment and succession planning process and creation of the company’s vision and values. She has served on numerous civic boards, including service positions in higher education, in the Charlotte region. Shannon is expected to complete her work no later than December 31.

In the meantime, Vice Chancellor Niles Sorensen has agreed to add oversight of the Division of University Relations and Community Affairs to his current responsibilities for Development and Alumni Affairs. I sincerely appreciate Niles’ willingness to take on this additional work.

I’d better bring this tome to a close. Thank you for allowing me to share the good news from UNC Charlotte, and look for the next installment sometime in December. In the meantime, enjoy the summer months and get ready for an exciting fall semester at UNC Charlotte.

Go Niners!

Cordially,

Philip L. Dubois
Chancellor

If you do not wish to continue receiving this newsletter, please call 704-687-5729.