



UNC Presidential Search
Leadership Statement Committee
Synopsis of Universities and Major Affiliated Entities

April 26, 2010



INSTITUTIONS

Appalachian State University

East Carolina University

Elizabeth City State University

Fayetteville State University

NC A&T State University

NC School of Science and Mathematics

North Carolina Central University

NC State University

UNC Asheville

UNC Chapel Hill

UNC Charlotte

UNC Greensboro

UNC Pembroke

UNC School of the Arts

UNC Wilmington

Western Carolina University

Winston-Salem State University

AFFILIATES

The North Carolina Arboretum

UNC Center for Public Television (UNC-TV)

UNC Press

MISSION

Established in 1899 as Watauga Academy, Appalachian State University has evolved into a preeminent university located in a unique, rural mountain environment. As a member of the University of North Carolina, Appalachian's fundamental mission is to discover, create, transmit, and apply knowledge to address the needs of individuals and society. This mission is achieved by providing undergraduate students a rigorous liberal education that emphasizes transferable skills and preparation for professional careers; offering graduate students distinctively relevant programs; maintaining a faculty whose members serve as excellent teachers and scholarly mentors for their students and who produce high levels of scholarship and creative activities. Appalachian recognizes that the success of the university depends upon the achievement and cooperation of a diverse community of students, faculty, and staff and strives to implement policies and allocate resources accordingly. We accept our responsibility to be actively involved in addressing the educational, economic, cultural, and societal needs of the changing region, state, nation, and world. As a publicly funded institution, Appalachian is committed to accomplishing its initiatives through efficient and effective resource utilization.

CAMPUS DESCRIPTION

Located in the Blue Ridge Mountains of northwestern North Carolina, Appalachian State University has built a national reputation for providing outstanding academics and co-curricular opportunities in a unique learning environment. With a student/faculty ratio of 17:1, faculty members are able to take a personal interest in student progress, often becoming mentors, advisers, and friends. The university is located in Boone, NC (year-round pop. 15,000), a small town that thrives as one of the Southeast's premier tourism and outdoor recreation destinations. The nearby Blue Ridge Parkway and Pisgah National Forest provide a beautiful setting with unlimited possibilities for outdoor adventure.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/Appalachian>

CAMPUS WEB SITE

www.appstate.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

- Innovative General Education that is anchored in the ideals and practices of liberal education and aims to prepare students to fulfill the responsibilities and meet the challenges presented by a changing world.
- Exemplary Research, Teaching, and Engagement includes the Research Institute for Energy, the Environment, and Economics (RIEEE) to facilitate basic and applied research in fields relating to energy, environmental issues, and economic analysis, and the Institute for Health and Human Services (IHHS) to coordinate Appalachian's programmatic offerings in health and human service disciplines in ways that promote student learning and faculty research and service.
- Strategic Collegial Reorganization to form a new College of Health Sciences and Allied Professions that coherently locates and promotes various health programs.

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- Link to UNC Tomorrow report: <http://irap.appstate.edu/pagesmith/77>

INSTITUTIONAL DISTINCTIVENESS

From Kenneth E. Peacock, chancellor since July 2004

Appalachian aspires to be a model 21st century, nationally-recognized University combining the best characteristics of liberal arts and research institutions by resourcefully blending teaching and scholarship. To achieve this, Appalachian is committed to attracting, educating, and graduating the best students, and to producing the highest levels of scholarship. Additionally, the University will provide excellent value; will be an influential world citizen; and will develop a distinctive identity built on the University's strengths, location, and tradition. Initiatives in five areas -- sustainability, health sciences, entrepreneurship, internationalization, and the honors program -- are priorities for the University, which are not only attracting many of the state and region's best and brightest high school students, but they are the impetus for leading Appalachian to the next level.

MISSION

To serve as a national model for public service and regional transformation by:

- Preparing our students to compete and succeed in the global economy and multicultural society,
- Distinguishing ourselves by the ability to train and prepare leaders,
- Creating a strong, sustainable future for eastern North Carolina through education, research, innovation, investment, and outreach,
- Saving lives, curing diseases, and positively transforming health and health care, and
- Providing cultural enrichment and powerful inspiration as we work to sustain and improve quality of life.

CAMPUS DESCRIPTION

East Carolina University. Tomorrow starts here. For more than a century, East Carolina University has served the people of North Carolina and the nation. From modest beginnings as a school for training teachers, ECU has become an emerging national research university with an enrollment of nearly 28,000 students. East Carolina offers 103 bachelor's degree programs, one educational specialist degree program, one certificate of advanced study program, 72 master's degree programs, 18 doctoral degree programs, 71 departmental certificates, and first-professional degree programs in medicine and dentistry. With a mission of teaching, research, and service, East Carolina University is a dynamic institution connecting people and ideas, finding solutions to problems, and seeking the challenges of the future.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/ECU>

CAMPUS WEB SITE

www.ecu.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

ECU is strongly supportive of UNC Tomorrow in all areas. Perhaps the two best examples of this commitment are in our efforts to improve K-12 education and our success in increasing access to higher education. We continue to lead the UNC system in the production of new teachers and we are nationally recognized as a leader in addressing the readiness and quality of new teachers. Our robust distance-education program--the leader in the UNC system--combined with our low tuition and fees, offer North Carolinians affordable higher-education opportunities whether they are studying on our campus or a different continent. This low cost has helped make ECU the fastest-growing university in the system over the last five years.

Link to UNC Tomorrow report: http://www.ecu.edu/cs-acad/rgs/upload/ECU_Response.pdf

INSTITUTIONAL DISTINCTIVENESS

From Steve Ballard, chancellor since May 2004

“ECU is an opportunity university. We are about access, a chance to succeed, a bootstrap to a better life. Degrees

Continued on reverse

are important, of course, but our students also find an identity, a life's pursuit, and a sense of confidence. Equally important, our history is one of generosity and service. Our motto is "to serve," and we do it as well or better than anyone else. We take great pride in being among the nation's best universities in delivering public service and making a difference for our region and state."

MISSION

Elizabeth City State University, a constituent institution of The University of North Carolina, offers baccalaureate, graduate, and professional programs for a diverse student body. The institution's rich heritage provides a firm foundation for its educational endeavors, as well as its role in serving the needs and aspirations of individuals and society. Through teaching, research, and community engagement, Elizabeth City State University provides a student-centered environment, delivered in a manner that enhances student learning, while preparing its graduates for leadership roles and lifelong learning. The university is also a leader in facilitating sustainable economic growth, while safeguarding the unique culture and natural resources of the region.

CAMPUS DESCRIPTION

ECSU is one of 16 public institutions within The University of North Carolina system. Located in the Albemarle region of northeastern North Carolina, ECSU offers students the opportunity to receive an outstanding liberal arts education while enjoying a variety of exciting recreational and cultural events. Favored by a mild climate, ECSU is in close proximity to the world renowned Outer Banks famous for the Wright brothers' first flight and its beautiful beaches. ECSU is known for its small class sizes, personalized attention, and its caring faculty and staff. Students have many opportunities for leadership development and participation in internships, research, and international study abroad.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/ECSU>

CAMPUS WEB SITE

www.ecsu.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

Elizabeth City State University is fully committed to various initiatives of the UNC Tomorrow Commission as reflected in the institution's 2009-2014 Strategic Plan. ECSU continues to prepare graduates who are ready to lead and compete in a multi-ethnic global society. To support community economic transformation, ECSU has strengthened and expanded its signature programs in Pharmacy and Aviation. To increase access to higher education, ECSU has acquired funding to expand and enhance graduate programs in math, science and education. ECSU has worked diligently to improve and strengthen collaborative partnerships with local and regional community colleges. To support environment and outreach engagement, ECSU has embarked upon green initiatives with the North Carolina Rural Development Council and has begun the arduous process of securing the prestigious Carnegie classification.

Link to UNC Tomorrow report: <http://www.ecsu.edu/docs/unctomorrowmainreportv20508.pdf>

INSTITUTIONAL DISTINCTIVENESS

From Willie J. Gilchrist, chancellor since March 2007

Elizabeth City State University is very proud of the core programs that ground us in academic rigor. We are especially proud that our signature programs -- pharmacy and aviation -- have attracted top students and faculty to this area

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while increasing our visibility. Most recently, ECSU rose in two of the rankings published by *U.S. News and World Report* magazine's "America's Best Colleges." This year, ECSU is ranked second among Top Public Baccalaureate Colleges in the South, and 11th among the nation's Historically Black Colleges and Universities. For decades, ECSU has been an integral part of, and has significantly enhanced, the economy of northeastern North Carolina. This university is a leader in providing the intellectual capital needed to enhance the quality of life for our citizens while stimulating the economic growth in this region.

MISSION

Fayetteville State University is a public comprehensive regional university that promotes the educational, social, cultural, and economic transformation of southeastern North Carolina and beyond. The primary mission of FSU is to provide students with the highest quality learning experiences that will produce global citizens and leaders as change agents for shaping the future of the state. Awarding degrees at the baccalaureate and master's levels, and a doctorate in Educational Leadership, FSU offers programs in teacher education, the arts and sciences, health professions, business and economics, and unique and emerging fields. FSU is an institution of opportunity and diversity. Committed to excellence in teaching, research, scholarship, and service, the university extends its services and programs to the community, including the military, and other educational institutions throughout North Carolina, the nation, and the world.

CAMPUS DESCRIPTION

Fayetteville State University is a constituent institution of The University of North Carolina and the second-oldest public institution of higher education in the state. Founded in 1867 as the Howard School for the education of African Americans, today FSU serves a growing student body of over 6,600 and ranks among the nation's most diverse campus communities.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/FSU>

CAMPUS WEB SITE

www.uncfsu.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

FSU is dedicated to placing emphasis on educating its students so that they can be competitive in the global marketplace. The institution's location allows FSU to provide higher education opportunities to underserved regions and underrepresented populations in the state, and provide a strategic advantage for delivering educational services to the state's growing military population. FSU continues its commitment to training teachers and other school personnel who are effective in their approach to teaching and learning as reflective and knowledgeable professionals. Economic transformation is a pivotal strategic priority for FSU, fulfilled by engaging the surrounding communities and actively sharing both faculty and student expertise, scholarship and research.

Link to UNC Tomorrow report: <http://www.uncfsu.edu/unctomorrow/docs/FSUUNCTomorrowCampusResponsePhaseIUNCGA.pdf>

INSTITUTIONAL DISTINCTIVENESS

From James A. Anderson, chancellor since June 2008

Two primary factors combine to make FSU distinctive within the System. First, FSU attracts a large majority of its students from Cumberland County and its five contiguous neighbors (essentially a 60-mile radius), which has

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contributed to a very high percentage (approximately 95 percent) of enrolled FSU students qualifying as Pell eligible. Additionally, because of the institution's proximity to Fort Bragg, it remains an attractive higher education option for active duty military personnel, veterans, and military spouses. These factors uniquely distinguish FSU and have significant implications relative to attainment of our institutional goals for access, diversity, retention and graduation. They also create a critical need for expanded resources to provide quality educational experiences for FSU's distinctive populations.

Link to FSU Strategic Plan 2009 - 2014: http://www.unccsu.edu/ia/marketing/strategic_plan/09-14_strategic_plan_layout.pdf



NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

MISSION

North Carolina Agricultural and Technical State University is a public, high research activity, 1890 land-grant university committed to exemplary teaching and learning, scholarly and creative research, and effective engagement and public service. The university offers degrees at the baccalaureate, master's, and doctoral levels and has a commitment to excellence in a comprehensive range of academic disciplines. Our unique legacy and educational philosophy provide students with a broad range of experiences that foster transformation and leadership for a dynamic and global society.

CAMPUS DESCRIPTION

Since its inception as a land grant university in 1891, North Carolina A&T has year after year carried a rich tradition of leadership and achievement. From the heritage of its academia to the bond of its school pride, A&T is a source of inspiration that will always endure. Spread over 188 beautiful acres at the center of North Carolina's Piedmont, A&T's campus is just 9 blocks from downtown Greensboro. Well-known for its quality of life, the area's mix of industry with schools and universities contributes to its economic and cultural diversity.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/NCAT>

CAMPUS WEB SITE

www.ncat.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

North Carolina A&T State University's major contributions to UNC Tomorrow are in the areas of increasing access to higher education, economic transformation and economic development, health and wellness and environmental sustainability. To be specific, the university is working collaboratively with Alamance Community College, the campus/alumni chapter of a fraternity, the UNC system and the Urban Education Institute to sponsor programs on mentoring African American males and K-16 African American male academic achievement. North Carolina A&T also has significantly expanded its efforts in the areas of technology transfer and spin-off companies and is creating a "green campus" via a recycling program and educational programs about sustainability. The university has completed its Health and Wellness Center for employees, students and the surrounding community.

Link to UNC Tomorrow report: http://www.ncat.edu/~provost/plans_rpts/UNC%20Tomorrow%20Phase1.pdf

INSTITUTIONAL DISTINCTIVENESS

From Harold L. Martin, Sr., chancellor since June 2009

As a land-grant university, North Carolina A&T State University is committed to our congressionally-mandated tripartite mission of teaching, research and service, and the integration of these three mission areas into programs that make a difference. As such, our curriculum is the heart and soul of the university's academic mission to prepare students for careers in a dynamic, global, knowledge-based economy that demands life-long learning.

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Through discovery, inquiry, analysis, and application, our curriculum promotes broad-based critical-thinking skills, effective written and oral communication of ideas, appreciation for diverse cultures, and commitment to ongoing civic engagement and social responsibility. Our graduates are technically proficient in their major area of study, have entrepreneurial determination, and compete very successfully in the global workforce and in graduate and professional schools.



NORTH CAROLINA SCHOOL OF SCIENCE AND MATHEMATICS

MISSION

The mission of the North Carolina School of Science and Mathematics, a public residential high school, is to help meet North Carolina's need for responsible leadership in the development and application of science, mathematics and technology and to act as a catalyst for educational improvement throughout North Carolina and the nation.

CAMPUS DESCRIPTION

The North Carolina School of Science and Mathematics (NCSSM) is the nation's premier public boarding school to offer a specialized curriculum in science and mathematics. The first school of its kind, NCSSM educates academically and intellectually gifted 11th and 12th grade students from every corner of North Carolina, and hundreds more through distance education and online learning. The school, which opened its doors in 1980, was founded by former Governor James B. Hunt Jr., and incorporated the vision of former Governor, Senator and Duke University President Terry Sanford, and academician and author John Ehle, among others. The pioneering venture has since matured into an institution that models and advocates excellence in elementary and secondary education for all North Carolinians.

CAMPUS WEB SITE

www.ncssm.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

NCSSM is uniquely positioned to address the UNC Tomorrow goals of global readiness; access to higher education, particularly for underserved regions and underrepresented populations; improvement of public education, outreach and engagement; and environmental sustainability. Through professional development initiatives, distance education, and a dynamic residential program, NCSSM is actively involved in transforming K-12 education in North Carolina, meeting the state's public education challenges head-on. Furthermore, NCSSM is preparing students statewide to be personally and professionally successful in the 21st century by emphasizing STEM education in its residential, distance education and outreach programming, while leading the way in reaching underrepresented N.C. populations through Labs for Learning and bridge programming, and incorporating sustainability principles and energy efficiency and conservation measures on campus.

Link to UNC Tomorrow report: <http://www.ncssm.edu/about-ncssm/UNCTomorrowPhase1.pdf>

INSTITUTIONAL DISTINCTIVENESS

From Gerald L. Boarman, chancellor since 2000

“The North Carolina School of Science and Mathematics is one the most innovative public high schools in the nation and world, regularly listed among Newsweek's ‘public elites.’ Opening in 1980, NCSSM broke new ground in secondary education, becoming the model for 18 like-schools around the world. Today, the school stands as an example of excellence, enhancing and revitalizing public education statewide. Together, NCSSM students and faculty create a community focused on fostering integrity, proliferating intellect and expanding worldviews. NCSSM is all about having the courage to search and discover, to learn without fear. Students graduate equipped for success in a global economy, with a commitment to giving back to their local communities.”

MISSION AND CAMPUS DESCRIPTION

North Carolina Central University is a comprehensive university offering programs at the baccalaureate and master's levels, and the Juris Doctor degree at the professional level. It is the nation's first public liberal arts institution founded for African-Americans. The university maintains a strong liberal arts tradition and a commitment to academic excellence in a diverse educational and cultural environment. It seeks to encourage intellectual productivity and to enhance the academic and professional skills of its students and faculty. The mission of the university is to prepare students academically and professionally to become leaders prepared to advance the consciousness of social responsibility in a diverse, global society. The university will serve its traditional clientele of African American students; it will also expand its commitment to meet the educational needs of a student body that is diverse in race and other socioeconomic attributes. Teaching, supported by research, is the primary focus of the university. As a part of that focus, the university encourages its faculty to pursue intellectual development and rewards effective teaching and research. The university recognizes, however, the mutually reinforcing impact of scholarship and service on effective teaching and learning. North Carolina Central University, therefore, encourages and expects faculty and students to engage in scholarly, creative, and service activities that benefit the community.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/NCCU>

CAMPUS WEB SITE

www.nccu.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

Dr. James E. Shepard, founder, branded the university by selecting "truth and service" as its motto. Addressing this state and nation's critical health disparities issue is one of the objectives of the outreach and engagement activities at NCCU. The Department of Health Education serves as a fiscal agent and offers technical support for 23 North Carolina agencies serving to redress health disparities based on race and socioeconomic status. As another example of outreach and engagement, our School of Education provides financial support and faculty expertise, and NCCU students serve as teachers and mentors to local public school students. In addition, NCCU's Institute for Homeland Security and Workforce Development serves as a member of the Rural Domestic Preparedness Consortium to develop and deliver homeland security curricula to rural emergency responders.

Link to UNC Tomorrow report: http://www.nccu.edu/formsdocs/proxy.cfm?file_id=1072

INSTITUTIONAL DISTINCTIVENESS

From Charlie Nelms, chancellor since 2007

Although we may call them historically black colleges and universities, we have not yet rendered to history the need for broad access, minority-serving institutions. North Carolina Central University is celebrating 100 years of truth and service. In the 21st century, we're investing millions of dollars in state-of-the-art research facilities, cutting-edge technology and new degree programs that will be critical to the success of our students and, ultimately, our

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world. Our core areas of excellence in education, nursing, and business, are attracting the best and brightest students from across the state and the nation. Our outstanding faculty inspires students to surpass what they think they can accomplish to reach the level we know they can achieve.

MISSION

The mission of North Carolina State University is to serve its students and the people of North Carolina as a doctoral/research-extensive, land-grant university. Through the active integration of teaching, research, extension, and engagement, North Carolina State University creates an innovative learning environment that stresses mastery of fundamentals, intellectual discipline, creativity, problem solving, and responsibility. Enhancing its historic strengths in agriculture, science, and engineering with a commitment to excellence in a comprehensive range of academic disciplines, North Carolina State University provides leadership for intellectual, cultural, social, economic, and technological development within the state, the nation, and the world.

CAMPUS DESCRIPTION

NC State's campus is approximately 1.5 miles from downtown Raleigh and less than 15 minutes from the renowned Research Triangle Park. It consists of more than 2,000 acres of gently rolling hills and with nearly 34,000 students, is home to the largest student body in The University of North Carolina. The university's 2,100 faculty members include 16 members of the National Academies, and the university offers bachelor's degrees in 102 fields, master's in 106 fields, and doctorates in 61 fields plus a Doctor of Veterinary Medicine.

Within sight of the downtown Raleigh skyline, the university's world-renowned 1,120-acre Centennial Campus is home to more than 100 large and small companies, government agencies and NC State research and academic units. The campus is contiguous to the university's main campus and plays host to more than 1,500 corporate and government employees in addition to NC State faculty, staff and post-docs, NC State students and 600 middle school students.

Representatives from universities and research parks around the world visit the campus each month, hoping to copy the concept.

Raleigh is consistently rated one of the best places in the nation to live and offers myriad recreational and entertainment opportunities. Midway between North Carolina's magnificent mountains and beautiful beaches, Raleigh is indeed a beautiful city.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://collegeportraits.org/NC/NC-State>

CAMPUS WEB SITE

<http://www.ncsu.edu>

MAJOR CONTRIBUTIONS TO UNC TOMORROW

NC State's mission and strategic plan are perfectly aligned with UNC Tomorrow's goals. With our land-grant history, a knowledge-based commitment to economic and social development in North Carolina is "in our genes." Our five strategic focus areas, which have shaped our investments since 2007, map directly to UNC Tomorrow: economic

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development, educational innovation, energy and the environment, student leadership development, and health and wellness. Recent initiatives include international programs, collaborative teaching programs with other NC institutions, increased need-based student aid, and strengthened research infrastructure to support these focus areas. Our plans to expand engineering and to strengthen multidisciplinary collaborations among STEM, social science, and humanities faculty demonstrate our continued commitment to economic development and to addressing the increasingly complex and global issues of our time.

Link to UNC Tomorrow report: <http://www.ncsu.edu/unctomorrow>

INSTITUTIONAL DISTINCTIVENESS

From Randy Woodson, chancellor since April 2010

NC State is one of only two comprehensive research-extensive universities in North Carolina, and we provide a high quality education in agriculture and life sciences, design, education, engineering, humanities and social sciences, management, natural resources, physical and mathematical sciences, textiles and veterinary medicine.

During the past four years, our Industrial Extension Service has created \$1 billion in economic value to manufacturers, helping businesses in 75 of North Carolina's 100 counties. Our Agricultural Extension Service has offices in all 100 counties with more than 2,000 employees throughout the state.

Our innovation and research have attracted more than \$336 million in research funding during the past year, and for every dollar we receive in state support, we return \$8 in total income to North Carolina.

MISSION

UNC Asheville is distinctive in the UNC system as its designated liberal arts university. Our practice of the liberal arts emphasizes the centrality of learning and discovery through exemplary teaching, innovative scholarship, creative expression, co-curricular activities, undergraduate research, engaged service, and practical experience. Primarily undergraduate, UNC Asheville offers a liberal arts education characterized by high quality faculty-student interaction. We offer this challenging educational experience to all promising students who are committed to liberal learning and personal growth. Our liberal arts educational approach emphasizes life skills including critical thinking, clear and thoughtful expression, and honest open inquiry. Students undertake concentrated study in one area while simultaneously developing an understanding of the connections among disciplines. We encourage students to clarify, develop and live their own values while respecting the views and beliefs of others. In addition we cultivate an understanding of the dimensions of human diversity while recognizing the common humanity of all. We believe a quality liberal arts education enables our graduates to be lifelong learners and to lead successful, flourishing lives as leaders and contributors to their communities.

At UNC Asheville, we respond to the conditions and concerns of the contemporary world both as individuals and as a university. We incorporate economic, social and environmental sustainability into our institutional practices and curriculum. With a range of associated centers, partnerships, and initiatives, we fulfill our public responsibility to address the needs of our community through a continuum of learning. We develop a commitment to continuing service characterized by an informed, responsible, and creative engagement with the Asheville area, the southern Appalachian region, the state of North Carolina, and a diverse and increasingly connected world.

CAMPUS DESCRIPTION

The University of North Carolina at Asheville is the designated undergraduate liberal arts university in the 16-campus University of North Carolina system. An outstanding learning community, UNC Asheville is committed to providing an excellent liberal arts experience for its 3,500 undergraduate students through challenging academic programs, exemplary teaching, and meaningful and diverse co-curricular activities. The scenic 265-acre mountain campus is located one mile north of downtown Asheville, the cultural, economic and population (75,000) center of the region. Known for outdoor opportunities in the surrounding Blue Ridge Mountains and a cosmopolitan downtown featuring coffee houses, restaurants, theaters, museums, galleries and craft shops, Asheville is rated one of the country's most livable cities. The university's Outdoor Program offers students hiking, backpacking, mountain biking, rock climbing and other outdoor adventures in the nearby Pisgah and Nantahala national forests, Great Smoky Mountains National Park and along the Blue Ridge Parkway.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/UNC-Asheville>

CAMPUS WEB SITE

www.unca.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

The UNC Tomorrow commission has singled out our campus as a leader in the system for our Integrative Liberal Studies curriculum, superb long-standing undergraduate research program, training consistently high-quality teachers, forward-thinking sustainability practices and literacy, and statewide community health-focused outreach through our North Carolina Center for Health & Wellness. The commission invited us to assist other campuses in improving their teacher education curricula, in integrating sustainability into the curriculum, and in starting substantive undergraduate research programs that prepare undergraduates for graduate work in all disciplines. Preparing graduates who can adapt to a future full of unknowns is the single most powerful engine of economic development for North Carolina. UNC Asheville continues to be recognized nationally for offering a consistently affordable education that produces consistently superb graduates.

Link to UNC Tomorrow report: http://rocky2.unca.edu/sp/unc_tomorrow.htm

INSTITUTIONAL DISTINCTIVENESS

From Anne Ponder, chancellor since October 2005

“UNC Asheville students are among the most curious and talented students I have ever met; UNC Asheville’s goal is to provide them with the finest undergraduate educational experience anywhere. Our nationally-recognized interdisciplinary curriculum makes certain that all students, regardless of their major, grapple with ethical dilemmas, environmental issues, rigorous academic requirements, community responsibility, diversity issues and information literacy. Our graduates are critical thinkers, versatile communicators, creative problem solvers, and citizens with both an academic and experiential understanding of the complexities of the contemporary world. This prepares them to be particularly high performers in entrepreneurial ventures, employment settings and graduate and professional schools, as our consistently strong showing in all the major national rankings demonstrate, year after year.”

MISSION

The University of North Carolina at Chapel Hill, the nation's first public university, serves North Carolina, the United States, and the world through teaching, research, and public service. We embrace an unwavering commitment to excellence as one of the world's great research universities. Our mission is to serve as a center for research, scholarship, and creativity and to teach a diverse community of undergraduate, graduate, and professional students to become the next generation of leaders. Through the efforts of our exceptional faculty and staff, and with generous support from North Carolina's citizens, we invest our knowledge and resources to enhance access to learning and to foster the success and prosperity of each rising generation. We also extend knowledge-based services and other resources of the university to the citizens of North Carolina and their institutions to enhance the quality of life for all people in the State. With lux, libertas – light and liberty – as its founding principles, the university has charted a bold course of leading change to improve society and to help solve the world's greatest problems.

CAMPUS DESCRIPTION

The University of North Carolina at Chapel Hill, the nation's first public university, was chartered in 1789 and opened to students in 1795. Today, UNC-Chapel Hill ranks among the great institutions of higher education in the nation, with offerings in 77 bachelor's, 107 master's, 69 doctorate and six professional degree programs. The University enrolls 17,900 undergraduate students and 10,950 graduate and professional students who are taught by a 3,500-member faculty. Carolina's nationally acclaimed academics offer opportunities for public service, leadership, global study and research. UNC-Chapel Hill has a steadfast commitment to access and affordability with programs like the Carolina Covenant, which provides a debt-free education to low-income students from North Carolina and beyond.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://collegeportraits.org/NC/UNC-Chapel-Hill>

CAMPUS WEB SITE

www.unc.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

UNC-Chapel Hill has undertaken a wide array of programs that address the UNC Tomorrow goals, such as global readiness, access to higher education, public education, economic transformation, health and environment. But the initiative that grew out of our UNC Tomorrow response that we believe will have the greatest impact is the Community-Campus Partnership for Tomorrow. UNC-Chapel Hill made a campus-wide commitment to create a comprehensive, integrated partnership with economically distressed communities in a way that would produce real and lasting change. We have since dropped the “for Tomorrow” from the name because the partnership is a reality today with teams of faculty, students and staff in both Lenoir and Caswell counties for a two-year pilot project that is already producing results.

Link to UNC Tomorrow report: <http://www.unc.edu/pse/files/CarolinaUNCTResponse.pdf>

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INSTITUTIONAL DISTINCTIVENESS

From H. Holden Thorp, chancellor since July 2008

“Carolina’s leaders have held true to a bold concept: to aspire to global academic eminence while focusing our teaching and our service on North Carolina’s students and people. We’re the university of ‘both/and:’ both academic prominence and a commitment to our state. Because of our guiding principle of academic excellence plus service, Carolina is perfectly suited to leverage our young peoples’ interests in the great problems facing our world. Our service to the state begins with attracting and inspiring the smart young people of North Carolina to come to Chapel Hill. It continues when they graduate and become alumni who contribute to the economy and society here at home and become leaders in communities across the state.”

MISSION

UNC Charlotte is North Carolina's urban research university. It leverages its location in the state's largest city to offer internationally competitive programs of research and creative activity, exemplary undergraduate, graduate, and professional programs, and a focused set of community engagement initiatives. UNC Charlotte maintains a particular commitment to addressing the cultural, economic, educational, environmental, health, and social needs of the greater Charlotte region.

In fulfilling this mission, we value:

- Accessible and affordable quality education that equips students with intellectual and professional skills, ethical principles, and an international perspective.
- A strong foundation in liberal arts and opportunities for experiential education to enhance students' personal and professional growth.
- A robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and mutual respect.
- A safe, diverse, team-oriented, ethically responsible, and respectful workplace environment that develops the professional capacities of our faculty and staff.

To achieve a leadership position in higher education, we will:

- Implement our Academic Plan and related administrative plans.
- Rigorously assess our progress using benchmarks appropriate to the goals articulated by our programs and in our plans.
- Serve as faithful stewards of the public and private resources entrusted to us and provide effective and efficient administrative services that exceed the expectations of our diverse constituencies.
- Create meaningful collaborations among university, business, and community leaders to address issues and opportunities of the region.
- Develop an infrastructure that makes learning accessible to those on campus and in our community and supports the scholarly activities of the faculty.
- Pursue opportunities to enhance personal wellness through artistic, athletic, or recreational activities.
- Operate an attractive, environmentally responsible and sustainable campus integrated with the retail and residential neighborhoods that surround us.

CAMPUS DESCRIPTION

UNC Charlotte serves as the only doctoral research university in the dynamic Charlotte area of more than 2 million people. Seven academic colleges (Arts and Architecture, Liberal Arts and Sciences, Business, Computing and Informatics, Education, Engineering, and Health and Human Services) and the Graduate School offer 90 bachelor's, 62 master's, and 18 doctoral programs. The university offers a multidisciplinary Honors College and wide range of disciplinary honors programs. This vast campus of nearly 1,000 acres includes nine new academic and administrative buildings completed since 2001, as well as a new student union and a student health center. A new building to support engineering disciplines and an 11-story facility in Center City Charlotte are under construction.

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VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/UNCC>

CAMPUS WEB SITE

www.uncc.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

UNC Charlotte is ensuring that all students graduate with '21st century skills' with a "Communications across the Curriculum" program that will make written and oral communication's role more explicit as an integral element in critical thinking and problem solving. To 'enhance global competitiveness,' the Energy Production and Infrastructure Center (EPIC), designed with the strong support and collaboration of the state's energy industry, is rising rapidly on the campus. EPIC will educate the next generation of energy industry leadership and technical workforce and conduct research and development that advances the state of energy production. UNC Charlotte is also preparing 'more and better teachers,' having produced 624 new teachers last year with increased emphases on mathematics and science teacher education and on partnerships with P-12 schools.

Link to UNC Tomorrow report: <http://provost.uncc.edu/Reports/>

INSTITUTIONAL DISTINCTIVENESS

From Philip L. Dubois, chancellor since July 2005

UNC Charlotte is North Carolina's only urban research institution. Located in the largest metropolitan region in the state, the University values collaborations and partnerships with businesses and organizations in the Charlotte region. Through applied and interdisciplinary research, a robust technology transfer program, and emphasis on community service, the University has a direct impact on the social, cultural and economic well-being of the Charlotte region. Our new Energy Production and Infrastructure Center project is exemplary of collaboration across disciplines and between the University and its industry partners. A large public university with a small college feel, UNC Charlotte will open a major facility in Charlotte's center city in fall, 2011, creating additional access to the University's academic programs, particularly at the graduate and professional level, and more opportunity for linkages with our community partners.

MISSION

The University of North Carolina at Greensboro will redefine the public research university for the 21st century as an inclusive, collaborative, and responsive institution making a difference in the lives of students and the communities it serves. UNCG is a:

- Learner-centered, accessible, and inclusive community fostering intellectual inquiry to prepare students for meaningful lives and engaged citizenship;
- Research university where collaborative scholarship and creative activity enhance quality of life across the lifespan;
- Source of innovation and leadership meeting social, economic, and environmental challenges in the Piedmont Triad, North Carolina, and beyond; and
- Global university integrating intercultural and international experiences and perspectives into learning, discovery, and service.

CAMPUS DESCRIPTION

The University of North Carolina at Greensboro, one of the three original campuses of The University of North Carolina, is a research university located in a vibrant and culturally diverse community. Ranked in the category of “high research activity” by the Carnegie Commission in 2006, UNCG enrolls 15,540 students, including 3,225 graduate students. The academic and research programs of the University are supported by more than 1,065 faculty positions. Academic units include: the College of Arts and Sciences, the Lloyd International Honors College, and the Schools of Business and Economics, Education, Health and Human Performance, Human Environmental Sciences, Music, Nursing, and the Joint School of Nanoscience & Nanoengineering (with North Carolina A&T State University). Located in the Piedmont Triad region of North Carolina, Greensboro is a thriving city with a population of 258,000. The local metropolitan area (which includes the cities of High Point and Winston-Salem) has a population of more than 1.6 million.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/UNCG>

CAMPUS WEB SITE

www.uncg.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

“Service” is the word generations of alumni have associated with their experience at UNC Greensboro. UNCG’s Strategic Plan 2009-14 builds on our successful history and expands our commitment to serving the people of the Piedmont Triad and the State of North Carolina, through programs designed to enhance access to education and student success; improve health, wellness and quality of life for children, adults, families and communities; offer transformational undergraduate and graduate programs that prepare graduates with transferable skills for life, civic participation, and work in a global society; and support innovation, economic transformation and community development. UNCG partners in these efforts with its sister institutions in the UNC system, private colleges and

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universities in Greensboro and the Piedmont Triad, community colleges, and K-12.

Link to UNC Tomorrow report: <http://uncgtomorrow.uncg.edu/response/UNCTomorrowResponsePhase1.pdf>

INSTITUTIONAL DISTINCTIVENESS

From Linda P. Brady, chancellor since August 2008

Since its inception in 1891 as the State Normal and Industrial School, UNC Greensboro evolved first into a liberal arts college for women and more recently into a university with high research activity. It has broadened its scope to offer doctoral and masters programs, as well as professional preparation at all levels, while retaining its strengths in general education, emphasis on a challenging and vibrant student experience, and commitment to the highest ethical principles. Throughout its evolution, UNCG has maintained its foundational commitment to scholarship through teaching, research and creative activity, and service. UNCG's efforts in these traditional areas continue to respond to changing times and the challenges they present. The question our faculty, staff and students ask every day is "How can UNCG help?"

MISSION

Founded in 1887 as a school for the education of American Indians, the University of North Carolina at Pembroke now serves a distinctly diverse student body and encourages inclusion and appreciation for the values of all people. UNC Pembroke exists to promote excellence in teaching and learning, at the graduate and undergraduate levels, in an environment of free inquiry, interdisciplinary collaboration, and rigorous intellectual standards. Our diversity and our commitment to personalized teaching uniquely prepare our students for rewarding careers, postgraduate education, leadership roles, and fulfilling lives. We cultivate an international perspective, rooted in our service to and appreciation of our multi-ethnic regional society, which prepares citizens for engagement in global society. Students are encouraged to participate in activities that develop their intellectual curiosity and mold them into responsible stewards of the world.

UNCP faculty and staff are dedicated to active student learning, engaged scholarship, high academic standards, creative activity, and public service. We celebrate our heritage as we enhance the intellectual, cultural, economic, and social life of the region.

CAMPUS DESCRIPTION

The University of North Carolina at Pembroke is a master's level degree-granting university and one of 17 schools that comprise the University of North Carolina system. With a total enrollment of 6,661, the University offers 41 bachelor's and 17 master's degrees. UNCP has distinguished itself as a school where students excel because of the tremendous care Pembroke faculty take to ensure their success and growth. With a student-faculty ratio of 14:1 and an average class size hovering at 20 students, Pembroke occupies the enviable position of being able to treat each student as an individual. Because of the rigors of the curriculum and the personal attention students receive, graduates go on to create vibrant, interesting lives for themselves. Located in a small community, Pembroke is one of the safest campuses among UNC schools, and, according to U.S. News and World Report, it is among the nation's most diverse.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/UNCP>

CAMPUS WEB SITE

www.uncp.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

The University of North Carolina at Pembroke administration, faculty, staff, and students purposefully and effectively meet UNC Tomorrow goals. The institution is an engaged economic engine, educational leader, and proactive citizen in a challenging regional context. UNCP is committed to ensuring access for all qualified students and to sustaining partnerships with regional school districts, community colleges, and other UNC institutions to support student success. Our campus houses a remote facility of the Southeastern North Carolina Regional Microanalytical and Imaging Center and provides active leadership in a regional K-16 partnership to design an innovative, sustainable educational platform for STEM education. Other initiatives consistent with UNC Tomorrow goals and

Continued on reverse

our institutional strategic plan include faculty involvement in community economic development, rural health care initiatives, and international outreach.

Link to UNC Tomorrow report: <http://www.unc.edu/pse/files/CarolinaUNCTResponse.pdf>

INSTITUTIONAL DISTINCTIVENESS

From Charles R. Jenkins, chancellor since July 2009

The University of North Carolina at Pembroke offers an affordable, highly personalized, student-centered education to its diverse students. Founded in 1887 as an American Indian institution to serve the Lumbee people, UNCP is now one of the most diverse universities in the nation. Diversity grounds intellectual pursuits and provides us with opportunities for discovery and ways to integrate all individuals and groups into the larger community, respecting and valuing their uniqueness while simultaneously advancing the University's historical tradition. Consistently recognized for our community service efforts, the University's students, faculty, and staff help transform the region through their volunteerism and service activity on and off campus. UNC Pembroke thus prepares its students for life and leadership within a diverse society.

MISSION

The University of North Carolina School of the Arts is the state's unique professional school for the performing, visual, and moving image arts, training students at the high school, undergraduate, and graduate levels for professional careers in the arts. As such, UNCSA provides gifted developing artists with the experience, knowledge, and skills needed to excel in their disciplines and in their lives; and serves and enriches the cultural and economic prosperity of the people of North Carolina, the South and the United States.

CAMPUS DESCRIPTION

The University of North Carolina School of the Arts is The University of North Carolina system's conservatory for the arts, dedicated entirely to the professional training of students possessing exceptional talents in the performing, visual and moving image arts. Students enter UNCSA when they are ready for focused, intense professional development at the baccalaureate level and in select programs at the master's and high school levels in its schools of Dance, Design and Production, Drama, Filmmaking, and Music.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/UNCSA>

CAMPUS WEB SITE

www.uncsa.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

Since its founding, the University of North Carolina School of the Arts (UNCSA) has actively engaged in fostering the arts and culture in communities across North Carolina. UNCSA offers over 300 public performances year across North Carolina. More recently in its history, in response to major economic shifts in North Carolina's economy, UNCSA developed initiatives to make the state more globally competitive by leveraging the creative talents of its students, faculty, and staff to accelerate the growth of existing creative enterprises and generate new opportunities.

Link to UNC Tomorrow report: <http://www.uncsa.edu/administration/unctomorrow.htm>

INSTITUTIONAL DISTINCTIVENESS

From John Mauceri, chancellor since July 2006

Ours is a fascinating story to tell. In the early 1960s, a group of progressive and innovative thinkers envisioned a school for training talented young people for professional careers in dance, drama and music. In 1963, that vision became the first state-supported, residential arts conservatory in the country.

We revere the things that set us apart: a faculty of master teachers, who continue to hone their craft as practicing artists; students chosen for their demonstrated talent and potential as artists; rigorous training with one-on-one studio and classroom instruction; learning by doing, on stage and screen, and behind the stage and the lens; students growing and creating in a supportive, nurturing community of artists; and academic study in a variety of disciplines to develop the whole artist.

MISSION

The University of North Carolina Wilmington, the state's coastal university, is dedicated to learning through the integration of teaching and mentoring with research and service. Our powerful academic experience stimulates creative inquiry, critical thinking, thoughtful expression and responsible citizenship in an array of high-quality programs at the baccalaureate and master's levels, and in our doctoral programs in marine biology and educational leadership. Substantial research activity, combined with our hallmark teaching excellence and moderate size, advances distinctive student involvement in faculty scholarship. We are committed to diversity and inclusion, affordable access, global perspectives, and enriching the quality of life through scholarly community engagement in such areas as health, education, the economy, the environment, marine and coastal issues, and the arts.

CAMPUS DESCRIPTION

The University of North Carolina Wilmington is a mid-sized institution (approximately 13,000 students) with a smaller university's sense of community, in a unique coastal environment. UNCW's distinctive blend of excellent teaching, undergraduate research experiences, and service learning opportunities attracts high-quality students, who graduate at high rates, and gives graduates a competitive advantage in the marketplace. Nationally and internationally recognized programs include marine sciences (in biology, chemistry, oceanography, environmental studies, etc.), creative writing, film studies, psychology, education, nursing and clinical research.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/UNC-Wilmington>

CAMPUS WEB SITE

www.uncw.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

UNC Wilmington has completed a wide-ranging revision of general education curriculum in order best to prepare our students with the soft skills needed to compete on a 21st century global level; has established the Swain Center for Business and Economic Services to help lead economic transformation; is constructing a Marine Biotechnology facility to transform the mysteries of the ocean into the miracles of the marketplace; is implementing a College of Health and Human Services to create synergy for our health-related programs; and expanded our presence in Onslow County to include nursing, social work, business, elementary education, and other much-needed programs in an innovative collaboration with Coastal Carolina Community College and the military community.

Link to UNC Tomorrow report: http://www.uncw.edu/tomorrow/Phase_One.html

INSTITUTIONAL DISTINCTIVENESS

From Rosemary DePaolo, chancellor since July 2003

As North Carolina's coastal university, UNCW takes great pride in providing students the most powerful learning experience possible. On our beautiful campus, our faculty and staff have worked together to design a deliberate and

Continued on reverse

unique approach that combines excellence in teaching with substantial research opportunities for undergraduate students working closely with scholarly faculty, extensive international opportunities, and an emphasis on service learning. The university has developed a reputation for producing outstanding undergraduate and graduate students from world class programs in marine science, chemistry, biology, creative writing, film studies, psychology, and many others. We have created an entire campus whose focus is on encouraging our students to become engaged learners and on developing their leadership abilities through their disciplines and a wide range of other activities.

MISSION

Western Carolina University creates engaged learning opportunities that incorporate research and service through residential, distance education, and international experiences. The university focuses its academic programs, educational outreach, research and creative activities, and cultural opportunities to improve individual lives and enhance economic and community development in the region, state, and nation.

CAMPUS DESCRIPTION

The westernmost campus of The University of North Carolina, Western Carolina University is a regional institution providing statewide and national service. The Carnegie Foundation for the Advancement of Teaching has selected WCU for its “community engagement classification” in recognition of its emphasis on community engagement and engaged teaching, research and service. Founded in 1889, WCU has seen its enrollment grow to nearly 10,000 students, and offers bachelor’s and master’s degrees, as well as doctoral degrees in education and physical therapy. Nestled in a scenic valley between the Great Smoky and Blue Ridge mountains, WCU has a commitment to the rich traditions of the Appalachian and Cherokee cultures. The university doubled the size of its campus in 2005 through the acquisition of 344 acres as part of its Millennial Initiative, which calls for the transformation of the university into knowledge enterprise zones where faculty and students, private industry, and government partners work on scientific and technological innovations that have commercial applications.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/WCU>

CAMPUS WEB SITE

www.wcu.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

Adding a bachelor’s degree in engineering, master’s in environmental science and a doctorate of physical therapy are among ways WCU is responding to the state’s needs as identified in the UNC Tomorrow report. WCU’s strong programs in teacher education, health science and construction management are producing the educators, health-care practitioners and construction industry leaders of tomorrow. WCU’s entrepreneurship program is assisting with the development of one of the state’s high-growth industries – small business. Other proposals include construction of education and health neighborhood components of the Millennial Initiative. Responses fit with an integrative, intentional learning model set out in WCU’s Quality Enhancement Plan, and with WCU’s commitment to serving the region as a steward of place, which guided recent changes to tenure, promotion and reappointment policies.

Link to UNC Tomorrow report: <http://www.wcu.edu/6264.asp>

INSTITUTIONAL DISTINCTIVENESS

From John W. Bardo, chancellor since 1995

“At Western Carolina University, all that we do revolves around our brand promise statement: ‘WCU offers

Continued on reverse

opportunities for those who aspire to make a difference in their world.' Statewide in our reach, we have a special sense of responsibility to serve the people of the mountains of Western North Carolina. We endeavor to ensure that the region's best and brightest young minds are able to get a first-class university education and to become prosperous participants in the global economy of the 21st century. We emphasize intentional learning where students are engaged by faculty members in projects that help solve real-world problems facing our region and state."

MISSION

Preparing diverse students for success in the 21st Century, Winston-Salem State University offers quality educational programs at the baccalaureate and graduate levels. Students are engaged in active and experiential learning and have access to education through flexible delivery modes. The university is dedicated to the development of students through excellence in teaching, scholarship, and service. As a comprehensive, historically black constituent institution of The University of North Carolina, Winston-Salem State University contributes to the social, cultural, intellectual, and economic growth of the region, North Carolina and beyond.

CAMPUS DESCRIPTION

Winston-Salem State University is a master's level public institution that develops the skills and values students need to contribute and succeed in the changing economy of the 21st Century. Its degree programs in growing fields such as health sciences, information technology, financial services and teacher education, offer the flexibility to accommodate diverse life situations of both traditional and non-traditional students ranging from recent high-school graduates to working adults. The university's curriculum also prepares students to use the latest technologies as powerful tools for continuous learning, career advancement and personal enrichment. Beyond technical skills, the WSSU educational experience inspires individual commitment to community service through classroom and field experiences that develop civic leadership and prepare students to make lifetime contributions to society.

VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/WSSU>

CAMPUS WEB SITE

www.wssu.edu

MAJOR CONTRIBUTIONS TO UNC TOMORROW

The university continues to focus on its historical mission of serving minority and economically disadvantaged populations, but also has leveraged its assets in the broader region that includes many rural and economically disadvantaged communities. The Accelerated Nursing Baccalaureate Program, underwritten by a local hospital, is an example of a public-private partnership addressing regional access and workforce issues in 11 counties through Distance Learning Sites. To better equip students with the "soft skills" necessary for success in the 21st Century, the university's Quality Enhancement Plan of our SACS reaffirmation focuses on improving writing in the major. The university, through a new Strategic Plan, is also reviewing and re-defining its curriculum to provide more support for student learning in the areas of critical and analytical thinking.

Link to UNC Tomorrow report: <http://www.wssu.edu/nr/rdonlyres/vault/homepage/documents/WSSU%20Responds%20to%20UNC%20Tomorrow.pdf>

INSTITUTIONAL DISTINCTIVENESS

From Donald J. Reaves, chancellor since August 2007

Continued on reverse

“As one of the Historically Black Colleges and Universities in the UNC System, Winston-Salem State has a strong track record of providing African American students with a quality education. Consistently ranked among the top southern public colleges in the bachelor’s category by U. S. News and World Report, we continue to focus on improving the only real product we have to offer – our graduates. A new Strategic Plan is providing direction that will serve as a catalyst for the first major reform of our curriculum in more than 50 years. We are expanding opportunities for our students to be involved in research, global studies, the arts and community service. We strive every day to support the university’s motto of “Enter to Learn. Depart to Serve.”



THE NORTH CAROLINA ARBORETUM

MISSION

Located in the inspirational Southern Appalachian Mountains, The North Carolina Arboretum cultivates connections between people and plants through creative expressions of landscape stewardship, including:

- Education
- Economic Development
- Research
- Landscape Demonstration
- Conservation

CAMPUS DESCRIPTION

The North Carolina Arboretum was created by the NC General Assembly in 1986 to serve as a statewide and national resource and cultivator of education, economic development, research, conservation and landscape demonstration. Through these roles, the Arboretum exhibits, interprets and celebrates the importance of plants to our world – to our economy, our culture, our environment and our enjoyment.

The Arboretum is a public institution and UNC Affiliate that fulfills its mission at many levels. From supporting new plant-related sustainable economic sectors, to educating the educator and the public about plants, to serving as a location for natural beauty and connection with the outdoors, the Arboretum elevates the aesthetic, cultural, and economic quality of life in North Carolina.

The Arboretum addresses contemporary expressions of landscape stewardship through conservation of the traditional values, environmental resourcefulness, and leveraging the botanical mystique of the Southern Appalachian region and its people.

CAMPUS WEB SITE

www.ncarboretum.org

MAJOR CONTRIBUTIONS TO UNC TOMORROW

The Arboretum's priorities target opportunities and challenges for the mountain region and the state. UNC Tomorrow's Economic Development goals are addressed in the establishment of the Bent Creek Institute, an enterprise leveraging regional botanical diversity for medicinal and integrated health purposes. UNC Tomorrow's Outreach goals are supported by the Arboretum's indoor and outdoor exhibit offerings, now reaching 375,000 visitors annually. And, UNC Tomorrow's Environmental goals are addressed by the Arboretum's leadership in securing the location and leadership of a NOAA Cooperative Research Institute in climate sciences.

Behind these initiatives is a commitment to augmenting advanced research in the region as a means of stimulating intellectual property and value creation, opening new opportunity in science and technology, and attracting and growing companies -- all important thrusts of the UNC Tomorrow mandate.

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Link to UNC Tomorrow report: http://www.northcarolina.edu/nctomorrow/NC_Arboretum_UNCT_Response.pdf

INSTITUTIONAL DISTINCTIVENESS

From George Briggs, executive director since June 1987

The North Carolina Arboretum aspires to be an innovative, nimble, and strategic enterprise of the UNC system, positioned in a destination region of North America noted for its botanical and cultural diversity, scenic beauty and desirable climate.

Through collaborative leadership and an emphasis on partnership development, the Arboretum serves as a nationally and internationally recognized tourism site and, more importantly, an institution that stimulates educational and economic progress in such areas as climate change, botanical medicine, green building, and landscape-related industry sectors.

As the host institution of 1,000 delegates attending the first World Botanic Gardens Congress in 2000, the Arboretum has established a leading position among its peer institutions internationally and a reputation for imaginative, place-based economic development strategy at home.

MISSION

Television has the power to change lives. Public television has the responsibility to change lives for the better: a child far from urban resources is inspired to become a scientist, a high school dropout earns a GED, a homebound senior remains connected to the world of the arts and culture, the family of an Alzheimer's patient find strength and support. UNC-TV's unique programs and public media services provide people of all ages with enriching, life-changing television.

DESCRIPTION

UNC-TV is North Carolina's statewide public television network, providing three over-the-air program services—UNC-TV, UNC-EX, and UNC-KD—as well as one additional cable-only service, UNC-MX. In addition, Time Warner Cable offers a fifth program service, UNC-HD, featuring UNC-TV in high definition. UNC-TV was the second public television broadcaster in the nation, after WGBH in Boston, to receive its own iTunes “room” and to offer podcasts of its original programming. UNC-TV content is also available on YouTube, and there are UNC-TV pages on Facebook, My Space, and other social networking sites. UNC-TV online video players offer a growing variety of both PBS and UNC-TV original productions.

ENTITY WEB SITE

www.unctv.org

MAJOR CONTRIBUTIONS TO UNC TOMORROW

UNC-TV has consistently advanced the objectives of UNC Tomorrow initiatives through original program production efforts, reporting extensively on University affairs and activities and concentrating heavily on the educational, social, economic, environmental, and cultural issues that have a direct bearing on the future of North Carolina. We broadcast these programs to a statewide audience, reaching an average of 4 million viewers each week, making UNC-TV one of the most powerful outreach tools available to the University. Annually, UNC-TV produces more than 400 hours of original programming, including many specials and continuing series that highlight the people, culture, and issues of North Carolina. In addition, UNC-TV's Web site, www.unctv.org, provides online video access and supplementary material in support of these efforts.

Link to UNC Tomorrow report: UNC-TV's report is currently not available online, but a copy is available from the director and general manager's office upon request.

INSTITUTIONAL DISTINCTIVENESS

From Tom Howe, director and general manager since November 1992

UNC-TV promotes knowledge that enriches the mind and creativity that inspires the spirit. North Carolinians learn from original content that is distinct, essential, and culturally diverse. We are a catalyst to effect change and address the critical needs of North Carolinians by uniting with partners to solve educational and social problems. The power of these partnerships will create better-informed, better-educated, and more prosperous people, making a difference in their lives and improving the quality of life in our state. Our unique and easily accessible public media services are used by citizens, educational institutions, public service organizations, and state government to help them achieve their goals. Our realized vision will demonstrate that through UNC-TV, knowledge translates into economic, social, cultural, and historical value.

MISSION AND CAMPUS DESCRIPTION

UNC Press, a non-profit publisher of both scholarly and general-interest books and journals, is unique among the University's academic units. We operate in a highly competitive business environment and, simultaneously, in the world of scholarship and ideas. UNC Press advances the University's triple mission of teaching, research, and public service by publishing first-rate books for students, scholars, and general readers. The Press has earned a distinguished reputation by publishing excellent work from the nation's leading scholars, writers, and intellectuals and by presenting that work effectively to wide-ranging audiences.

Established in 1922, UNC Press was the first university press in the South and one of the first in the nation. Our regional publishing program—aimed at general readers and offering engaging, authoritative work on all aspects of the region's history and culture, its natural and built environment, its music, food, literature, geography, plant and animal life—has been widely adopted in other parts of the country. Over the years, Press books have won hundreds of prestigious awards including the Pulitzer Prize and the National Book Award and those of many national scholarly societies. Today, the imprint of UNC Press is recognized worldwide as a mark of publishing excellence—both for what we publish and for how we publish. Because of our respected authors who rely on the Press to connect readers with important ideas, the name of the University is carried on Press books and journals across the country and around the globe, in both print and digital formats.

ENTITY WEB SITE

<http://uncpress.unc.edu>

MAJOR CONTRIBUTIONS TO UNC TOMORROW

Through its regional publishing program, UNC Press is an active participant in many of the core findings of the UNC Tomorrow Commission: supporting the economic transformation of our communities through cultural enrichment and cultural tourism in all regions; bringing increased awareness of critical health, environmental, and legal issues confronting the state in creating a just and civil society; and extending the University's outreach and engagement with all of the state's residents by communicating research and scholarship to the widest possible audience.

Link to UNC Tomorrow report: <http://www.northcarolina.edu/nctomorrow/reports/index.php>

(See sections 4.4 to 4.7.4 of the report.)

INSTITUTIONAL DISTINCTIVENESS

From Kate Douglas Torrey, director since July 1992

UNC Press is one of the top university presses—measured not by size but by quality, by awards from prestigious organizations, by review attention, and by the Press's commitment both to environmental stewardship and to maximizing the benefits of digital technology. Superb publishing starts with the selection and peer-review process and continues through editing, design, typesetting, manufacturing, and marketing. The result is books that explore important questions, spark lively debate, generate fresh ideas, and move fields of inquiry forward. We are the force-multiplier for significant scholarship, bringing it to wide audiences, in multiple formats, in print and digital editions. Our vision is to be recognized as the nation's premier public university press, while remaining a progressive force in the state and region.