

**PRESIDENT ROSS' REPORT  
BOARD OF GOVERNORS MEETING**

**November 9, 2012**

President Ross asked that we show our gratitude to the brave servicemen and women for the tremendous sacrifices they make to protect our country. President Ross spoke about President Emeritus Friday, who passed away last month. President Ross presided over President Friday's memorial service that was held on October 17 at Memorial Hall at UNC-Chapel Hill. He noted that President Friday had lived a life that exemplified everything that had made our university and the state of North Carolina great! He was a man of unquestioned honor and integrity who devoted a lifetime of extraordinary leadership and service to the university and the state he loved so much. He was considered an icon of American public higher education and set the gold standard for university leadership.

As discussed in the previous day's policy discussion session, President Ross remarked that the Advisory Committee on Strategic Directions Initiative had reached a consensus on a bachelor's degree or higher educational attainment goal for North Carolina in the range of 31%-32% by 2018. President Ross indicated that he would consider this proposed target range and include it in the Five-Year Strategic Plan which would be presented to the Board early next year. This attainment goal was not only important to the state's future but also it was the key foundational piece on which much of the plan would be built. President Ross thanked Dr. Eshelman, Chair of the Advisory Committee, the Chancellors, faculty, staff, student representatives and the General Administration staff for the amazing work they had done on this project thus far.

Last month, a coalition of national foundations announced that they had awarded grants totaling \$6.4 million to support partnerships between community colleges and universities to significantly expand programs that award associate degrees to transfer students when they complete the requirements for their associate degree while in pursuit of their bachelor's degree. This approach was commonly known as "reverse transfer." UNC General Administration had secured a \$450,000 grant from the foundations over the next two years to support a partnership

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among eight UNC campuses and 12 North Carolina community colleges. The goal was to award more than 2,000 associate degrees through “reverse transfer” over 2-year grant. In developments involving North Carolina public schools President Ross noted two achievements. First, the College Foundation of North Carolina (CFNC) launched a pilot program in 2003 that allowed students from 41 public high schools to request electronic delivery of their high school transcripts when applying to a UNC institution. As of last month, every public, charter and early college high school in North Carolina utilizes this service of electronic transfer of transcripts. The Department of Public Instruction estimated the electronic method has saved the high schools \$4.62 per paper-based transcript processed (an accumulative cost-savings of \$4 million). Second, during College Application Week in North Carolina declared for November 12 – 16, high school seniors would receive free on-site assistance in applying to colleges in North Carolina. This program began in 2005 as a pilot program at one high school and had expanded to more than 520 sites in every North Carolina School district, with more than 26,000 students submitting 63,000 online college applications during the week.

Next, President Ross recognized our Chancellors for the great work they do every day on our campuses and the series of important initiatives that are undertaking. Recognizing recent campus accomplishments, an East Carolina University spin-off company, Quality of Life Applications, developed a smart phone application for cardiac patients with implantable cardio defibrillators (ICD). The application was designed to help educate patients about the ICD device and offer strategies for achieving desirable quality of life. At Elizabeth City State University, a campuswide food drive was held in conjunction with this year’s homecoming. The drive collected 11,000 pounds of food and donations for the Food Bank of the Albemarle. At Fayetteville State University (FSU), alumnus and entrepreneur Nicholas Perkins, who founded Perkins Management Services Company, pledged \$100,000 to FSU School of Business and Economics. The gift would support students in the School of Business and Economics who were interested in entrepreneurship. This was one of the largest individual gifts ever by FSU alumni. President Ross commented on the National Conference for Community and Justice of the Piedmont Triangle (NCCJ) 46<sup>th</sup> Annual Brotherhood/ Sisterhood Citation Award Dinner where he had the privilege of introducing Chancellor Harold Martin, as he received this year’s

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Brotherhood/Sisterhood Citation Award. The Award recognizes service and commitment to diversity and inclusion. President Ross congratulated Chancellor Martin and noted that Chancellor Martin was not only focused on making NC A&T State University (NCA&T) a great HBCU, but also in making NCA&T one of the best public university's in America.

Associate Professor Ellie Fini and colleagues from the School of Business and Economics and the School of Technology at NCA&T founded an energy-efficient way to convert pig manure into a low cost alternative to petroleum based adhesive utilized in asphalt production. Professor Fini and her colleagues were working to patent the research and create a spinoff company that would create hubs where small farmers would bring waste to have it converted. This research was funded by the National Science Foundation and the National Academy of Science. Next, an international consortium of universities that included North Carolina Central University (NCCU), would share a \$4.7 million grant from the National Science Foundation to support interdisciplinary research aimed at developing solutions to water quality problems resulting from international maritime trade, energy production and global circulation of new materials. NCCU would receive \$400,000 for its part of the project. Other universities involved in the project included Duke University, Michigan State University as well as leading research universities in Turkey, France and Singapore. At UNC Charlotte, the School of Nursing received a \$2.3 million grant from the Health Resources and Services Administration to provide scholarships to nursing and other professional students from disadvantaged background. The grant would support 55 students per year over the next four years. At UNC Greensboro, Professor Jennifer Etnier from the Department of Kinesiology, received a two-year, \$275,000 grant from the National Institute of Health to conduct research on dementia for a person who has a relative with Alzheimer's disease. At Western Carolina University, the School of Nursing received a two-year, \$700,000 federal grant to help address the shortage of primary health care providers in western North Carolina. The grant would be used to increase enroll at WCU's specialized master's degree program for family nurse practitioners.

Last month nine students from the North Carolina School of Science and Mathematics (NCSSM) were named semi-finalists in the 2012 Seman's Competition in