



Thank you so much for taking the time to view Will's Platform!

The platform was built around the idea of the Three Es of Sustainability, which in the Carolina context have the following meaning:

- Efficiency: Using all university resources as effectively as possible in these difficult economic times
- Equity: Ensuring that all Carolina students have equal access and awareness of the many opportunities available to them at UNC.
- Environment: Building a safe, inclusive, intellectually dynamic, and "green" campus environment.

By weighing each of these three priorities equally we have composed a platform based on feasible ideas that will sustain UNC long into the future.

- Will & the Team

Together We Will carry on the Carolina Tradition.

ACADEMIC AFFAIRS

Will's Team believes that sustaining academic programs at Carolina is essential to future student success, expansion of resources, and a vibrant academic experience. In a period of budget cuts, reductions in student and departmental spending, and rapidly dropping faculty retention rates, Academic Affairs will explore innovative ways to increase interaction between faculty and students, recognize stellar faculty members, and optimize opportunities. ***Together We Will encourage a dynamic and engaged community of scholars.***

Departmental Mentoring Program

The Academic Plan Implementation Committee has discussed the feasibility of a faculty-student mentoring program which would pair students and professors in an environment outside the classroom. Will's Team believes that the best way to approach this is by working through existing academic departments rather than creating a separate and potentially unsustainable mentoring program.

- Encourage academic departments to provide an accessible "Departmental Mentor" that hosts routine open office hours and be available to discuss major advice, research and internship opportunities, and post-graduation options in both professional and academic fields
- Publicize the Departmental Mentoring program through academic departments, at Orientation, and via Student Government Social Media.
- Work with academic departments to host open houses to provide information and insight for students still deciding on their major.

Improved Faculty Recognition

In order to acknowledge and support faculty members, Will's Team will implement a number of initiatives designed to recognize stellar professors and administrators who have improved students' experiences at Carolina, both in and out of the classroom.

- Compile and published a Distinguished Faculty list of professors who invest substantial time and energy in student education once each semester. This list will recognize a greater range of outstanding teachers at Carolina than are currently acknowledged by limited faculty awards.
- Work with the Development Office of UNC to seek private donations to add a financial gift component to the Distinguished Faculty List.
- Work with the Carolina Athletic Association and the Athletics Liaison to initiate faculty recognition presentations at sporting events.

Promoting First Year Research

UNC is a research university, and as such 60% of our undergraduates participate in research, however often not until the end of their academic careers. Will's Team believes that Carolina should highlight its research opportunities to first-year Carolina students by promoting involvement and showcasing first-year research in innovative ways.

- Develop a list of research opportunities specifically geared towards or available to first year students and publicize it via Orientation, studentlife.unc.edu, and other avenues.

- Publicize the Carolina Research Scholar program to first years to encourage early research exploration and participation
- Spotlight first year research in Carolina's undergraduate research publications and at a research fair.

Evaluation of Departmental Websites

A lack of consistency across departmental websites makes navigation tedious for current students. Will's Team would like the Academic Affairs Committee to systematically evaluate websites in each academic department.

- Evaluate departmental websites and incorporate student input through testing and basic surveys.
- Compile student feedback to submit to academic departments for review.
- Advocate for the usage of a consistent and streamlined platform across departments, emphasizing ease of access and user friendly navigation

The 3 E's:

Efficiency – Rather than create a separate mentoring program, Will's Team will work within existing academic departments to offer the same service in a more efficient manner.

Equity – Better publicity of research programs will allow Carolina students equal access to research opportunities.

Environment – By implementing faculty recognition initiatives, professors and administrators will feel more valued in their campus environment and be more inclined to remain at UNC. Similarly, improved mentoring and research programs will contribute to a community of scholars at Carolina.

Implementation Timeline:

By Fall Fest:

- Outline framework of Departmental Mentoring: Approach and select academic departments to implement a pilot program for fall 2012
- Establish a subcommittee to evaluate Department websites

By Fall Break:

- Establish the criteria for the Distinguished Faculty List and begin publicizing the opportunity to receive nominations
- Compile a list of research opportunities to publicize to First-Year students
- Pilot Departmental Mentoring Program is established
- Establish the criteria for evaluating departmental websites

By Spring Break:

- The first Distinguished Faculty List is announced
- Faculty members are recognized at sporting events
- Departmental website review is complete and results submitted to department chairs

Long-Term:

- Designated faculty members within all departments serve as "Departmental Mentors"
- Faculty members are routinely recognized for their contributions to campus
- Departmental websites are fairly consistent and easily accessible

ARTS ADVOCACY

The Arts Advocacy Committee's purpose is to support the endeavors of student artists and fully engage the artistic community at Carolina. Will's Team will seek simplicity to address the diverse artistic needs on campus, connecting students to opportunities through enhanced use of social media and new technology, and representing students to the university administration. ***Together We Will promote a passionate, connected, and successful arts community on campus and beyond.***

Arts calendar

In an effort to address the lack of visibility of arts events and resources, the Arts Advocacy committee will create a Google calendar each month with arts events, grant due dates, and deadlines available on the executive website, a Facebook page, the Twitter account, potentially the mobile app, as well as any other relevant locations.

- On the first of each month, the calendar will become available to the public via social media and the student government website
- The entire arts advocacy committee will contribute to and compile the calendar, with a point person responsible for disseminating the information

ARTalks: Alumni video lecture series

This will be a video/interview series similar to TEDtalks in which alumni talk about the lessons they've learned in the professional world and give advice to students. Ideally, it will also include contact information so that students can follow up with alums.

- The videos will be posted in a high-traffic venue, such as the Facebook page, iTunes U, and/or link via the Twitter account to a separate website
- This will be the most time intensive and detailed program to establish. As such, the Arts Advocacy Committee will seek to collaborate with Carolina Creates, University Career Services, Undergraduate Art Association, General Alumni Association, and other Arts organizations.
- If successful, the program can transition to a live program and/or expanded to other groups and fields.

@CarolinArt

@CarolinArt is an intended Twitter account aimed at addressing the issues of resource and opportunity awareness and the visibility of the art community. Covering all aspects of art on campus, the account will act as a clearinghouse for information about art opportunities and resources.

- A team of several students will maintain the account, with delineated responsibilities for a specific aspect of the arts, including visual, performing, and literary arts.
- Events, opportunities, shows, talks, resources, grants, job opportunities and calls for submissions are all relevant. Team members are responsible for keeping abreast of these and sharing them with the public through the account.
- With active and intentional consideration, specific hashtags could be applied, making the account searchable.

Publication stand at Bulls Head Books

There are many high-quality, low-visibility arts publications on campus. Despite sporadic current availability, it would be easier for the student-consumer audience to access these publications if they were aware of a centralized location in which to find them.

- Reach out to Bulls Head Books and to determine if they would be willing to dedicate a shelf to student publications.
- Solicit distribution from the student publications, including but not limited to Cellar Door, Tract, BluePrint, Carolina Review, Blue and White, and Bounce.

The 3 E's:

Efficiency- Since many of these ideas are web-based, the only investments are time and interest.

Equity- Increased accessibility of resources through social media and the web mean fewer barriers to entry.

Environment- The web-based nature of the projects also provides for minor environmental impact, while encouraging art on campus will create a stronger intellectual environment fostering creativity.

Implementation Time-line

By Fall Fest:

- Twitter account and art calendar framework created.
- Communication established with alumni for the first ARTalks videos.

By Fall Break:

- First Artification discussion planned.
- The Publication stand installed at Bulls Head Books
- First three ARTalks filmed.

By Spring Break:

- Next three ARTalks filmed.
- Second Artification hosted
- Assessment of Twitter/social media presence completed.

Long-Term:

- A stronger arts alumni relationship will be established, enriching the undergraduate arts community
- Awareness of arts resources at Carolina will greatly increased.
- A successful ARTalks program will expand to other realms of Carolina life.

ATHLETICS

Will's Team will work in close collaboration with the Carolina Athletic Association (CAA) and student-athlete representatives to create a strong athletic environment for all students. In keeping with the broader goals of the platform, Athletics will leverage support from the CAA, promote environmentally friendly policies at all athletic events, enhance student access, and work to establish an efficient ticketing policy. ***Together We Will uphold and cultivate the tradition of pride and excellence in Carolina athletic programs.***

Ticketing Policy

The Carolina Athletics Association (CAA) is given sole authority to decide the student ticket policy at UNC. By working in close conjunction with the CAA, Will's Team hopes to provide support through this process and create the best plan for the 2012-2013 academic year.

- Collaborate with the CAA in gathering student opinion about ticket policy and clearly publicizing any changes to the policy once enacted.
- Help publicize the new policy by creating a video with the CAA president explaining the ticketing policy, environmentally friendly policies, and alternative ticket procurement strategies.

Tar Heel Viewing Experiences

Building off the success of past group viewings organized by both student government and other organizations, the Athletics Liaison will work with CAA and CUAB to host more regular away Varsity Sport game viewings.

- These events would be held at various Carolina athletic arenas—such as Carmichael Arena, or the Dean Dome, as well as local locations such as the Varsity Theater
- These viewings would be free to students and faculty and would provide a safe and secure location to watch the game in a large group setting

Creation of an Athletics Liaison

Will's Team recognizes that though the majority of Athletics coordination is completed by the Carolina Athletic Association, a new focus on Athletic outreach endeavors necessitates direct representation and coordination within student government through a liaison position.

- Coordinate athletic initiatives and outreach efforts with viewing experiences, faculty recognition, and recycling
- Serve as a bridge between Varsity Athletics, the Carolina Athletics Association, and Student Government
- Work with the Student Recreation Center to promote Wellness and Fitness initiatives throughout the year (ex: Get Real and Heel)

Faculty Recognition

As part of Will's Team's efforts to increase faculty retention, the Athletics Liaison and Academic Affairs Committee will work with the CAA to determine ways to recognize faculty at athletic events. This recognition will also further link the athletic and academic communities at Carolina.

- Recognition as simple as giving faculty a round of applause during basketball halftime will strengthen the sense of community and connection between faculty and the rest of the university.
- Presentation of awards to distinguished faculty during games will allow for deserved publicity of these accomplishments

Recycling and Green Athletics Efforts

Will's Team recognizes that large athletic events often produce large volumes of waste, much of which can be recycled. Additionally, athletic competition is a fun way to encourage participation in environmental efforts.

- Work with Environmental Affairs Committee to get recycling containers at all sporting events – not just basketball and football games.
- Collaborate with the Office of Waste Reduction and Recycling on these initiatives and strengthen the Ramses Recycles program.
- Advertise green programs at athletic events and hold regular “Green Games”.

The 3 E's:

Efficiency- Positive athletic publicity and success often translates to increased investment and attention towards the university as a whole.

Equity- In addition to a more equitable ticketing policy, the Tar Heel Viewing Experiences will allow for students who do not receive tickets to also enjoy watching the game with a group of their peers.

Environment- Environmentally friendly policies at athletic competitions will make recycling easier and educate the Carolina community about the benefits of reducing UNC's environmental impact.

Implementation Time-line

By Fall Fest:

- Post-season review of the ticket policy with the CAA president completed, with an effective plan drafted for the following year.
- Meet with campus leaders and administrators about installing permanent recycling bins at UNC athletic venues

By Fall Break:

- Meet with Campus Administrators about scheduling spring Tar Heel Viewing Experiences
- Participate in Game Day Challenge green football game competition.
- Publicize the Ramses Recycles program at football games.
- Faculty Recognized at Fall Sporting Events

By Spring Break:

- Meeting with outgoing and incoming CAA and Student Body presidents to provide insight and suggestions regarding policies.
- Faculty Recognized at Spring Sporting Events

Long-Term:

- Environmental impact is always considered in athletic event planning, with recycling bins found at all athletic events.
- More cohesive Tar Heel student body and higher attendance from students, faculty, and staff at athletic events—community oriented atmosphere, tying in not only to athletics, but also community and campus initiatives.

CAPITAL PROJECTS

Capital Projects is a special project team that aims to improve communication between students and university administrators regarding large-scale building projects on and near campus. Will's Team will follow precedent by not taking a position on specific projects, but rather will advocate for student involvement in the process providing accurate information and opportunities for students to express their thoughts and opinions. ***Together We Will advocate for student involvement in the construction of capital projects on and near campus.***

Educate students on the projects affecting them on and off campus

Even though we live, study, and play on campus, the student body is not often aware of new projects occurring on campus until the construction fences are put up. We want to improve communication about upcoming construction and future plans so that students know how their resources are being used and how their campus is changing.

- Current and future projects highlighted on the Capital Projects blog (<http://capitalprojects.web.unc.edu/>) and social media.
- Meet & Greet events held during both semesters for students to learn about new projects and meet university architects and administrators.

Advocate for Green Building Techniques

Will's Team will continue to advocate that all construction projects on campus meet LEED (Leadership in Energy and Environmental Design) standards even if official LEED certification is not pursued due to high costs of the process. By following these standards UNC will reduce its carbon footprint, support local suppliers and materials, and set an example of how to build a green campus.

Gather and present student feedback

As students who live and take classes in the buildings affected by capital projects, we should have a say in the planning and construction of them!

- As projects come up, online surveys will be developed to gauge student opinion. These will be publicized through social media, and the Student Government website.
- A survey of this nature was used in 2010 to show student discontent towards the South Road Bridge proposal and then formatted to be used in discussions with various university administrators and planners. This survey helped inform students and university administrators alike on the student body's thoughts on the bridge.
- At Meet & Greet events students will have the opportunity to discuss projects with university architects and administrators.

Improve student collaboration on projects

Since we are invested in our campus as current students and in the long-term as alumni, Capital Projects will work with the university to ensure that student opinion is always part of planning and construction.

- Capital Projects will work with the university to establish committees for student involvement in certain projects and long-term planning, such as was done with the South Road Bridge project, so student concerns and ideas are included.

- Opportunities for student involvement in meetings or university committees will be regularly posted on the blog, social media, and other appropriate outlets.

The 3 E's:

Efficiency- Collaboration with university architects and administrators to incorporate student concerns and ideas from the start of the project will give students a stronger voice in the use of university resources.

Equity- Capital Projects' aim is to improve communication so more students are able to give more feedback on projects as well as raise awareness of the details of these projects.

Environment- The campus environment will be improved by students actively participating in the planning of buildings and expansion, and Student Government will advocate for green building practices on all projects.

Implementation Time-line

By Fall Fest:

- Current projects updated on Capital Projects' website, social media, and other outlets

By Fall Break:

- First semester Meet & Greet is held
- Student surveys regarding current capital projects will be sent out and publicized

By Spring Break:

- Second semester Meet & Greet is held
- Survey results will be presented to pertinent administrators and university planners

Long-Term:

- Student input is welcomed and expected on all the university's capital projects and green building techniques are the norm

CAROLINA ADVOCACY

The University stands at a critical point in its history with regards to tuition and other fiscal issues within the Carolina Community. Will's Team will work from the start to advocate for the best policies for students, and involve us all in the process. Tuition will be a central issue of focus for Will's Team, and thus our **tuition plan is outlined in further detail <HERE>**. However, we will also work to address the larger and relevant issues of fiscal sustainability.

Carolina Advocacy Committee

In addition to the leadership role that Will and his Executive Board will take on tuition, the role of the Carolina Advocacy committee remains of central importance.

- The committee and its leaders will be charged with organizing the monthly tuition/budget cut brainstorm meetings.
- Lead the two research initiatives – one focused on socio-economic diversity changes based on tuition, and one focused on the economic benefits/return on investment of state appropriations to the university system.
- The committee will take a leadership role in building the statewide tuition coalition between leaders of universities, student governments, and towns/cities that host universities.

Endowment Forum

As budget cuts and tuition increases have become more pressing issues, questions have arisen regarding the purpose and investments of UNC's \$2.2 billion endowment. Endowment Transparency has been an Environmental Affairs Committee issue since the lack of transparency lowers UNC's grade on various Sustainability Report Cards every year, however it is also of significant importance to the entire University community.

- Will's Team will host a forum, open to all students, with university and investment company administrators to discuss the purpose of the endowment, increase transparency, and to begin a campus-wide discussion regarding the endowment.
- Endowment money does not simply sit in a bank account; it is a mixture of various investments with the goal of enhancing long-term growth. We will advocate that it is used in the most efficient and appropriate manner, however it is important for students to be aware of these investments and their purpose.
- The Environmental Affairs Committee will be charged with organizing this event, in collaboration with Carolina Advocacy.

Please refer to our Tuition Plan for a more detailed description of the specific actions that the Carolina Advocacy Committee will take with relation to this important issue.

Diversity

Will's Team will strive to create a more inclusive, accepting environment at UNC by accentuating diversity and welcoming Tar Heels of all cultural, ethnic, gender, LGBTQ, racial, and religious identifications. Will's Team will partner with the Office of Diversity & Multicultural Affairs, the LGBTQ Center, the Multicultural Affairs and Diversity Outreach Committee, GLBTSA, and other diversity organizations to implement their missions and goals on a larger scale, as well as promote open dialogue and advocate action on a variety of initiatives. ***Together We Will support holistic diversity initiatives and encourage cross-campus dialogue and involvement.***

We will advocate for the following practices and programs:

- Gender neutral Housing Option
- Gender Neutral Language
- Gender neutral restrooms on campus
- Anonymous sexual abuse reporting option

Carolina Community Agreement

Will's Team plans to publicize Carolina Community Agreement guidelines that will facilitate interpersonal dialogue, especially in discussing controversial or sensitive topics. These group agreement guidelines have effectively guided communication in settings such as Carolina United, the STRETCH Conference, and One Act training sessions. The agreements encourage "I" statements, the assumption of best interests, the self-awareness and understanding of when to actively listen or verbally participate, and other ways to demonstrate compassion, trust and acceptance in interaction with others.

- Create a publicity team to develop a poster that could be placed around campus similar to the honor code or Alert Carolina emergency instructions
- Display the Carolina Community Agreement guidelines in prominent areas on campus such as classrooms, libraries, and residence halls
- Encourage faculty and administrators to integrate these discussion guidelines into curricula, especially in group discussion, peer-to-peer interaction and peer review.

Accommodating Diverse Dietary Needs

Will's Team will work with Carolina Dining Services and other University offices to advocate for the dietary needs of the diverse religious and cultural groups on campus.

- Provide appropriate dining options for Jewish and Muslim students, especially during religious holidays.
- Provide healthier food options in on-campus vending machines/quick stops such as more local, vegetarian, and vegan options.

Continue and Expand Current Programming

The Medlin and Cooper Administration's Multicultural Affairs and Diversity Outreach Committees have laid a solid foundation of diversity programs that Will's Team will bolster and build upon.

- Host monthly Unity Dinners and forums such as the Feminist Forum to discuss relevant issues related to diversity and gender equity.
- Continue Tea Talks, a collaborative project between a variety of campus organizations that provides an open space for students to converse and discuss current controversial issues.
- Encourage administrator and faculty involvement in these programs to increase sense of Carolina community as well as engage larger audiences of students.

Expanding Participation in Diversity & Safety Trainings

Carolina is equipped with an array of phenomenal diversity education resources such as Safe Zone Training, Haven I, Haven II, and One Act. These trainings are already part of many campus organizations, but Will's Team hopes to make them even more widespread. Studies show that universities with high participation in these trainings report lower levels of discrimination and harassment of all kinds.

- Continue and expand the practice of having Student Government Leadership in all branches (Executive, Congress, and Honor Court) Safe Zone and One Act trained.
- New "Sustainable Groups" certification process will require that the majority of the students in these sustainable groups be Safe Zone, Haven, and One Act trained.
- Work with the various University Offices that carry out these trainings to create more training opportunities for students during the nights and weekends.

Welcome First-Year Students to Carolina United

Carolina United is a wonderful week-long diversity program led by Carolina Leadership Development Office (CLD) in August each year. It currently is attended almost exclusively by rising sophomore, junior, and senior students, but is technically open to any enrolled students. Students beginning their first-year with a diverse circle of friends will hopefully begin to breakdown the diversity barriers present in the Carolina community.

- Will's Team will promote Carolina United to incoming first-year students as another pre-move-in activity intended to ease their transition to college.
- Will's Team will work with CLD to save spots in the program exclusively for first year students, who, in the past, generally do not learn about the program until after the regular deadlines have passed.

The 3 E's:

Efficiency- The conscious effort to heighten awareness of existing opportunities on campus such as Diversity Trainings, Feminist Forums and Tea Talks will allow students to engage in respectful, intellectually stimulating conversation using the Carolina Community Agreement without demanding new financial investment.

Equity- Will's Team encourages all students to participate in discussion, activities and events that increase cultural appreciation and intellectual understanding of the rich diversity on campus and in this world.

Environment- Will's Team will exhibit environmentally conscious behavior in publicizing diversity events on campus by using paperless methods. By popularizing the Carolina

Community Agreement guidelines and various safety trainings, Will's Team will also create a safer, more inclusive, and more intellectually open environment.

Implementation Time-line:

By Fall Fest:

- Will's Team will have met with Carolina Dining Services regarding religious holiday meals & adding more vegetarian/vegan options to locations such as the Pit Stop
- First Tea Talk and first Unity Dinner have both been planned

By Fall Break:

- Carolina Community Agreement posters developed
- Criteria for Sustainable Group Certification has been determined

By Spring Break:

- Carolina Community Agreement posters placed throughout campus
- First Sustainable Group has been certified
- Leadership of Executive Branch, Congress, and Honor Court are Safe Zone and One Act trained

Long-Term:

- The Carolina Community Agreement guidelines are an integral part of the Carolina Way
- Carolina is a more inclusive, intellectually dynamic, and welcoming community

ENVIRONMENTAL AFFAIRS

Working within the sustainability framework, Will's Team will prioritize projects that are equitably and economically sustainable in addition to environmentally sustainable. Environmental Affairs will seek to expedite in any way possible the university's stated goal of being coal free by 2020 and carbon neutral by 2050. In keeping with the larger vision of Will's Team, Environmental Affairs will support, connect, and streamline existing environmental work on campus before starting its own independent projects. **Together We Will create an environmentally responsible climate at Carolina.**

Student Group Collaboration

Will's Team recognizes and appreciates the work that Carolina's many environmental organizations accomplish. We hope to increase collaboration between various student groups and environment-related organizations on campus in order to create a more efficient and united environmental community at UNC.

- Continue and expand Green Round Table discussions which will serve as a regular setting in which collaboration is fostered amongst the different environmental groups, as well as pose the question "What can student government do for you?"
- Maintain and update the EcoHarmony program, a Cooper Administration initiative that allows students to easily view and compare the different environmental groups on campus to find the best fit for their environmental passions.
- Collaborate with the Carolina Advocacy committee to lobby for laws that allow UNC to keep monetary savings resulting from energy efficiency projects, especially those resulting from the use of the Green Revolving Loan Fund.

Bike Share Program

Will's Team recognizes that a large campus and limited parking necessitates the frequent use of bicycles by Carolina students, and encourages this environmentally friendly form of transportation. However, not all students can afford a personal bicycle, or feel that use would be frequent enough to warrant a purchase, thus we advocate for the continued development of a bike share program.

- Analysis of the Roosevelt Institute's pilot Bike Share program at Morrison Residence Hall
- Collaboration with Housing and Transportation Services, the Roosevelt Institute, and other organizations to expand this project to other parts of campus

Sustainable Food

Sustainable food is a very important issue at Carolina not only because of its direct effect on students' lives, but UNC's purchasing power is huge and can significantly impact North Carolina agriculture. Student Government gives voice to student groups such as FLO (Fair, Local, Organic) that many outside the Carolina Community may view as being outside the mainstream, when in fact their beliefs reflect those of the vast majority of Carolina students.

- Collaborate with FLO and CDS to ensure that the University is making a conscious effort to purchase foods that will allow for more local and sustainable dining options in order

to fulfill Carolina's commitment to have 20% 'real food' in dining halls, as outlined in the 'Real Food' Challenge.

- Advocate for this Real Food Challenge in meetings with upper-level administrators.

Recycling

UNC's Office of Waste Reduction & Recycling began as a result of the lobbying efforts of student groups. However, the work of reducing and greening UNC's waste is not complete and therefore Student Government must continue to push for greener practices and increased recycling/composting.

- Create and implement a form of signage to both encourage recycling and demonstrate what can and cannot be recycled
- Create a system through which the steps that are taken to compete in the Game Day Challenge are used to increase recycling/composting at all home sporting events. The Game Day Challenge is a national athletics recycling competition that Carolina has competed in for years.
- Arrange a meeting in the early fall between the Office of Waste Reduction & Recycling, Orange County Solid Waste Management Department, and the Greek Sustainability Council to overcome obstacles to recycling in Greek Houses.

Endowment Forum

As budget cuts and tuition increases have become more pressing issues, questions have arisen regarding the purpose and investments of UNC's \$2.2 billion endowment. Endowment Transparency has been an Environmental Affairs Committee issue since the lack of transparency lowers UNC's grade on various Sustainability Report Cards every year, however it is also of significant importance to the entire University community.

- Will's Team will host a forum, open to all students, with university and investment company administrators to discuss the purpose of the endowment, increase transparency, and to begin a campus-wide discussion regarding the endowment.
- Endowment money does not simply sit in a bank account; it is a mixture of various investments with the goal of enhancing long-term growth. We will advocate that it is used in the most efficient and appropriate manner, however it is important for students to be aware of these investments and their purpose.
- The Environmental Affairs Committee will be charged with organizing this event, in collaboration with Carolina Advocacy.

Sustainable Events/Sustainable Groups Certification

UNC's Green Events program, run by the Office of Waste Reduction and Recycling (OWRR) has grown significantly over the past three years; however sustainability encompasses more than just environmental responsibility. Equality and fairness as well as economic efficiency are equally important aspects of sustainability and, therefore, Will's Team will work with OWRR to expand the Green Events Program into a Sustainable Events Program that incorporates all three E's of sustainability.

- The sustainable events program will then be expanded into a sustainable groups certification process in which groups will agree to have all or a majority of members be (among other things) Safe Zone, Green Event, One Act, and Haven trained.
- In addition, the group must prove transparency and financial responsibility in the use of student fees, with a concerted effort that the events which they sponsor are accessible and holistically sustainable.

The 3 E's:

Efficiency – Retention of money saved from energy-saving programs will provide further funding and incentive for greening our campus regardless of state funding cuts.

Equity - By increasing collaboration between campus environmental groups and maintaining EcoHarmony, Will's Team will increase awareness of environmental initiatives at UNC which gives more students the opportunity to gain valuable experience working on green initiatives.

Environment - Whether raising awareness of environmental issues, collaborating with other campus groups or university offices to reduce waste and energy use, or hosting green events, the EAC by its very nature seeks to reduce UNC's total environmental impact.

Implementation Time-line

By Fall Fest:

- Host the Sustainability Social
- Update the EcoHarmony website for the 2012-2013 academic year
- Organize the meeting between Orange County Solid Waste Management, Greek Sustainability Council leaders, and the UNC Office of Waste Reduction & Recycling
- Meet with OWRR leaders to create guidelines for Sustainable Event Certification

By Fall Break:

- Meet with other environmental group leaders for the first Green Round Table
- Host the Endowment Forum to begin a campus-wide dialogue on the subject
- Collaborate with FLO leaders to determine how to garner administrative support for the Real Food Challenge
- Complete Sustainable Event Certification guidelines
- Meet with Carolina Dining Services and other major university purchasers to determine how best to increase the amount of compostable products used on campus.

By Spring Break:

- Meet with other environmental group leaders for the second Green Round Table
- Analyze the current bike-share program at Morrison Residence Hall to determine how best to expand this program to the rest of campus.

Long-Term:

- A bike share program is in place across campus
- Real Food Challenge goals are met and expanded upon in University dining decisions
- UNC is ahead of its timetable to be carbon neutral by 2050 thanks to student support for green initiatives

FIRST YEARS

Will's team realizes first-years face a difficult transition when arriving at Carolina. We hope to ease that transition by better publicizing resources that demonstrate how to get involved and making many programs more accessible for the incoming class. If they are more readily available, students are more likely to use them and ultimately get the most out of their first year at Carolina. ***Together We Will promote First-Year involvement in programs and initiatives.***

First Year Focus Council

The council will combat student government's retention problem as well as educate first-year students about the three branches of student government and how each functions. By the end of the year, the council members should be prepared to take a leadership position.

- Hold brown bag lunches with leaders of Student Congress, the Honor System, and the Executive Branch Officers
- Bring members to Cabinet meetings each week so they can see what responsibilities a student-government leader holds
- Give valuable feedback to the Office of New Student and Parent Programming regarding the Week of Welcome activities
- Publicize the re-vamped First Year Website on the Student Government webpage

In addition, the FYFC will collaborate with the relevant committees to implement the following projects aimed at improving the first-year experience: **First year Research, Serving from the Start, First Years at CU, Easing the First Year Transition**

Extending Resources to Admitted Students

Will's team values the work that has been put into web resources for first-year students and believes that they could be incredibly useful for admitted and enrolling students as they make their transition into Carolina. The FYFC will also work on reaching out to admitted and incoming First Year students

- Publicize the re-vamped First Year website on the Student Government webpage to incoming students, both at orientation and through social media outlets
- Work with the Office of New Student and Parent Programming to monitor and update the resources available on the incoming class Facebook page, including contributing to discussion threads and answering questions

The 3 E's:

Efficiency – Collaboration between different committees ensures an efficient use of resources to make as much progress as possible throughout the year.

Equity – Improved and diverse publicity of resources for first years will ease the transition to college, regardless of students' high school resources.

Environment – Increased involvement due to better access to information allows Carolina students to contribute more to the campus community.

Implementation Timeline:

By Fallfest:

- Environmental and public service sessions available at CTOPS
- Update the first-year portion of the Student Government website
- Ensure efforts are made to better publicize both Week of Welcome events and other organizations through Week of Welcome events and materials

By Fall Break:

- Focus Council Brown Bag Lunch

By Spring Break:

- Work with Carolina Leadership Development to reserve Carolina United spots for first-years
- Work with Office of New Students and Parents to reach out to admitted students and publicize resources

Long Term:

- Research opportunities on campus will be more accessible to first-years
- First Year students will be more integrated into the Carolina community.

GLOBAL UNIVERSITY

Will's team is committed to expanding the reach of Carolina and enhancing Student Government's connection with international and exchange students. ***Together We Will attract and accommodate top international students and create a more worldly campus environment.***

Support Admissions Ambassador Abroad Initiative

To compensate for reduced funding for international admissions trips, this program utilizes Carolina students already abroad, maximizing reach and giving students the opportunity to contribute to the character of the Carolina Community. Students receive special training as "Admission Ambassadors Abroad" to travel to target schools, connect with counselors, provide insight on the Carolina experience, and offer guidance in the application process.

- Evaluate the current pilot initiative and determine opportunities for future expansion and success
- Enhance the international Carolina alumni network by increasing personal connections with prospective international students.

International Student Housing Option

Will's team believes that the tendency of many international and exchange students to live together undermines both full inclusion and community enrichment; a new international student housing option will allow students to request international and exchange roommates when registering for housing.

- Work with RHA to include an option to request an international or exchange student in housing registration. Similarly, international/exchange students will be able to request non-international Carolina students as roommates upon registration.

Convert to a Special Project

Will's team recognizes the wonderful work that the Global University Committee has accomplished. We feel that in order to make better use of everyone's time and resources, however, these functions would be better carried out as a Special Project. After the transition, we will continue to support the following programs:

- Continued work on an international student handbook
- Specific initiatives for international transfer students
- Improving International CTOPS

The Three Es:

Efficiency –Utilizing Carolina students and alumni around the world in the Admissions Ambassadors Abroad program promotes efficiency of communication and resources in a global network.

Equity – Promoting the interests of international and exchange students will ease the transition and facilitate active engagement in the Carolina community.

Environment – Attracting and integrating international students at Carolina will provide for a more globally-oriented campus community.

Implementation Timeline

By FallFest

- Completion and publication of international student handbook
- Gather feedback and suggest improvements to International CTOPS

By Fall Break

- Assess the Spring 2012 Admissions Ambassadors Abroad Pilot Program
- Training sessions for Spring 2013 Ambassadors Abroad and continue to recruit alumni involvement
- Meet with RHA to discuss feasibility of international student roommate request

By Spring Break

- Implement, if possible, international roommate request on housing applications

Long-term

- Establish and maintain a rich environment for the attraction and full inclusion of international and exchange students

GRADUATE AND PROFESSIONAL STUDENTS

Will's team recognizes that graduate students are a critical component of this institution, and ultimately the best service a student body president can provide is to fulfill his role as an advocate for all Carolina students. ***Together We Will foster a productive and cooperative on-campus environment for graduate students and their families.***

Graduate Representation through the University Ombuds Office

The University Ombuds Office is a safe place where staff, faculty, and administrators can discuss their concerns about the workplace environment. Because graduate students occupy a unique niche between faculty members and students, they often don't know where to go when personal and interpersonal concerns arise.

- Investigate the possibility of having an Ombudsman specifically for graduate and professional students.
- Publicize this opportunity to graduate students and create a plan to evaluate the program's effectiveness.

Strengthening the Graduate-Undergraduate Relationship

The executive boards of the Graduate and Professional Student Federation (GPSF) and Student Government often work on similar issues. Will's team will bridge the gap between these two organizations, recognizing that collaboration between graduates and undergraduates will benefit both student communities.

- Include the GPSF president in the "Pizza with the Presidents" program
- Arrange regular meetings between GPSF and Executive Branch officers.
- Involve graduate students in relevant projects or initiatives within student government.
- Coordinate a meeting at the beginning of the year between the GPSF cabinet and the Student Government Cabinet so students working on similar projects can meet and collaborate.

Graduate Students & LGBTIQ Issues

Will's team will assist in strengthening the LGBTIQ graduate community with the intention of making the entire campus more inclusive.

- Coordinate with the LGBTIQ office to advertise LGBTIQ events and trainings to graduate students at the same time that TA trainings are scheduled and publicized
- Create LGBTIQ events and Safe Zone trainings for graduate students specifically

The 3 E's:

Efficiency- By fostering a relationship with the Graduate and Professional Student Federation, Will's team can better advocate for efficient resource use for all student programs

Equity- Graduate Ombuds representation as well as engagement in Safe Zone & Haven training will make it easier for certain groups of graduate students to be a part of the UNC community.

Environment- More integrated graduate and undergraduate communities will allow both groups to prosper in an inclusive Carolina community.

Implementation Time-line:

By Fall Fest:

- Publicize Safe Zone, One Act, and Haven trainings around TA training

By Fall Break:

- Host the first “Pizza for Presidents” with GPSF President
- Discuss the feasibility of an Ombudsman for graduate students with the Ombuds office
- Establish regular contact between the Executive Board officers of Student Government and of GPSF.

By Spring Break:

- LGBTQ Center will have hosted at least one Safe Zone training specifically for graduate students

Long-Term:

- Graduate students have their own Ombudsman they can contact.
- GPSF and student government have established a strong working relationship.

GREEK LIFE

As a member of the Greek System himself, Will recognizes the importance of the Greek community and will be an advocate for its independence. Will's team will work to engage the Greek Community and to recognize its contributions. ***Together We Will build unity and promote cohesion between the Greek community and beyond.***

The "Greater Greek" Community:

Greeks comprise nearly 20 percent of the student population and cohesion between Greek councils is essential for both the Greek community and the greater campus.

- Work with Office of Fraternity & Sorority Life & Community Involvement and the Greek Liaisons to Student Government to organize one roundtable discussion per semester for the social and philanthropy chairs of chapters for all councils
- Meetings with officers from the Inter-Fraternity Council, Greek Affairs Council, Panhellenic Council, and National Pan-Hellenic Council once a semester to discuss how Student Government and the Greek Community can best support one another.

Greek & Student Government Collaboration

Increased collaboration between Greeks and the rest of the student body is vital to strengthening the Carolina experience for all students. To better facilitate this interaction, Will's team supports the Cooper Administration's Greek Joint Council, yet we will expand upon the program to make it more effective by establishing a Greek Life Liaison to oversee it.

- Continue to encourage each council to appoint one member as its representative, responsible for attending their own council's meetings, reporting information from the executive branch, and attending a joint council meeting of all four representatives
- The joint council meetings will be facilitated by the student government Greek Life Liaison, who is charged with better coordinating collaboration between the councils.
- The Greek Life Liaison will represent the council to the rest of student government, as well as work with the Office of Fraternity & Sorority Life & Community Involvement to carry out sustainability efforts.

Student Alcohol Amnesty

Many students do not seek the necessary medical assistance for themselves or their peers when they have consumed too much alcohol, largely because they fear legal consequences. Will's team advocates for a Student Amnesty Policy to reduce the harmful legal consequences in such situations. This policy does not endorse repeated illegal behavior, but rather aims to redress instances in which the law de-incentivizes seeking safety and emergency help first.

- This will be a one-strike policy that recognizes extenuating circumstances but understands the dangers of reckless patterns of behavior

Greening Greek Life

In an effort to promote a more "green" Greek Community, Will's team will advocate for further environmental initiatives in houses. Orange County Solid Waste Management Department provides outdoor recycling bins to any residence that requests one; however accommodating chapters often find it difficult to get bins indoors and to encourage students to use them.

- Make recycling resources easily accessible for each house by incentivizing the placement of recycling bins indoors.
- Utilize the Greek Sustainability Council to ensure each house has a delegate responsible for upholding environmental initiatives.
- Building off Alpha Chi Omega sorority's successful trial composting program with HOPE Gardens, we will work with the Greek Sustainability Council and other organizations to bring composting to more Greek houses.
- Work with the Office of Fraternity & Sorority Life to add a Sustainability aspect to Standards of Excellence used to determine Chapter of the Year awards.

The 3 E's:

Efficiency- By streamlining the Greek Affairs committee into a team of council liaisons as well as making use of existing resources and groups, Will's team seeks to better focus their effectiveness.

Equity- Improvements to this strong campus community ensure a better Greek experience for both its members and the University as a whole.

Environment- Recycling initiatives at Greek Houses and collaborative efforts will provide for a more environmentally conscious community attitude that will expand to campus as a whole.

Implementation Timeline:

By Fall Fest:

- Coordinate with director of Office of Fraternity and Sorority Life to program visits at the "all-presidents meetings"
- Greek Liaison and council representatives chosen
- Organize meeting between GSC leaders and Orange County Solid Waste Management Department to ensure that Greek recycling gets off to a good start.
- Work with GSC to schedule bi-semester green bar nights.

By Fall Break:

- Attend a president's meeting and determine how to best add recycling and sustainability standards to the Greek Standards of Excellence
- Host, or at the very least schedule, the first series of executive officer roundtables

By Spring Break:

- Evaluate the Greek liaison/council of representatives system and make recommendations for the following administration
- Host or schedule the second series of executive officer roundtables

Long Term:

- Recycling will become part of the Greek culture at UNC.
- The different councils will see themselves as Greeks first and identify with their specific councils second as social and philanthropic collaboration bring them closer together.
- The Greek community is viewed as a strong and positive force at Carolina.

OUTREACH

Will's Team will improve the profile of student government at UNC while actively engaging students in student government projects, increase the transparency and accessibility of student government leaders, and collaborate to connect the different arms of student government and streamline group directives. **Together We Will improve student government visibility, accountability, and collaboration.**

Visualizing Platform Completion

Will's Team will create a streamlined way of visualizing progress made on key platform goals. The platform will be featured on the Student Government website, where visual progress bars will display the completeness of platform goals (up to 100%).

- Conduct a periodic update of the progress bars with help from the Chief of Staff.
- Post thorough updates on each initiative every month.

Pit Office Hours

At the same time each week, either the Student Body President or the Student Body Vice President will be available in the Pit, the Daily Grind or Alpine. The 'Pit Office Hours' provide an easy, accessible, and informal means of interacting with the student body.

- Tweet the location and timing of Pit Office Hours from the UNC Student Government Account.
- Publicize Pit Office Hours through the Student Government website.

UNC Smart Phone App

The ubiquity of smart phones amongst students, faculty, and staff at UNC creates an opportunity for a new medium of communication at Carolina. While there already exists a UNC Smart Phone App, it is rudimentary and remains widely unutilized. Thus, Will's Team proposes improving upon the existing software, extending and improving its capabilities. This app will be downloadable free of charge to smart phones and will connect students, faculty, and staff to key online resources. It will be built off of the existing unckey.com and m.unc.edu mobile website.

- Simplifies key tasks at Carolina such as signing up for advising appointments, viewing calendars and a campus map, and checking availability of library books.
- Enable Student Government and other campus organizations to publicize events.
- Develop, publicize, and maintain the app with the help of the Student Body Outreach Committee and the Tech/Web Committee.

Collaboration with Other Branches

Currently members of the three branches of Student Government (Executive Branch, Honor Court, and Student Congress) do not always self-identify as being part of the larger student government organization. This obstructs collaboration between the three branches.

- Expand the Cooper Administration's current "Pizza with the Presidents" program to include events with the Honor Court, Student Congress, and Executive Branch leaders.

- Expand student government recruitment events to include Student Congress and Honor Court recruitment.
- Invite Student Congress members to attend some Cabinet meetings to give input.

TalkBin Expansion

TalkBin is a service used by the Cooper Administration that allows students to text their thoughts on a variety of subjects to the Cooper Administration. Will's Team will expand the use of this service and set up specific TalkBin accounts.

- Establish TalkBin accounts for: Tuition & Budget, Environmental Concerns, Safety Concerns, General Feedback & Queries
- Publicize TalkBin accounts via the student government website, the UNC smart phone app, and signage developed by the Student Government Public Relations team.

Student Life Check-Up:

Check-Up surveys are a series of quick and informal monthly surveys designed to improve the services Student Government offers to students. Survey questions will be broad: "How could your quality of life be improved?" or "What is lacking from your Carolina experience?" During each round, one student will be randomly selected to win a \$25.00 gift certificate to nearby stores.

- Poll students in the Pit once a month with an online survey that may also be accessed from the Student Government website.
- Select one ONYEN monthly to win a gift certificate.
- Access Facebook's new "poll" feature for a simple, cost-effective and timely means of gauging student opinion.
- Contact the DTH to determine where and if polls may be placed on their website.

The 3 E's:

Efficiency: A focus on limited funding use and finding low-cost and student-generated alternatives to potentially expensive undertakings such as the UNC Smart Phone App.

Equity: Deconstructing barriers of communication, while working with student groups and actively addressing the self-proclaimed needs of students will achieve a Student Government that is more accessible than ever before.

Environment: Will's Team will foster a deeper relationship between students and their elected representation and thus build a more inclusive environment. Additionally most initiatives such as the smart phone app, office hours in the Pit, and visualized platform progress will improve outreach without increasing environmental impact.

Implementation Timeline:

By Fall Fest:

- The progress bars posted on Student Government's website.
- Plans for the first Office Hours in the Pit arranged
- An Executive Assistant will create the SBP Online calendar.
- Meet with current developers of the UNC Smart Phone App and discuss opportunities for improvement

By Fall Break:

- The Student Government Open House will take place with members from all branches of Student Government.
- TalkBin accounts established and running
- Student Government using Facebook's polling feature
- The first Student Life "Check-Up" will be released, and a gift card will be distributed to the winner

By Spring Break:

- The UNC Smart Phone App will be released
- Student Government polls and surveys utilized and responsive to student needs

Long-Term:

- UNC Students will be consistently using a UNC Smart Phone App.
- Student Government will be more transparent, accessible, and responsive

PUBLIC SERVICE

Will's Team will refine the role of Student Government in public service, eliminating overlap and excess and enhancing the role of collaboration and leadership. With a focus on best practice implementation, Will's Team will facilitate discussions among students, organizations, and campus administrators in order to create an efficient environment focused on long-term sustainable service. ***Together We Will further the culture of sustainable service at Carolina by expanding cross-campus collaborative dialogue that engages students.***

Emphasize Collaboration

Will's Team will streamline the efforts of Student Government in collaboration with various public service organizations. The Public Service Advocacy Committee (PSAC) will collaborate with service groups, providing guidance and support while eliminating redundancy and overlap, investing in the success of committed organizations.

- E-Serve-Harmony: Building off the success of the EcoHarmony website, PSAC will develop searchable organization directories for different types of service so that students can find a service organization that fits their passions and interests.
- Host Roundtable discussions in which representatives of student organizations and other interested students join together 1-2 times a semester to explore best-practices in service implementation and collaboration. These discussions will be built around the Public Service Liaisons asking the questions, "What can student government do to help your organization?" and "How can we work together to maximize impact?"

Serving 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.

- Work with the New Student & Carolina Parent Programs Office to initiate an optional public service session during Orientation, in which incoming first year students will have the opportunity to gain hands-on involvement with local community service organizations and learn about future opportunities.
- Will's team will work as a liaison between Carolina's many service organizations and the New Student & Carolina Parent Programs Office to help publicize service opportunities through the Week of Welcome materials.
- Student groups are often unaware of the early deadlines associated with Week of Welcome so Will's Team will help service-oriented organizations better recruit first years to events the first week of classes.

Service Recognition

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. This will be made possible through:

- Sustainable Service Recognition: once a month the Public Service Liaisons will feature a specific campus organization or service initiative that embodies the principles of sustainable service. By highlighting such initiatives, Will's Team can help to generate awareness of specific programs in hopes of forming cross-campus partnerships.

See Also: Sustainable Events/Sustainable Groups Certification

The 3 E's:

Efficiency- With increased collaboration comes greater efficiency, as organizations will be better equipped to strategize for long-term project implementation and avoid overlap.

Equity- Round-table discussions promote information equity between campus organizations, while Student Government support of public service groups allows small and large groups alike the possibility to truly make an impact.

Environment- Enhancing the public service community will make the Carolina environment even more inclusive, empathetic, and welcoming.

Implementation Timeline:

By Fall Fest:

- "Starting Off Serving" service initiatives implemented prior to Fall Fest.
- PSAC will initiate contact with the Campus Y, BPSS, and other service groups to address the refinement of service practices at Carolina.
- The Review Committee is formed and specific measures for determining effectiveness established.

By Fall Break:

- The first Collaborative round-table discussion
- PSLs and OWRR will develop the new Sustainable Events Guidelines and be ready for the first trial event.
- Public Service reviews occurring, offering suggests for improved practice and collaboration.
- E-Serve-Harmony up and running.

By Spring Break:

- Continue the campus dialogue initiatives such as round-table discussions.
- Discussion of implementing a Sustainable Groups Certification underway.
- Cross-campus collaboration supported, and further guidance offered to public service groups.

Long-Term:

- The "Starting Off Serving" service projects should be annual events, so that every new Carolina class has the opportunity to build a culture of service early, and Carolina will continue to be the community-based, service-oriented campus that it is today.
- The public service experience at Carolina will grow into a mutually supportive, efficient, and effective community capable of making great impact.

SAFETY & SECURITY

Will's Team will strive to increase and improve both preventative and emergency safety systems, working to raise awareness of existing security measures and advocating for the development of more efficient ones. ***Together We Will create a secure and comfortable environment for the Carolina community.***

Safety Skills Trainings and Course Calendar

Our numerous courses relating to individual and community safety will be more beneficial for the campus climate as a whole if they are more accessible and publicized. The Safety Committee will maintain a calendar of the dates and registration information for all relevant courses and trainings offered to students both on and off campus, including but not limited to:

- HAVEN and HAVEN II
- Safe Zone
- One Act
- Self Defense RAD classes
- Adult Swimming Lessons
- CPR/First Aid

Student Alcohol Amnesty

Many students do not seek the necessary medical assistance for themselves or their peers when they have consumed too much alcohol, largely due to a fear of legal consequences. Will's team advocates for an Amnesty Policy which reduces the harmful legal consequences for students stemming from such situations. This program will not seek to limit or disrupt enforcement of the law, but will instead aim to redress instances in which the law de-incentivizes safety and seeking emergency medical help.

- This policy is already largely in place on campus, but Will's Team will advocate with the town of Chapel Hill for an extension of this amnesty program to the surrounding community of students to promote safe consumption.
- This will be a one-strike policy that recognizes extenuating circumstances, but understands the dangers of reckless patterns of behavior.
- Additionally, Will's Team will also seek to implement a university policy requiring an educational component following alcohol related medical treatment for students of all ages in order to remain in academic good standing.

Implement CPR/Defibrillator training in LFIT classes

We agree with the current administration that a student body that is prepared to handle urgent medical situations makes for a safer campus. While we will build on the work done by the Cooper Administration, we will also explore new approaches to accomplish this goal.

- Meet with the Department of Exercise and Sports Science to develop a plan that requires all Lifetime Fitness Instructors to be certified to both administer and teach CPR.

- Explore options for funding the training necessary for each instructor to obtain certification.
- Assess the success of pilot courses taking place in Spring 2012 and work with the Department of Exercise and Sports Science and the UNC Red Cross to make necessary improvements to the course program.

Publicize Self Defense Classes

The Department of Public Safety currently sponsors female self-defense courses through the RAD program in conjunction with the Town of Chapel Hill to teach realistic techniques.

- These courses are free of charge to students, yet not widely utilized due to a lack of publicity.
- Publicity will build on the success of week of welcome self-defense courses to increase further participation.
- By publicizing these classes on the Safety Skills Calendar, they will be available in more high-traffic locations.

See Also: Talkbin expansion, Safe Walk, Expanded Participation in Trainings

The 3 E's:

Efficiency – Web-based promotion of current initiatives provides for increased participation, allowing them to become better investments of resources

Equity - Increased safety and security make all students regardless of background feel more safe and comfortable in our campus community.

Environment – Through programs aimed at prioritizing student safety on a variety of different levels, we will improve our campus environment for all Tar Heels.

Implementation Time-line:

By Fall Fest:

- Consult with the Department of Exercise and Sports Science about LFIT Instructors being CPR Certified
- Meetings set up with the Department of Public Safety and Chapel Hill Police Department to discuss barriers to a Student Alcohol amnesty Policy
- First Safety Skills Calendars created

By Fall Break:

- Continue a mature conversation to advocate for a responsible and safe Student Amnesty Policy
- Overcome barriers to CPR/LFIT implementation

By Spring Break:

- Have all LFIT Instructors for the 2013-2014 Academic Year be certified in CPR
- Conclude discussions and work towards implementation of a Student Amnesty Policy

Long-Term:

- CPR training taught in all LFIT Classes and have all students who complete LFIT Classes be certified in CPR.
- All students feel more safe in the UNC campus environment.

TECHNOLOGY AND WEB SERVICES

Tech 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. ***Together We Will* work to ensure that the technological environment at UNC is as modern, intuitive, and sustainable as possible.**

Technology Resources

UNC already possesses a number of underutilized but useful technologies available to students. Instead of encouraging the university to spend more money on the development of new technology, Will's Team will increase the use and refinement of our current technology.

- The Technology and Web Services committee will continue updating its list of free tech resources on campus.
- Organize a public awareness campaign designed to advertise free tech resources, continuing the efforts of the Cooper administration to collaborate with ITS.
- Connect this resource to the studentlife.unc.edu website as it becomes increasingly important to students at Carolina.

Expansion of iTunes U

iTunes U is an extremely useful platform that allows universities to host digital content available for download on iTunes. Having an updated, extensive iTunes U page provides many benefits to the university: students can download and view videos of guest speakers or campus activities; faculty can post supplemental lectures or resources; and potential students and donors can see striking examples of the high quality of Carolina.

- Work with ITS to develop an action plan to increase the usage and quality of our iTunes U page to be on par with the best of our peer institutions' pages.
- Focus on increasing the amount of student content on iTunes U by collaborating with Union Production Services to develop a method of recording and generating content for upload to iTunes U.
- Collaborate with CUAB, Speaker Series, and other organizations that bring major events/speakers to Carolina in order to make these speeches and performances available to all UNC students via iTunes U.
- Connect UNC's iTunes U system with the university's Advancement Office to provide examples of exciting campus events, which may be used to secure university funding.

Ensuring communication between student government and ITS

In the past, the Technology and Web Services committee has enjoyed a strong rapport with ITS. This relationship has allowed both partners to achieve their goals and better the technological environment at the university. It is imperative that this relationship be maintained in order to continue providing ITS with student feedback on the technology that impacts student life, including ConnectCarolina. This will be accomplished through:

- Have co-chairs of the Technology and Web Services committee sit on the Student Tech Advisory Board (STAB), a board where members of various ITS departments discuss potential projects and search for student feedback.

- Cabinet will spend one meeting specifically discussing Connect Carolina and determining how the platform can become more intuitive and easier to use.

Increasing technology recycling endeavors on campus

Technological waste often contains materials that can be hazardous to human beings and the environment if not properly disposed. The university currently has some programs in order to recycle technology, but these programs are not well advertised. Will's Team would increase awareness and implementation of these programs through the following:

- The Technology and Web Services committee will contact the Office of Waste Reduction and Recycling & the Environmental Affairs Committee to better understand the extent and success of its technology recycling programs.
- Working with the PR Team as needed, the Technology and Web Services committee will develop an action plan for better advertising technology recycling options on campus.

See Also: UNC Smart Phone App

The 3 E's:

Efficiency – Adequate, sustainable, and efficient use of resources will allow our current technologies to increase in usage, lessening the need to acquire new technology.

Equity – As technology is used by all students, it is important that we all are aware of the technology available to us. Advertising the free tech resources on campus will therefore help all students engage these many useful resources.

Environment – Technology recycling and Energy Efficiency in the University will ensuring that goals are accomplished in ways that either benefit or lessen the impact on the environment.

Implementation Time-line:

By Fall Fest:

- Contact members of ITS, Union Production Services, the Office of Waste Reduction and Recycling and UNC Energy Management Office to discuss goals for the year
- The UNC Mobile Smart Phone App completed and advertising will begin.

By Fall Break:

- Advertising campaigns for iTunes U, the UNC Mobile Smart Phone App, free technology resources and technology recycling opportunities developed and in various stages of implementation.
- Develop a method of creating and uploading student content to iTunes U as well as UNC performances/visiting speakers' content.

By Spring Break:

- Continue to work on advertising iTunes U, free technology resources and technology recycling opportunities.
- Work with the EAC and OWRR to better focus e-waste recycling efforts on campus.

Long-Term:

- Student government will continue its work with ITS and campus environmental groups to maintain the level of technological quality, modernity and sustainability at UNC.

TOWN AND EXTERNAL RELATIONS

Over the past year the Town of Chapel Hill has more stringently enforced long-standing regulations on the number of residents and cars allowed per home in the neighborhoods surrounding the university. Additionally, the Town of Chapel Hill is currently developing its visionary plan for the next several years, Chapel Hill 2020. Will's Team will refine the role of Town and External Relations to enhance the mutually enriching relationship between the university and the town of Chapel Hill, encouraging active involvement and open communication. ***Together We Will facilitate a greater student role in local issues and provide vital town information.***

Expansion of the Good Neighbor Initiative

The Good Neighbor Initiative is an effort to improve interaction between off-campus students and other Chapel Hill residents, encouraging the ideals of good neighborliness to foster a positive town community. Town and External Relations will...

- Work to continually expand the Good Neighbor Initiative, hosting more events throughout the year, building on the success of the Block Party kick-off.
- Assist in the planning of a summer Good Neighbor Initiative event, easing the transitions of school-year ebb and flow on town residents.
- An action committee will attend town meetings at local churches and schools on behalf of off-campus residents and encourage the active role of students in their community.

Involvement in Chapel Hill 2020

Chapel Hill 2020 is the comprehensive plan for the future of Chapel Hill and would benefit tremendously from increased student input.

- Publicize Chapel Hill 2020 events, encouraging student attendance.
- Expanding upon the success of an information and discussion session last semester, Town and External Relations will host another on-campus Chapel Hill 2020 event to foster student dialogue in the process.
- A member of Town and External Relations will serve on the Outreach Board for Chapel Hill 2020, actively working towards greater student voice in the future of Chapel Hill.

Fix My Town

Many students are unfamiliar with the array of Chapel Hill resources at their disposal. Fix My Town, similar in nature to Fix My Room, will link students with the appropriate outlets for their questions or concerns.

- Create an interactive interface, providing both a link of useful resources and FAQs as well as open submission of any questions or concerns.
- Respond to all queries, either offering direct assistance or directing students to the appropriate outlet.
- Compiling student feedback and frequent concerns, Town and External Relations will meet with town officials to address pertinent issues raised by students and offer suggestions for improved visibility of useful services.

Support Orange County Transit Tax

Will's Team will work to fully support the proposed Orange County Transit Tax, a Triangle-wide non-regressive tax that will fund expanded bus service, light rail between Chapel Hill and downtown Durham, and commuter rail between Durham and Raleigh. If passed, the tax will relieve congestion amidst population growth, expand alternative transportation options and reduce pollution.

- Join the coalition of students in support of the transit tax, working closely with Councilmember Lee Storrow.
- Promote information flow, hosting a campus forum to publicize the impact of the tax.
- Will's Team will collaborate with College Republicans, Young Democrats, and other political advocacy groups on campus to promote GOTV (get out the vote).

The 3 E's:

Efficiency - Town and External Relations will strive towards increased collaboration with the town, compiling resources and passion for improved efficiency and success.

Equity - Advocacy for affordable housing will address issues of living equity in Chapel Hill. Moreover, efforts to encourage dialogue and expansion of the Good Neighbor Initiative will ease the gap between students and other town residents.

Environment - The commitment to a strong relationship between the university and the town will contribute to an enriched Chapel Hill community. Will's Team will support the Orange County Transit Tax, which, if passed, will represent a considerable environmental improvement.

Implementation Time-line:

By Fall Fest:

- Encourage greater involvement in the student coalition in support of the transit tax
- Meet with Chapel Hill Councilmembers to facilitate a working relationship.
- Good Neighbor Initiative Kickoff held
- Compile Fix My Town resources and begin to build web platform

By Fall Break:

- Begin planning for Good Neighbor involvement.
- Collaborate with political groups on campus to encourage student vote on the transit tax on the November ballot
- Host an on-campus Chapel Hill 2020 event.
- Fix My Town website up and running.

By Spring Break:

- Second Good Neighbor Initiative event held; summer programs fully planned.
- Town and External Relations will continue to address any issues that arise in Chapel Hill.

Long-Term:

- Increased interaction between students and the town, maximizing the full potential of a true college town.
- Good Neighbor and sustainability programs will have been refined and success optimized.

TRANSFER STUDENTS

Will's Team will work to ease the transition and enhance the experience of transfer students at Carolina. Increased information, opportunity, and inclusion will provide a richer Carolina experience as well as promote higher graduation rates among transfer students. ***Together We Will emphasize accessibility, increased publicity, and collaboration with existing programs to best address the needs of transfer students.***

Expansion of Excelling Through Mentoring (ETM)

Will's Team will expand the success of the ETM program to include transfer students, providing them with a stronger academic support system.

- Facilitate the inclusion of transfer students in ETM and work to publicize the program for incoming transfer students at Transfer Student Orientation.
- Based on involvement, propose transfer student-specific groups (pods) and encourage the incorporation of fellow Tar Heel Transfers as mentors.
- Upon success of the pilot program, Will's Team will encourage the creation of a separate Transfer Students mentoring program.

Transfer Students Social Media

A common and unaddressed problem amongst transfer students is lack of information and access to resources. Will's Team will publicize opportunities and facilitate access to campus information for events, programs, and opportunities for full involvement at Carolina.

- Enhance the transfer students website, providing a single source of links for all useful resources, highlighting targeted opportunities and events at Carolina.
- Develop and refine social media outlets for publishing these transfer student resources and information.

Collaboration with Office of New Students and Carolina Parents

Will's Team will collaborate with the Office of New Students and Carolina Parents to help ease the transition for transfer students to Carolina.

- Meet with the Office of New Students and Carolina Parents administrators to advocate greater publicity of available resources and collaboration to enhance the Transfer Students Website.
- Encourage special training at TSOP to increase information about transfer credits, an often difficult component of the transfer process.

The 3 E's:

Equity – Increased access and opportunities for transfer students, will promote information, publicity, and involvement at Carolina, leveling the playing field for transfer students.

Efficiency – Expanding existing programs will maximize success while avoiding the creation of new, poorly funded, and ineffective organizations.

Environment – Emphasis on social media reduces unnecessary waste of fliers and brochures, promoting a greener UNC.

Implementation Timeline:

By FallFest

- Meet with Office of New Students and Carolina Parents administrators to encourage collaboration with the website.
- Work with Excelling through Mentoring program to encourage involvement of transfer students and means of publicity.
- A team to manage both the Website and Social Media will be compiled and a review of existing social media resources conducted.
- The Transfer Students Website refined to provide useful links for transfer student resources.

By Fall Break

- The first group of transfer students will be fully engaged in the ETM program.
- The Transfer Students Social Media will have a team of committed contributors, enhancing the experience of transfer students.

By Spring Break

- Excelling through Mentoring transfer student participants will be contacted to assess the success of the program and best means of expansion.
- Both the Website and Blog will be regularly updated, and Will's Team will seek feedback to optimize the success of social media.

Long Term

- The efforts of Will's Team will have facilitated a simpler transition process and full inclusion in the Carolina community, encouraging access to opportunities and increased information.

UNIVERSITY SERVICES

Will's Team will strive to increase noticeable transparency among students, student organizations, and the administration of the university. University Services will advocate an increased sense of camaraderie in entering classes and ease the process of acclimation to UNC.

Together We Will put all the pieces of Carolina together.

Money.unc.edu

Students at UNC are often unaware of the countless resources available to us, including grants and scholarships to fund opportunities like conferences, research, and tuition. Will's Team will develop a new web resource to compile all financial resources on campus, educate students about their options, and help to ease the impacts of budget cuts. Money.unc.edu will include the following resources:

- New searchable grant database geared towards undergraduate students rather than the current faculty and graduate student-centered database.
- Application information regarding the Emergency Fund, a joint venture between the Dean of Students Office and the Office of Scholarships and Student Aid which provides small grants to students in unexpected financial emergencies to prevent them from having to leave the university.
- List of the many distinguished merit-based scholarships available to UNC students.
- Money management/financial literacy information and tutorials, built upon the money management workshops developed by the Carolina Leadership Development Office and the Office of Scholarships and Student Aid.

Easing the First Year Transition

Will's Team will improve publicity of existing outlets for integration into the Carolina community.

- Better publicize and advocate widespread attendance of Week of Welcome activities to facilitate camaraderie among first year students and reach students living in Granville Towers.
- Encourage student organizations to utilize studentlife.unc.edu to advertise events, focusing especially on first year students.

Electric Vehicle Charging Stations

Will's Team will work to add metered charging stations to our campus, providing members of our community a place to recharge their hybrid cars as well as a source of revenue for UNC.

- Contact the Department of Public Safety and departments in charge of the existing parking meters and investigate the possibility of integrating meters with charging stations.
- Perform a cost/benefit analysis and identify funding sources as well as student interest.

The 3 E's:

Efficiency: By building on structures that are already in place, expanding and improving existing resources, we can minimize costs without sacrificing student services.

Equity: All students will have access to the database of resources and the campus will benefit from a more unified class of first years.

Environment: Installing electric vehicle charging stations and advocating for more online advertising through studentlife.unc.edu encourages environmental consciousness.

Implementation Time-line:

By Fall Fest:

- Ensure that first year students are introduced to studentlife.unc.edu at Orientation and advocate continued use of the site to clubs and organizations who sign up for tables at Fall Fest.

By Fall Break:

- Compile available financial resources for Money.unc.edu
- Prepare cost/Benefit analysis of Electric Vehicle Charging Stations and present findings to UNC Department of Public Safety (DPS).

By Spring Break:

- Money.unc.edu will be live, with a focus on publicity
- Formulate a plan with DPS regarding the installation of Electric Vehicle Charging Stations.

Long-Term:

- Student organizations are more transparent and students can easily navigate the resources of our school. First year students are able to join clubs that match their interests and campus leaders publish events to studentlife.unc.edu, effectively making them all available at just a glance
- Electric Vehicle Charging Stations are a valuable source of revenue for the University, in addition to contributing to environmental efforts

Executive Branch Structure

Will's Team believes Student Government should be both accessible and efficient. In order to reach these goals, we propose a series of structural changes to the Executive Branch.

As a member of Cabinet for two years, Will understands that this meeting has the possibility to be either exceptionally productive or quite wasteful. In the past, cabinet has been the most productive when it tackles specific university problems, such as Connect Carolina or tuition hikes. Using cabinet meetings as "think tank" sessions rather than as "meet & greets" will make Student Government significantly more productive.

Will's Team seeks to make cabinet meetings more focused by transitioning some cabinet committees into Special Project Teams and Liaison positions. We will transition or maintain the following special projects: Capital Projects, Excelling Through Mentoring, Global University, Safe Walk, Speaker Series, and Student Enrichment Fund. In addition, we will create an Athletics and Greek Life Liaison.

The liaisons and Special Project Team leaders will remain on the cabinet listserv, and choose which cabinet meetings to attend based on the topic of discussion. This smaller cabinet would be more cohesive and efficient, yet would remain accessible to all interested parties. These liaisons would act as a bridge between their respective campus communities and Student Government by meeting regularly with both groups of leaders.

SPECIAL PROJECTS

Excelling Through Mentoring

Excelling through Mentoring is a mentoring program for first-year students that provides a network of resources through group pods led by student mentors, beginning in the fall semester. Will's Team will continue and enhance this program.

- Expand the program to serve more students by recruiting more first year mentees, including transfer students, and welcoming more mentors.
- Advertise ETM more effectively on campus (including at orientation) in an effort to provide equal opportunity for participation, as well as attract accomplished student leaders to serve as mentors.

SafeWalk

SafeWalk is an invaluable program that allows all students the opportunity to have a pair of students walk them safely home from on-campus locations at night. It is funded primarily by Student Fees set aside specifically for safety initiatives. Despite criticism of low usage, Will's Team believes it is an indispensable program that enhances the safety of students on campus.

- Maintain SafeWalk as a Special Project.
- Promote dialogue about how best to use Student Congress funding designated for safety/security initiatives to explore the development of possible alternative initiatives.

Speaker Series

Will's Team is committed to the mission of Speaker Series, bringing exceptional and diverse individuals to campus to promote an intellectually stimulated Carolina community. Speaker Series will expand its collaboration with student organizations and the university to ensure continued variety, volume, and excellence of speakers.

- Encourage broader student input through focus brainstorm groups for future speakers as well as utilize TalkBin to ensure optimal opportunity for student input.
- Build off of the existing Speaker Series listserv and calendar to create a more streamlined and accessible resource, as well as utilize other social media outlets for increased publicity.
- Restructure a calendar of upcoming events to provide a searchable database and a user-friendly interface.

Student Enrichment Fund

The Student Enrichment Fund is a phenomenal Cooper Administration initiative that provides students with small grants to explore their passions. Will's Team will continue this initiative as a special project of the Executive Branch.

- As part of a broader strategy to increase financial gifts to the university, Will's Team will work with the Office of University Development to find donors for the SEF.
- Maintain a team of students dedicated to the SEF, including a Fundraising Committee to increase private donations to the fund as well as organize fundraising events such as benefit nights.