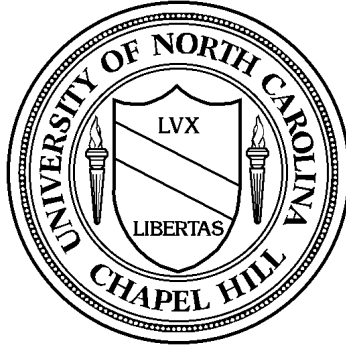


THE UNIVERSITY OF NORTH CAROLINA AT
CHAPEL HILL



EXECUTIVE BRANCH OF STUDENT GOVERNMENT
LEIMENSTOLL ADMINISTRATION

OCTOBER REPORT

"Fulfilling the Carolina Mission by pursuing excellence with a heart."

-William Leimenstoll

October 2012

Prepared by the Office of the Student Body Secretary
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Chapel Hill, NC 27599

<http://www.unc.edu/studgov>

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-2012-

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Table of Contents

Introduction

A Reflection on Student Government.....	4
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Executive Branch Officers

Student Body President.....	6
Student Body Vice President.....	12
Student Body Secretary.....	27
Student Body Treasurer.....	34
Chief of Staff.....	38
Senior Advisor.....	43
Graduate and Professional School Federation President.....	45

Cabinet Committees

Academic Affairs.....	48
Carolina Advocacy.....	55
Environmental Affairs.....	60
Multicultural Affairs and Diversity Outreach.....	67
Public Relations and Outreach.....	74
Safety.....	78
Technology and Web.....	81
University Services.....	85

Cabinet Special Projects

Campus Steering Committee for the Arts.....	89
Excelling Through Mentoring.....	92
First-Year Focus Council.....	94
Fix My Campus.....	97
Global University.....	99
Peer Advising.....	102
Public Service and Advocacy.....	104
Speaker Series.....	109
Town and External Relations.....	115

External Appointments

External Appointment Report.....119

Additional Programs

Eve Carson Scholarship.....122

Appendices

Letters to the Editor.....125



A Reflection on Student Government

Hello fellow Tar Heels!

We are so excited to present you with our October Report, a compilation of all of the progress we have made on the platform and other projects midway through our administration's term. It is hard to believe that this Report marks the halfway point of our administration. Not only because we are shocked at how quickly time has passed, but also because our team has accomplished so much in this small time frame. We are so proud of the hard work that all members of the Executive Branch have put in to Student Government this year.

Last spring, Will ran on a campaign that emphasized the Three E's of Sustainability: Equity, Efficiency, and Environment. The platform he and his team built attempted to integrate these concepts into all facets of the Executive Branch of Student Government. Most importantly, despite growth and changes on campus and across the state, Will wanted the core values of Carolina to remain the same.

To promote these principles, we made a number of changes to the structure and typical functions of the Executive Branch. At our first Executive Branch Officer team meeting, we chose our theme for the year: a theme of accessibility and transparency. Too often, students tell us they do not know what Student Government is doing. This year, we have attempted to counteract this sentiment by engaging students from all different backgrounds through Office Hours in the Pit, Fix My Campus, Pizza with the Presidents, and a variety of other new avenues of outreach described in our report. Additionally, we consolidated Cabinet to maximize the efficiency of the body and allow it to serve as a think tank to inform many of the discussions taking place this year.

Throughout this process, we are committed to receiving feedback from other students. We have implemented a number of mechanisms this year to increase student engagement on some of the core challenges we are facing. These include University Dialogues, need-based aid coalition meetings, UNC Vision meetings, and a variety of public forums. We are constantly seeking ways to expand our presence on campus. Please don't hesitate to stop by the Student Government Suite to speak with us directly.

This year has been a very formative and challenging one for our university. Within the past few months, we have fought for the preservation of our robust financial aid program, witnessed the resignation of our Chancellor and begun a search for a new leader, and grieved with our campus as we lost members of our own community. Throughout these tough times, we have been reminded of the strength and vibrancy of the Carolina family. It is this wonderful community that pushes us to be our best everyday and to continue serving this incredible student body.

In the Carolina Way,

The Executive Branch Officers
Will, Rachel, Nikita, Shrija, Chris, and Jason



Student Body President

Will Leimenstoll

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Overview of Responsibilities

The Student Body President is the chief executive of Student Government and oversees management of the Executive Branch. In addition to this role the Student Body President serves as a voting member of the university's Board of Trustees. The Student Body President is the primary advocate for students to community leaders, university administrators, faculty, and state government through a variety of boards and committees. The Student Body President is elected to office each February and serves a one-year term of office.

Since becoming Student Body President many people have asked me what it's like to serve in the role. Would I do it again knowing what I know now? Do I still get to have any fun? Serving as Student Body President has been an incredible journey and I am so glad I get to be the representative and advocate for so many wonderful students. My daily activities range from attending meetings with administrators, discussions with students about campus-wide issues, signing bills from Student Congress, talking to Daily Tar Heel reporters, and somewhere in there making time to go to classes.

When I was first elected I could not wait to get started and I approached each new task with excitement. That excitement and passion for student self-governance at UNC has carried me through many challenges thus far and it is what keeps me motivated and energized for the coming months.

Board of Trustees

March Meeting: I was not yet sworn in as Student Body President or as a Board member, however since I was already elected I tagged along with my predecessor, Mary Cooper, to meet the trustees during campus tours of newly constructed campus buildings.

May Meeting: This was my first meeting as Student Body President. I was sworn in at the full board meeting on Thursday morning. During this meeting the Board officially began the university's next capital campaign, setting UNC's vision for public higher education in the 21st century. I was chosen to sit on the accessibility and affordability committee for this task. We also said goodbye to Brenda Kirby, the university's secretary for over thirty years, who retired in June. I reported on my team's platform goals for the year, detailed our summer lobbying plans, and emphasized the importance of keeping UNC proudly public.

July Meeting: This meeting mostly focused on 21st Century Vision discussions. I sat in on the access and affordability committee as well as the models of undergraduate education committee and appointed Student Body Vice President, Rachel Myrick, to serve on this second committee in the future. There was also discussion of ongoing NCAA investigations into academic fraud at the



university and chair of the faculty council, Jan Boxill, presented to the board regarding faculty support for the thorough investigations already being done. I reported to the board on progress with Money.unc.edu, concerns regarding financial aid at the Board of Governors level, and plans for University Dialogues – a series of discussions between student leaders and key administrators just prior to the semester's beginning.

September Meeting: This meeting was just a one day meeting in order to allow observance of the Jewish holiday. The Board announced the chancellor selection committee at this meeting and reiterated its strong support for Chancellor Thorp and his leadership after the announcement of his resignation. The board also formally appointed Julia Sprunt Grumbles to be the interim vice chancellor for development after Matt(?) Kupec's resignation. I reported to the board regarding the success of the student, faculty, staff, and community rally for the Chancellor and had all Executive Branch Officers attend the morning portion of the meeting so they could be introduced to the trustees. I also was happy to report on the change in policy regarding financial aid from tuition increases at the Board of Governors level. Student Government's efforts here were significant and helped ensure a cap on financial aid from tuition increase revenue did not come to pass.

Student Fee Advisory Subcommittee and Tuition & Fee Advisory Task Force

These two committees have closely related, yet different roles. The Student Fee Advisory Subcommittee is made up of students, staff, and administrators and it is tasked with reviewing proposals for new fees, fee increases, and fee proposals. I sit on this committee as a non-voting member and this committee makes its fee recommendations to the Tuition and Fees Advisory Task Force. I am a voting member of the Tuition & Fees Advisory Task Force, which is made up of students, administrators, faculty, and trustees. This group makes recommendations to the Board of Trustees regarding whether to increase, decrease, or maintain tuition levels.

These two committees collectively approved seven new fees, twenty fee increases, and one fee decrease. These were difficult decisions to make, however these fees are necessary in order to safeguard many of the services and programs that make this place run. The Student Body Treasurer will delve into this in more detail.

Chancellor Selection Committee

This September, Chancellor Holden Thorp announced his intention to step down at the end of this academic year. This was shocking and sad for all of us, however we reacted immediately in order to show our support for the chancellor. We held a rally on the quad with our faculty and employee peers just four days after the announcement was made. Just two days after that we hosted a meeting with student leaders from across campus where we began the process of developing the student vision for the next chancellor. The following week I was appointed to the Chancellor Selection Committee by the chair of the Board of Trustees.

The Chancellor Selection Committee, which I was appointed to at the September Board of

Trustees meeting, met for the first time on Monday, October 8th. Serving on this 21-person committee as one of only two student representatives is a huge honor and a serious responsibility. Prior to the first meeting I consulted with former Student Body President, JJ Raynor, who served on the selection committee that chose Chancellor Thorp. At this first meeting the selection committee chose Bill Funk and his search firm to help us in our search efforts for this university's next great chancellor. The Student Body Secretary and Student Body Vice President pulled together reports on the firms the committee was choosing between, which allowed me to do research ahead of the firms' presentations. There is no doubt in my mind that the committee made the right choice with Bill Funk & Associates. The committee also divided into subcommittees at this meeting. I will serve as a member of the public forum subcommittee charged with planning public forums for all campus stakeholders.

In addition to going into the meeting prepared, my team and I are doing a variety of things to gain student input so I can best represent all 18,000 undergraduates at the committee level. We have held four UNC vision-setting meetings with student leaders from all across campus where we discussed what students value most in a chancellor and in this university. The end result of these discussions and the upcoming public forum for all students will be a one-page document that expresses the chief concerns of students for the next chancellor. These thoughts will then inform the collective statement from the committee expressing the university's overall goals in the next chancellor. Longer descriptions of this process can be found in other officers' reports.

Lobbying

Last May and June I went on three lobbying trips to Raleigh. The purpose of these lobbying trips was to try to positively impact the state appropriations made to the university system. State appropriations have been falling in recent years as the recession has affected money coming into the state and more conservative voices have risen to prominence in the state General Assembly. The first was a meeting with Senator Richard Stevens, a Wake County Republican and a long-standing ally of public higher education in North Carolina. We met and discussed the timeframe for setting the budget during this short session and he advised me on strategies to use for lobbying with the current General Assembly.

In early June I organized two lobbying trips with the UNCG Student Body President, the NCSU Student Body President and a member of his executive officer team, and the UNC-CH Graduate and Professional Student Federation. We went in two consecutive days, handed out short letters with data on the impacts of budget cuts on the universities as well as personal stories from our respective campuses. We met with countless legislators and their aides, but the main takeaway of the trip was educational. We all learned a lot about how the General Assembly works and about the logistics of lobbying. We are now much better prepared to lobby this spring during the long session when we can have a much larger impact.

We are in the midst of planning a coordinated lobbying effort between the university's official lobbying and state outreach team, Student Government and our Carolina Advocacy Committee, and the UNC Parent's Council. This endeavor will allow us to truly make an impact on budgetary



decisions in Raleigh this spring.

Association of Student Governments (ASG)

February Meeting: This was my first meeting of ASG. I came along with Mary Cooper and Zealan Hoover the weekend after my election and the student body referendum vote to remain a member of ASG. It was interesting to see how the organization worked and learn about the structure of the meetings. Specifically, sitting in on the Council of Student Body Presidents' meeting was really beneficial as there was a wealth of wisdom within this group of people. Overall I left this meeting seeing the potential and possible benefits of bringing together student leaders from across the state, but was also concerned by the lack of organization and leadership in the Association.

March Meeting: I drove from Chapel Hill to Winston-Salem to attend the second half of this meeting only to find that quorum had not been reached. Very little occurred at this meeting, however UNC-CH student, Kevin Claybren did a phenomenal job presenting on efforts to start gender non-specific housing at UNC. We also got a grant from ASG for the Student Enrichment Fund at this meeting.

April Meeting: ASG's new leadership was elected at this meeting at NCSU. Cameron Carswell of Appalachian State was elected as the new president and Alecia Paige of Western Carolina University was elected as the new vice president of the Association of Student Governments.

July Meeting: This meeting was an orientation for new Student Body Presidents with the new ASG executive officers. We were introduced to one another, the plans of the new ASG administration and some key leaders at General Administration. There was a distinctly different and more productive tone at this meeting as compared to previous ones. One plan that stood out to me was the president's plan to lock the doors to the meeting room ten minutes after the meeting's beginning so as to encourage people to show up to the meetings on time.

August Meeting: The August meeting mostly revolved around getting to know all the new delegates and preparing for the upcoming discussion on financial aid from tuition increase revenue at the Board of Governors level. I presented the financial aid packet that my Vice President and I prepared and the ASG passed a resolution against the cap. We encouraged all other Student Body Presidents to engage their student bodies on this issue and develop their own financial aid information packets, and we got the ASG president to agree to help lobby on this topic with her fellow Board of Governors members.

September Meeting: I was only able to attend the Friday night meeting of the Council of Student Body Presidents this month. We recapped our successful lobbying efforts to the Board of Governors regarding financial aid from tuition increases, and discussed challenges to mental health on our constituent campuses.

October Meeting: I was unable to attend this meeting because I had previously scheduled conflicts. However an additional Student Congress representative went as a temporary alternate



instructed to report back to me. From meeting notes and discussions with others it has been deemed necessary that there be an executive branch representative at every ASG meeting even if I cannot attend. To that end we have opened up applications for a Special Assistant to the Student Body President who must attend all ASG meetings and serve as a liaison between this organization and the Executive Branch of Student Government.

Chapel Hill Transit Board

As Student Body President I sit on the Chapel Hill Transit Board. We discuss many transportation, infrastructure, and planning related issues in Chapel Hill and advise the town council on such issues. We meet biweekly unless there are no agenda items in which case the meeting is canceled. I have attended multiple of these meetings and have a transportation specific executive assistant, Danny Allen, who goes in my place when I cannot be there.

Office Hours in the Pit

My team and I have held Office Hours in the Pit almost every week school has been in session since last March. This one-hour office hour period in the center of campus allows anyone to come talk to my Executive Branch Officers and myself about any issues or questions related to UNC and Student Government. It's also been a great way for us to field queries and opinions from students at large as well as advertise our upcoming events. In the coming weeks the Student Body Secretary is continuing to work with her executive assistants to come up with structured office hour topics and interactive events to hopefully engage even more students in discussion. Office hours this semester are held from 11:00am-Noon every Wednesday in the Pit and if it rains they are in the Student Government Suite. Whether it's meeting a cabinet committee member eager to learn more about what student government does, or talking to cross-campus student leaders about points of collaboration, the discussions we have here are always valuable.

Northside Compass Group

This group is made up of university officials, Northside neighborhood residents, and other community members. It is charged with developing a land bank in the Northside neighborhood to help strengthen and revitalize this important community within Chapel Hill. We have met three times in the last month at the Jackson Center to begin the discussions and determine next steps. I have also organized a student focus group to discuss why students choose to live in the Northside neighborhood and determine what alternate forms of housing could be developed to stem the flow of students choosing to live in Northside.

Officer Perspective:

Serving as Student Body President has been an incredible adventure thus far. It is unbelievable to me how much the team has accomplished in such a short amount of time. I have enjoyed every single part of being Student Body President and while it is a huge responsibility it is also a tremendous honor to serve so many great students in this capacity. The role has been both challenging and quite a lot of fun. Every single day is different and presents new and unexpected



twists and turns as well as exciting successes and joys.

Many people have asked me what allows me to stay positive through all these hard times. It truly is the people I have the honor of working with. My Executive Branch Officers and myself have been a rock solid team and we have supported one another without fail throughout the entire process. I have learned so much from each of them and one of my favorite aspects of the job thus far has been the opportunity to watch all of them grow in their leadership capabilities as well. We push one another to be our best in every aspect of our lives. I am so grateful to have such an incredible team.

The thing that keeps me going most however is knowing that UNC is made up of incredible people like my Executive Branch Officers that I haven't even had the opportunity to meet yet. Tar Heels aren't just brilliant, hard-working, and driven people, they also deeply care about causes and passions much larger than themselves. Carolina is an amazing school filled with people who energize me every single day and who make it easy to work so hard for this student body.

Go Heels!
Will

Student Body Vice President

Rachel Myrick

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Overview of Responsibilities

According to the Student Code, the Student Body Vice President (SBVP) runs the External Appointments process, chairs the Student Advisory Committee to the Chancellor, serves on the Student Fee Audit Committee, and steps in for the Student Body President (SBP) whenever he or she is absent. The roles of the SBVP, however, extend far beyond these enumerated responsibilities. He or she serves on a number of committees to represent the SBP and conducts individual projects and programs that further the overall goals of the administration.

External Appointments

External Appointments represent the student body and the SBP by serving on committees, task forces, and advisory boards that address many different issues across the university. Some of these positions are appointments to student-run entities, such as the Student Academic Advising Board or the Student Safety and Security Committee. Others are positions on the other branches of Student Government, such as Chief Justice of the Student Supreme Court or Elections Board chair. The majority of External Appointments are to committees that campus administrators have asked Student Government for student representation on, such as the Advisory Committee on Transportation or the Martin Luther King, Jr. Scholarship Committee. The unique nature of each of these appointments (and the sheer volume of External Appointees) makes management a complex process.

As SBVP, Rachel organized two rounds of External Appointment applications and interviews. The first occurred in April 2012 and the second occurred in September 2012. During both of these processes, Rachel and her Chief of Staff of External Appointments, Clay Hackney, worked on a tight timeframe to contact chairs of existing committees, publicize the External Appointment application, and interview candidates. Because of a combination of public and private outreach mechanisms – including targeted advertising of specific appointments to relevant departments and student organizations – the Leimenstoll Administration received a record number of External Appointment applications: 231 in the Spring and 308 in the Fall.

Committee Changes

In order to make the process function as smoothly as possible, the Office of the Student Body Vice President worked to manage a lot of inconsistencies between outdated materials from the Executive Branch and new reforms in the Student Code. Some appointments assigned in the 2011-2012 school year were since defunct. There were also a number of appointments that the SBP needed to make that were not listed in any External Appointment materials.

A sample of some of the changes Rachel and Clay made were:



- Adding an additional student to the Harassment Advisory Board
- Creating an ex-officio position for a member of the Student Leadership Advisory Committee to Vice Chancellor Crisp on the Student Advisory Committee to the Chancellor
- Creating a new position for a student appointee to the Faculty Council's "Committee on Community and Diversity"
- Creating a new position for a student appointee to the Faculty Council's Advisory Committee on IT
- Combining two of the Office of Undergraduate Research (OUR) positions into a streamlined liaison between OUR and Student Government
- Institutionalizing a more representative sample of undergraduates on the Student Academic Advising Board

External Appointment Orientation & Expectations

On September 30, 2012, Rachel organized an External Appointment Orientation for new appointees. President Leimenstoll spoke to emphasize the importance of External Appointments and frame them in the larger context of Student Government operations. Attendees received basic resources and an outline of key expectations.

These documents included some specific feedback mechanisms for Appointments, some of which are below:

1. **Google Form Agreement:** Following the Congressional approval process, all appointments filled out a Google Form agreement certifying that they accepted their position and outlining the expectations we had for communication.
2. **Periodic Reports:** Three times throughout the year, External Appointments will be asked to submit a brief report about their appointment(s). This report documents student participation in the committee and representation of the student body. The online report form will be emailed three times during the semester: October 15 (for inclusion in the October Report), December 1, and March 1 (for inclusion in the March Report).
3. **Quick Update Form:** A "Quick Update Form" allows appointments to immediately communicate with Executive Branch Officers. Appointees are encouraged to submit a form whenever a meeting is: (a) interesting, (b) needs student input, and/or (c) seems pertinent to other work of Student Government. Quick Updates can cover a range of issues and are encouraged in order to facilitate engagement and collaboration.
4. **Office Hours:** The Student Body Vice President holds Open Office Hours for External Appointments. Appointees know to check in at least once per semester in person.

External Appointment Guide

An External Appointment Guide was created by Student Body Vice President Todd Darymple of the Raynor Administration and has not been reevaluated or thoroughly updated since 2009. Over the summer, Rachel worked to edit the guide by reformatting the document, fleshing out descriptions of appointments, updating contact information for different committee chairs, and adding additional sections for subsequent Vice Presidents.

Noticeably lacking in the guide was any substantive guidance on best practices for appointing and managing so many students. Rachel and Clay worked to revise this guide, adding a full External Appointment “Process Guide” and appendices, which included:

- A draft External Appointment Agreement
- A “Next Steps” Sheet for Interviewees
- A Sample Letter to the Editor for Publicity
- Sample Interview Questions for various committees
- An Orientation Guide
- A Quick Update Form

This guide was completed and submitted to the Executive Branch Officers and to Speaker Comparato in September 2012. Rachel hopes this new, updated document will ensure a smoother transition for future SBVPs.

Updates from Appointees

External Appointees of the Student Body President recently submitted a quarterly update to the Office of the Student Body Vice President. Below are examples of some of the things that our External Appointees are working on:

- **Zealan Hoover** (Educational Policy Committee) voted to approve a one-page document listing information that professors should include on their syllabi. Although this document is non-binding, he hopes it will have a normative effect on faculty behavior.
- **Danielle Luffman** (Board of Elections) wants to focus on raising voter turnout for student elections in her new role as Publicity Chair for the Board of Elections.
- **Christopher Brown** (Student Technology Advisory Board) is looking at the redesigning of the second floor of Davis Library and the closing of the computer lab on the third floor, a transition he hopes will provide more places for students to study.
- **Laura Fulbright** (Student Academic Advising Board) wants to make access to academic advising easier for first-year students by clarifying the registration process.
- **Brittany Reeves** (Housing Advisory Board) discussed ways Housing could communicate to residents better, suggesting social media sources like Twitter and Facebook be used more heavily than emails.
- **Joseph Earnshaw** (Student Television Board of Directors) voted to approve the purchase of \$4000 in upgrades to the studio, including a QAM Modulator and a new Lighting Control Panel.

- **Carson McKee** (WXYC Board of Directors) is working with the Board to extend WXYC coverage into the Burlington area.
 - **Abigail Barnhill** (Student Dining Board of Directors) approved hours for dining locations over breaks and altered hours of student dining hours during football game days.
 - **David Khnavosky** (Committee on Student Conduct) considered how to increase the Honor System's relationship with faculty on campus, which might result in the addition of a faculty-student resolution to the Honor System process.
 - **Tariq Luthun** (Student Legal Services) is working with the Board to get funding for a legal services contract template program for student organizations.
 - **Thomas Lowrey** (Campus Health Services Advisory Board) looked at the Post-Medical/Psychological Withdrawal policies that will go into effect in January 2013.
 - **Dee Gladney** (Martin Luther King, Jr. Planning Committee) has already met six times with the Planning Committee to discuss speaker possibilities, the weeklong theme, and programming ideas for MLK's Birthday Celebration.
-

Student Advisory Committee to the Chancellor

The purpose of the Student Advisory Committee to the Chancellor (SACC) is to provide a means for a wide range of student constituencies to speak directly with the Chancellor, the Provost, and the Vice Chancellor for Student Affairs in order to peacefully and professionally advance the interests of the students and the university.

SACC is composed of 12 undergraduate and graduate students who meet monthly with the Chancellor and meet weekly as a group to represent a broad range of student interests to the Chancellor and to higher university administrators.

The Student Body Vice President serves as the chair of SACC. During the External Appointment process, he or she appoints eight additional undergraduates, typically two from each grade level. Upperclassmen are appointed in the Spring External Appointment process while first-year students are appointed during the Fall. SACC appointees must go through the Rules & Judiciary Committee of Student Congress to confirm their appointment.

Prior to this year, SACC had no mission and vision statement, by-laws, or strategic plan. Rachel worked over the summer to create a more concrete and cohesive structure for SACC, collecting resources for training and capacity building and ensuring the committee had a clear presence and direction.

Reform & Restructuring

As a fourth-year member of SACC, Rachel has witnessed a lot of positive and negative aspects of the organization. To address some of the concerns she saw over the past few years, Rachel introduced 12 key reforms that have been reflected in the composition and actions of SACC this year.

1. **Be well-branded:** SACC should have a clear mission statement, logo, webpage, Facebook page, and Twitter account so students will understand what it is and what it does.
2. **Be a reactive body:** SACC needs to be connected with prominent campus leaders in order to promptly react to present issues, conduct proper research, and include critical student voices.
3. **Focus on member diversity:** The leader of SACC should reach out to specific organizations and campus segments (minorities, work-study students, LGBTIQ, international students, etc.) that have traditionally been under-represented within Student Government. The composition of SACC should reflect the composition of the university as a whole.
4. **Stress time commitment to appointed members:** The leader of SACC should be responsible for outlining expectations, duties, and key tasks. At each meeting, members should be clear about their objectives and tasks.
5. **Recruit members with concrete and tangible ideas:** Rather than recruiting from within the Student Government pool, SACC should recruit active leaders elsewhere on campus. SACC should seek members who are passionate about specific issues and are well connected to interests of unique campus communities.
6. **Focus on a balanced agenda:** Not all initiatives should be directly related to student life and student organizations. The Student Leadership Advisory Committee takes on a variety of projects related to student affairs, so SACC should aim more broadly for projects that include academic issues, tuition and enrollment issues, athletics, and a variety of other university concerns.
7. **Be distinct from the Executive Branch of Student Government:** The Student Advisory Committee to the Chancellor is distinct from the Executive Branch. Projects should not come directly from the platform of the current administration. Appointed students should be representative of the university at large, not just students already actively involved in Student Government.
8. **Institute an evaluative process:** At the end of each year, SACC members should take serious time to reflect on their accomplishments, challenges, and the future direction of the committee. The SBVP and/or his or her Executive Assistant should be in charge of compiling both an exit survey and a series of transition documents for the following administration.
9. **Divide prominent campus interests and organizations between members:** Each SACC member should be responsible for developing relationships with a handful of key campus leaders and making sure those student leaders know that they can use SACC as an avenue for getting their concerns and questions directly to key administrators.
10. **Develop a concrete communication and outreach strategy (use of Social Media):** SACC should appoint one or two students to serve as PR Chairs.
11. **Develop “beats” for members:** Similar to how a newsroom operates, SACC appointees should each focus on a particular issue area (“beat”) in order to bring ideas to the table and make sure all sectors of campus life are appropriately covered.
12. **Strive for cohesion:** Because SACC is an External Appointment, its composition could change completely from year to year. New leadership should strive to continue long-term projects brought forth by previous committees.

Resources & Capacity Building

Over the summer, Rachel and her Executive Assistant for the Student Advisory Committee to the Chancellor, Michael Batres, started compiling a “Reading & Resource List” for all different topic areas at the university. They also crafted an organizational outreach strategy for SACC representatives.

At the beginning of the semester, Rachel met with Vice Chancellor Crisp to run these new ideas by him and talk about a new direction for SACC. One of the key takeaways from the meeting was to create more resources for capacity building. This process would enable SACC representatives to effectively advocate for students.

SACC’s biweekly meetings are now more action-oriented. They consist of group brainstorming, considering proposals and action plans, specific outreach and publicity materials, project updates, and cupcakes (the last item is thanks to our awesome representative Amanda Ziesemer who works at Sugarland!). By having tangible goals, timelines, publicity plans, and physical proposals to give to the Chancellor at each meeting, representatives can have more accountability to one another. Rachel is collecting all materials, including capacity-building resources distributed to the group, for the future Student Body Vice President.

Projects

Proposals for two SACC representatives’ projects were pitched to the Chancellor at our first meeting of the year. Lauren Friedmann (junior) is reintroducing the idea of creating a Dance Minor on campus through a collaborative effort between students, staff, and faculty. Lauren has resurrected previous proposals to investigate the key obstacles to idea in the past. She has been seeking the support of Carolina dance groups across campus, Carolina Performing Arts, and a cohort of faculty members interested in making this minor a reality. She has already collected dozens of testimonials from students and presented the idea to Chancellor Thorp and Vice Chancellor Crisp. Her next steps will be to meet with Dean Karen Gil of the College of Arts & Sciences.

Andrew Powell (sophomore) is leading the charge on iTunesU and planning for digital online content at UNC. He is working with Senior Advisor Jason Dunn and a working group of other students on this project. As emphasis on online education increases system-wide through the Board of Governors, Andrew believes it is a critical time for UNC-CH to engage in online content provision. Andrew’s interest in the subject came from personal frustration with class inefficiencies and a lack of content on iTunesU. Jason and Andrew are trying to bridge the gaps between students, faculty, and administrators to become aware of the existing resources for online content and set a vision for the future of UNC’s digital space.

Elliott Robinson (grad student), a third-year SACC member, is in conversation with the LGBTQ center about relocation of the center. It was originally located in the basement of Steele building

but was moved to SASB. Dr. Terri Phoenix, Director of the LGBTQ Center, has voiced concerns about this because undergraduate and graduate use of the center has steadily declined since its move. Center programming has also been affected by this change. Elliott will be assisting Dr. Phoenix with putting together a formal proposal for relocation and looking into space usage on campus.

SACC first-year members have helped carry the majority of the weight for our rebranding and publicity campaign. SACC now has a logo, website (www.sacc.web.unc.edu), Facebook Page (www.facebook.com/SACCatUNC), and Twitter (@unc_sacc) thanks to Thomas Gooding and James Williams, our two first-year members. Thomas and James will also be working on their own projects. James, for instance, recently attended the September Board of Governors meeting to listen in on the BOG's conversation about UNC-China partnerships. An Asian Studies Major, James hopes to gather stakeholders on Chapel Hill's campus in this conversation. He has already met with the point person for this project at General Administration.

A few other projects underway:

- Michael Batres (sophomore) will be working with the Office of Undergraduate Research (OUR) liaison to assess OUR's needs and determine ways to expand the visibility of undergraduate research on campus.
- Amanda Ziesemer (senior), who serves on the Chapel Hill Downtown Partnership Board of Directors, is putting together a project that will connect downtown businesses, student leaders, and UNC-CH administrators.
- Hunter Gray (junior) is working to explore the feasibility of integrating interpersonal violence training into LFIT classes.
- Adair Rispoli (grad student) will be establishing a relationship between SACC and the Office of Accessibility & Resources.

In addition, each SACC member serves as the designated SACC representative to 3-4 organizations or entities on campus. These relationships have contributed to SACC's growth as an independent advisory committee. The uniqueness of each representative's projects allow the committee to cultivate its own brand and objectives.

Meetings & Open House with the Chancellor

SACC's monthly meetings with Chancellor Thorp this year have two major differences. First, they involve the discussion of two to three specific proposals presented by SACC members at the meeting. The Chancellor and Vice Chancellor receive these proposals – which detail objectives, specific questions, background research, and specific meetings that have occurred – one week before the meeting. This allows SACC members to receive more concrete feedback on specific questions and to conduct research before introducing the topic to the Chancellor.

Second, this year, SACC has launched a “10 Questions for the Chancellor” process whereby representatives solicit questions from students and student organizations to ask directly to the

Chancellor during the last 15-20 minutes of the SACC meeting. This helps the committee focus on outreach and serve as a bridge between students and administrators rather than simply bringing proposals and questions that originate within the group.

SACC held its first meeting with Chancellor Thorp and Vice Chancellor Crisp on September 20. At this meeting, the committee introduced reforms for SACC, presented two proposals, and started the first “10 Questions for the Chancellor” process. The response to these questions are posted on the SACC website (www.sacc.web.unc.edu). Andrew Powell presented on iTunesU and Lauren Friedman presented on the Dance Minor proposal.

The first Open House with the Chancellor, held on October 8 in the Campus Y Faculty Lounge, was very well attended. Topics, which were selected by SACC, were “What’s Next for UNC?” and “Interpersonal Violence.” SACC chose an informal setting to make the Open House as more of a dialogue than a press conference. This significantly changed the feeling of the event, and students were more comfortable with directly asking questions to administrators.

SACC’s next meeting with the Chancellor will be held on November 13th. Proposal subjects will be determined at the next SACC meeting on October 24. Students who have questions for Chancellor Thorp are encouraged to submit them to: sacc.unc@gmail.com.

System-Wide Financial Aid

In late July, UNC administrators informed Student Body President Will Leimenstoll that the current practice of setting aside excess tuition revenue for financial aid might be in jeopardy. Will initially thought this concern had diffused in May, but the change of leadership on the Board of Governors reintroduced the issue after the June Board of Governors meeting.

The proposal on the table for the August Board of Governors meeting would have placed a 25 percent cap on the amount of tuition revenue that could go to support need-based financial aid. This proposal was extremely concerning to UNC-CH and other schools across the system that used more than the minimum set-aside (Chapel Hill currently uses 38% of the revenue from the last tuition increase to maintain its robust financial aid program).

Immediately after this subject arose, Will and Rachel mapped out a plan for engaging students and acting swiftly. Rachel conducted background research and assembled a full financial aid packet that was posted online, circulated to administrators, students, and parents, and disseminated through the Association of Student Governments to other schools throughout the UNC system.

In addition to meeting with dozens of administrators in Chapel Hill to collect information, Will met with UNC President Tom Ross to request that the vote on the financial aid set-aside be pushed back to the September Board of Governors so that students could be present for the decision.

Rachel attended with the Board of Governors meeting with Will in August to listen to the

conversation on need-based financial aid. The two communicated frequently with Association of Student Government President Cameron Carswell, who has the only student seat (ex-officio) on the Board of Governors so that Cameron could represent student interests in the best way possible. Will and Rachel spoke personally with BOG members and were pleased with how the tone and nature of the conversation shifted during the August meeting. After the meeting, President Ross proposed drafting a new proposal that would give more autonomy to campuses to set their own financial aid policies. This situation was ideal for UNC-CH, an institution historically committed to need-based aid.

On August 8, directly after the BOG meeting, Rachel assembled 10 priorities for Student Government on the Financial Aid Action page. These included:

1. Compile a need-based financial aid resource packet and a variety of other financial aid materials
2. Attend August and September Board of Governors meetings
3. Send a mass mailing to UNC student leaders informing them about the situation
4. Collaborate with student organizations to create a campus-wide coalition
5. Directly engage with Board of Governors members and UNC system President Tom Ross
6. Continue discussing the student aid situation with UNC-CH administrators
7. Host a financial aid teach-in in the Student Government Suite
8. Reach out to other schools in the UNC system and assemble action materials to mobilize students on each campus
9. Organize a UNC system-wide letter writing campaign through the Association of Student Governments
10. Reach out to local and regional media sources

All of these action steps were completed before the September Board of Governors meeting.

Before school started, Rachel, Will, and Nikita assembled a coalition of student leaders who had been engaged in the tuition discussions last year to help disseminate information and collect student feedback. The group met two times before the BOG meeting. Rachel also completed the letter-writing guide and worked with Will and Nikita to craft a plan for mass distribution and financial aid action steps. She wrote the content for a Student Government webpage about need-based aid that included updates on Student Government action. Will and Rachel also collaborated on opinion columns and Letters to the Editor for The Daily Tarheel to inform students about the process that was occurring.

In addition to these items, Rachel organized an “Enrollment, Tuition, and Financial Aid” session in conjunction with the Office of Student Affairs for the University Dialogues event on August 13-14 that featured Provost Carney, and Associate Provosts Steve Farmer and Shirley Ort. To make administrators as accessible as possible during these discussions, the Executive Branch Officers also partnered with Tea Talks to organize a financial aid teach-in with Associate Provost for Scholarships and Student Aid, Shirley Ort.

At the September Board of Governors meeting, which Will and Rachel attended, the new proposal (to give campuses more autonomy in financial aid decisions rather than capping tuition revenue for aid) was unanimously adopted by the BOG.

University Dialogues

University Dialogues was a series of open dialogues between students and administrators over a two-day period on August 13 and August 14, 2012. Student leaders from all across campus responded to attend certain sessions relevant to themselves or to their student organizations. Student Government also hosted two different lunches, one related to building a cross-campus commitment to “Excellence with a Heart” and another (co-sponsored by the Carolina Center for Public Service) devoted to a series of Public Service Mini-Skills Trainings. Rachel worked with Debra Eatman, Assistant to the Vice Chancellor of Student Affairs, to coordinate the full event.

There were three major objectives for the event. The first was to give students the opportunity to make direct connections with administrators and local officials in each issue area. The second was to identify and discuss challenges and priorities for the university next year. Finally, the third was to establish relationships between student leaders and increase Student Government's outreach. The Executive Branch Officers felt the program accomplished all three of these objectives and set a good foundation for open dialogue and cross-campus collaboration.

In the past, Student Government had conducted similar orientation sessions, but never to this scale or with leaders outside of Student Government. The sessions, held in the Frank Porter Graham Union, featured the following topics and administrators:

- **Technology Issues:** Ramon Padilla, Jr. (Associate Vice Chancellor, ITS), Jerri Bland (Assistant Vice Chancellor for Enterprise Applications, ITS), Priscilla Alden (Executive Director, User Support & Engagement, ITS), Christopher Payne (Associate Vice Chancellor for Student Affairs)
- **Legal Issues:** Kara Simmons (Associate University Counsel), Dottie Bernholz (Director of Carolina Student Legal Services), Winston Crisp (Vice Chancellor for Student Affairs)
- **Academic Issues:** Karen Gil (Dean of the College of Arts & Sciences), Lee May (Associate Dean and Director for Academic Advising), Steve Reznick (Associate Dean for Undergraduate Education), Steve Matson (Dean of the Graduate School), April Mann (Director of New Student & Carolina Parent Programs)
- **Enrollment Issues, Financial Aid and Tuition:** Bruce Carney (Executive Vice Chancellor and Provost), Steve Farmer (Assoc. Provost/Director of Admissions), Shirley Ort (Assoc. Provost/Director, Scholarships & Student Aid)
- **Public Safety:** Deputy Chief Lt. Col. George B. Hare (Deputy Director, Department of Public Safety, UNC), Chief Chris Blue (Chapel Hill Police), Chief Carolyn Hutchison,

(Carrboro Police), Chief Dan Jones (Chapel Hill Fire Department), Chief Frank Montes de Oca (Orange County EMS), Winston B. Crisp (Vice Chancellor for Student Affairs)

- **Office of Student Conduct/Honor System:** Jonathan Sauls (Dean of Students), Erik Hunter (Judicial Programs Officer), Robert Barker (Judicial Programs Coordinator), Amanda Claire Grayson (Student Attorney General), Margaret Anderson (Honor Court Chair)
- **Transportation and Parking:** Cheryl Stout (Assistant Director for Parking and Transportation Operations), Christopher Payne (Associate Vice Chancellor and Chief of Staff, Student Affairs)
- **Union Issues & Student Activities:** Don Luse (Director, Carolina Union), Tony Patterson (Senior Associate Director, Carolina Union), Joe Singer (Senior Associate Director, Carolina Union), Tom Low, (President, Carolina Union Activities Board)
- **Diversity Issues:** Taffye Clayton (Vice Provost for Diversity & Multicultural Affairs), Christi Hurt (Interim Director, Carolina Women's Center), Bob Pleasants (Interpersonal Violence Prevention Coordinator, Counseling & Wellness Services), Terri Phoenix (Director, LGBTQ Center)
- **Local and State Relations:** Linda Convissor (Director of Local Relations), Roger Stancil (Chapel Hill Town Manager), David Parker (Associate Vice Chancellor & Deputy General Counsel, CH2020), Dean Blackburn (Assistant Dean, Dean of Students Office), Aaron Bachenheimer (Director, Fraternity & Sorority Life and Community Involvement)
- **Healthcare and Health Services:** Mary Covington (Assistant Vice Chancellor for Campus Health Services), Allen O'Barr (Director, Counseling and Wellness Services), Carolyn Pearce (COO, Pearce and Pearce, Inc.), Joe W. "Rocky" Pearce, Jr., (CEO, Pearce and Pearce, Inc.)

An additional highlight of the event was an hour-long discussion with Chancellor Thorp about student input on the 21st Century Vision process occurring within the UNC-CH Board of Trustees.

Student Government received extremely positive feedback from the event. In feedback surveys, participants said that the "great attendance and diversity of students was a plus." They also noted the "openness and accessibility of conversations" and demonstrated appreciation for the "attendance and diversity of students present." Student leaders liked the opportunity to "speak to the actual decision-makers" and "interact directly with people like the Chancellor, Vice Chancellors, and Provost." Due to the huge success of the event, Rachel will transition planning documents and other resources to the next administration should the Student Body President wish to continue the program.

Student Fee Audit Committee

One of the roles of the Student Body Vice President is to serve on the Student Fee Audit Committee (SFAC), which hears proposals for student fee changes. In the spring, Rachel appointed three students -- Steven Demeraski, Christy Lambden, and Austin Root -- on behalf of the SBP to serve on the committee. SFAC addressed a number of new fee requests this semester and worked diligently to represent student interests and vocalize questions and concerns. Next semester, Rachel will work alongside other members of SFAC to tackle the committee's auditing duties.

Chancellor Thorp's Resignation & the Chancellor Selection Process

Rachel worked alongside the other Executive Branch Officers, Faculty Council, to help organize and participate in the Rally for Chancellor Thorp after his resignation was announced in late September. Rachel specifically focused on logistical aspects of the event and worked with Chief of Staff Chris Scanzoni to coordinate the speaker line-up. While Chancellor Thorp decided to not withdrawal his resignation, he was extremely appreciative of the support from faculty, staff, and students demonstrated at the rally.

After the Rally for Chancellor Thorp, Rachel worked with Student Body President Will Leimenstoll to come up with a plan of action for student response and input into the Selection Committee. It was decided that the Executive Branch Officers should be in charge of coordinating a "UNC Vision" process that gave students the opportunity to outline the vision for their university and for the new Chancellor who would lead it.

Rachel worked with Senior Advisor Jason Dunn to create a student survey, available at www.tinyurl.com/UNCVision, to gather basic feedback on characteristics that should be prioritized in the chancellor search. The results of this survey will be presented to the selection committee. After viewing the student-organized survey, faculty and staff members on the committee adopted very similar surveys to gauge the interests of their constituents.

Afterwards, the Executive Branch Officers officers invited chairs of 30 student organizations to two different UNC Vision meetings. The first meeting (September 23) focused on information distribution and feedback about the search process. Rachel compiled the information collected from this first meeting into a one-page document describing the qualities that students would like to see prioritized in the university's search. The second meeting (October 14) focused specifically on polishing this document and discussing additional mechanisms for student input.

To extend beyond the UNC Vision Process, Rachel and Student Body Secretary Nikita Shamdasani hashed out a plan for engagement in the Chancellor selection process. They decided to create a webpage tab on the Student Government site (www.unc.edu/studgov) specifically devoted to current information, upcoming events, and press about the process that Nikita's Executive Assistant will continually update. Nikita and Rachel also discussed plans related to social

media, a text-in phone number, an open email address, and extra office hours to make the Executive Branch Officers as accessible as possible during the process. Information about feedback mechanisms is now posted on the Student Government website and was sent in a press release to all on-campus news sources.

Currently, Rachel is working with her Executive Assistant, Matthew Tugman, to ensure all necessary background research is compiled for the Student Body President before any Chancellor Selection Committee meetings. She recently wrote a “Frequently Asked Questions” sheet about the Chancellor selection process per the request of Panhellenic Council President Ana Samper at the second UNC Vision Meeting. Rachel will continue to work with Will, Jason, and Nikita throughout the Chancellor selection process to ensure there are many avenues for student input. This will undoubtedly be a primary area of focus for the SBVP over the next few months.

Board of Governors & UNC Advisory Committee on Strategic Directions

Rachel attended the August and September Board of Governors meetings with Student Body President Will Leimenstoll in order to speak to BOG members about the system-wide financial aid decision (*see above*). Rachel was tasked with compiling information on the Board of Governors members preceding each meeting, many of whom the Student Body President wrote personal letters to or met with individually.

The UNC Advisory Committee on Strategic Directions was put together by UNC system President Tom Ross and UNC Board of Governors Chairman Peter Hans. Its objective is to draft a strategic plan for the 17 universities in the UNC system. The committee has received a lot of negative press because of the heavy political and business interests on the committee, and the notable lack of student, staff, and faculty input. The committee is also working on a short timeline to draft the strategic plan, which limits the accessibility and transparency of the process.

After hearing many concerns voiced by Student Government, faculty members, and student organizations about the composition of the UNC Advisory Committee on Strategic Directions, Rachel attended the first committee meeting on September 26. One of Rachel’s Executive Assistants, Matthew Tugman, compiled background information on each of the members of the Advisory Committee and a news briefing condensing all recent press about the committee.

Now, Rachel is working with representatives from the Association of Student Government to coordinate a student forum for input on as part of ASG’s system-wide forums. The forum will take place on October 30, from 6:00-7:00pm in the Campus Y Queen Anne Faculty Lounge.

Board of Trustees: 21st Century Vision Committee

This year, the Board of Trustees launched its efforts to draft a 21st Century Vision for UNC Chapel Hill. There are three committees tasked with pieces of this strategic plan: (1) College Access and Affordability, (2) Models of Undergraduate Education, and (3) Research to Solve the World’s Problems. President Leimenstoll sits on the committee on College Access and



Affordability and appointed Rachel to serve as the student representative on the “Models of Undergraduate Education” Committee.

The goal of the undergraduate education review is to optimize student success given the economic realities of the moment. Rachel attended the first committee meeting on September 27, which focused on the topics of: “Who We Teach,” “How We Teach,” “Why We Teach,” and “What We Teach.” After the meeting, the committee decided to break up into three subgroups: (1) Changing Demographics in NC, (2) Generational Learning Issues, and (3) Student Surveys about the Undergraduate Education Experience.

Student Engagement in the Endowment

In the spring, Rachel started conversations with Vice Chancellor Karol Gray (Vice Chancellor of Finance and Administration) and the CEO of the UNC Management Company, Jon King, about misconceptions about the endowment and issues of transparency. The larger discussion of endowment sustainability will continue to be one of the priorities for the Office of the Student Body Vice President this year.

Rachel has been helping out with the Endowment Forum, currently scheduled for November 5. Logan Mauney and Katherine Shor, co-chairs of the Environmental Affairs Committee, are planning the event. Alongside the forum, Rachel is specifically looking into ways in which students can take a more active role in management of the endowment. Rachel’s Research Assistant Alice Huang is doing an in-depth report on practices related to socially responsible investing at UNC’s peer institutions. This report will be used to determine possible avenues for student engagement in these issues.

Other Roles & Responsibilities

Rachel also serves as the Student Government representative on the Academic Plan Steering Committee, the Academic Advising Program Council, the Stone Center Advisory Board, and the Academic Calendar Committee. She consistently attends biweekly Student Congress meetings to stay informed about the work of the Legislative Branch of Student Government.

Officer’s Perspective

When I started at UNC as a first-year student, the last place I expected to end up in as senior was the Student Government Suite. To me, Student Government seemed a little scary – inaccessible and full of acronyms, organizational charts, and kids dressed up like adults. Over the years, as I got to know people working in Student Government, I realized how much they were actually doing on a daily basis for students at Carolina. As a senior, I see this position as a tremendous opportunity to invest back in a university that has given me so much.

This job has been both demanding and rewarding. The most rewarding aspect is interacting with great people every day. My fellow Executive Branch Officers are some of the most interesting and

talented people I've met at UNC. I respect their work tremendously, and I know that we would not be able to accomplish nearly as much as we already have without each person's unique talents. I give most of the credit in this respect to Will. Great people build great teams, and I think Will has done an excellent job attracting new talent to the Executive Branch of Student Government at all levels. He has an uncanny ability to connect with people and because of that, he's been able to engage so many people in an institution on campus that to many seems complex and inaccessible.

So far, I'm most proud of my work with the Student Advisory Committee to the Chancellor (SACC). Prior to this year, SACC has been my primary involvement in Student Government (this will be my fourth year on the committee). Now, as the chair of SACC, I've had the chance to assemble a really incredible team and restructure the organization in ways that I think will make it more efficient and productive.

Undoubtedly, the project that I've gotten the most enjoyment out of thus far was working with Will and Nikita on need-based financial aid. It's an issue we all were really passionate about, and I spent a lot of long nights over the summer researching about what would happen to our system and to our university should the amount of tuition revenue for need-based aid be capped at 25%. Projects such as this make my role as SBVP very reactive, and I enjoy the opportunity to tackle pressing issues as they arise. I feel that this administration has been able to be incredibly responsive, at times preempting major concerns.

The main thing I've learned in my first few months in this position is to listen and keep an open mind. It's always easy to be critical of something we don't understand, but we can't be constructive until thoroughly exploring all facets of an issue. As students, we have a tendency to judge things quickly. However, investing in conversations with stakeholders, in background research, and in getting to understand people's interests and values, can help us make the best decisions possible as representatives of the student body.

Finally, I have realized that as students at UNC Chapel Hill, we are so incredibly lucky. We have administrators and faculty that actually listen to students and care about what we think. This historic tradition of student self-governance is critically important to the essence of UNC. But it is also a privilege that we must continually work to maintain, especially in these exceptionally difficult times for our university.

I look forward to continuing to work with Will's administration over the next few months. We have so many exciting things ahead.

Rachel

Student Body Secretary

Nikita Shamdasani
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Overview of Responsibilities

According to the Student Code, the Student Body Secretary (SBS) is in charge of coordinating public relations and outreach activities of the Executive Branch, ensuring that the Executive Branch periodically seeks direct input from the student body about the activities and policies of the Executive Branch, overseeing the maintenance and upkeep of the Executive Branch website, certifying Executive Orders, and producing the October and March Reports. Unofficially, the Student Body Secretary also helps fill in the gaps on projects on which the Executive Branch Officers are working.

Theme of Student Government

A large part of Nikita's job involves promoting a major theme of Student Government this year, accessibility and transparency. Whether through Office Hours in the Pit, the new newsletter, the DTH beat or fostering on-campus relations, all of the SBS's activities involve an emphasis on ensuring that Student Government minimizes the number of students that wonder what Student Government is doing. It has been extremely interesting to brainstorm new ways in which to reach out to students and while this type of project is not one that can be completed in one year, Nikita believes the Executive Branch Officers, the Public Relations and Outreach Committee, and Cabinet members at large have done a great job of truly embracing this theme. Nikita's wonderful Executive Assistants Natalie Feingold, Garrison Gordon, Casey Hribar, Anisha Padma, and Allison Whitmeyer have also been incredible about helping her with every aspect of outreach for the year.

Financial Aid

During the summer, the Student Body President was informed that some components of the financial aid system might be in jeopardy. He was told that the Board of Governors would vote on a proposal to place a 25 percent cap on the amount of tuition revenue that could go to support need-based financial aid, an extremely concerning matter since Chapel Hill uses 38% of such revenue for its financial aid program.

The Student Body Vice President took care of most of the engagement strategy and plan of action for this project, but Nikita began helping with some of the website content and outreach in July. This outreach included sending a mass mailing to student leaders, which informed them about the situation, helping plan the UNC system-wide letter writing campaign, and planning the financial aid Tea Talk and teach-in.

In conjunction with the Tea Talks directors, Nikita and Rachel planned a very successful teach-in that involved Associate Provost and Director of Scholarships and Student Aid Shirley Ort. In addition to the teach-in, Nikita helped Rachel and Will assemble a coalition of student leaders



similar to the coalition for tuition last year. The group met to discuss student priorities and disseminate information.

Ultimately, the Board of Governors' new proposal gave campuses more autonomy in their financial aid decisions.

Week of Welcome Planning

In line with the theme of increased accessibility and transparency, Nikita hoped to recruit more Cabinet co-chair and member applications this year. At the end of last year, she worked with Chief of Staff Chris Scanzoni to publicize the co-chair applications through Press Releases, Letters to the Editor, social media, and other sources. Student Government solicited many applications and chose a wonderful Cabinet.

Moving forward, Nikita took care of FallFest preparations for the Executive Branch. She sat on some of the initial FallFest meetings at the end of last year and worked with the Week of Welcome planners throughout the summer to plan the Executive Branch's outreach efforts and informed student leaders of deadlines relating to the Week of Welcome booklet and applying for a FallFest table. In the end, she coordinated co-chair volunteering, materials, and set-up for the event. Unfortunately, FallFest was cancelled due to bad weather conditions, but this cancellation served to only motivate the Executive Branch further.

Nikita went on to plan a Student Government Open House with all of the branches present. This Open House yielded an extremely high turnout with students waiting outside of the Student Government Suite to get in! She also planned an Executive Branch Open House, held in the walkway between the Union Annex and Union. All of the Cabinet co-chairs were present and they delivered great presentations on their committee's activities. Nikita coordinated a performance by Bhangra Elite to increase visibility for the event. For both open houses, she created flyers, social media publicity, press releases, Letters to the Editor and other outreach to ensure high turnout at the events. At both events, she had interested students sign up for a listserv and she continuously kept them updated on application information and events. Luckily, these efforts paid off and the Executive Branch received an unprecedented 600 applicants. Unfortunately, the Leimenstoll Administration was not able to take all of the applicants, but Nikita continues to keep them informed of opportunities for engagement through the newsletter.

Public Relations and Outreach

Perhaps the largest part of the SBS's job involves fostering public and private relations. Nikita has attempted to reach out to students internally and externally from Student Government in new ways. A major component of this outreach involved the Week of Welcome preparations, including the preparations for FallFest (more detail about that below).

In terms of external relations, the SBS has worked to increase the number of avenues through which the Executive Branch disseminates information. Nikita created a database of the student

leaders of major organizations on campus and regularly delivers updates about Student Government's activities and information of which they should be aware. Additionally, she reaches out to them for publicity help when it comes to major events that impact the entire student body, such as the Forum for the UNC Strategic Advisory Committee.

The SBS has also created an Executive Branch of Student Government newsletter, which goes out to all of the students that signed up for the listserv (over 300 people), Cabinet committee members and chairs, and External Appointments. This newsletter goes out every Monday and it advertises Student Government events and other pertinent events and applications. Nikita also works with Senior Associate Director of Student Life and Activities Tony Patterson to publicize events through the newsletter for the Union. Thanks to the newsletter, we have been able to circulate materials more widely and keep a wide variety of students engaged in what Student Government is doing.

In addition, Nikita and her wonderful Executive Assistants plan Office Hours in the Pit every Wednesday from 11 AM- 12 PM. During this time, interactive activities are planned that allow the Executive Branch Officers to check in on student life. In recent weeks activities have included giving surveys about the Chancellor Selection Committee to students, an event with the Student Advisory Committee to the Chancellor entitled "Stick it to the Chancellor", and an activity with the Speaker Series Committee advertising their Eve Marie Carson Lecture Series with Robert Reckford.

Cabinet Involvement

In addition to taking the minutes at every Cabinet meeting, Nikita serves as a resource for Cabinet members and a sounding board for marketing ideas. Nikita has worked with Cabinet to better publicize their events and aid members with managing press relations. In that vein, she has worked with the Public Relations and Outreach (PR&O) committee to use social media and technology as a channel for events. The PR&O team has created an innovative structure (more details in their report) for ensuring that each Cabinet committee has public relations help and Nikita has worked with them in this endeavor by supplying information to Cabinet committee concerning how to best use their public relations experts. Nikita also attends most PR&O committee meetings to get a sense of how she can be the best resource possible for the committee. She also approves the social media that the committee pushes out each week.

Nikita also serves on the studentlife.unc.edu-working group (mentioned more extensively in later reports), comprised of the Chief of Staff, relevant Cabinet committees, and administrators to advise the group based on an outreach perspective.

In addition, the SBS gave a presentation concerning "Managing Press Relations" at a recent Cabinet meeting to give the co-chairs tips on how to interact with the Daily Tar Heel and other media outlets, and ensure they are communicating their information as effectively as possible. Cabinet committees email Nikita with events for which they need press releases or Letters to the Editor and she works with them to create those documents and then send them out to the Daily Tar Heel. She also aids in publicity help through other means, including the newsletter, Office

Hours, and connecting the committees to other organizations that can help further their vision.

For example, Nikita was able to connect Tea Talks and the Multicultural Affairs and Diversity Outreach (MADO) committee after seeing on MADO's priority document that they wanted to put on a "Tea Talk" about diversity. Nikita has also worked with Lauren Latten, one of the Executive Assistants to the Student Body President, to put on the Pizza with the President events, where the Student Body President and presidents of other organizations come to residence halls to meet students interested in learning more about their organizations. This year, Nikita and Lauren decided to create a different organization theme (service, political, etc.) for each Pizza with the Presidents event. Through similar situations of integrating the missions of Cabinet with other organizations, Nikita has helped to facilitate more collaboration between Student Government and outside entities.

Daily Tar Heel Relations

A very important part of the Leimenstoll Administration's approach to publicity involves ensuring a good relationship with the Daily Tar Heel (DTH). The Administration would like to serve as a resource for the DTH and supply it with continuous updates concerning current projects and events. In the spirit of this desire, the Executive Branch Officers (EBO) visited a meeting of the Opinion Board at the beginning of the year to update the Board on each officer's projects. With this meeting, EBO hoped to provide a context for future updates to the DTH. These updates usually come in the form of press releases (attached to the end of the report) and Letters to the Editor. In addition, Nikita will begin sending a "DTH Beat", which highlights more background information about the Executive Branch's activities instead of simply logistical information. The Leimenstoll Administration has enjoyed the working relationship with the DTH thus far and hopes its open communication fosters that relationship.

TalkBin Expansion and Fix My Campus

One of the Leimenstoll Administration's platform points involved the expansion of TalkBin, a service that allows students to text in their thoughts and concerns on a variety of subjects. While the Fix My Campus team works primarily with this project, the SBS has worked with it peripherally as an avenue for outreach. The Executive Branch has used the TalkBin account number to obtain student feedback on issues such as the Chancellor selection process during its Office Hours in the Pit and it hopes to better connect Cabinet committees to this resource in the future.

At both the end of last year and the beginning of this year, Nikita met with Shelby Hudspeth, the chair of the Fix My Campus committee, to determine the best methods of expansion. Shelby was able to secure a collaborative effort with the Residence Hall Association to put the Fix My Campus information with the Fix My Room publicity. Student Body President Leimenstoll and Nikita also attended the Residence Advisor Resource Fair in early August and gave the number out to all of the Residence Advisors to share with their residents and use themselves.

UNC Mobile Application

A major project in the Leimenstoll Administration's platform taken on by the SBS involves the creation of a UNC mobile application. While such an application was created a few years ago, students do not utilize it and it could offer more student-focused resources. While the timeline for this project has undergone revisions due to the impracticality of completing a quality application that effectively synthesizes pertinent student resources in simply one semester or even one year, the SBS has taken the necessary steps to create the infrastructure for the development of this application to be carried over into future semesters.

Initially, Nikita researched other mobile applications, which could serve as a model for UNC's application. After looking through positive attributes and negative aspects of many applications, she chose to work more closely with the mobile applications for Harvard University, Ohio State University, and the Massachusetts Institute of Technology.

Near the end of the spring semester of last year, Associate Vice Chancellor and Chief Information Officer Ramon Padilla formed a mobile application-working group, made up of relevant administrators and a representative from Student Government. The working group was tasked with determining the mobile application environment on campus rather than developing a mobile application, but Nikita has met with them biweekly to solicit feedback on Student Government's efforts and provide a student perspective on the administrators' conversations. At the beginning of the year, Nikita drafted a report detailing all of Student Government's current research and efforts on the mobile application. She presented it to the committee to both give the members a perspective on the Leimenstoll Administration's aspirations for the application, as well as garner suggestions concerning next steps.

Since this presentation, Nikita has met and continues to meet with administrators and other knowledgeable parties about logistics and best practices for this application. She has also set up a student advisory group, made up of the Technology and Web Committee co-chairs and one of their members, the Public Relations and Outreach Committee co-chairs, the University Services co-chairs, and some of her Executive Assistants. She hopes to set up focus groups that will help narrow down the potential services students would like to see on the application and eventually create a way for student developers to become more engaged in this project.

This project will certainly carry over to the next administration and Nikita plans to continue setting up the necessary structures for an easy transition and assurance of an ongoing focus on the mobile application.

Rally for Chancellor Thorp

As the other Executive Branch Officers have mentioned in their reports, it was difficult to hear of Chancellor Thorp's resignation earlier this year. To demonstrate its support for the Chancellor, the Executive Branch Officers organized the Rally for Chancellor Thorp in conjunction with the Faculty Council, the Campus Y, and Carolina Creates. Nikita organized many of the logistical



aspects of the rally, the publicity and outreach for the event, and coordinators that helped ensure the event ran smoothly. Chancellor Thorp's appearance at the rally was a welcome surprise and while he ultimately did not withdraw his resignation, the outpouring of support from faculty, staff, and students truly brought the University together.

Chancellor Selection Committee

Once Student Body Vice President Rachel Myrick came up with a plan of action for student response and input into the Chancellor Selection Committee, Nikita worked with the other Executive Branch Officers to set up a meeting of the chairs of 30 student organizations. Nikita handled most of the outreach and publicized the survey that came out of the meetings. She set up a special Office Hours in the Pit event during which random students were asked to answer the survey on iPads.

Nikita and Rachel created an additional a plan for engagement in the selection process, which included a webpage tag on the Student Government site with current information and events, social media, a text-in phone number, and an email address specifically for this project. The plans were posted on the website and sent in a press release to all on-campus news sources.

Nikita has assisted with some of the background research involved with this project for the Student Body President and will continue to help with the process in any way possible. In the next two weeks, Nikita will coordinate all Student Government publicity and outreach for the selection committee forums.

UNC Advisory Committee on Strategic Directions

Nikita's role for this committee has been limited, but she has assisted with the publicity efforts and led a breakout group about service in North Carolina at one of the Association of Student Government's system-wide forums, which took place on October 30 in the Campus Y Anne Queen Faculty Lounge. She will continue to help with publicity and background planning, as needed.

Revamping the Website

At the beginning of this year, Nikita and the Public Relations and Outreach Committee brainstormed ways in which to improve the website. Not only does the team want to increase the traffic on the website, but it also wants to create a more aesthetically pleasing format. Nikita has continued to work with the Public Relations and Outreach team and a member of the Technology and Web Committee to make improvements on the website.

October Report

Lately, a job that has taken a large amount of the SBS's time is this October Report. After

numerous edits, emails, and reading, she hopes you will enjoy this detailed report of the Executive Branch's activities while she enjoys some sleep.

Officer Perspective

This year has undoubtedly been a difficult but incredibly rewarding year. It is still very hard to believe my luck in being a part of this year's Executive Branch Officer team. Last year, when I came to Carolina as a first-year, I struggled to find an activity that I could be really passionate about. I just wanted to dive into some organization with which I could have a strong connection and meet tons of incredible people. It was a tall order, but thanks to people like current Senior Advisor Jason Dunn and former Student Body President Mary Cooper, I found Student Government and now, barely a day has gone by where I do not talk about or do work for Student Government.

Student Government is in the unique position of serving as a hub for information, a connector to all aspects of student life, and a place where you can find and connect passions. I love the fact that you can be as involved in it as you want and if you do not immediately find an activity you love, you have a million other choices from which to choose. I love how many incredible people are involved in just one organization and how much one can learn by working with them. The complexity of this organization continues to astound and fascinate me and my work with Student Government has shown me an interest in higher education policy, which I am excited to continue exploring.

One of my most favorite parts of this position is getting to work with the other Executive Branch Officers. They are among the most accomplished but humble people that I have ever met and I learn something new from them every day. Not only are we there to support one another professionally, but also personally. It is difficult to find a group of people that has as great a dynamic as we do, in and out of the Student Government Suite. Every day, these people inspire me to work harder as a student, representative to the student body, and friend.

It is an honor to have this opportunity to serve the student body and give back to a place that has already given me so much. I have sincerely loved working with the other Officers, Cabinet, and all of the other wonderful people that I have had the privilege of meeting through this position. I cannot wait for the second half of our term and look forward to seeing all of the progress we make by March. Go Heels!

Until March,
Nikita

Student Body Treasurer

Shrija Ghosh

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Overview of Duties

The Student Body Treasurer (SBT) is responsible for assisting the Finance Committee of Student Congress with fielding funding requests from student organizations, and providing information for Annual Budget and Subsequent Appropriations. Additionally, the SBT chairs the Student Fee Audit Committee and serves as a member on the Student Fee Advisory Subcommittee and the Tuition and Fee Task Force.

Student Fees

Shrija chairs the Student Fee Audit Committee (SFAC), is a co-chair of the Student Fee Advisory Subcommittee (SFAS) with Dwayne Pinkney, Vice-Provost of Finance and Academic Planning, and is a member of the Tuition and Fee Audit Taskforce (TFAT). All fee requests that were greater than the Higher Education Price Index (HEPI) of 1.7% were discussed by these committees.

Student Activities Fee

In light of the \$3 fee overcharge in the Student Organizations Fee assessed to all students last year, Shrija submitted a funding request to nominally decrease this amount and correct it at the Board of Governors level. The fee remains at the level of \$39.00.

Transit Fee

According to the Five-Year plan that runs from 2012-2017 which was proposed by the Department of Public Safety and approved by the BOT, student fees are required every year to maintain current services and remove the parking subsidy that currently keeps the cost of transit low. This year, the fee request was \$23.50 to cover both the requested fee increase of \$17.00 and the amount of \$5.27 that was recommended by SFAS last year in addition to \$0.63 going towards Point-to-Point buses and \$0.60 to Safe Ride. The discussion centered around whether a fee increase this large was necessary and whether this burden should be placed on the students, but in the end the fee increase was necessary to maintain current services.

Education and Technology (ENT) Fee (T component)

ITS proposed a fee increase of \$9.84 to cover the cost of the UNC network that students use for personal use while on campus. ITS conducted focus groups and determined that students spend an average of 31% of their time on the network for personal purposes. Due to a \$500k surplus in their ITS budget from increased enrollment, they have chosen to divest that into the personal network use component and only ask for the \$9.84. Graduate students who are also employees of the University are charged a federally mandated 0.54% by a payroll deduction meaning they would be double charged for their personal use through both this fee and through their departmental payroll. ITS came back with an alternate proposal of \$9.60 which took into account the double charging and this figure was then passed.

Fraternity and Sorority Fee

This is a new fee proposed by the department of Fraternity and Sorority Life. Discussions were held as to whether this fee accurately represented the wishes of all four Greek councils and whether it met their needs. After yes votes from all four councils regarding this fee, it was passed at the full requested amount of \$25.00.

Campus Recreation Fee & Carolina Union Operating Fee

After an initial proposal of \$3.00 and \$5.00 respectively, the fees were examined to determine how much was going towards combating inflation and how much for capital upgrades and new personnel. After determining that the latter two could be covered by the Debt Fee surplus, the fees were passed at the HEPI level of \$1.82 for the Campus Rec Fee and a reduced personnel figure at \$2.65 for the Carolina Union Operating Fee.

Graduate Student Programming and Orientation Fee

A fee decrease of \$26.24 was proposed to the \$52.50 fee on the condition that it would be paid every year by each student enrolled in a graduate program as opposed to just once upon enrollment. This would be detrimental to students who are here for more than two years and would be subsidizing the orientation for incoming students. It would also not be charged to students in the Schools of Dentistry, Medicine and the Kenan-Flagler Business School, yet allow them to attend the programs funded by the fee. As such, the committees voted no on the proposed fee change and instead approved a HEPI number of \$0.88.

For a full list of fees approved, see the table below. ** denotes that a fee was heard in SFAC.

Name of Fee	Actual 12-13	Proposed Change 13-14	SFAC
Apples Program Fee	10.3	0.18	
Application Fee Dentistry	82	2	**
Application Fee PMSN	NEW	75	**
Athletic Fee	274.5	4.5	
Campus Recreations Fee	107	1.82	**
Carolina Performing Arts Fee	11.1	0.18	**
Carolina Union Operating Fee	136.57	2.65	**
Dental Equipment Fee - DDS	200	40	**
Dental Equipment Fee - DH	70	15	**
ENT Fee (T component)	435.26	9.6	**
Field Training Fee - MCH	350	100	**
Fraternity and Sorority Member Fee	NEW	25	**
Grad Student Programming Fee	52.5	0.88	**
Incoming Student Fee - First Year	50.12	0.84	
Incoming Student Fee - Transfer	50.12	0.84	

Law Student Academic Programming Fee	500	100	**
Leadership Fee- MCH/PUBH	NEW	158	**
MATC Orient & Sum Res Fee	NEW	500	**
Orient & Grad Fee DNP	NEW	10	**
Orient. & Grad Fees - BSN	23.3	0.4	
Prof. Training - MCH	NEW	1000	**
Social Work - Jump Start	51.8	0.88	
SON Clinical Compliance Fee	NEW	11.33	**
Student Health Fee	429	7	
Student Legal Services Fee	14.6	0.24	
Student Organization Fee	39	-3	**
Student Transit/Safe Ride Fee	122.24	23.5	**
Student ID Fee	7.18	0.12	

Money.unc.edu

As outlined in the Leimenstoll Administration's platform, money.unc.edu is a searchable database that allows primarily undergraduate students to search for scholarships and grants under a variety of categories and criteria. These scholarships should all be exclusive to UNC students. Over the summer the database was built with 126 scholarships and counting. The URL has been secured and site development is currently underway using the University approved platform of WordPress. These scholarships would be searchable by amount, merit, year, major, age, organization, and religious affiliation. Currently most of the scholarships have been added to a Google database and the University Services Committee has been charged with creating the individual pages for each scholarship to be plugged into the database. We are also considering a form where users can submit scholarships to be added to the database with ease. The website should be up for testing by December and usable by January.

Tuition

After three meetings of TFAT, the tuition increase as proposed by Provost Bruce Carney stood at \$1630 for both out of state undergraduates and graduate students and \$506 for in state undergraduate students. A \$600 tuition increase for in state undergraduates had already been passed by the Board of Governors during the tuition discussion last year.

Tarheel Sitters/Helping Heels

Tarheel Sitters is a component of the Leimenstoll Administration's platform that seeks to connect undergraduates, graduates and professors on a personal level by allowing childcare, pet care and elderly care services to be shared amongst the different groups of people. After speaking with Human Resources (HR), the name cannot be changed to the preferred name for Tarheel Sitters, so it remains as Helping Heels. Our timeline for this project is dependent on HR and is thus put in

hiatus until November. Meanwhile we intend to include the Public Relations & Outreach and Technology and Web Committees in the development of a prototype that would include all the information currently collected by the service and format it into a neat database that could be changed at any time by HR. The main concern with this project is who would house it – ideally HR, but Student Government would maintain it for the time being.

Officer Perspective

It is difficult to believe that six months have passed, and personally astounding when one looks at how much has been accomplished by us in that short span of time. Coming into this year I was prepared to immediately tackle a deluge of fees but was in no way ready for what happened – the hearing of almost twenty fees and the passage of twenty-eight – an unprecedented number. I especially enjoyed working with SFAC as their discussions were thorough and questions insightful. Hopefully the gusto with which students looked at fees this year will carry over when we perform audits and into next year.

Every year, tuition is a source of concern, and this year was no exception. As a University we are facing a 2% flex cut coming from the General Assembly that would equate to \$10 million. It is even more important that as the tuition discussions are happening that we prioritize student concerns about where our tuition dollars go and keep fees as low as possible. It is often disheartening to not have all the numbers to work with and students must remember that our administrators are employed by this University as our allies to keep UNC affordable and accessible.

The University Services Committee has done an exceptional job in compiling scholarships and creation of money.unc.edu and I'm excited that we are able to expose more students to webpage design. I personally enjoy learning about the wonderful and often unique opportunities we have for scholarships here and hope that once the website is published, it will open doors for other students.

Will could not have picked a better set of people to work with and I am beyond honored to have been included amongst my exceptional peers in Rachel, Nikita, Chris and Jason. The fact that all of us in Student Government put in long hours is a testament to how much we want to contribute positively to our University, and more importantly, recognition that we as students have the opportunity to leave Carolina a better place than we found it.

Shrija

Chief of Staff

Chris Scanzoni

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Cabinet Consolidation

The Cooper Administration made a concerted effort to break a precedent of a growing Cabinet by consolidating the number of committees and special projects. Keeping in line with this important effort to more effectively serve the students, the Student Body President and Chris downsized the number of committees from the year prior by four committees. A smaller committee structure allows for less overlap across committees. The concomitant increase in the number of special projects further bolstered Cabinet's service to the student body, as special projects by definition have a more narrow focus. As a consequence of this consolidation, the chairpeople of the various committees and special projects have been able to move more swiftly on soliciting student perspectives and completing their respective platform points.

The Executive Branch committees include: Academic Affairs, Carolina Advocacy, Environmental Affairs, Multicultural Affairs and Diversity Outreach, Public Safety, Technology and Web, University Services and Public Relations and Outreach. The Executive Branch special projects include: FixMyCampus, Public Service and Advocacy, Campus Steering Committee for the Arts, Excelling Through Mentoring, First-Year Focus Council, Peer Advising, Speaker Series, Greek Affairs Council, Town and External Relations, and Global University.

Chairperson Selection for Committees and Special Projects

In soliciting applications for Cabinet chairpeople, the Executive Branch Officers collaborated and publicized opportunities through social media, *The Daily Tar Heel*, and major listservs across campus. Applications were due on April 6, 2012 and interviews were conducted by all of the Executive Branch Officers from April 9-13, 2012. The Executive Branch Cabinet is led by thirty-eight exceptional students.

Chairpeople Meetings and Priorities Documents

Prior to leaving for summer break, the Student Body President and Chris met with each team of committee and special project chairpeople to detail expectations for the coming year. In these meetings, the Student Body President and Chris also worked with the chairpeople to craft a document including, a mission statement, a long-term vision for their committee or special project, a project priorities list drawn both from the platform and the Cooper Administration's March Report, and an implementation timeline for each project. The chairpeople are continually referring to these documents for project implementation guidance.

Mid-summer Progress Reports

The chairpeople of each committee and special project submitted a mid-summer progress report on July 1, 2012. These reports demonstrated an astonishing degree of platform completion by the chairpeople. Moreover, these reports often elucidated communication or logistical challenges among chairpeople or across committees and special projects. As such, these reports were essential for Chris to understand where specifically communication and collaboration within and across committees and special projects could be improved. Chris responded to each report with comments and published the progress reports as a memorandum for the Executive Branch Officers. These reports allowed the Executive Branch Officers and Cabinet to return to campus with a commitment to seamless communication, as well as an understanding of the progress made toward platform goals.

Recruitment Strategies

The ambitious agenda of the Leimenstoll Administration requires the effort of many committed students. Consequently, it was essential that chairpeople would be able to select committee members from a sizable applicant pool. In July, Chris and his executive assistant spent ample time crafting a comprehensive recruitment strategy form for each committee and special project to complete prior to their return to campus. The form required chairpeople to detail their prospective committee structures, the ideal number of committee members, and specific plans for recruitment at Week of Welcome events and student organization meetings. After reviewing these strategies, Chris, his executive assistant, and the Public Relations and Outreach committee chairpeople responded to each committee and special project with comments. Many chairpeople have affirmed that this exercise allowed them to be more intentional about recruitment.

Committee Member Recruitment

- *Recruitment*

Upon return to school, Chris, the Executive Branch Cabinet, the Cabinet chairpeople worked diligently to attract maximal committee member applications. The cancellation of FallFest only served to motivate the Executive Branch more. For the first two weeks, representatives of the Executive Branch were present at such events as the Honors Program mini-FallFest, the Executive Branch Open House, the Black Student Movement mini-FallFest, the Campus Y Open House. At these events, Executive Branch Officers and Cabinet distributed flyers and answered any questions students had about Student Government or the member selection process. Application information was also distributed across major listservs on campus, publicized in the *Daily Tar Heel*, highlighted on various Student Government social media outlets, and posted to the Student Government website.

- *Application*

Chris appreciated that some committees and special projects were restricted to particular students or required narrow expertise. Therefore, Chris authored a general application and encouraged the Public Relations and Outreach committee, the Excelling Through Mentoring special project, and the First-Year Focus Council special project to create separate applications. Generic applications evaluated applicant interest in Student Government, skills and personal experiences, and leadership strengths and leadership weaknesses. All applications were due on August 31, 2012.

Committee chairpeople reviewed each application thoroughly and made decisions for their respective committees and special projects by September 6, 2012.

- *Results*

Ultimately, this year's carefully crafted and comprehensive recruitment strategy was overwhelmingly successful. The Executive Branch Cabinet received an unprecedented six hundred applications.

Cabinet Meetings

Chris facilitates Cabinet meetings every Sunday at 5 PM in Bingham Hall. An agenda for the meeting is distributed to Cabinet at least one day before the meeting. All committee chairpeople are required to attend, while the chairpeople of the special projects are expected to attend at least four meetings. Cabinet meetings serve as a platform for important announcements, presentations by various committees and special projects or external student organizations, and internal leadership and social development programming. The inaugural Leimenstoll Administration Cabinet meeting, required for both committees and special projects, was held on Sunday, August 26, 2012. Highlights from this semester's Cabinet meetings include: chancellor selection vision workshops, writing letters to the editors of major North Carolina newspapers, outside presentations by other student leaders (e.g. the Gender Non-Specific Housing Coalition), and a delegation and leadership activity.

Weekly Reports

In order to better serve Cabinet chairpeople, Chris requires each committee and special project to submit a weekly report on Saturday. The Saturday deadline allows Chris to address any challenges faced by the chairpeople at the Cabinet meeting on Sunday. Each reports answers the following questions:

- Highlights from the week? Disappointments?
- What project(s) you working on currently? Are you facing any challenges?
- Do you have any upcoming events or projects?
- Would you like to collaborate with another committee?
- Do you need anything from Chris or the other Executive Branch Officers?
- When and where is your next meeting?

Chairpeople send these reports directly to Chris' executive assistant, Anna. Anna compiles these reports into a full format for Chris and an abridged format for the Executive Branch Officers. Upon receipt of the weekly reports, Chris responds to each committee and special project with suggestions for overcoming challenges and ideas for upcoming projects. These reports are essential for the Chief of Staff to support chairpeople in achieving their platform goals and ensure regular correspondence with chairpeople.

Evaluations

To gauge Cabinet opinion on the service of the Chief of Staff and the Executive Branch Officers,



Chris conducted a survey of Cabinet members immediately before Fall Break. Committee and special project chairpeople submitted their responses on an electronic survey distributed during a Cabinet meeting. Questions were concerned with communication, accessibility and leadership. Over 85 percent of the respondents reported that the Chief of Staff has facilitated a comfortable environment, communicated effectively, and helped their committees be successful. Cabinet members also responded favorably to the Chief of Staff's role in orchestrating Cabinet meetings, with 93 percent reporting that the meetings have a clear vision and focus. The Executive Branch Officers also received positive reviews for their leadership, with over 85 percent of respondents reporting that the Executive Branch Officers provide a cohesive message, communicate effectively, and are knowledgeable about Cabinet as a whole. However, 29 percent of respondents reported that they either were unsure or disagreed with the statement that the Executive Branch Officers provided sufficient updates on current projects. Additionally, Cabinet members expressed interest in building a stronger community among other committees and co-chairs, with many of the comments focused on the need for more group interaction outside of formal meetings. Based on this feedback, the Executive Branch Officers are planning more events outside of meetings to help members get to know each other better and increase the overall cohesion of the Executive Branch.

Tar Heel Certified

Tar Heel Certified is an initiative that aims to increase student participation in on-campus safety, diversity and sustainability trainings. The focus of the project is on student groups, and providing certification and recognition for groups that show a remarkable commitment to these areas. Over the summer, the Office of the Chief of Staff created an initial report on the capacity of on-campus trainings, and reached out to five stakeholder organizations about the project. With this information, the Office of the Chief of Staff is now in the process of working with stakeholders to develop a plan for implementation. A task force within Student Government has been created to write the proposal for a spring pilot program, and the Chief of Staff has met with UNC administrators in the Office of Diversity and Multicultural Affairs to discuss the compatibility of this certification with existing university programs. The goal for the rest of the semester is to better define the parameters of the certification process and to work with the Student Government task force, four initial training groups and university administrators to implement a spring pilot program for Tar Heel Certified.

Departmental Website Review

The goal of this project is to individually review each department of the UNC College of Arts and Sciences' websites and assess their effectiveness in conveying information regarding the following topics: course offerings and major requirements; professors, faculty, and department heads; undergraduate research opportunities; graduate studies; events and student organizations; and career and internship opportunities. The Office of the Chief of Staff has drafted a strategy to administer a questionnaire to a select group of students in the near future. The results from these questionnaires will be sent to each department. The Chief of Staff has met with several administrators regarding the logistics of this project, including ITS and Qualtrics.

Officer Perspective

A year ago, I would never have envisioned myself acting as the Chief of Staff to the Student Body President. That said, it has been a profound honor to serve this president, his team, and the student body. I am confident that the eclectic personalities and backgrounds of this year's Executive Branch Officers lends for a more effective and cohesive administration than ever before. We thoroughly enjoy each other's company in both professional and personal settings. If I am to be sentenced to long hours in the office, I am happy to do it with the same goofy, hard-working people who make me laugh hysterically. Our unbreakable relationships means that we are constantly in communication, always troubleshooting new ways to support each other, and pushing each other to better serve campus.

It has also been a pleasure to work closely with the more than thirty exceptional co-chairpeople of the Executive Branch Cabinet. These individuals are among the most inspiring, engaged, and responsible student leaders at UNC. Our unprecedented success as an Administration is due in large part to the creativity and commitment of Cabinet. Environmental Affairs' Game Day Challenge, Public Service and Advocacy's Public Service Fair, and Speaker Series' Eve Marie Carson Lecture were the most successful these events have ever been. The brilliant committee restructuring by the chairpeople of FixMyCampus, Peer Advising, Campus Steering Committee for the Arts, and Public Relations and Outreach means wider student engagement and more focused activities. In the face of increasing fiscal pressures, the Carolina Advocacy team has been a stalwart ally of students interested in maintaining the affordability and accessibility of the University. Needless to say, our other committees have been working hard too. Cooperation and communication between the Executive Branch Officers and Cabinet has never been stronger.

This year has obviously presented historic and unique challenges, which is precisely why I am ecstatic that this year's Executive Branch Officers and Cabinet chairpeople are so qualified, committed, and innovative. In the face of resignations, student tragedies, and consequential policy discussions on financial aid, our team has always worked hard to engage campus.

So, yes, we invest long hours to attend meetings, write formal reports, and brainstorm new campaigns. We have confronted notable setbacks and been forced to be nimble. But, we are seeing the fruits of our labor, and we enjoy working with each other. I am excited to embark on the second leg of this journey.

Chris

Senior Advisor

Jason Dunn

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Overview of Responsibilities

Jason's role as Senior Advisor depends mainly on what the other officers need him to do, but it also comprised of a couple projects outlined below. Jason provides a slightly different viewpoint based on his past experiences which include projects such as HOPE Gardens, a project under the Campus YMCA. Jason makes himself available whenever possible to the other officers, and he is able to fill in on many of the committees or projects that he may be interested in or other officers' schedules conflict with.

iTunes U

Jason has been investigating the use of iTunes U by UNC. It is a great platform to publicize some of the great professors and lecturers that come to UNC and deliver information to students. Many UNC faculty are involved in an iTunes U group that determines who has access and who can upload content to the page. This group is trying to continue to develop a Memorandum of Understanding among the leaders that will create a small board that will be in charge of the direction of the page. Eventually, we would like to have a Student Government appointment on that committee. Jason has met with or been in meetings or discussions with many members of this initial board including Doug Edmunds, Rob Holladay, and Geoffrey Baldwin. As this group continues to lay the foundation for the iTunes U initiative on campus, Jason hopes to continue to upload additional content.

One of the biggest differences between our iTunes U page and other universities is the lack of a coordinated university push. Because the effort is spread amongst the different administrators in different departments, the page does not maintain a consistent format for the different lectures and posts. It is the hope that this will begin to change as students may become more involved or the university may potentially take up some of the responsibility for the coordination and control of the page. One of the first steps once a clear structure is established is expected to be creating two collections, one for the Campus YMCA Social Innovation Incubator workshops and another for University Career Services.

Student Government has begun to look into this platform as a great way to advertise our university to potential students by highlighting our top professors, but it also can eventually aid the classroom as professors will be able to post lectures or materials for students.

Future of Education

The research into iTunes U and posting lecture content online through Professor Francesca Talenti's Production and Practice Class has sparked interest in the future of the university education. In Professor Talenti's class, Jason is tasked with filming specific lectures Econ 125: Introduction to Entrepreneurship which will be posted online to share with everyone. The



university is no longer the place for the delivery of basic information. The university is a unique place not because of the information that it shares but because of the professors and students that we learn with inside and outside of the classroom. Students have the opportunity to obtain the basic information for classes outside of the classroom. This enables the classroom to be “flipped” where students obtain the basic information outside of class and come to class to engage with the professor, learn with their peers, and enhance their basic understanding of the material. Some professors have already jumped on the band wagon and seen great improvements in student learning from this change, and their efforts should be lauded. However, Jason hopes to continue to research ways to encourage more professors to make this step with the goal of improving students’ learning experiences. Does it seem ridiculous that introductory classes are taught year after year by the same or rotating professors as they cover the exact same material? Just like professors who invested in developing their initial syllabus and PowerPoints, couldn’t they invest their time into developing a flipped classroom model? Jason has been researching and discussing this idea in-depth with Andrew Powell and Neel Patel, and many other students have expressed interest in enhancing students experience in the classroom. This topic is definitely not limited to UNC, and the development course platforms such as Coursera and EdX are proof that universities are losing their position as the platforms for content delivery. However, universities offer a unique opportunity for students to engage peers and professors in the course content.

Jason has met with Mike Crimmins who is leading a committee that is looking into redesigning many of our entry level courses. He has met with Eric Muller of the Center for Faculty Excellence to discuss their initiatives. Many parties have suggested that young professors may be able to lead the charge on this initiative which is where the Course Redesign Committee is looking. Jason plans to continue to look into ways to reach these new professors before they develop their standard PowerPoints. This would enable these professors the opportunity to focus on finding the lectures and online content as well as the discussion materials that they could use in the classroom.

Chancellor Selection Committee

Jason has been put in charge of collecting the data and feedback about UNC students’ vision for the next Chancellor. Using tinyurl.com/UNCVision, Jason compiled data that contributed to the development of a unified student vision for the next Chancellor that Will intends to use as he represents students on the Chancellor Selection Committee. Additionally, Jason is tasked with collecting and analyzing any student feedback we receive through our text and email avenues of collecting feedback. Jason is excited about the opportunity to consolidate the incoming information in order to ensure students’ voices are represented on the committee.

Officer Perspective

Jason has really enjoyed the opportunity to work with the great team of Executive Branch Officers and Cabinet members. The initiative and passion that all of the students involved bring to their positions is remarkable, and it has been amazing to see the development and contribute whenever possible. The team continues to keep a positive attitude, and I am excited to continue working with the team to represent students to administrators and work on projects that benefit students.

Graduate and Professional Student Federation President

Mike Bertucci

mbertucc@email.unc.edu

Overview of Responsibilities

The Graduate & Professional Student Federation is the arm of student government that represents all UNC-Chapel Hill graduate and professional students. The Federation advocates for improved campus and community resources and collaborate with the university administration, faculty, staff, and undergraduate students to create policies that respond to the particular needs and interests of all graduate and professional students. In addition, the Federation works to connect graduate and professional students both socially and intellectually across disciplines.

The GPSF President is responsible for management of the executive branch of student government as well as oversight of the Graduate Honor Courts and GPSF Senate. The President serves as the face of the federation at University events and the main point of contact for students and administration on graduate and professional student issues. This year, the President is one of two student representatives on the Chancellor's Selection Committee (along with the Student Body President). As a result, the GPSF President is responsible for garnering feedback from graduate/professional students on what qualities and experiences they would like to see in the next Chancellor and then relaying that information to the search committee.

Graduate/Undergraduate Collaboration

Since April, the Leimenstoll administration has taken several major steps to collaborate with graduate students on University issues. As the representative body for graduate & professional students at UNC Chapel Hill, GPSF has been a major partner addressing these issues on University committees and through independent initiatives. Student fees have been one area where both graduate and undergraduate student leaders have worked together for the benefit of the entire student body. Rigorous investigation and revision of fee proposals on both the Student Fee Audit Committee and the Student Fee Advisory Subcommittee minimized the student fee increase for 2013-14 while maintaining necessary campus services. Graduate student presence at the University Dialogues in May 2012 helped bridge the gap between graduate and undergraduate student leaders, bringing them together to address current topics such as the Honor System, transportation, and campus safety. In addition, the Student Body President and GPSF teamed up with student body presidents from NC State and UNC Greensboro to lobby in Raleigh in support of higher education in May 2012. The trip was the first step in a continued effort to maintain an active presence in the state legislature.

LGBTQ

During the fall 2012 academic semester, the GPSF has worked to increase graduate and professional student participation in the LGBTQ Center's Safe Zone Ally program, a symbol of this University's efforts to increase awareness about and inclusion of the diverse gay, lesbian, bisexual, transgender, intersex and queer (LGBTIQ) Two Spirit, and Same Gender Loving



communities. In addition to publicizing regularly scheduled training opportunities offered by the LGBTQ Center, on Wednesday, November 7th, the GPSF and the LGBTQ Center will co-sponsor a special training aimed specifically at the unique concerns of graduate and professional students. This Graduate & Professional Student Safe Zone training will address the ways that topics related to sexual orientation, gender identity, and gender expression come up in classroom settings, curriculum design, and interactions with faculty members and colleagues.

Graduate students have also been active in the five-year administrative review of the LGBTQ Center with GPSF Diversity and LGBTIQ Advocate Ben Bolling serving as the chair of the review committee. Through its involvement with the Provost's Committee on LGBTQ Life, the GPSF also remains an active participant in the ongoing conversations about the proposed Gender Non-Specific Housing Option, issues relating to benefits equity for non-married domestic partners, and potential lacunae in the curricula of the School of Medicine and School of Public Health regarding LGBTIQ health.

OMBUDS

The Ombuds Office was opened to all students in July 2012, due to the fact that students serving in employee-like functions (TAs, RAs, TFs) already used the services in an unofficial capacity before then. The Ombuds Office now has two serving Ombuds-- Wayne Blair and Laurie Mesibov. They anticipate changes in graduate and professional student usage, now that the Ombuds Office officially serves this population. The Ombuds will also speak to the GPSF Senate meeting, we anticipate in December or January.

CABINET COMMITTEES

ACADEMIC AFFAIRS

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Overview of Responsibilities

Sustaining academic programs at Carolina is essential to future student success, expansion of resources, and a vibrant academic experience. During a period of budget cuts, reductions in student and departmental spending, and rapidly dropping faculty retention rates, Academic Affairs is exploring innovative ways to increase interaction between faculty and students, recognize superior faculty members, and optimize academic opportunities. The Academic Affairs Committee reviews all issues dealing with curricula, professors, student advising, the Registrar's Office, and the dissemination of academic information to students. In addition to overseeing the execution of the administration's policy program, committee members sit on the Academic Plan Steering Committee to provide pertinent feedback on the ongoing implementation of the current Academic Plan.

In five years, the Academic Affairs Committee envisions the institution of the following reforms:

- Designated faculty members within all academic departments and programs serve as "departmental mentors."
- Faculty members are routinely recognized for their contributions to university life.
- Departmental websites maintain a consistent design and are easily accessible to all users.

Platform Progress

Departmental Mentoring (Collaboration with Peer Advising)

Through the institution of a Departmental Mentoring Program, the Academic Affairs Committee hopes to work with the departments within the College of Arts and Sciences to ensure each academic program provides an accessible "departmental mentor." Such an individual would host routine office hours and would be regularly available to undergraduate students to discuss major advice, research and internship opportunities, and explore post-graduation options in both professional and academic settings.

Following consultations with Chris Scanzoni, Executive Branch Chief of Staff, and Madeline Merrill, Director of the Peer Advising Program during the summer and at the commencement of the academic year, the Departmental Mentoring Program was transferred from the portfolio of the Academic Affairs Committee to that of the Peer Advising Program. While primary responsibility for the institution of the program now lies with Peer Advising, Josh and Ioan remain in regular contact with Madeline to provide logistical support as needed.

In early September, Josh and Ioan met with Jane Steele, Director of the Pre-Graduate Advising Program, to provide logistical support and brainstorm how to best encourage undergraduates

to take advantage of the program, which was begun by Student Government and is now housed in Steele Building.

Distinguished Faculty List

In light of the need for improved faculty-student relationships at Carolina, the Academic Affairs Committee has sought to create a Distinguished Faculty List to recognize outstanding members of the faculty for their contributions to university life. In conjunction with formal recognition on the Distinguished Faculty List, the Academic Affairs Committee is seeking to secure funds to distribute a small financial gift component to each recognized faculty member.

Following the final selection of committee members, Ioan and Josh charged the Faculty Relations and Teaching Assistant Evaluations Subcommittee, led by project manager Lincoln Pennington, with the creation and implementation of the Distinguished Faculty List. As of the writing of the October Report, the subcommittee has drafted a comprehensive list of university teaching awards. Moving forward, the subcommittee plans to contact the respective award committees and request that the Academic Affairs Committee be notified of award recipients upon distribution. In doing so, the subcommittee hopes to draft a comprehensive list of distinguished faculty to publish following the conclusion of the academic year. In addition, Ioan and Josh plan to meet with Mary Murray, Director of Development for Student Affairs, to explore ways in which to secure funding for a financial gift component to accompany recognition on the Distinguished Faculty List. Ioan and Josh will also seek out opportunities for public presentations of these Distinguished Faculty members such as at sporting events by contacting the Carolina Athletic Association.

Promotion of First-Year Research

In keeping with trends in higher education across the nation, first-year student retention remains a challenge for the Carolina community. As such, to bolster the sense of community across the university, encourage new students to explore academic interests, and prepare undergraduates for the rigors of a globalized, information-based economy, the Academic Affairs Committee is engaged in a long-term effort to promote research among first-year students.

In conjunction with the Offices of Undergraduate Research (OUR) and New Student Programs, the First-Year Research Subcommittee of Academic Affairs, led by project manager Krunal Amin, is exploring ways to best promote and publicize the benefits of academic research to first-year students. The subcommittee is currently in the process of drafting a preliminary proposal to submit to the Office of New Student Programs advocating for the inclusion of a seminar on undergraduate research at Orientation. Moving forward, the subcommittee plans to work with the relevant stakeholders to spotlight first-year contributions to undergraduate research publications and at the Undergraduate Research Symposium in the spring. In addition, the subcommittee plans to collaborate with the Public Relations and Outreach Committee to publicize the Carolina Research Scholar Program to support early research exploration and participation.

After October, Ioan, Josh, and Krunal plan to meet with Dr. Donna Bickford and Dr. Pat Pukkila,

Directors of the Office of Undergraduate Research (OUR), to assess areas of possible collaboration and explore ways in which the Academic Affairs Committee can best promote undergraduate research to the student population. Ioan and Josh also plan to meet with Mattis Hennings, the Office of Undergraduate Research Liaison to the Executive Branch, to evaluate the manner in which the cause of undergraduate research can most effectively be furthered among the members of the undergraduate student population.

Evaluation of Departmental Websites

To better allow members of the university community to interface with academic departments within the College of Arts and Sciences, the Academic Affairs Committee, in consultation with the Chief of Staff and the Technology and Web Committee, is pursuing a comprehensive evaluation of departmental websites. As a committee, Academic Affairs is advocating for the usage of a consistent and streamlined platform across departments emphasizing ease of use and user-friendly navigation.

Prior to the start of the academic year, Brittany Mollica, Executive Assistant to the Chief of Staff, carried out an extensive preliminary review of the current departmental websites. This report was submitted to pertinent members of the Leimenstoll Administration and feedback was provided. In early September, Ioan and Josh briefed the members of the newly-formed E-Learning Subcommittee, now led by project manager Shiamak Ratra, on the report's findings as well as the findings of surveys taken by the Cooper Administration and asked that the members of the subcommittee draft a standardized rubric by which to evaluate departmental websites. Over the course of the past weeks, the subcommittee has set forth criteria and written general recommendations to submit to the Office of Information-Technology Services, along with an accompanying letter of intent. Each subcommittee member has evaluated fifteen departmental websites using the aforementioned criteria and will submit their findings to departmental webmasters in the coming weeks. Each subcommittee member is also a member of the Technology and Web Committee, and as such, the Academic Affairs Committee is currently pursuing a long-term collaboration with the Technology and Web Committee on the project to eliminate any possible areas of overlap.

Another Way of Learning (AWoL)

To better realize the recommendations of the Faculty Retention Report of the Cooper Administration and to strengthen faculty-student relationships across the university community, the Academic Affairs Committee is continuing the implementation of the Another Way of Learning (AWoL) Program, an initiative that was piloted under the Cooper Administration. The objective of AWoL, led by project manager Derek Groh, is to promote and foster meaningful faculty relations with students in order to preserve and enrich an environment of high academic quality. AWoL provides professors with a small stipend to assist in funding an out-of-the-classroom project or activity. These programs or activities allow students to interact with faculty members in a close, informal setting. AWoL was independently established in 2009 with funding support from the Graduate and Professional Student Federation (GPSF) and the Provost's Office,

and supports one to two grantees per month.

The Another of Learning (AWoL) Subcommittee is currently working with the Academic Affairs Public Relations and Outreach representative, Kate Caison, to publish an editorial in The Daily Tar Heel to publicize the program to the university community. Subcommittee members are also working with the Public Relations and Outreach Committee to design and carry out a long-term branding campaign for the program. In addition, the subcommittee has contacted twenty-one department heads to raise awareness of the program in academic departments. As the program continues to receive applications, the general committee will review applications as necessary. The recurring deadline for the program is the first day of every month during the academic year.

Teaching Assistant Evaluations

In keeping with the objectives of the Leimenstoll Administration, the Academic Affairs Committee believes it is imperative for Student Government to pursue long-term results on behalf of students and the wider university community. As such, the committee is continuing the effort to standardize teaching assistant evaluations, an initiative begun by the Cooper Administration. Currently, teaching assistant evaluations are conducted by a small number of academic departments, but the Academic Affairs Committee wishes to expand the evaluations process to the entire College of Arts and Sciences, preferably through the implementation of a universal format. In conjunction with the online instructor evaluations currently carried out by the College of Arts and Sciences, the Academic Affairs Committee believes teaching assistant evaluations are an eminently achievable objective for the university administration and Student Government.

Continuing with committee work from last year, the Faculty Relations and Teaching Evaluations Subcommittee, led by project manager Lincoln Pennington, investigated the format of teaching assistant evaluations at many of Carolina's peer universities. Drawing from their investigations, members of the subcommittee crafted a draft teaching assistant evaluation, taking many of the most common questions from other universities' evaluations and re-writing them to fit the needs of Carolina. Ioan and Josh met with Dr. Abigail Panter, the College of Arts and Sciences Representative on the Course Evaluation Advisory Committee, who suggested that members of the subcommittee submit a policy proposal to Karen Gil, Dean of the College of Arts of Sciences. As such, members of the subcommittee are currently writing an abstract and prospectus on the need for teaching assistant evaluations. Ioan and Josh have been in contact with Dr. Larry Mayes, Director of Assessment within the Office of Research and Assessment, to inquire about acquiring the relevant statistics on the current state of teaching evaluations within the College of Arts and Sciences, which will be compiled and submitted with the aforementioned policy proposal.

Promotion of the Student Academic Advising Board (SAAB)

The Student Academic Advising Board is a committee appointed by the external appointment process and (traditionally) chaired by a co-chairperson of Academic Affairs. While its role is often left to the discretion of the chair, SAAB works generally as the liaison between the student body and the Academic Advising Program.

The Student Academic Advising Board (SAAB) is a committee appointed by the external appointment process and is currently being chaired by Ioan Bolohan, Co-Chair of the Academic Affairs Committee of Student Government, and Wilson Parker, Student Representative on the Faculty Council. SAAB serves as a liaison between the student body and the Academic Advising Program. The board is currently functioning independently of the Academic Affairs Committee.

Collaboration

In addition to the collaborative ventures mentioned throughout the main body of the report, the Academic Affairs Committee is currently pursuing a medium-term collaboration with the First-Year Focus Council, a special project of Student Government. Ioan and Josh planning on attending a number of meetings after Fall Break to familiarize members with the mission and purpose of the Academic Affairs Committee and talk with members about academic policy at Carolina. If possible, Ioan and Josh plan on bringing on at least one member of the First-Year Focus Council as a long-term committee member during the latter part of the fall semester and into the spring.

Moving forward, members of the Academic Affairs Committee will be sitting on various subcommittees of the Academic Plan Steering Committee to provide student input on the implementation of the policies contained within the current Academic Plan. Additionally, Stephen Barber, Staff Assistant to the Academic Plan Steering Committee, will be attending a committee meeting to introduce the mission and purpose of the Academic Plan Steering Committee and assign committee members to relevant subcommittees.

The Co-Chair Perspective

Josh Hughes

After assessing the Leimenstoll Platform, Ioan and I decided to focus our energies on projects we thought would improve university life in the long-term: Faculty Relations and Teaching Assistant Evaluations, Another Way of Learning (AWoL), E-Learning, and the Promotion of First-Year Research. Moreover, we wanted to provide our committee members with tangible goals and projects that could feasibly be accomplished over the course of the year. Nevertheless, to ensure that committee members were invested in the mission, purpose, and vision of Academic Affairs, Ioan and I decided early on to structure the committee in such a way as to allow policy choices to be driven from the ground up and centered on member preferences, and as such, the committee has evolved in a dynamic way over the course of the semester.

Continuing the committee structure piloted by the Cooper Administration, Ioan and I decided to divide the committee into smaller subcommittees, with each subcommittee corresponding to a main policy area and led by a project manager. To keep the committee productive and on point, we instituted a weekly system of action items which each subcommittee is expected to accomplish by the next week's meeting. This structure has been very effective in delegating tasks and has ensured that all committee members are able to directly participate in the work of the committee. I am very impressed by the work that our committee has accomplished thus far and the enthusiasm

exhibited by the committee members. All of our committee members have made insightful contributions to our discussions and continue to collaborate with the members of their subcommittees and within the committee as a whole. In addition, Ioan and I have been extremely pleased with the level of interest displayed by our committee members, as we have seen very little drop-off in membership levels thus far.

It has likewise been a pleasure working with Ioan. We share a like-minded approach to problem-solving and leading committee meetings and have worked well together, filling in for each other when the need has arisen and serving as each other's sounding board for new ideas. One of the ways in which we have maintained open lines of communication has been by meeting prior to every committee meeting to outline meeting priorities and coordinate agenda topics. Ioan's keen skills of organization, thoughtfulness, and approachability as a co-chair have enhanced the dynamics of our committee and bolstered the effectiveness of our meetings. The task of chairing a committee has been a learning process for the both of us, but the experience has been richly rewarding and filled with a multitude of lessons. We solicit feedback from our committee members as much as possible and are constantly working to ensure that we are clearly communicating tasks and expectations. I look forward to working with Ioan and the rest of the Academic Affairs Committee as we move academic policy forward over the rest of the year!

Ioan Bolohan

After reviewing the mission of the Leimenstoll Administration and the vision for academic growth and development at the university, Josh and I decided that the Academic Affairs committee would benefit most from a clearly defined action plan for this year's goals and a framework for how they fit into the long-term objectives of Student Government. For this reason, we prioritized programs and projects focused on promoting faculty retention through recognition initiatives and funding for professor-led events. Josh and I also emphasized the importance of evaluating teaching assistants to enhance the educational experience at the university and provide for long-term improvement. Along with these aims, the Academic Affairs committee also created an E-Learning unit charged with simplifying the online resources of departments in the College of Arts and Sciences and standardizing websites to ensure both effective utilization and accessibility to information. Finally, in an effort to continue building on the university's reputation as an established research institution, we began a first-year research project to increase awareness of programs and better connect incoming students to opportunities for educational advancement on campus.

To more effectively approach these objectives, Josh and I assembled a group of dedicated students whose passion for academics and interest in these topics combined with their motivation and drive to better the campus community enabled us to accomplish these ambitious tasks. In order to create a structure conducive to productivity, Josh and I mirrored the committee structure implemented by the Cooper Administration and established several subcommittees—assigning specific fields of work to each and allowing individuals to choose where they would best be able to serve the committee as a whole. By encouraging students to find their interests, we were able to give them ownership of projects. Additionally, by soliciting members to volunteer for project manager positions, we were able to establish an organized system of accountability and leadership.

This also helped with task delegation and promoting clear communication channels. Together, these aspects of our committee helped keep our drop-off level minimal. Furthermore, operating in such a committee setup made members enthusiastic participants and encouraged them to actively contribute to the group, supporting each other on various projects and giving input when it was needed. This collaborative environment has had very positive results and enabled us to make significant progress towards achieving the objectives which we outlined at the start of the year.

This is all made possible by phenomenal communication and input from Josh. Josh is a hard-working leader who takes initiative, is driven, open to input and supportive. Taking a joint approach to heading the committee, we have worked very well together, offering unique perspectives and ideas for the path of the committee and our visions for the group's next steps. This effective communication is maintained through weekly chair meetings between Josh and I before full cabinet and committee meetings during which we plan for the week, outline the structure of the presentation we deliver to our committee members, list action steps for the group to complete and discuss possibilities for improving operations. Josh's energy, diligence, and organization combined with his creativity and approachability have significantly contributed to the success of our committee. Together, we have learned much about leading a Student Government committee, the structure of the university, resources available to students and the importance of maintaining connections around campus. We have also seen the benefits of collaboration and encouraging active participation. I look forward to continuing my work with Josh and all of the members of the Leimenstoll Administration during the remainder of the year!

CAROLINA ADVOCACY

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Overview of Responsibilities

As the Carolina Advocacy Committee (CAC) is relatively new, the Leimenstoll Administration intends to expand CAC's purview as an advocate for the student body. To do so, CAC will be working on a variety of projects that advocate both internally to the student body and alongside student organizations and externally to actors in the UNC system such as the Board of Governors, NC General Assembly and Board of Trustees. The Leimenstoll Administration also anticipates exploring opportunities to use CAC as a facilitator of greater cooperation between the Executive Branch of Student Government and other active organizations on campus. Lastly, we hope to work this year to build a foundation for CAC to be used as a committee that increases the Executive Branch's overall responsiveness to the UNC community both inside and outside Chapel Hill.

Platform Progress

Carolina Advocacy Project

The Carolina Advocacy Project is a new project added to the platform. It is intended to facilitate cooperation and communication between the Executive Branch and other student organizations on campus. CAC intends establish relationships by working with organizations to create short, high impact videos advocating for the causes of each organization. We also hope that we can create avenues of communication between Student Government and these organizations that will last beyond the Leimenstoll Administration.

Having received an unprecedented number of applications, we were able to take on 31 members as a part of the Carolina Advocacy Committee. As a result, we were able to add on the Carolina Advocacy Project (CAP) to the platform. Having divided the new members into subcommittees, a significant portion of CAC (about half) are involved in the Carolina Advocacy Project.

The CAP subcommittee has succeeded in contacting the leaders of four major organizations on campus: Campus Y, Young Democrats (YD), College Republicans (CR) and Black Student Movement (BSM). The CAP subcommittee will be working with YD, CR and BSM to film videos advocating for their various causes and activities. Although Campus Y has their own video project, we are looking into working with the Admissions Ambassadors as a fourth partnership. The purpose of these videos will be to engage the student body and communicate the issues and causes our peers are working on. We hope these videos will give insight into what many organizations on campus are involved in.

Research Initiatives:

CAC is working on two research initiatives this year: (1) A study on the economic return of state appropriations to the UNC system for North Carolina and (2) A study on the effects of raised tuition on socioeconomic diversity on campus.

Over the summer, CAC communicated with the co-presidents of the Roosevelt Institute, Francis Wong and Kate Matthews, to recruit Roosevelt members to help CAC work on the project. We have been in contact with those members and anticipate beginning to work with them soon. We have attended the Social Justice and Education centers' meetings to also recruit more members to help us with these two initiatives. We hope to make this project a partnership between Roosevelt Institute and the Executive Branch of Student Government.

By the end of next month, we hope to have our team fully formed and beginning research on the topics. By the end of the semester, we hope to have our first draft of the report. We hope to complete the reports by March.

Within our committee, we also have a subcommittee devoted to these two research initiatives. They have been enthusiastic about working on the policy reports and once the Roosevelt Institute members are incorporated into the subcommittee, progress will move quickly.

Tuition Video

The tuition video is a project worked on primarily by last year's Carolina Advocacy Committee. We have obtained the filmed materials left over from last year and intend to utilize them to give insight into the tuition budget process. With interviews of UNC President Tom Ross and Chancellor Thorp, we hope to help give the student body a clearer idea of how the budget process works.

Work on the tuition video is back on track. Complications with the tuition video editing prevented us from receiving the files until the beginning of October. However, with the files in hand, CAC fully intends to edit the files and work towards making a final product that is easily accessible to and understandable for the student body.

Endowment Forum

The Endowment Forum is an initiative to increase transparency on how UNC's \$2.2 billion endowment is invested. This initiative is intended to contribute to UNC's progress towards a more environmentally-friendly campus.

This is an initiative we are working on in conjunction with the Environmental Affairs Committee (EAC). A variety of parties will attend the forum, including university and investment company administrators; further, it will be open to all students. However, it should be noted that CAC is



largely working on the endowment forum in a complementary role, with EAC spearheading the effort. As the preparation process and planning advances, we expect to work more closely with EAC in organizing and publicizing this event while making sure the student body's interests are well represented in the forum.

Monthly Tuition/Budget Cut Meetings

These meetings are intended to promote and facilitate discussion between the student body and student government in order to brainstorm ways to address the issue of rising tuition costs.

Focus on this agenda item is planned primarily for the spring as the NC Senate only opens session starting in 2013.

Statewide Tuition Coalition

The statewide tuition coalition is a platform item created to more effectively lobby actors in the state government on behalf of the UNC system schools' student bodies through coordination.

Focus on this agenda item is planned primarily for the spring as the NC Senate only opens session starting in 2013. CAC plans to begin contacting other student governments as the year progresses.

Lobbying in Raleigh

Over the summer, co-chair Will Lindsey was able to lobby on behalf of Carolina Advocacy and UNC at the NC General Assembly in Raleigh. He gained a deeper understanding of the lobbying process that will prove invaluable to the coming discussions later in the academic year.

Fix My Campus Tuition/Budget Account

Carolina Advocacy has recently gotten in contact with the FixMyCampus and will work with its Public Relations and Outreach representative to use FixMyCampus as a resource for students to give feedback on tuition/budget concerns. By the end of November, we will have formed a relationship with FixMyCampus to respond to the concerns submitted to FixMyCampus regarding tuition/budget comments.

Tuition Impact Tool

Carolina Advocacy intends to continue working with the developer of the tuition impact tool, as the Cooper administration did last year. In adherence with Carolina Advocacy's plan to make Student Government more responsive to the student body's concerns overall, we intend to use FixMyCampus to also take in suggestions on how to further develop the tuition impact tool.

Further Initiatives

Carolina Advocacy will, by the end of the Fall Semester, work to conduct an audit of fees and send recommendations to Student Congress in conjunction with Rachel Myrick, Student Body Vice President. Further, we will work with the Public Relations and Outreach Committee to publicize work-study employment opportunities to university offices around campus.

Collaboration

Carolina Advocacy has worked and will continue to work with a wide range of external and internal organizations. Outside of Student Government, we have worked with the Roosevelt Institute and the members of the Carolina Advocacy Project (the Campus Y, College Republicans, Young Democrats, and the Black Student Movement). Within Student Government, we have worked with the Environmental Affairs Committee for the Endowment Forum, Fix My Campus, and the Public Relations and Outreach Committee.

The Co-Chair Perspective**Will Lindsey**

The Carolina Advocacy Committee is interested in promoting a culture change within both Student Government and the University Community. We have been through tough times at the University and what we need now is strong advocates both for student organization interests and Student Government interests. The CAC has been successful in advocacy on two fronts. First, we have laid the foundation to engage more student organizations with Student Government and student body with the Carolina Advocacy Project. Additionally, we are poised to advocate for student interests to the State Legislature, Board of Trustees, and Board of Governors. My work with the Board of Governors letter writing campaign with regard to financial aid earlier this year was the first major lobbying effort of the year. Moving forward, we are going to cultivate a relationship with leaders in Raleigh and help establish a Chapel Hill presence.

This Committee has made great strides in establishing an engaged student advocacy corps within the Student Government. We look forward to the coming months and the long legislative session this spring. John's organization with the Carolina Advocacy Project has been unparalleled, and our tandem of financial aid and state government issues has perpetuated substantive policy initiatives. We have set the CAC on a trajectory that could prove successful for many years to come.

John Son

This is going to be a defining year for Carolina Advocacy. With a committee significantly larger than last year (we received 58 applications and accepted 31), we are ambitious in our goals. We actually were able to add the Carolina Advocacy Project to the platform since we now have the manpower to devote to several large projects simultaneously. With a large, motivated committee and several exciting projects, we anticipate this year's projects will expand Carolina Advocacy's role in the executive branch of student government.

Working with Will has been a pleasure. His knowledge of how North Carolina's state government



works has been and will continue to be a great asset to Carolina Advocacy. Further, he and I share a vision for what Carolina Advocacy can become, something that will be integral to CAC's success this year.

ENVIRONMENTAL AFFAIRS

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Overview of Responsibilities

The Environmental Affairs Committee ultimately seeks to support and execute initiatives that will expedite the completion of UNC's commitment to carbon neutral by 2050 and foster a climate of environmental responsibility and sustainability. We strive to achieve these goals through collaboration with student groups as well as campus and community agencies to streamline existing projects on campus as well as develop our own initiatives. By working with students, faculty and staff, we aim to grow our university's commitment to sustainability in thought and action.

Platform Progress

Game Day Challenge

We planned and implemented a series of initiatives for the October 27th football game against NC State as we competed in the national Game Day Challenge. This competition amongst universities is intended to instigate greater sustainability in athletics. To further that mission, we focused on creating lasting change through education, motivation and research on our waste practices to present to athletics as we collaborate with them throughout the remainder of the year. Efforts included upwards of 60 volunteers that educated tailgaters through the use of a recycling game, reached out to fans as they entered and exited the stadium, performed sweeps of the trash cans throughout the stadium for recyclables as well as proper location for disposal (near a recycling bin), performed a waste audit (collecting data on what portion of waste in trash cans is actually recyclable, compostable, or landfill-bound), and swept the stadium for compost after the game. Outreach efforts in the stadium were also supported by athletics through announcements made in the stadium in conjunction with a poster displayed on the stadium video boards to educate fans on what is recyclable and encourage its execution.

The tail-gating outreach was in direct collaboration with the Ramses Recycles program of the Office of Waste Reduction. The effort was intended to gauge the effect of a new type of outreach to tailgating fans (currently different sports teams take recycling bags to tailgaters each game day, but with no educational element) and discuss the possibility of expanding outreach at tailgates. In the stadium, we worked with Ramses Recycles to put in extra recycling bins for the day of the game in order to demonstrate that they would be utilized and encourage the Kenan Stadium arm of the Athletics department to invest in them. The data collected from the waste audit will help us

approach athletics with clear areas for improvement in terms of materials and purchasing. Finally, the compost collected after the game will allow us to quantify how much food waste could be diverted to compost and an approximation of the man-hours required to collect it using our system. Once we have all of the results from the waste audit and compost collection, we will prepare a presentation for the executive leadership of Athletics with key recommendations for implementing greener practices next football season as well as potential recommendations for other sports and facilities this year.

The Game Day Challenge was also a fantastic example of the collaboration and support between Athletics, campus student groups, the Office of Waste Reduction and Recycling, and the Sustainability Office. Through reaching out to student groups, we established a relationship with Carolina Fever and discussed plans to hold a “Green Out” at a sporting event other than a football or basketball game to promote sustainability. We aim to make this “Green Game” (the Game Day Challenge) more of a regular occurrence in many sports and will build on the relationships momentum we have created in order to accomplish that.

Plans have already been made to have a larger educational presence in tail-gating lots for the next home game (against GA Tech) and potentially for more research into the waste practices of fans outside of the stadium.

Green Athletics Research

Moving forward from the Game Day Challenge, we will be taking the data collected and combining it with research on the sustainable athletics programs of our peer universities such as NC State and Ohio State (both of which have programs that we currently aspire to mirror). We will use this research in conjunction with the results of the Game Day Challenge to add to our recommendations for initiatives and policies that we hope to work with Athletics to implement throughout the remainder of the year. These recommendations will certainly include the proper placement of recycling containers at all sporting events at which they are currently nonexistent or not easily accessible. The policy changes and list of initiatives will be vetted and developed in collaboration with the Roosevelt Institute and the Offices of Waste Reduction and Sustainability. We have also discussed a unified effort with the Renewable Energy Special Projects Committee to implement energy reduction reforms in conjunction with waste management reforms.

Renewable Energy

EAC met with the chairs of the Renewable Energy Special Projects Committee to discuss the current regulations related to renewable energy project savings. It is our understanding that a provision already exists such that for projects funded from the Green Revolving Loan Fund (created under the Cooper administration), the monetary value of energy savings is returned to the fund for additional projects. We aim to discuss the provisions dictating how the Green Student Fee and the funds for the Green Revolving Loan Fund are allocated and recuperated with RESPC, the relevant administrators of the Sustainability Advisory Committee and Will to discuss avenues to improve current practices. Additionally, we'll be working with RESPC, the Roosevelt Institute

and Energy Management to solidify the process for administering the Green Revolving Loan Fund.

Endowment 101 Forum

The Endowment 101 Forum was proposed during the Cooper Administration as a response to tuition increases, budget cuts, and our low score on endowment transparency in the Sustainable Endowments Institute's Green Report Card. We met with administrators and the CEO of UNC Management Company, Jon King, to discuss the forum in April. Under the Leimenstoll Administration, we set the goal of hosting the forum by Fall Break. Our next meeting with administrators took place on October 3rd, where we finalized the format for the event. The original date for the forum at the end of October did not work with the relevant administrators and the alternative dates at the beginning of November did not work either. At this point, the administration is proposing the forum at the end of the fall semester due to the difficulty of its scheduling. Vice Chancellor of Finance, Karol Gray, is organizing the panel of administrators and confirming our chosen moderator, Vice Chancellor Crisp.

Greening the Greeks

We've partnered with the Greek Sustainability Council (GSC) to create an effective structure within the Greek system to ensure accountability in sustainable practices. The GSC only recently confirmed its membership, so we have reached out to Orange County Waste Management to have a joint meeting regarding the current waste practices of the Greek houses and any potential support that they can provide. Additionally, the Greek Affairs Council has reached out to us as the conduit for collaboration between Student Government and the Greek system. They will be integral in the implementation of the opportunities to which our discussions with the GSC will lead.

Bike Share Program

Our committee has been in contact with the Bike Share program as they continue with their kickoff year. We have met and spoken with the chair of the program to discuss the goals for this year and offer our support for their projects. Members of EAC are very involved with the program. Representatives for the Bike Share program are present at the Roundtables to provide updates on their progress for the year.

Sustainable Food

Fair, Local, Organic (FLO) has done a fantastic job over the last year developing and maintaining a positive working relationship with Carolina Dining Services. The Real Food Calculator has already been in use, and a few FLO members are even receiving course credit for its upkeep/calculation this semester! EAC is supporting FLO in any way it can. We are in regular contact through the Green Roundtables network and have been happy to advertise outreach efforts such as Food Day which was celebrated on Wednesday, Oct 24th with various events.

EAC will continue to support FLO's work to make sustainable food more of a priority throughout the year.

Mainstreet Lenoir Composting

Plans for starting a post-consumer pilot composting in Mainstreet Lenoir began in Fall 2011, under the Cooper Administration. We met with Scott Myers and RJ Laporte from Carolina Dining Services (CDS) and finalized an implementation timeline. Under the Leimenstoll Administration, we have met with the new Food Service director, Ryan Moore, and partnered with him in finalizing the program. Post-consumer composting in Mainstreet Lenoir began on September 17th, 2012. The new bins were placed next to Freshens because much of their packaging is compostable and can be kept in a relatively small, maintained area, resulting in lower potential for contamination. We have also followed up with Ryan Moore to offer our committee members as volunteers, whose job will be to prevent contamination of the compost and to provide information and education regarding post-consumer composting. We hope that this pilot program, along with CDS plans for adjusting the purchasing of Lenoir vendors, will lead to the future expansion and institutionalization of composting in dining areas on campus.

The implementation of the compost bin and its necessary labeling/display also included the debut of new "shadow boxes," or displays that sit on top of the compost, recycling and trash bins displaying precisely what can go into each bin. This was an idea and goal brought forth to CDS by last year's EAC that has finally come to fruition. We hope to use the example of the shadow boxes in Freshens as an improved form of signage for campus recycling and expand it to other areas of campus (beginning with high-traffic areas like the Union) by working with appropriate departments and administrators.

Dorm Composting

Over the next few months, we hope to start multiple composting pilot programs in residence halls on North Campus. The programs will follow the model created by students in Morrison and Cobb and will allow interested students to compost. Waste will be collected once per week and taken to the Carolina Community Gardens. Contact has been made with multiple community directors on North Campus and we will be meeting over the next few weeks to determine which dorms will be best for the pilot program. Until then, our committee is working on creating a logo that can be applied to all composting projects across campus. We hope this will create a brand for composting on campus. Committee members are working with our Public Relations and Outreach committee representative and leaders of other composting projects to create the logo. We are also creating a toolbox with important documents regarding the dorm composting project to make it easier for dorms to start their own composting programs in the future.

Sustainable Events

Members of EAC became Green Events certified on October 6th. A representative came to our weekly meeting and trained the entire committee. Committee members are now able to take what

they learned and apply it to events they are a part of in the future. Now that our committee has been Green Events certified, it is our goal to work with the Office of Waste and develop a Sustainable Events program from the Green Events certification. This new program will incorporate multiple programs that are important to sustainability, including the EcoReps program, Safe Zone, One Act, and Haven programs.

Collaboration

Green Roundtables

The Green Roundtable format that was implemented in the Cooper Administration targeted collaboration and communication between environmental student groups on campus. Under the Leimenstoll Administration, we have decided to partially re-structure the roundtable to serve as both an opportunity for leaders of environmental student groups to network, collaborate, and publicize events, as well as a chance to develop a unified initiative. This unique component to our administration's Green Roundtables will develop a larger project or campaign for our campus, which student leaders will collaborate on to create lasting change. Each Roundtable representative has been assigned a "point person" from our committee, to encourage communication with student government.

We hosted the first Green Roundtable on Thursday, October 4th with representatives from FLO, OWRR, Epsilon Eta, Sierra Student Coalition, HOPE, EcoReps, Roosevelt Institute, RESPC, NC Botanical Gardens, Net Impact, and Tar Heel Bikes. Each representative shared his or her group's mission, current projects, and events. The other roundtable members offered volunteers for events and suggestions for overcoming certain obstacles.

The second Roundtable took place on Tuesday, October 23rd with representatives from Epsilon Eta, EcoReps, Net Impact, Tar Heel Bikes, RESPC, Sierra Student Coalition, Greek Sustainability Council and Green Games present. We came together to discuss the major events that were happening in the week of October 22nd-October 26th, such as Food Week, Campus Sustainability Day on the 26th, and Game Day Challenge on the 27th. Members suggested activities for sustainability day and agreed to publicize Food Week events and Game Day Challenge to their members.

Maintain and update the EcoHarmony program

Ecoharmony has been updated for the current semester and we will continue to add new student organizations in the future. A newsletter is being created to compliment this program, called The EcoHarmony Newsletter. The newsletter will contain information and updates regarding the initiatives of student environmental groups and relevant opportunities. The goal of the newsletter is to increase collaboration between student groups and provide a way to promote the goals of all student environmental groups on campus. Student groups have been notified about the newsletter and it has been met with a positive response.

Sustainability Social

We co-hosted the Sustainability Social with the Sustainability Office on August 23rd. The social provided students the opportunity to meet and talk with leaders of various environmental programs on campus. We had a great turnout this year and students were able to see all the exciting opportunities our campus has for individuals who want to be more sustainable.

Cabinet Committee Collaboration

This is an area that we would like to improve in as we have not utilized our fellow cabinet members as much as we should. We have functioned as a link between the Technology and Web Committee and the Office of Waste Reduction and Recycling, and hope to help that relationship grow as we serve as resource for an additional technology recycling program. Moving forward, we hope to work directly with the Greek affairs council as we reach out to the Greek system this year. We've also realized what a resource the Public Relations and Outreach Committee can be to us (using the Game Day Challenge poster above as an example!) and look forward to branding efforts for certain projects on campus such as "Carolina Compost."

The Co-Chair Perspective

John Moran

The first half of the semester has gone well. We have great committee members who are passionate about the environment and the projects we are working on. We have been very busy planning for the Game Day Challenge and the Endowment Forum. Once these events are over, we will be able to focus much more on other parts of Will's platform. We have faced some challenges this year but we have all worked together to complete each project. I'm excited to see what we are able to accomplish by the end of this year.

Katherine Shor

It is amazing that we are already halfway through the semester. It has been a whirlwind since we got back to school, and I think I speak for all the co-chairs when I say that we are very pleased with our progress. Choosing our committee was a long and difficult process, but I believe we made the best decision for the Leimenstoll Administration. Our members are committed and indispensable, developing into strong representatives of Student Government. Some project timelines have been stretched in order to do our best work and to guarantee that our overall goals are being met. In lieu of small obstacles, I believe that we have the passion and manpower to complete the Leimenstoll Administration platform.

Logan Mauney

I've been impressed by the strides we've already made by bringing together environmental groups on campus both formally and informally. Many of our members are either part of the leadership of other organizations or somehow involved with their efforts on campus, leading to a committee full of resources and great campus awareness. We're making plans to foster more committee unity after our first joint field trip to the Botanical Gardens in early October. I hope that we can invest in our individual members as much as they're investing in their campus.

Though I think that we have a good set of projects on our plate, I want to ensure that each and every one of our members is being utilized to the best of their ability, and don't think that we're currently achieving that. We've asked for feedback and are working to integrate that into our next steps, one of which will be helping individual members to take on greater leadership roles within the committee.

Between co-chairs, we've had disagreements but work very well together, balancing each other in personality and leadership strategy.

Visuals

Game Day Challenge Flyer



The flyer features a blue header with the text "Game Day Challenge" in white. Below this is the phrase "Bury State on Saturday!" in black. To the left is a cartoon illustration of a person in a blue UNC jersey standing on a pile of green and blue recycling symbols. To the right of the illustration, the text reads "52 TONS of stadium waste was LANDFILLED in 2011". Below this is the phrase "Take the Challenge" in black. At the bottom is a green banner with the word "RECYCLE" in white. Below the banner are the social media handles "@UNC_EAC #GameDayChallenge" and "facebook.com/unc.eac", followed by a small circular logo with a recycling symbol.

Game Day Challenge

Bury State on Saturday!

52 TONS
of stadium waste was
LANDFILLED
in 2011

Take the
Challenge

RECYCLE

@UNC_EAC #GameDayChallenge
facebook.com/unc.eac

MULTICULTURAL AFFAIRS AND DIVERSITY OUTREACH

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Overview of Responsibilities

The Multicultural Affairs and Diversity Outreach (MADO) committee of Student Government promotes cultural awareness and celebrates diversity within the Carolina community. MADO is one of the oldest committees of UNC Student Government and this year will continue the tradition of successfully completing its platform points and promoting diversity in fun and exciting ways. MADO strives to create a more inclusive, accepting environment at UNC by bringing together Tar Heels of all backgrounds including but not limited to: cultural, ethnic, gender, LGBTQ, racial, and religious identifications. MADO initiatives and events on campus foster a safe setting for students to engage in dialogue with their peers, faculty members, and administrators about diversity issues. We partner with the Office of Diversity & Multicultural Affairs, the LGBTIQA Center, and other university and student-led diversity organizations to implement their missions and goals on a larger scale.

Platform Progress

Carolina Community Agreement

The Carolina Community Agreement (CCA) is essentially a set of guidelines with the goal to promote diversity, acceptance, individuality, and respect through interpersonal dialogue about tough and sensitive topics. We aim to first create these sets of guidelines, and then use them to structure all events that Student Government hosts on campus. The CCA is meant to encourage active learning, understanding, and communication between students, faculty, and the staff. We hope to create a rough draft of the CCA based on what we believe is necessary for the Carolina community in general. The rough draft will be created and edited with the help of MADO committee members by the end of November. With the help of the Public Relations and Outreach Committee, we hope to develop a strategy of implementation for the CCA, such as installing plaques detailing the CCA in prominent locations around campus, integrating the CCA into welcome packets at the beginning of the school year, and encouraging teachers to promote the CCA within classrooms.

Accommodating Diverse Dietary Needs

The subcommittee on enhancing a diverse array of dietary needs on campus has been working diligently with Carolina Dining Services (CDS) to promote the needs of vegetarians and vegans.



We are also looking towards having healthier options of food available in locations on campus such as the two dining halls, the bottom of Lenoir, the Pit Stop, and in several vending machines. Currently, we have contacted the marketing team of CDS as well as Paul Calice, the executive chef, and are planning to have a meeting with at the end of this month. Although CDS has done a commendable job of improving options for vegetarians, the subcommittee has discussed additional improvements that involve having a greater number of vegetarian options, making sure that vegetarian substitute foods are available for popular dishes, and possibly training workers more about how to effectively differentiate between vegetarian and non-vegetarian dishes. We have also looked into the possibility of providing appropriate dining options for Jewish and Muslim students, especially during religious holidays. With the help of the Public Relations and Outreach committee, we hope to create a survey to gage the dietary needs of students on campus and approximate the number of students with special dietary needs (religious or non-religious). We hope to have this survey implemented and publicized to the student body via Facebook, email listservs, SurveyMonkey, and other methods by mid-November.

Another initiative that we will be looking into is marking food items in locations such as the bottom of Lenoir and the Pit Stop with tags or stickers that indicate the calorie count. Making sure that information and nutrition facts of food choices are readily available and easily accessible is essential to the promotion of healthier eating habits of students. We hope to further look into this initiative after healthier food options are made possible with the help of CDS.

Expanding Current Programming on Unity Dinner

The Unity Dinner subcommittee has been working hard to organize and plan the first Unity Dinner, which will occur on November 15th. The subcommittee chose “Native American issues” as the overarching theme of this event, and this choice has received overwhelmingly enthusiastic support from the Executive Branch Officers, the American Indian Center (AIC) and the American Indian Circle. The event will open with a presentation by Amy Locklear Hertel, the Director of the AIC at UNC, who will provide basic information about the presence of Native Americans in North Carolina. Her presentation will open a larger discussion about the lenses in which Native Americans and indigenous people are viewed and often misconstrued. Students will have been randomly assigned to tables where they will engage in dialogue with faculty and administrators over dinner. Faculty members will facilitate these conversations with prompts that will encompass “FAQs” about Native Americans and indigenous cultures. We will be partnering with the American Indian Center and the Carolina Indian Circle to put on this event, and we are anticipating a large attendance from students and faculty members from numerous departments and administrators. We will host the dinner in memory of Faith Hedgepeth for her vibrant presence in the Native American community at UNC and her values of unity and education that align so closely with the mission of this Unity Dinner.

Brandi Brooks, the Programming Coordinator of AIC, has asked MADO to co-sponsor American Indian Heritage Month in November, and we are extremely excited about strengthening MADO and Student Government’s relationship with AIC and the greater Native American community at UNC. In a meeting with Brandi Brooks, she expressed her enthusiasm and support for this Unity

Dinner because the American Indian Center has been brainstorming ways to reach out and connect with UNC students on a large scale. She said that our Unity Dinner could be the springboard and “pilot” for a “Brown Bag Lecture Series” that the American Indian Center wants to implement. We are thrilled about fostering these connections with Native American organizations such as AIC and sparking discussions between UNC students and faculty about Native American issues, which are so often absent from discussions inside and outside classrooms at UNC and beyond.

Expanding Current Programming on Tea Talks

Tea Talks serve as an opportunity for a diverse body of students to gather and discuss important issues over tea and light refreshments. They are usually held once a month and are open to all members of the community. MADO is a critical liaison to Tea Talks ensuring that diversity and multicultural issues are represented and weaved into these discussions. MADO continues to be involved in Tea Talks in numerous ways. Sarah represents MADO on the Board of Directors of Tea Talks, which plans and executes one Tea Talk each month. Also, the MADO Tea Talks subcommittee will co-sponsor and organize one Tea Talk in the spring. In general, MADO members support Tea Talks by publicizing and attending the talks throughout the year.

Expanding Current Programming on RealTalk Monologues

The RealTalk Monologues 2013 subcommittee has been formed and will begin planning the spring event at the end of the fall semester. The RealTalk Monologues are a series of stories about identity written and performed by Carolina students. The monologues convey the unique experiences of UNC students about race, ethnicity, gender, sexuality, religion and the everyday life experiences shaping identity. The subcommittee hopes to partner with Interactive Theatre Carolina (ITC) for the support and planning of the event.

Feminist Forums

We have decided that discussing feminist-related topics would be most effective within the structure of a Unity Dinner or Tea Talk. This structure will directly engage a broader audience than a forum and facilitate both large-group and small-group dialogue. MADO committee members will identify issues related to gender, sexuality, feminism, etc. that they deem important and accessible to UNC students, faculty and administrators. After establishing a central issue/topic, we will decide whether a Tea Talk or Unity Dinner is most fitting and then pursue the respective planning and programming strategies.

Welcome First-Year Students to Carolina United

We have decided that first-year students would benefit most from Carolina United (CU), a program of Carolina Leadership Development, if they experienced two semesters at UNC before applying to be a participant at CU. Carolina United focuses on diversity enrichment and identity development, and it serves as an important catalyst for innovation and social change in

campus activities, policies and the mindsets of UNC students. We will encourage first-years, especially those in MADO, to actively seek knowledge about pertinent issues on campus and to engage in meaningful discussions with other students to gain new perspectives and experiences. We will be partnering with the co-directors of Carolina United to devise publicity and recruitment strategies to educate rising sophomores about Carolina United. We are excited about including first-year students in this dialogue about Carolina United and the impact of the program on UNC students and the community, and we hope to continue strengthening connections with Carolina Leadership Development.

Expanding Participation in Diversity and Safety Training

We are currently in the process of setting up our own SafeZone and OneAct trainings for our 30+ member committee. However, we know that the Executive Branch Officers (EBO) have already set up trainings for Student Government members. Therefore, we plan to partner with EBO to help both OneAct as well as Student Government preserve resources in moving forward with these trainings of Student Government members specifically. We may also be partnering with Carolina United to get more students trained in SafeZone. Additionally, we are working with the Public Relations and Outreach Committee to create a campaign where we can better advertise the trainings available through SafeZone, OneAct and Haven. In conjunction with the Tar Heel Certification program for student groups, we hope to be able to expand the offerings of these trainings to students outside of Student Government in the future and have more students trained in these certifications. The Tar Heel Certification program entails having interested organizations being trained as a whole in two to three training programs (such as Green Events, Haven, OneAct) out of a list of six or seven. Having organizations being Tar Heel Certified encourages diversity and acceptance on campus. MADO will organize these training sessions for each organization as a way to make certification easy, quick, and effective.

Supporting and Advancing Gender Non-Specific Housing

MADO is currently working with the Gender Non-Specific Housing (GNH) Coalition to establish a plan of action to push forward in a campaign of support for gender non-specific housing. There has been strong student support, so now the focus is aiming that energy towards Board of Trustees members as well as upper-level administration. MADO's role specifically in promoting GNH is currently three-fold. First, MADO is working on a video with GNH getting student testimony on their needs and stories supporting GNH. Second, MADO is working on acquiring testimony, support, and implementation details of similar gender non-specific housing options from peer institutions that offer programs similar to GNH. We are in the process of contacting those programs. Finally, MADO is going to work on developing a campaign to get students to rally at the next Board of Trustees meeting in November. In November, the Board of Trustees will be discussing issues and programs regarding student affairs, and we hope one of those issues will include gender non-specific housing. Kevin Claybren (leader of the GNH Coalition) and Terri Phoenix (Director of the LGBTQ Center) are currently preparing a presentation to give at this meeting, and MADO would like to provide student support for that presentation.

The UNC Asian American Initiative Subcommittee

There is a large minority population of Asian and Asian American students on UNC's campus. However, this community is extremely complex and diverse with different student needs from other minority groups on campus. Social and institutional pressures on the Asian community at UNC has created a "model minority" myth suggesting that Asians and Asian Americans do not need support from the administration in areas such as recruitment, retention, accessibility and student success. We are forming this subcommittee to explore and analyze the lack of Asian and Asian American focused initiatives on UNC's campus and therefore hope to unlock the great potential from a demographic not typically targeted by campus organizations. Carolina could benefit greatly from actively recruiting more Asian students, especially admitted Asian students, as well as helping to break open the Asian demographic to other groups on campus. There are a great number of Asian-interest organizations on campus that Student Government can benefit from collaborating with to promote Will's platform of getting more students involved with diversity initiatives. Carolina has been dedicated to bringing out the best qualities from other minority groups on campus, but this committee believes that the Asian demographic has been inconspicuously left out of many diversity discussions in the past. Specific initiatives that this subcommittee will take on will first be to evaluate the needs of Asian and Asian Americans on campus via survey early in the Spring semester. These surveys will also lead to interviews and an examination of diversity policies that exclude Asian and Asian Americans as well as examining why the administration's stance of Asians and Asian Americans being an "over-represented minority" excludes this group from qualifying for many diversity and retention programs. These studies will culminate in a briefing detailing the sentiments and needs of Asian and Asian American students on this campus, in addition to providing recommendations and policies to the University on how to promote Asian and Asian American success at Carolina. The long term goal of this subcommittee will to provide an environment that is welcoming and accepting of Asian students on UNC's campus, which in efforts will lead to the demographic giving back to the Carolina community in greater numbers both as students and alumni.

Collaboration

In many of our projects, we are working with many different committees and organizations to collaborate. Our major collaborators on projects are listed here: Carolina Community Agreements: Public Relations and Outreach Committee (PR&O), Accommodating Diverse Dietary Needs: Carolina Dining Services (CDS), Unity Dinner: Carolina Indian Circle, American Indian Center, and AIS faculty, Tea Talks: Tea Talks Board of Directors, Expanding Participation in Diversity and Safety Training: SafeZone, OneAct, and HAVEN, Supporting and advancing Gender Non-Specific Housing: GNH Coalition, Student Power UNC-Chapel Hill, Hispanic Heritage Month - Carolina Latino Collaborative (CLC), American Indian Heritage Month: American Indian Center (AIC).

Collaborating with all these organizations has really allowed MADO to become involved in our campus as much as possible. We really believe that connecting different organizations and making sure that all organizations are recognized for the good work they do is crucial to creating a diverse, yet individualistic community. We want all and any organizations on campus to know that MADO

is always open to support and help out with their initiatives.

The Co-Chair Perspective

Sarah Barger

MADO has been one of the highlights of my semester for multiple reasons. I have loved working with Payal and Justin because we communicate well, bring different strengths and passions to the committee, and honestly have so much fun together. Our large committee is comprised of hardworking and engaged members, and it is clear how much they genuinely care about cultivating and celebrating multiculturalism and diversity at UNC. I think Justin, Payal and I have done a great job of balancing leadership and delegation; we can assume positions of authority while treating our committee members as respected equals. Because we care about what our committee members have to say, we have created an environment in which members feel comfortable sharing ideas and being open with one another. I have loved seeing MADO members step into leadership roles, speak up at meetings, and encourage our committee to get involved in issues important to them. Although we are juggling numerous projects at once, I think our committee's hard work and dedication are truly bringing the MADO mission to fruition in a way that is fun and inspiring.

Justin Huang

Right now I think things are rolling along very well. There are a lot of projects going on, but between the three of us, we have been very fortunate to have been able to divide the work well and work on several projects simultaneously. We have a pretty large committee, but that allows us to take on more projects and be more efficient with task delegation. Without FallFest this year, it looked like recruiting was going to be tough, but it seems like we've been able to achieve a lot already. We are currently working on many projects and our first programs will be going live in November. I love working with fellow co-chairs Sarah and Payal as well. We make a great team because our strengths complement each other well and we also get along great outside of the structure of Student Government, which I believe has been critical to our success. We are making great strides as a committee, and I hope we will continue to do so in the coming months. The planning stages of many of our projects are coming to a close and we are about to move into the execution phases of our programs, so the following months should be exciting right up through May.

Payal Patel

I really have enjoyed being a co-chair of MADO with Justin and Sarah for the past few months, and am looking forward to achieving our goals in the near future. I believe we have done a great job of planning and implementing all the projects we are involved in thus far. With numerous projects on our shoulders at all times, Justin, Sarah, and I have never lost sight of what the main goal of MADO is: promoting diversity on campus in a way that is fun, exciting, and fosters leadership. Our committee has been amazing; everyone has been very dedicated and shown what they are passionate about. Each committee member has contributed to MADO in different ways but we have collectively come together to become the forefront of diversity on campus. As co-chairs, we try to encourage leadership within the committee so that each student can develop himself or herself within MADO but also utilize those skills in promoting diversity in all the

corners of the university. I am really excited to see the results of all the planning Justin, Sarah, I, and the rest of the committee members have been doing for the past few months.

PUBLIC RELATIONS AND OUTREACH

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Overview of Responsibilities

This year, the Public Relations team and Student Outreach (PR&O) committee were combined to create the Public Relations and Outreach committee. Working closely with Chris Scanzoni, the Chief of Staff, and Nikita Shamdasani, the Student Body Secretary, the PR&O chairs, Callie Henson, Jasmine Cogdell and Andrea Pino, created a new plan and structure for the committee in order to build a cohesive communications plan for Student Government, externally and internally. The PR & O committee helps Student Government inform students about what is going on within Student Government. The committee spreads the word about committee need, activities, and events, and takes the great ideas that committees have and places the correct public relations spin on them.

In order to have stronger communication within Student Government, the PR&O chairs created a new program so all of the committees and special projects have their own PR&O representative. With the PR&O representatives, each committee can have the support they need in order to have a clear and comprehensive public relations plan and execution. The PR&O committee also has three teams in order to cover all aspects of public relations and outreach. Jasmine Cogdell oversees the strategy team, Andrea Pino oversees the design team and Callie Henson oversees the multimedia team. Below is a closer look into the teams a part of the PR&O committee.

Platform Progress

Strategy Team Overview

The Public Relations and Outreach committee serves as a catalyst for exposure and may help to enhance the efficiency with which a club may accrue interest on campus. More specifically, the strategy team of the PR&O committee is an effective resource for developing existing ideas that the team sees as good to ideas that are deemed great. The team is effective in doing this for several reasons.

First, the team is an outside and impartial resource that is able to see an issue for what it is and provide an unbiased evaluation of a proposed solution. Being a separate entity allows the team to provide honest opinions, succinct evaluations and creative and new solutions.

Second, the strategy team serves as a catalyst of increased efficiency of communication. The team



has a good grasp on how, where, and when to say what needs to be said. This allows the strategy team to be an effective resource for exposing clubs to the greatest number of students, which hopefully results in making their meetings, initiatives and activities worthwhile.

Finally, the team can serve as an identity coach. The strategy team has found that occasionally clubs need a little help motivating their base to get behind a project and produce results. Often, a slight lack in motivation can be based in the absence of clear goals or in not having enough public support for the events after putting so much time and effort into creating them. The strategy team is happy to help bypass these obstacles and generate as much public interest as possible in the events that they host. The strategy team helps committees define who they are as a committee and how they wish to influence campus life.

Fortunately, the strategy team had a couple opportunities to help committees develop new programs and methods of publicizing themselves. Esther Urios has been working with the Global University committee to establish an international housing initiative. She has been effective in establishing time frames in which to get the initiative moving. Most notably, she helped establish a sense of the scope and extent of the work that will be necessary in establishing such a long-term and impactful goal.

Additionally, John Derian has been working with the Safety committee to develop a new PR initiative to enhance their presence on campus. Ultimately, he is hoping to create several installments inspired by the CowParade initiative currently being implemented around town. CowParade is the world's largest public art exhibit, featuring life-size fiberglass cows, hand-painted by local artists and auctioned off to raise money for charity. Following the model of this buzzing movement, the installments will be semi-permanent and allow students to interact with information boards that the Safety committee puts on a regular basis in a unique, creative, and hands on way. Other strategy team members have presented public relations and branding tips to get committees thinking about what they want their message to campus to be.

Design Team Overview

The Public Relations and Outreach committee's Design Team serves as the principal resource for design services for all of Student Government. The design team is composed of the design chair, who serves as both a co-chair and the director of design; the design manager, who manages requests and serves as the point of contact for feedback; and the team of designers, who are responsible for completing requests and projects.

Entering its first year, the design team is a new strategic taskforce that will improve previous processes of design practices within Student Government, and will empower a team of individuals to build a sustainable rapport with each committee that they partner with. Rather than be filtered through one designer, as with previous administrations, each member of the design team will have a specific role that will provide a more transparent process that will accommodate the needs of all parties. The design chair will instruct an appointed team of members in the process of designing creative public relations materials, evaluating effective design approaches, and sharpen each

member's ability to understand and utilize professional design software.

The design team seeks to incorporate a strategy that accommodates the ambitious PR&O needs of each cabinet committee, special project, and external appointment. The team will provide an effective and clear design request process that challenges committees to improve their design approach, as well as their creative presentation. The goal is to increase approachability and transparency with design team services, and encourage all of Student Government to utilize our design services and reach out for support regarding creative presentations.

Our intention is to improve the design approach to provide a more solid and sustainable service to the members of Student Government, and together with the rest of the PR&O Committee, to provide a dynamic, thorough support system in terms of all public relations needs.

Multimedia Team Overview

The multimedia team within the Public Relations and Outreach committee is committed to improve Student Government's overall online presence. The team works on the Executive Branch of Student Government's website and the main Student Government Facebook page and Twitter account. The team's goal is to help Student Government increase transparency through social media and the website. Multimedia is key in order to build relationships with students, and the multimedia team helps Student Government create and maintain those relationships.

Two members of the multimedia team focus their energy on the Executive Branch of Student Government website. The multimedia team focuses on how to improve the website and how to make it more efficient, clear and transparent. In order to have more up-to-date information on the website, the entire PR&O committee is responsible for sending the multimedia team updates on their committee or special project, and also writing blog posts about events or initiatives. The team is currently working on revamping the website so it is more visually pleasing and easier to navigate.

Two member of the multimedia team are in charge of the social media platforms for Student Government. Last year, the public relations committee focused a great deal on the Student Government Twitter account, but this year we are working on the Facebook page and Twitter account equally to increase our following for both accounts. Each week, the multimedia team is responsible for creating and monitoring social media content for both Facebook and Twitter. The team also evaluates and tracks social media analytics. For the committees and special projects within cabinet, the multimedia team can help their social media efforts by giving them advice and guidance and posting about their events or projects on the main Student Government social media platforms.

The multimedia team is dedicated to making Student Government's online presence strong, cohesive and a gateway for the students to learn more about Student Government.

Collaboration

Student Body President, Will Leimenstoll, aimed to improve the profile of Student Government at



UNC while actively engaging students in different Student Government projects and initiatives. Will's platform also focused on increasing transparency and the accessibility of Student Government leaders to the broader student body. In order to achieve this goal, the PR&O team restructured its committee in order to improve collaboration among the different arms of Student Government. By improving the communication among the various cabinet committees within Student Government we are able to better address, promote, and streamline group projects and initiatives that fit with Will's platform and hence spread the word more efficiently to the student body. Each PR&O team representative works to better promote and inform various cabinet committee and executive branch initiatives, projects, goals, etc. to the greater student body in unique, exciting, creative and efficient ways. We work to get the voice of Student Government heard. We have worked hard to add adequate input and insight on proper public relations and marketing strategies that will be necessary to ensure the success of UNC's Smart Phone App and Talkbin Expansion. By increasing transparency not only with the student body but with Student Government as a whole through updated blog posts, weekly reports, and social media updates we provide the basis for future collaboration with other branches of Student Government.

Thus far, the PR&O team along with Will's Executive Branch committee members have met with the developers of the UNC Smart Phone App and provided a presentation of feedback on how to improve the app as well as public relations insights on how they can better market the app. The multimedia team of PR&O has updated the Student Government website to include consistent posts of committee updates and progress. They also have actively live tweeted and promoted key Student Government initiative such as the Open House that took place earlier in the fall semester and the "Goodbye Holden Thorp" ceremony. A PR&O representative has been assigned to the specific committee leading up the Talkbin initiative and has been assisting them with any strategy, multimedia or social media required to have this project become a success.

SAFETY

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Overview of Responsibilities

The Public Safety Committee of the Leimenstoll Administration strives to increase and improve both preventative and emergency safety systems. We will work to raise awareness of existing security measures (like OneAct) and will advocate for the development of more effective ones.

Platform Progress

Safety Training Classes

We have developed a safety-training calendar that the Public Relations and Outreach Committee uses to update the UNC Student Government Facebook page monthly with upcoming safety events. The calendar includes SafeZone, HAVEN, OneAct, and self-defense related events.

Alcohol Amnesty

Senior Advisor Jason Dunn is evaluating Alcohol Amnesty and the Public Safety Committee is willing and able to step in with help and advice when needed. At the current moment, the committee is not working with this initiative directly.

Self Defense

Self-defense classes through the Department of Public Safety (DPS) cannot be publicized in advance due to the fact that a certain number of people have to sign up in order for the class to be put on. We have noted on the safety calendar that the class does exist, that way students can pursue this on their own.

CPR Training in LFIT Classes

The Public Safety Committee has been in contact with representatives from the Red Cross, Exercise and Sports Science Department, and former Student Body Vice President Zealan Hoover to better determine the feasibility and demand for CPR and First Aid Certification in LFIT Classes. We have reviewed the surveys for last year's pilot CPR LFIT class and a draft of a survey gauging student interest in obtaining CPR/Training will be reviewed and finalized at the next public safety meeting. The Public Safety Committee is still determining the best way to pursue this project and if it is deemed a feasible project we look forward to implementing it in the spring semester.

Pedestrian Stop Signs

We have promoted pedestrian safety by advocating for speed bumps and pedestrian stop signs at crosswalks. After discussing the pedestrian stop signs project with administrators, such as Vice Chancellor Crisp, we have decided to re-evaluate its feasibility. While discussions with the Department of Public Safety (DPS) yielded similar results, we have made the committee available to help with the department's campaigns to improve pedestrian safety. We also reached out to DPS to see if there was any way for us to more tangibly help with this effort.

The committee determined that holding a forum would most likely not generate much student support or a high student turn out, so we are working with our Public Relations and Outreach representative to determine a more innovative and time conscious way to talk to students. We are thinking of relying more heavily on social media.

Student Bike Rack Concern

We are collaborating with the University Services Committee and Vice Chancellor Crisp to address students' concerns over a shortage of bike racks around the Genome Science Building. The initial estimate of the number of bike racks was far below the actual number. We mitigated students' concerns by specifically directing them to bike racks that are located outside of the building that the students had not yet discovered.

Public Relations and Outreach

Our Public Relations and Outreach representative is developing a publicity campaign involving possible cutouts of police officers that will advertise safety events. We are determining the usefulness of said campaign.

In addition to the above projects we have also reached out the Town and External Relations Committee to better understand the needs of off campus student safety, and to see if we can aid the Carrboro Police Department in their anti-jaywalking campaign.

Collaboration

We've reached out to Town and External Relations as well as DPS to inquire about new projects and initiatives we can help with. In addition to that we are very thankful for the Fix My Campus chair for sending safety concerns from students in our direction!

The Co-Chair Perspective**Leigh Fairley**

I have thoroughly enjoyed working with Dillon! We work very well together and I feel that we compliment each other's strengths and make up for each other's weaknesses. I know I tend to be a bit more scattered sometimes and Dillon is always very organized. We work well together when leading meetings and communicating with our committee members. Communications is very important to me and Dillon very clearly communicates ideas, thoughts and expectations with me. Dillon is also highly motivated and that makes him extremely reliable, I know that if he says he is

going to do something, he will. Working with Dillon has been a phenomenal experience and I look forward to the rest of the year.

Dillon Vess

We have talked with the Executive Branch Officers, as well as our committee, to determine a plethora of new ideas to implement. For example, we are examining new ways to advertise public safety events. Specifically, we are evaluating our Public Relations and Outreach representative's plan to develop police officer cut outs to place around campus that could be used to advertise events (i.e., a posting place for flyers and handbills).

Our committee is energetic and is excited about moving forward. Leigh is a very competent leader and is fun to work with. She runs meetings efficiently and communicates effectively. Leigh is very knowledgeable about Student Government processes and methods of operation. I am especially pleased with Leigh's attitude toward exploring and implementing new ideas. She has been particularly effective as a communicator regarding the CPR training project. Working with Leigh instills confidence in me – and in our team – as move forward and develop new ideas.

We remind each other deadlines and keep each other on task; we know we can depend on each other when we need something, or when we need support for a project. As co-chairs, we work well together.

We remind each other deadlines and keep each other on task; we know we can depend on each other when we need something, or when we need support for a project.

TECHNOLOGY AND WEB

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Overview of Responsibilities

The Technology and Web Services Committee strives to promote, educate, and support student technological resources by representing the student body in technical decision-making, proposing innovative solutions, and publicizing available services. The committee chairs are also responsible for leading the Student Technology Advisory Board and encouraging discussion and communication between other students involved in technology policy. Technology and Web will increase Student Government's social media presence to enhance the efficiency and impact of cross-campus initiatives, redefining access and collaboration within the Carolina community.

Platform Progress

Technology Resources

One of the many jobs of the Technology and Web Committee includes organizing a public awareness campaign designed to advertise free tech resources. We completed the first part of this platform point at the beginning of the summer by producing a Free Tech Resources Flyer that was distributed to every first-year at orientation. While this flyer is very informative and useful, our committee thinks it could use a re-design with less text so the flyer is not as intimidating. Moving forward we hope to collaborate with our Public Relations and Outreach Committee representative to produce a better-designed flyer that catches more students' eyes. In addition, in our last meeting with Chris Scanzoni, the Chief of Staff, we discussed the possibility of connecting this flyer to studentlife.unc.edu or paying to advertise it on Facebook in the UNC network. Our committee is looking into the possibility of Facebook, because it reaches so many students, and our next step is to look into the funding for this advertisement.

Expansion of iTunes U

iTunes U is a great resource that Apple makes available to colleges and universities such as UNC. It allows the university to upload content, such as campus events or interesting lectures, which can then be used by university affiliates or the public, offering convenience to the former and acting as a form of outreach to the latter. Currently, UNC's page is sparsely populated and not widely used; we hope to improve both of these facets. We have been working to assist the person in charge of this project, Jason Dunn, the Senior Advisor, in order to better the system. While he has been concentrating on the administrative side, we have been working to put a system in place that would allow for student organizations to easily create content and get it uploaded to the system. To that end, we plan on continuing to work with Union Production Services.

Ensuring Communication between Student Government and ITS

Communication between our committee and Information Technology Services (ITS) is vital to the technological environment on campus. We want to make sure ITS is aware of students' needs and wants so that they can make informed decisions on how to best provide for students. One way to ensure this communication is through the appointment of the Technology & Web Co-Chairs to the Student Technology Advisory Board (STAB). With monthly meetings, ITS keeps members of STAB updated with new technology on campus while also asking members their opinions on technology issues throughout UNC. In the past, STAB has discussed very pressing issues, such as the migration to Sakai and Heelmail, the work done with ConnectCarolina, and more rudimentary points, such as the movement of furniture, technology and power access points in study spaces to promote a better learning environment. We also have some of our committee members and co-chairs sitting on various committees, including the Carolina Computing Initiative (CCI) Committees, the working group for the university's CollegiateLink page (studentlife.unc.edu), the committee for the Review of the Vice Chancellor of ITS, the Instructional Technology Committee and the Carolina Computing Initiative (CCI) Task Force.

Increasing Technology Recycling Endeavors On-Campus

While many people at UNC understand how and where to recycle common items such as bottles and cardboard, the process to recycle used technology tends to be much more unknown. Thanks to the Environmental Affairs Committee, we are working with the Office of Waste Reduction and Recycling to figure out what, where and how to recycle such items. Once we have learned the necessary information, we will work with our Public Relations and Outreach Committee representative to develop an advertising campaign to inform the community of our findings. One item that we hope to include in this campaign is the inclusion of a small flyer with all CCI laptops that instructs the owner how to recycle their laptop battery once it has reached the end of its lifetime.

UNC Mobile Application

As UNC lacks an official and comprehensive mobile app that is comparable to our peer institutions, Technology and Web has been working with the rest of Student Government to make the creation of such an app a priority. We have been working primarily in an advisory role to ensure that the application's creation is done in the most sensible way possible. In addition, one of our committee members with application creation experience has been working heavily with Nikita Shamdasani, the Student Body Secretary, to find the best avenue possible to create the application.

Student Survey on MRC Resources

We intend to survey students on their satisfaction with the types of technology available for checkout at the Media Resources Center (MRC) in the bottom of the Undergraduate Library. To do this, we will work with our Public Relations and Outreach representative to determine the most effective way of creating and advertising this survey; we plan to have this done soon after we complete the advertisement of the technological resources available on campus, as these resources include those available at the MRC.

Collaboration

The Technology and Web Committee has had the pleasure of collaborating with the University Services Committee. Together we have formed a working group to try to determine the effectiveness of studentlife.unc.edu and what we can do as committees to increase its use around campus by student organizations. Students already use studentlife.unc.edu for campus elections (such as for the Student Body President or Mr. and Miss UNC), but are there other ways for students to get more involved with this website voluntarily? Our committee will continue to work with University Services to determine how we can best face this issue.

The Co-Chair Perspective

Andy Andrea

For the second year in a row, I have had the immense privilege of serving with Alexandra as the co-chair of the Technology and Web committee. So far, this year is shaping up to be my most definitive year with the committee; not only is our committee over three times larger than I remember it being in past years, but our members are incredibly driven, creative and wonderful people. The quality of our semiweekly meetings has been unparalleled; our members give incredibly great feedback on our platform, voice new and exciting ideas and connect us with other organizations they have been a part of. While our first few weeks were marred by communication issues, we have been picking up our pace each week, and I am confident that we'll finish our platform strongly this year—in fact, our members are already thinking about new projects to take on once our platform is completed! I couldn't be more proud of my co-chair, my committee and the entire Student Government team this year and can't wait to see what we all accomplish.

Alexandra Cruz

This year has been such an exciting year for Tech & Web. Through the record number of applications Andy and I received, we have formed a large and diverse committee of individuals who are excited to make a difference in the technology community. So far we have made progress on most of our platform points, such as raising awareness of free technology resources on campus, helping UNC expand iTunes U and ensuring that communication between Student Government and ITS stays active. One area in which I would like to see us make more progress is increasing technology recycling endeavors on campus. With better communication between us and the Office of Waste Reduction and Recycling, I believe our committee has the chance to make some significant changes to the recycling environment at UNC. There is still a lot of work ahead of us, and I can't think of a better person to lead our committee than Andy. I am incredibly lucky to have a co-chair who works hard and truly cares about the issues we tackle as a committee. Andy has dedicated a lot of time to Student Government and our committee, and his work is shown

through our accomplishments. Overall Tech & Web has done a lot of good work, but there is still much more to accomplish, and I am looking forward to working with our committee to complete the rest of the Leimenstoll Administration's platform points.

UNIVERSITY SERVICES

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Brittany Reeves

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Overview of Responsibilities

The University Services committee works to address the basic concerns of students with regard to facilities, dining services, transportation, safety, and recreation. The committee strives to increase noticeable transparency among students, student organizations, and the administration of the university. The committee will increase accessibility to university resources to ease student acclimation to UNC.

Platform Progress

Expanding Flex

We're working with Auxiliary Services and the OneCard office to extend the purchasing capabilities of Flex Dollars. Flex currently functions as a prepaid debit account used to purchase food at venues on campus. In addition, the service allows students to pay for on-campus food deliveries with Flex Dollars. Partnerships include Dominos, Papa Johns and restaurants affiliated with Tar Heel Takeout. The University Services committee is working to negotiate partnerships with approximately 10 more restaurants that have delivery capabilities. The payment processing systems will be provided, at a fee to merchants, by Auxiliary Services, and students will be able to pay with Flex at a greater variety of venues.

Airport Shuttle

This semester, the University Services committee fully adopted the Airport Shuttle service, formerly operated by the Out of State Students Association (OSSA). We collaborated with the Department of Public Safety to run hourly Point to Point (P2P) shuttle busses from campus to Raleigh-Durham International Airport on Wednesday, October 17th, accommodating approximately 200 students' Fall Break transportation needs. In addition, the P2P shuttles ran from RDU to campus hourly on Sunday October 21st for returning students. We publicized the service and signup sheet on relevant OSSA, Residence Hall Association, and New Student and Parent Programming distribution lists. University Services handled all administrative work involved and will be providing this service again for Thanksgiving and Spring breaks. We will also be working with DPS to ensure sustainability of this service in future semesters.

Swipes for Charity

This is a service project through which students will be able to use their extra meal swipes at the end of the year to purchase a to-go container of food and have it be taken to a nearby shelter



as a food donation. This semester, Brittany has talked to HOPE Gardens of the Campus Y, who tried to complete this project in the past but reached an impasse. They have extra to-go containers that we will use for the event. Our subcommittee for this project has researched possible homeless shelters in the area and has identified the IFC Shelter as one that will be best suited for the event. Moving forward, the subcommittee will be contacting this shelter to let them know we are interested in helping them and planning the logistics of the event. Brittany will be contacting Carolina Dining Services with an event proposal and to notify them in case extra food needs to be made, and she will be continuing the relationship with HOPE Gardens to ensure we are able to use their to-go containers and find ways for other collaboration.

Electric Vehicle Charging Stations

The Department of Public Safety and Facility Services are leading an effort to put electric vehicle (EV) charging stations on campus for use by people with electric vehicles. Brittany has been serving as the student voice for a working group on this initiative led by Dr. Payne. Currently, the working group has submitted a grant request to Siemens for a free EV charging station and plans to purchase two additional stations to be installed in parking decks on campus. The working group performed a cost-benefit analysis of this project, and they found that it would be beneficial to the University community to get the charging stations, and they decided to move forward with this initiative. The project has now expanded outside of the working group, and further progress will be made by experts in that field. Brittany will continue to stay updated on this progress and advocate for the installation of EV charging stations in decks accessible to students, especially if student fees are used to fund them.

Money.unc.edu

This is a website that is a database of scholarships and grants for which students can apply to receive funding toward a project about which they are passionate or a student organization's initiatives. Our subcommittee has been working closely with Student Body Treasurer Shrija Ghosh and her Executive Assistant Matt Farley to target resources on campus and off campus to place funding sources on the site. We currently have 122 scholarships and grants listed on the site, and our current committee is working on uploading the individual descriptive pages for each resource. In the future, the subcommittee will continue to look for new resources to add to the site and make the site more functional for students.

Studentlife.unc.edu

This is a website that is a database of all student groups on campus, and every student is registered with it. Our role is to publicize the site so that more students will use it. Our subcommittee is working with our Public Relations and Outreach representative Hannah Haas to develop ideas of how to publicize the website to the campus at large. Brittany and Hinson are chairing a working group with several campus leaders and Tony Patterson to find ways to improve the site before it is re-launched. Brittany and Hinson will be leading this working group in detailed planning for how to make the site more efficient and effective, improve the look of the site, and how to train

student groups in using the new site in order to get a large group of students to use the site. Brittany also spoke with Shandol Hoover, Associate Director of the Office of New Student and Carolina Parent Programs, on continuing to have a workshop introduction of the site at New Student Orientation. The workshops were held in the Summer 2012 sessions.

Collaboration

Brittany attended a First Year Focus Council meeting on behalf of the University Services committee to explain what our committee does to the first-year members who are trying to learn more about Student Government at UNC. As a result, Matthew Sparks from the Council decided to join University Services, and we are excited to have him be a part of our team.

The Co-Chair Perspective

Hinson Neville

I feel that our committee is functioning well as a group and working well together as a team. We have selected an incredible group of students who are not only dedicated and take initiative with their projects, but they are also enjoyable people and a pleasure to work with. I am proud of the progress we have made so far, and we seem to be on track to complete what we set out to accomplish when Hinson and I were selected in April. I love working with Hinson because he is so efficient and has a great personality, and we complement each other well. We are working on many projects at once, but our committee members are all excellent and are more than capable of handling the work load. I look forward to our meetings each week, which I like to start off with a fun icebreaker question that sparks conversation about something completely irrelevant to Student Government. I enjoy spending time with our committee, which we affectionately call USERV, and I look forward to getting to know them better and working to complete our projects with them in the future.

Brittany Reeves

I'm extremely pleased with the progress of our committee thus far and more notably with our members who came together in various subcommittees and worked successfully as a team. While Brittany and I share responsibility for all of our projects, I focus more on Expanding Flex, studentlife.unc.edu, and organizing the Airport Shuttle service, and I am developing a strong working relationship with the members of those teams. Brittany is an absolutely fantastic co-chair, motivator, and leader and I'm truly inspired by our leadership dynamic.

CABINET SPECIAL PROJECTS

CAMPUS STEERING COMMITTEE FOR THE ARTS

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Overview of Responsibilities

The purpose of the UNC Arts Steering Committee is to enrich and strengthen the arts community at UNC-Chapel Hill. Our approach is twofold: first, to elevate awareness of arts groups, events, opportunities and resources, and second, to increase communication between arts groups, the campus and the community. We envision a collaborative, enthusiastic, supportive art community. We aim to achieve that vision by uniting art leaders on campus to foster dialogue and collaboration, by highlighting arts opportunities and events on and off campus in Chapel Hill, and finally by addressing the needs of the UNC-Chapel Hill arts community. The Leimenstoll Administration particularly seeks to achieve simplicity in addressing artistic needs on campus and to leverage social media for outreach.

Platform Progress

Increasing communication and awareness of the arts

As stated in our platform, we are concerned with increasing communication and awareness of and about the arts communities on campus. The Arts Calendar has been a recurring mission of the past few arts committees, and is an idea that theoretically is valuable. However, it's original format is not practical, and more importantly, it's not effective. We've re-envisioned it, and pushing the Facebook page, which highlights the arts on campus and is accessible to all students and arts communities, an appropriate iteration. It's important to note that this fits into our stated goals of streamlining and simplifying, in order to increase efficacy. The reach of our Facebook page, <https://www.facebook.com/chapelhillart>, is consistently more than 1,000 people, and our average viewership since the page launched hovers around 2,000 per week. We publish events and opportunities from many arts groups and it reflects the dynamism of our arts community. Our Twitter account, @chapelhillart, is another element of that communication, though necessarily more immediate and less formal. It's referred to in the platform as @CarolinART, but we've renamed it to include the entire Chapel Hill arts community. We've also launched a newsletter through MailChimp and will be sending newsletters with more information and short-term calendars to interested parties.

Recording art programs

The ARTalks discussed in the platform are one of the iTunesU Initiatives, which is headed by Jason Dunn, the senior advisor for the Leimenstoll administration. The goal is to film and record arts lectures and events at UNC-Chapel Hill over the course of the next year to publish to iTunesU. We do not see the Arts Steering Committee primarily as a programming organization,

but instead one that supports arts programs on campus and the ARTalks reflect that emphasis. That's not to say that we won't program events, but that we're more effective as an organization with a more community-based focus.

Establishment of another publication stand

A completed initiative is the establishment of a publication stand at Bulls Head Books. They've agreed to create space for student publications and productions, and we're in the process of soliciting publications from Cellar Door, Tract, Carolina Review, Blue and White, Bounce, and other UNC publications, as well as music recordings from UNC-Chapel Hill groups, e.g. Clef Hangers, to place on this shelf.

Upcoming projects

We're working to encourage arts entrepreneurship by hosting a student art sale in the Union Art Gallery, through collaboration with the CUAB Art committee. This initiative is in the very early stages, but one that we're excited about.

Collaboration

Our projects as drafted in the platform are underway, and we are also responding to the needs of the arts community as they arise. Through our meetings, we've collaborated with approximately ten different arts groups on campus to draft a Comprehensive Arts Assessment, which includes the needs of performing arts groups like Wordsmiths and the Clefhangers, of the literary arts community through input from leaders of Should Does and Cellar Door, and even organizations like CUAB, Vinyl Records and UAA. The drafted Comprehensive Arts Assessment for UNC-Chapel Hill includes initiatives for: establishing a permanent and private exhibition space, facilitating access to sound equipment, reducing the hours covered by the noise ordinance against amplified sound, and supporting the dance community on campus. With the needs and desires of the UNC-Chapel Hill arts community catalogued, we are now striving to implement as many initiatives as possible.

The Co-Chair Perspective

Kinsey Sullivan

We're thrilled with the progress made by the UNC Arts Steering Committee toward strengthening and supporting the arts community. In gathering arts leaders on campus for discussions, we've already begun cultivating a stronger community. From these dialogues, we've uncovered some of the subtler barriers facing the UNC-Chapel Hill arts community and are striving to remove those barriers. The social media campaign is already a success, though we look forward to watching it gain momentum. By providing a clear source for information

Hudson Vincent

The UNC arts community is vibrantly thriving. While there are certainly some aspects of UNC policy and UNC campus resources for the arts that need improvement, the most important thing

that we can do is highlight the amazing events, resources, and opportunities already present on this campus. By publicizing these things, we hope to encourage student participation in the arts and to grow our already thriving artistic community. We aim to continue fostering communication and collaboration between student arts groups and the student body, and we hope to address the most pressing needs of the UNC arts community.

EXCELLING THROUGH MENTORING

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Overview of Responsibilities

Excelling Through Mentoring (ETM) is a student mentor organization that aims to offer incoming UNC students (first-years) resources and advice to have a more successful transition to Carolina and get the most out of their time here. We aim to fulfill this mission by matching up these first-years with upperclassmen mentors who can give advice based off of their experiences at UNC. The weekly pod meetings are set up for specified topics of discussion that relate to Carolina and may be especially pertinent to first-years. These pod meetings are hosted by the mentors, and they enable casual conversation in a social and non-stressful setting. The academic and social events are meant to bring the ETM mentees together to either learn about a specific discipline/pre-professional school/service at Carolina and to create a feeling of belonging to the organization.

Platform Progress

ETM will begin with a relaunch now and throughout the end of fall semester in publicity prior to the program beginning in the spring. The first event will be a Kick-off to open the program. Throughout ETM, there will be 5 weeks of Pod meetings. Some successes are the restructuring of the program to next semester, since it will now have enough time to recruit an adequate amount of first-year mentees. Some challenges include keeping our currently signed up mentors interested and willing to stick with the program and wait for it to kick off next semester, as well as the issue of mentors forgetting about their commitment to the program, since it is so far off into next semester. People like that the program will have a chance to flourish, but they dislike that it was not offered for any first-year during their first semester on campus. Our other future events include two academic or professional events and two social events. The program will culminate in a kick-off with speakers, entertainment, a recap of the program, and an invitation for further involvement in coming semesters.

Collaboration

We have yet to collaborate beyond the extent of asking other committees to put an ETM blurb on their listservs to attract more members. We have, unfortunately, not been able to attract many more members, even though we've had the help of external listservs. We will be collaborating with Campus Smart Initiative, a business school organization, and we will be getting University Career Services to host a professional event. We have collaborated with the Public Relations and Outreach Committee somewhat, as we have Janie Sircey as our representative/liaison from the committee. It has been great working with her, as she is very dedicated to helping publicize ETM, and it would have been even better to start working with her earlier in the semester or before it started.

The Co-Chair Perspective

Caroline Carrasco

We had been trying to focus on expanding our project, but it has fallen very short. We are re-launching in the spring, and hopefully this will give us a push into the right direction. Through careful planning and detailed meeting agendas and tasks, I hope to have the structure for ETM set up clearly and cohesively before I leave to study abroad next semester. My co-chair and I have both been extremely busy and I feel as though we have not been able to commit to the project as fully as either of us would like.

Rachel Greenberg

Our committee has been working on increasing awareness of ETM and interest from first-years. Unfortunately, we were faced with the big setback of very low volume of first-year mentee application. In contrast, we had a higher number of mentor applicants than expected, and unfortunately we were not able to expand the program, as we had hoped this year, due to the fewer mentees. However, we are discussing the potential for an ETM re-launch in the spring. I think this would be a great idea, as I believe the program has a lot to offer, but we must focus on publicity before planning mentor pods or events. The other members of my committee have been enthusiastic and helpful, and it is frustrating that the inability to get enough mentees has pushed back the program so far, as it would have been great to start it earlier when everyone was first excited. Working with Caroline has been good, though I think it was difficult that we couldn't collaborate in the summer, as she was in Uganda. I should have independently focused on pre-semester publicity to incoming first-years, which could have increased mentee applications.

FIRST-YEAR FOCUS COUNCIL

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Overview of Responsibilities

The First-Year Focus Council is aimed at immersing first-years in the three branches of Student Government through effective collaboration and conversation with leaders throughout campus. The council plans to prepare the newest members of the Carolina community for leadership during their Carolina career, transforming the first-years of today into the leaders of tomorrow.

Platform Progress

First-Year Brown Bag Lunch Series

The Brown Bag Lunch series serves as a fantastic opportunity for the First Year Focus Council to invite other First Years to engage in a dialogue with important leaders at Carolina. The council members also benefit greatly from experiencing the planning and communication sides of such programming. Thus far, the FYFC Co-Chairs are setting up the first Brown Bag Lunch as a means of setting the example for how to plan the program. The first Brown Bag Lunch will be with all of the Executive Branch Officers to discuss the many projects Student Government is working on this year and to talk about UNC current events. After the first Brown Bag Lunch, planning responsibilities will be on the council members so they can coordinate the lunches for the future months (one Brown Bag Lunch per month). For future months, council members have talked about hosting the regular lunches with Chancellor Thorp and Student Congress. Based on the Leimenstoll Administration's platform, we will also make leaders in the Honor System, Campus Y and CUAB more accessible through these lunches and aim to incorporate other First-Years. Plans to be sponsored by a restaurant chain are in the works for this project, as means of increasing attendance.

Class of 2016 T-Shirt Competition

In hopes of creating a sense of community for the class of 2016, the council has decided to add a T-Shirt competition to our platform. This has been tackled head-on by the council members. They have designed a competition where any first-year can submit a design for a Class of 2016 T-shirt, the council will pick a winner, and we will order and sell the T-shirts at low costs to the students. The flyer for the competition is attached. If successful, the T-Shirt competition could create a profit that can be used for the council's future programs. Thanks go out to the Public Relations and Outreach team for assistance on this project.

NSCPP Collaboration



While we have yet to give the Office of New Student and Parent Programming feedback regarding Week of Welcome activities, we hold open discussions about First-Year related topics every meeting, and we plan to compile all relevant information and hold a discussion with leaders from the NSCPP office.

Serving from the Start

In what we hope is one of our strongest collaboration efforts, the council has been in collaboration with the Public Service and Advocacy Committee (PSAC) since this summer to organize members' involvements in Serving from the Start, allowing the council to provide feedback and assistance with the three goals as outlined by PSAC. The original deadline for this endeavor has been extended to November, as PSAC members will be attending the council's meetings after Fall Break. PSAC has been invaluable in this effort, with strong communication and collaboration with our team.

Priceless Gems

The Priceless Gems program has also been added to the platform by the current Co-Chairs. The speaker series is designed to nominate upper class students that have excelled at leaving their footprint and ask them to speak to first-years about their "story." The council members are in the process of creating a form for nominations that can be released for use. Plans are to make this a strong second-semester program.

Second-Semester Programs

Other second semester programs include: working on a First-Year Website in conjunction with the Office of New Students and Parents for first years and admitted students; improving first-year experience through collaboration on the First-Year Research Project; collaboration with other committees and projects to secure environmental and public service sessions at next year's CTOPS. We have modified our aim to ensure that first-years have a guaranteed spot at Carolina United and instead, we will encourage them to apply for a first-year only program, Carolina Kickoff.

Collaboration

In hopes of engaging council members with what it means to have a leadership position in UNC Student Government, separate committees like Peer Advising and Public Service and Advocacy have asked our council members to engage in special tasks for them: like advertising in their residential halls, spreading the word to friends, or evaluating programs for them.

The Co-Chair Perspective

Hannah Fussell

Thus far in the semester, Emma and I have been pleased at the pace the First Year Focus Council has been moving. Initially we focused heavily on recruiting the stringing first-year candidates who

had a loyal passion for Student Government. We are incredibly pleased with the 15 council members we have, and are sure that the council members themselves would say the same. As a team, Emma and I strongly believe that to get anything done, members must want to get things done. To encourage this, Emma and I have focused heavily on group cohesion and bonding. We have set up a “buddy” program within the council that allows for members to meet up with each other once a week. In addition, we are setting up off-campus dates for the entire council to meet. Because of this, we think, we have seen our council members work very hard on all assignments and also support and encourage one another. Focusing on the T-Shirt Competition first, for example, was an organic choice for the council as it is a fun program that allows for all of them to work hard to achieve a tangible goal.

Emma and I as a team have worked splendidly throughout the year. Our varying skill sets and contrasting work ethic has allowed for an efficient and fun way of doing things. In co-chair evaluations, our council members commented on this and said they appreciated how we work together.

Emma Zarriello

Since joining Hannah as a co-chair of this council in the spring, I have been incredibly pleased with both the efficiency and creativity that the First-Year Focus Council has accomplished. We had hoped for a group of vibrant young adults, ready to immerse themselves in Student Government in preparation for future leadership positions. And we could not be any happier with the team that we now have. From athletes to tech-masters, our group of members is as diverse as they are promising, as well-rounded as they are committed, and as eager as they are ready to tackle any impediment. The sense of community we have fostered within our small council is absolutely instrumental to our success, allowing us to have fun while we work through our projects. Through reciprocal encouragement and friendly competition, we have creatively worked toward our first goal, a First-Year t-shirt that will unify the class of 2016.

Working with Hannah has been an absolute pleasure thus far. Our difference of work ethic has been the most instrumental aspect of our success as co-chairs. Hannah’s creativity and inspirational thinking balances my mechanical and checklist-driven methodologies. Her experience as an Orientation Leader has helped both her and me work with the members of this committee. Whether thinking of creative icebreakers that involve musical chairs or recording a “Call Me Maybe” video for Cabinet, Hannah and I never fail to instill laughter in the process of leadership. I am so grateful for her support and open-mindedness, qualities that she possesses as a natural Carolina leader.

FIX MY CAMPUS

Shelby Hudspeth

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Overview of Responsibilities

Fix My Campus is a project that seeks to help Student Government become more transparent, accessible, and responsive to help determine the needs of the UNC student body at large. Our team helps to gather student opinions, comments, and concerns and helps to address problems across campus. Through a variety of social media outlets including Twitter, Gmail, and Google's anonymous data collection service TalkBin, we are interacting with students in an effort to improve their experience at UNC. By addressing the requests and comments that we receive, we hope to create improvements that will affect the entire student body as a whole for students now and students to come. Our committee gives the students of UNC a voice. Requests thus far have ranged from requests to fix problems in students' dorm rooms to comments regarding the Chancellor Selection Process. Fix My Campus seeks to help solve literal problems such as Wi-Fi outages in certain classrooms or broken desks. Additionally, we seek to gather more general ideas and requests from students such as ideas on how to improve Connect Carolina or how to make Carolina more environmentally friendly.

Platform Progress

Expansion of TalkBin

Our main projects thus far have been publicizing and expanding the Fix My Campus and TalkBin names across campus. Our goal is to make these projects known across campus by offering students a variety of ways to access the Fix My Campus team. We have our contact information on the UNC Executive Branch website and students can contact us via text messages, tweets, and emails. The main focus of our publicity has been the advertisement of the TalkBin number. This is a resource that is not only helpful for the Fix My Campus team but also Student Government as a whole. It is a resource that any Student Government Committee can use for anonymous polling and feedback regarding their platform projects and events. It can be used by every committee from Environmental Affairs to Safety. The TalkBin number has and will continue to be used in Student Government Office Hours in the Pit on Wednesdays. We have had the help of the Public Relations and Outreach Committee in recreating our logo and creating various forms of publicity across campus. Furthermore, as a team we respond to various requests, comments, and concerns that we receive through our numerous feedback mechanisms. We fill out proper forms to address requests for things that need to be fixed across campus and pass on relevant information to other committees that focus on larger issues.

Your Voice Campaign

Other projects include collaboration with the Residence Hall Association at UNC to create the "Your Voice Campaign". This campaign is featured in dorms across campus and publicizes the contact information for Fix My Campus, Fix My Dorm, and Enhance My Dorm. Students are



encouraged to share their opinions regarding every aspect of life at UNC, including life in the dorms.

Collaboration

Kenan-Flagler Business School Consulting Club

We have also begun collaboration with a group from the Kenan-Flagler Business School Consulting Club. Their goal is to research similar programs at other Universities to see how their programs work and find ideas to improve our efforts.

Collaboration with Town and External Relations

We are currently collaborating with the Town and External Relations team to create a new initiative similar to Fix My Campus, Fix My Town. A large part of life at UNC is our interactions as students with the Town of Chapel Hill. We are lucky to have such a wonderful community and it is our responsibility to be responsible members of this community. As members of this community we are able express concerns and ideas about the community and Fix My Town will allow for this. We will share the TalkBin number with the Town and External Relations team and will share the responsibility of addressing concerns expressed through Fix My Town .

The Chair Perspective

Shelby Hudspeth

This semester has been a wonderful experience so far. While I do not have a co-chair to share responsibilities with, I have a team of ten amazing people who have wonderful ideas and are very excited about the mission of Fix My Campus. They are quick to volunteer for projects and do a great job of responding to emails quickly. They are excited about learning about Fix My Campus and about Student Government and UNC as a whole. I am really thankful to have such a responsive team.

Fix My Campus can be reached anytime through email at fixmycampus@gmail.com , tweeting at [@fixmycampus](https://twitter.com/fixmycampus), and anonymous texting at 919-299-0195. Carolina is your campus. Make it what you want it to be and let us know your concerns!

Visuals

Logo



GLOBAL UNIVERSITY

Lisa Li

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Patrick Short

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Overview of Responsibilities

Global University aims to create a truly international environment at UNC. It mainly strives to integrate international students into the UNC community through academic, administrative, and social initiatives. Additionally, Global University aims to facilitate interaction and dialogue between domestic and international students, as well as extend UNC's influence abroad.

Platform Progress**International Student Living Learning Community**

Last year, Global University established a special interest international housing group for international students and interested domestic students. This year, the goal is to turn the special interest group into a living learning community (LLC).

Future plans: The sub-committee working on this project will finish collecting letters of support for the LLC from other departments and organizations on campus within the next few weeks. Housing expressed strong interest in the project, and Global University will continue to work closely with them throughout the semester and beyond. Patrick Short has met with Dr. Steiner at the Center for Global Initiatives who is very invested in the project and is interested in helping to move the project forward. Likewise, Patrick and Amanda Malloy, a member of the community and leader of the special interest housing committee, have met with Alexa Wood, the community director in Olde Campus Upper Quad, who is also very supportive of the initiative. There have been no other meetings with RHA staff, but there has been e-mail communication with Annice Fisher in housing and a meeting in November will likely follow.

Applications for funding through CGI grants and other organizations will be submitted before the end of this semester. Publicity for the LLC will likely begin at the end of this semester as well. By the end of the year Global University hopes to have an established LLC with an international roommate option on the housing application.

Assess International Student Orientation

Global University plans to improve international student orientation for incoming international students. The first step was to collect student feedback through a survey about their experiences at the orientation.

Future plans: Meetings with the Office of New Student & Parent Programs revealed that a

comprehensive survey about international student orientation had already been distributed. Global University will continue to work closely with the office on interpreting the survey results. A meeting with the Office of New Student & Parent Programs and other stakeholders has been set for November 5th. Focus groups with international students are planned for November in order to gather more feedback for steps to improve next year's orientation, as well as how to better integrate international students into the UNC community within the critical first few months.

Admissions Ambassador Abroad Initiative

This project aims to increase international student recruitment and spread UNC's name abroad. Selected ambassadors will be study abroad students or international students returning home for break, and they will give presentations to prospective UNC applicants abroad. The pilot program was not implemented last year so we do not have a program to evaluate; however, we are optimistic that this initiative will happen this year!

Future Steps: Global University has re-initiated contact with the Office of Undergraduate Admissions. Meetings with the representative in the office will take place in November to discuss the implementation of a pilot program for the spring semester. We are also exploring the option of training international students who are returning home to give presentations in their home country.

Social Activities for International Students

A large part of integrating international students into the UNC community is through social events. Global University creates fun opportunities for international students to meet other internationals as well as interact with domestic students.

A primary social project at the moment is "Global Ghoulfest", an event consisting of games and other Halloween related activities that cater toward international students. A benefit dinner at Tomato Jakes was held to raise additional funds for Global Ghoulfest and had approximately 50 attendees raising ~\$150.

Future Steps: Members will vote on additional social activities to plan for the remainder of the semester, including taking international students to sporting events, arranging casual dinners, and hosting international music festivals.

International Student Handbook

The International Student Handbook was successfully completed last year pending grammatical and content-related edits from the Study Abroad Office. There have been some technical difficulties with software changes that have made implementing the edits difficult, but the committee is working with on-campus resources including ITS and the Technology and Web committee to get these issues resolved.

Collaboration

Global University has collaborated with Public Relations and Outreach Committee on several projects. This committee has been very useful in providing feedback and generating ideas for publicity, as well as sharing Facebook groups and other contacts as publicity targets. The Public Relations and Outreach Committee is planning to turn the international LLC into a large project, with publicity starting at the end of the fall semester.

For Global Ghoulfest, we are partnering with the Center for Global Initiatives for funding and publicity, piggybacking off of the success of the international student mixer in the first week of school. Likewise, we are working with Union staff to reserve the quad and generate power.

The Co-Chair Perspective

This year has been focused on furthering the initiatives from last year. Our primary focus so far has been on the international LLC, international orientation, and social events. Our committee is highly motivated and very diverse, and each sub-committee has been making steady progress toward its assigned project. Returning members from last year have proved to be invaluable resources and strong leaders for new members.

Lisa Li

As a first-time co-chair working with a returning co-chair, I have been adjusting to the committee and the nature of my responsibilities. Overall, Patrick and I strive to delegate tasks evenly, such as alternating weekly reports, but this is still an ongoing learning process for me. Therefore, I am extremely appreciative of all the guidance Patrick has provided. With his help, I am taking on more responsibilities and doing my part to make the committee a success.

Patrick Short

Last year's committee was extremely active and fundamentally changed the role of Global University on campus. This year we have done a great job so far of continuing the momentum. Lisa has brought a lot of great energy and new ideas to the committee and it has been really great working with her. As the year continues on, we want to focus on one of our main goals of working to integrate international students and domestic students. We have already shown incredible momentum with the LLC and hope to make this project a reality by the end of the year. Our committee sits at about 18 very active members who all seem very energetic and excited to be involved. Our hope is that everyone on the committee feels invested in the projects that we are working to achieve.

PEER ADVISING

Madeline Merrill

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Overview of Responsibilities

The Peer Advising Program, a special projects committee of Student Government, was created to offer mentorship and advice to first and second year students about courses, selecting majors, internships and opportunities available both on campus and off. We also aim to connect alumni with current students to help students discover what major/minor would best serve their career goals and dreams. In our collective experiences at Carolina, there is a disconnect between course work, internships, and life after Carolina. We aim to close this gap by offering real-life experiences by students, for students.

Platform Progress

Selection of Peer Advisors

The Peer Advising program currently selects peer advisors to serve in nine academic concentrations that include Cognitive Science, “Hard Science,” Social Forces Today, Developing World, Dramatic Arts, Literature, Mathematics, Earth and Culture, and Cultural Studies. At the beginning of the semester, the 2011-12 Peer Advisors were contacted regarding their continued involvement in the program if they had not already graduated. The returning Peer Advisors are a great resource since they have served in the position and have already made contacts within their department. The remaining Peer Advising positions were filled through an application process. There were a large number of applications and the Peer Advisors were selected based on their achievements in their major, demonstrated understanding of the department and related opportunities, relationships with faculty, and familiarity with undergraduate and graduate options.

Expectations for Peer Advisors

Each of the Peer Advisors received information on the mission of the Peer Advising responsibilities and expectations, but also the restrictions and limits to their roles as “advisors.” The experience of serving as a Peer Advisor depends on the department and the motivation of the advisor. Peer Advisors serve as resources to major students or potential major students to give advice and perspectives on the major and other opportunities. Most of the responsibility will be forming relationships with students and being available by email, having office hours in either the Pit or Union, and meeting in person with other students in the department. Also, we hope to have the Peer Advisors forming relationships with faculty/staff in the departments to be able to work together on initiatives and awareness activities based on the needs of the department. Given the basic guidelines, Peer Advisors have the freedom to serve their department and its students in the way that they see fit. A large goal of the program is to increase awareness and use of the Peer Advisors. As such, each Peer Advisor will be developing plans for innovate ways to spread the word to their peers. The First Year Focus Collaboration is partnering with the Peer Advising Program to spread word to first-years about this opportunity, and we are currently working on

partnering with Steele Building to redirect all undecided majors to come chat with Peer Advisors.

Collaboration

The role of the Director of Peer Advising involves providing on-going support to the Peer Advisors as they serve their departments. We host office hours in the Pit and Union for our “clients,” while working in conjunction with Steele Building. Dean Gary Miller oversees our Facebook and Twitter accounts to let students know about events and happenings on campus. Peer Advisors will be successful if they are given the opportunity to collaborate and access other opportunities across campus, so the Director of the program will facilitate those connections. Finally, in order for the program to grow, it is important to maintain the connections with the academic departments.

Peer Advisors will be forming direct relationships within their departments, but the Director of the program will provide additional support to the existing contacts from the previous academic year.

The Chair Perspective

Madeline Merrill

During the last school year I served as a Peer Advisor for the English and Comparative Literature Department and I have enjoyed the opportunity to lead the entire Peer Advising Program this year. Since I served in the Peer Advisor role, I understand the need and expectations of the position, but from the perspective of how the role applied to my relationships in the English Department. I believe that the Peer Advising Program is a valuable opportunity for students at Carolina to collaborate with each other and get feedback from fellow students in their field of study. In years past, however, it was a project without much organization or initiative. This year, I hope to mold this program to be the best it can be, as a helpful resource to Carolina students. We no longer concentrate on just one major or field of study, but rather, include several majors in each concentration to facilitate discussion with Peer Advisors and inform students better about all Carolina has to offer. It is important that Peer Advisors are recognized as a resource by their peers and department, but I think those connections are best facilitated by the advisors themselves and I will make a point of providing any support or follow-up if needed. Each Peer Advisor received a clear outline of expectations that serves as the platform for their personalization of the role. Finally, I will be seeking feedback from the Peer Advisors to assess the effectiveness of the program and to facilitate the sharing of best practices. I hope to see the program prosper because it allows passionate Carolina students to form relationships with their peers, their departments, and the faculty and staff within their major.

PUBLIC SERVICE AND ADVOCACY

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Reena Gupta

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Overview of Responsibilities

The Public Service and Advocacy Committee will focus on enhancing communication and collaboration across the various service groups on campus, offer programming to provide resources for the various service groups, and set a tone across campus of actively engaging in service. Carolina has always been a community-based, service-oriented campus and we hope to foster that culture. The public service environment at Carolina will continue to grow into a mutually supportive, efficient, and effective community, capable of making an even greater impact. Our committee works with students by emphasizing outreach, awareness, communication, and transparency between the service organizations of UNC. We want to make service accessible by connecting students to service opportunities and to each other.

Platform Progress

Connecting students, providing accessibility, and encouraging involvement

Will's Team will streamline the efforts of Student Government in collaboration with various public service organizations. The Public Service Advocacy Committee (PSAC) will work to expand the accessibility of service opportunities for students and encourage students to become involved in some type of service organization. PSAC will work to present students with opportunities to find the right type of service for them.

We are developing an online searchable database for different types of service so that students can conveniently access and find an organization that fits their passions and interests. To do this, we are contacting all service organizations on campus, asking for descriptions of their missions and goals and how Carolina students can get involved. We are collaborating with Student Government's Technology and Web committee to design the web page. We are excited for the future launch of this project, which will be called E-Serve Harmony, because we believe that this interactive website will help connect students to campus service organizations and increase involvement. Although the platform initially intended for E-Serve to be up and running by Fall Break, it turned into a project that needed more time than expected. We want to make sure we do a really thorough job by including as much information on as many service organizations as possible. This was simply not feasible before fall break, as we did not have committee members until mid-September and getting feedback from service organizations has been a very time consuming process. Despite the delay in the launch of the website, we are excited to predict that E-Serve will be ready for use before the end of the semester!

On Wednesday, September 12, PSAC hosted an annual Public Service Fair in the Pit. This event



used to be sponsored by the Chapel Hill-Carrboro Chamber of Commerce, but the Chamber no longer wanted to play a leading role in planning the fair, so PSAC chose to add it to the platform in order to give students, primarily first years, a way to get connected to service organizations in the community. We felt this would be a great way to launch our Serving from the Start initiative, as well as provide easier accessibility to all service opportunities for students. To set up this event, we invited the members of the Chapel Hill-Carrboro Chamber of Commerce to our campus to promote their missions and values to Carolina students. We also partnered with Nourish International's Hunger Lunch and the Student Union to ensure that the fair would be in the Pit, a center of UNC student life. The fair was a huge success! We shared the Pit with Hunger Lunch from 10-2, and the beautiful weather created a great atmosphere for students to talk with representatives from different organizations. We had about 15 service groups, some Chamber members from the community and some Campus Organizations, set up tables with posters and fliers to recruit student volunteers. The response from students was overwhelming, and the feedback we got from the organizations in a follow up survey was also extremely positive. One organization said they talked to over 100 students! We are thrilled this event went so well, and it is probably our biggest accomplishment thus far.

Encouraging service from the start

It is important to involve first-year students in the service community at Carolina as early as possible. Will's team will work with the New Student and Carolina Parent Programs Office as well as service organizations on campus (such as the Campus Y) to increase service events specifically geared toward uniting new students at the beginning of the fall semester.

This past summer during New Student Orientation, an optional service session, Stop Hunger Now, was offered during CTOPS After Dark. The program, which was developed by the 2011-2012 PSAC, has been given many positive reviews, and we are currently partnering with the Orientation leaders to assess the effectiveness of the service project and how we can make this program permanent. The response to the service project has been overwhelmingly positive. We feel that it was not only something that was beneficial to the greater global community but also something that gave first years a taste of the service climate at Carolina. We hope that it inspired first years to find other service outlets once they stepped on campus in August. We are also working with the New Students and Parents Programs office to help service organizations publicize their events through Week of Welcome activities. To further build upon our collaborative model, we are partnering with the First Year Focus Council for this project. Our vision is that Serving from the Start will become an annual service project so that every incoming Carolina student has the opportunity to engage in a culture of service early on in their college career.

Emphasizing collaboration and communication

Will's team values campus collaboration to ensure greater outreach and sustainability among various service initiatives. To better unite disparate service organizations and increase efficiency, PSAC will facilitate cross-campus service-based dialogue and collaboration. PSAC will provide guidance and support while working to reduce redundancy and overlap, investing in the success of



committed organizations.

In the spring, we will host a conference for all service organization leaders and students to unite and discuss their ideals and visions of service on campus. The conference will also count as a Service Training for the Buckley Public Scholars Program. Through prominent speakers, workshops on effective media and publicity, and the opportunity to learn more about the different types of service organizations Carolina students are working for, we hope that this event will encourage collaboration and help all of the organizations grow. We feel that this event will be a wonderful way to bring representatives of student organizations and interested students together to discuss service implementation and collaboration. The conference will be similar to and accomplish the same goals as the roundtable discussions mentioned in our platform, but it will be done in a more structured, productive manner. We are currently searching for a speaker that will attract strong student interest and compiling a list of service organizations we hope will attend.

Another project we are working on that we believe will further emphasize collaboration between service organizations is the creation of a Disaster Relief Plan. This plan will outline the details of how our campus will respond to a natural disaster. It will provide instructions for where organizations will meet after such disaster and which organizations should be there. This project was created after the incredible response of the UNC Community to the Haiti Earthquakes. After the tremendous amount of money donated to the cause, it became apparent that there is need for a plan that will help UNC respond if another disaster happens. This project was started last year but was never completed, so we hope to finish and distribute it this year. We have set up a meeting with the Campus Y Disaster Response Committee, as well as the Black Student Movement, two groups that will help create the plan. This project will promote collaboration of service groups by bringing organizations together to contribute to one, big humanitarian effort in the case of a natural disaster.

Service Recognition

PSAC will work to highlight the tremendous effort and successes of campus service groups by not only featuring certain groups but also allowing organizations to achieve recognitions to market and publicize with.

The site E-Serve Harmony will feature a specific monthly campus organization or service initiative that embodies the principles of sustainable service. By highlighting such initiatives, we hope to generate awareness of Carolina's definition of sustainable service, as well as promote great campus programs.

Tar Heel Certified: We are participating in this Executive Branch project by working to encourage service groups to become Tar Heel Certified. A portion of our committee will work with other Executive Branch members to clearly define this program and then pursue service organizations that can go through the program.

Collaboration



We have collaborated with several other committees so far this year. First and foremost, one of our major initiatives, Serving from the Start, involved collaboration with the First Year Focus Council. We will be meeting with them the week after Fall Break to talk about how to encourage first-years to get involved in service. We hope to use the first-years on their committee as a way to get feedback on the Orientation Service Project, as well as how accessible they found service opportunities to be. We also are collaborating with the Technology and Web Committee to create the E-Serve Website, which will be launched as soon as we finish compiling information on service groups. Finally, we have been working closely with Carson Allen, our Public Relations and Outreach representative. She will be helping us to publicize E-Serve Harmony once it is launched, as well as publicize for the Collaboration Conference this coming spring. We are looking forward having her as an additional member to the committee, and she will be attending committee meetings after Fall Break to become further involved in the projects our committee is involved in. We have also used the resources of the Executive Board, specifically the Student Body President, Secretary, and Chief of Staff. Not only do we interact with all of the Cabinet members under the guidance of the Executive Board, but we are supported by each of the members. For instance, when we needed assistance with planning and implementing the Public Service Fair, the Executive Board helped us every step of the way.

The Co-Chair Perspective

Rachel Gentry

This year, we have decided to focus on putting our effort into quality events and initiatives. We want to put our time into really successful, worthwhile enterprises rather than spread our efforts too thinly across many semi-productive projects. Now that the Public Service Fair is completed, our main focuses are currently E-Serve Harmony, the Tar Heel Certified program, the Collaboration Conference, and Serving from the Start. Tar-Heel Certified and Serving from the Start are both long term projects that will require updates and progress throughout the year, while E-Serve Harmony and the Collaboration Conference will require a lot of work up until the actual event (i.e., the launching of E-Serve and the Collaboration Conference this spring). We are really excited about all of our major projects because they not only promote collaboration between the campus service organizations but they also provide transparency that allows students to gain access to community service. We are ultimately here to be a service to students, and with each of these projects we are increasing accessibility and making it easier for students to become involved.

The Public Service and Advocacy committee has done an excellent job of beginning many initiatives of the Leimenstoll platform. We have communicated effectively between members and both co-chairs, and we have established five sub-committees that succeed in progressing their projects each week. I am very pleased with what our committee has accomplished so far, especially because so much of our initial work has been logistical planning for future events and projects. The success of the Public Service Fair made me particularly proud, and I am really looking forward to seeing even more tangible success in the future! Each meeting we try to have a discussion that focuses on why we do what we do because we want to ensure that we never lose sight of the purpose behind our work. Our working relationship as Co-Chairs has been phenomenal! Reena and I both have an idea of what our specific responsibilities are for the

committee and we stay on the same page for each project. Reena typically takes care of emailing our committee with reminders each week and I deal with contacting groups such as the Union and the PR committee when we need their resources. We usually get together and discuss our goals for each meeting, and we share the responsibility of following up with each sub-committee on their various projects. I am extremely grateful to have Reena as a co-chair because she shares my passion for public service. We have established a great friendship thanks to PSAC, which has made this an even more rewarding experience.

Reena Gupta

The Public Service and Advocacy Special Project consists of twenty dedicated members who are divided into five different sub-committees: E-Serve Harmony, Collaboration Conference, Disaster Relief, Serving from the Start, and Sustainable Service Recognition. I am so proud of everyone already because of the great success PSAC had with the implementation of the Public Service Fair. We are feeding off of that energy to work hard to create the E-Serve Harmony database, to encourage first years to get involved, and to promote sustainable service campus wide. As a committee, we are all dedicated to promoting collaboration between Carolina's varying service organizations as well encouraging all students to get involved. I have thoroughly enjoyed getting to know my members and working with them. Rachel is a wonderful co-chair, and I appreciate that we share the same vision and goals for our agenda items. Our partnership has transformed into a friendship, and because of that we both take great joy in our responsibilities and tasks.

Visuals

Picture from Public Service Fair- September 12, 2012



SPEAKER SERIES

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Ella Koeze
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Overview of Responsibilities

The Speaker Series Committee is dedicated to promoting intellectual dialogue on campus through contacting unique and relevant speakers to visit the UNC-CH campus. Through the lectures given by these speakers, we hope to expose students to a diversity of perspectives and opinions on a wide range of topics--allowing students to challenge assumptions and reach new understandings of important issues.

Platform Progress

The Eve Marie Carson Lecture Series

The Speaker Series Committee is responsible for running the Eve Marie Carson Lecture Series. Eve Carson founded this lecture series when she was Student Body President, and it was later renamed in her honor. It is the only entirely student run lecture series on campus- the speakers are selected, hosted, and organized by students. The Speaker Series Committee is committed to maintaining the Eve Marie Carson Lecture Series according to the principles and vision that Eve laid out: 1) The lecture must be free and open to the public, 2) it must be on a topic and by a speaker who will spark discussion on campus, and 3) the speaker must be chosen entirely by students. The Eve Marie Carson Lecture series is privately funded through the Women's Leadership Council.

This year, the Eve Marie Carson Lecturer was Jonathan T.M. Reckford, CEO of Habitat for Humanity International. He spoke to nearly 360 students on "Finding Your Passion" with three specific questions that would identify your values in a future career-path. He also answered questions on the nature of Habitat for Humanity, international development, poverty reduction, leadership and management, and other topics. The event was held in the Stone Center on October 11th at 7pm, and there was also a preceding reception for the committee members and the Women's Leadership Council. In addition, earlier in the afternoon we co-hosted a tea with Honors Carolina that brought 60 honors students and student leaders to have a Q&A session with Mr. Reckford. It was an engaging and exciting event, and as a whole, the Speaker Series Committee was extremely proud of the success around Mr. Reckford's visit.

We spent the majority of the semester preparing for Mr. Reckford's arrival. From arranging venues, to writing the program, to promoting the event, we most definitely had enough activities to keep us busy. However, now that the lecture has passed and was such a success, we will transition into looking for next year's speaker and begin to plan for that event. Our committee operates on an alternating big-little schedule; because our speaker this year was an alum and

comparatively small scale, next year we plan to bring a more notable speaker to reach to a larger number of people.

We will begin the speaker selection process by brainstorming as a committee and also working with suggestions from the Women's Leadership Council. However, if it looks like we will have the opportunity to have several choices for our speaker, we will use TalkBin to open up the conversation to students on campus as a whole to see who they would be most interested in hearing. We hope to be well into the planning stages by the end of next semester.

Chiron Award

The Chiron Award is a teaching award, which will now be run through the Speaker Series Committee. A student nominates a professor, and then a committee of students will select which professor will receive the award. That professor will then be asked to give a "Last Lecture" on any topic of their choosing, which will be open to the student body. Until this year, UNC Hillel ran the Chiron Award, but the staff at Hillel recently approached the Speaker Series Committee to see if we would be interested in organizing the award because Hillel was struggling in reaching out to students beyond Hillel.

We think that the Chiron Award fits well into Speaker Series' stated mission. It will be spearheaded by students and will involve an interesting lecture. We have spoken with Hillel and planned to take on this project in the spring, but official planning and organization has not yet begun.

Speaker Consulting

While many student organizations bring speakers to campus, a large portion of these organizations may not know the first thing about organizing a speaking event. As a group with a lot of experience in bringing speakers to UNC, the Speaker Series Committee would like to make itself available as a consulting resource to other groups on campus. We hope to create a new page on our website with links, forms, and important considerations for bringing speakers, and then also make members from the committee available to meet with and assist groups with their speaking events.

Speaker Listserv and Website

The Speaker Series Committee runs a constantly updated schedule of all free and open speaking events on campus, located at: <http://uncspeakers.web.unc.edu/>. We also send a listserv to a growing number of people with all such events every two weeks. Along with getting speakers to come to Carolina, it is equally important to our committee to let people know about all the speakers that are currently coming to campus. While we have been running these resources all semester, we are hoping to begin a concerted effort to widen our reach. We want more people on campus to know of our website and listserv so that they will be able to attend more speaking events that fit their interests. There are always more speakers to add and more people to notify!

In addition, we hope to spend time this year improving the organization and information on the website. We feel it will be very useful to make the events calendar searchable so that students can look for events going on in their fields of interest. Furthermore, we hope to add a page to the website that has links to previously recorded lectures that departments and organizations have created. We will continue to brainstorm and develop new improvements to the website as the semester goes on, and we will also train more members to be able to update the website events regularly as well as learn how to send out the calendar of events listserv.

Documentation

Since Speaker Series is a (relatively) new committee, there are little or no written records of our processes and projects. It is very important to us that we begin to record our operations for posterity for the future. We will soon begin a large initiative to codify our committee so that it can continue in the future consistently and according to the views we as a committee see fit.

Collaboration

So far this semester, the Speaker Series Committee has collaborated with the Public Relations and Outreach (PR&O) Committee. Our PR&O representative has been very helpful in promoting our events, giving us ideas, and supporting us. That being said, we spearheaded a lot of our own PR efforts and did not rely on the PR&O Committee solely for achieving our PR strategy.

In addition, we have worked with the Executive Branch Officers as a whole to incorporate the Eve Marie Carson Lecture Series event as a topic for one of the Office Hours in the Pit. We were able to reach more students that way and let them know about the upcoming lecture. We also asked students about their passions on campus, and had some really engaging conversations. Specifically, Nikita Shamdasani, the Student Body Secretary, and Jason Dunn, the Senior Advisor, have been helpful to the committee in promoting our event and reaching out to professors and classmates, and we are very grateful for their support! Otherwise, we have yet to do much collaboration with other committees, primarily because we have been focusing our efforts on our specific event. However, for the rest of this semester and next semester, we hope to connect more with other committees in our upcoming projects--especially in our listserv, website, and consulting initiatives.

The Co-Chair Perspective

Natalie Feingold

I can't say enough how much I have enjoyed being a co-chair of this committee. The dedication of our members, the collaboration as a team, and the success of our efforts makes Speaker Series one of my highlights on campus. There is no better feeling than knowing something you have really worked hard on was successful, and especially that it was successful solely due to the help and support of your team. I am really impressed with the diversity and innovation of our new members, and I cannot wait to see whom we decide to bring for the Eve Marie Carson Lecture Series next year. Furthermore, I am really excited about all the new projects we will be bringing to

Speaker Series this year! I think the Chiron Award and the events consulting will both be great ways to extend the reach of the committee on campus. With these new projects there will be plenty of opportunities to test the waters and try things out, and it makes me very optimistic about this committee's future.

Probably what has made the committee such a success and a joy in my eyes has been the people on it. As I said before, the members, both returning and new, are dedicated and enthusiastic. I am looking forward to giving members more responsibility as the year goes on, rather than just dividing up the majority of the work between the co-chairs. I think that this will definitely keep them invested and help them take ownership of their projects as part of the committee. In addition to the members, working with Ella as my co-chair has been great! With us being friends and enjoying each other's company, it has definitely made things easier to discuss, plan, and collaborate. We complement each other well and bring different perspectives to the task on hand. We both agree that in order to keep members active and involved, it is important that we work together as a team of friends rather than just a team of students. In order to accomplish this, we host socials once a semester and start off every meeting with a short ice-breaker conversation period, occasionally accompanied by delicious baked goods from Ella. I feel very fortunate to have a great committee to work with, and I am very much looking forward to what we accomplish for the remainder of the year!

Ella Koeze

So far this semester, Speaker Series has been very focused on bringing Jonathan Reckford, CEO of Habitat for Humanity International, as this year's speaker for the Eve Marie Carson Lecture Series. Though we haven't done much besides that event and are just now beginning to turn our attention to other things, we have worked very efficiently as a committee. Working with Natalie as my co-chair has especially been great. She is hardworking, thoughtful, and quick to see easier and better ways to do things. As a team, I think we function well together. We are willing to take up each other's slack when each of us needs it and we have weekly meetings (independently of the committee meeting) where we focus on tasks and planning. More importantly, we enjoy working together and spending time with each other, something I think is important not just because it makes us work better, but because it sets the tone for our committee and the enjoyment we can have as we get things done!

I also want to mention Matt Farley and Cameron Kneib, last year's co-chairs, who have been incredibly supportive and helpful. They are willing to give advice and help lead task forces, which is especially great with such a young committee.

Members of the committee painting a cube for the upcoming Jonathan Reckford Lecture as part of the publicity effort.

Visuals

Pictures from Eve Marie Carson Lecture Series Speech with Robert Reckford

Two photos from the tea hosted by Speaker Series and Honors Carolina. The tea consisted of an open Q&A session with Jonathan Reckford that was moderated by co-chair emeritus Cameron Kneib.



A photo of Jonathan Reckford as the Eve Marie Carson 2012-2013 Lecturer speaking in the Sonja Hayes Stone Center about his experiences and giving students advice on “Finding Your Passion.”



TOWN AND EXTERNAL RELATIONS

Emily Bowe
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Natalie Meyer
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Overview of Responsibilities

The purpose of the Town & External Relations committee is to foster and maintain the relationship between the town, its local government and the student body. The committee has the opportunity to educate and inform students of local issues and ensure that their voice is heard in issues relating to the community of the greater Chapel Hill area. Beyond our commitment to encouraging civic involvement, we also see our role as an opportunity to advocate for positive changes within the community.

Platform Progress

Good Neighbor Initiative

Keeping our long-standing tradition of involvement with this project, Town and External Relations again participated in the Good Neighbor Initiative, headed by Aaron Bachenheimer, the Director of the Office of Fraternity & Sorority Life and Community Involvement at UNC. Co-Chair Natalie Meyer and other Student Government representatives aided with the community walk around, which distributes information to residents about how to be a good citizen within the community by abiding by town policies and reaching out to their neighbors and community members. While the student turnout was low for the door-to-door event, the overall turnout of community members, local authorities and UNC faculty was among the highest in recent memory. Due to the success of the Good Neighbor Initiative events in the fall, the committee decided to focus the remainder of its efforts on executing an event in the spring. The committee plans to address the issue of student involvement by brainstorming ways of making the summer training sessions volunteer information sessions held before school begins more accessible to working students and those who live outside the greater Chapel Hill area.

Co-Chair Natalie Meyer and members of the committee volunteered at the Good Neighbor Block Party, an event designed to foster community ties in a fun, family-friendly environment. The committee helped with the setup and breakdown of the event. The Block Party itself was a great success, with over 200 community members in attendance.

Fix My Town

The committee is dedicated to creating a program called Fix My Town in order to address and answer student questions, suggestions and concerns regarding town issues through a combined TalkBin and an email inquiry platform. The program will be integrated with the Fix My Campus project as a collaborative effort to increase communication and efficiency across Cabinet. The website will feature resources for contacting local officials, town updates and other information to



facilitate student involvement with the town. After consulting with both Technology and Web and Fix My Campus, the committee decided to adopt TalkBin and Gmail as the two main platforms for the student and citizen inquiries; these applications will be featured on a shared page for both Fix My Town and Fix My Campus on the Executive Branch website in order to make them easily accessible. After working for the first part of the semester to explore the most effective technological means of creating the project, including considering the current data from Fix My Campus, the committee is on schedule to launch Fix My Town by the end of the semester.

Orange County Transit Tax

The committee helped organize an event called the Orange County Transit Referendum Public Forum with the Roosevelt Institute and Power Vote that served to inform students and other members of the community regarding the referendum on the light rail tax and other transportation changes in Orange County. The Leimenstoll Administration supports the referendum as it creates a half-cent sales tax to be used exclusively for public transportation projects, including expanding bus schedules and establishing a light rail from Orange to Durham Counties. Participants in the forum included Bernadette Pelissier, Chair of the Orange County Board of Commissioners; Bill Rohe, UNC Boshamer Distinguished Professor of City and Regional Planning and Director of the UNC Center for Urban and Regional Studies; Aaron Nelson, President & CEO of Chapel Hill-Carrboro Chamber of Commerce; Travis Hargett, Volunteer Coordinator at North Carolina Sierra Club; and Will Leimenstoll, UNC student body president. There were around 40 students in attendance, along with many other members of the community. The speakers at the forum effectively explained the referendum and stressed the need for this referendum to pass, as it will greatly benefit UNC students and members of the triangle region. The committee deemed the event a success, as it had a solid turnout and significant benefit to the community.

Chapel Hill 2020

Given the fact that many of the committee's projects were time sensitive due to the Presidential and local elections, the co-chairs decided to allocate completing this part of the platform to the spring semester and spend the committee's resources on opportunities that were only available in the fall. Town & External Relations has monitored the progress of Chapel Hill 2020 throughout the semester and has brainstormed ideas for its spring execution. The committee will continually search for ways in which it can get involved and are planning on expanding on this part of the platform as its other, time-sensitive projects, draw to their conclusion.

Voter Registration

The committee strongly considered many different strategies for raising awareness on campus for voter registration but ultimately decided to focus its resources on promoting One Stop Early Voting, as it decided that focusing on on-campus canvassing would stress an already saturated campus. The committee created information packets and other promotional material about One Stop Early Voting and is in its first phase of its plan to disseminate the information throughout campus. The information will be spread to all residence hall listservs, graduate school listservs and will use various social media outlets to reach all students. Student Government, the Greek Affairs

Council, the Campus Y, and NCPIRG's New Voters Project are teaming up to make sure UNC students have the information they need to cast their votes this fall by handing out information about polling places for on-campus voters. The "Trick or Vote" event is planned for the night before Halloween and we are planning to locate student volunteers near dorms across campus. We will also use Student Government's Twitter and Facebook account to regularly publicize the event up until Election Day, November 6. The project is on schedule and running according to our initial outlines.

Collaboration

Town and External Relations has collaborated both with the Technology and Web and Fix My Campus committees in order to plan, design and execute the Fix My Town project. Sitting down with the Technology and Web committee was essential to our understanding of the most effective way to create our program online. They walked us through the pros and cons of various website designs, applications and presentations of the project. Collaborating with the Fix My Campus committee also proved to be invaluable, as they showed us what strategies they already implemented, the types of inquiries they received, and offered advice for moving forward. Together Town and External Relations and Fix My Campus created a vision for integrating both services and considered the long-term successes of the combined projects. Both collaborations allowed us to gain a greater understanding of the resources available to us and helped us narrow our focus and idea into one that will be the most effective means of achieving our goals for the project.

The committee is also in the process of reaching out to Greek Affairs to see if we can be of any assistance with their Early Voting campaign.

The Co-Chair Perspective

Emily Bowe

Although I came on later in the semester, I'm excited to see what Town & External Affairs can do over the course of the next 6 months. Our work with voting has brought us in contact with a lot of organizations on campus, which will make future collaboration on other issues easier.

Additionally, I'm looking forward to understanding what role T&E and Student Government can have in shaping the way the Chapel Hill 2020 plan is implemented. We are hoping that our work on the Fix My Town system can integrate seamlessly into the Fix My Room and Fix My Campus and we will be working with various Student Government committees to make this happen.

Natalie Meyer

As a new addition to Student Government, I'm thrilled with the progress of my committee. We've spent a considerable amount of time planning, collaborating and considering the best possible plans for each of our projects, and I think it shows in the fact that all of our projects are on schedule and will be completed by the end of the semester, if not sooner. I'm continually impressed with the way that my committee members have taken the initiative to complete projects and their flexibility to consider new ways of implementing them. Overall, I think we've done a great job this semester and I admire the way we've overcome challenges.

EXTERNAL APPOINTMENTS

EXTERNAL APPOINTMENTS

Here are key highlights from some of our External Appointments this year. For more details, contact Student Body Vice President Rachel Myrick.

Faculty Council

Wilson Parker

“The Faculty Council’s deliberations are likely to focus heavily on the selection of a new Chancellor and the composition of the five-year “Blue Ribbon” committee. Already, members want to see more faculty representation.

Martin Luther King, Jr. Celebration Planning Committee

Roderick Gladney

“We reviewed the traditional programs that occurred during the celebration, the proposal for new programs to gain a greater audience, and the venues for which these programs will take place. Also, before the meeting adjourned, we discussed speaker possibilities, funding options, and themes for the celebration... We also discussed promoting ideas and how we could option a good representation of the student body in terms of those who will attend the celebration.”

Student Academic Advising Board

Laura Fulbright

“We talked about committee goals, what was expected, and how the committee operates in conjunction with administrators. We also discussed our own respective frustrations with academic advising and possible ways to improve. More specifically, we talked about making access to academic advising easier for first years. We want to make the website easy to navigate. The topic of first year orientation and various ways to make the first registration process more clear was a priority we also discussed. We also mentioned a project that is already being formulated- setting up a program in which first years (and even sophomores) can have upperclassmen as mentors for academic advice.”

Student Academic Advising Board

Kate Matthews

“During our first meeting, we introduced ourselves and discussed our previous experiences with academic advising. Each person offered a unique perspective on the merits and shortcomings of the academic advising department. We discussed the types of changes that are actually feasible versus those that are somewhat out of our control (such as Connect Carolina).”

Student Dining Board

Brittany Reeves

“We have been discussing the hours of Alpine, Wendy’s, and Bottom of Lenoir. They will be assessed at the end of the semester to see which places will be staying open later. WE moved the Wendy’s breakfast hours up to 5 AM from 3 AM. We have gotten signage on the yogurt machines in the dining halls. We voted on Fall Break Hours of Operation and menus for theme nights.”

Student Technology Advisory Board

Christopher Brown

“We discussed the redesign on the second floor of Davis and the closing of the computer lab on the third floor and the transition from providing computers to providing more places to study. Virtual labs was brought up, which is website that hosts applications for students on campus. This can allow students to use programs such as Adobe Suite and Microsoft Office on any computer. Calendar.lib.unc.edu was also brought up as the new website that allows you to book study rooms.”

Student Technology Advisory Board

Austin Root

“In STAB, we discussed the potential Heelmail outage during Fall Break (which was moved back to winter break), Sakai improvements, Student Life improvement (specifically to include information from the Union’s EMS calendar on the Student Life calendar), Davis library complaints, and promoting VirtualLab for students.”

ADDITIONAL PROJECTS

EVE CARSON SCHOLARSHIP SERIES



The Eve Carson Scholarship program is a student-led scholarship organization that celebrates the contributions of Carolina students to the community and supports them in living out their unique “Carolina Way.” We accomplish this primarily by awarding merit scholarships to junior-year students.

The Scholarship is a living memorial to Eve Carson and her vision for Carolina and the potential of its students.

Following Eve Carson’s vision, the Scholarship strives to provide all Carolina students with opportunities and resources to pursue their passions without limitation. In all its endeavors, the Scholarship hopes to enrich the experience of every individual within the Carolina community by promoting the ideals of service, leadership, growth, and character.

Progress

This year, the Eve Carson Scholarship has focused on growth and long-term sustainability in all initiatives, as well as diversity of student involvement.

Overall Executive Committee 2012-2013

Executive Director	Kacie Neville
Operating Director	Daniel Morgenstern
Director of Scholars Programs	Elizabeth Davis
Co-director of Campus Development	Nikita Shamdasani
Co-director of Campus Development	Ioan Bolohan
Director of External Development	Kara Singsank
Director of Public Relations	Julie Crimmins
Secretary/Treasurer	Mary Ellen Weylandt
First Year At-Large	Blake Hauser

The Executive Committee meets Wednesday nights at 8 pm. Each member oversees his/her functional specialty as well as contributes to the overall operations of the scholarship and committee. The Directors of Scholars Programs, Campus Development, External Development and Public Relations each have a committee of 3-10 students to help them achieve their goals.

Scholars Programs

Our current scholars, Rena and Sarah, have continued to pursue their passions during their senior year. Sarah is working hard in the nursing school, and her summer in Guatemala has inspired her to pursue further her interest in the intersections of religion and HIV/AIDS treatment. Rena immensely enjoyed her time in San Francisco interning for two social enterprises, and is considering moving there upon graduation.

This year, the Scholarship received around 70 applications, and the first round of selection is currently under way.

External Development

We have set our fundraising goal for the year at \$115,000. So far, the Trooper Challenge Mud Run has been our only fundraising event, and it generated more proceeds than in its inaugural year. The Eve Ball was held on October 26th at the Carolina Club. The event was well attended by community members providing the scholarship an outlet to reach out to Chapel Hill residents. The Eve Carson 5K (coordinated by Phi Delta Theta and Pi Beta Phi) is scheduled for November 3. The 5K usually has about 1,200 participants, and is on track to have at least that many registrants this year. The Eve Carson Scholarship Golf Classic was originally scheduled for October 7, but has been postponed until the spring due to weather.

Our primary goal this year is to broaden our alumni donor base with the creation of giving circles in cities with a large Carolina alumni presence. The Director of External Development is designing a program to this effect that will maximize participation and donations to the scholarship.

Campus Development

The Campus Development co-Directors took a different approach this year, focusing on solidifying the scholarship's relationship with other campus groups through co-sponsored service/social events monthly throughout the school year. These events will culminate in one large-scale service day, titled the Carolina Way Day of Service, in March. They also planned Thriller in the Pit, a 10-minute dance in the Pit designed to raise awareness of the Eve Ball, on October 24. The event was a success and included dancers such as Vice Chancellor Crisp, the Student Body President, members of the UNC Dance Team, and many other students.

Web Content/PR

The PR plan for the scholarship has been created and is in full effect. The centerpiece to this plan is streamlining branding around the newly designed logo and tagline "students celebrating students." We are also making a more concerted effort to generate content for our social media platforms as well as our own website. We are working as an executive committee to define the organization concisely in an "elevator pitch" that can be easily remembered and used in communication about the scholarship.

APPENDICES

LETTERS TO THE EDITOR

Vote Against Amendment One April 17, 2012

On May 8, Tar Heels have a unique opportunity to demonstrate our commitment to equal rights and opportunity for all citizens. Among the various candidates for public office, North Carolinians will also vote on Amendment One, a proposal aiming to define marriage between a man and woman as the only valid or recognized domestic legal union in our State. We, as representatives of the entire student body, strongly encourage you to vote against this amendment because of its consequences to the University. The amendment will hamper the University's efforts to continue recruiting the best and brightest students and faculty, who may opt to study and work in a state where their rights are secured. The amendment would also outlaw domestic partner benefits for public employees, a critical lifeline for many faculty and staff at the University. Last February, the UNC Student Congress passed a resolution against Amendment One with an overwhelming majority. Today, we are proudly joining the chorus of student governments across North Carolina in opposition to Amendment One.

We, the students, have an obligation to promote the University as a safe and inclusive environment for all. On May 8, let us exemplify the Carolina Way once more and vote against a proposal that would be devastating to many members of the Tar Heel family.

You can vote early at Rams Head Dining Hall beginning on Monday, April 23rd at 11 AM. Voting will be held weekdays from 11 AM- 6 PM and weekends from 9 AM - 1 PM until Saturday, May 5th.

Will Leimenstoll, Student Body President
Rachel Myrick, Student Body Vice President
Paige Comparato, Speaker of Congress

Let UNC control its own financial aid August 22, 2012

This summer, I wrote to The Daily Tar Heel when it seemed that UNC's strong financial aid program, the foundation of our proudly public institution, was in jeopardy.

As the new semester begins, my team and I remain highly engaged in this issue and hope to encourage students to get informed about this topic.

To provide some context, in the face of declining state appropriations and rising tuition costs, UNChas been able to sustain its financial aid model by using a percentage of revenue from



tuition increases to fund student aid.

Since 2000, the Board of Governors, which governs the statewide university system, has mandated that a minimum of 25 percent of tuition increase funds from each campus go to their respective need-based aid programs to ensure that financial aid remains stable when tuition increases.

UNC Chapel Hill now uses 38 percent of the revenue from the last tuition increase for need-based financial aid to support the 43 percent of our undergraduate student population on need-based financial aid.

Earlier this summer, the Board of Governors was discussing a 25 percent cap on tuition revenue for aid. Thanks to student advocacy, the hard work of administrators, and spirited discussion, the tone of the debate has now shifted.

In September, a vote will be held on whether to remove any sort of minimum or maximum set-aside requirement, thereby giving campuses more autonomy to allocate tuition dollars. This vote is now a win-win for UNC; we will be able to maintain our tuition revenue for financial aid program if this proposal is accepted or rejected.

These discussions will continue to occur as public universities handle the strain of the nationwide economic crisis. We are grateful that our Board of Governors is now seeking to give campuses more autonomy rather than imposing a cap on tuition revenue for aid.

My team and I worked diligently on this issue throughout the summer, and you can keep informed about the discussion at our website (www.unc.edu/studgov) under a special “Financial Aid Action” tab.

We encourage you to engage in this important discussion by asking Board of Governors members to prioritize funding for need-based aid and keep allowing campuses to use their tuition revenue to support robust aid programs.

My team and I will continue to watch the debate unfold, and we hope you will help us remind the Board of Governors that universities within the UNC system should have discretion over their tuition revenue to ensure the long-term sustainability of their financial aid programs.

We welcome feedback and additional viewpoints, and you can always reach me at leimenst@live.unc.edu.

Will Leimenstoll '13
Student Body President

Get involved in UNC Student Government August 27, 2012

This fall, students have two great opportunities to get involved in student government's executive branch: Through cabinet and through external appointments.

By joining cabinet, you'll help plan, organize and implement projects that affect the daily lives of Carolina students and faculty.



Through external appointments, you can serve on administrative boards, committees and decision-making bodies related to the critical issues affecting UNC, such as housing, academic advising, the promotion of diversity and much more. There are even advisory positions to the vice chancellor and chancellor! Through these positions, you'll collaborate with the University administration to affect broad impact on our community.

For a full list of cabinet committees and special projects, as well as open external appointments, check out unc.edu/studgov.

Applications are due on Friday, Aug. 31st by 5 p.m. We welcome students of all years and majors to join! We hope you'll get involved!

Nikita Shamdasani '15
Student Body Secretary

Help ask Thorp to reconsider resigning September 20, 2012

I was deeply saddened to hear of Chancellor Holden Thorp's plans to step down from his position. He has been an incredible advocate for the University and has handled the crises of the last few years with courage and authenticity.

I stand with the University's faculty, employees, and my fellow trustees in urging him to rethink his intention to resign.

The chancellor has enabled this flagship institution of public higher education to remain true to its core principle: being a University of and for the people. Despite budget cuts and scandals, Chancellor Thorp has adhered to a vision of accessibility, academic excellence and entrepreneurial spirit.

Today from 11:50 a.m. to 1 p.m., students will gather on the quad in front of South Building in solidarity with faculty and employees to express our words of support for the chancellor.

If you cannot attend but still wish to express your support, we encourage you to send a letter to the editor to The (Raleigh) News & Observer or The Charlotte Observer so that your message will be heard beyond Chapel Hill.

I hope that you will add your voice to chorus of Tar Heels asking Chancellor Thorp to rethink his resignation.

Will Leimenstoll '13
Student Body President
Member
Board of Trustees

Make your opinion on UNC's future heard October 26, 2012



This year, UNC students have the unique opportunity to make decisions on the college experience at the University for the next five years.

On Tuesday, the executive branch of student government and the UNC-system Association of Student Governments will host a forum for student input on the strategic planning process for UNC and the UNC Advisory Committee on Strategic Directions.

The forum will take place from 6:00 p.m. to 7:30 p.m. in the Queen Anne Lounge of the Campus Y. We plan to invite members of the Advisory Committee on Strategic Directions to attend.

The Strategic Directions Initiative, started by UNC-system President Tom Ross and the Board of Governors, focuses on future priorities, resource planning and allocation, program planning, and the review and redefinition of academic missions and strategic planning by UNC institutions and its affiliates.

The Strategic Directions Initiative is comprised of two committees, the UNC Advisory Committee on Strategic Directions, and the UNC Strategic Directions Committee.

This forum organized by students at UNC-Chapel Hill is one of 17 that will be held at all public universities across the state as part of a systemwide effort to collect student input on the strategic vision for UNC.

Your input at this forum will go directly to those writing the strategic plan.

Will Leimenstoll '13

Rachel Myrick '13

Nikita Shamdasani '15

Paige Comparato '15

Early voting helps country, beats Duke

October 28, 2012

Fellow Tar Heels:

I am so proud of our victory over N.C. State this weekend, but we still need a win against Duke. According to official early vote totals, Duke students are crushing us in voter turnout.

We can't let this happen.

This election is one of the most important ones of our lifetime. Every issue from job creation to health care, from education to climate change, from immigration to energy, is at stake. In spite of these challenges, turnout among college-aged voters is expected to under-perform compared to the 2008 election.

To demonstrate our commitment to student turnout at UNC, the executive branch officers of student government, senior class representatives, Young Democrats leaders, College Republicans leaders and the Young Americans for Liberty leaders are announcing the Rivals Rock the Vote Challenge.

The challenge is simple: UNC will beat Duke if we achieve a greater proportional turnout of youth early voters (ages 18-25 years) by the time early voting polls close. If, however, we fail to overwhelm Duke's student turnout, we will sport Duke T-shirts for the entirety of Nov. 5.



When we approached our counterparts at Duke with this challenge, they were too intimidated to compete. Tar Heels, we can win this one. Please do not force my team and me to wear that horrible shade of blue — I don't even own a Duke T-shirt!

Visit Rams Head Dining Hall to register and vote early from now through Nov. 3.

Will Leimenstoll '13
Student Body President