

PRESIDENT ROSS' REPORT
BOARD OF GOVERNORS MEETING

January 11, 2013

As we begin the New Year, President Ross spoke of the important work and challenges that lie ahead. The five-year strategic plan for the University would be finalized early this year. We would remain actively involved with our new Governor and our legislators in support of our great University. President Ross remarked that incoming Governor Pat McCrory had filled his cabinet positions with several newly appointed members who share ties to the University. Dr. Aldona Wos was appointed Secretary of the Department of Health and Human Services and Mr. Bill Daughtridge was appointed Secretary of Administration. Before their appointments, both were members of the Board of Governors. Mr. Lyons Gray, who had served as Senior Advisor to President Ross, was picked as Secretary of the Department of Revenue and Mr. Kieran Shanahan, who had served on East Carolina University's Board of Trustees, was named Secretary of the Department of Public Safety.

President Ross introduced Mr. Drew Moretz, who recently joined General Administration. Mr. Moretz was appointed as Vice President for State Government Relations. Prior to joining General Administration, Mr. Moretz had worked at the Greater Raleigh Chamber of Commerce where he served as Vice President of Government Affairs. He led the Chamber's advocacy efforts at all levels of government and steadily improved the effectiveness of the Chamber's legislative agenda. Earlier in his career, he was a member of U.S. Congressman Howard Coble's staff and he had worked with the North Carolina Electronics and Information Technologies Association. Mr. Moretz is a graduate of UNC-Chapel Hill.

Reflecting on the previous day's policy discussions and committee meetings, President Ross thanked the members of the Board for their candid and productive conversations. The Board, the Chancellors, faculty, staff and student leaders had invested a considerable amount of time in the development of the five-year strategic plan and he thanked them for their efforts. All were committed to endorsing a plan that ensured an affordable, high-quality education for our students and a plan that effectively and efficiently responds to the evolving state needs. Next,

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President Ross spoke about the campuses' proposals for tuition and fee charges for 2013-14. He recalled last year that the Board had approved campus-initiated tuition for in-state undergraduates for both 2012-13 and 2013-14 academic years. As allowed by the 2-year plan, five campuses had proposed changes to its pre-approved rates. Appalachian State University (ASU), Fayetteville State University (FSU), and North Carolina Central University (NCCU) sought additional increases to its pre-approved rates while Elizabeth City State University (ECSU) and UNC Charlotte (UNCC) sought decreases. The University had remained one of the least expensive for in-state students across the nation. President Ross would recommend the campuses' proposals at the meeting next month.

Regarding recent campus achievements, President Ross recognized the Chancellors and thanked them for their dedication and continued good work. He reported that *Kiplinger's Personal Finance* magazine released its annual list of the nation's top 100 public colleges and universities that provide the best value for in-state students. For the twelfth consecutive year, UNC-Chapel Hill ranked #1. NC State University (NCSU) ranked # 21, UNC School of the Arts ranked #31 (up 10 spots from the previous year and up 30 spots since 2010), UNC Wilmington ranked #32, ASU ranked #36, and UNC Asheville ranked #52. East Carolina University (ECU) had won the prestigious C. Peter Magrath Community Engagement Award – a national award presented annually by the Association of Public and Land-grant Universities to recognize four-year public universities that have redesigned their learning, discovery and engagement functions to integrate the community. ECU received the award along with a \$20,000 stipend for its support of the Lucille W. Gorham Intergenerational Community Center. FSU had received a \$100,000 donation from the Smithfield-Luter Foundation – a nonprofit organization that acts as a philanthropic wing of Smithfield Foods, Inc. The gift provides educational scholarships for Smithfield Foods employees' children and grandchildren who attend FSU.

At NCCU, the institution has continued to expand efforts to enroll and graduate more students in the STEM disciplines. NCCU had received a \$1.75 million four-year grant from the National Science Foundation to fund a new initiative called Green Stem. The program would take a three prong approach that included early identification of majors, entrepreneurship in science education, and grants for faculty development and research. While the campus was

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closed over the winter holiday, officials from NCCU conducted an all-day emergency training exercise involving more than 250 police and other emergency personnel from across the state. The exercise included role players in an active shooter scenario, hostage negotiations, and a rescue phase that included transporting injured persons to local hospitals. President Ross appreciated the cooperation of law enforcement agencies and the hospitals in the community that worked with the University to conduct the exercise. At NCSU, officials had staged a similar event last week to test the ability of the campus to handle a real emergency. All of the campuses were working closely together with each other and with local and state agencies on matters related to campus public safety. President Ross commended Associate Vice President Herron for facilitating these efforts.

At North Carolina State University, Dr. Yuntian Zhu, Distinguished Professor of Material Science and Engineering, was named a Fellow of the American Association for the Advancement of Science (AAAS). Dr. Zhu was recognized for his pioneering and innovative work on nanotechnology development and the fundamental science of nanomaterials.

The UNC Asheville Singers – the university’s premier student voice ensemble – made their sixth consecutive holiday appearance at the White House. The ensemble sang at a reception for dignitaries and special guests and met President Obama and the First Lady. In addition to their White House appearance, the ensemble performed for our wounded warriors at the Walter Reed National Military Medical Center.

At UNC-Chapel Hill, President Ross reported that he and many guests had gathered last month at the School of Government for a reception celebrating the creation of the James E. Holshouser, Jr. Distinguished Professorship, which honors Governor Holshouser’s lifelong dedication to fair and effective government. Governor Holshouser’s decades of work in the area of education led The Hunt Institute to rename one of its annual signature events, the North Carolina Legislators Retreat, in his honor. The UNC-Chapel Hill School of Medicine and BlueCross BlueShield of North Carolina (BCBSNC) announced plans to collaborate with input from the United States Army Special Operations Command Team at Ft. Bragg on the development of a physician assistant (PA) master’s degree program designed specifically for returning military veterans. The program would build on the medical experience and training

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that Special Forces Medical Sergeants received during their service and provide opportunities for veterans who want to transfer those skills to a civilian career in health care. BCBSNC had pledged \$1.2 million over the next four years to help the School of Medicine develop the curriculum and hire full-time program staff. The first class of students would be enrolled in 2015. President Ross thanked Mr. J. Bradley Wilson and his company for developing the program. He remarked that this initiative served as a great example of our partnership with the military. Last month, UNC-Chapel Hill women's soccer team beat Penn State to claim the 2012 NCAA title. This marked the soccer team's 21st national championship.

President Ross announced that four staff members representing two UNC campuses received the 2012 Governor's Award for Excellence, the highest honor bestowed on a state employee. They were Jo Ann Fernald, Jerry Lecomte and Connie Martin from UNC Charlotte and Lisa Eberhart from NC State University. He congratulated the award winners.

At Winston-Salem State University, Olivia Stinson, a sophomore business administration major, was recently named a 2012 L'Oreal Paris Women of Worth honoree for her work in promoting literacy and reading for the children of incarcerated parents. Her passion for community service began at age 13 when she decided to start a book club for such children living in her hometown of Charlotte. Ms. Stinson hopes to take the program into other communities and eventually create a nationwide effort to better support the children of incarcerated parents.