

APPENDIX C  
**PRESIDENT ROSS' REPORT**  
**BOARD OF GOVERNORS MEETING**  
**April 10, 2015**

President Ross stated this has been a great visit to East Carolina University. He thanked Chancellor Ballard and his staff for hosting the meetings and other activities. This visit has underscored how incredibly vital the University is to the economy and civic life of our communities. It has been a tremendous honor to be here and visit the campus and take notice of the great work that is ongoing. East Carolina University (ECU) is vital to the eastern part of North Carolina. It would be hard to imagine how this part of the state could prosper and thrive without the benefit of the graduates and talents that ECU produces. ECU is the life-blood of eastern North Carolina.

He recognized the recipients of the O. Max Gardner Award and stated that their work is most inspiring. Their work is not only changing our lives through their discoveries and work, but they are changing the lives of our students because these are the teachers who are working with students every day.

President Ross commented that he had the opportunity to talk to several honor students on campus the preceding day; the students were outstanding people with great aspirations. He recognized the Chancellors and thanked them for their great leadership.

Recognizing some recent campus achievements, President Ross referred to the *Washington Monthly* that featured a survey – *2015 Best-Bang-for-the-Buck* – the survey rates schools for measures of access, affordability, and student outcomes. Ten UNC campuses were included in the ranking – East Carolina University, NC State University, UNC Pembroke, Appalachian State University, UNC Greensboro, UNC Charlotte, UNC-Chapel Hill, Elizabeth City State University, Fayetteville State University and North Carolina Central University. This is attributed to the fact that UNC continues to provide a very high quality education and we continue to do it with low tuition and low student debt.

The Fourth Annual Chancellors' Cup Golf Tournament that benefits the Janet B. Royster Staff Scholarship Fund was hosted earlier this week in Greenville. This year, the Staff Assembly raised more than \$46,000 towards the scholarship fund. The event was a huge success. He thanked the members of the Board for their continued support.

In other announcements, President Ross noted that Chancellor Everts will be officially installed as chancellor at Appalachian State University next Friday, April 17. He encouraged all the members to attend. This is a very special and important event in the life of the University.

Next, President Ross acknowledged Associate Vice President Stewart as this marked her last meeting of the Board of Governors. President Ross noted that Dr. Stewart has been an enormous asset to our leadership team at General Administration. She has been critical in our efforts to implement key elements of the *University's Strategic Directions Plan* that focuses on academic quality and student success. Dr. Stewart will join the Provost's Office at NC State University next month where she has been appointed Vice Provost for Faculty Affairs.

Last week, UNC General Administration Division of Academic Affairs sponsored a Student Success Summit to engage our campuses in conversations about how we can work better together to improve student success and increase degree attainment. He thanked Vice President Dixon and her team for planning and organizing the event. The Summit brought together representatives from every campus to hear keynote speakers, campus panelists and workshop facilitators all of whom addressed best practices and new approaches for student success.

President Ross spoke about the 2015 Social Entrepreneurship Conference. The conference challenges students on our 17 campuses to identify some of North Carolina's most pressing social problems and then take a business-oriented approach in solving them. The conference was hosted at North Carolina A&T State University and sponsored by J.P. Morgan Chase & Co. President Ross thanked Mr. Rodney Hood for his assistance and participation. The conference attracted 27 undergraduate teams and 17 graduate student teams. More than 400 students participated. Each team was allotted four minutes to pitch their business plan to a panel of distinguished business leaders. The two grand prize winners – one from the undergraduate team and one from the graduate team – were invited to today's meeting to provide a summary of their presentations.

In closing, President Ross invited the winning undergraduate team from UNC Asheville, comprising of students Madison Eddings and Benjamin Eisdorfer, to provide a recap of their presentation. The team designed a product, Pro(tech)T, a wearable wristband designed to prevent sexual assaults on college campuses by sending a GPS location to police when activated. The winning graduate team from Fayetteville State University, comprising of students Marin Rachev and Jasmine Gaston, provided a recap of their presentation. The graduate team presented their business proposal for a product named CannaMix, a patent-pending insecticide developed at FSU in the Department of Biological Sciences.

A feature story about this year's conference with profiles of the winning business concepts is posted on the University's website.