



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

# Cooper Administration

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## OCTOBER REPORT 2011

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## Together We Are Carolina

Hello Tar Heels!

As you sit down to review the Cooper Administration's October Report, be prepared. A lot has been going on over the past seven months and we are very excited to share all of the progress that has been made with you. This year, the Cooper Administration has downsized Cabinet and Special Projects to allow for a more focused and consolidated effort to introduce policy ideas and impact change on campus and in the larger Carolina community. All the committees and special projects, as well as the Executive Branch Officers and their executive assistants, have been working hard to strengthen our collective Carolina experience. The goal of this report is to share our successes and provide you with an update of what we have all been doing since our term in office began in April 2011.

Here, you will find briefs about Student Government's projects, followed by reports from eleven Cabinet committees and six special projects. The appendix also includes a copy of the Cooper Administration's platform, press releases and media coverage, and a collection of all the signed bills, resolutions and vetoes for the 93<sup>rd</sup> Session of Student Congress.

The Executive Branch Officers have prioritized the importance of sharing resources and coming together as a cohesive unit to effect change on this campus and in the larger community. The Executive Branch of Student Government has been fortunate to work with many student organizations over the past few months – Student Congress, Honor Court and Attorney General Staff, General Alumni Association, Carolina Athletic Association, Carolina Fever, Residence Hall Association, Campus Y, and the Carolina Union Activities Board. The work of these combined groups proves that we are much stronger as a collective voice. This has been, and continues to be, our guiding principle through the Cooper Administration. We are eager to continue developing and strengthening these, and new, partnerships during the remainder of our term.

We would be more than happy to talk about the contents of this Report in further detail. We are always available to meet with you and discuss ideas in the Student Government Suite (Union Annex 2501). There have been many hotly debated topics this year. We can only continue to represent the student voice if we hear from you. That means we always want to hear from you! We would love to field your questions and explore new ideas you have in mind that would positively change student life and the Carolina experience.

Interested in learning more about our work or want more information about our projects? Connect with us online via email, Facebook or Twitter, or stop by the suite and visit us. We're always looking for ways to continue to better work with you and for you to represent the students of the University of North Carolina at Chapel Hill. Thank you, fellow Carolina students and Tar Heel nation, for making UNC the place that it is.

Go Heels!

The Executive Branch Officers  
Mary, Zealan, Adam, Zach, Olivia and Lily

## STUDENT BODY PRESIDENT

**Mary Cooper (macooper@live.unc.edu)**

### 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, Mary serves as the primary advocate for students to the University Board of Trustees, community leaders, and State Government through service on a variety of boards and committees. The Student Body President is elected to office each February and serves a one-year term of office.

### Board of Trustees

**May Meeting:** This was my first meeting as Student Body President. I was sworn in at the University Affairs meeting on Wednesday afternoon. During this meeting, Provost Carney reported on the state of affairs of Faculty Retention. This meeting inspired the new Student Government Task Force on Faculty Retention. I reported on how Student Government was getting started, the work we were beginning to do, and our plan for working in Raleigh.

**July Meeting:** This meeting was just a one day meeting. We welcomed two new members onto the Board of Trustees: Lowery Caudill and Steve Lerner. All of the committees met at a committee of the whole. The main presentation was a report and summary of the past legislative session and the projected impact that it would have on the University. The majority of my report was about the student effort in Raleigh over the summer and other initiatives of Student Government since the May meeting.

**September Meeting:** During the September meeting of the Board of Trustees there was a change in the Committee Structure. University Affairs was split into Academic Affairs and Student Affairs. Mary is a member of the Student Affairs Committee. At this meeting, University Career Services presented as well as Vice-Chancellor Crisp on the Office of Student Affairs. I also gave a more thorough presentation of Student Government and the activities going on around campus. There was an informative presentation in the Audit and Finance Committee about the impact of the Budget Cuts by Provost Carney and Vice-Chancellor for Finance and Administration Dick Mann. During the full board meeting, Shirley Ort and Steve Farmer presented on the current standings of Financial Aid and Admissions at UNC. My report to the board was a description of all the events going on around campus and the passion of the UNC Student Body.

### Carolina Athletic Association

Mary has been working closely with Caitlin Goforth on Athletic issues since the beginning of her term to foster collaboration between the CAA and Student Government. We are also working closely with CAA and Carolina Fever for the 11/11/11 game that incorporates an element of Public Service.

### **Student Fee Advisory Subcommittee & Tuition Fee Advisory Task Force**

We reduced Student Fees by \$10.41 a year. More information is provided via Student Body Treasurer Zach Dexter

### **Student Code**

The Executive Branch of Student Government has worked very closely this semester with Student Congress to update sections of the code. Specifically, we updated Title 1 that deals with the executive branch. The largest change was the elimination of the requirement of committees that the Executive Branch is supposed to have. The list was outdated and needs vary from year to year.

### **Committees**

1. Search Committee for the Vice-Chancellor of Finance and Administration
2. Academic Plan Steering Committee
3. SACS Five Year accreditation Committee
4. Student Fee Advisory Subcommittee
5. Tuition and Fee Advisory Task Force
6. Union Board of Directors
7. Student Television Board of Directors
8. Eve Marie Carson Scholarship Selection Committee
9. Commencement Speaker Advisory Committee
10. Enrollment Policy Advisory Committee
11. University Day Committee
12. Student Grievance Committee
13. Communication and Technology (CommTech)
14. Kenan-Biddle Selection Committee
15. General Alumni Association Board of Directors Meeting
16. Patterson Medal Selection
17. Green Revolving Fund Committee
18. ITS Steering Committee

### **Officer's Perspective**

What an incredible year it has been. I was told that it would go by quickly and indeed it has. It is an honor and a privilege to be Student Body President and I have enjoyed every moment of serving every Student at the University of North Carolina at Chapel Hill. After hitting the ground running, accomplishing several of our platform points, and engaging with Students in new and innovative ways we are well into the swing of things and are moving forward at full steam.

The greatest thing about Student Government is the people who are involved. I owe a very large thank you to each of the Executive Board Officers, every cabinet co-chair, and every committee member involved in Student Government. Without their help, support, ideas, and passion, we would never have accomplished as much as we have. I'd also like to thank Zach De La Rosa, Serena Witzke, Jon McCay, and Michelle Healy for their support, dedication to student self-governance, and love of our University.

Every day, I am inspired by the students at UNC, their ideas, their passions, and their concerns. These past few years have been turbulent and posed new challenges to students and their families. Student Government has worked hard to help students in a variety of ways – by making campus safer, by decreasing so costs, by providing new opportunities, and by working day in and day out for the students. This coming year will prove to be another challenge, however, I encourage all students to get involved, become engaged, know and understand the dynamic situations and be sure to provide feedback.

Students are the driving force behind the University and it is a pleasure to be an advocate for such a tremendous Student Body!

Let's go Heels!  
Mary

**STUDENT BODY VICE PRESIDENT**  
**Zealan Hoover (zthoover@live.unc.edu)****Overview of Responsibilities**

The Student Body Vice President serves as the second highest-ranking member of the Executive Branch. As such s/he serves in a number of capacities throughout Student Government, the university, and the greater community. Perennial responsibilities include managing Student Government's External Appointment process in the spring and fall, chairing the Student Advisory Committee to the Chancellor, and serving on a number of committees and taskforces. The Student Body Vice President is also expected to represent the Student Body President in her absence, play a key role in the Executive Branch's strategic planning, and lead critical initiatives within the Executive Branch.

**External Appointments**

Each year, the Student Body President is expected to appoint students to a large number of committees and positions throughout the university. These roles, which are outside of the Executive Branch, are known as "External Appointments," and filling them is the responsibility of the Student Body Vice President. The Chief of Staff for External Appointments, reporting to the Student Body Vice President, plays a critical role in this effort. Nina Brashears '12 has served admirably in that capacity over the past six months.

Zealan and Nina's work with External Appointments started in April when they appointed 46 individuals to 19 committees during the spring external appointment process. The online application for those positions went live on April 7 and applications were due on April 15. Interviews and selection took place through the following week for those requiring Congressional confirmation to be seen at the May 3 committee meetings and May 10 Full Congress meeting.

All of our spring appointees were approved, except for the appointed Chair of the Board of Elections, Dakota Williams '12. By a 14-13 vote, Congress decided not to waive a requirement that the Chair of the Board serve in a Board member capacity for one year prior to appointment. His nomination was withdrawn by the Executive Branch and a new recruitment plan was decided. A new appointee was selected by the second session of Summer Congress. After a wide-reaching recruitment process that heavily targeted the undergraduate and graduate populations, four finalists advanced to an interview round in mid-June. They were interviewed via phone interview attended by Mary Cooper, Zealan Hoover and Nina Brashears. A final selection was made to select Shruthi Sundaram. Shruthi served as Vice Chair of the Board of Elections during the Medlin Administration and has the full confidence of the Cooper Administration in taking on this leadership role. She was confirmed on an interim basis by Summer Congress and fully installed by a vote of Full Congress during their first August meeting.

At the same time that Shruthi was being confirmed by Full Congress in August, Zealan and Nina were busy rolling out the fall external appointment application, which went live on August 22. Applications were made due on September 1, followed by a very quick selection



period in order to submit names of those requiring confirmation to Congress in time for the September 6 committee meeting. All of our appointees requiring confirmation were fully confirmed at the Full Congress meeting on September 13. All said and done, 168 students were appointed to 42 positions during the spring and fall appointment processes.

### **External Appointment Reforms**

The external appointment process is often criticized as being unwieldy due to the large number of students appointed and the difficulty in overseeing their activities. Efforts to improve the process date back at least to the Raynor Administration. Significant steps have been taken during the Medlin and Cooper Administrations to address this problem. In his former capacity as Chief of Staff for External Appointments, Zealan worked with then-Student Body Vice President Holly Boardman to improve the online application process, begin a mandatory orientation process for appointees and propose a new model for how external appointments interface with the Executive Branch. Changes to the online system made in time for this year's selection made the process far more efficient and the mandatory orientation model started under Holly's tenure was continued as well.

A more significant change to the function of the external appointment process is also being piloted, which could have a significant impact on how future administrations handle this process. This year, instead of appointing members to the Student Technology Advisory Board (STAB) in the spring and appointing a number of other students to various technology-related positions in the fall, STAB is being reconstituted as an overarching board for technology policy led by the Technology and Web Co-Chairs, Andy Andrea and Alexandra Cruz. If successful, additional external appointments could be integrated into the work of other cabinet committees in a similar fashion. This would allow committee chairs to more directly interface with the administration, while also assuring that the appointees are more closely supervised.

### **SACC**

The Student Advisory Committee to the Chancellor (SACC) serves two roles. As its name suggests, it meets with the Chancellor on a monthly basis to discuss pressing student concerns and serve as a sounding board for issues he would like to discuss. SACC has also always been a very task-oriented committee, which has sought to identify issues that are of concern to the student body and work to address them directly.

In April 2011, applications for SACC were made available through the spring external appointment process. Six undergraduate students were selected at that time, joined by Zealan, serving as the committee chair, and three returning graduate members. In September 2011, SACC's numbers were augmented by the addition of two first-year students, selected through the fall external appointment process. An Executive Assistant to the Student Body Vice President, who serves as secretary to the committee, also aids the committee's functions.

The members of SACC have shown a shared dedication to ensuring that their access to the Chancellor and shared passions for student achievement are put to the best use possible.

The committee engaged in a series of brainstorming sessions over the summer, via email threads and a Google Document discussion, to identify areas of shared interest and concern. Since the start of school, SACC has focused on launching the Student Enrichment Fund, ensuring the operation of Fall Break shuttles, addressing graduate concerns, and building SACC as a conduit to convey wider student concerns to the Chancellor.

### **SACC and the Student Enrichment Fund**

SACC has taken the lead role in developing the Student Enrichment Fund (SEF). Members have divided into the following key roles:

*Publicity* – the publicity team is responsible for building brand recognition for the SEF. They have partnered closely with the Student Body Secretary and the Public Relations Team in this endeavor;

*Web development* – our Webmaster is responsible for updating the SEF mini-site, which can be reached via the Executive Branch website. The SEF mini-site hosts the SEF grant application and key information about the program and application process;

*Intake Team* – two members of SACC are responsible for receiving SEF applications, vetting them, and then passing them along in an anonymous format to the selection committee;

*Selection* – an anonymous committee comprised of SACC and Executive Branch members will review grant applications;

*Implementation Team* – once grantees have been selected they will be assigned to a member of the implementation team who will work with them to ensure that their program is a success and help them bring their experience back to share with the UNC community.

### **SACC and Graduate Student Projects**

The graduate students on SACC have been busy advocating for issues that are particular to the graduate student population. Their current focuses are on residency issues, a perennial concern for graduates; reviewing the policy about copyright of theses; establishing a [parenting.unc.edu](http://parenting.unc.edu) website; and clarifying the graduate student parental leave policy. While these are long-term problems that require changes at the university, UNC system, and state levels, the graduate students have the general support of the Chancellor in these efforts and the full backing of SACC.

### **Airport Shuttle Program**

Another project that SACC has focused on during the fall semester is the Airport Shuttle Program, provided by the Department of Public Safety (DPS) during the fall, Thanksgiving, and spring breaks. Traditionally, the publicity and scheduling of this service has been managed via a partnership between DPS and the Out-of-State Students Association (OSSA). However, OSSA was not operational during the 2010-2011 school year, which impaired the success of this valuable program. SACC served a vital role this year in helping OSSA reconnect with DPS, reestablish their Official Student Group status, and also assisted with their publicity efforts. Going forward, we have drafted a Memorandum of Understanding that clearly outlines the goals of the Airport Shuttle Program. Our intention is to have that signed by DPS, OSSA and UNC Student Affairs by the end of the semester. Student Government will also co-sign that document and pledge to manage the shuttle program in

any year that OSSA is not operational in order to ensure that students can always count on this service.

### **SACC and the Chancellor's Open House**

The final major project that SACC has worked on this semester is the Chancellor's Open House, which took place on October 10. While this program takes place every semester, this year SACC experimented with a very different model that was considered to be successful at drawing in more students and engaging them in a higher level of discussion. The Chancellor's Open House is usually a standard Q&A format. This year, the Open House was formatted as a roundtable discussion on honor and diversity at Carolina. In addition to the Chancellor, participants included the Student Attorney General, Honor Court Chair, Vice Chancellor for Student Affairs, Dean of Students, Director of the LGBTQ Center and the Interim Provost of Diversity and Multicultural Affairs. The event took place from 4:30 – 6:00PM in the Aquarium Lounge of the Carolina Union. SACC is deeply indebted to the Carolina Union staff, all of whom went above and beyond to prepare the room for the event.

### **SACC Looking Forward**

Looking forward, SACC is working to improve on its ability to serve as an advisory committee to the Chancellor by building an infrastructure whereby student and student group concerns can be submitted to the committee more easily, and then the committee can convey them to the Chancellor. Having this committee has great potential for the student body as a whole, but that potential is far from being fully realized and SACC will continue to work to improve its service to the UNC community.

### **Faculty Retention**

In May 2011, Provost Carney gave a report to the Board of Trustees about UNC's declining ability to retain its best faculty. From 2007 to 2011, our ability to retain faculty has declined precipitously from 72 percent to 42 percent. The causes of this drop are primarily financial: a four-year pay freeze on state salaries has prevented pay raises. When inflation and an increase in the health care contribution rate are factored in, faculty have actually taken a pay cut each of the past four years. Recognizing that our world-class faculty are at the core of what makes UNC a world-class institution, Zealan formed the Student Task Force for Faculty Retention.

Invitations were extended to the leaders of key student groups and the first meeting took place in August 2011. Sitting on the Task Force are:

Student Body Vice President, Zealan Hoover (Chair)  
Student Attorney General, Jon McCay  
Honor Court Chair, Michelle Healy  
Carolina Athletic Association President, Caitlin Goforth  
Senior Advisor to Student Government, Lily Roberts  
Campus Y Co President, Mackenzie Thomas  
GPSF Outreach Coordinator, Michael Perfetti  
Carolina Union President, Cierra Hinton

Chancellor's Student Innovation Team Chair, Hudson Vincent  
Honors Program Advisory Board Co-Chair, Carolyn Treasure  
Honors Program Advisory Board Co-Chair, Rachel Myrick  
Academic Affairs Co-Chair, Diana Poulimenos  
Academic Affairs Co-Chair, George Ramsay  
Committee Secretary, Will Lindsey

The Task Force has met with Provost Carney, Dean Gil of the College of Arts and Sciences and Dr. Williford from the Office of Institutional Research and Assessment to understand the underlying issues that faculty face and why some of our best faculty have moved on from UNC. Over the course of five working sessions, members of the Task Force have also addressed key areas of faculty-student interaction and strategized ways to improve faculty climate. The Task Force is now working on a survey that will float potential solutions to the faculty. A faculty focus group will be held this November, followed shortly thereafter by a faculty survey. The work of the Task Force will culminate in recommendations issued to the Faculty Council and Board of Trustees during the Spring Semester.

### **Advocacy**

The Cooper Administration came into office in the middle of North Carolina's bi-yearly budget process, at a time when House and Senate leaders were calling for drastically high cuts to the UNC system budget. Recognizing that quick action needed to be taken, Zealan developed a framework for student advocacy that was presented to the Executive Branch Officers. This proposal to create a Student Government Advocacy Team (SGAT) was quickly accepted and Zealan took a leading role in managing its implementation. As Chair of SGAT, he worked hard to strategize Student Government's overall approach and connect the important work being done by SGAT's members, including the Carolina Advocacy Committee Chairs, the Executive Branch Officers and members tasked with education and outreach. Zealan's responsibilities also included drafting talking points and arranging meetings between Mary and more than two dozen members of the North Carolina House and Senate.

### **Transportation Board**

Thanks to the tireless efforts of the Medlin and Cooper Administrations, the Town of Chapel Hill passed a new law whereby the Student Body President will appoint one student member to the Town of Chapel Hill's Transportation Board. Zealan is the first student to serve in this capacity. UNC Chapel Hill is the largest contributor to Chapel Hill Transit's operating expenses, the second largest transit system in the state. The student population is also directly affected by the town's decisions affecting roads, parking, and bicycle/pedestrian issues. Zealan is a voice for students as these issues are considered and has been working closely with the university and DPS to be well-versed in the subject area.

### **Cabinet Projects and Committee Assignments**

As Vice President, Zealan is also responsible for aiding in the work of cabinet and representing students on a number of committees throughout the university. He has taken a particularly strong role in the CPR/AED in LFIT program, working with the Safety and

Security Team to develop a proposal and work to see its implementation. He also sits on the Student Fee Audit Committee, Tuition and Fee Advisory Taskforce, Student Retention Working Group, Board of Directors of the Stone Center and the Academic Calendar Committee. Each of these committees carries its own unique challenges and responsibilities, but they also allow Zealan to be well-connected throughout the university so as to best be able to advocate for the interests of the student body.

### **Officer's Perspective**

Somehow it seems fitting to be writing this at two o'clock on a Sunday morning. As I reflect back on the prior six months, I am amazed at the amount that has been accomplished, and also the challenges of managing to fit so much into days that only have twenty four hours, no matter how often I may wish otherwise. It has been the highest honor to serve these past six months as Vice President of the Student Body, and I will forever be indebted to the 2011 EBO Selection Committee, the 92<sup>nd</sup> Session of Student Congress, and – of course – Mary, for putting their trust in a then-sophomore to fill the shoes left by my esteemed predecessors. Since then, I have approached each day with a steadfast determination to be worthy of that trust and the expectations of the UNC community that are vested in my office.

These are tough times for our community, and living up to those expectations will continue to be a challenge – especially in the weeks ahead. Despite our best efforts and a first-rate student advocacy campaign, our university sustained a \$100.7 million cut in state appropriations, bringing our four-year budget reduction to \$331 million. As I sit writing this, I am also ruminating on the position that Student Government should take regarding the pending raise in tuition. Never before has UNC had to go to students asking for so much, but a supplemental increase as high as forty percent over the next two years is currently being considered by the Tuition and Fee Advisory Taskforce. It is an ominous time to serve as a Student Leader. A blind fight to oppose raises at all costs would be misguided, for a failure to raise tuition at all would be a fatal blow to UNC. I have no doubt that not raising tuition would seriously, and possibly permanently, jeopardize our standing as a world-class institution of research and learning. At the same time, students have been hard-hit by the economic downturn as well, and tuition raises are never easy.

I am proud that there is a shared commitment at this university to defending student aid at all costs, and I promise that as tuition goes up we will hold financial aid and graduate student remissions harmless. At our request, the Vice Provost for Finance and Academic Planning is preparing a breakdown of the costs we must cover and how tuition increases would cover them. This information will guide the discussions made at TFAT and our ultimate decision about the level of increase that we will advocate for. As we prepare for this discussion, Mary has been working to assemble a cross-section of students to talk with us about tuition increases and their perspectives. Meanwhile, Mary and I are preparing to go out to campus groups and present the data about our university's budget situation and why it will be necessary to raise tuition to ensure that we maintain our teaching and research excellence, as well as the value of a Carolina degree – something that is of paramount importance to every Tar Heel graduate, present, past, and future.

In this past week, at the same time that we have debated the merits of a tuition increase as high as \$2,800, we worked hard to defeat an increase to the athletic fee and decrease the size of the Transportation Fee increase. These were not easy decisions to make either, and they will make the coming year harder for the Department of Public Safety's transit division and the Athletic Department. However, we were able to reduce student fees for the coming year by \$8. Against the looming prospect of high tuition increases, our concern over such a small figure may seem strange or even misguided. To all the contrary, I believe our concern speaks to the core of our commitment to students. In each step of the budget process we intend to defend the critical needs of this university. At the same time, we will not raise tuition or fees blindly without assessing the need and looking for alternatives. We did that last week with fees and we will do the same thing with tuition in the weeks to come. Knowing that the only real way to offset large tuition increases is to increase our state allocations, we are also laying the foundations for a new round of state-level advocacy. SGAT, which has been on hold as the state legislature has considered constitutional amendments, is now gearing back up. We are coordinating with other schools, working with other student groups, and getting ready to hit the ground in Raleigh for round two of the budget process.

Having taken the time to walk you through the major decisions we are facing on budget and tuition, I hope you will also humor me long enough to highlight some of the great work that we have been doing despite these monumental challenges. Six months ago, Mary asked me what I wanted the theme of our administration to be. I said that I wanted us to do more with less. Knowing that students are going to feel the pinch of budget cuts, we should try at every step of the way to make sure that our university is always improving. I am proud that such an ethos has pervaded our work. When CCI wanted to cut back printers, we found a way to expand printing locations instead. While discretionary funding within academic departments has decreased, the Student Enrichment Fund is now online and ready to fund students who want to pursue their passions. And we are pushing forward other innovative new ideas such as AED/CPR classes in LFIT, improvements to faculty-student relations, and a \$500,000 revolving Green Fund.

I hope that you will take the time to read through the pages that follow and see the great work that is being done by my fellow Officers and members of our Cabinet. We face challenges, yes. However, we have also achieved an incredible amount in only the first half of our administration. I am so confident and so excited that we still have six more months to go. I look forward to continuing to serve the students of UNC and hope that you will continue to share your ideas for how Student Government can continue to best serve our fellow students.



**STUDENT BODY SECRETARY**  
**ADAM JUTHA (ajutha@live.unc.edu)****Overview of Responsibilities**

The Student Body Secretary is required to coordinate all outreach activities of the Executive Branch of Student Government and ensure the Administration seeks direct input from the student body about activities and policies. In addition, the Secretary must oversee and maintain the upkeep of the Student Government website. This student is required to be a point-of-contact for students and the UNC community to interface with members of the Executive Branch of Student Government.

**PR Team**

The Student Body Secretary oversees the work of the Public Relations Team of the Executive Branch of Student Government, tasked with outreach for the work and projects to the larger UNC community. The PR Team has a dedicated section within this October Report, but a general overview shows the committee focuses on three key areas: social media, multimedia, design and public affairs. The committee has dedicated countless hours to the development of Student Government's outreach channels, creating new and unique strategies to better connect with the larger UNC community.

**Online Social Media**

Since the Cooper Administration began its term, the online presence of the Executive Branch of Student Government picked up considerable notice. The Administration maintains a very active Facebook and Twitter presence to facilitate better engagement with UNC students and departments. The campaigns moved into full gear in early April 2011 with work focusing extensively on raising awareness about the state budget process.

Over the past six months, the Student Government's online social media followership has more than doubled. This has also become a great outlet to showcase the work of the numerous student organizations and campus departments for the benefit of the larger community. The accounts have worked to engage students in discussions to collect opinions and feedback about debated policies.

**Website Revamp**

Through the multimedia subcommittee in the PR team, Adam oversaw the redesigning of the Student Government website ([www.unc.edu/studgov](http://www.unc.edu/studgov)). This website is now hosted on UNC's WordPress system and is kept up-to-date by a group of four students. The purpose of the website redesign was to create a more user-friendly and easy-to-use interface for students to collect information and details. In addition, significant effort was put into developing a website that could be linked to other student groups and would remain sustainable through the long-term during multiple Administrations.

The website has garnered a lot of attention and has been cited by different student organizations and campus groups. As an example, the Out-of-State Students Association (OSSA) and New Student and Carolina Parent Programs (NSCPP) directed student and

parent information queries about the Fall Break shuttle to the Student Government website for reference.

### **Student Enrichment Fund**

A lot of the outreach work has been dedicated to launching the Student Enrichment Fund (SEF). Adam has worked very closely with the SEF Outreach Team and the PR Team to develop strategic plans to raise awareness about the Student Enrichment Fund. Through communications with student organizations, presentations to student groups, discussions with professors and social media outreach, the group has worked to raise the profile of the SEF.

SEF can be found on Facebook at [www.facebook.com/studentenrichmentfund](http://www.facebook.com/studentenrichmentfund) and on Twitter at [www.twitter.com/unc\\_sef](http://www.twitter.com/unc_sef).

### **Vision2040 North Carolina**

An ongoing project that Adam brought forth as an idea is Vision2040 North Carolina, a goal to develop a student perspective on the future of the state. The groundwork for this project has been laid and all the pieces are in place to reach out to student groups and organizations through the month of November. The timeline for this project, aimed to strengthen campus collaborations, is through the remainder of the academic year. As such, a more detailed project update will be provided in the March Report.

### **External Committees**

Over the past several months, Adam has served as a student representative on three committees. In each of these committees, he is responsible for voicing student perspectives and concerns about different policy issues. These committees are:

- Campus Health Services Advisory Board
- Carolina Center for Public Service Advisory Board
- International Affairs Advisory Council



**STUDENT BODY TREASURER****ZACH DEXTER (zdexter@live.unc.edu)****Overview of Responsibilities**

The Student Body Treasurer assists the Finance Committee of Student Congress and works with the Finance Chair to evaluate student organizations' funding transfer requests. In addition, the Treasurer is required to answer questions about Subsequent Appropriations and the Annual Budget, and manage the student organization treasurer certification.

**Executive Branch Funding**

Zach created a system that enables Executive Branch committees to easily request funding from Student Congress. Committees fill out an Executive Branch Funding Request Form. The Office of the Student Body Treasurer processes this request and identifies the appropriate funding source (e.g. Student Congress or the Executive Branch Endowment).

**Treasurer Certification**

Each student organization on campus that wants to receive funding from Student Government must appoint a treasurer. This treasurer must pass the Organizational Treasurer (OTr) Test. Before the 2011-2012 school year, the OTr test had both an online component and a paper component. Zach eliminated the paper component and retained the online component. Treasurers may now get certified on their own time by visiting [http://congress.unc.edu/Treasurers\\_Test](http://congress.unc.edu/Treasurers_Test). Treasurers find the online test very convenient because they do not have to set up an appointment in the Student Government Suite in order to take the OTr test.

**Student Fees**

Zach chairs the Student Fee Audit Committee (SFAC). This fall, SFAC reviewed proposed increases in the Athletic Fee and Transit/SafeRide Fee.

Zach also co-chaired the Student Fee Advisory Subcommittee (SFAS). SFAS met in September and October to synthesize student and administrator input (including student input from SFAC) on fees into reports. SFAS co-chair Dwayne Pinkney presented these reports to the Tuition and Fee Advisory Subcommittee (TFAS) in October.

The University often retires debt on capital projects that are funded by student fees. This year, the University will decrease a debt fee by \$22. The SFAS policy manual recommends that student fees increase by a net of zero every year (that is, increases in student fees should be balanced by reductions in debt fees or decreases in other student fees). In its reports to the Tuition and Fee Advisory Taskforce (TFAT) this fall, SFAS followed these

guidelines. Net student fees will decrease by \$10.41 next academic year because total approved increases were \$11.59 ( $\$22 - \$11.59 = \$10.41$ ). These reports recommended the following increases in student fees for 2012-2013:

#### *Athletic Fee*

The Athletic Department requested a \$100 fee increase. The Department later revised this request to \$90, and then to \$45. SFAC and SFAS did not find the Department's increase justification strong enough to merit the additional burden on students.

#### *Transit/SafeRide Fee*

The Department of Public Safety requested a \$14.50 increase in this fee. SFAS recommended an \$8.74 increase to cover cost increases in the Chapel Hill Transit contract next year (\$8.24) and to cover additional funding for the Point-to-Point bus service (\$0.50).

#### *Other Fees*

SFAS approved a \$0.32 increase in the Student Legal Services Fee, a \$2 increase in the Campus Recreation Fee, a \$0.29 increase in the Student Child Care Services Fee and a \$0.24 increase in the Carolina Performing Arts Fee.

SFAS also approved various increases in fees that do not apply to all students, including application fees and School of Dentistry fees. Detailed information about the recent fee increases is available on the SFAS section of the UNC Finance Division website: <http://finance.unc.edu/finance-division/about-us/finance-committees.html>

**CHIEF OF STAFF****Olivia Hammill (ohammill@live.unc.edu)****Cabinet Consolidation**

The Executive Branch Cabinet is comprised of all committees and special projects working to complete the Student Body President's platform points. Over the past few years, Cabinet has grown in size, reaching as many as 30 committees and special projects during the Jones Administration (2009 – 2010) and 23 committees and special projects during the Medlin Administration (2010 – 2011). A Cabinet that includes more committees allows more students to take on the roles of committee chairs but can significantly hinder efficiency due to the sheer size and number of individuals involved. This year, the Cooper Administration is operating with 12 committees and six special projects, allowing for a more streamlined and cohesive Cabinet structure.

Our committees, including Academic Affairs, Arts Advocacy, Carolina Advocacy, Environmental Affairs, First-Year Focus Council, Global University, Multicultural Affairs and Diversity Outreach, Public Service & Advocacy, Public Safety, Student Body Outreach, Technology & Web, and University Services cover a wide range of interest areas on campus. Our special projects, including Capital Projects, Excelling Through Mentoring, Peer Advising, the PR and Marketing Team, Speaker Series, and Town and External Relations, cover specific areas but are able to operate on a less structured basis than the committees.

**Committee/Special Project Chair Recruitment and Selection**

Effective chairs are essential when it comes to completing projects. When recruiting for individuals to lead our various initiatives, the Cooper Administration looked for students from all areas of campus. Olivia sent an informational e-mail through UNC's mass mailing service, e-mailed various department and organization listservs, wrote a letter to the editor that was published in *The Daily Tar Heel*, utilized social media including facebook and Twitter, and advertised on student government's website. Applications were due April 6, 2011, Olivia and the other Executive Branch Officers (EBO) conducted interviews the week of April 11, 2011 and selected 38 individuals to lead our projects by April 14, 2011.

**Meetings with Chairs**

Olivia has an open-door policy and is willing to meet with committee and special projects chairs at any time. With that being said, Olivia also thinks it is important to schedule meetings with chairs throughout the year to check up on their progress. Olivia and Mary Cooper first met with chairs before leaving UNC for the summer to discuss Mary's platform. They talked about ways to accomplish various tasks and incorporated the ideas of the chairs into their specific platform sections. After returning from summer, Olivia scheduled meetings with chairs in mid-September to gauge progress and tackle any problems that may have come about since the start of the year.

## Summer Progress Report

Summer is prime time for accomplishing various projects and doing the leg-work for other items that can be tackled once school starts in August. To make sure committee and special projects chairs were working toward their platform goals over the summer, Olivia, in conjunction with Student Body Secretary Adam Jutha, required all chairs to submit a summer report detailing their summer progress. Chairs highlighted specific platform points and discussed their successes, where they needed help, outlined their plans for accomplishing specific tasks, and noted any questions. Olivia responded with detailed comments, then worked with Adam to publish an on-line summer progress report that anyone could access. This report allowed for more transparency and gave students, administrators, and community members the opportunity to see what student government worked on over the summer.

## Committee Member Recruitment

After returning to UNC in August, Olivia began the process of recruiting students for committees and special projects. Chairs depend on reliable committee members to help carry out their committee's goals and tasks, so it is important to get committees situated as soon as possible. In an effort to do this and reach as many students as possible, Olivia devised an outreach strategy that covered a variety of areas.

- FallFest
  - EBO stationed themselves at student government's FallFest table, answering questions and handing out information regarding External Appointments, Open House, and the information session. Cabinet members signed up to work different shifts throughout the night, so while EBO officers manned the tables, Cabinet members walked around in the crowds with clipboards, encouraging students to sign up for our informational listserv and visit our table with any questions. In doing this, we were able to take a more active approach to talking with students – we did not just wait for them to come to us.
- Open House
  - Over the past few years, the Executive Branch has held an Open House in Rams Head Plaza to recruit committee members. After consulting committee chairs from the Medlin and Jones Administrations and since she has served as a committee chair herself, Olivia determined that the Open House in its current structure was not as effective as it could be. This year, Olivia organized an Open House for all of student government in conjunction with the chairs of the Student Body Outreach Committee and Zealan Hoover. On August 22, 2011, all of EBO, representatives from Student Congress, and representatives from the Honor Court gathered in the student government suite in the Union to discuss ways for students to get involved in student government at Carolina. We advertised the event in the Week of Welcome brochure and at FallFest.

- Info Session
  - o While the Open House gave students the opportunity to meet representatives from all branches of Student Government, Olivia also wanted to reach out to students specifically interested in the Executive Branch. She conducted an information session on August 25, 2011 in which she provided an overview of what the Executive Branch does, described the committees and special projects that comprise the Cabinet, and discussed the application process. Cabinet chairs were on hand as well to answer specific questions about their initiatives and projects.
- Introductory Committee Meetings
  - o All committees held their first meetings the week of August 29, 2011. These meetings served as orientation/general overview meetings that introduced interested students to the committees' platform points and various other goals for the year. The goal of having these introductory meetings was to allow students to more accurately rank their committee preferences when applying for committee membership.
- Other Recruitment Efforts
  - o Olivia sent an informational e-mail through UNC's mass mailing service, e-mailed various department and organization listservs, wrote a letter to the editor that was published in *The Daily Tar Heel*, utilized social media including facebook and Twitter, and advertised on student government's website to actively recruit committee members.
- Application
  - o The Cooper Administration is operating under the philosophy that if students want to be involved in student government, we want them to be involved. However, when it came to finding committee members, we wanted to find students that would be committed and stick with the organization throughout their college careers. Olivia designed general application that all committees could use. The First-Year Focus Council and PR and Marketing Team designed separate applications for their committees as their work is more specialized, while Capital Projects, Excelling Through Mentoring, and Peer Advising did not participate in recruitment as their projects do not require committee members to accomplish their goals. Applications were due to the chairs of the committees students were applying to join on September 2, 2011, and students were notified of their committee assignments by September 7, 2011.

### **Cabinet Meetings**

Olivia leads Cabinet meetings, which are held every Sunday at 5 p.m. in the Union. All committee chairs are required to attend, while attendance is optional for special projects chairs due to the unique nature of their projects. The first Cooper Administration Cabinet meeting was held on April 17, 2011. Both committee and special projects chairs were required to attend this meeting as it served as an introduction to EBO and all of the

committees and special projects and provided an overview of responsibilities and expectations. The Cabinet kick off was held on August 28, 2011. This meeting lasted two hours instead of one and included breakout sessions led by EBO officers. Adam led the group in ice breakers, Mary and Zealan discussed their summer projects, Zach Dexter discussed the process of requesting money from Congress, and Olivia reviewed expectations, responsibilities, committee member recruitment, and Union reservation policies.

### **Cabinet Bonding**

To create a more inclusive and fun environment, Olivia has pushed for more “Cabinet bonding” events. After speaking with past and current chairs, most said a “sense of community” was lacking among Cabinet members. In an effort to curb this, Olivia has set aside time both during and outside of Cabinet meetings to allow chairs to interact with one another and build relationships. Outside of Cabinet, Olivia worked with numerous people to organize and publicize various events. Jason Dunn and Kevin Ji, two of Mary’s Executive Assistants, organized a student government potluck, Adam took a group took a soccer game, and Zealan organized a Brown Bag lunch with John Sanders, Student Body President in 1951. Connolly Walker, one of Olivia’s Executive Assistants, is responsible for finding other activities for the group to do together.

### **Weekly Reports**

Each Sunday, both committee and special projects chairs are required to submit weekly reports. These reports should address the following questions:

- What are you working on currently?
- Do you have any upcoming events or projects?
- Would you like to collaborate with another committee?
- Do you need anything from Olivia or the other EBO officers?
- When and where is your next meeting?

These reports provide Olivia with a way to track progress and provide help where necessary. In addition, with the goal of being more transparent and accountable in mind, Matt consolidates the reports, gives them to Olivia for approval, and publishes them on the Student Government website so that anyone who is interested can see what specific committees of student government are working on at any given time.

### **Certification Challenge**

The Cooper Administration wants to do its part in creating a more accepting and inclusive student body. In an effort to do this, EBO has challenged all Cabinet members to become Green Events Certified and Haven, One Act, and Safe Zone trained. Matt Farley, one of Olivia’s Executive Assistants, is leading the Certification Challenge and updating the list of who has been trained in what. Each chair’s name is listed on the bulletin board in the student government suite and there are icons next to each chair’s name identifying what that person has been certified in.

## **SENIOR ADVISOR**

**Lily Roberts (lmr12@live.unc.edu)**

### **Student Academic Advising Board**

For the second year in a row, Lily chairs the Student Academic Advising Board, a panel of external appointees who meet regularly with Lee May, Dean of Academic Advising, Assistant Dean Cheryl Junk, chair of Academic Advising's Student Outreach Committee, and several academic advisors. This year, SAAB's meetings alternate between meetings of the student committee, to discuss grievances with and successes of advising, and meetings with advisors and administrators to provide feedback on outreach strategies (i.e. social media) and procedures. In order to encourage continuity between SAAB and the Academic Affairs committee, the Academic Affairs co-chairpeople will sit on SAAB this year.

### **Educational Policy Committee**

As a member of the Educational Policy Committee for the 2011-2012 school year, Lily has attempted to represent the concerns and interests of undergraduate students in matters of academic policy. Thus far this year, EPC has focused primarily on a report on faculty impressions and usage of the Honor Court, which will partially inform the Faculty Council commission conducting a formal review. In addition, EPC is tasked this year with the scheduled four-year review of the priority registration system. Lily sits on the priority registration subcommittee, and she conducted a review of priority registration policies at peer institutions and a history of UNC's implementation of its current priority registration system. The statistical review of the priority registration system will take place in November and December, and results will be presented to Faculty Council in the spring semester.

### **Quality Enhancement Plan**

The Quality Enhancement Plan ("Making Critical Connections") discusses academic policy aspirations formulated in response to the 2007 reaccreditation process. The final review of the QEP is currently occurring, to be completed in spring 2012. As the undergraduate representative on this committee, Lily will attempt to ensure that discussions of the progress of various academic programs accurately reflect the experiences of undergraduate students.

### **Tea Talks**

The "Three Cups of Tea" discussion forum program housed at the Campus Y became known as "Tea Talks" this year. Lily works with a wide cross-section of campus leaders to design each program and to set a vision for this burgeoning program. Lily worked on a grant application for \$11,000 to support a campus dialogue program, which would institutionalize Tea Talks as a campus event and allow it to grow in creative ways. This program has exciting potential to bring students together – outside of the classroom – to discuss current events, forge friendships, and challenge existing beliefs. As an element of the campus academic experience, Tea Talks has the potential to integrate curricular and



extra-curricular life, and to bring the passion Carolina students have for their campus organizations closer to the classroom.

### **Student Involvement in University Budgeting**

In response to a letter to the editor that appeared in the *Daily Tar Heel* and which proposed faulty solutions to UNC's financial woes, Lily co-authored a response with Zealan Hoover. The letter attempted to set the record straight about the magnitude of budgetary issues and indicate that simply protesting a tuition increase will be counter-productive. Zealan and Lily met with Provost Bruce Carney in order to discuss a greater presence of undergraduate students in the budget cut allocation (and, someday, funding allocation) among elements of the University. As the budget process is carried out this spring, Mary, Zealan, and Lily hope to sit in on each meeting of the Budget Committee. This is an exciting possibility for students, who will have a voice in the process of cuts and allocations for the first time. As this process approaches, significant feedback will be solicited from the student body, which will finally have a logical and effective avenue through which to convey its priorities to the administration.

### **Creating a Meal Swipe Bank**

Lily met with Vice Chancellor Crisp to discuss the possibility of creating a meal swipe bank, whereby students with extra meal plan meals at the end of a semester could choose to donate a certain number to a "bank." Students identified by administrators as potentially in need of meals at the end of the month or semester would be able to access a certain number of meals from the bank by using their OneCard. With the support and enthusiasm of Chancellor Crisp backing this idea, Lily has been discussing implementation possibilities with Carolina Dining Services.



## **BIG PROJECTS**

### **CCI Printing**

This program's main goal was to expand printing on-campus. Although students are allocated \$40 to print per semester, Student Government learned of UNC's plans to decrease the amount of printing locations available and increase the price per print. After working closely with Auxiliary Services and ITS, the Executive Branch developed a strategy to expand printing on-campus to two additional locations, as well as maintain the current level of service provided. We also encouraged Auxiliary Services to better advertise their new and current printing locations so that students would know where CCI printing could be utilized. An additional goal was to expand printing to Greek Houses. Over the summer, we found several Greek Houses interested in purchasing a printer and enrolling in the CCI program to offer an additional source of revenue for Auxiliary Services. This project is currently in-process as we are working through a technical problem of the wireless service bandwidth in Greek Houses.

### **CPR Training in LFIT Classes**

Over the summer, the Executive Branch worked with the Red Cross to explore ways to incorporate CPR and emergency training into the LFIT curriculum. A proposal for introducing CPR into the LFIT curriculum, including benefits of the program and costs for supplies, was drafted. Zealan Hoover met with a very supportive Winston Crisp, Vice Chancellor of Student Affairs, to discuss the feasibility of the program. The team also met with the department of Exercise and Sports Science (EXSS) to discuss the feasibility of the program, possibilities of funding, and their general interest in incorporating it into the LFIT curriculum. EXSS was very supportive of the initiative and connected our team to the UNC Red Cross Club, who has offered to help us with the pilot program of CPR/AED in LFIT by providing training dummies, trainers, and other supplies. We are currently in the process of creating a pilot program for spring 2012 consisting of approximately 5 LFIT sections (approximately 150 students).

We are currently considering ways to fund the program, including asking the Red Cross to allow us to have the online component for free (especially during the pilot program) so that only the students who want to be certified will pay separately to do so. Costs for certification are approximately \$20-25 and include the certification card, cleaning supplies for the training dummies, and disposable supplies. The committee is also looking into different ways to staff trainers, including paying for UNC staff members to be trained in return for their commitment to train a certain number of classes. The LFIT sections for the pilot program will be chosen soon and we are also working on various ways to publicize the program to students.

**Flat-Rate Taxi Program**

The Flat Rate Taxi program has three goals: accessibility, safety, and consistency. Over the summer of 2011, the Executive Branch brought together a team of people to develop a proposal for both the Town of Chapel Hill and taxi companies currently in Chapel Hill. Ken Jameson and Abir Chatterjee are the project leads. The project leads designed a proposal for the Town of Chapel Hill that was presented to the Town Council on October 10, 2011. On October 12, Chapel Hill Taxi began to implement a Flat Rate Taxi Program, which is the same program that was proposed to the Chapel Hill Town Council. We are continuing to work with private companies and different partners in the community to design the best program.

**Green Revolving Loan Fund**

The Green Revolving Loan Fund – a growing funding source for implementation of renewable energy, energy efficiency, and reduction of resource usage projects – has been approved by University administrators and just passed its first committee grant funding. The Executive Branch has been working closely with a number of students and faculty members in the development of the framework for the Green Revolving Loan Fund. The mission statement, procedure, criteria/considerations, the agreement, and application have all been created and approved by Vice Chancellor Dick Mann. While this project is managed by a number of students and faculty members, the Executive Branch's Environmental Affairs Committee has taken the role of the student voice. The initial drafts of all the documents have been distributed to the committee to start brainstorming sessions. Discussions will continue to be held to adapt this project to benefit the student body.

**State Legislative Relations**

Starting in April 2011, the Executive Branch created the Student Government Advocacy Team (SGAT), including SBVP Zealan Hoover, SBP Executive Assistant Matt Hughes and Carolina Advocacy Committee Co-Chairs McKinney Brown and Grant Heskamp. SGAT met with Erin Schucettpelz, Director of UNC's State Relations, to discuss the current budget situation and strategize our student advocacy efforts. From there, SGAT went on to develop our strategy. First, we reached out to the student body to get them involved in the budget process. We went to over 50 large lecture classes, marketed in the pit, and visited student group meetings to discuss the current budget problem, as well as sign students up for the Student Government Advocacy Listserv ([budget\\_actnow@listserv.unc.edu](mailto:budget_actnow@listserv.unc.edu)). This listserv ended up with over 1,000 students that allowed us to communicate with them in an effective way over the summer. As we entered the summer months, we continued communication with students through the listserv and social media. Meanwhile, Zealan Hoover, Matt Hughes and Mary Cooper went to Raleigh several times met with more than two dozen members of the House and Senate to advocate for students at UNC Chapel Hill. The team also went with North Carolina State University SBP Chandler Thompson. We had two large phone-banking efforts to reach out to five key legislators about the budget.

Students play a huge role in advocating for our University system. The level of engagement this year was unlike any year previously. We are continuing to work closely with this team as we enter the tuition discussions. SGAT is also developing a strategy to go back to Raleigh this coming semester.

### **Student Enrichment Fund**

The Student Enrichment Fund is open to students who need funding to pursue enriching experiences away from the university. In SBP Mary Cooper's words, this would be a program "to break the bubble around Chapel Hill by empowering students to search out their passions and then bring that knowledge back." The Executive Branch is very excited that the first student grant recipients will be bringing their learnings and knowledge back to campus this semester.

A dedicated team has been working on the Student Enrichment Fund since May 2011 and we are excited to be on track the first application deadline of November 1. The application and mini-site launched on October 1 (check [www.unc.edu/studgov](http://www.unc.edu/studgov)), and the SEF Steering Committee and Executive Branch Public Relations Team have been working hard to raise awareness and profile among students for this great opportunity.

Students can submit an application online at any time and the Selection Committee will review those applications on the first of every month from August to April. From these applications, the committee will select grant recipients.

While the initial grants will be made with funds donated by Mary Cooper and Zealan Hoover through their individual stipend checks, the biggest challenge we will face in the coming months is putting the SEF on a sustainable financial footing for future administrations. We are excited to announce that the fund now has a dedicated UNC donor number (8352) that will allow us to raise tax-deductible university-credited donations. It is our hope that as we reach out to alumni of Student Government and friends of the university in coming months, individuals will consider supporting the SEF.

## **Triage and TalkBin**

There are three new positions available in the Executive Branch of Student Government beginning November 2011 when the Triage and TalkBin programs are launched. These positions include:

### *Position 1: TalkBin and Triage Project Manager*

Someone who enjoys interacting with students, is passionate about addressing students' concerns, and has strong communication skills. This position requires someone with exceptional organizational abilities, as well as the ability to coordinate a large communication effort. This student will work very closely with the EBO team.

### *Position 2: TalkBin Coordinator*

A junior or senior student who will formulate Student Government's TalkBin strategy. This person will be responsible for developing TalkBin questions in conjunction with Vice Chancellor Crisp's Student Leadership Advisory Committee (SLAC). TalkBin is a program sponsored by Google that enables groups to survey students by asking unique questions and receiving anonymous feedback. The TalkBin Coordinator will also be responsible for coordinating publicity efforts with campus partners such as Carolina Dining Services, Housing and Residential Education, the Student Union, and Campus Health. This individual should be comfortable working with a student team, and interfacing with administrators in a one-on-one environment.

### *Position 3: Triage Coordinator*

We are looking for a first-year or sophomore to establish an online communication system (instant messaging) that will be used for Triage, a reactive program designed to directly address student concerns. This position will also involve developing a plan for marketing the program to students.

## CABINET COMMITTEES

### Academic Affairs

In keeping with the campaign's emphasis on collaboration, the proposals of the Academic Committee focus on cooperative student initiatives. Over the past decade, programs such as AAPPLES, C-START, and First-Year Seminars have dramatically increased the role of students in becoming agents and collaborators in their academic endeavors. However, there remains much work to be done in empowering undergraduates at UNC to participate actively in their education. The Cooper campaign encourages students to find their voice as advocates before the faculty and staff on behalf of their education and educational experiences.

**Diana Poulimenos**  
dpoulim@live.unc.edu

**George Ramsay**  
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### Platform Progress

#### **Helping Facilitate Recommendations Made in the New Academic Plan**

*With the formation of the New Academic Plan comes many innovative objectives and goals for the academic life here at UNC. The Cooper Administration is excited about partnering with the administration and faculty at Carolina to help implement several of the overarching academic themes presented in the New Academic Plan.*

At the end of the last year school, we began informal research to assess the need and feasibility for a faculty mentoring program. Our meeting with Convent Scholars program directors and department heads gave us an understanding of what currently exists, what had existed in the past, and provided us with a better understanding of what would be feasible for the future. From these conversations we identified a larger need - improving faculty relations - and established a sub-committee to tackle these issues. A viable project would be the implementation of a faculty mentoring program with a focus on developing natural relationships based on common interests. For the time being, the faculty relations sub-committee is focusing on facilitating student-faculty relationships with AWOL, Another Way of Learning, further explained below.

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#### **Assisting Faculty in Co-Teaching classes and in teaching trans-departmental classes**

*Currently at Carolina it is logistically very difficult for faculty members to co-teach classes or teach across other departments. The current policy is that a department must "rent" a professor from another discipline in order to have them teach outside of their department of origin.*

Current academic policies at Carolina make it very difficult for faculty members to co-teach courses and teach courses in other departments. In order for professors to teach outside their department and receive teaching credit, the professor's home department must "rent" the professor to the department in which they would like to teach. We believe that co-teaching and interdepartmental instruction is a viable avenue to foster interdisciplinary learning and problem-solving. The encouragement of cohesive academic relationships not only spurs collaboration and discovery, but draws on the fundamental tenants of our liberal arts curriculum.

Our Co-Teaching subcommittee, led by project manager Josh Hughes, is currently investigating existing academic policies that inhibit co-teaching and interdepartmental teaching. A greater understanding of these existing policies will allow us to create policy recommendations for change. Committee members are also working to identify candidate courses that could be used as a model for these new courses and are actively brainstorming topics around which these courses could focus. This work mirrors that of the Academic Plan Steering Committee, a committee composed of faculty members who are working on implementing the 2011 Academic Plan. The committee is currently working to identify and understand existing faculty policies and is keenly interested in promoting co-taught and interdisciplinary courses that center on "big" topics.

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### **Standardized Teaching Assistant Evaluations**

*With the new online class evaluations up and running, the Cooper Administration believes that now is a great time to push for a teaching assistant evaluation. Currently, TA evaluations are conducted by department heads, and not by the administration as a whole.*

Teaching Assistant evaluations are currently individually administered by departments and are not universally standardized or formalized. Upon completion of the E-Learning report, our committee plans to work towards standardizing these evaluations. We hope that teaching assistant evaluations will be available to students online, in addition to in-class.

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### **Publicizing Academic Curriculum Changes**

*Changes to the academic curriculum at Carolina are always a part of the fluid culture here at UNC. It is important for students to be informed about these changes, as they directly impact upon their class schedules, majors, minors and graduation requirements. Student government will work on publicizing these curriculum changes to make sure that each student is fully updated on the University's educational and academic requirements.*

SAAB (the Student Academic Advising Board) is working closely with the Academic Advising in Steele Building to publicize curriculum changes. At the end of last year, the board was discussing ways to improve communications between Academic Advising and the student body. SAAB is functioning independently of our committee.

**Graduate Majors/Research Fair**

*The Office of Undergraduate Research holds a superb research fair every year. Due to its lack of visibility, however, many students miss out on this opportunity to catch a glimpse of what their fellow students are up to at UNC.*

Academic Affairs has been working closely with the Student Taskforce on Faculty Retention, an Executive Branch special project researching the issue from the student perspective. An action taken as product of that discussion will be enhancing current research resources available to undergraduates. Specifically, we look forward to working with the Graduate and Professional Student Federation to have a Research Fair at which professors and graduate students can actively recruit undergraduates for their research.

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**Promoting 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. An attempt is made to select committee members who are fairly representative of the student body, but this is obviously never entirely successful (in that it's comprised of students who elected to apply for such a committee).*

The Student Academic Advising Board (SAAB) is a committee appointed by the external appointment process and is currently being chaired by Senior Advisor, Lily Roberts. SAAB serves as a liaison between the student body and the Academic Advising Program. The board is currently functioning independently of our committee.

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**Another Way of Learning (AWOL) Program**

The goal of AWOL, led by project manager Mauricio Barreto, is to promote and foster meaningful faculty relations with students and other faculty in order to preserve and enrich an environment of high academic quality. AWOL provides professors at Carolina a stipend to help fund an out-of the classroom project or activity. These programs or activities allow students to interact with faculty in a small, informal setting. AWOL was independently established in 2009 with funding support from GSPF and the Provost's Office. The program will now be run as a project of Academic Affairs. We have secured funds from the previous AWOL coordinators and are now prepared to pilot the program and start accepting applications. Applications will be accepted throughout the school year, with 1-2 stipends granted each month.

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**E-Learning Initiatives**

Given rapid technological advancements, multiple forms of technology have been used to enhance the classroom experience. Last year, Diana and Chris Carter, Academic Affairs co-



chair 2009-10, worked on developing an E-Learning survey in conjunction with the Center for Faculty Excellence (CFE). The purpose of the survey was to evaluate the use of technology on campus with the goal of encouraging the replication of effective practices to enhance overall classroom learning.

The survey, live for the month of October 2011, was edited with help from George, this year's Academic Affairs Committee co-chair, and CFE. We hope to receive between 500-750 responses from undergraduate students enrolled in residential courses. Our E-learning sub-committee, led by Project Manager Chris Hendel, is currently working to promote and publicize the survey. Committee members are also seeking out donations to offer a gift card package to a student (via raffle) for his/her participation in the survey. At the end of the month, the sub-committee will analyze the survey responses in order to create a formalized educational report on E-Learning that will be used to augment the current efforts of CFE.

### **The Co-Chair Perspective**

#### **Diana Poulimenos**

After assessing the Cooper Platform, George and I decided to focus our initial energies on three "big" projects: Co-Taught/Interdisciplinary Courses, E-Learning, and Student Faculty Relations. While Academic Affairs functions in part as a "think-tank" committee, we wanted to ensure that our committee members were actively involved in our projects. Moreover, we wanted to provide our committee members with tangible goals and projects that could feasibly be accomplished over the course of the year.

Breaking our committee into smaller sub-committees - each corresponding to one of our "big" projects - and selecting project managers to lead each of these committees has been very effective in delegating tasks and has ensured that all committee members are able to directly participate. 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 sub-committees and within the committee as a whole.

It has likewise been a pleasure working with George. We share a like-minded approach to both problem-solving and leading and have worked well together, filling in for each other when need be and serving as sounding boards for new ideas. His keen organization skills, thoughtfulness, and approachability as a co-chair have truly enhanced the dynamics of our overall committee and the effectiveness of our meetings. Chairing a committee has certainly been a learning process for both of us, but has been a great experience thus far. We are continuously soliciting feedback from our committee and are working to ensure that we are clearly communicating tasks and expectations. We have also had the opportunity to partner with other student organizations and student leaders on campus about academic issues beyond the platform. These collaborations have provided us with greater insights and the resulting conversations have strengthened our work as a



committee. I look forward to working with George and the Academic Affairs committee over the remainder of the next year.

**George Ramsay**

By focusing on three major categories and dividing the committee into teams, our members have been able to participate more actively and see the products of their work. By mid-October, we have launched AWOL, began soliciting feedback on campus technology, and started designing co-taught interdepartmental problem-based courses. Each committee member has been able to make a meaningful contribution to their project as well as offer meaningful feedback to other committees.

Diana's ability to think thoughtfully about decisions, process outcomes and feedback, and remain passionate about driving results has made our committee more successful, practical, and action-oriented. It has been a pleasure working with Diana. Her depth of experience in academic settings makes her an invaluable resource to the committee and a fantastic sounding board for ideas. Together, our focus on collaboration across campus has opened many doors. I look forward to completing our current projects and taking on more as we work to continue to enrich UNC's academic environment.

## Arts Advocacy

The Cooper Administration plans to form a network for arts groups on campus, channel communications between students and administrators regarding arts in the curriculum, and provide more opportunities for students to express themselves creatively.

Our university boasts amazing artistic resources. Our students have access to strong curricular departments of art, music, and drama. They work to sustain the hundreds of arts-related student organizations. On any given night, we can choose from a wealth of performances and exhibits. But there exists no single resource for arts information at UNC. Mary's administration will work to change that.

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## Platform Progress

### Arts Advocacy's Comprehensive Arts Assessment

*Building on momentum already generated by other student groups on campus, the Cooper administration will repurpose the Arts Advocacy committee of Student Government to serve as the nexus for a comprehensive arts assessment.*

This task has been undertaken by a wide variety of groups across campus. We, as a committee, have initiated conversations with several of these groups (most notably the arts policy center of the Roosevelt Institute on campus) in order to bring all relevant parties together to combine our efforts. We have successfully established these contacts and begun the sharing of information, which we feel is an excellent first step that seems promising for future collaboration. Over the next few weeks, we hope to have our next planning meeting to solidify the course of action regarding the creation of a listserv. After preliminary meetings with representatives from Roosevelt and CUAB, we hope to expand this task to fulfill a wider reaching need – that the creation of a portal to both receive and disseminate information. Our tentative plan revolves around the creation of a listserv, as well as, a blog (or other semi-exhaustive online entity) that would allow for a clear and efficient exchange of pertinent information. Dependent upon the success of the next planning meeting, we hope to have some preliminary version of both the online entity and listserv up and running by the beginning of December.

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### Creative Exploration Space in the Student Union

*Even before an arts assessment is completed, we can already point to a shortage of artistic materials available to non-majors. If we can all check out basketballs from the SRC and*

*library books from Davis, why can't we check out a paintbrush, mix some paints on a palette, and buy a canvas to use in the Union?*

At the moment, we are continuing to evaluate and move forward with efforts to establish an arts supply check-out system; however, it has come to our attention that other groups have been working on similar tasks. Originally, we wanted to partner with DHRE for this project. We were referred to Natalie Dunlop, the Chief Enhancements Officer of the Residence Hall Association for this project. After discussing with Natalie, we realized that this project would not be possible through RHA. We are currently in communication with a variety of people including representatives from the Chancellor's Student Innovation Team (CSIT) and Roosevelt to assess whether or not the art supplies available through the Art Club do not fulfill what we wanted to accomplish with this platform point.

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### **Carolina Arts Festival**

Last year, the Arts Advocacy Committee kicked off its first ever arts festival. This year, we are in the initial planning stages of putting on the second annual week-long arts festival. We plan to focus more on the wide talent pool already available on campus rather than drawing in outside performers and events. We are currently working with the members of the committee to assess last year's festival so as to ascertain which events should be continued (like the Dance Showcase) and which events will need to be revamped to be viable parts of this year's festival. Furthermore, we have selected a name for the festival: pARTy. We feel that this embodies the spirit of the vent and will provide a basis upon which to start marketing efforts well in advance to ensure that the student body is as aware of the event as possible.

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### **Other**

We as a committee have also undertaken the task of submitting a Kenan-Biddle Grant application. The completed application, spearheaded by committee member Lauren Petersburg, was submitted earlier this month and proposed the creation of a bilateral dance initiative that would bring together dancers, student choreographers, and outside professionals together for a rewarding, and collaborative dance experience.

### **The Co-Chair Perspective**

#### **Ben Neal**

Overall I feel quite happy with the initial work the committee has been able to accomplish so far this semester, and I am confident that we will see a great deal happen prior the onset of Winter Break. The committee has managed to draw from a highly diverse group of individuals, and I believe that the variety of skill sets and knowledge bases of our members will prove to be a valuable asset as the year progresses. Working alongside Joy has been excellent. We have been able to independently pursue the completion of different portions of the platform while keeping one another mostly on the same page. I think we will have a

productive rest of the year, and I look forward to seeing how the continuation of our efforts will unfold.

**Joy Monet Kajogbola**

This year our committee is working hard and enthusiastically to accomplish the tasks set forth in the platform. This is my first year as a member of Student Government, and I could not have asked for a better committee or co-chair. I think that we will be able to reach out to even more of the campus in our events and really get the campus involved in the Arts. All of our members have some type of affiliation with a fine arts group on campus, and come from diverse backgrounds, which I think represents not only the fine arts community, but the campus as well. I am very excited to see how all of our events come together.

## Environmental Affairs

The University of North Carolina is a leader on environmental issues, as demonstrated by the wealth of ideas, projects, and initiatives of the Environmental Affairs Committee (EAC). The Cooper Administration plans to continue, strengthen, and nurture environmental projects, programs, and solutions from previous administrations while increasing communication, designing new ideas, and creating policies. We hope to play a highly active role in UNC's effort to become carbon-neutral by 2050.

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## Platform Progress

### **Increasing Communication:**

*UNC's many environmentally-oriented student organizations, faculty, and administrative bodies do incredible work, but lack an adequate forum for communicating their efforts with one another. To streamline their efforts the Cooper administration will do the following:*

*Host at least two environmental roundtables per year, so as to facilitate discussion among campus environmental leaders, and publish a report discussing the accomplishments and plans of roundtable participants.*

The first Green Round Table was held at the end of October. The Campus Collaboration listserv was updated and utilized to allow us to reach out to all of the existing environmental student groups on campus to invite them to the Green Round Table. At this event we plan to discuss and establish steps to achieve each group's actionable goals and determine any opportunities to improve collaboration, communication, and support.

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*Collaborate with the Sustainability Office & Institute for the Environment to host a sustainability social at the beginning of the year to welcome new students to environmental activism on campus, and provide an opportunity for them to sign up for environmental groups.*

During the Week of Welcome, the Environmental Affairs Committee partnered with the Sustainability Office to host a Sustainability Social. The event provided an excellent overview of the opportunities for environmental participation and action on campus. The event attracted a mix of sixty faculty and students. Many of the students that came, a mix of all classes, first-years to seniors, are now involved in the Environmental Affairs Committee in some capacity.

*Create a program called "EcoHarmony," which will be an online resource that allows incoming students to select and search for different environmental groups that they would like to be a part of.*

EcoHarmony is a web-based program designed to connect students with specific environmental interests with organizations on campus that have goals and projects in line with the specific interests of the student. While the Environmental Affairs Committee completed the EcoHarmony program over the summer, we are currently working to integrate the program on the Student Government website. Contact has been made with people knowledgeable and experienced with website design who will be able to assist us with getting the EcoHarmony program up live and running.

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### **"Walking the Walk..." Environmental Projects**

*The Cooper Administration will take on specific environmental projects on campus that are important to the student body, but which are not being tackled by other groups. Specifically, we hope to do the following:*

*In the world of athletics: Further reduce waste at football and basketball games, as part of the EPA Game Day Challenge, work with Kenan Stadium to implement a composting program for vendors, and implement a recycling policy for athletic events at the Smith Center, Carmichael, Kenan Stadium, and other facilities.*

Game Day Challenge is a nationally competitive Environmental Protection Agency (EPA) sponsored program to reduce waste at a football game every fall. EAC worked to carry out the EPA sponsored Game Day Challenge at the October 29th football game. Committee members planned various publicity efforts in order to raise awareness about the event and increased this year's participation.

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*Increase recycling on campus by implementing findings of environmental studies and environmental science majors in their Fall 2010 Capstone projects.*

The residents of Granville Towers officially have individual recycling bins located inside their rooms. We are currently collaborating with a Capstone project group in order to increase awareness and education to ensure proper usage of the bins. The current project is based off another Capstone project developed last year to assist with the implementation of the project to various parts of UNC's campus upon successful completion of Granville Towers.

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*Improve the energy usage concern form so that energy problems can be better responded to.*

This form is designed to limit the campus energy misuses and overusages. It would provide students the ability to inform the university of such misusages and to improve the chance of the misusages cessation. Committee members have made the initial contacts necessary to update the energy usage concern forms, which were previously located on the Environmental Affairs Committee website. This form allows people to provide feedback about aspects of campus that would be considered an inefficient use of energy (i.e. field lights that are left on while it is not in use). As committee members gain a better understanding of the contacts and resources available, this program will begin to take larger strides towards an updated and easy to access form.

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*Promote the Carolina Green certification process for individuals, student groups and organizations, and academic departments, including by making the Cabinet green-certified.*

Megan Gyoerkoe conducted a "Green Events Certification Training" for all members of Cabinet on Sunday, September 11, 2011. The presentation focused on helping committees *Go Green!* On campus, it is possible to recycle plastics #1 and #2, aluminum cans, office paper and mixed paper. Batteries can be recycled in special containers in the Union and/or residence halls. Light bulbs cannot be thrown in the garbage, but can be disposed through special disposal areas. Shoes (new or worn) can be recycled through the Nike Reuse-a-Shoe drive (boxes can be found in Fetzer Gym and residence halls). Composting is also available on campus and programs can be considered Green Certified once program organizers go through a Green Events Training.

To improve Green-related issues in the office, all garbage cans have been removed from offices and there is now one central bin in the suite. A paper box has also been placed beside the CCI Printer for single-sided sheets that can be reused.

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### **Overall Policies and Goals**

*The EAC will increase energy efficiency & sustainable practices on campus in order to help the University reach its goal of carbon neutrality by 2050 at the latest. We will do the following:*

*Institutionalize the ECO REPS Program started last spring through the Sustainability Office. ECO REPS is a program sponsored by the Sustainability Office that aims to train students about environmental issues in an effort to help inspire other students to be environmentally conscious, in order to work towards UNC's goal of being carbon neutral by 2050.*

EcoReps is a program designed to both educate students on the environmentally focused elements of their campus and how they can reduce their daily impact. We have been in touch with Paige Smith, coordinator of the EcoReps program to determine ways that the program can be expanded. We discussed institutionalizing the program through an

educational campaign for first-year students and have been working on developing that program further.

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*Bike sharing program on campus.*

Discussions have been held with Danny Allen, on how Environmental Affairs Committee can assist in the realization of a Bike Share Program at UNC. Danny Allen and Akhil Jariwhala, are currently in the process of developing a proposal for the Department of Housing and Residential Education (DHRE) to develop a pilot bike share program in Morrison Residence Hall. EAC plans to help polish this report, look for alternate sources of funding, and promote and manage the pilot program upon its future implementation.

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*Increasing endowment transparency and assuring that the university is investing in sustainable practices.*

In progress.

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*Revolving loan fund for renewable energy which would invest money in an energy efficiency project and use the money saved by the project to pay for another renewable energy project, thereby creating a chain reaction of installing these environmentally friendly technologies.*

The Green Revolving Loan Fund - a growing funding source for implementation of renewable energy, energy efficiency, and reduction of resource usage projects - has been approved by University administrators and is close to implementation. EAC has been working closely with a number of students and faculty members in the development of the Green Revolving Loan Fund framework. As of now, a draft of the mission statement, procedure, criteria/considerations, the agreement, and application have been created and are ready to take to Vice-Chancellor Dick Mann for final approval. While this project is managed by a number of students and faculty members, EAC has taken the role of the student voice. The initial drafts of all the documents have been distributed to EAC members, in order to start brainstorming sessions. Discussions will continue to be held to adapt this project to benefit the student body.

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*Expanding the Sustainability Living Learning Community in Morrison Residence Hall.*

Expanding the Sustainability Living and Learning Community (LLC), to include the entire third floor of Morrison Residence Hall, is in the initial phases. Members of EAC have taken responsibility for this project and steps have been taken to make contact with those in charge of the LLC, as well as those who have participated in the community in the past to gain an understanding of the ways that it can be strengthened.



## **The Co-Chair Perspective**

### **Megan Gyoerkoe**

The beginning of this year has started off well. This year the committee is not only working on improving already-existing projects, but is also implementing a lot of new projects as well. It has been as challenging as it is exciting, but the committee has definitely accepted all challenges and is working hard to get their respective projects completed. Committee members are working together very well and taking a lot of initiative. It will be exciting to see how the year continues to progress.

### **Cameron Smith**

The beginning of the year has gone well. While many projects are still in their initial phases, the majority of the committee's effort up until this point has been dedicated to establishing connections and creating plans of action for the coming months. Beyond the projects on which EAC has explicitly focused, all members of the committee are eagerly generating a variety of plausible and creative ideas to advocate for the environment and reduce Carolina's impact. It looks to be a promising year.

## **First-Year Focus**

Mary Cooper's role as Student Body president will aim to encompass as many aspects of campus and student life as they pertain to first years as possible. She plans on catering to the needs of incoming first year students in many ways in order to ease their transition to college and help them get involved immediately upon their arrival to campus.

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## **Platform Progress**

### **Re-developing a First-Year Students Website**

*A First-Year Focused website was developed in 2003 but was never maintained, used, nor advertised: <http://freshmancentral.unc.edu/welcome.sbpwelcome.html>. The Cooper Administration will re-develop the website, and make it a tool to ease the first-year transition to college.*

One of our first tasks over the summer was to update what was known as the "Freshman Central" website, a guide for incoming students that was originally developed in 2003. The original URL (<http://freshmancentral.unc.edu/welcome.sbpwelcome.html>) no longer allowed editing, so we decided to add the contents of the website to a new tab – Class of 2015 – on the Executive Branch of Student Government website. We included information we thought would be relevant to incoming first years, including information about some of the university's traditions, tips for getting involved on campus and notes about classes and registration. The site is now fully updated and available for first-year students to use.

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### **Improving First-year Involvement in Student Government**

*The Cooper Administration would invest itself in the development and education of first-years about student government through the following initiatives:*

The First-Year Focus Council will be organizing a Brown Bag Lunch Series featuring at least one lunch a month. For October, the first lunch is with all six of the Executive Branch Officers to discuss the many projects student government is working on this year and to talk about UNC current events. In November, we are meeting with Vice Chancellor Winston Crisp for first-years to learn more about what he does on a daily basis for students in the Student Affairs office and to discuss first-year issues. For future months, we would like to

host lunches with Chancellor Holden Thorp and leaders of CUAB, the CAA, Student Congress, and the Campus Y. In addition, two positions on the Student Advisory Committee to the Chancellor have been reserved for first year students. Executive assistants for each student government committee have not been appointed, but there does not seem to be a need for them at this time. If a necessity for these positions develops, we will appoint first-years to the committees.

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### **Service Project for First-years**

*The Cooper Administration will work to help organize a service project designed to promote class unity for first-year students.*

The First-Year Focus Council has set predetermined goals to create a campus-wide service project for all first-years. During the first three months of school, the council has developed an action plan for completing the project. The project will include a one-day trip to H.O.P.E Gardens in the second semester of the 2011-2012 academic year. As a committee, we are working with Habitat for Humanity to have a build day either for the First-Year Focus Council only or one to open to all members of student government. In addition, the council will be working at Homeless Outreach Poverty Eradication Gardens on either the second or third Saturday in November. H.O.P.E Gardens are a self-sustaining garden for the local community that helps provide income and job experience to those who are currently homeless. The committee will take these smaller service projects during the first semester and develop them into a larger class-wide project the second semester.

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### **New Student Orientation Evaluation**

*In response to widespread concern about the effectiveness of New Student Orientation, the Cooper Campaign plans to lay the foundation for creating a comprehensive assessment of New Student Orientation by compiling a survey for first year students to assess their experience at New Student Orientation. With this feedback, the Cooper Administration will lay the groundwork for creating a more student-friendly and engaging New Student Orientation for incoming first years.*

The purpose of the New Student Orientation, formerly known as CTOPS, is to introduce students to Carolina. How effective is the program in fulfilling its mission? To answer this question, we attended various orientation sessions over the summer and composed a series of questions to be distributed to 50 first-years as an evaluation of the program. We met with Shandol Hoover, the Associate Director of the New Student and Carolina Parent Programs, in September to determine how to best distribute the survey and utilize the resources her office provides. She invited the council chairs to sit on the board that organizes orientation, Week of Welcome, Tar Heel Beginnings. The board will be set and begin working in November to plan events for current first-year students for the spring semester, as well as beginning preparations for next year's orientation sessions. We also met with Shandol Hoover's Graduate Assistant, Stacy Thorton, early in October to finalize the details for the board and to see if there were opportunities for more collaboration

between our council and their office. She will be meeting with the full First-Year Focus Council at the end of October to get feedback from our council members on their experience with Week of Welcome and their first semester at Carolina.

### **The Co-Chair Perspective**

#### **Phillip Krouse**

The First-Year Focus Council is moving along smoothly. Brittany, Jeremy and I worked hard over the summer to complete the tasks set for us within the first 60 days on the Cooper Administration platform. Once we got back to school, our main focus was recruitment and the selection process. After receiving 60 applicants and interviewing close to 30 first-year students, we selected a committee of 12 members. Our members are at the top of their class in areas of leadership potential and enthusiasm for student government. It is our hope that we have picked a committee that will remain active in student government and dedicated to other areas of UNC. Our committee as a whole seems driven to complete all points on the Cooper Administration platform as well as other activities that will enhance campus life for the class of 2015. Our goal is to help bring the class of 2015 together in a way that promotes the Carolina Way in a fun and spirited environment.

#### **Jeremy Miller**

These first two months with the committee have allowed me to learn more about the current first-year class. The students that we chose to be on the committee are some of the best in their class in terms of their involvement and passion for the university. They have a wide variety of interests ranging from club sports to, community government to, service. I have enjoyed working with them to brainstorm ideas and create an action plan to make the class of 2015 more enjoyable and exciting. These first two months have also been months where I feel like I have had to motivate the council. Phillip, Brittany, and I have worked to come up with ideas that we want the committee to run with. In doing so, we created the first Brown Bag Lunch which will most likely prove to be a success in both enriching the first year class about student government and also developing a stronger bond within the committee. Before the next report, I hope to have actually accomplished an entire class-wide service project. I want to work out the logistics to provide ample opportunities for the current first-year class to become more involved with campus events.

#### **Brittany Reeves**

The year is going well for the First-Year Focus Council. We have planned two Brown Bag Lunches, established a connection with the office of New Student and Carolina Parent Programs (NSCPP), and set up a service day at HOPE Gardens. I am most excited for working with NSCPP because it is a new link we have synthesized that I believe will be useful for the council in gaining experience in working with administrators. In addition, it will benefit the NSCPP office because they will be getting direct feedback about their programs from involved first year students. We are making great progress with our part of the platform, and our council seems to be bonding and working together well now. I hope we can continue this efficiency throughout the year. . For the Executive Branch, I believe we

are a doing an outstanding job as a whole accomplishing the tasks specified in the Cooper Administration platform and I believe that is due to the synergy between the driven Executive Branch Officers and the motivated Cabinet committee co-chairs.

## Global University

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### Platform Progress

#### **Admissions Ambassador Abroad Project**

The aim of the project *Admissions Ambassador Abroad (AAA)* project is to work with and inform the student admissions ambassadors who are going abroad of what has attracted current international students to UNC. Student admissions ambassadors going abroad this spring can use this insight to hone their presentation promoting UNC. They will deliver the presentation to high schools in the area of their study abroad location. The Office of Admissions will be contacting high schools abroad and arranging these presentations.

Global University members have finalized a survey regarding what international students have liked about UNC throughout their experience here as well as why current international students a UNC chose to attend this university. The point of the survey and events will be to promote discussion between international students on campus and committee members. This will ensure that committee members have a proper understanding of what attracted international students to UNC and what has made their experience here positive. The survey will also help the committee to aid in the training of Admission Ambassadors who are to go abroad in the spring. Committee members have also been working on the strategy that will be used to collect and organize the survey responses. The committee will be conducting the survey through the Google survey service. Consultation with a staff member from the Survey Design Consultation services in the UNC Odum Institute will take place to ensure the quality and effectiveness of the survey before the survey is administered. The next step will be to design a meaningful training session to supplement the training that admissions ambassadors receive through UNC's Admissions Office.

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#### **Transfer International Student Mentorship Program**

We are working with E.A.S.E., Easing Abroad Students' Entry, a UNC Student Organization focused on the international experience at UNC. They have a mentorship program which pairs UNC students from the United States with international exchange students. Our committee is working to create a branch within their program that focuses on a mentorship program between transfer international students and UNC students from the United States. The reason that we are focusing on the transfer international students is due to the fact that we want a relatively small, specific group of students to initiate this project. Using this project as a pilot, eventually we hope to expand the program to include the wider

international student population. At the same time, we want to make sure that we are avoiding adding responsibility to EASE's already-established program. The mentorship program will initially focus on the transfer international spring semester students and if all goes well, the program will broaden to include a mentorship program in future semesters to encompass incoming four-year international students as well as incoming fall transfer international students.

Our committee members have finalized an application for UNC Students applying to be mentors, and for incoming international students to receive a mentor. Through this application, we hope to accept students and match them to international students with whom they share something in common.

Finally, we are working to plan an international student focus group and round table discussion on issues in the international student community. This event is slated to be held in early November.

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### **International Student Handbook**

The International Student Handbook was initiated by Andrea Ramos, a 2011 graduate, and was one of Global University's main projects. While the handbook is essentially complete and fully designed, it is awaiting a few minor edits from the Study Abroad Office for incoming international students as well as some faculty approval.

### **The Co-Chair Perspective**

#### **Patrick Short**

In my second year with Global University, I have been honored to be a part of one of aspects of UNC about which I am most passionate. From UNC's image and impact abroad to the experience of international students, I feel that working with this committee has been extremely enlightening. This year, we have an extremely active and dedicated group of students who are full of ideas and who are working hard to improve on the International experience here at UNC. Between the AAA program and Mentorship program, and the focus group mentioned above, we hope to impact the lives of UNC Students and catalyze positive change.

#### **Shannon Steel**

Global University Committee continually develops as a resource for student and faculty who are involved with the welfare of UNC's international students as well as the promotion of UNC internationally. I like the dynamic function that the committee has. Project goals are set at the beginning of each semester but are built upon as the committee receives new information and ideas from faculty and students who are engaged with UNC international students. I think this allows all of the committee members to have individual leadership roles. The level of engagement of our members has been impressive to me. I think a lot will come out of our work together this year.



## Multicultural Affairs and Diversity Outreach

The Cooper Administration plans to build off of the success of the current Minority and Diversity Outreach Committee. The mission of this committee is to be an open and inclusive committee that provides space for diversity ideas and issues to be brought up on campus. The Cooper Administration plans to work closely with the Office of Minority and Diversity Affairs to accomplish the following goals in an effort to celebrate and develop the culture of diversity on campus. The Cooper Administration believes strongly in opening up the term of diversity, proactively discussing issues of diversity, and being an administration that promises to listen and act on diversity issues. Finally, the Cooper administration will look into the current practices and ensure that they promote and allow Carolina to celebrate its diversity. In addition, there will be a focus on gender equity in an effort to create more inclusivity around gender issues in student government.

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## Platform Progress

### Improving current practices and policy initiatives

*This involves working on the following:*

- *Better dining options for the Muslim and Jewish communities, especially during their holidays.*
  - o *Working with Carolina Dining services to plan menus and work to ensure that students who observe a religious holiday have the opportunity to do so.*
- *Work to establish a Latino center according to the Carolina Latina/o Collaborative's determined deadlines.*
- *Help implement the Diversity Plan of 2006 and the survey results from the diversity climate assessment.*

In progress.

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## Diversity Programming and Communication Efforts

As students at one of the finest universities in the world, we are privileged to be a part of such a diverse and inclusive community. It is for this reason that MADO would like to arrange a Unity dinner to celebrate the differences of our students and faculty. The purpose of our celebration is to create an environment for cultural dialogue, food, and

entertainment. We hope that those who attend will broaden their perspectives on diversity by surrounding themselves with peers of wide-ranging heritages and being entertained by a few of UNC's most talented dance, music, and poetry groups.

For the past few years, MADO has closely worked with Carolina Dining Services, organizing Mix-It-Up Dinner at Rams Dining Hall. This year, it is with these goals in mind that MADO would like to request the use of a portion of the upstairs space at Lenoir Dining Hall to put together this night of festivity. As the event begins, we are planning on students partaking in thought-provoking questionnaires and other engaging activities to serve as conversation starters. Then, as mentioned, we would be hosting several groups to perform, and therefore we would need adequate space for them to perform. Finally, we will need the assistance of the wonderful dining staff to help us serve a variety of ethnic foods, to allow students to be exposed to cultures unlike their own. We hope that the dining staff at Lenoir Dining Hall chooses to work alongside MADO to create a night where everyone can come together as one and celebrate our differences!

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### Policy Positions

*The Cooper Administration will work to advocate for progressive policies that will replace current outdated models that do not promote the culture of inclusion that the Cooper Administration envisions for Carolina.*

Harassment is one of many negative experiences that lesbian, gay, bisexual, transgender, queer and gender non-conforming students deal with while living on college campuses. The University of North Carolina at Chapel Hill community does not offer gender neutral specific housing. Students must have roommates who are the same gender as they are and trans-identified students either live in single occupancy rooms or with a person of the same legal gender. In contrast, six (6) of UNC-CH's 15 peer institutions have implemented gender neutral housing policies. There is clear demand for gender non-specific housing at UNC-CH. LGBTQ-identified UNC-CH students, their allies have been advocating for the past six years to create a gender non-specific housing option. The imperative for gender neutral housing is amplified now that first year students are required to live on campus. For these reasons, and many more, MADO has become a partner in the coalition to gain a gender-non specific housing option at UNC-CH. MADO was key in mobilizing students to sign petitions. Our committee members collectively gathered more than 200 signatures for gender non-specific housing, as well as helped publicized the Assembly of Support that was held on October 6th, 2011. MADO members also helped gain a wider Student Government support by presenting to the Executive Branch Cabinet about gender non-specific housing, as well as contacting key organizations on campus requesting letters of support.

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### Communication, Publicity and Outreach

*In order to create an environment of acceptance and inclusivity, gender issues must be part of the public forum. There are several organizations currently working on campus to advance*

*knowledge and support for these matters and the Cooper Administration will assist them in achieving their goals.*

MADO aims to respect and celebrate all forms of identities within Carolina's diverse community. Part of engendering respect for this diversity is engagement in open discussion and critical examination of differing viewpoints. As advocates for gender equity, members of MADO align with the feminist viewpoint, but the "feminist" label has accrued various connotations and ideologies as it has progressed from the second to third wave of feminism. By creating a round table discussion with members of the Women's Studies faculty, community activists and students, we hope to serve as an impetus for healthy discussion of the various perspectives that each self-identified feminist holds and identify areas of similarity in the mutual goal to promote equality and respect for every gender identity. Publicity will begin and faculty invitations will be sent out as soon as the room is officially reserved.

### **The Co-Chair Perspective**

#### **Jill Kite**

I have really enjoyed getting more involved in Student Government for the first time. It is very fortunate that I was paired with co-chairs that are equally as enthusiastic as I am. Our meetings are structured, enjoyable and productive. Further, we have had fantastic retention, which was lacking in the Women's Affairs committees of past years. MADO's involvement with gender nonspecific housing was inspiring and I am excited to see the outcome of the feminist roundtable and the unity dinner.

#### **Brian Min**

I think we definitely made a progress from last year. At the first meeting this year, one of the returning members told me, "I can feel the difference. I already feel good about this year's MADO." That motivated me even more to work hard to achieve our goals. Because we encourage them to get more involved, I believe that they are more engaged and committed to MADO than before. Their commitment means a lot to me, personally, and I hope we maintain this momentum throughout the year.

#### **Jagir Patel**

What I loved most about MADO last year was the fun yet serious atmosphere of our meetings. We have an excellent community of MADO members that have truly dedicated themselves in the past couple months to our committee meetings and the gender non-specific housing initiative. I am truly excited about how MADO has immediately taken off with its programming for this year. We met with Dr. Houston and she gave us amazing ideas for the year, challenging our ideas and perspectives of diversity. MADO will continue its legacy with the coming Diversity Dinner and REALTalk Monologues!

## **Public Service and Advocacy**

The Cooper Administration and the Public Service and Advocacy Committee will focus on enhancing communication and collaboration across of 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.

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## **Platform Progress**

### **Enhance Communication and Collaboration Amongst Service Groups.**

*The mission of the Public Service and Advocacy Committee (PSAC) is to be a resource to other student groups and service organizations on campus. As a part of this, PSAC also aims to help connect students to different service organizations and help communicate what they do. In order to do this, the Cooper Administration will do the following:*

- *Encourage and use Collegiate Link as a resource for connecting students to a variety of service organizations.*
- *Compiling a Service Report that will be released at the end of each year to showcase service opportunities and achievements. This will also require building a database of the various service organizations and their leaders.*
- *Have at least two round table discussions where leaders from different service organizations can meet. These discussions will offer the groups time to collaborate as well as a forum for a discussion about the different ways Student Government can help the variety of service organizations. If some of these changes can be implemented during the Cooper Administration, we will work towards achieving them.*

In progress.

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### **Set the Tone for Active Engagement in Service.**

*The Cooper Administration believes in the power of doing when it comes to service. In an effort to set this tone across campus, Student Government will help facilitate the following goals:*

*Engage the campus in a campus wide service event. Giving back to the community is a hands on event – not something that is solved in closed rooms. Over the summer, the Cooper Administration will work on setting a tone of public service and design a service event that engages every aspect of campus.*

The Public Service and Advocacy Committee is working with Carolina Fever, the Carolina Union Activities Board, the General Alumni Association and other members of student government to host a campus-wide service event on November 11. This service event will be held in conjunction with a viewing party for UNC's first basketball game. The service event will consist of raising funds to benefit non-profit organizations with connections to military service and veterans. The event will be held in Eddie Smith Field House with t-shirts, food, and raffle prizes being used to obtain donations.

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### **Strengthening the Service Community on Campus:**

*STRETCH Conference. The STudents REaching Toward Change Conference is an annual conference that provides students with an opportunity to learn about service. In an effort to strengthen the conference, the Cooper Administration will carefully plan the weekend that it occurs on, ensuring that it is well publicized, has a clear mission, and offers opportunities for brainstorming and networking not only amongst students but with local non-profits.*

The sixth annual STudents REaching Towards CHange (STRETCH) Conference will be hosted on November 5<sup>th</sup> from 2-6pm. The conference will occur in SASB in order to attract many on-campus residents and first-year students. Students who attend the STRETCH conference will learn about ways in which they can get involved with public service on campus such as the Buckley Public Service Scholars (BPSS) program. Mary Cooper, and APPLES have been contacted to speak at the conference. There will be a time for the speakers to discuss the role of their organization in promoting public service on campus and to describe ways in which the attendees can become involved. The students will also participate in workshops that will educate them on local service issues.

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*Brown Bag Lunches. The Cooper Administration will continue leading and collaborating with different groups on this topic. Additionally, the Cooper Administration will continue to support the Three Cups of Tea Program sponsored by a variety of organizations.*

The first brown bag lunch was held on October 13 in the Conference Room of the Campus Y. The Campus Y Director of Development, Madhu Vulimiri led the lunch. All UNC students were invited to attend and we had a turnout of ten students. During the lunch, Vulimiri explained the role of the Campus Y at UNC and the organizational structure of the institution. Vulimiri also welcomed a discussion on how the Campus Y can collaborate with other service organizations on campus. The first brown bag lunch was successful in promoting the involvement of students in public service. The Public Service and Advocacy Committee through Student Government is planning on hosting another brown bag lunch in November.

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*Formalize a campus-wide natural disaster response plan. Following the incredible campus response to the Haiti earthquakes in January of 2010 students and administrators crafted a disaster response plan to be implemented in the event of future major natural disasters. The Cooper Administration will proudly work to make that plan a part of official university policy.*

The Public Service and Advocacy Committee met with the Black Student Movement and the Campus Y to discuss how UNC can create a campus-wide natural disaster plan. The meeting was prompted by the tornados that occurred in North Carolina on September 6. Contact information was shared and efforts were coordinated to transport volunteers to Shaw University in order to help with clearing the damage.

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### **New Student Orientation Service Project and Service Collaboration**

We are currently in the development stage for this project and are investigating various options to determine the most feasible, effective, and positively impacting event that could be held during New Student Orientation. A goal this year is to build on to efforts from last year to promote service collaboration among student organizations in order to prevent overlap of similar projects and to create an accessible network of communication for organizations interested in public service. We are hoping to incorporate the service collaboration with an orientation service project in order to showcase the dedication to public service at UNC.

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### **Kenan-Biddle Partnership**

The Kenan-Biddle Partnership provides a \$5,000 grant for projects that promote collaboration between Duke University and UNC. The Public Service and Advocacy Committee intends to apply for the grant for the upcoming year due to the short notice this semester. The deadline for the grant proposal is in early October and due to the guidelines of the grant proposal (faculty sponsor, 10-page minimum description, etc.) we will be working on it throughout the coming months. Our focus will be on public service projects that will potentially lead to permanent gateways of communication between the two campuses in order to benefit our surrounding communities.

### **The Co-Chair Perspective**

#### **Edgar Lopez**

We have been putting in a lot of effort this year to follow through with our projects and make them successful. The Brown Bag lunches have a lot of potential and they're extremely informative for those that attend. We still have to work on publicity for those but overall I am extremely satisfied with where they are headed. STRETCH Conference is on track and we are excited for the event on November 5<sup>th</sup>. We are working on publicizing the event and getting speakers that will make it an enriching conference for everyone involved. I have been working more closely with the Viewing Party Committee that is collaborating with other student organizations to set up a viewing event for the Carrier Classic basketball

game on Veteran's Day. So far a lot of progress has been made and we are working with CUAB, Carolina Fever, and other members of Student Government. Finally, /committee bonding has been going well. We want all the committee members to know each other and be comfortable working together. We participated in Bike to Uganda as a committee and are working on doing volunteer service projects together in the near future.

**Natalie Prince**

The Public Service and Advocacy Committee currently consists of around fifteen dedicated members. PSAC is comprised of three different sub-committees to increase the efficiency of the committee. One committee is in charge of planning a brown bag lunch each month. This sub-committee has worked hard to increase attendance at the lunches and to choose a speaker they think would be interesting to the attendees. The second sub-committee is in charge of planning the sixth annual STRETCH conference. I have enjoyed helping the members in this subcommittee plan the conference because many of them have never planned an event before. The last committee is tasked with planning the viewing party that will occur along with a campus-wide service event in November. The students in this committee are very excited to see this event come together and have worked very hard outside of our regular committee meetings. Working with PSAC has been such an exciting and fun project. I love being able to offer the first-year students advice regarding public service and I am so excited to witness all the upcoming projects!



## **Safety**

From the very first moment we step foot on campus, Mary hopes that all UNC students will consider Chapel Hill their home. Mary strongly believes that no student should ever feel unsafe in their residence hall, on campus, or anywhere else in Chapel Hill. Student Government can and must play a vital role in ensuring that students, faculty members, and members of the local community never stop working to make our home a safer place.

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**Julia Nething**

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## **Platform Progress**

### **Instituting Self-Defense Training as a Component of Week of Welcome**

*The goal of the Carolina Testing and Orientation Program is to prepare incoming first year students for the new challenges they may face in Chapel Hill.*

The Public Safety Committee co-chairs worked closely with Josh Hewitt of the office of New Student and Carolina Parent Programs (NSCPP) over summer 2011 to ensure the institution of two self-defense classes into the Week of Welcome Program in August 2011. The co-chairs will continue to work with NSCPP to ensure the further implementation of the self-defense classes in future Weeks of Welcome.

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### **Promoting Existing Safety Initiatives**

*We have so many great initiatives in place that it can be difficult for students to find out important information related to their safety and well-being.*

The committee has opened the lines of communication with the Department of Public Safety (DPS) and is beginning to work with DPS and the Student Government's Public Relations team to publicize the Rape Aggression Defense classes that are offered by DPS. Also, the Committee has worked hard over the start of the fall semester to promote awareness of the Gender Non-Specific Housing Initiative to the general campus by meeting with the team behind the initiative and assisting them in publicizing the initiative in the pit. In the coming months, the co-chairs will foster dialogue between the Safety Committee, University Legal Services and the Chapel Hill police in order to learn more about the safety-related programs that those organizations offer to our students and furthermore to publicize those programs to the student body.

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**Adding First-Aid Training to the LFIT Curriculum**

*By working with the Department of Exercise and Sports Sciences to add a First-Aid component to the LFIT curriculum, we will create a community of students equipped to handle basic emergency situations.*

Over the summer, the committee co-chairs worked with the Red Cross and researched various possibilities for adding First-Aid, CPR, and AED training into the LFIT curriculum. By using information from the Red Cross, we drafted a proposal for incorporating First-Aid into the LFIT curriculum, including benefits of the program and costs for supplies. Once the school year began, Student Body Vice President Zealan Hoover met with a very supportive Vice Chancellor of Student Affairs Winston Crisp to discuss the feasibility of the program. Zealan and the co-chairs also met with the department of Exercise and Sports Science (EXSS) to discuss the feasibility of the program, possibilities of funding, and their general interest in incorporating it into the LFIT curriculum.

EXSS was very supportive of the initiative, but requested that the training be changed to CPR/AED instead of First Aid because they feel it would be more beneficial for students in saving lives. EXSS also offered to help us with training CPR/AED trainers provided more insight into the CPR/AED certification process. EXSS connected to the UNC Red Cross Club, who has offered to help us with the pilot program of CPR/AED in LFIT by providing training dummies, trainers, and other supplies. We are currently in the process of creating a pilot program for spring 2012 consisting of approximately 5 LFIT sections (approximately 150 students).

The students will select these sections based on their interest in becoming CPR/AED certified. The certification will consist of online modules in the same format as the existing LFIT online modules in addition to approximately two hours of after-class hands-on training, which will be offered several times throughout the semester for convenience. We are currently considering ways to fund the program, including asking the Red Cross to allow us to have the online component for free (especially during the pilot program) so that only the students who want to be certified will pay separately to do so.

Costs for certification are approximately \$20-25 and include the certification card, cleaning supplies for the training dummies, and disposable supplies. The committee is also looking into different ways to staff trainers, including paying for UNC staff members to be trained in return for their commitment to train a certain number of classes. The LFIT sections for the pilot program will be chosen soon and we are also working on various ways to publicize the program to students.

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**Working with the University to better the visibility of pedestrian crosswalks along Cameron Avenue**

*Mary will work with the Department of Public Safety to discuss the possibility of better lighting along the crosswalks on Cameron Avenue. Although we have not had an unfortunate*

*incident, Mary firmly believes in being proactive and has noticed the dangerous nature and poor visibility of students in the crosswalks along Cameron Avenue.*

The committee is currently seeking dialogue with the University of Virginia's Student Government. They recently implemented crosswalks on their campus that illuminate when students walk across them in order to better the visibility of students crossing the street at night. Once we are in communication with UVA's student government, we will be able to gather more information on the costs and necessary steps to enact endeavor and proceed to draft a proposal for the University by March 2012.

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### **Developing a Safe Run Program**

Over the summer, the co-chairs researched the Safe Run program at the University of Florida to determine the program structure, relevant costs, and possibilities of partnerships in the UNC community. We corresponded with two coordinators of the UF Safe Run program, who gave insight into the daily structure of the program and developments in the program since its inception. The UF Safe Run program was created in 2009 after two students on separate occasions were attacked or went missing while running alone at night. Safe Run provides running partners (who are members of NROTC) between the times of 7:00 and 10:00pm. These running partners are cleared through a background check, are physically fit, know their way around campus, wear reflective safety belts, and have a phone with them in order to contact the Safe Run dispatcher for any problems. The partners are given community service hours in return, which they can use towards Public Service Scholars or a similar program. Using this structure, we then created a proposal, which needs additional information, such as estimated costs, to make it more thorough. We are still in correspondence with the UF Safe Run coordinators to learn more about their program and finalize details for the proposal.

### **The Co-Chair Perspective**

#### **Jeri Brown**

Julia and I are very compatible co-chairs. We split our work evenly amongst ourselves and our committee members. Our projects are moving along very well so far and I am especially pleased with the progress of the CPR/AED in LFIT. I think that this pilot will be a great addition to the LFIT curriculum and will be an excellent way to improve the overall safety of the students on our campus. I am also very excited about our future collaborations with the Chapel Hill police to expand and publicize their rape defense class to students. Our committee members have been great in helping Julia and I write proposals, improve the specifics of our projects, especially CPR/AED in LFIT, and generate ideas for new projects. Our committee's diligence and passion for safety has given me confidence that we will be able to reach the rest of the committee goals for the year in addition to implementing a few of our own committee member's ideas.

**Julia Nething**

I think that the committee is going well so far. Jeri and I work well together and we share the workload evenly, so in that sense everything is going very smoothly. I also like our projects and I think that they are progressing quite nicely so far. It seems that the only issue that we have in getting things done is that we are constantly waiting to hear back from other people. I definitely think that we have a good number and variety of projects, so even when we are waiting on one we usually are getting feedback on another. Though I know that some of these projects will probably not be completely accomplished by the end of the year (for example, CPR/AED in LFIT will have the pilot done but it will not be fully integrated into LFIT by the end of the year), I think that we will get a lot accomplished this year. We also have a few committee members who seem really interested in getting involved and taking the lead on projects, which is great.

## **Student Body Outreach**

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## **Platform Progress**

### **Increased Visibility**

A major goal of the Cooper Administration is to make Student Government a bigger part of campus life at Carolina. In order to do this, student government needs a way to publicize its events and to provide information about what is going on within the Executive Branch. As of October, the Student Body Outreach committee has done multiple things to facilitate the aforementioned goals, with plans for more ways to increase visibility in the works.

To start off the fall semester on the right foot and to facilitate the process of finding out more information about involvement in student government at Carolina, the Student Body Outreach co-chairs organized an open house in the Student Government Suite (Union annex 2501). At the open house, the Executive Branch Officers and committee co-chairs spoke about their specific positions. The turnout was very high, and it served as a good recruiting tool for Student Government, as well as an easy way to find out ways to become involved on campus. Also, over the summer and at the beginning of the semester, the Student Body Outreach committee co-chairs attended FallFest committee meetings and helped generate and publicize a map for students to refer to during FallFest events.

Currently, the Student Body Outreach committee is collaborating with other Executive Branch committees such as the First-Year Focus Council and Public Service and Advocacy committees to organize brown bag lunch events, events where distinguished speakers talk to students about special topics relating to their expertise. Two brown bag lunch events were planned for October. The Public Service and Advocacy committee has collaborated with our committee to hold a brown bag lunch about public service opportunities with the director of the Campus Y, Richard Harrill. In collaboration with the First-Year Focus Council, the committee hosted a brown bag lunch with the Executive Branch Officers of Student Government. At this brown bag lunch, students learned more about the lives and the responsibilities of the officers, as well as their current projects. These lunches provide easy ways for Student Government to become more accessible to the student body.

In order to make student government-sponsored events more public, the Student Body Outreach committee is in the process of collaborating with the Public Relations committee of the Executive Branch to publicize the UNC Mobile smartphone application, which is a simple way to connect to students across campus quickly.

### **Identifying and Addressing Student Needs**

The Student Body Outreach committee is working with other members of student organizations and with the Chapel Hill Taxi Company to implement a flat-rate taxi service within a three-mile radius of Chapel Hill. The Flat Rate Taxi subcommittee members of Student Body Outreach made a survey that was sent out to the student body, with a purpose of collecting data on the most realistic options for taxi price, distance covered, and hours of operation. The results of the survey were presented to the Chapel Hill Town Council by Student Body President Mary Cooper.

Another plan of the Student Body Outreach committee is to collaborate with the Technology and Web committee to create a discussion board on the Student Government website to allow students to ask questions or post comments about Student Government and to hear opinions about how it can be improved.

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### **Facilitation of Higher Student Involvement**

In an effort to increase student involvement and to ensure that the Executive Branch is able to interact with all the student organizations we have worked to publicize CollegiateLink. We created a CollegiateLink subcommittee, who has been working with the Technology and Web and University Services committees to brainstorm ways to increase awareness of CollegiateLink. Our Collegiate Link subcommittee is also in the process of planning training events that will teach student organizations how to set up a page for their organization and to create profiles. Collegiate Link can benefit both organizations and students. As such, we will continue to advertise the resources Collegiate Link offers in order to get students to incorporate the social network into their daily lives. Such resources include contact information for leaders of each organization, detailed descriptions of each organization, and the ability to search for an organization based on specific interests, such as community service and religion.

We have set up a subcommittee to begin organizing our annual Carolina Marketplace event. This year we have decided to move the event to the second semester in January so students will get to learn of the progress each organization has made in the previous semester and how they can get involved. Carolina Marketplace will be modeled after FallFest, but on a smaller scale to give students another opportunity to get involved with organizations they might be interested in joining.

### **The Co-Chair Perspective**

#### **Jordan Messer**

Up to this point, both the participation and creativity of our committee has been excellent. For example, the Carolina Marketplace subcommittee has come up with great ideas for food and advertising for the event, and the CollegiateLink subcommittee took the initiative to attend meetings held by the University Services committee to communicate our ideas to them in order to come up with the best way to make CollegiateLink a major tool that can be

used by organizations and prospective participants. Also, I feel that our committee is doing a good job of making an effort to collaborate with other committees on projects such as the brown bag lunches and publicizing CollegiateLink, as well as spearheading our own projects, such as Carolina Marketplace. Overall, the committee is on track to accomplish its goals thus far.

### **Wevine Fidelis**

I'm very excited about the great things we've achieved so far in the committee. My goal for this year is to ensure that more students can become involved in the Carolina community and especially in Student Government. Our members vary in class years, but I'm really glad about the number of first years we have in our committee this year. We have been successful in engaging first years in the student government experience, but we are still working to engage seniors. We want every member of the Carolina community to be aware of what Student government is doing and how it can affect their lives. Overall, I feel like we have an amazing year ahead of us and I already feel like we have accomplished so much as committee.



## Technology and Web

Technology is an essential aspect to every student's life and Carolina must promote the use of this resource among its students. The Cooper Administration will work to support technology currently being used by the student body as well as improving upon existing technological resources on campus.

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## Platform Progress

### Publicity of Technology

*The publicity of the technology resources available to all students at Carolina is something that needs to be drastically improved.*

*Working in tandem with the Public Relations Committee, the Tech and Web Committee under the Cooper Administration will create an ad campaign to publicize iTunes U, Mobile Blackboard, UNC Mobile, and other free technology resources throughout campus.*

Realizing that many of UNC's free tech resources were unknown to a large percentage of the student body, the Tech and Web committee, in collaboration with the Student Technology Advisory Board (STAB), created the Free Technology Resources Flyer a few years ago. The Tech and Web committee under the Cooper Administration has continued to keep this flyer updated.

In order to help us reach more students with this flyer, Information Technology Services (ITS) funded the printing of the updated flyer and helped to ensure that it was distributed to all incoming undergraduates at each of the New Student Orientation sessions. Tech and Web has also reached out to the Public Relations committee in order to determine ways to increase the effectiveness of this flyer while finding other ways to publicize the myriad technological resources available at UNC.

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*With a new email system (live.unc.edu) being released to students who opt into the system in the spring of 2011 and becoming standard at the beginning of the 2011-2012 academic year, student government must do what it can to publicize the system and educate the student body about it in order to make the transition as smooth as possible.*

During the end of spring 2011, Tech and Web collaborated with the Public Relations committee and ITS' Live@Edu Steering committee to provide the most seamless transition

as possible to UNC's new student email system. As part of our endeavors, some committee members and co-chairs attended the weekly meetings of the Live@Edu committee and aided in providing support and publicity to the system when possible.

In order to ensure that the new email system's launch went as smooth as possible, Tech and Web members requested and were granted access to Live@Edu test accounts a few weeks before the first formal accounts were created. Through our feedback, parts of the interface were slightly modified in order to provide students with an easy to use and aesthetically appealing email client.

Also in our testing of the system, Tech and Web worked to find potential glitches in the system that could hamper the user experience. Among the glitches that we discovered was an issue with trying to send an email using HeelMail on Google's Chrome web browser; after testing, we determined that there were issues with certain Chrome add-ons, such as the popular Skype toolbar, that prevented emails from being sent. After finding such bugs, Tech and Web was quick to notify ITS in order to get the issues resolved when possible.

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*An increase in Mac users on campus requires an increase in resources and aid given to them. The Tech and Web committee will also work with Mac users to identify and address any problems they have with the amount of on campus assistance they receive.*

While Tech and Web has long been committed to fair treatment and support of Mac users on campus, we realize that, in years past, UNC was not always well-equipped to handle support of Macs, largely due to the historically smaller number of Mac users on campus when compared to Windows machines, such as Lenovo Thinkpads. However, due to recent changes at the ITRC and the terms of UNC's contract with Apple that allows us to offer Macbooks through the Carolina Computing Initiative (CCI), UNC has had an unprecedented level of Mac support in the past few months. More employees at the ITRC than ever are now trained in offering support for Macs, and loaners for those who take their Macs in for service are now available.

Tech and Web has been careful to note any feedback that we hear about Macs on campus, and we are happy to report that the results are extremely positive. Should any Mac users be having problem with on-campus assistance or support, we welcome them to contact our committee so we can help to rectify any issues.

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### **Connect Carolina**

*As Connect Carolina continues to expand and improve and student government should also work to address remaining errors and problems.*

*The Tech and Web committee will facilitate a mass survey of usability and likeability of Connect Carolina and report findings to Bryan Payst and ITS. As the voice of the students to*

*ITS, it is crucial that we gather this information to help ensure that the website is functional for students.*

In order to make the ConnectCarolina survey as effective and informative as possible, the Tech and Web committee is in the process of setting up meetings with members of the ConnectCarolina team in ITS and members of the ConnectCarolina Users' Forum. Our committee currently has compiled a list of common grievances with the system, possible fixes and potential questions to put on our survey. Currently, our timeline is to have the survey up and available to students during the week of course registration for the spring term, and we plan to use the Odum Institute's Qualtrics system to host our survey.

To maximize the number of participants in our survey, we have started working with the Public Relations team to develop a marketing strategy for the survey.

The Tech and Web committee would also like to make more students aware of three current ways to submit feedback on ConnectCarolina: submitting a ticket at [www.help.unc.edu](http://www.help.unc.edu); attending a meeting of the ConnectCarolina Users' Forum ([www.usersforum.web.unc.edu](http://www.usersforum.web.unc.edu)); or contributing to the ConnectCarolina Feedback Forum (<http://connectcarolina.uservoice.com/forums/88705-feedback>).

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### **Equipment Use for Students**

*The amount of electronic equipment for students to produce films is lacking for those students not in a major where that equipment would be readily available.*

*In order to stay on pace with other schools in the UNC-system, the Cooper Administration wants to work on establishing a relationship with different departments with equipment to increase usage hours for all students.*

UNC is fortunate enough to have a large number of departments with access to many different types of technological equipment whose uses range from multimedia creation to editing to recreation. The Tech and Web committee has compiled a list of these various departments, what equipment they have and the requirements to use that equipment. Particularly in a time of large budget cuts, we feel that it is more important to ensure that this equipment is being adequately used before attempting to increase the availability of such equipment. As such, we currently plan to investigate the usage of this equipment and, if it is prudent to do so, include it into our free technological resources advertising.

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*Work with the Media Resource Center to increase the amount and variety of equipment and technology available to be checked out. The kinds of media that are currently available are not necessarily what students want.*

Once again, our committee currently feels that too few students know the true extent of the variety of technology and media that is available to students. Therefore, we plan to

advertise our current equipment in the hopes that, with increased usage and knowledge of what is currently available, there will be more accurate feedback as to what would be useful to add or increase. To advertise these resources, we have reached out to the Public Relations team to work on developing a strategic communication plan to inform a larger amount of the student body.

We currently would like to increase the awareness of our current equipment and determine the satisfaction with that equipment before attempting to survey what new equipment is most desired on campus.

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### **Increased Technology Support**

*The Cooper Administration would like to increase the number of CCI printers on campus and off. Mary proposes placing CCI printers in locations such as Greek houses, Graham Memorial, and exploring off-campus sites such as the ITS Franklin Offices.*

At the end of the last semester, Tech and Web worked on a CCI Printer “Wish List” that was submitted to members of ITS. On this list, our main point was that we would like to see more CCI printers spread over campus to make printing more convenient and timely for all students. Working with members of ITS, Mary was able to make this a reality before the fall semester even began, adding new printers to the first floor of the Undergraduate Library, the first floor of Davis Library, the FedEx Global Education Center, the Campus Y, the lower level of the Student Union, Alumni Hall, the Sloane Library in Hanes Art Center, the Kenan Science Library in Venable Hall and the Kenan-Flagler Business School.

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*The number of students who live off campus is increasing and those students do not have access to ResNet - a vital resource for students with computer issues. We think a help desk should be created for off-campus students. Located somewhere that students can easily access it, it would be a resource for students to ask questions that don't require their computers to be checked in to ITS. Students could also use this desk to receive updates to their computers in a shorter amount of time. Coordination with ITS would be crucial to getting this implemented.*

After meeting with ITS, we have determined that adding a new help desk would not be very feasible. However, we have looked into other ways of helping off-campus students with technological issues. In meeting with members of ITS at the end of last semester, we discussed how current support mechanisms that do not require a physical presence on campus, such as the help.unc.edu system, live support chat and online FAQs and How-tos, could be improved. We hope to increase the knowledge, effectiveness and, in the case of the FAQs and How-tos, the number of these resources.

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### **Restructuring of the Student Technology Advisory Board**

In the past, the Student Technology Advisory Board (STAB) has served as a sounding board for various departments within ITS to get student input on various ideas and projects.

While this is a very valuable function, we hope to restructure STAB to become more student-led. The new STAB would be a conglomeration of all student representatives to the various technological committees at UNC, such as the CCI Hardware and Software Load Committees and the Class Innovation Committee. We feel that this would allow each representative to speak with a voice that is more in line with the student body as a whole than as an individual, and it will help to ensure that more students know about the various technological happenings on campus. A new committee would also be formed, which would essentially follow the model of the previous STAB.

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### **iTunes U**

In order to make UNC's iTunes U page more comparable to those of our peer institutions, we hope to increase the awareness of our page and to increase the quality, interest and awareness in our content. We have contacted Union Production Services in the hopes that they will be able to provide the service of recording student organizations' events and upload them to the UNC iTunes U page. Our committee has also developed an "iTunes U Production Guide" that we hope will help student organizations find technological resources on campus in order to make and edit their own contributions that they could then submit to be added to UNC's iTunes U page.

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### **CollegiateLink**

CollegiateLink is UNC's student organization hub and can be accessed by logging in with an Onyen at [www.studentlife.unc.edu](http://www.studentlife.unc.edu). This is an incredibly useful and powerful system that is heavily used by many of UNC's peer institutions. Each student organization is given a page that can be used to upload organization documents, communicate with other members, track service hours, hold elections and more. In addition, CollegiateLink suggests student organizations based on personal interests. We hope to increase awareness of publicity of this system and are currently working with other student government committees, such as University Services, to do so.

### **The Co-Chair Perspective**

#### **Andy Andrea**

Since I first joined the Tech and Web Committee last fall, the technological environment at the university has seen many robust and exciting changes. Students now have the ability to communicate with their peers and mentors using a wonderful and user-friendly new email client or the university's new student organization website. In addition, undergraduates are able to use a variety of new features and tools on ConnectCarolina that have recently been made available; depending on personal preference, they may even be doing so on a new Macbook that they purchased through the Carolina Computing Initiative (CCI) program.

While our committee cannot take credit for all of these wonderful changes, we can say that

we have always been committed to being involved in the processes that allow these changes to happen. Our frequent collaborations and strong relationships with many people and departments in ITS have always proved to be extremely fruitful for both parties: ITS gets student input and a fresh perspective while we get to learn about the infrastructure of the IT system while ensuring that our voice—the student voice—is heard. I am proud to say that, even in these dynamic times, these relationships and our commitment to stay involved have not faltered in the slightest.

The most significant reason we have been able to maintain this high level of commitment is the quality of interactions that our committee has had this year. We have enjoyed immense support from both ITS and members of the Executive Branch of student government that has made our committee's work considerably easier, more engaging and more enjoyable. In addition, Alexandra and I are extremely privileged to be working with an extremely talented, driven and wonderful group of committee members. While they are still coming into their own and learning about both Tech and Web and IT at UNC, we have never been anything short of impressed at their work so far. It is due to their hard work that Tech and Web has accomplished what we have so far, and their continuing dedication is what makes me so proud to be a part of the Cooper Administration's Technology and Web Services Committee.

### **Alexandra Cruz**

I have been very pleased with the progress of the Tech & Web Committee so far this school year. Even with the loss of our two fearless leaders this past academic school year our committee has been able to recruit even more members and in my opinion we have kept Tech & Web running smoothly. You can read about all of our achievements in this report but I do want to touch on a couple of things that have impressed me this past year, including our collaboration with other parts of student government. CollegiateLink, which was my specialty last year as a member of the Tech & Web Committee, has continued to grow and thanks to the help of the University Services Committee the website is beginning to gain more recognition within the general student body. Also, Tech & Web has been in collaboration with the student government public relations team to help get the word out on the ConnectCarolina survey our committee has worked on this past semester. I know these collaborations will benefit all of these committees in completing their goals, which in turn will help student government in their goal of providing support to our student body. While I have been very pleased with our achievements so far, our committee also realizes that there is still much more work ahead of us, including completing the ConnectCarolina survey for students and working with ITS on the restructure of STAB (Student Technological Advisory Board). Overall I have personally been very happy with the effort our committee has put forth this semester and I know this hard work will continue for the rest of the school year.



## University Services

The Cooper Administration will create a special project committee composed of two people to work on issues concerning university services.

### Hinson Neville

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### Amber Pace

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## Platform Progress

### Advertising Cubes on South Campus

*The cubes outside of the Student Union are a great way to advertise upcoming student events. The Cooper Administration would like to add cubes to South Campus, either in Ram's Head Plaza or SASB Plaza, whichever is deemed more feasible and effective.*

The University Services Committee contacted the Union to discuss the possibility of adding advertising cubes to South Campus. We quickly discovered that South Campus has a strict policy against advertising cubes, but has plans in motion for other forms of advertising for student organizations – a large electronic advertising board outside of the Student Activities and Services Building (SASB).

We expressed our support to the team in charge of this project and made inquiries as to the details of their action plan. We discovered that SASB North will have small advertising screens installed by the end of the Fall 2011 semester. There is no conclusive date set for funding and installing the large screen at this moment, but the University Services committee remains in direct contact with Joe Singer, the Interim Senior Associate Director in the Office of Events Management of the Carolina Union. We will meet with him in the next few weeks to discuss progress.

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### Express Housing Checkout

*The checkout system at the end of the year for dormitories can cause difficulties, especially in scheduling appointments. Through researching other universities, the Cooper Administration has found a way to solve this problem. The Cooper Administration would like to work with RHA in order to establish an express checkout system where a student can check out of their room without having to schedule a meeting with their RA. In doing so, the student would give up their right to contest any charges to their rooms. By establishing this as a choice, students would be able to avoid the headaches of move out.*

The University Services Committee, in collaboration with Student Body Vice President Zealan Hoover, distributed surveys to students during their checkout in May 2011. We



worked with the Residence Hall Association (RHA) to identify potential problem areas. We then constructed surveys that asked students to evaluate the efficiency of their checkout process. Our survey methods were fairly uniform. We distributed over 1000 surveys to all South Campus high-rise residence halls (Craigie, Ehringhaus, Hinton James, and Morrison) during peak checkout hours.

We found that there were almost no problems with the checkout process. Students unanimously ranked their checkout experiences as quick and efficient. Some students reported longer checkout times (ten minutes or more), but we concluded that these slightly longer waits were due to poor preparation for checkout.

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### **Publicity for CollegiateLink**

The University Services Committee is working to advocate widespread use of CollegiateLink by UNC student organizations and UNC students. To do this, we are working with several other committees and campus leaders. Caren Yu, a supervisor of Union work study positions, is requiring part-time student employees to do a service project to promote use of CollegiateLink. We are also working with the Public Relations Team, the Tech and Web Committee, and with a subcommittee of the Student Body Outreach Committee. Together, we will utilize Facebook and Twitter for advertising purposes. We will also email all UNC organizations who registered for a table at Fall Fest, voicing our support for the website and encouraging their continued participation. The Tech and Web committee presented CollegiateLink to the Cooper Administration Cabinet and encouraged all Executive Branch members to create profiles on the site and begin using it regularly. The University Services Committee will also be working with the Residence Hall Association and Resident Advisors to further reach out to on-campus students. The Board of Elections used CollegiateLink to run homecoming elections and plans are in place to use the interface for Spring 2012 student body elections.

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### **Red Box on Campus**

Red Box machines are an inexpensive, automated way of renting movies and games. We planned to contact the corporate headquarters to present student demand for a vendor on campus. We discovered that plans were already in motion to have a Red Box installed at the Walgreens on Franklin Street. The University Services Committee voiced support for expediting this plan. As a result, a Red Box was installed in the Walgreens on Franklin Street in late September.

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### **Install More ATMs and on South Campus**

After researching several university policies, we were discouraged from pursuing this project as a result of UNC's partnership with Wells Fargo. According to the contract, we can establish a secondary banking facility (which we've done on Raleigh Street) where banks other than Wachovia can place ATM machines. Wachovia, however, is the only bank

permitted to place ATMs in any other location on the university campus. Wachovia can choose not to exercise its right of first refusal to place ATMs where the University requests.

In Fall 2011, however, we reopened the possibility of installing more ATMs after meeting with Christopher Payne (Associate Vice Chancellor for Student Affairs), Mike Freeman (Director of Auxiliary Services), and Larry Hicks (Director of Housing & Residential Education). We discovered that there are opportunities for banks besides Wachovia to build ATMs on UNC's campus. We are now in the process of discussing future plans for ATMs and are distributing surveys to students through Survey Monkey to determine the intensity of their demand for more ATMs on campus. Our next steps are to investigate feasibility, funding, and long-term improvements in student services on South Campus.

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### **Tar Heel Tellers**

Our meetings with Chris Payne, Mike Freeman, Larry Hicks, and Jim Clinton (Director of Card Operations) indicated that it is not currently feasible to purchase more Tar Heel Tellers (a new teller would cost approximately \$15,000). However, we are currently investigating the possibility of moving Tar Heel Tellers to more convenient locations on campus which would better serve students.

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### **Study Space above Rams Head**

We hoped to construct a study space above Rams Head to provide more locations for students living on South Campus to study, do homework, and hold meetings. Unfortunately, this is not an ideal location because Carolina Dining Services rents this extra space for banquets and other events. We are currently investigating the possibility of putting a study space on the second floor of the Student Academic Services Building.

### **The Co-Chair Perspective**

#### **Hinson Neville**

I'm extremely pleased with the progress of our committee so far. From a Red Box on campus to an investigation of the housing checkout process, we've accomplished so much already and much of our success can be attributed to a great committee who brings excitement to each project and constantly brainstorms and researches new ideas. Amber and I work really well together as collaborative leaders, equitably dividing all administrative tasks and sharing leadership roles during meetings. We convey main points of cabinet meetings to our members who then help get the news out to the rest of the campus. For me, it's easy to work for progress I support, and I'm proud to be a cabinet member in the Cooper Administration.

**Amber Pace**

As a committee, we have been efficient and focused. I am extremely delighted of our accomplishments as a committee so far. All of our committee members are dedicated to ensure the success of this committee by volunteering for projects and pursuing the projects until they are completed. Hinson and I share the committee responsibilities equally and work well together. During the meetings, we divide the topics that are to be discussed between the two of us. Also, we have great communication—we keep each other updated on project progress in between meetings. I love being a part of the University Services Committee and proud that we can take part in tangible progress on campus. I hope to continue our success and efficiency!

## SPECIAL PROJECTS

### Capital Projects

While Carolina is the oldest public university, our campus is constantly evolving with new facilities and building improvements. Mary believes that students should play in an integral role in the planning and design of our campus. As Student Body President, Mary will make sure student voices are heard by creating a Capital Projects Committee. This committee will work closely with the new Town and External Affairs Executive Board Office position and will be a joint committee. This committee will bring together student members from Public Safety, Buildings and Grounds, Environmental Affairs Committee, and the Renewable Energy Special Projects Committee (RESPEC) to represent the safety, environmental, and aesthetic expectations Carolina students have for our campus.

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**Vanessa Garber**

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### Platform Progress

#### **Better Communication about UNC's Capital Projects**

*Mary hopes to improve communication about capital projects to students as well as students' opinions to administrators. The committee will carry out this goal by improving communication through a new blog highlighting capital projects. Furthermore, it will increase student involvement by holding a series of workshops between university planners and students in which students can voice their opinions. These workshops will ensure that everyone is on the same page regarding what sort of building requirements and suggestions that students believe should be included in new construction projects. Capital Projects will focus particularly on University Square, Carolina North, and green spaces like Rams Head Plaza.*

The purpose of the Capital Projects Special Project is to improve communication about new facilities on campus between students and university administrators. As co-chairs, we have created a new website ([capitalprojects.web.unc.edu](http://capitalprojects.web.unc.edu)) to help facilitate better communication. The capital projects website features recent news articles, project details, a map of projects, and a list of resources for students. We are continuing to add to the site so it has not yet been advertised. In the coming weeks we intend to link the website to the student government website and create a capital projects Facebook page that will connect with the website. We have also created a Twitter profile (@UNCCapProjects). We intend to use the twitter account to link to new blog posts and to post updates about any campus construction project issues that might affect campus life: road closures, changes to pedestrian pathways, etc.

We have established a relationship with Anna Wu, Director of UNC Facilities, Planning and Construction, who has been instrumental in our efforts to improve communication. Anna has given us helpful feedback on the website as well as coordinated tours of the East End Zone, Genome Science Laboratory Building, and Dental Sciences building. We recently toured these buildings and wrote a blog entry detailing the changes that will affect students upon completion of these projects:

(<http://capitalprojects.web.unc.edu/2011/10/16/exciting-new-buildings-on-campus/>).

This blog entry is a template for how we will continue to keep students up-to-date on projects affecting them.

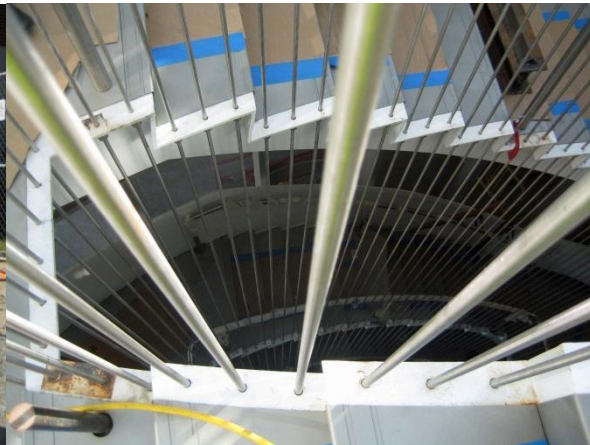
In addition to new facilities on campus, the Town of Chapel Hill is actively engaging the community in its new comprehensive plan: Chapel Hill 2020. We are working closely with the Town and External Relations Committee to ensure that students are included in this process. We are currently working to hold an event on campus with Town staff that would give students the opportunity to voice their ideas for Chapel Hill's future. Our point of contact with the Town is Faith Thompson who is the Community Outreach Coordinator. This event would also give students the chance to meet the university planners and architects responsible for many of the capital projects. Both Faith and Anna have told us that they are interested in participating.

In the months ahead our goals are to:

- Hold one workshop in the late fall focused on Chapel Hill 2020
- Hold at least one workshop in the spring about UNC's capital projects
- Finish and connect the website to the Student Government website and a new Facebook page before Thanksgiving
- Measure the use of the Capital Projects website using Google Analytics and come up with a strategy to increase its visibility



Genomics Building under construction



Vanessa Garber, Olivia Hammill, Adam Jutha and Adam Meyer tour the Genomics Building



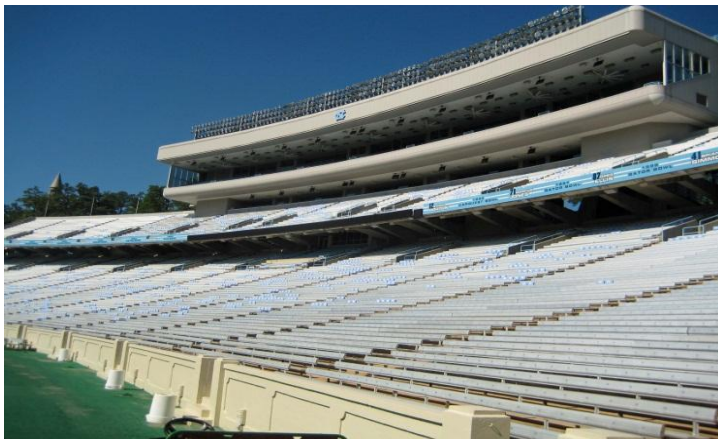
## **The Co-Chair Perspective**

### **Adam Meyer**

I am very pleased with all that Vanessa and I have accomplished since returning back to campus in August. I served as co-chair last year and already think that we have done more than I accomplished in all of last year. It has helped to have clear expectations and communication from the officers as well as a wonderful co-chair to work with! Also, Anna Wu has been extremely helpful in our efforts. There are still many projects that we need to complete in order to make the impact that we intend. We have the infrastructure in place, the website, but need to add more project information and then publicize it so that students actually use it. I also would like for us to talk more directly with students about projects on campus primarily through our workshops. Ideally we would have held a workshop by now as called for in Mary's platform. As we mentioned above, we intend to hold a workshop on Chapel Hill 2020 before the end of the semester.

### **Vanessa Garber**

I've loved working on capital projects with Adam! We met with Anna Wu right before classes started and I felt that was instrumental in narrowing our focus and providing some great contact information. Our tours a few weeks ago were wonderful and it was so exciting to see the progress that has been made on campus. I'm looking forward to writing more project specific blog posts about each of the facilities we've visited and can't wait to hear student feedback. The workshop has proved more difficult to implement than I had originally thought but Adam and I were able to make a connection at the Town of Chapel Hill's 2020 planning forum and I think that working with Town & External Relations will make planning the workshop much less stressful and hope that the combined focus attracts more students.



A view inside Kenan Stadium from the new Blue Zone

## Excelling Through Mentoring (ETM)

ETM is a mentoring program for first-years run by the Executive Branch during six weeks of the fall semester. Our aim is to provide a network of resources for first-years through group mentoring pods led by student mentors. Each pod will meet once a week to discuss topics relevant to first-years. Our program will also include speakers, educational events, and social events organized by the coordinators.

Mentoring pods, consisting of two mentors and four-five first-years, are the core of ETM and meet for five weeks during the fall semester. A wide variety of topics concerning all aspects of student life are covered, ranging from academics and class registration to social life and budgeting. In addition to weekly pod meetings, we hold several events throughout the program to facilitate inter-pod interaction.

- Our program began with a Kick-Off, where first-years were given a chance to meet their mentors and fellow participants. The first-years were introduced to the Co-Directors and Coordinators, and the event began with a speech by Student Body President Mary Cooper. This event took place on October 2, and mentoring pods began on October 3.
- A Coffee and Doughnuts Night, complete with Tar Heel Trivia, is being planned to further facilitate interaction between first-years and teach them about UNC culture and campus resources.
- A Pre-Professional Fair is being planned to encourage career and major exploration, as well as to inform the first-years about the various campus resources – particularly those provided by University Career Services.
- An End Celebration will culminate the program, and will operate in a similar fashion to the Kick-Off.

### Kristen Brews

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### Kimmy Vuong

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## Platform Progress

*Mentors will be selected and trained by the Spring of 2011 for the beginning of Fall 2011 program kickoff.*

ETM's application process was modified in several ways for this year. The Coordinator and Mentor applications went live at the beginning of June, and almost every candidate was interviewed by Kristen. The positions were filled on a rolling basis, with the application period ending on September 23. Our coordinator team consists of two Events Coordinators, two Social Coordinators, and an Outreach Coordinator. The positions and their respective responsibilities are as follows:



### **Events Coordinators (2)**

- Organize mandatory events that are designed to expand the participants' knowledge of UNC's many opportunities and services
- Plan and implement the Kick-Off and End-of-Semester Commencement Celebrations
- Collaborate with the Coordinators and Co-Directors to update the curriculum

### **Social Coordinators (2)**

- Organize optional events that are designed to encourage interaction and conversation between the mentees and mentors from different pods
- Organize mentor-specific social events prior to the start of the program and at the midpoint of the program
- Collaborate with the Coordinators and Co-Directors to update the curriculum

### **Outreach Coordinator (1)**

- Lead the development and implementation of an effective advertising campaign, using methods such as painting cubes, flyers, and listservs.
- Work with local restaurants and stores to solicit potential food donations/discounts
- Manage food delivery and pick-up with the help of the Coordinators and Co-Directors
- Collaborate with the Coordinators and Co-Directors to update the curriculum

### **Mentors (34)**

- Co-facilitate discussions and provide feedback for ideas for our program
- Serve as both a role model and a resource for first-years by drawing upon your knowledge and experiences at Carolina
- Encourage first-years to explore and utilize the full range of opportunities and resources available to them

We notified our team of new coordinators on July 13, and mentor positions were filled between July 13 and September 23. The mentors represent numerous majors, hail from all over the country, and are campus leaders in many organizations. Mentor training was held on September 25. Thirty four mentors were selected and paired up into seventeen pods.

### **Mentees (70)**

The mentee selection process was also modified this semester. To begin the program earlier in the Fall Semester, mentee applications opened on September 5<sup>th</sup> and closed on September 30<sup>th</sup>. Applications were reviewed from September 28<sup>th</sup> to September 30<sup>th</sup>, and mentees were notified of their acceptance into the program on September 29<sup>th</sup> to September 30<sup>th</sup>.

- Mentees applied to Excelling Through Mentoring through our online application (September 5<sup>th</sup> to 30<sup>th</sup>)
- Executive Board (Coordinator team and Co-Directors) discussed the criteria to determine whether or not an applicant should be accepted into the program
- Mentee applications were divided up such that each Executive Board member was delegated a certain number of applications, and each Board Member was

responsible for determining the potential advancement of his or her assigned applicants

- Mentees were notified of their status within the program
- After compiling each mentor's availability to hold pod meetings, as well as a short bio, mentees were asked to rank their top pod choices and were assigned to a pod on a first-come first-serve basis
- Mentees were notified of the pod to which they were assigned at our Kick-Off event and from this point forward their mentors became their main contacts (aside from the weekly curriculums that are sent by the Co-Directors)
- Seventy mentees were selected

### **Weekly Curriculums**

The general outline for the weekly curricula was created in Fall 2010. During the ETM Executive Board meeting one week in advance of the curriculum's designated week, Board members discuss potential changes to the curriculum, such as the order in which topics occur, the relevancy of these topics, and the amount of material covered in each curriculum. Board members also discuss which curricula should be discussed first. In general, weekly curricula are not altered in terms of content but rather are expanded and refined.

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*The program will be publicized throughout the summer at New Student Orientation.*

We began our selection process as early as possible by recruiting, interviewing, and accepting our coordinators and mentors throughout the summer. However, both Kimmy and Kristen were abroad during the majority of the summer. Advertising at orientation will be emphasized in the publicity plan for our next program cycle.

### **The Co-Chair Perspective**

#### **Kristen Brews**

I have had the privilege of participating in Excelling Through Mentoring for the past two years, as a first-year participant and Events Coordinator. This experience has given me a well-rounded view of the benefits provided by ETM, as well as a perspective from the provider point-of-view.

Last year's program was focused on improving the program for the mentees - we revamped the curriculum and created several social and educational events that were designed to further enrich the first-years' experience. This year, we plan to focus on the mentors and utilize all of the wonderful experiences they have to offer. We have been successful in recruiting coordinators, mentors, and mentees and completed the process on a much earlier schedule than in previous years. This has allowed for more thorough planning, and has, in turn, increased efficiency. Kimmy and I have been lucky enough to have an extremely well-qualified team of coordinators, and our program has been enriched thoroughly as a result.

**Kimmy Vuong**

I have been honored to watch Excelling Through Mentoring grow as a more streamlined mentoring program. Serving as a mentor during ETM's first year and then as the Outreach Coordinator last year, I feel that ETM has made big steps towards becoming more established on campus and self-sustainable. Under each new leadership team, the needs of the program and the demands placed on Board members have been made quite clear.

While Cory Gu and Peter Sheng's creation of the coordinator team was incredibly useful, Kristen and I have worked towards more clear division of tasks and have encouraged each set of coordinators to delegate to the Board when necessary. Kristen and I chose coordinators who had substantial experience in organizing events, contacting food vendors, and mobilizing people to get excited about what they're doing, and this has truly paid off! Our coordinator team has been highly successful in organizing donations and discounts through local restaurants and has been very independent in what they have been planning. By allowing them the freedom and flexibility to follow through with their vision of an event, it seems as if they have become more passionate about the success of each event as a whole. Additionally, our Executive Board gets along very well, so there has been no need to mediate discussions or conflicts.

In terms of Kristen and my vision for ETM this year, we have decided to improve the ways in which the program manages mentors. In the past, mentors have been present during the kick-off event but did not attend most of the social or educational events following that. This year, we highly recommended that mentors attend these additional activities with their mentees, thus giving them yet another opportunity to bond with them and to meet other mentor and mentee groups. Similarly, we did not want mentees to be limited to only the resources and experiences offered by their pod mentors. In this way, we have compiled a mentor directory with mentor interests, involvements on campus, and contact information so that mentees can seek out new areas of study if their mentors are unable to expand on a particular topic of interest. Lastly, Kristen and I will be checking in on mentor progress and touching base with them to discuss ways in which their pod meetings have been successful or unsuccessful. Through a Mentor Social we hope that mentors can exchange stories and help one another in increasing pod attendance, encouraging honest weekly discussions, and bonding with their mentees.

Overall, Kristen and I have been very happy with the coordinators, mentors, and mentees who were selected to be a part of Excelling Through Mentoring. After both participating in ETM for two years now, we are enthusiastic to give back to this program that we think has a lot of potential in terms of growth, impact, and sustainability on campus. We hope that we can help ETM move one step closer to becoming a more established organization and first-year experience on campus!

## **Greek Affairs**

### **Kelsey Rozier**

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### **Andrew Williams**

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## **Platform Progress**

### **Joint Council**

After careful consideration, the Cooper Administration decided the best approach to the Greek Affairs Liaison position would be to select one representative from each council: Panhellenic, Interfraternity (IFC), Greek Alliance (GAC), and National Pan-Hellenic (NPHC). These Liaisons serve the University and their respective councils by relaying information and resources between Student Government and Greeks in order to improve their relationship and the community as a whole. Although this structure does not completely align with the one outlined in the Cooper Administration Platform, it will still combat the issues of efficacy and efficiency seen with the Greek Affairs Committee of the past. The selected Liaisons from the IFC and Panhellenic Council have met and been in constant contact with regards to their plans for the year. The Executive Board has not yet had representatives from the NPHC and GAC show firm initiative.

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### **CCI Printing**

The most involved role of the Liaisons so far has been working toward the goal of installing CCI printers in Greek houses. Starting over the summer, the Liaisons sent an initial email to IFC and Panhellenic chapters to gauge interest and received responses from 13 houses. Upon clarification of the expense and commitment, 12 chapters continued to express their desire to have an in-house CCI printer. Due to logistical and technological limitations, the installation plan will proceed in two phases. First, three requesting houses with an existing connection to the UNC network will receive printers. Pending positive results from on-site evaluation of the success in these houses, the remaining chapters will pay to have new routers installed to connect to the UNC network and then receive CCI printers.

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### **Collaboration with Other Student Organizations**

Go Meals is an initiative started in Spring 2011 to reduce food waste in the Greek community by picking up leftover food and taking it to the Inter-Faith Council Shelter on Rosemary Street. This action provides variety in the meals for the homeless, but the eventual goal is to reduce food waste to the point at which the program has essentially eliminated itself. The Greek Affairs Liaisons have reached out to the Go Meals founders. While they have not yet restarted their initiative this semester, the Liaisons intend to broaden their volunteer base to the general student body through the Student Government publicity resources. Because the manner in which the Liaisons would like to aid Go Meals is supportive rather than intervening, this initiative will commence once the Go Meals directors choose to restart their program. Interactions on this level between Greeks and unaffiliated Tar Heels will strengthen their relationship while working towards a common goal.

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**Risk Management**

Liaisons planned to hold a Know Your Rights event in November, but have decided to plan a different event later in the year in order to avoid competing with the Panhellenic event of a similar nature. Also, the IFC proudly announced zero violations for Fall Rush.

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**Dealing with Space Issues**

This issue has yet to be discussed in further detail. Liaisons plan to send surveys to Greek organizations without houses to gather information pertaining to what kind of meeting, storage and living spaces they would like and need for their organizations. One issue prompting further discussion is the desire for plots for NPHC organizations. Once GAC and NPHC representatives get involved with the Greek Affairs efforts, the survey will be sent out and tabulated in no more than one month.

**The Liaison Perspective****Kelsey Rozier**

As the Greek liaison for Panhellenic, I feel that I now have a better grasp of the issues and concerns of the other three councils. The Cooper Administration has given the Greek community a great opportunity to be involved and voice their needs or concerns to the Administration. I think the year has gone well so far. While we have come across some obstacles such as delays with CCI printing and the Know Your Rights event, we are still positive about what we can accomplish within the year. Personally, CCI printing is the only area that I do not feel completely comfortable with due to my lack of knowledge about printers and the accessories needed to install them. Thankfully, the staff at ITS have been helpful in providing the information necessary to relay to the houses. I hope that we will be able to accomplish all that we have discussed on our platform as the year moves on.

**Andrew Williams**

It is an honor to represent the Interfraternity Council as the Greek Affairs Liaison to the Cooper Administration. Although we have encountered some obstacles along the way, I feel that we have made significant strides toward helping the IFC and the rest of the Greek community at Carolina. Most notably, we have set in motion a plan to bring CCI Printing to Greek houses. As we push through some logistical and technological setbacks, we are very close to making this dream a reality. Beyond that, we hope to gather information about how we can offer our resources to promote safety and help chapters without houses. Overall, we have made efforts toward strengthening the Greek community and look forward to strengthening its relationship with the campus as a whole.

## Peer Advising

**Nina Brashears**

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### Platform Progress

#### **Selection of Peer Advisors**

The Peer Advising program currently selects peer advisors to serve in eight academic departments that include Biology, Geography, English, Public Policy, Psychology, Political Science, Spanish, and Mathematics and each department has two to three Peer Advisors. At the beginning of the semester, the 2010-11 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.

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#### **Expectations for Peer Advisors**

Each of the Peer Advisors received information on the mission of the Peer Advising Program. During an information/training session, Peer Advisors learned the basic 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 or to meet in person with other students in the department. Also, we hope to have the Peer Advisors forming relationships with faculty/staff in the department 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 innovative ways to spread the word to their peers.

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#### **Development of the Program**

The role of the Director of Peer Advising involves providing on-going support to the Peer Advisors as they serve their departments. 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. The

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**

#### **Nina Brashears**

During the last school year I served as a Peer Advisor for the Public Policy 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 Public Policy 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. 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 department, and the faculty and staff within their major.



## **PR and Marketing Team**

**Annie Kimberley**

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**Rachel Pratt**

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### **Platform Progress**

This year, the Student Government Public Relations and Marketing Team (PR Team) has been organized into three different committees – multimedia, social media and public affairs.

- The public affairs committee has been working on developing strategic communication plans for various cabinet projects. This includes defining audiences, developing tactics and strategies and conducting research through student surveys and focus groups.
- The multimedia committee has been working on redesigning the Student Government website to make the ultimate online resource for student government information. The committee has also been working on designing different forms of media for projects, including logos, fliers and banners.
- The social media committee has been managing the Student Government social media platforms, informing students of important campus issues through Twitter and Facebook each day. The committee is also measuring student government's social media performance by putting together weekly social media summary reports. Currently the @unc\_execbranch Twitter account has 820 followers and 924 Tweets and the team intends to reach a goal of 1,000 followers and 1,500 Tweets by the end of the semester.

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### **Student Enrichment Fund**

The team has worked closely with the Executive Branch Officers to develop a publicity campaign for the Student Enrichment Fund, including designing a logo and flyer, planning Pit publicity days and a Student Government tailgate at the Homecoming football game. The team also created a social media plan for online advertising.



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### **HeelMail**

The team organized the HeelMail launch in the spring and is now helping with reactive communications surrounding the student email transition. To communicate with students about their experiences on the new system, the team attended first year orientation events, maintained the HeelMail social media accounts and conducted a feedback focus group.

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## **Cabinet Projects**

Through Student Government social media channels, the team has publicized several Cabinet projects, including the OSSA fall shuttles, The UNC transportation forum and the ConnectCarolina feedback survey.

Over the next few months, the team will be working on a variety of other Cabinet projects, from launching an early voting PR campaign, to creating Student Government blog posts, to publicizing the 11/11 game watching party.

## **The Co-Chair Perspective**

### **Annie Kimberley**

Working with the PR Team to improve student government's visibility on campus has been an extremely rewarding experience because everyone on the team is passionate about the work we're doing. We have refocused our responsibilities and organized our tasks so that all of the team members have opportunities to use their unique social media, editorial, web programming and design skills to contribute to student government's PR and marketing efforts.

### **Rachel Pratt**

The PR Team, going into the New Year, experienced some growing pains as we learned how to best work with the new administration. The PR team has since learned from the changes and become stronger as a team. We have been working with the Student Enrichment Fund and other student organizations helping with design, editorial, social media and planning on all publicity related issues. The PR team hopes to continue to grow and learn with the new administration to find the best working relationship.

## Speaker Series

### Matt Farley

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### Cameron Kneib

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## Platform Progress

The Speaker Series Committee had a very exciting beginning to the fall 2011 semester. Our first and foremost goal for this year was to host a lecture by a big-name speaker. We succeeded in this goal and held this year's Eve Marie Carson Lecture, presented by former White House Press Secretary Robert Gibbs. The event included a question and answer tea attended by 40 students hosted by Dr. Randi Davenport of the Johnston Center of Undergraduate Excellence. Approximately 1,000 students and community members attended the lecture held in Memorial Hall, titled "Communicating Through the Chaos". Afterwards, a reception for selected students, professors, and donors was held in Gerrard Hall. The Lecture was sponsored by the Carolina Women's Leadership Council, the Hunt Lecture of the Carolina Seminars, and the Hillard Gold '39 Lecture. We must give special thanks to Lanier Brown May of the Carolina Women's Leadership Council, Dr. Jim Peacock and Sandy Payne Greene of the Carolina Seminars and Dr. Randi Davenport of the Hillard Gold Lecture. This event would not have been possible without their fiscal and logistical support.

Since the event, our committee has focused on three main tasks for the remainder of the semester:

1. Pursuing a small speaker for an event in spring 2012
2. Developing an Endowment Fund
3. Continuing to maintain a constant presence on campus through our listserv and website

Each committee member is focusing on two of the three projects listed above. Each person working on a speaker for the spring has been assigned a potential speaker to and is determining the possibility of bringing that person to campus. Hopefully, this speaker will have some kind of connection to the University or the area (alumnus, North Carolina native, etc.) and will speak for free or at a largely reduced honorarium fee.

Those who chose development as their goal have begun brainstorming ideas for how to fundraise for our endowment fund. The Women's Leadership Council has agreed to sponsor our project and manage our endowment for us, but we have decided to take a more active role in fundraising to help reach our capital goals. We have set up meetings with campus organizations that are already endowed and hope to learn from their history

to make this happen. We hope to begin a letter writing campaign with members of the Women's Leadership Council and potentially expand this to a larger section of the alumni community in the future.

The Speaker Series Committee maintains a listserv sent out every two weeks with all of the upcoming speakers on campus. This listserv has been sent out every two weeks since our arrival back in the fall. In order to make sure that all speaker events are on the listserv, members of the committee have been contacting department heads and administrators to make sure they are aware of this resource and that they know they can publicize any lectures held through their department. Our website contains a calendar of information about all of the submitted events at UNC. We hope to remodel our website in the very near future with the help of new committee members to make a more user-friendly and comprehensive website.

### **The Co-Chair Perspective**

#### **Matt Farley**

I have thoroughly enjoyed my time as co-chair. We had a very successful recruitment period and have some very enthusiastic and passionate people on our committee. I enjoyed planning and executing the Eve Marie Carson Lecture Series. The feeling of a job well done is never a bad one. The event was a success and I was proud to know that I was a part of it. I really like the direction our committee has taken this year. I feel like every member feels like they are doing something important and have a task to complete, which is a difficult feeling to obtain for a committee like Speaker Series. On our committee it would be very easy to drift into a mode where Cameron and I do all the work and then have conversations about it at committee meetings. But, I think that Cameron and I have been diligent at delegating tasks to members of our committee to make sure that this really is a group effort. I love working with this committee and could not be more excited for the coming months.

#### **Cameron Kneib**

This semester, as co-chair of the Speaker Series, has been very successful and a rewarding opportunity. Having planned and completed our major event in the first month of the academic year, we have been able to focus more on recruitment and the building of the committee into a solid base for the upcoming year. Our new members are diverse in their views of different topics and create a great dialogue in meetings that I feel represents a broader range of student opinions on the committee than we have had in previous years. Since we currently do not have a large endowment and are also looking to restructure our website, there is little set in stone in terms of where this committee can go. I think that aspect of flexibility has given the new committee members a greater sense of ownership in molding and shaping the final product of how this committee develops. While the goals we've set out to complete are lofty, I think that this group will be extremely rewarding to work with and very excited for what the next six months hold for us.

## **Town and External Relations**

### **Cari Jeffries**

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### **Blake O'Connor**

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## **Platform Progress**

### **Transit Board**

One of the early successes of Town and External Relations, thanks to the work of Student Body Presidents Hogan Medlin and Mary Cooper, was placing a UNC student on the Chapel Hill Transit Board. UNC student fees pay for a large percentage of Chapel Hill transit, but previously there was no student representation on the Board. Now, Student Body Vice President Zealan Hoover sits on the Transit Board, representing student interest in Chapel Hill Transit. In this position, Zealan has voted on the proposal for an increased transportation fee within the student fees.

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### **Good Neighbor Initiative**

A standing goal of Town and External Relations across Student Government administrations has been participation in the Good Neighbor Initiative, currently led by the Director of the Office of Fraternity & Sorority Life and Community Involvement, Aaron Bachenheimer. Town and External Relations co-chairs and other Cabinet members attended the inaugural walk around, providing information to local residents about the ideals of the initiative: fostering a good relationship between students and long-term residents in Chapel Hill. Information was provided on issues such as noise violations, parking, trash pick-ups, and basic neighbor etiquette. The mission of the project is to build a relationship of mutual respect between students and other town residents. Participating UNC students observed the growing tensions between long-term residents and students, an issue that Town and External Relations plans to address through the course of the year. Co-chairs and members also attended the Good Neighbor Block Party and Neighborhood Night Out, an evening of free food and music, designed to further enhance the relationship between students and long-term residents. The event was moderately successful considering there were maybe 30 to 40 students attending and volunteering.

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### **Introductions to Mayor, Town Councilmembers**

Cari Jeffries and Blake O'Connor have met with Chapel Hill Mayor Mark Kleinschmidt and various Town Councilmembers to introduce the goals of the Cooper Administration. Building these relationships will continue to help the committee serve its role as the liaison between the student body, the Mayor's Office, the Town Council, and the Town of Chapel Hill. Additionally, Town and External Relations plans to meet with other town officials in

the coming weeks, including the Fire Chief Dan Jones, Police Chief Chris Blue, our Town Manager, Roger L. Stancil.

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### **Town Council Candidate Forum**

The 2011 Chapel Hill Town Council election will be held in early November. The UNC student body comprises a large portion of the Chapel Hill population, but is woefully under-involved in local issues. While the student body has the potential to heavily influence an election, fewer than a few hundred students or about one percent of the entire students body voted in the last election. One of the biggest goals of the Town and External Relations committee is to address this campus bubble of isolation and apathy in order to foster student involvement in the town. Students should have a say in local government issues, but are often apathetic – the largest demographic in any town that is on the whole largely disinterested in the town and uninvolved in local elections. Town and External Relations, in collaboration with a student coalition to increase voter turnout, led by Zaina Alsous '13 and Renee Sullender '13, hosted a Town Council Candidate Forum, to be held on November 3<sup>rd</sup> from 8:00 to 10:00 PM in the Campus Y Faculty Lounge. Committee members have contacted Town Council candidates and are working with the PR team to advertise the event. Student Government will not officially endorse any candidate, but seeks to foster dialogue and enhance interest in local politics. Additionally, Town and External Relations is working with the student coalition on GOTV ("Get Out the Vote") strategies, including pit-sitting, listserv emailing, voter registration, and trips to the voting site (which this year has moved off campus, further discouraging students to vote).

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### **Chapel Hill 2020**

This year, Chapel Hill is undertaking the Chapel Hill 2020 project, a comprehensive plan for the future of Chapel Hill. Co-chairs, along with several other Cabinet members, attended the kickoff event, in which over 400 Chapel Hill residents met to discuss the vision of Chapel Hill. Town and External Relations will be involved in the entire process, representing the student voice but also hoping to increase student attendance. Additionally, Cari Jeffries will serve on the Outreach Committee, further working to involve students and other underrepresented groups in the Chapel Hill 2020 process.

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### **Plans for FixMyTown**

The committee hopes to initiate a program following a FixMyTown concept, similar to the Department of Housing and Residential Education's FixMyRoom service. A component of the Student Government website, FixMyTown would allow students to submit requests, complaints and questions on town issues ranging from broken streetlights off-campus and safety concerns to information about where to turn on certain issues. The site will also provide the resources for contacting town officials and the proper authority for a variety of concerns. FixMyTown will provide a resource to students and also allow the committee to monitor student feedback and understand and respond to aggregate concerns. The

committee is working with the Technology and Web Committee to launch the site in the coming weeks, and then will consult the PR Team on advertising the new service.

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### **Northside Conservatorium**

Another local issue features the Northside Conservatorium. Several local landlords met with Cari Jeffries and Mary Cooper to discuss their concerns over new legislation that would limit parking spaces. Town and External Relations will willingly facilitate student attendance of an upcoming Town Council meeting to discuss the Plan, but only per demonstrated student demand (i.e. survey of number interested).

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### **Council Intern Project**

Blake O'Connor has introduced a plan for UNC student policy internships with Town. Building on an existing project at Yale University through the Roosevelt Institute Campus Network, Blake O'Connor has submitted a proposal to Executive Branch Officers about the prospect of offering policy interns to Councilmembers to facilitate town work and to provide experience for students, who will be able to see the tangible results of their policy. This would be a mutually beneficial relationship, and would also allow collaboration between Student Government and the Roosevelt Institute, in line with the Cooper Administration's desire to strengthen student involvement. However, feedback gathered from Councilmembers suggests that a one-on-one interaction might be highly demanding on the part of the already busy Councilmembers, and Town and External Relations is considering other possible implementations (for example, a student policy board that routinely presents to and collaborates with the entire Town Council).

### **The Co-Chair Perspective**

#### **Cari Jeffries**

Our committee is off to a good start. As always, we need to continue to work on our relationships with town officials. Our committee members had a dinner with Mary Cooper to get to better know the SBP who represents them, and whom they, in turn, represent to the Town. The agenda of Town and External Relations will constantly shift as new issues arise, but thus far we have been largely pleased with our role as liaison. All of our committee members are young, and come with great personal ideas which we hope to explore and enact.

#### **Blake O'Connor**

I am more than satisfied with our Town and External "to-do" this semester. With the impending Town Council election, we have been busying meeting with current Town Council members and candidates to get some face-time and emphasize the existence of the student body's stake and interest in town relations. We have about eight committee members with maybe three or four that are consistently on top of their tasks. We want our members to be able to engage themselves in the university's relations with the town



without giving them too much to do. It is a balance we are still aiming to find. The Chapel Hill 2020 comprehensive plan series has also kept us pretty busy as well. It is exciting to serve as Town and External Relations liaisons at a time when town residents and Carolina students are creating their vision for Chapel Hill over the next ten years and establishing the steps necessary to achieve that vision.

## APPENDICES

### Press Releases

The following is a list of key press releases that have been released by the Executive Branch of Student Government.:

April 5, 2011 – Cabinet Reform

April 17, 2011 – Cabinet and Special Project Appointments

April 18, 2011 – Role of UNC Student Government in State Budget Cuts

August 2, 2011 – Release of Executive Branch of Student Government's Summer Report

September 2, 2011 – Eve Carson Lecture Series Keynote Address by Robert Gibbs

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### Media and Newspaper Articles

The following are selected newspaper articles about the work of the Executive Branch of Student Government and Cooper Administration:

April 5, 2011 – *The Daily Tar Heel* – Fewer but newer faces take student government reins

April 6, 2011 – *The Daily Tar Heel* – Cutting, Cooper's way: Student government is going on a much-needed diet

April 18, 2011 – *The Daily Tar Heel* – SBP Mary Cooper cuts cabinet from 45 to 27

April 25, 2011 – *The Daily Tar Heel* – Think local, act vocal: Students' summer advocacy will be crucial in tuition talks

May 11, 2011 – *The Daily Tar Heel* – Cooper's student listserv to lead NC lobbying efforts

May 18, 2011 – *The Daily Tar Heel* – Stand with students; help fight budget cuts

May 30, 2011 – *The Daily Tar Heel* – Student Body President Mary Cooper lobbies NC General Assembly for funding

June 15, 2011 – *The Daily Tar Heel* – Students represented at Chapel Hill Town Council

July 11, 2011 – *The Daily Tar Heel* – One foot(print) at a time: Mary Cooper's early successes indicate her ability to achieve goals

September 1, 2011 – *The Daily Tar Heel* – UNC Greek houses to join Cooper's CCI printing initiative

September 1, 2011 – *The Daily Tar Heel* – Fund to bring innovative energy financing to UNC

September 13, 2011 – *The Daily Tar Heel* – Fast-tracking treasurers: A new treasurer's test makes approval easier for student groups

September 15, 2011 – *The Daily Tar Heel* – Students gather to remember Sept. 11's toll

October 3, 2011 – *The Daily Tar Heel* – UNC student government launches student enrichment fund

October 11, 2011 – *The Daily Tar Heel* – Cooper asks Kleinschmidt for help on Safe Ride taxi program

October 11, 2011 – *The Daily Tar Heel* – Gender-neutral housing proposal to undergo administrative review

October 13, 2011 – *The Daily Tar Heel* – Open House takes on new roundtable format

October 20, 2011 – *The Carrboro Citizen* – Spirit of student-led protests lives on

October 24, 2011 – *The Daily Tar Heel* – Airport shuttle service to be more consistent

October 27, 2011 – *The Daily Tar Heel* – UNC to host sixth annual STRETCH conference Nov. 5

October 28, 2011 – *The Daily Tar Heel* – UNC's student fee advisory committee decides fates of athletic, transit fees

October 31, 2011 – *The Daily Tar Heel* – UNC participates in Game Day Challenge, focuses on composting food waste