



Cooper Administration

MARCH REPORT

2012



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Table of Contents

A Philosophy of Student Government

Together We Are Carolina 3

Executive Branch Officers

Student Body President 4
 Student Body Vice President 13
 Student Body Secretary 22
 Student Body Treasurer 25
 Chief of Staff 28
 Senior Advisor 33

Cabinet Committees

Academic Affairs 36
 Arts Advocacy 45
 Carolina Advocacy Committee 50
 Environmental Affairs 53
 First-Year Focus Council 61
 Global University 66
 Multicultural Affairs and Diversity Outreach 70
 Public Service and Advocacy 75
 Safety 80
 Student Body Outreach 84
 Technology and Web 88
 University Services 96

Special Projects

Capital Projects 101
 Excelling Through Mentoring 104
 Greek Affairs 111
 Peer Advising 114
 PR and Marketing Team 117
 Speaker Series 121
 Town and External Relations 125

Appendices

Media and Newspaper Articles 130
 SBVP Restructuring Proposal 134
 Tuition Proposal to Tuition & Fee Advisory Task Force 142
 Revised Tuition Proposal 150
 Tuition Forum Presentation 154
 SBP Speech to Board of Trustees 165
 Report from Eve Carson Scholarship Committee 172
 Flat Rate Taxi Proposal 175



Together We Are Carolina

As you sit down to review the Cooper Administration's March Report, be prepared. A lot occurred over the past 12 months and we are very excited to share all of the progress that has been made with you. This year, the Cooper Administration 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 did since our term in office began in April 2011.

Here, you will find briefs about Student Government's projects, followed by reports from twelve Cabinet committees and six special projects. The appendix also includes a list of press releases and media coverage, as well as the Student Body Vice President's restructuring recommendation.

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 watch future Administrations continue developing and strengthening these partnerships, and building new partnerships in the years to come.

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 around campus or in the Student Government Suite (Union Annex 2501). There have been many hotly debated topics this year. Student Government can only represent the student voice if it hears from the student body. That means Student Government always wants to hear from you! Together we can explore new ideas that you may have in mind to positively change student life and the Carolina experience.

Interested in learning more about the work or want more information about past 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. Mary served from April 2011 – April 2012.

Highlights and Big Successes:

1. Student Enrichment Fund
2. Green Revolving Loan Fund
3. Early Voting On Campus (Ram's Head Facility)
4. Continuing and strengthening the Student Voice at a variety of levels on campus from subcommittee meetings to the Board of Governors.

Tuition & Fees

The Student Body President serves as an ex-officio member of the Student Fee Advisory Subcommittee and co-chair of the Tuition and Fee Advisory Task Force. The Student Fee section is included later in this report. There were three tuition meetings, two in October and one in November.

In the two week before the final Tuition and Fee Advisory Task Force meeting on November 14th, I held eleven tuition forums in various locations throughout campus to find out what students want and need when it comes to tuition. Many forums took place in residence halls or classrooms on campus, but others took place during club meetings. We worked with the Black Student Movement, Parr Center for Ethics, ASA, CHisPA, Carolina Indian Circle, and the Campus Y to host all of these forums. At the forums, we delivered a 45-minute presentation on tuition, the options available, and the implications involved. Students then formed groups and discussed topics that included the state's relationship with the University, the optimal tuition plan for students, and the balance between quality and predictability. At each forum, students were given a notecard on which to write their thoughts concerning viable increases and both short and long-term goals for tuition. Over two hundred students came to these forums and I was able to attend the Tuition and Fee Advisory Task Force meeting with a clearer idea of what students expected from the process.

At the Task Force meeting, Provost Carney offered his recommendations to be pushed forward to the Board of Trustees. Many students mobilized against these recommendations because they believed they were too high to maintain the diversity, accessibility, affordability and predictability of tuition for the University. I assembled a group of students of a wide variety of perspectives before the Board of Trustees meeting and attempted to

consolidate the spectrum of students that I have to represent. These students helped me create a student tuition plan that called for a 6.4% tuition increase for current students and adding the supplemental increase to future students as to protect current students and ensure predictability for future students. This proposal was submitted to the Board of Trustees and while it was not passed, it once again mobilized students and truly began a movement of engagement in the issue. Much thanks is owed to Lily Roberts and Grayson Cooper for their time and energy spent number crunching and “googling.”

After the November Board of Trustees, the next major administrative tuition event was the Board of Governors meeting in January. To ensure that students continued to remain engaged, I attended meetings for all of the student groups that had adopted the tuition campaign, including Students for a Democratic Society, the Education Justice Alliance, and the Campus Y. By attending all of these meetings, I was able to act as a liaison between campus groups and ensure that I remained aware of the developments in their activities so that I could continue to advocate for them.

In addition to these meetings, I formed a group of campus leaders that met for weekly meetings to discuss both private and public outreach efforts in regards to tuition. This group helped maintain a cohesive front on the issue for Student Government while offering assistance to other groups that remained involved in the issue at large. Leading up to the January Board of Governors meeting, there were many tuition teach-ins and other efforts at educating as much of the student body about the issue as possible.

When the proposals were presented at the Board of Governors meeting, President Ross made the announcement that he too would provide a tuition proposal. Once he had released it, I invited him to speak to students to help them better understand his proposal and the reasons for why he could not push for no tuition increases. Students engaged in a question and answer session with him after a brief presentation and used this event to determine whether they supported his plan. Student Government and many other groups decided to support the plan, as it combined a realistic approach to budget cuts with an understanding of the hardship imposed on students from tuition hikes.

Between the January and February Board of Governors meetings, my administration contacted all of the Governors and offered them the student perspective on the issue, as well as our support of President Ross’s proposal. We also mailed letters to each of them explaining why the issue remained important to us, the reasons for our support of President Ross’s proposal, and our desire to remain engaged in the process. The culmination of all of these efforts was the approval of President Ross’s plan on February 10, 2012.

Coming off of such an intense and challenging year, several things were learned about the process of Tuition and Fees. Therefore, I’m including some recommendations here to better the process in the future:

- The Student Body President and the Board of Trustees should work together to host a Tuition Workshop in September to discuss what the “parameters” might be for the coming year and discuss new and innovative funding models.
- There should be an Endowment Forum where there is a presentation on the endowment and a question and answer session with the head of the endowment and the Chancellor. Student Government should work heavily to publicize the forum making sure that as many students come as possible.
- The Student Body President should work with the President’s of other schools to make a stronger voice for students at the Board of Governor’s level (including a vote at the BOG).

State Legislative Relations

Starting in April, we created the Student Government Advocacy Team. Members included, Zealan Hoover the Student Body Vice-President, Matt Hughes, an Executive Assistant to the Student Body President, and the Carolina Advocacy Committee Co-Chairs, McKinney Brown and Grant Heskamp. Together we met with Erin Schucettpelz, the Director of State Relations, to discuss the current situation and to learn how students can be involved. From there we went on to develop our strategy. First we wanted to reach out to the Student Body to get them involving in the budget process. We went to over 50 large lecture classes, stood in the pit, and went to Student group meetings to discuss the current budget problem as well as sign students up for the Student Government Advocacy Listserv. This listserv ended up having over 1,000 students on it so that we could 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 I went to Raleigh 7 times and held 20 meetings with different state senators to advocate for Students at UNC Chapel Hill. We also went with Chandler Thompson from North Carolina State University. 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 Universities. The level of engagement this year was unlike any year previously. We continued to work closely with this team throughout the Tuition discussions.

During the Spring Semester, we worked closely with Nikita Shamdasani and Grant Heskamp, the co-chairs of Carolina Advocacy Committee. As their report outlines, they have been working on a video that explains the budget process and how tuition fits into it. We also continued to work closely with Erin Schuepletz and are in the process of preparing the Leimenstoll Administration about things to do in regards to advocacy this coming short session.

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.

November Meeting: The November was the Tuition Meeting. Mary serves on the Student Affairs committee meeting. On Wednesday Campus Health Services and Carolina Lead presented to the Student Affairs committee. The Audit and Finance Committee meeting was quite crowded with several student protesters there with the second vote for Provost Carney's tuition proposal. The full board meeting on Thursday also welcomed around 80 student protestors. Chairman Hargrove gave them the opportunity to speak and after about 2 hours of discussion and debate, Provost Carney's tuition plan was voted on.

January Meeting: The January meeting came at the end of a week long Board of Trustees retreat. It was a one day meeting where we welcome presentations from Myron Cohen about his HIV/AIDS research during a joint committee meeting of Student Affairs and Academic Affairs. The full board meeting was short and suite as well.

March Meeting: My final meeting as a Board of Trustee! The Student Affairs committee heard a presentation from Zealan Hoover, the Student Body Vice President, on the Faculty Retention Survey and Study that we had put together this past year as well as a report on Greek Life at Carolina. It was another joint meeting and in the Academic Affairs committee we learned about On-line education at the Business School and the School of Government. During the Full Board Meeting, Chancellor Thorp presented to the Board of Trustees regarding an idea of how Carolina can lead the rest of the nation and the world in funding public higher education. It was an inspiring moment and dovetails nicely with the development of a case statement for a new capital campaign beginning in the next few months.



Student Enrichment Fund

One of the Cooper Platform's 'Three Big Ideas' was the Student Enrichment Fund, which would be open to students who need funding to pursue enriching experiences away from the university. In her 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."

A dedicated team has been working on the Student Enrichment Fund since the end of last semester. The first application deadline was on November 1 and the last was on April 1. The application and mini-site launched on October 1 (reachable from unc.edu/studgov), and the SEF Steering Committee and Executive Branch Public Relations Team have been working hard to inform students of this great opportunity.

Students can submit an application online at anytime. The Selection Committee will review those applications on the first of every month from September-April and then select grant recipients.

While the initial grants will be made with seed money donated by Mary Cooper and Student Body Vice President Zealan Hoover. The next step was to develop a fundraising committee to help make sure the Student Enrichment Fund becomes sustainable. In January, we presented to the Parent's Council and received a \$5,000 grant for next year. In addition, we received \$1,000 grant from Holi Moli, applied to the Association for Student Government Campus Innovation Grant and received \$900. Finally, we hosted a bake sale on campus and raised \$197.80. Finally, thanks to the kindness in the Office of Financial Aid and Scholarships, we will be able to match all of the funds that we raise (up to \$5,000). We are excited to announce that the fund now has a dedicated 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 they will consider supporting the SEF. We will be doing this as the fund transitions to become the Jon E. Curtis Student Enrichment Fund on April 20, 2012.

Flat Rate Taxi

The Flat Rate Taxi program has three goals. They are accessibility, safety, and consistency. Starting over the summer of 2011, we brought together a team of people to develop a proposal for both the Town of Chapel Hill and the Taxi companies that are currently in Chapel Hill. Ken Jameson and Abir Chatterjee lead this project. They 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 exact same program that we proposed to the Town of Chapel Hill Town Council. At the Town Council meeting, the Council decided to hear the petition about the flat rate taxi.

In December and January, I met with Lt. Durham to go over some logistics of the program. Instead of just looking at the rates that people would pay, we discussed other important elements of taxis in Chapel Hill such as safety. In an effort to make a sustainable and

economical change to the current Taxi Ordinance, which hasn't been changed in over 36 years, we looked at the whole ordinance to make more than just a pricing change. The petition will go back in front of the Town Council in late April to vote on the changes to the ordinance. Changes that could be seen include: the creation of Taxi Stands on Franklin Street, requiring better visibility for permits and licenses, and a better fee structure that will allow for consistent prices that can be determined prior to the trip. These changes will not only make it safer for students but also improve Chapel Hill as a community and for our visitors and tourists.

Expansion of CCI Printing

This program's main goal was to expand printing on Campus. Students are allocated \$40 to print and over the summer, Student Government learned that there would be a decrease in the amount of printing locations available as well as an increase in price. After working closely with Auxiliary Services and ITS we developed a strategy to expand printing on campus to two additional locations as well as maintaining 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 they could print. An additional goal was to expand printing to Greek Houses. Over the summer we found several Greek Houses that are interested in purchasing a printer and enrolling in the CCI program to offer an additional source of revenue for Auxiliary Services.

In January, a CCI Printer was installed in Pi Kappa Phi Fraternity. It was the first printer installed in a Greek House. Pi Kappa Phi worked in collaboration with Auxiliary Services and ITS to connect their Time Warner Cable Internet to the network and then to ITS.

In February, we worked in partnership with Pi Kappa Phi and Auxiliary Services to outline a contract and steps to take so that any Greek House that would like a printer would be able to get one.

First Aid (CPR / AED) in Lifetime Fitness:

CPR and AED Training and Certification occurred in Spring 2012 in 5 LFIT sections. 5 different LFIT sections added an additional required module which covers the lecture material in a CPR and AED Red Cross Certification Program. Student Government partnered with the Red Cross Club to allow this program to happen. Caroline Jones, the President of the Red Cross Club, organized several different skills trainings so that students enrolled in the specified LFIT sections could become certified in CPR and AED in a condensed 1.5 hour training. Several students participated in the program.

In an effort to evaluate the success of this pilot program, we created surveys and spoke with everyone in the sections about why they did or didn't complete the additional skills training, what worked well, and what didn't work well. It was a great pilot project and we are looking forward to its potential.

Graduate and Professional Student Federation

The Executive Branch of Student Government has worked closely with the GPSF President Serena Witzke and the GPSF Executive Board. We have worked on a lot of projects including Student Fees and the Selection of Executive Branch Officers. We have enjoyed working with them.

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 worked closely with CAA and Carolina Fever for the 11/11/11 game that incorporates an element of Public Service in Carmichael Arena. We sold t-shirts that benefitted the USO.

FixMyCampus

FixMyCampus is an initiative that really hit the ground running. It came from the idea of Triage, Ian Lee's idea of FixMyCampus, and the technological platform of TalkBin to get it accomplished. FixMyCampus is a way to open the doors of student government. FixMyCampus is a twitter, email, and texting service that students can use to communicate to Student Government ideas and concerns. FixMyCampus is monitored by a response team of four students who respond to each of the requests, concerns, and ideas, and individually follow up. FixMyCampus is becoming a special project in the Leimenstoll Administration. Duke's Student Government also followed our lead and created their own FixMyCampus Duke. In the coming months, there will be signage and more PR materials. However, there have been over 100 tweets, emails, and texts in to FixMyCampus.

Student Fee Advisory Subcommittee

As Student Body President, I serve as an ex-officio member of the Student Fee Advisory Subcommittee. After eight weeks of meeting and reviewing several fees including a \$45 athletic fee as well as the transportation fee, we ended up reducing Student Fees by \$10.41 a year due to the retirement of a debt service fee as well as close scrutiny of proposals. For more, see Zach Dexter's section on the Student Fee Advisory Subcommittee.

Alert Carolina

One of the first items that as Student Body President I needed to react to was a review of the Alert Carolina program. Working on a committee with student, faculty, and administrative representation, we reviewed the required legal policies, the University's policies, and how we could improve communication with members of the community when an event occurred. This system was later tested in September when there were two tornado warnings for Orange County and the sirens went off. The overall product of the committee was reviewing the methods through which the University communicates different types of safety situations and when as well as a review of methods that the communications plan is given to students. There are new fliers and posters in each of the classrooms and spaces on campus.

Green Revolving Loan Fund

The Green Revolving Loan Fund is \$500,000 set aside from the Cash Management Fund of the University to invest in energy efficient projects on campus to help save the University money on their \$80 million energy bill. Within six months of getting approval, setting up a committee, all of the money has been allocated to two different projects. The first is at the new Genomics Lab Science building to pay for LED lighting. The second project is working on the ventilation of ITS manning by using outside air. This is an exciting project and we are looking forward to making sure that everything goes as plan, the fund gets replenished and we are able to make more impact on campus.

Student Code

The Executive Branch of Student Government has worked very closely this semester with Student Congress to update sections of the code. This year, Student Congress successfully updated every section and Title of the Student Code.

Town and External Relations

This past year, I've worked closely with the Town of Chapel Hill and the Town Council to improve not only the student experience but hopefully the experience of the community. Our first goal was to obtain a student voice on the Transportation Board. After petitioning the Town Council, having a student sit on the transportation board was accepted unanimously. The approved seat is for the Student Body President however that can be delegated to the Student Body Vice President if the President is unable to serve.

We also worked on more transportation issues with Congressman David Price and Chapel Hill transit to help the town secure more federal money to upgrade the buses to ensure that the same level of service is offered this coming year.

Student Government co-hosted a Town Council forum with the Campus Y so that students could have the opportunity to meet candidates for town council. About 45 people attended the forum and learned a lot from the candidates.

We also petitioned the Town for a Flat Rate Taxi Program and are waiting to hear back from them in late April.

Each year Halloween is a big thing in Chapel Hill. Student Government worked closely with the Town of Chapel Hill, the Student Affairs Office, and the Dean of Students office to have a safe Halloween celebration in town.

Finally, the greatest example of collaboration and success for Student Government and the Town is the new Early Voting location on Campus. For the May and November primary elections there will be an early voting location at Ram's Head facility on Middle Campus that is available for one-stop early voting. After spending a lot of time with the Orange County Board of Elections, the Mayor, and the Town and External Relations Committee at UNC-CH, the Ram's Head voting site was approved.



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 all of our platform points, and engaging with Students in new and innovative ways, we finished the year stronger than we began!

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.

Everyday 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 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!



**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 made due on Friday, April 15. Interviews and selection took place over the following week in order 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 that capacity for one year prior to appointment. His nomination was withdrawn by the Executive Branch, and a new recruitment plan was decided upon that would result in a new appointee's selection 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 a phone interview attended by Mary Cooper, Zealan Hoover, and Nina Brasears, and a final selection was made to select Shruthi Sundaram. Shruthi served as Vice Chair of the Board of Elections during the Hogan 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 then fully installed by a vote of Full Congress during their first meeting in August.

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 forty-two positions during the spring and fall appointment processes.

External Appointment Member Perspectives, Excerpts

Sonia Shah, Carolina Dining Services Student Board

"I enjoyed spending time working with Carolina Dining Services as I was able to get an inside look into the way decisions are made involving the many CDS locations on campus while also getting to look at the data and reasoning that is used to determine how to improve CDS's success. I like being able to have a voice in things that directly affect me as a student and take pride knowing that I am representing my fellow peers in a way that actually shows results and change."

Alex Parker, Student Safety and Security Committee

"The Student Committee for Safety and Security oversees the allocation of the Safety and Security Fee and acts as an advocate for better safety on campus. The members work with DPS on projects like improving the lighting on campus and working to ensure the P2Ps run efficiently, and we also review requests for new crosswalks, street signs, and other safety-related needs on campus. Safety and Security's goal is to inform every student of his or her right to safety and the means available for preserving this safety, and I have had a great experience serving as a member of the committee. Few students have the opportunity to play such a crucial and central role in the system. Having the opportunity of discern to whom, and how much, money will be allocated and then seeing the implementation of the projects we have funded around campus is a great experience."

Emerson Cardoso, Housing Advisory Board

"This year I have learned the complexity of how a student government and University coexist together and prosper on campus. I have learned how to benefit the University not by leaving my own footprint, but encouraging other students to do the same. I have asked students their opinions on several topics, especially controversial ones such as gender-neutral housing and moving the freshmen to being predominantly on south campus. Working with RHA staff has also enlightened me on what their goals are and has given me specifics and advice on how I can help achieve them. I took opportunities to further develop my skills on offering proposals to a group of peers whose goals are the same to me. Our discussions also led me to learn what, specifically, employers are looking in students, and how we can integrate these skills more clearly into the classroom setting, all with having students explicitly know what skills they are acquiring in each class. I have learned what the University's interests are within the student body, explicitly in regards to the housing communities and as a campus community. I also realized that there is a variety of students interested in student government, all also participating in community governments to come together and benefit the University."

Elizabeth DeBold, Student Library Advisory Board

"As a student representative, it has been a dream to work with Carol Hunter, Associate University Librarian, and Sarah Michalak, University Librarian. They are extremely responsive to the opinions and thoughts of all the students on the Student Library Advisory Board, and eager to hear from us. Since we have a budget of approximately \$50,000.00 to spend on improving library services for students, serving on this committee has had its moments of both ease and difficulty. Librarians rarely have fairly unrestricted funds like this, so finding where it's most needed has been relatively easy (often librarians and libraries will come to us with wish lists, which we review), but of course there is more than \$50,000.00 worth of improvements that could be made. I'm pleased to say that the entire committee has been thoughtful and cautious with spending. We haven't funded everything, and have tabled some ideas for later discussion. Sustainability of funding projects is always a consideration, too. I have been very impressed with my fellow students on the committee as much with the committee leadership, and I hope (and expect) that we will continue to operate at a similarly high level of thoughtfulness and efficiency for the rest of the year."

Anna Langley, Summer Reading Book Selection Committee

"I enjoyed being a member on the Summer Reading Book Selection Committee. I was introduced to interesting books that I otherwise might not have read. It also allowed me to offer suggestions that might improve the first year experience in the Summer Reading Book Program, which I participated in. I was impressed with the number of nominations that the campus community put forth; many were books that I had been assigned to read in classes and found interesting. Ultimately, it was very hard to choose just one book because there were so many good. The students and faculty members on the committee each had different ideas of what the point of the program should be, even though the committee and program do have specific charges. The book that my year read (*A Home on the Field*) did pose an interesting discussion topic, but it was a less than enthralling book for most eighteen year olds. (This was how I felt, and most people that I talked to shared this sentiment). Ultimately, I did not feel that the committee took this input into account, and I do not think that the final selection for this year (*The Shallows*) will be any more interesting for incoming first years. If anything, the discussion topic that *The Shallows* poses will be less interesting and multi-sided than the topic that *A Home on the Field* fostered."

Rashi Kabra, Campus Health Services Advisory Board

"As an undergraduate headed to medical school this fall, I cannot think of a better committee to be on than CHSAB. Being a part of this group has allowed me to gain insight on what goes into organizing health services for a population, witness changes and processes in the system, and contribute my thoughts as an undergraduate representative. As a future medical student, it is a unique opportunity to observe and understand what goes on behind the scenes of a healthcare organization before I get involved in the completely different patient care aspect of healthcare. I enjoy these meetings not only because of what I learn, but because I can sense the genuine interest and respect that the rest of the CHSAB members have for the undergraduate representatives. They want to hear honest opinions and ideas from us, and take what we say seriously. I now feel very comfortable contributing my opinions to the group and responding to questions directed at

me. I enjoy the discussions that we have, as the ideas passed around are always thought provoking and culminate in a larger vision encompassing many of the members' thoughts. I am grateful that I have been given the opportunity to serve on CHSAB and would recommend it to any undergraduate student, whether they are involved in science or not."

Reena Gupta, Sustainability Advisory Committee

"Serving as a member of the Sustainability Advisory Committee has been a very rewarding experience. The goal of the committee is to devise comprehensive and common-sense ways to foster sustainability across UNC's campus in all realms, including sustainability intelligence, recruitment, fundraising, resource management, research, and more. Furthermore, the committee works towards fostering linkages among campus departments and providing tools to the campus to make sustainability the easy option. To do this, the committee meets monthly to discuss issues related to promoting sustainability awareness and effective methods of incorporating and improving sustainable practices on campus. The meetings run smoothly and efficiently because each member is engaged and passionate about the issues. Furthermore, the leaders of the committee are extremely knowledgeable and insightful about Chapel Hill's campus in relation to sustainability. As a student representative on the committee, I have gained insight to the process in which campus wide decisions are made. I have also learned about the positive results of collaboration between faculty and staff and the student body. Additionally, I now understand the importance of sustainable practices and the importance of teaching the student body about sustainability in relation to Chapel Hill's campus."

Amanda Claire Grayson, Committee on Student Conduct

"I really enjoyed serving on the Committee on Student Conduct as a voting member and look forward to continuing to working with the committee next year in my capacity as Student Attorney General. I was thrilled to see the committee take on more responsibility this year in the midst of the Honor System reforms, including meeting more often and accomplishing more during the meetings. This was a very valuable experience that allowed me to gain more understanding of the policy-level implications of the Honor System and to contribute to discussions about several major reforms: the consolidation of the Graduate and Professional Honors Systems, the new Title IX sexual assault policy, and the Task Force's ongoing reforms of the Honor System. I would definitely encourage other Honor System leaders (particularly younger members) to get involved with the Committee on Student Conduct in order to better understand the discussions surrounding the system's philosophy, operations, and procedures. Working with the administrators and faculty on this committee has prepared me so well to become an advocate and representative of the Honor System and to lead the System during these reforms."

Kevin Claybren, Provost Committee on LGBTQ Life

"As a student representative on the Provost Committee on LGBTQ Life, I have enjoyed working to uphold our mission as a committee charged with providing advice and counsel on all matters related to LGBTQ issues on campus as they relate to faculty, staff and student concerns. Throughout the 2011-2012 academic year, we had the privilege of giving counsel on issues such as Gender Non-Specific Housing and the possible outcomes if Amendment

One is passed on May 8th, 2012. Having committee members composed of faculty, staff and students provides this committee with a comprehensive approach to providing advice and counsel. These various perspectives are needed when attempting to educate, inform and counsel important administration such as the Provost. This is my first time working in this capacity with so many varying experiences and perspectives. However, the more consistent committee members provide wonderful guidance that allows for new members to learn quickly and feel comfortable with providing opinions. As a new member, I quickly learned to how to approach dialogue with faculty and staff in a professional, assertive and respectful manner that often allowed my voice to be heard. In addition, there did not appear to be any blatant hierarchy of power within the decision making of the group.”

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 as far as the Raynor administration, and significant steps have been taken during the Hogan 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 then 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 Tech and Web Co-Chairs. If successful then 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.

Student Advisory Committee to the Chancellor

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 and joined Zealan, who serves 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's as a conduit to convey wider student concerns to the Chancellor.

SACC and the Student Enrichment Fund

The undergraduate members of SACC played a critical role in starting the Student Enrichment Fund (SEF) this year. From September until the Fundraising Team was brought on in January, these individuals launched and fully operated the program. Their support was critical to the success that is highlighted in the SEF section of this report and the program will always be indebted to them.

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, which are a perennially concern for graduates; copyright of theses, the policy of which needs to be reviewed; establishing a 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 level, 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 break vacations. 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. However, after the November shuttle operations concluded, the OSSA leadership requested that Student Government take over this program. It has since moved under the jurisdiction of the University Services Committee, which will handle it in future years. Further details can be found under the University Services section of this report.

SACC and the Chancellor's Open House

SACC hosted two Chancellor's Open Houses this year. The first Open House took place on October 10, 2011. While the Open Houses take 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. Whereas the Chancellor's Open House is usually a standard Q&A format, this year it 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 in the Aquarium Lounge of the Carolina Union, and SACC is deeply indebted to the Carolina Union staff who went above and beyond in preparing that room for this event.

The second Chancellor's Open House will be held on April 10, 2012. This event will focus on issues specific to Graduate Students, and the three graduate members of SACC have been playing critical roles in its planning and implementation. Topics of discussion will include childcare, graduate student aid and affordability, and transportation. There will also be a large period for open questions and undergraduate students will be encouraged to attend at that time for any questions they may have.

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 Carolina a world-class institution, Zealan formed the Student Task Force for Faculty Retention shortly thereafter. Invitations were extended to the leaders of key student groups, and the first meeting took place that August. 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 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 left. 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 synthesized these discussions into a series of questions that were posed to all 962+ faculty members in the College of Arts and Sciences via a survey that ran during the first two weeks of March. The survey had an amazing response rate, with approximately one in three faculty completing it. The data is now being analyzed, and Zealan will present a final report to the Board of Trustees at the May meeting.

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 Advocacy Chairs, the Executive 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 House and Senate.

Town of Chapel Hill Transportation Board

Thanks to the tireless efforts of the Hogan 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 proud to be the first student to serve in this capacity. UNC Chapel Hill is the largest contributor to the operating expenses to Chapel Hill Transit, which itself is 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 proud that he can now be 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 Advisors of the Stone Center, the Campus Theme Steering Committee, the Honor System Task Force, and the Academic Calendar Committee. Each of these committees carries its own unique challenges and responsibilities, but they have also allowed Zealan to be well connected throughout the university and thus able to support the Cooper administration and the student body.

Officer's Perspective

The past few weeks have been as busy as ever, but I have also found time in these final days to reflect on the past year. It is amazing how far the Cooper Administration has come since the day Mary called me last March to ask if I would serve as Vice President. Together with a team of four other officers and our critical EAs, co-chairs, and committees, we have achieved truly great things. I am proud that we accomplished all of Mary's platform points, took on new projects like Faculty Retention, launched unprecedented efforts on tuition and state relations, and are leaving behind legacies like the Student Enrichment Fund that will make Carolina a greater place for years to come.

What I hope will not be lost on future administrations is that the whole of these efforts is greater than the sum of its parts. The Cooper Administration had a wide-ranging impact on university policy, but it is not the policy changes themselves that are significant. Instead, what has marked this administration as distinct and uniquely successful is the level at which it conducted business. For the past year, Student Government has operated as the third major institution on this university, alongside the administration and the Office of Faculty Governance. This is the essence of student self-governance, and the essence of Carolina is allowing that type of leadership to flourish.

This university exists to expand understanding through research and teaching, and leverage its work for the benefit of North Carolina and the world. Students play a critical role in that process. We are more than tomorrow's researchers. On this campus, we are researchers today; and we are more than tomorrow's leaders, because on this campus we are leading today. And so, it is only fitting that students work hand in hand with the faculty and administration to guide this university. However, any expectation that such a result will come by default would be misplaced. It is up to student leaders to demonstrate their ability to rise to that responsibility via professionalism, dedication, and unwavering effort.

Student Government at Carolina has the potential to function at a level that is unimaginable at almost any other university. Our jurisdiction over student conduct in the Honor System, ability to levy fees to fund critical programs through Congress, and the Executive Branch's ability to push for change at every level of the university and state is truly remarkable. I believe that we were noteworthy standard bearers this year, but there is also always work to be done, for this standard must be lived up to and is not always met. Representing 28,000 voices is a great power. Wielded well, and cognizant of that fact, it can be used to great benefit for all.

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. The role is two-part: dissemination of information and collection of feedback. 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 in the March Report with details about the work of each committee: social media, multimedia, outreach, and 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, online presence for the Executive Branch of Student Government has significantly ramped up. The Administration maintains a very active Facebook and Twitter presence to facilitate better engagement with UNC students, departments, alumni and the larger community. The campaigns moved into full gear in early April 2011 to raise awareness about on-campus events, programs, lectures and the state budget process. The social media account was fortunate to have UNC's University Career Services, Carolina Performing Arts, and other campus groups join our social media outreach strategy with regular updates.

Over the past year, Student Government's online social media followership has more than tripled. 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 focused on engaging students in discussions and collecting opinions and feedback about debated policies. Our social media has also expanded to include the Student Enrichment Fund (@UNC_SEF) and FixMyCampus program (@fixmycampus) accounts.

Website Revamp

Through the multimedia subcommittee in the PR team, Adam oversaw the redesigning of the Student Government website (www.unc.edu/studgov) during the first half of his term. 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 all airport shuttles 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 and on Twitter at 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 campus leaders in key platform areas. The timeline for this project is to be completed with a final product by May 2012.

A survey has been distributed over listservs and is in the process of going out to students across North Carolina for maximum responses. This will help develop the Millennial generation's priorities for the final 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

Officer's Perspective

The past year has been an absolute whirlwind. It's hard to imagine where all the time has gone: from the time I applied for the position to my interview process and Mary's phone call offer to where we are today. There's no question that we've made huge strides over the course of the year and this experience has truly been one of the most amazing and transforming experiences during my time at UNC. We kicked into gear the moment we



were selected and significantly stepped up our social media and outreach presence. I came into this position with the goal of increasing students' understandings of the opportunities available across campus. When I carried out each of my responsibilities, I thought about that overarching goal, keeping in mind my end vision for where I wanted to help move Student Government forward.

I can only hope that my fellow Tar Heels who take over Student Government leadership positions in the coming years take that philosophy to heart. Our primary responsibility is to serve the students who have placed their trust in our hands to voice their concerns and advocate on their behalf. Nothing has made me more excited and energetic about this position than knowing that was the case. To make things better, our team, including the five other Executive Branch Officers, Executive Assistants, Cabinet co-chairs, and committee members, all banded together to impact positive changes with students' best interests in mind.

With this team dynamic in mind, one of my biggest takeaways from the year was the idea that we are only as strong as our weakest link. We need to work together, as a cohesive unit, to make sure that we can impact maximum change. Everyone on a team has a role to play and it is crucial that everyone's individual leadership strengths are utilized and weaknesses are recognized early. The people I have met through my time in Student Government have taught me a great deal and I can confidently say that I have developed lifelong friendships with many of my Student Government peers.

The Cooper Administration made significant steps towards improving life for students at Carolina. The Honor System and student conduct policies were strengthened, tuition and fees were extensively debated, and the Student Code was updated and transformed. These efforts were championed by students in close conjunction with University Administration, professors, faculty and staff. Students have as much stake in supporting and developing this University as do our Administrators and faculty. We need to continue to remain strong advocates for top-quality higher education.

When we work together, the fruits of our labor are so much greater. Change does not come overnight and we need to be willing to put in the appropriate amount of time and resources. We made big steps, but there's always work to be done. The Cooper Administration has done well, completing the entire platform and rising above expectations for key campus decisions, but I see the future of Student Government continuing to do so much more. We have the resources and drive to strengthen our campus, so let's continue to come together to make it happen!



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. 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.

Executive Branch Website

Zach assisted the Student Body Secretary by switching the Executive Branch website from Joomla!, a content management system with an insufficient focus on usability, to Wordpress, a modern content management system.

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>

Auditing the T side of the Education and Technology Fee

Zach and Student Body President Mary Cooper met with UNC's Chief Information Officer, Chief Technology Officer, and the Executive Director for Finance and Administration at UNC Information and Technology Services. Zach and Mary discussed the Student Fee Audit Committee's audit of the T (or "T Fee," where T stands for Technology) side of the Education and Technology Fee.

In past years, the various student fee committees have approved increases in the T fee to cover various technology initiatives on campus. The Student Fee Audit Committee wants to make sure that the approved increases are still being spent on the technology initiatives for which those increases were approved.

In his capacity as the Chair of the Student Fee Audit Committee, Zach initiated an audit of the T fee in mid-March. The Executive Branch expects that the Leimenstoll Administration will continue this audit. Zach has discussed the audit with the incoming Student Body Treasurer, Shrija Ghosh, who has indicated an interest in completing the audit.

Annual Budget 2012-2013

Zach worked with the Finance Committee Chair of Student Congress, Jared Simmons, to administer an efficient Annual Budget process for 2012-2013. Over a weekend in February, the Finance Committee appropriated a portion of the Student Activity Fee to student groups for events, programs and services occurring the 2012-2013 school year.

Title V Updates

Zach provided input to the Finance Committee Chair and to Student Congress on the 93rd Student Congress's revision of Title V of the Student Code. Title V establishes Student Congress's permanent rules for financial matters.

Officer's Perspective

The SBT's sister goes to Elon and takes French at Elon from a grad student at Elon. Now this grad student happens to be the treasurer for an organization at UNC Chapel Hill, which is where we go. So, I actually heard from my sister that her French teacher told her that she knew me and appreciated me cause she didn't have to come here to take the treasurer's test. Because it was online. Random people from Elon are actually appreciating the Cooper administration's work. Which I think is amazing, amazing enough for the March report anyways.

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 & 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. Olivia also held meetings with chairs before winter break to assess goals for the spring semester and at the beginning of February to follow up on all projects.

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 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
 - o 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
 - o 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 operated 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 a 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 led Cabinet meetings, which were held every Sunday at 5 p.m. in the Union. All committee chairs were required to attend, while attendance was 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 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 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 to a soccer game, and Zealan organized a Brown Bag lunch with John Sanders, Student Body President in 1951.

Weekly Reports

Each Sunday, both committee and special projects chairs were required to submit weekly reports. These reports addressed 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 Farley, one of Olivia’s Executive Assistants, consolidated the reports, gave them to Olivia for approval, then published them on the student government website so that anyone interested could see what specific committees of student government were 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 challenged all Cabinet members to become Green Events Certified and Haven, One Act, and Safe Zone trained. Matt Farley led the Certification Challenge and updated the list of who has been trained in what. Each chair’s name was listed on the bulletin board in the student government suite, and there were icons next to each chair’s name identifying what that person had been certified in.

Officer’s Perspective

When I first took on the role of Chief of Staff in April of last year, I knew I had my work cut out for me. I knew there would be challenges, but I was ready and excited.

Since last April, we’ve gone through a lot. We’ve faced our fair share of challenges, but as cliché as it sounds, we came through it all together. I couldn’t be more proud of the Cooper Administration’s Cabinet. I had high expectations for all of them, and not only did they rise to them, they exceeded them.

To all of our committee and special projects chairs: thank you for putting up with my long e-mails, my ramblings, and my themed PowerPoints. I hope that when you look back on

this year, you realize the impact your work has had and will continue to have on the campus community.

To EBO: thank you for supporting me and Cabinet. We worked as a team, and I couldn't have done this job without you. You've taught me what it means to be leader and a teammate, and I am grateful for the opportunity to have met and worked with all of you.

In the end, we accomplished everything we said we would. It has been one of my greatest honors to watch our Cabinet members grow as students, as leaders, and as individuals. The platform started out as Mary's, and then it became ours. Thank you for everything.

Cabinet Love,
Olivia



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.

Officer's Perspective

I've spent most of my time this year involved in tuition discussions. Since October, I assisted with the student education and feedback forums Mary led, helped facilitate discussions in the nameless group of student leaders, and ultimately worked with Mary and students from across campus to lobby for student concerns. In early November, I made spaghetti and meatballs and Grayson Cooper and I hammered out the tuition proposal Mary would ultimately edit and present to TFAT and the Board of Trustees. Throughout this process, I wrote speeches and columns for the *Daily Tar Heel* on Mary's behalf, hoping to make a student voice clear as tuition discussions went through its various iterations (oppositions to raises, discussions of exceeding the Board of Governors-imposed increase cap, need-based financial aid, etc.). I also worked with a group of student leaders – both affiliated with student organizations and not – to retain student interest despite the length of time over which these discussions took place. We hoped to combine resources and knowledge, and to bring students together on the importance of sustained student commitment to participation in University policy, regardless of sometimes opposing viewpoints.

In all, I believe that Mary should consider the tuition process this year a victory for student input: despite increases, the increases we were discussing at the beginning of this process now seem unimaginable. Never before have students in recent memory been so involved and vocal in their right not just to accept or reject a tuition increase through a routine and toothless “no” vote on the Board of Trustees. Instead, the next cohort of student leaders on this campus will have two years to create and perfect their next tuition proposal. I hope that they will find themselves in a better budgetary situation, and that they will have ample time and information to balance the needs of the University with the ability of students and their families to afford a Carolina education. I am most proud of the fact that the Cooper Administration has left a legacy to those students: that they will no longer be excluded from discussions or there merely as a silent seal of approval or disapproval, and that the voices

of students in driving the tuition conversation deserve weight and the power to set an agenda.

In addition, I spent this year chairing the Student Academic Advising Board, which met periodically by itself and with administrators and advisors from undergraduate Academic Advising in the College of Arts and Sciences. This regular meeting schedule with Advising's outreach committee and Dean Lee May became very helpful as they came to us with specific projects for feedback (i.e. the new Advising website). In the past, SAAB has functioned as an offshoot of the Academic Affairs Committee, but I recommend that in the future, it remain relatively separate, providing feedback and fodder for discussions with Academic Advising, and bringing student concerns to their attention.

I also sit on various academic policy-related committees as the undergraduate representative. This year, important issues we discussed on the Educational Policy Committee and in other groups and subcommittees included the Honor Court, priority registration, pass/fail credit hour restrictions, and many others. One particular development that I'm excited about, and that will have a clear positive influence in the lives of undergraduates is the new retention of course waitlists through the fifth day of classes (currently, waitlists are purged ten days before classes begin each semester). I believe this will reduce confusion among students and reward those who have made a concerted effort to add a class. Particularly in an era of fewer course offerings, this will be very beneficial to students who are often unaware that they will be dropped from a waitlist. This policy will go in effect when registration takes place for courses offered in the fall of 2014.

In all, I am thrilled to have finished my four years of involvement in student government with a stint as Senior Advisor. I was able to fulfill my *West Wing*-inspired fantasies of being a speechwriter, get involved in the issue of college affordability, which I believe will drive higher education policy throughout the nation for the next few years, and serve the Cooper Administration's goals. I was able to work with an inspiring group of people, and I am very grateful for the opportunity.

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 (Spring 2012 study abroad)

gramsay@live.unc.edu

Overview

The Academic Affairs committee is comprised of approximately fifteen undergraduate students. As done last semester, committee members were divided into sub-committees related to our new semester projects—(1) the Standardization of Teaching Assistant Evaluations, and (2) the OUR Research Project. Our sub-committees from last semester—AWOL, E-Learning, and Co-taught Courses—continued to function on an as needed basis. In addition to diligently working on our committee projects, Academic Affairs members have also served on numerous side committees and external appointments including SAAB, the Student Taskforce for Faculty Retention, the Faculty Mentoring Awards Selection Committee, Tuition Talks, and the six sub-committees of the Academic Plan Steering Committee.

Platform Progress

Academic Plan Related Projects

Many of the goals of the Cooper Administration and the Academic Affairs committee were tied to projects related to the 2011 Academic Plan: *Reach Carolina*. The 2011 Academic Plan highlights potential projects to be undertaken by the University in order to promote 'levels of accomplishment and distinction befitting Carolina's mission as a leading public university' (2011 Academic Plan: *Reach Carolina*).

This year, an Academic Plan Steering Committee was formed by Provost Carney in order to carry out the set goals of the Academic Plan. After discussions with Dr. Ron Strauss, Executive Vice Provost, other administrators involved in the Academic Plan, and Stephen Barber, staff assistant to the Academic Plan Steering Committee, students from the Academic Affairs committee were added to various sub-committees that corresponded

with the six topics of the Academic Plan as student representatives. Stephen Barber also attended one of our Academic Affairs committee meetings to discuss the goals of the Academic Plan and avenues for Student Involvement. The six topics on which these sub-committees are structure are listed below:

Topic 1: Theme 1, Recommendation 4B: *Establish a Provost's committee of students, faculty, and administrators to examine existing academic regulations.*

This sub-committee of the Academic Plan is working to:

1. Centralize transfer student information and services
2. Enhance outreach and information to transfer students
3. Expand services, especially for junior transfers, including advising, credit re-evaluation, orientation, and transition
4. Increase transfer student participation in Carolina's undergraduate learning opportunities such as research, study abroad, internships
5. Evaluate the effectiveness of current/proposed transfer student initiatives
6. Secure funding to ensure programs and services continue

Topic 2: Theme 1, Recommendations 3 A & B

A. Create a Bachelor's to Master's degrees that can be earned in four or five year of combined study

B. Develop direct-entry undergraduate-professional school matriculation programs

Topic 3: Theme 2, Recommendation 10

(see 'Implementation of Faculty Mentoring Program' below)

Topic 4: Theme 1, Recommendation 1B

(See 'Assisting faculty in co-teaching classes and in teaching trans-departmental classes' below)

Topic 5: Theme 5: Engagement

This committee is working to increase UNC's research presence in NC.

Topic 6: Equity and Inclusion

This sub-committee of the Academic Plan is working to:

1. Create and maintain a central inclusion and equity website that highlights specific successful programs, such as the Provost Council for Diversity Pipeline (PCDPP), while providing links to related resources from the entire campus community including the various centers and professional school initiatives. This website should be prominently linked to the university's home page to ensure visibility and ease of access.
2. All academic and enrichment programs should offer and advertise application fee waivers so that no potentially qualified applicant is discouraged from applying due to financial constraints.
3. Establish priority registration for students who have significant commitments outside the University, such as parenting or employment in order to pay for school.

Allowing student parents and those who must work more than half time to register for classes early will provide them maximum flexibility in scheduling their classes, which will facilitate their progress toward graduation.

Implementation of Faculty Mentoring Program

The Academic Plan recommended the creation of a pilot Faculty-Student Mentoring program. At the end of last year, Diana and George began informal research to assess the need and feasibility for a faculty mentoring program. In the fall, a Mentoring Subcommittee of the Academic Plan Steering Committee, a committee comprised of faculty and administrators dedicated to carrying out the goals of the Academic Plan (in this case, the Faculty Mentoring Program), was created. Mary Cooper served as the student representative on this committee.

Diana attended the Faculty Student Mentoring Program Stakeholders Meeting in December and offered student feedback for the proposal for a pilot Faculty-Student Mentoring program that had been drafted by the Mentoring Subcommittee of the Academic Plan. Since this meeting, a second proposal has been drafted and presented. This proposal integrates both “technology and the human capacity for connectivity into a mentoring program that is dedicated to supporting lasting bonds between students and faculty” (Draft, Faculty-Student Mentoring Program).

A website that will serve as a ‘hub’ for both students and faculty members is set to be created. This website will include, descriptions of mentoring opportunities through the Carolina University community and links to those existing programs, connections with designated mentors in academic units that have not traditionally been connected to the Undergraduate Population, profiles and personal narratives of faculty mentors, a list of events/programs that will help link students to mentors, portals for students with defined characteristics (e.g first-year/sophomore/junior students, students with interests in X, etc.) and career development, as well as additional resources to help students find and connect with faculty mentors.

Deans and Department Chairs will be used as valuable points of contact for identifying mentors within their academic units and will be instrumental in the promotion of the Faculty-Student Mentoring Program. The committee hopes that the University will be able to provide mentors with a modest honorarium and monetary support for small expenditures. The committee also hopes to have a Faculty ‘Champion’ for the program who will be dedicated to properly maintaining and promoting the program in order to ensure its success, effectiveness, and sustainability.

Assisting faculty in co-teaching classes and in teaching trans-departmental classes

Josh Hughes and Katherine Shor, committee members of the our Academic Affairs co-taught courses sub-committee, joined the Topic 4 sub-committee of the Academic Plan Steering Committee and are working in tandem with administrators to identify existing academic policies that inhibit co-teaching and interdepartmental teaching and to identify candidate courses that could be used as a model for these new courses.

Another Way of Learning (AWOL) Program

The Another Way of Learning (AWOL) program began accepting applications in December and awarded its first two faculty stipends in February. The AWOL sub-committee presented the applications to the larger Academic Affairs committee, and the group collectively voted on the proposals. The AWOL application can be accessed here: <https://docs.google.com/spreadsheet/viewform?formkey=dEFKc1Z6WXVaX19VVE0tNkIxBHI4V1E6MQ>

Faculty projects will continue to be considered and one to two stipends will continue to be granted each month. A SAFO account has been established for the program with enough funds to support stipends for at least another year. We hope that this valuable program will continue to run as a project of Academic Affairs during the next administration. Having a dedicated group of individuals to run the program, securing additional funds to both offer stipends and publicize the program, and obtaining administrative support from the Provost's office will be necessary to sustain the program. Diana asked that the Executive Branch allot Student Congress funds for publicity for this program for the 2012-13 academic year.

Related to the broader goal of strengthening student-faculty relationships, Mauricio Barreto, project manager for the AWOL program, along with Diana, also continued to serve on the Student Taskforce for Faculty Retention. The Task Force created a survey for faculty in the College of Arts and Sciences to gather additional empirical data to support ongoing discussions related to faculty retention. The survey is currently awaiting IRB approval.

E-Learning Initiatives

Survey responses for the E-Learning survey were gathered from mid-October 2011 to mid-November 2011. A total of 169 responses were received during this period, 163 of which were fully complete. To record these responses, we used Qualtrics survey software as provided by the UNC Odom Institute for Research. The survey was distributed by the members of the E-Learning subcommittee with the help of the PR committee of Student Government via social media networks, email, and word of mouth. Unfortunately, we did not receive the funds to purchase a gift card package to be awarded to a student (via raffle) for his/her participation in the survey. The survey responses were collected, analyzed, and compiled into the E-Learning report which can be accessed here:

https://docs.google.com/document/d/1tU3Zg8xsgmmgfGfyg5z-dZiCpJ180Rwb3Vj72Gj6G_A/edit.

The Academic Affairs committee also conducted a focus group based on these results. The results from this focus group were added to the E-Learning Report as an addendum. Diana, project manager, Chris Hendel, and committee member Paige Owens, shared the survey and focus group results and recommendations with the Center for Faculty Excellence (CFE), who responded warmly to our results.

While this survey was helpful in identifying the types of technology used in the classroom and their perceived effectiveness as learning tools additional research on this topic is still needed to better understand technology use in the classroom. Future surveys could assess the types of classrooms and departments in which these technologies are used. As our survey was more representative of first – years and sophomores, additional surveys could target upperclassmen. The CFE expressed interest in developing a lasting relationship with the Academic Affairs committee and suggested that the E-Learning sub-committee continue to function as an entity within the larger committee, not only to further build upon the results of this survey, but to additionally examine technology use and its relationship with other issues such as faculty retention.

Academic Advising and SAAB

SAAB (Student Academic Advising Board) is working closely with the Academic Advising in Steele Building to publicize curriculum changes. Diana and George met with SAAB in November to discuss the social media efforts of Academic Advising and Spring Semester 2012 course registration. Dean May asked for help from SAAB to get the word out about our Facebook and Twitter accounts. George provided Advising with the contact information for the Student Government's PR Team.

The Advising Department just launched their new Advising website in February. SAAB and Academic Affairs members provided feedback to Dean Stenross for the new website. Also in February, Academic Affairs and SAAB committee member Ioan Bolohan served on the Academic Advising Program's interview committee to fill four vacant advising positions.

Standardized Teaching Assistant Evaluations

Having finished the E-learning report, the committee began to work on the standardization of Teaching Assistant (TA) Evaluations. Committee member Nikita Shamadasani served as project manager for this sub-committee. This committee has worked to incorporate standardized TA evaluations into the formal online teaching evaluation system in order to have a seamless conduit of information.

Committee concerns were raised as to whether the standardization of an evaluation was even possible, given the different roles of TAs and their level of engagement with students. In defining the role of the TA, committee members shared their classroom experiences, and their interactions with their TAs:

- TA as the instructor of a course, lab and/or recitation.
- TA as a resource for supplemental help, either via office hours or additional help sessions.
- TA as a solely an assistant to the professor

Given these different roles, visibility and interaction with the TA varies per course, making it difficult not only for students to assess TA performance and the creation of a standardized evaluation. Nikita and Diana met with Donna Bailey, Center for Faculty Excellence coordinator for GTA services to discuss the creation of a standardized TA evaluation for courses to discuss the idea of TA Evaluations, how to go about creating a uniform evaluation, and the feasibility of a standard online system of TA Evaluations on Connect Carolina. Ms. Bailey reviewed with us how the course evaluation system has evolved at Carolina. Currently, only teaching assistants marked as instructors on record on Connect Carolina are being evaluated via the standardized Carolina Course Evaluation Instrument. Departments also independently evaluate teaching assistants. TAs that are not marked as instructors on record are thus not officially included in the standardized online evaluation system.

Members of the sub-committee identified large departments to target for in-depth discussion of the TA evaluations. The committee is still working to set up meetings with these department heads, with the goal being to understand how TA evaluations are currently produced, structured, and disseminated. The committee also wants to understand how and if the results from these evaluations are being used in order to gage TA performance, accountability, and quality of teaching. Natural Science departments, with the help of Ms. Bailey, have also been contacted to see if the teaching assistant evaluations for lab positions are standardized in some way. The committee is also looking at our peer institutions to see if/how they have standardized evaluations.

At the request of SBP Mary Cooper, one member from Academic Affairs will serve as a board member on the Course Evaluation Advisory Committee. This committee will be examining course evaluations in general. The meeting day/time, originally scheduled for mid-February, has yet to be determined.

Undergraduate Research Project

Together with the Pat Pukilla, Director of the Office for Undergraduate Research (OUR), Zealan Hoover, Student Body Vice-President, and Alex Li, External Appointment to the OUR, Academic Affairs has been working to increase research relationships between students and faculty and promote greater research visibility on campus via a Faculty Supporter of Research Contract. By signing this contract, faculty members would be agreeing to:

- Include blurb on their syllabi about their research
- Devote 15 minutes of one class lecture to explain research
- Publicize the Undergraduate Research Symposium

The OUR Research Project sub-committee developed the contract and identified three departments to pilot this initiative—Psychology (Natural Sciences), Public Policy (Social/Behavioral Sciences), and Classics (Arts/Humanities). Committee members discussed the feasibility of the contract with both department heads and departmental undergraduate research coordinators (where applicable).

After receiving feedback from these departments, additional departments may be contacted and asked to join and support the program. It would also be beneficial to discuss this proposal with Provost who may be willing to circulate a faculty-wide email to promote the program, with the hope of bringing more departments on board and ensuring that this initiative is sustainable.

The OUR Research Project sub-committee is also working to publicize the OUR's Undergraduate Research Symposium on Monday, April 16. This symposium is an opportunity for undergraduates to showcase their research. By helping the OUR publicize the event and by reaching out to faculty and graduate students, we hope that this event will help connect students with scholars and other students who share similar research interests.

Publicizing the Pre-Graduate Advising Program

In 2010, members of the Academic Affairs committee in conjunction with The Graduate School created the Pre-Graduate Advising Program. The program, staffed by volunteer graduate students, provides undergraduates the opportunity to gather information and ask questions about Graduate School from knowledgeable informants. Graduate students are not only able share their experiences with undergraduates, but are also able to connect undergraduate students with other graduate students in their area of study and to other resources on campus.

William Taylor, a graduate student who is currently serving as the Graduate Advising Coordinator (GAC) for this program contracted Student Government for assistance in promoting the program, and especially targeting juniors who are beginning the process of applying to Graduate School. Diana met with William to discuss how Student Government could help support and publicize the program via the Student Government Publicity team and additional class-specific listservs. While utilization of the program has increased this year, it is difficult to know how many students are aware of this program. Diana suggested that next year's Academic Affairs committee create a survey to see if the program is being well publicized.

A new Graduate Advising Coordinator will be appointed in April. At this time, Diana, William, the new GAC, and new co-chairs of Academic Affairs will meet to discuss the program and how to better promote it.

Carolina Research Collaboration

Student Government was also contacted by a group of students (Di An, Abby Bouchon, Trevor Fisher, Stanley Wong, and Becca Vinson) who created Carolina Research Collaboration, a online forum and research database to foster discussion regarding different research topics that students are passionate about at UNC. The forum (in addition to the Research Database) is open to undergraduate and graduate students, as well as faculty members and links individuals with similar interests via the mechanism of crowdsourcing.

The group has worked closely with Dr. Pukkila from the Office of Undergraduate Research on this project and seeks additional support from Student Government. Diana met with the Carolina Research Collaboration group members to discuss this initiative and offered suggestions as to how Student Government could help support the project. The group is continuing to work on the forum which should be fully up-and-running by Fall 2012. Publicity from the PR team, or Academic Affairs, would be needed at this time, in addition to funding for publicity. This is a well-thought out initiative and the next administration should strongly consider assisting this group of students in publicizing this program and connecting these students to other resources, namely, the Pre-Graduate Advising Program, and the Faculty-Mentoring Program Sub-committee of the Academic Plan, both of which could potentially feature the program on their websites.

Graduate Majors/Research Fair

The committee is working with the PR team to publicize University Research Day, an event sponsored by the Graduate Professional Student Federation (GPSF). The event serves as a venue for students (undergraduate, graduate and professional), faculty, and staff to share their research with the greater campus community. Undergraduate students engaged in research are invited to participate and encouraged to submit research posters. This year, University Research Day will be held on Monday, March 26.

Chair Perspective

Diana Poulimenos

I have thoroughly enjoyed serving as chair of the Academic Affairs committee this year and am very proud of all of the fantastic work that the committee has accomplished this semester, and over the course of the year. Having served as a committee member for two years, prior to becoming committee chair this year, it has been rewarding to see many projects—including some that I worked on two years ago—come full circle. Involvement with the implementation of the 2011 Academic Plan and meeting with administrators on matters related to priority registration, advising, e-learning, and academic policy, have been great learning experiences in so many ways and I am thankful for the opportunity to have been included in these discussions.

Committee member retention and engagement was very high this year, and I am lucky to have had the chance to work with so many bright, and hard-working students, including, George Ramsay, my co-chair during the fall semester. The success of this committee truly rests with its members and their ability to work together to achieve our set goals for the year. While dealing with academic policies can admittedly be frustrating and slow at times, and results may not be immediate, the committee remained persistent and dedicated. I have no doubt that many of these committee members will continue to work to better the academic environment here at Carolina and will emerge as strong leaders in this organization in the year(s) ahead.

It is my hope that this committee and Student Government, as a collective, continue to collaborate with external student organizations, academic departments, administrators, and students on both current and future projects as open dialogue and communication is essential to the success of so many initiatives and projects.

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.

Ben Neal

beneal@live.unc.edu

Joy Monet Kajogbola

joymonet@live.unc.edu

Platform Progress

Connecting the Arts Community

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.

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.

- The committee will create a website and listserv that will:
 - Provide information regarding various rehearsal spaces
 - Provide information about other performances on and off campus
 - Provide contact information for booking obscure or well-known venues
 - Provide a motherboard of communication between overlapping artistic endeavors (i.e. a dance choreographer can work with an a cappella group to help them choreograph a song or performance.)
 - First Years can use the listserv to locate when/where their artistic interests can be found at UNC.
 - By collecting information campus-wide on artistic groups at the outset, the Cooper administration can keep in touch with them to track the effectiveness of the website/listserv infrastructure.
 -

The comprehensive arts assessment is a task that 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 subset of the Roosevelt Institute on campus) in order to bring all relevant parties together to combine our efforts and eliminate cannibalism. 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. After preliminary meetings with representatives from Roosevelt and the Student Union, we hope to expand this task to fulfill a wider reaching need – that the creation of a portal to both receive and disseminate information. We currently have a functioning website <http://wix.com/uncarticle/home>, and we are working to populate it with as many events and opportunities as possible, through listservs of different Art groups on campus. We are also in the initial stage of promoting the website as a resource. It is also tied to a google account that can be passed on to subsequent administrations' Arts Advocacy Committees. This account serves as an email home base for Arts Advocacy, so that the committee as a whole can be contacted.

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?

- The Cooper Administration will work with UNC's Office of the Arts and involved student groups to push for a studio space in the renovated student Union's ground floor "innovation hub."
- Modeled in part on Dartmouth's ceramics, jewelry, and woodworking workshops in the world-renowned Hopkins Center, this space would offer UNC students the same universal access to the arts that we already have to athletics and academics.
 - We will communicate with other institutions, such as Dartmouth, to further understanding how to best go about raising the awareness of arts on campus.

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. Following communication with a variety of people including representatives from CSIT and Roosevelt, We feel that the art supplies available through the Art Club fulfill what we wanted to accomplish with this platform point. We will be publicizing this on our Website, <http://wix.com/uncarticle/home>, the ARTicle.

Carolina Arts Festival

Last Year, the Arts Advocacy Committee kicked off its first weeklong arts festival. This year we are in this tradition, We are currently in the final planning stages of putting on the second annual week-long arts festival. This year we plan to focus more on the wide talent pool already available on campus rather than seek to draw in outside performers and events as well as provide events that are widely accessible to "non-artists." The festival, called pARTy: UNC's Arts Celebration Week, has a logo (pictured below). The Festival will



be held March 12-18 and feature events such as a giant game of Pictionary, an Arts scavenger hunt, and the Duke-UNC Dance collaborative.

Schedule

March 12

pARTy Scavenger Hunt (9:00PM to 9:00PM - Pit)

The Art-related scavenger Hunt kicks off at 9:00 PM with lists released both online and in the pit simultaneously. You'll have 24 hours to photo yourself accomplishing as many items on the list as possible. The winning team will win an assortment of prizes, including tickets for Carolina Performing Arts! To access the list and full rules/regulations, go to: https://docs.google.com/document/d/1c4RnL2zpDYyEZ0CyG7U1wsxo3qn0vi9C6_3xYldKeko/edit

March 13

Music in the Pit (12:00PM to 1:00PM - Pit)

Carolina Creates Music presents live music in the Pit. Stop by and enjoy!

Pictionary Extravaganza (9:00PM to 10:30PM Gardner 105)

Come out to a giant Pictionary showdown! No matter how artistic you think you are or aren't, Pictionary will be great fun for all!

March 14

Music in the Pit (11:00AM to 2:00PM - Pit)

Carolina Creates Music presents Live music in the Pit once again with performances by the JKLM Quartet, The Clockwork Kids and puppies thanks to Helping Paws!

Spring Spectacular at the Ackland Art Museum (6:00 - Ackland Art Museum)

Come join the Ackland for a Spectacular of Vernacular-themed collaborative spring arts festival at the Ackland. Student artwork, performances, music, arts/crafts, food, and more.

Jam Session (8:00PM to 11:00PM - Hamilton 100)

Carolina Creates Music presents a jam session open to anyone!

Music Show at Nightlight (9:30PM - Nightlight)

Carolina Creates Music presents a night of performances by Eric and The DiMarzios and The Major Sevens.

March 15

West African Dance Master Class (5:15 to 6:30 - Union Underground Rehearsal Space)

Carolina Dance Initiative is hosting a class with Amineh Johnny, a West African Dance Instructor from Durham. Come pound your feet and dance to the rhythm of live drums right in your own Union!

March 16

Performance Potluck (12:00PM to 3:00PM - Wilson Library/Lower Quad)

Enjoy a variety of performances while you rest in comfort (and hopefully ample sunshine) on the lower quad. We'll have a variety of performers coming to showcase the wide-ranging artistic talent present on the UNC campus, and if you have something you feel like performing, be it an aria, a short story, or anything else, bring it by and participate! There will also be t-shirt bleaching !

Music at Rams Head Plaza (5:00PM to 8:00PM – Rams Head Plaza)

Carolina Creates Music presents performances by The Clockwork Kids, VIRGINS and the Major Sevens.

March 18

Duke-UNC Dance Showcase (7:00 - The Ark , Duke East Campus)

Come see talented dancers from UNC and Duke collaborate to put on a showcase of artistic ability!



Other

We as a committee have also undertaken the task of submitting a Kenan-Biddle Grant application. The completed application, spearheaded by the committee member Lauren Petersburg, was submitted this past fall 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. Though our proposal was not selected for a Kenan-Biddle Grant, we have taken the idea for a UNC-Duke Dance collaborative showcase which will serve as the culminating event for our Arts festival this year.

Co-Chair Perspectives

Ben Neal

It's been a good year working with Joy Monet, and I think we've been able to put some solid things in motion that will be able to continue in years to come. We've worked well together, overcoming various hurdles and issues that have popped up while accomplishing our platform points. Overall, it has been a great experience that I will look back on fondly in years to come.

Joy Monet Kajogbola

I have thoroughly enjoyed my time as an Arts Advocacy Co-Chair. I found that second semester we finally had the opportunity to execute the plans of first semester, and seeing it all come to life was quite satisfying. The project which I am most proud of is the Arts database we have set up. I hope that in years to come it will grow to be a resource which all of the student body utilizes to find out about activities coming up in the Arts community. Additionally, our committee was truly the glue to Arts Advocacy this year. There were so many little details which Ben and I did not always catch, but our committee saw. They came up with excellent ideas for the festival and the best way to go about contacting some of the groups. Overall, this year has been a great one for Arts Advocacy.

Carolina Advocacy Committee

The Carolina Advocacy Committee (CAC) has made great progress since the beginning of the Cooper Administration. Beginning in April 2011, the co-chairs of CAC worked closely with the Cooper Administration's Executive Board Officers to compile a student advocacy listserv, which provided students with opportunities to take action during the state's budget proceedings. The CAC co-chairs collaborated with campus leaders to form the Student Government Advocacy Team (SGAT). As a part of this team, Matt Hughes served as Mary Cooper's Executive Assistant in charge of Government Relations.

Members of SGAT visited large and small lectures across campus and gave three-minute presentations on the proposed budget cuts to both the University and entire UNC system. The team members then passed around a sign-up sheet for the advocacy listserv, budget_actnow@listserv.unc.edu. Over the course of several weeks, nearly 1,000 students signed up for the listserv. Members of SGAT developed an interactive online advocacy program to be emailed out over the listserv at key points in the North Carolina General Assembly's state budgeting process. This internet-based module provided students with a step-by-step plan to simplify the process of calling key legislators and members of the Governor's office to comment on the proposed budget cuts to higher education across the state.

Beginning in the fall, the co-chairs of CAC began forming the plans for the budgeting process in the spring. CAC began discussions with the web developers to design and implement a student advocacy website, which would allow students to connect with causes and student leaders across campus to take action on issues at the University, city, and state levels. Additionally, CAC began discussions to begin producing educational and informative Carolina Advocacy videos that would be released in the spring targeting students who want to get involved with advocacy efforts at the University.

At the beginning of the new semester, the co-chairs and Mary met with administrators Nancy Davis and Erin Schuettepelz to garner advice for the tuition video. The administrators recommended that the committee use some of the graphs and numbers that are used during orientation for the Board of Governors. This information was sent to the committee to be used in the video. CAC worked with a student film team led by Brady Lawrence and Bryant Clements to document student, administrator, and legislator reactions and perspectives on the budget cuts and tuition structure. Administrators interviewed included Chancellor Thorp, Vice Provost Farmer, and President Ross. The video was posted on YouTube and the link was publicized through social media and various UNC websites. Members of CAC attended meetings of student groups across campus to present the video and leave a copy with organization leaders.

CAC used the opportunity when presenting the tuition video to publicize a new web tool for student advocacy developed through the Executive Branch's website that are available for all students. Students can use an online petition generator to post advocacy causes on the Student Government website. Carolina Advocacy first placed an early voting petition on the website and

then began emailing organizations around campus to promote the tool. The committee hopes to create a comprehensive resource for petitions that are organized according to their subject.

During the production of the video, CAC aided with some of the tuition outreach efforts directed at the Board of Governors. Personalized letters and envelopes were sent to each Governor. Calls were also made to each Governor, and the committee took on the responsibility of calling some of them to discuss the Cooper Administration's support of President Ross's tuition plan.

Throughout the Cooper Administration's term, CAC used multimedia and publicity campaigns educate and reach out to students, administrators, and members of the Board of Governors. It succeeded in educating a significant number of students and increasing support for President Ross's tuition plan - the most agreeable plan on the table for students.

The committee met with Chancellor Thorp and Vice Provost Steve Farmer to interview them about the past history and future of budget reductions and tuition hikes. The committee also asked about ways in which students can continue to stay involved and make sure that their voices are heard by administrators. In the final week of the Cooper administration, the committee met with President Ross and received insight about the tuition increases and steps that the university must take moving forward. A smaller scale video is being made of simply the administrator interviews to be publicized on the Student Government website and other relevant outlets. The overall tuition education video timeline is being pushed back, but the committee has gathered all of the relevant interviews. The only steps left before distribution are video formatting and editing.

Co-Chair Perspectives

Grant Heskamp

Our efforts this semester have been extremely successful, particularly in the area of student education. Despite setbacks in scheduling, we managed to record interviews with Chancellor Holden Thorpe, Steve Farmer, President Thomas Ross, and dozens of students regarding developments in the budget and tuition. These interviews will be released in series to update students with the most recent information available to administrators regarding this constantly evolving area. With a better educated student body on this issue, we can have a much greater impact on the process in the future. This footage, along with many other resources, will be put in the hands of the Leimenstoll Administration, so that the new administration can maintain current momentum in this area. Thanks to the efforts of many, I believe that the student voice was heard throughout the tuition process, and I am optimistic that the student body will ensure future progress in this area.

Nikita Shamdasani

After taking on this position at the beginning of second semester, Grant quickly filled me in on the committee's major projects. The transition was very smooth and we immediately began working together to contact students, faculty, and administrators for the video. While we ran into a few stumbling blocks in regards to our initial timeline, these obstacles did not impede the overall process. I am proud of our work with the tuition video and our ability to include many high-profile administrators in it. Grant and I were almost always on the same page in regards to our vision for the video, but when we were not, we made sure to meet and understand each other's perspective. We could have had a more concrete vision for the website and curriculum, but those projects became less pressing after tuition became the main issue for the year.

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.

Megan Gyoerkoe

gyoerkoe@live.unc.edu

Will Leimenstoll (Fall 2011 study abroad)

wleimenstoll@gmail.com

Cameron Smith

cmbs917@live.unc.edu

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.

The second round table was held in November. The student Sierra Student Coalition, FLO, Epsilon Eta, and Graduate and Professional Students Sustainability Committee were in attendance. The meeting continued to enforce familiarity between the groups. Each group discussed the number of active members, and the way in which they interacted with their members, whether through weekly meetings, listserves, or Facebook, etc. Joint projects were discussed including the conglomeration of group funding to bring an environmentally relevant speaker to campus, earth week, a week dedicated to UNC specific endowment transparency, green games, and save the ales.

A third Round Table was held in February. Representatives from Sierra Student Coalition, SWEAT, SEAC, and RESPC were present. After groups provided updates about their respective committees we discussed how to improve communication between each other. All members agreed that in order to deal with the issue of new leaders annually, the groups should stay connected through a Facebook page which would connect all of the groups to each other. In addition we discussed how to increase student awareness about the various environmental groups there are on campus. We hope that EcoHarmony will be a great resource for students but all of the leaders agree that there should be a stronger, more collective presence of environmental groups at Fall Fest. Some of the group leaders will be meeting with Tony Patterson, Senior Associate Director of Student Life and Activities, to discuss potential changes to Fall Fest, in order to create a more collective presence for environmental groups.

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. Through contact made with people knowledgeable and experienced with website design, EcoHarmony is now completed and active on the student government website. While it was imagined that the program would take the form of a questionnaire, it was converted to a simple graphic demonstrating the range of interests that each environmental organization available to undergraduates represents. The true impact of the program will not be known until next year when the majority of students join new extracurricular activities. EcoHarmony can be found at <http://execbranch.web.unc.edu/ecoharmony/>

“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.

During the game compost and recycling was collected before, during and after the game, including in Tar Heel Town. Compost was collected in the Blue Zone, which allowed UNC to score high rankings in the Organic Reductions Category. There were 75 Universities that competed in the Challenge; eight of the 75 were ACC schools. In general, UNC ranked high in comparison to the other ACC schools, however, improvements for next year may allow Carolina to place higher overall.

The results were revealed in January and the following are UNC’s rankings in various categories:

-Waste Minimization

Placed 25th overall; 1st in the ACC

-Overall Diversion Rate

Placed 40th overall; 3rd in the ACC

-Total Recycling per Capita

Placed 57th overall; 8th in the ACC

-Organics Reduction

Placed 13th Overall; 1st in the ACC

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.

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 over-usages. 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.

Through its development, the energy form became a sustainability "hotline." To improve accessibility, it was decided to create a platform that could be accessed via cell phone. Google TalkBin was chosen as the platform for this mobile service. The product was designed so that students, upon seeing energy inefficiency or some other environmentally harmful practice, could text their complaint, suggestion, or question to the organization on campus responsible for the problem. A Google TalkBin account has now been created and the account is up and running. The TalkBin sustainability suggestion "hotline" was presented to all organizations present at the February Green Round Table and emailed to the campus collaboration listserv. Over the next several weeks, EAC will present this service to all the environmental organizations and create a method to advertise it to the student body with the PR team.

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!* In addition, all members of the First Year Focus Council attended a Green Event Certification training session.

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 student government 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.

The CCI printer in the office has a technical malfunction which causes it to print out a nearly blank 'error page' whenever something is printed. People who use this printer have been able to collect these sheets in order to be reused, rather than wasted.

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.

The EcoReps program has now been institutionalized and a number of people are certified EcoReps. The program was spearheaded by Paige Smith with the Sustainability Office. Several tours have been offered over the last several months to engage the EcoReps in the program. While the program is now functioning, it has faced difficulty creating interest in its services. The program is currently focused on developing methods of creating interest for the EcoRep services. They are also working on ways to keep EcoReps engaged with the project by providing various resources such as tours and other informational activities. It was our hope that EcoReps would be able to work with Admissions Ambassadors to provide them with information highlighting UNC's efforts in sustainability, which could be relayed to students on campus tours. Unfortunately, EcoReps will be unable to work with Admissions Ambassadors directly as desired, but Andrew Parrish, Assistant Director of Undergraduate Admissions, offered to forward information provided by EcoReps to Ambassadors. The Sustainability Office will be compiling a fact sheet, with information specific to areas of the campus tours, to provide the Ambassadors.

Recycling bins have been placed near cash registers in Student Stores and Lenior, in order to collect any unwanted receipts for recycling. We are continuing to work with Carolina Dining Services to place recycling and compost bins in Lenior and Ram's Head dining halls. These new bins will have educational displays, making it easier for students to learn about

how to properly recycle. They will be placed in the dining halls over the summer, for use starting next fall.

Act as an environmental idea hub, where eco-minded students can bring their ideas and find resources to turn these ideas into reality both from UNC and other universities. Throughout the year this goal has been pursued through conversations had during committee members that ranged from hydro-fracking to school policy, but the project was ultimately left un-pursued

Bike sharing program on campus.

Discussions have been held with Danny Allen on how the Environmental Affairs Committee can assist in the realization of a Bike Share Program at UNC. The Department of Housing and Residential Education is supporting the implementation of a pilot bike share program for three dorms on South Campus. The plan is for these three dorms to receive ten bikes each in the fall of 2012 to initiate the Bike Share. Danny Allen and Akhil Jariwala have developed a Bike Share committee outside of Environmental Affairs Committee to continue working on the Bike Share through the summer in order for it to be able to be launched in the fall. Currently, this group is working to collect more funding and also to finalize the plans for how the Bike Share will function. After its implementation, the following year will be used to monitor how it is functioning and the committee will determine the possibility for expanding the program.

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

An endowment forum has been scheduled for September. The goal of the forum is to educate the student body about all issues related to the endowment and policies and practices associated with it. John King, the president and CEO of UNC Management Company, Karol Gray, Vice Chancellor for Finance and Administration, and Chancellor Holden Thorp will be in attendance.

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 - was approved by University administrators in August. EAC worked closely with a number of students and faculty members in the development of the Green Revolving Loan Fund framework.

The Revolving Loan Fund is complete and active. The first loan has been made to the Genomics Science Lab for the implementation of full LED-lighting systems in greenhouses, which are currently under construction.

Expanding the Sustainability Living Learning Community in Morrison Residence Hall.

The discussion over the expansion of the Sustainability Living and Learning Community (SLLC) began with current residents and then moved to the Morrison community director. In these initial conversations all parties expressed their liking of the SLLC and a desire for its expansion. It was suggested that the SLLC could be improved by allowing member to gain course credit for the weekly class attended by all the residents and providing a better avenue by which members of the community could get involved with other environmental organizations on campus. After talking with Annice Fisher, Assistant Director of Academic Collaboration and Assessment, it was decided that efforts to expand the community should be halted and that improvement of the community should be the ultimate goal for the time being. The opinions and responses gathered from the community members and staff members responsible for the program will be used to determine the best ways to improve the community.

Co-Chair Perspectives

Megan Gyoerkoe

I am so pleased with the way that this year has gone. Even though not all of our original ideas were realized, we were still able to achieve many various things. I feel that the members of EAC are wonderfully committed and they were always willing to work to overcome any obstacles. The hardest part of being on EAC is that there is always so much that can be done that it is simply impossible to do it all in one year. However, I am very proud of everything our members have accomplished this year and I know that many of them will continue to be involved and make an effort with projects or ideas they have. Sometimes implementing sustainable practices is not always easy at an institution as large as UNC, but I always have so much fun working with our committee and getting to interact with so many different faculty and staff. I cannot wait to learn what the committee will do next year and in the future.

Will Leimenstoll

I have loved having the opportunity to serve in this role a second year. I was lucky to come into this spring semester with so many projects already well underway thanks to the great leadership of Cameron and Megan. This semester the EAC was a great reminder for myself of what I love about student government – accomplishing projects and simultaneously building great mentor/mentee relationships. I have not found a similar combination in any other student organization on campus and I feel that it is truly a unique strength of student government. It's been incredible to watch our committee members grow even in the short time I've been around. I have also been very impressed as I've learned more about how Mary's team plans to transition things to my team and have found that many of the transition ideas are things that EAC has already been doing for years. It further reinforces my belief that this committee has a strong tradition of excellence in student government that I hope will continue for years into the future.

Cameron Smith

The year has gone very well. While some of our initial plans were tempered with the experience and realization of the loftiness of our goals, we achieved the great majority of our initial projects. Many of these projects will ultimately work to establish a foundation for change here at UNC. It is this foundation that I am most proud of. The Green Revolving Fund, EcoReps, and many other projects will not only reduce environmentally harmful practices and behavior, but change the way students view and interact with the environment here at UNC. In doing all of this I am proud to say that the committee came to demonstrate a high level of camaraderie and efficiency.

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.

Phillip Krouse

pkrouse@live.unc.edu

Jeremy Miller

jeremymd@live.unc.edu

Brittany Reeves

bareeves@live.unc.edu

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.

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:

Two first-year students, Josh Hughes and Sagar Shukla, served on the Student Advisory Committee to the Chancellor (SACC).

We determined that it was not necessary to appoint two first year executive assistants to each student government committee as so many of our members were already serving on other committees.

The First-Year Focus Council organized a Brown Bag Lunch Series featuring one lunch a month. For October, the first lunch was with all six of the Executive Branch Officers to discuss the many projects student government was working on this year and to talk about UNC current events. In November, we met 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. In January, we met with Carolina Union Activities Board President Cierra Hinton and learned what this extensive program does on campus and how to get involved. In March, we met with Chancellor Holden Thorp and talked with him about his vision of how students can graduate from Carolina and change the world.

Additionally, a new initiative we started was having guest speaker presentations in our meetings that informed the council members of different facets of student government and related organizations. Megan Gyoerkoe, co-chair of the Environmental Affairs Committee, came and gave a presentation on the sustainability initiatives on Carolina's campus. The next week, she came back, and we participated in a Green Events Certification training. The Speaker of Student Congress, Zach De La Rosa came to give an overview of all the committees, how to request funding, and how they distribute funds to student organizations. Jon McCay, the Student Attorney General, visited our meeting and gave us an overview of Honor Court and how it functions as a part of student government.

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.

Our original plan for our service project was to go to a workday on a Saturday in the spring for HOPE Gardens. We spent several weeks during the first semester coordinating this effort. However, they could not accommodate us until early April when they started getting busy again, so we had to explore other options. The First-Year Focus Council collaborated with the Public Service and Advocacy Committee to spend a Saturday morning in February doing ecological restoration at Battle Park. We spent two hours pulling up English ivy by the roots in a wooded area of the park. The goal of this effort was to remove the ivy that was leaching nutrients from the trees in the park, and we cleared about an acre of land. A combined fifteen people from both committees participated in the service project, all of which were first year students.



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 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, and Tar Heel Beginnings.

In addition, we met with Shandol Hoover's graduate assistant, Staci Thornton, 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 met with members of the 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. In February, Brittany was placed on the New Student Programming Board to begin planning Week of Welcome immediately and will serve until the end of fall 2012. She will be planning and coordinating Week of Welcome events and focusing on how the activities can best target and benefit first-year Students.

Transfer Students

The Cooper Administration firmly believes that transfer students at Carolina are an essential and valuable group. Mary will ensure that she is an active supporter of transfer students and transfer student organizations in an effort to enhance and make all students' experiences at UNC tremendous.

Greater Collaboration between Transfer Student Organizations and Student Government

The Cooper Administration will actively work to improve communication and collaboration with T-Links, the peer mentoring program for transfer students, the Tar Heel Transfer Student Organization, and Tau Sigma, the National Transfer Student Honor Society. Mary wants to make sure that if these organizations identify a need that will help transfer students have a better Carolina experience, she helps them fill it.

Several transfer student organizations were contacted via e-mail by our council members. We offered the organizations support and asked them if they wanted any help from the Cooper Administration for their organization. Tau Sigma wanted us to publicize the release of the New Student Programming Board application, and we sent it out over several listservs. Some of the organizations did not request any assistance. T-Links said they may need help with publicizing their events, and we told them we could let them use our PR team and other resources.

Critical Review and Enhancement of TSOP

Mary wants to ensure that the orientation session for transfer students, known as TSOP, is providing transfer students the opportunity to experience and contribute in all that Carolina has to offer.

There was no identified need for a critical review of TSOP, so the Council did not pursue that.

Support for C-STEP

Mary and her administration believe that the Carolina Student Transfer Excellence Program, otherwise known as C-STEP, is a terrific and valuable program at UNC.

C-STEP did not express the need for any assistance from the Council or Student Government in general when we contacted them, but we offered our services should the need arise.

Co-Chair Perspectives

Phillip Krouse

The First-Year Focus Council has had a very successful year. We selected a group of first-years who have experience with leadership and cultivated an excitement to use that leadership within Student Government. To give our committee a realistic perspective of Student Government we hosted several different speakers from various branches of Student Government. Members were able to learn about each branch and see where their leadership abilities were most suited. We also held several brown-bag lunches so members were able to meet leaders around campus that aren't necessarily involved in Student Government. From the co-chair perspective, I am very happy with how close our committee became so fast. We rarely had problems with attendance, as members enjoyed coming to meetings just to hang out and be with each other. I believe this allowed for a great working environment where members were able to express their feelings and work together to accomplish what needed to be done.

Jeremy Miller

Throughout the year, I have learned that this group of first-years is extremely diverse and over-qualified to be on the committee. They are involved in many activities that allow them to bring interesting perspectives to the meetings and projects that we do have. Their continued involvement throughout the year has allowed them to share experiences with each other and in turn develop a stronger bond with one another. It is very evident that many of these students have become close friends not only with each other but with each co-chair on the committee. Though I felt like I had to motivate the committee at the beginning of the year, their experiences with the committee have made them essentially run each meeting with their constant interactions and interruptions. They have great ideas and many of them have brought them to the meetings to help with deciding on service projects and other leaders on campus to invite to brown-bag lunches. Their involvement

this year is a testament to what they will do in the next few years in student government, as many of them already have plans to re-join committees and even become co-chairs of committees. I am happy that we were able to complete each platform point that Mary wanted us to accomplish by the end of the year, especially the fact that we were able to have a service project for first-years with the PSAC committee. I want to make sure before the next co-chairs of the committee come in to let the current students on the First-Year Focus Council understand the importance that student government plays on UNC's campus. I want to make sure to re-iterate this in the coming meetings.

Brittany Reeves

This year has been a success for the First Year Focus Council. We completed everything on our platform and an additional transfer student project. I also am getting the opportunity to use what I have learned about the problems facing first years and how they can best be integrated into the Carolina community by serving on the New Student Programming Board. However, the work we have done with the council this year has extended far beyond our assigned platform. Our members have not only learned all about student government and other campus organizations and administrators, but they have made strong friendships with each other. I feel confident that this will make student government more enjoyable for them and keep them interested in continuing their involvement in our organization. Our members have started expressing interest in taking leadership roles and have started asking me questions about my position and other leadership positions. I am proud of what they have done this year and am excited to see how they use what they have learned. I would be honored to work alongside them in the future.

Global University

Patrick Short
pshort@live.unc.edu

Shannon Steel
ssteel@live.unc.edu

Platform Progress

Admissions Ambassadors Abroad: New Focus 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 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.

This semester, the Admission Ambassadors Abroad project has taken on a different mission. Last semester, Global U Committee worked closely with the Undergraduate Admissions office to put together a supplemental training session for Admissions Ambassadors who were to be going abroad this spring. The purpose of the training session was to relay information about the some insight gained through survey responses provided by 80 international undergraduates. This survey was distributed by the ISSS office to all of the international students (including graduate, transfer, full-time, and exchange) currently at UNC. The response rate was higher than expected and very useful information was gained from this survey. These responses highlighted some of the most favored cultural, social, and academic aspects of UNC-CH. The aim of the survey was to collect ideas about what aspects of UNC-CH Admissions Ambassadors should highlight in their promotional presentation of Carolina that they were to deliver to high schools in the area of their study abroad program.

This semester, Global University has been coming up with ways to offer UNC international students the option of giving UNC promotional presentations to high schools in their home country over winter or summer break. The goal of this proposition is to attract a diverse group of international student applicants in future years. Global University has decided to promote this opportunity for international students for winter break of next academic year in order to allow for interested international students to be directed to the Admissions Ambassadors selection and training process before delivering these presentations. Via the ISSS office, we will contact international students and open up the option of participating in this program to those who are interested.

Transfer International Student Mentorship Program

One goal of this year's committee was to look into exploring the current mentorship program for international students. As it stands, there is a mentorship program through EASE (Easing Abroad Students Entering, a student organization), though it is only offered to exchange students. After meeting and speaking with EASE, we learned that they do in fact have a surplus of mentors and have the capacity to expand the program.

In the fall, we hoped to focus on transfer international students in order to have a small, specific group of students to initiate this project. Using this project as a pilot, eventually we hoped to expand the program to include the wider international student population. At the same time, we hoped to make sure to avoid adding responsibility to EASE's already-established program. Unfortunately there were no transfer international students to work with for the spring semester, so we switched focus on the project. Next fall, working with EASE, we hope to broaden the program to include a mentorship program in future semesters to encompass incoming four-year international students as well as incoming fall transfer international students. We are hoping to open the option of having a student mentor to 4-year and transfer international students and, starting with a small group of 10-15 students, work on implementing a more comprehensive international student mentorship program and utilizing the surplus of mentors.

International Student Handbook

The International Student Handbook was initiated by Andrea Ramos, a 2011 graduate, and was one of Global University's main projects under the Medlin Administration. Largely completed last year, the handbook has been revised and edited by the members of Global University. Likewise, the document has been critiqued and reviewed by many faculty members in order to ensure accuracy and better impact international students at Carolina. While we have hit somewhat of a software roadblock in finalizing the handbook, we are confident that these issues will be resolved soon and the handbook will be available in print and electronic form. We are working with the journalism student who edited and designed the final product in order to obtain an editable version of the handbook to make the edits that Global University members have compiled.

Global Housing Project

Global University Committee put much effort into creating housing options that encourage relationship building between international and domestic students. With the help and advising of Dr. Ron Strauss, Executive Vice Provost and Chief International Officer, members of Global U proposed to and accepted by Housing to get the option of choosing to live with an international student. The hope is that domestic students will pick this option when they fill out their housing application.

Global U also worked toward building a Special Interest Housing Community for next year that would be comprised of 50% international students and 50% domestic students. We would be hoping to attract students who are interested in sharing ideas culture and language with students from a wide array of backgrounds. The design of the Special

Interest Housing is to include an engaging, internationally-focused group of residents. Into next year, we hope to explore the possibility of creating a fully-fledged Living Learning Community.

A two-hour discussion event co-sponsored by Global U and Dr. Ron Strauss, provided Global U members and other globally-minded attendees insight into common concerns as well as broadly supported ideas related to housing, as shared by this diverse group of students. Students shared hopes of creating a more culturally inclusive environment at UNC. At this event, the idea of Special Interest Housing was introduced to Global U. Everyone was very supportive of the idea of creating a Special Interest Housing group comprised of half domestic students and half international students. The fact that Special Interest Housing groups are like mini living learning communities and have residence hall rooms reserved for them from year to year provided the perfect project for Global U to try the idea behind the LLC without having to worry about getting large source of funding needed to set up an LLC.

So far there has been incredible interest in a Special Interest Housing group, and the confirmations of perspective members have been received. This Special Interest Housing group will focus on promoting cross-cultural dialogue and encouraging relationship building among students with different backgrounds. The members of the group will host a monthly program for their residence hall centered on this global focus.

Co-Chair Perspectives

Patrick Short

There is a tremendous amount of potential for domestic and international student interaction on campus. As mentioned briefly above, one of our main focuses this year has been on identifying needs in the international community. Via surveys offered to the entire international student population, several focus groups aimed at discussion and brainstorming solutions to problems, and encouraging group members to think outside the box, we have identified some of the major needs of international students on campus. As a committee, our focus on learning about these issues from the source—the international students themselves—has been the major impetus behind several of our most important projects including the mentorship program, and the special interest housing community. We have likewise built strong relationships with Dr. Ronald Strauss, Executive Vice Provost and Chief International Officer, as well as Dr. Steiner, the Director of the Center for Global Initiatives and Noah Krieger, the Assistant Director for Student and Support Services with the ISSS office.

The Cooper Administration has been extremely aware of the issues that international students face and has been extremely supportive of our projects. I have no doubt that the next leaders of this group and the following administration will continue to support and expand on these initiatives, most of all the Special Interest Housing, the Admissions Ambassadors Abroad, and the Mentorship Program.

Shannon Steel

Global University has created a lot of projects that will easily be continued in next year's administration. We hope that a foundation for a living learning community has been established with the Special Interest Housing group. We hope that the work with the Admissions Ambassadors program in the fall semester has set up the necessary relationships with the admissions office and given Global U enough information to effectively promote presenting UNC abroad to international students. We hope that the framework we have laid for the transfer international student mentorship program will one day be its own organization and offer mentoring between domestic and all international degree seeking students. I am confident that what Global U Committee has accomplished under the Cooper Administration will be continued by the next leaders of Student Government.

Multicultural Affairs and Diversity Outreach

The Cooper Administration plans to build off of the success of the current Multicultural Affairs 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.

Jill Kite

jlkite@live.unc.edu

Brian Min

mbribri@live.unc.edu

Jagir Patel

jagirp@live.unc.edu

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. MADO committee member Savita Sivakumar is still in talks with the Carolina Dining services to negotiate dining option changes. Since her conversation, CDS has hosted a form for vegetarian and vegan dining options, as well as a hosted discussion on how CDS can better serve student needs.
- Work to establish a Latino center according to the Carolina Latina/o Collaborative's determined deadlines.
 - o Co-chairs have contacted the Latina/o Collaborative in order to gain a perspective on the current status of the Collaborative. Currently, CLC is using its designated space in Craige North to build a coalition of students and prove their need of a space larger than is currently held.
- Help implement the Diversity Plan of 2006 and the survey results from the diversity climate assessment.
 - o Our committee was represented on the faculty/administrator/student joint committee in the Spring 2011 that evaluated the data of the Diversity Plan

survey conducted in the previous academic year. The committee has yet to meet again in the current academic year, but the data from the survey supports many of the policies and programming initiatives that MADO engages with. The potential next plan will be proposing another Diversity Plan to the Multicultural Affairs department.

Diversity Programming and Communication Efforts

Unity Dinner

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 arranged a Unity dinner this year 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 requested 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 planned on students partaking in thought-provoking questionnaires and other engaging activities to serve as conversation starters. We also assisted Carolina Dining Services so that we could have a variety of international or cultural food. Meantime, we introduced 'I am... and I am a Tar Heel' activity this year which drawn more than 200 students. This activity enabled the participants to not only express their identities but also bring the sense of unity among them. Lastly, CDS entertained the participants with international music and a DJ.

Overall, about 500 students directly and indirectly attended the Unity Dinner. Some of the students actively participated in the activities we had; the others talked about the diversity-related table questions among themselves. We have gotten many positive responses from the students through interacting with them such as "this is the best event that the dining halls ever had." 'I am... and I am a Tar Heel' scrap paper was full of identities that the participants have written down. The participants celebrated our diverse community through lively music, food, activities such as 'I am... and I am a Tar Heel', table discussions, and interactive dance routines.

Holi Moli

Holi is the South Asian spring festival of colors celebrated by Hindus and Sikhs that celebrates the energy and life of the season. It also signifies the general loosening of social stratifications, bringing together people of all backgrounds to engage in a full-on celebration of colors. Holi Moli, now in its fourth year, is the annual Holi celebration event organized by MADO, Sangam, Hindu YUVA, and the Campus Y. MADO has taken the lead in helping plan Holi, with five of our committee members forming the 11 person planning

committee for the event. Holi Moli took place on March 23rd, 2012. With more than 2,500 students in attendance, the event was a huge success and celebrated diversity while also supporting the Mahatma Gandhi Fellowship and the Bhutanese Empowerment Fund. For the first time this past year, organizations outside of Student Government, Sangam, YUVA, and the Y helped sponsor Holi. For future years, MADO will continue expanding support for the event.

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 in on-campus housing. The University of North Carolina at Chapel Hill community does not offer a gender non-specific housing option. 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 non-specific housing policies. There is clear demand for gender non-specific housing at UNC-CH. LGBTQ-identified UNC-CH students and their allies have been advocating for the past six years to implement such a housing option. The imperative for gender non-specific housing is amplified now that first year students are required to live on campus. For these reasons, and many more, MADO has partnered with the Gender Non-Specific Housing 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 tremendous amounts of signatures for gender non-specific housing option, 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.

After the Gender Non-Specific Housing Assembly of Support on October 6, 2011, the Gender Non-Specific Housing Coalition delivered three things to Vice-Chancellor Winston Crisp. The three components were: Gender Non-Specific Housing proposal, 53 student organization, committees, and department letters of support and 2,807 student signatures of support and 716 student signature interested in living in Gender Non-Specific Housing if offered on campus. This binder of information was then passed on to Chancellor Thorp once Vice Chancellor Winston Crisp was done reviewing the information. On Monday February 6, 2012, Chancellor Thorp decided not to approve the proposal due to his concern "that we haven't adequately explained it to our many stakeholders off campus. Although Chancellor Thorp did not approve the proposal, the Gender Non-Specific Housing Coalition is confident of his commitment to inclusion, equity, and diversity. We look forward to partnering with him to address these concerns and to educate the remaining off-campus stakeholders. To that end, the coalition will regroup and continue our efforts to create a

fully inclusive, accessible and welcoming residential housing experience at UNC-Chapel Hill.

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 UNC faculty, community activists and students, we hoped 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. The event, entitled "The F-Word: What does it mean to you?", was a great success. We booked a room that was sufficient for approximately 40 attendees, anticipating extra space, but every seat was filled. Members of feminist student organizations, student government committee members, UNC faculty, and other interested students engaged in dialogue about what it means to be a feminist at UNC, the meaning of gender identity, how male chivalry is or is not compatible with a feminist perspective, perspectives on abortion, and various other topics.

The REALTalk Monologues is a series of stories written and performed by UNC students with the goal of bringing real stories about identity under the spotlight in an intimate, safe, and open environment. MADO recognizes that identity does not only include race, religion, gender, or sexuality. Identity is experience, and the purpose of the monologues is to convey these experiences and engender recognition of the true diversity of experience at Carolina. Monologues can be performed by their author or displayed anonymously with an actor portraying the author's experience. We have dedicated ourselves to heavy publicity efforts through Facebook, the Residential Housing Association, fliers created with the help of the Public Relations team, and various email listservs to communicate to the Drama and English departments, the Journalism school and performance poetry student organizations. The deadline for submitting monologues is March 18th at midnight and auditions for actors will be held on March 20th. The REAL Talk show will be held on April 10th from 6-8 p.m. in the Center for Dramatic Arts.

Last but not least, MADO has been actively working on creating educational opportunities for Amendment 1. Amendment 1 reads "Marriage between one man and one woman is the only domestic legal union that shall be valid or recognized in this state." The vote on the amendment is scheduled for May 8th, 2012 primary ballot. MADO realizes that our role on

this controversial amendment is to generate opportunities for our students to learn more about the amendment. Having said that, we are planning a forum on Amendment 1 on either March 28th or April 2nd. At this event, we will have 5 panelists including a lawmaker, a law professor, a economist, and etc to discuss the details about Amendment 1 and answer to any questions that students might have.

Co-Chair Perspectives

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. MAD0's involvement with gender nonspecific housing was inspiring and I was thrilled to see the positive outcomes of the feminist roundtable and the unity dinner. While our committee experienced a few communication challenges, we created strategies to better communication amongst co-chairs and recognized more fruitful collaboration as a result. While all of the projects that MAD0 has supported were successful, perhaps the most rewarding product of our efforts was the involvement and leadership of our committee members. Delegated tasks were not only fulfilled, but done in a timely, professional, and impressive manner. It has been wonderful to witness the growth of future student government leaders, all while supporting diversity at Carolina.

Brian Min

Looking back, what I really wanted to do as a co-chair was to foster future student leaders within our committee and to encourage them to pursue more diversity and inclusivity on our campus. This semester, we have been delegating tasks and responsibilities to the regular members. As a result, we have seen more active involvement of our committee members and the sense of ownership among us of the things that we do at MAD0. It is great to see improvements in every aspect from last year and I would like to continue this success with our dedicated members and co-chairs.

Jagir Patel

MAD0 has grown tremendously in the past three years since I have been engaged with it. This past year, MAD0 joined the gender non-specific housing coalition, revamped our Mix-It-Up Dinner (now Unity Dinner), hosted a feminist roundtable discussion, and led the planning efforts for Holi Moli and the REALTalk Monologues. In the hopes of balancing events-planning with policy outcomes, I hope that next year MAD0 can strategically build its committee to engage with policies more like the gender non-specific proposal and the Amendment One coalition. That being said, the potential to engage and expand events such as Holi Moli and REALTalk Monologues are a part of MAD0's responsibilities and should thus be included in future platform points as a part of its mission.

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.

Edgar Lopez

eilopez@live.unc.edu

Bailey Mathias

mmathias@live.unc.edu

Natalie Prince (Spring 2012 study abroad)

nprince@live.unc.edu

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 CollegiateLink as a resource for connecting students to a variety of student organizations.

CollegiateLink has been promoted in our committee and the University Service Committee has taken over much of the publicity for CollegiateLink.

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.

Historically, databases of service opportunities and public service events have not gained traction and thus the Public Service and Advocacy Committee took a new approach this year. A Facebook group for Service Collaboration was created and leaders from service-oriented organizations have been added as members of this group. This will facilitate communication amongst leaders on campus and promote the cooperation that is usually hindered by conflicting schedules and lack of incentives to attend meetings. Due to transition changes in leadership for many organizations during the spring, actual meetings of leaders will not take place until the end of the spring semester or at the beginning of the 2012 fall semester.

Have at least two round table discussions where leaders from different service organizations can meet.

PSAC hosted its first round table/brown bag lunch in conjunction with the Campus Y during the first semester. However, as mentioned above, online communication proved to be the most effective way to communicate with other campus service leaders, so our committee chose to focus on that aspect of communication instead.

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:

Connecting Recruitment and Service. The Cooper Administration will work with the Admissions Office to build in a variety of service components into their ConnectCarolina events that occur each month from February through April.

PSAC organized a canned food drive to incorporate in to Explore Carolina events. There is a cardboard box in the student government suite where people can drop off cans.

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 worked 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 event consisted of hosting a viewing party for the first UNC basketball game of the year against Maryland State University. The game was played on an aircraft carrier and t-shirts were sold to raised funds and promote public service. In conjunction with the other groups, PSAC raised over \$3,000 to be donated to the North Carolina USO fund. The event was held in Carmichael Arena and more than 500 students attended to celebrate the win on 11/11/11.

PSAC and the First-Year Focus Council jointly participated in a service project at Battle Park. Both committees met at the Forest Theater and along with the volunteer coordinator for Battle Park, Stephen Keith, began cleaning up part of the area. The event lasted for approximately two hours and consisted of removing non-native plant species that were taking over and killing the local flora.

Define culture of service at Carolina. The Cooper Administration would like to promote and encourage a service-oriented student body. In orders to instill this value, Mary will work with CTOPS organizers to include a service event in the CTOPS for the class of 2016.

Our committee worked with the Office of New Student and Carolina Parents Programs to develop a public service project for the summer orientation sessions. Funding to incorporate Stop Hunger Now during orientation stations has been secured, which will allow incoming students to experience one aspect of public service at Carolina. In addition, we are working with other organizations that have expressed interest in sponsoring a specific orientation session in order to showcase their own perspectives on public service. Overall, the progress is steadfast and will certainly be in place by this summer.

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 was hosted on November 5th from 2-6pm and focused on entrepreneurship. The conference took place in the Upendo Lounge in order to attract many on-campus residents and first-year students. Students who attended the STRETCH Conference were exposed to opportunities for more involvement with public service on and off campus. Among the speakers who presented were representatives from APPLES, the Peace Corps, the Campus Y, and Bull City Forward. Food was provided and participants took part in a number of workshops designed to push students toward being more innovative. Approximately twenty students attended the event.

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, but as mentioned above, we found other avenues of communication to be more successful.

Recognition. Create several student-recognized awards for best service organization, service oriented student, and other categories to recognize the excellence that is on campus.

The Carolina Center for Public Service recognizes organizations and students for their dedication to public service based on several criteria. They host an awards ceremony every spring semester to showcase the impact that has been made throughout the year, so PSAC does not need to duplicate this ceremony.

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. Continued cooperation with these organizations is vital for the promotion of public service at UNC and PSAC will continue to work with them in the future to ensure that Carolina reacts promptly and efficiently to support those in need.

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's hope for this grant did not materialize and without the funding, it was very difficult to implement the projects that were in planned. The deadline for the grant proposal was in early October and due to the guidelines of the grant proposal (faculty sponsor, 10-page minimum description, etc.) it became a very detail-oriented project. There is a possibility of applying for the grant in the following years, although that is up to the discretion of future administrations.

Carolina Center for Public Service Fair

The Carolina Center for Public Service hosts a public service fair every fall to publicize the various venues for volunteering throughout campus and in Chapel Hill. The event is held in the Pit and consists of organizations from a variety of fields that are seeking volunteers or interns that are interested in public service. We are currently in transition to take over that event so that it will become a project organized and led by students. This involves working with the Chapel Hill Chamber of Commerce to select the organizations that will be invited to be part of the public service fair. Since the event will not be until fall 2012, we are organizing as much as possible before the end of this semester so that the next administration's co-chairs can easily continue the progress and facilitate the event.

Co-Chair Perspectives

Edgar Lopez

Having been on the committee last year and leading it these two semesters has made me realize the large amount of work and responsibility that a co-chair has. I have thoroughly enjoyed it, there have been good times and not so good parts, but overall the committee has worked successfully. We have completed a majority of the platform for the committee and those projects that have not been finished are those that are still in transition and that the next administration will begin. I've enjoyed getting to know the members of the committee and although we had some people leave after the end of the fall semester, those that have stayed have done more than enough on their part. I do wish we had done more projects outside of our meetings such as going out and volunteering together as a group but the logistics of having a large group made that difficult. Our Facebook group has been really helpful in communicating with each other, providing progress updates for us as co-chairs, for the other members, and for the Executive Board of the Cooper Administration. As I mentioned before, it has been a great experience and one that I have learned from a great deal and I hope that the members learned something useful from all three of their co-chairs.

Bailey Mathias

The members of the Public Service and Advocacy Committee have cooperated well together throughout the semester. There is an impressive team effort that has allowed for many projects to be successful. Group events such as a committee dinner, biking for Uganda and volunteering at Battle Park have brought us closer together, allowing for enjoyment among the group and overall, more dedication to public service and advocacy. Edgar and I met with CCPS, and PSAC will take over the service fair in the fall. The project is a great opportunity for the committee, and will be a great project for the upcoming members. Another great initiative in the works is the New Student Orientation Service Project. This venture has great potential and I am excited about where it is headed. Overall, I am pleased with the projects completed this year and would say that the projects reflect well on the Cooper Administration's platform.

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.

Jeri Brown

jeriba@live.unc.edu

Julia Nething

nething@live.unc.edu

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.

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. Unfortunately, the initiative was not approved for housing for 2012-2013. 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.

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.

EXSS chose two time sections of LFIT, totaling approximately 150 students, to be in the pilot program. Red Cross Club volunteered to lead the trainings. Four two-hour trainings were scheduled in a one-week time frame (February 4th-12th). The cost to students was \$19 dollars and could be paid by cash or check for convenience. Though the trainings were voluntary, the online component was made mandatory. From sampling of one particular class's students, most if not all of the students completed the online component.

Unfortunately, very few students attended the voluntary trainings. From personal correspondence with students in the program, it seems that lack of publicity far enough in advance of the training dates might have been one of the problems. The committee is working on possibly adding more training dates later in the semester and publicizing the dates more thoroughly.

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.

After much research and contemplation, the committee decided that the illuminated crosswalks were not financially feasible for the University of North Carolina at Chapel Hill. The committee is now researching the costs and benefits of painting the crosswalks with LED paint as a possible alternative to the illuminated crosswalks.

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 were in correspondence with the UF Safe Run coordinators to learn more about their program and finalize details for the proposal. Unfortunately, the Safe Run program was deemed unfeasible for the UNC campus.

Co-Chair Perspectives

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

Wevine Fidelis

wfidelis@live.unc.edu

Jordan Messer

jbmesser@email.unc.edu

Platform Progress

Increased Visibility

In order to best serve the student body, the Executive Branch of Student Government must maintain a visible presence on campus. It must be a recognizable and accessible organization that:

Issues press releases written by the PR Team that are sent to the Daily Tar Heel at the completion of student government projects and at the launch of the projects.

Uses social media outlets to better publicize student government (Facebook, Twitter, etc.)

The PR Team, in conjunction with the Student Body Secretary, took responsibility for both of the above points.

Partners with UNC mobile to post upcoming student government events

In order to make student government-sponsored events more public, the Student Body Outreach committee worked 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. Over the past year, the Student Body Outreach committee has collaborated with the Technology and Web Committee to help publicize the app. We succeeded in having an advertisement for the app made as the background of all computers in the Undergraduate and Davis libraries.

Periodically has officers from student government available in the Pit to answer questions and address concerns

On Wednesday, February 29th, we held a Twitter Q & A session where students who have Twitter accounts could tweet any questions or comments they had concerning Student Government to the UNC Student Government Twitter account. This was a good way to reach out to the student body and to provide them with an opportunity to learn more about Student Government. Although we did not receive many questions, we believe that in the future, if this type of event were used on a more regular basis, it would further provide a link between Student Government and the student body.

Other efforts

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, EBO 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.

The Student Body Outreach Committee collaborated 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 held in October and another was held in January. 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 EBO. 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 provided easy ways for Student Government to become more accessible to the student body. The brown bag lunch held in January was the result of a collaboration between our committee and the First-Year Focus Council and featured the executive board of CUAB, one of the largest student organizations on campus. The purpose of this brown bag lunch was to let students who are interested in joining or learning more about this organization have an opportunity to ask the executive board any questions that they may have about what CUAB does or how to join.

Facilitation of Higher Student Involvement

Given that collaboration is key for the Cooper Administration, the Executive Branch of Student Government will work with the nearly 700 student organizations on campus to find feasible ways to increase student involvement.

CollegiateLink and helping students find ways to get involved

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 that worked with the Technology and Web and University Services committees to brainstorm ways to increase awareness of CollegiateLink. CollegiateLink can benefit both organizations and students by allowing them to create a page that provides basic information and ways to contact organization leaders. We continued to advertise the resources CollegiateLink 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.

The Cooper Administration will revive the "Freshman Central" website
The First-Year Focus Council completed this project.

The Cubes are essential for publicizing events at Carolina. The Cooper Administration will work to increase the number of Cubes by introducing them to new areas such as Rams Head Plaza.

University Services completed this project.



Creation and implementation of a FallFest map

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.

Host Carolina Marketplace

We set up a subcommittee to begin organizing our Carolina Marketplace event, which we renamed SpringFest. This year we decided to move the event to the second semester in January so students could learn of the progress each organization has made in the previous semester and how they can get involved. SpringFest was 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 event was held on January 12, 2012 from 6-8 p.m. in the Great Hall of the Student Union. More than 50 different organizations participated and they were able to put their organizations on display for interested students. Before the event, we handed out free coffee and hot chocolate in the Pit in order to get even more students to head in the direction of the Great Hall. Once in the Great Hall, students were exposed to a Fall Fest type set up and we're able to visit the tables of student leaders representing a variety of organizations. We also had Tar Heel Voices perform and a spoken word group called The Rejects. Overall, the event was a success and we were very pleased with the large turnout. We hope that future co-chairs will begin planning and pubbing earlier for this event in order to turn Spring Fest into a Carolina Tradition.

We also collaborated with the PR Team to promote and develop a Capstone Project called Pub Your Club, designed by a student group in Education 318, Peer Leadership in the University Environment. The group noticed that many of the organizations at Carolina lacked the advertising techniques to gain more involvement and retain membership. Therefore, they created a five week seminar designed for the student leaders of these organizations to teach better and more efficient advertising skills. Our primary role with PR was to develop the structure of the program as well as aid in designing a logo and name. This project was not only beneficial to the organizations involved, but we were able to stress the use of Collegiate Link or organizations to easily reach out to even more students.

Identifying and Addressing Student Needs

Student Government should truly be a reliable and accessible ally for students. This begins with reaching out into the campus community and assessing what concerns are present among students about university policies, academics, and the like.

One way that the Executive Branch can reach out to identify and address student needs is by creating an online discussion board or comment box on the Executive Board's website allowing students to participate in conversations with other students and get their voice heard.

TalkBin and FixMyCampus efforts completed this platform point, but we took on additional projects to make sure student needs were addressed.

The Student Body Outreach committee worked 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. We received 102 responses, and what we gathered is that students were overwhelmingly in favor of implementing the flat rate taxi service, if it were priced anywhere from \$6-\$10.

Co-Chair Perspectives

Jordan Messer

Over the course of the past year, I couldn't have been any happier with what we have accomplished. With the help of our committee, we successfully accomplished all of our platform goals, and also branched out and did projects of our own such as the Pub Your Club event and the Flat Rate Taxi survey. Our committee members were very helpful in helping us complete all of our projects, especially SpringFest, where they passed out hot chocolate in the pit during the event. I really believe that we did a great job of collaborating with other committees in the Executive Branch. Almost all of our projects involved collaborations with another committee, and I think this is essential if we wanted our projects to be the best they could be. Overall, I'm definitely very happy with what we have accomplished this year.

Wevine Fidelis

Overall I'm very proud of the work our committee has achieved this year. I feel like we were successful in laying a solid foundation that future co-chairs could build on for next year. My goal for this year was re-define students' perception of Student Government and through the variety of projects we worked/collaborated on I believe we reached that goal. We were able to show students the Student Government is actually involved in many aspects of the Carolina experience and is really working to improve the daily lives of students. Student Government does a lot more than people think and the primary concern is to help to make the life of the student easier. I am really happy about the AMAZING committee we had this year. Our committee consisted primarily of first year students, but they were all super passionate about the role Student Government plays in the community and how they could make students aware of this. I feel like we created a great foundation that many of our committee members will continue to build upon through their work on this committee in future years. I also think Jordan and I worked very well together this year and we were each able to provide new perspectives to the work of this committee. I loved our ability to not only engage in new endeavors as a committee, but to put a new twist on older projects.

Technology and Web Services

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.

Andy Andrea

aandrea@live.unc.edu

Alexandra Cruz

cruzer@live.unc.edu

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.

On the original Free Tech Resources Flyer, we advertised student printing, software acquisition, tech support, ITS computer labs, Heelmail, UNC Mobile, multimedia equipment available in the Media Resources Center, ITS' virtual lab and Qualtrics. We and the PR team felt that this was too much information on one single flyer, which took away from its impact and likelihood of students reading it. Therefore, we decided to create a new flyer advertising software acquisition, UNC Mobile, the virtual lab and the MRC's multimedia equipment feeling that these were the most significant items on the original flyer that many students are unaware of. The PR Team is currently in the process of making this new flyer

and some smaller leaflets for each of these items with our input and will have them completed soon.

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 the Tech and Web 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.

Since October, no issues have come to our attention regarding Heelmail. It seems that the majority of the student body is satisfied with the system. As with all technology that is so relevant to the student body, however, we will continue to watch out for any issues that come up and work with the appropriate groups in ITS to resolve them.

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.

Since the October Report, we have not heard of any issues among the Mac community on campus and will continue to watch out for and rectify any issues that do come up as necessary. It should also be noted that, as more years pass by since the addition of Macs to the CCI program, ITS will be able to build up a larger supply of loaner Macs at the ITRC and increase its proficiency in supporting Macs, further ameliorating the support of Macs on campus.

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.

After meeting with members of ITS—including two members of the ConnectCarolina team—we determined that a survey would not actually be the best way to give ITS student feedback on ConnectCarolina, as it would largely tell the team in charge of making changes to the system a lot of information that is currently known. In order to better serve the student body, we are increasing our communication with both the ConnectCarolina team and the ConnectCarolina Users' Forum.

The ConnectCarolina team is in charge of maintaining and changing the site for students, faculty and staff. That being said, there are sometimes changes that one group would like to see that would negatively impact the others, so the ConnectCarolina team has to make balanced changes in order to adequately serve each party. We have been and will be working with this group to get the students' highest priority items changed, such as making the system easier to access and making it as user-friendly and intuitive as possible. This will be attained by communicating with the team and hopefully starting a series of focus groups between the ConnectCarolina team and students.

The Users' Forum runs meetings each semester that all users of ConnectCarolina—students, faculty and staff—are free to attend. At these meetings, users make a case for the changes that they would like to see. The ConnectCarolina team then orders these potential changes in terms of priority and attempts to work on as many as are feasible. We feel that

increasing the student voice at these meetings can only help to make the changes that students would like to see and will therefore be attending them whenever they occur.

The Tech and Web committee would also like to remind students of three current ways to submit feedback on ConnectCarolina:

- Submitting a ticket at www.help.unc.edu
- Attending a meeting of the ConnectCarolina Users' Forum (www.usersforum.web.unc.edu)
- Contributing to the ConnectCarolina Feedback Forum: (<http://connectcarolina.uservoice.com/forums/88705-feedback>)

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.

To complete this goal, we will be including these resources in our advertisements of free technological resources on campus. We are working with the Public Relations team in order to increase the effectiveness of our advertisements and hope to see an updated version of our free tech resources flyer soon. We hope to put these advertisements in high-traffic areas on campus, such as dorms, libraries and dining halls, in order to target as many people as possible. In addition, we will ensure that our updated flyer and information is hosted online on both our CollegiateLink page and on help.unc.edu. We also plan to work with ITS as we have done in years past to get the flyer printed and distributed at CTOPS. In addition, we are working with a contact from the pharmacy school in order to get a version of the flyer most relevant to pharmacy students included in their orientation packet with the ultimate goal of having the flyer similarly distributed to as many graduate and professional schools as possible.

Mary will 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. Once again, we are working with the Public Relations team to advertise these resources and hope to have updated advertisements posted in dorms and other public areas as soon as possible.

One possible way to figure out what students want to have access to would be to perform a student survey that could be presented to Student Library Advisory Board and the MRC.

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. This will be done with our new advertisements created by the PR Team with our input.

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 spring, 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.

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.

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. We originally planned to make STAB a more student-oriented committee and to create a new committee that would follow the model of the current STAB. However, after meeting with the current STAB and talking over this point with them and within our committee, we decided that this would not be the best way to accomplish our goals. Instead, we plan to leave STAB in its current form—while continuing Tech and Web’s work with it and its members—and increase the roles and communications of students who work as tech advisors on campus. In the past, most committees related to ITS and technological endeavors on campus have only had one student representative, and, oftentimes, only one student would be filling most of those roles. If possible, we plan to place more of Tech and Web’s members into these roles and committees so that, when one student leaves, there is not a vacuum that incoming students have to overcome before being able to fulfill their roles, as has happened in the past. In addition, two members of Tech and Web will be representing students on a new committee next year that is tasked with reevaluating the Carolina Computing Initiative (CCI) program.

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.

We met with a member of Union Production Services in order to determine their ability in uploading student content to UNC’s iTunes U page. We were informed that, while this was not a possibility at the time of our meeting, that they would have the resources necessary to do so some time during the spring semester. We have maintained contact with them and will be updated when everything is in place. We also learned of a committee that has been formed to oversee UNC’s iTunes U page; as there has been fairly little management of the system before, we are excited to see and aid in the work of this new committee as it works to better UNC’s iTunes U page.

CollegiateLink

CollegiateLink is UNC's student organization hub and can be accessed by logging in with an Onyen at 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.

Since the October report, we feel that the number of students who have been exposed to CollegiateLink has grown immensely. While some of this is a result of our work in advertising through presentations and word of mouth, a large portion of this is due to the student body president elections being held with this system. We hope that large-scale usages of this site will increase, and, as such, we will be continuing our efforts to make the system better known and more widely used.

Co-Chair Perspectives

Andy Andrea

Coming off of a year of many new and exciting changes to the technological environment at UNC—the adoption of Heelmail, ConnectCarolina's completion and the addition of Macs to the CCI (Carolina Computing Initiative Program)—I did not exactly know what to expect in Tech and Web this year. While it was a pretty “quiet” year when compared to last year, I have to say that I'm still very impressed with our little committee. As the only veteran members of Tech and Web, Alexandra and I had to teach our committee a lot about the way that student government worked—Tech and Web specifically—and I'm happy to say that they all caught on quite quickly.

Even when there aren't big changes like Heelmail or ConnectCarolina, I feel that the tech atmosphere at UNC is something that will be continuously changing. As such, our committee makes it a point to keep updated on any important issues facing our technological environment in addition to working on our portion of Mary's platform. As a result of this, we've not only finished most of our platform points, but we've also been able to work on additional projects such as iTunes U and finding a more sustainable method of appointing students to tech-related external committees.

Alexandra and I could not have completed any of our goals without the help of the wonderful members of our committee. All first time members of Tech and Web, everyone quickly adapted to their new roles and have done incredible jobs with the responsibilities assigned to them. We were also incredibly lucky to have had the support of many, many people in ITS who have been incredibly helpful in all of our endeavors and projects. Also, having worked with them numerous times, I definitely need to give a shout-out and a thank you to the members of co-chairs of the PR Team, who have been incredibly helpful to our committee this year. Last (but definitely not least!), I'd really like to thank our awesome

EBO team, who have always been willing to help us out with anything we need, whether it was by answering our questions about other aspects of student government, providing us some focus and new opinions on our portion of the platform or just providing Alexandra and I with some laughs and smiles at Cabinet each week.

Since first joining Tech and Web last year, I can easily say that it has become the most rewarding part of my time here at Carolina. I truly look forward to seeing what we as a committee, a student body and a university do in the second half of my college career. Whatever happens, I do know one thing: it'll all be wonderful.

Alexandra Cruz

I can't believe it is already time for the March Report to come out; another year has come and gone by so quickly. I will try not to repeat everything that Andy has already mentioned, but I think it is worth noting that I was also impressed with our committee this past year. Before Andy and I arrived in 2010 the Tech & Web committee was run by an amazing group of people who went above and beyond their post, and it has definitely been hard to fill their shoes. Yet I feel as if our committee has accomplished a lot this year, even though things have been a little slow with last year's completion of the transition of Heelmail and ConnectCarolina.

You can read about our accomplishments above in the report, but in the overall scheme of things I am most proud of two achievements. First, we have been able to maintain our good relationship with ITS and have continued to work with them to make sure the student's voices are heard. Preserving this relationship is very important for the Tech & Web platform of any student body president and I know our committee has the ability to continue this rapport into next year.

Another accomplishment that has impressed me this past year is our relationship with other committees in the executive branch of student government. Last semester we successfully worked with the University Services Committee to help increase student knowledge and recognition of CollegiateLink, and this semester we have worked closely with the PR team to make sure our free tech resources flyer is updated and ready to be distributed to students next year.

Just like Andy, I feel that none of this would be possible without our committee members or the EBO team- we have had such good support in student government this year and our success has definitely been a direct reflection on all of their hard work. And, hopefully this hard work will continue into next year, I know our committee will continue to be successful as long as we continue to have the dedication we've seen this year.

Coming in as a new co-chair during Mary's term was very frightening. As a general committee member last year I was not sure what to expect in my new role. But, I can sufficiently say that this job has been a lot of fun, and I believe Andy and I have succeeded in making sure Mary's Tech & Web platform was completed to the best of our abilities.

University Services

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

Hinson Neville (Spring 2012 study abroad)

nevilleh@live.unc.edu

Amber Pace

aepace@live.unc.edu

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 had small advertising screens installed at the end of the Fall 2011 semester. There is still 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 Senior Associate Director in the Office of Events Management of the Carolina Union.

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.

During her campaign, Mary heard from several students that checking out from on-campus housing took too long. This was an issue that was taken seriously by the Cooper Administration, with the University Services Committee, in collaboration with Student Body Vice President Zealan Hoover and Student Body Secretary Adam Jutha, collaborating to engage in an intensive fact-finding mission during the Spring 2011 checkout process.

Members of the Cooper Administration worked with the Residence Housing Association (RHA) to pass out more than 1000 surveys to residents in all of the South Campus high-rise residence halls (Craigie, Ehringhaus, Hinton James, and Morrison) during peak checkout hours. These surveys revealed that most students were very satisfied with their checkout process, and felt that it was completed in an average or faster amount of time.

In the minority of cases where we did have students whose checkout processes were delayed, this was almost always due to a failure on the part of the resident to properly follow check out procedures. Frequent causes of delay included a failure to properly loft a bed, sweep the room, or remove items from the walls. Since these are not cases that would be addressed via an Express Checkout Option, the Cooper Administration did not advocate for one. Instead, in light of the information gained through our survey, we recommended to RHA and the Department of Housing that they continue their efforts to educate students on the proper checkout procedures so that they can leave their dorms promptly at the end of the year.

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 worked 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 also worked with the Tech and Web Committee, and with a subcommittee of the Student Body Outreach Committee to spread the word about CollegiateLink. We also emailed 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 Board of Elections used CollegiateLink to run homecoming elections in October 2011 and for the spring 2012 student body elections in February, which allowed students to really get familiar with the site and learn how to utilize it to their advantage.

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.

Install More ATMs 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.

We distributed about 150 paper surveys to students in classes, and we found the data to be inconclusive. About half the students surveyed either wanted additional ATMs or were neutral about installing more. There is student support from residents living on South Campus. However, it is not economically feasible or location-friendly to install additional ATMs in the current economic environment. We recommend that this project be revisited as South Campus continues to develop.

Installing/Relocating 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).

We distributed about 150 paper surveys to student in classes, and we found that the need to for additional Tar Heel Tellers is not a high priority. We concluded that most students are satisfied with the locations of the Tellers or do not use the Tellers. Because of the cost of the Tellers, we recommend keeping the current locations of the Tellers until there is a way to install Tellers in every residential community, which is the ultimate goal. The main concern is: are the Tar Heel Tellers readily accessible?—we believe that they are.

Study Space above Rams Head

At present, the first floor of SASB South remains as the only late-night study space for south campus residents. 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 South (SASB South), currently used for office space.

Out-of-State Student Association Shuttles

The Out-of-State Student Association is transitioning the responsibility of scheduling shuttles from the UNC campus to the Raleigh/Durham airport for students during fall break, Thanksgiving break, and spring break. Previously, the only way for a student to gain admission onto the shuttle was to first be an out-of-state student and second pay dues to the Out-of-State Student Association (OSSA). Furthermore, there has not been a steady transition of program supervisors over the years. Therefore, this program is being transitioned to the Student Government, mainly this committee. By transitioning the program to this committee, there can be more stability. We have been working with Leigh Fairley, contact person for students and parents, and the Department of Public Safety in order to devise a plan for spring break. We have already devised a spreadsheet and have begun to publicize the shuttle service via the OSSA and Student Government websites. The shuttle program is no longer just open to out-of-state students; this service is for all UNC students as long as they sign up by February 27 at 5pm on the Student Government website.

Expanding Flex Dollars to Franklin Street

There is a large student demand to expand dining flex dollars to Franklin Street restaurants. When brought proposed this idea to Carolina Dining Services (CDS) last year, they denied the proposal because they said that it would take away revenue from CDS and on-campus establishments. However, our belief is that if flex dollars were expanded, this would increase the likelihood of students purchasing a meal plan, especially since flex dollars do not rollover into the next semester and instead of relying solely on their expense account. Therefore, our plan is to a Franklin Street restaurant to support our plan before we present the plan again to CDS. With that being said, we are attempting to work with Mediterranean Deli—Mediterranean Deli also has an establishment in the bottom of Lenoir which we think will increase our chances of them backing the plan. We have been in contact with Emily Rhodes, who has connections with Med Deli. This is a slow process that will not be able to be completed by the end of the year. However, the project is a long-term one that requires persistent work. We recommend that this project continue with the next committee and beyond, until the plan is executed, which can happen with the proper commitment.

End-of-the-Year Swipe Day for the Homeless

Since students have so many meals left over from their meals plans at the end-of-the-year, our committee wants to put those unused meals to good use by packing lunches for the less fortunate and taking them to homeless shelters in Chapel Hill and Carrboro. Our plan is to have students pledge a certain number of meals to save until the end of the semester; we will then contact those students to swipe their cards so we can pack lunches using carryout trays. We are working with Carolina Dining Services in order to devise a plan that works

well for both parties. The main concern is the number of meals that are going to be used, especially since they are going to be used outside of Carolina students. We will propose to place a cap at 50-65 meals. This way there will not be an overly large number of meals used and we will still have a considerable amount to serve to the community. Our projected date for this day is Saturday, April 14th (this is subject to change).

Co-Chair Perspective

Amber Pace

Although I miss my co-chair Hinson Neville, who is in London studying abroad, I am really proud of our committee. Our committee members are loyal and are steadily participating in the projects as well as coming up with ideas. I believe that our committee is one of the more difficult ones, in that we dabble in everything. Our projects are not set and they are always changing, and a lot of times not long-term like some of the other committees. Therefore, it is extremely important that we have active committee members to bring in new project opportunities and are able to take on several projects at once. We have accomplished so much and we have great projects in the works. Lastly, I am happy that we are able to leave something for the next committee to pick up on, such as ATMs, flex dollars, and break shuttles. Overall, I truly believe that our committee has made a difference on this campus and is going to continue to make a difference.

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.

Vanessa Garber

vbgarber@live.unc.edu

Adam Meyer

meyeram@live.unc.edu

Platform Progress

Better Communication about UNC's Capital Projects

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) 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 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 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 held an open house for students, faculty, and university employees to become engaged in Chapel Hill 2020, the Town's new comprehensive plan. We partnered with Faith Thompson from Town government as well as Student Government's Town & External Relations Committee. The open house was held on November 29th and about 40 people attended. Anna Wu and other UNC Facilities Planning and Construction staff members also attended and were available to answer questions about Carolina North.

We planned to hold another event this spring on capital projects specifically on campus. However, we did not hold one. We were unsure of student interest for an event, but wish that we had judged interest through a survey.

Since October, we have continued to add to our website: capitalprojects.web.unc.edu. We also have Facebook and Twitter accounts (uncapprojects@gmail.com and [@uncapprojects](https://twitter.com/uncapprojects)), which can be utilized by next year's Capital Projects Special Project. Our website is now connected to our page on the Student Government Executive Branch site (<http://execbranch.web.unc.edu/cabinet/special-projects/capital-projects/>).

We have also been tracking site statistics using Google Analytics. Since September 2011, we have had:

- 100 visits
- 71 unique visitors
- 71% new visits

In addition to these statistics, Google Analytics is also able to tell us where visitors are coming from, the pages that they are accessing, and the devices they are using. In the future, these statistics can help to tailor the site to optimize the user's experience. For instance, if the majority accesses the site from a phone then we could create a mobile version.

Suggestions

Reflecting on what went well and what did not this past year, we would recommend the following:

- Have regular meetings at least once every two weeks to stay on track
- Meet with UNC Facilities Planning & Construction monthly to remain current on existing and upcoming projects
- Organize Capital Projects as follows:
 - 2 co-chairs to facilitate coordination with UNC Facilities Construction and Planning and with the Town of Chapel Hill
 - 1 media/technology person to stay up to date with news articles pertaining to planning and construction and manage the updates to the website and social media outlets (facebook and twitter)
 - 1 Fixmycampus liason to work with the Talkbin coordinators in communicating reported issues to facilities

It would also be helpful to get a better assessment of student interest in capital projects at Carolina. It seems that students are very interested when there is an active or pending project like the Student Union renovation or South Road Bridge but student interest wanes during seemingly inactive periods. We wish that we had done a better job of asking students what they would like to see from our special project in order to best serve them. Perhaps this could be accomplished by a survey at the beginning of fall semester.

Co-Chair Perspectives

Vanessa Garber

I was impressed at the turnout we had at the UNC Kickoff for Chapel Hill 2020 but had hoped that we would be able to plan a similar event for UNC's Facilities department. In the future, I think it would be best to plan a Facilities event in conjunction with another large event like Fall Fest or the housing fair so that there would already be a concentrated group of students who might be interested in speaking with Facilities but might not come out to an additional event just to do so. I am excited with the possibility of working with the Talkbin/Fixmycampus coordinators to set in motion some plans for the next school year. Although they are still in the start-up phases and haven't publicized the service, they have had several facilities repair requests. We discussed the possibility of using QR codes to pique curiosity, publicize the availability of the service, and be able to match specific requests to specific locations.

Adam Migliore Meyer

Looking back on the past several months since the October Report, I am most pleased with the UNC Kickoff for Chapel Hill 2020 event that we held in November. Vanessa and I coordinated closely with Faith Thompson from the Town and with External Relations to hold the event. Despite the numerous meetings and effort to make just this one open house happen, it was precisely because of that strong coordination that it was all possible. I wish that we had followed up with the same energy and determination to hold another event this spring semester. We could certainly have done a better job of disseminating information about Chapel Hill 2020 and publicizing Capital Projects. However, I am pleased with the infrastructure that Vanessa and I have set up—the website, Facebook page, and Twitter account. Hopefully these tools will be useful to the future Capital Project Special Projects.

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.

Please see Event Updates below.

Kristen Brews

kbrews@live.unc.edu

Kimmy Vuong

ktvuong@live.unc.edu

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.

Looking forward, we would recommend that new program directors interview coordinators and new mentors. Program feedback regarding returning mentors should be referenced to determine whether or not a mentor should be invited back to the program. An issue that we had in interviewing the coordinator and mentor applicants over the summer was that for a certain amount of time both co-directors were abroad, sometimes with internet connections that weren't particularly reliable. We believe that the addition of an interview was an overall good choice, but a lot of responsibility was placed on Kristen to interview candidates since Kimmy was abroad for the summer. Due to this, we recommend that new program directors should coordinate interviewing efforts and, ideally, interview and select Coordinators prior to the end of the spring semester. If the Executive Board is selected prior to the start of the summer then mentor interviews can be split up and scheduled around any Executive Board member's time abroad.

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 5th and closed on September 30th. Applications were reviewed from September 28th to September 30th, and mentees were notified of their acceptance into the program on September 29th to September 30th.

- Mentees applied to Excelling Through Mentoring through our online application (September 5th to 30th)
- 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 choose the order of the discussion points. In general, weekly curricula are not altered in terms of content but rather are expanded and refined.

After the program's completion in November 2011, we received positive feedback regarding the program's curriculum and will likely implement similar material in future program cycles.

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 publicity plan for the next cycle will be determined by the new Co-Directors and Executive Board. However, we do have some recommendations. We recommend that they utilize the summer and social media including Twitter and Facebook. If any Executive Board members will be in the UNC area over the summer then we would recommend that they have ETM representation during CTOPs sessions. In addition to paper flyers that were distributed to first-year residential dorms, we also recommend the use of large banners around campus, a cube in the pit, and a stronger push for publicity in South Campus residential halls. Lastly, we recommend that publicity happens as soon as possible to garner interest among first-year students and potential mentors. The earlier these efforts can be coordinated and the more appealing the advertising, the better!

Event Updates

Coffee and Donuts Night:

Spearheaded by our Social Coordinators, Tiffany Du and Neha Vennekkat, the Coffee and Donuts Night was designed to facilitate inter-pod interaction. It centered upon an ETM-originated trivia game, whose questions tested players' knowledge of UNC culture.

The event was held in Union 3203 on October 26 from 7-8PM, with approximately forty attendees. Our event included Krispy Kreme donuts and Caribou coffee. The trivia winners were awarded a commemorative NCAA Gold Coin, a gift that was graciously donated to ETM by Johnny T-Shirt.

To publicize our event, our Outreach Coordinator, Rachel Uhlman, designed a colorful and informative e-poster. The e-poster was emailed our first-year mentees and mentors via their respective listservs. In addition, we sent reminder emails several days before the event.

We believe this event was an excellent opportunity for first-years to network with their peers, and it was lovely to aid in the process of forming new friendships!

Pre-Professional Fair

Organized by our Events Coordinators, Alex Loyal and Rachel Greenberg, the Pre-Professional Fair featured speakers from a broad array of academic disciplines. These disciplines included:

- Pre-Law Advising
- Pre-Med Advising
- The School of Public Health
- The Kenan-Flagler Business School

Each speaker gave twenty-minute presentations regarding his or her discipline, with ten minutes allotted for student questions. We were thrilled to see that the students were engaged, and many of them asked excellent questions of the presentors.

This event was held in Chapman 211 on Wednesday, November 2nd from 5-7PM, with approximately forty attendees. In a similar manner to the Coffee and Donuts night, Rachel Uhlman designed and sent an informative e-poster, with subsequent reminder emails as the event drew closer.

The Pre-Professional Fair really got the first-years' academic juices flowing, as they were given an overview of several different professional schools.

End Celebration

Our End Celebration was designed to encourage further extra-curricular involvement. We were fortunate to have short presentations from the following campus leaders:

- Olivia Hammill, *Student Government Executive Branch*
- Cierra Hinton, *Carolina Union Activities Board*
- Sheridan Howie, *The Artery and Kappa Pi*
- A Representative from *CAA and Carolina Fever*
- Rachel Kokenes, *IFC*
- Jess Adams, *LAB! Theatre*
- Nathan Vos and Patrick Waivers, *Honors Fraternity*

The Celebration was held in the SASB Upendo Lounge on Sunday, November 13 from 1-3PM, with approximately fifty attendees. To publicize the event, we utilized the first-year and mentor listserv, and sent an informational email and a subsequent reminder.

As a final event, we believe the End Celebration was effective in leaving the door open for future involvement. In addition to connecting first-years with campus leaders, we encouraged them to continue their involvement in ETM itself. We hope to see their names in future application cycles, as we truly benefit from the experience they bring to the organization!

Co-Chair Perspectives

Kristen Brews

Last year's program was focused upon 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 planned to focus on the mentors and utilize all of the wonderful experiences they have to offer. We were 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.

We implemented a series of Mentor "Talk-Backs", which consisted of mutual feedback meetings with each pair of mentors. We sought to individualize each mentor and received feedback face-to-face. Rather than use a more impersonal means such as a survey, we chose to speak directly with the mentors to provide support and to encourage honest communication. Mentor Talk-Backs were held in the middle of the program cycle, so that we could correct any potential personnel issues early on.

The planning stages of the program cycle have begun earlier each year, and we hope to continue this trend. We will open the application for next year's Co-Directors shortly so that we may provide them with ample planning and recruiting time. Kimmy and I were instated as Co-Directors in late April, and completed much of the mentor and coordinator selection process throughout the summer. We hope that next year's coordinators will take advantage of the summer as well as the remainder of the Spring Semester to plan for next year's cycle.

Overall, this program cycle was successful. It was both exciting and eye-opening to participate in the creation and implementation of a vision for ETM, a program of which I've been a part since my freshman year. Kimmy and I are very proud of the effort our coordinators and mentors invested in the program, and hope that they continue their involvement in the years to come. ETM truly provides an indispensable service to UNC's first-years, and we hope it continues to make a meaningful impact on campus.

Kimmy Vuong

This year, Kristen and I have definitely focused much more on guiding mentors and providing them with the resources that they need to be effective while also enjoying their vital role in ETM. By providing detailed weekly curriculums we hoped to help guide pod conversations with outlines while still allowing for flexibility and personalization by mentor pairs. One change that we made was also to include weekly events going on around campus to hopefully spark interest among mentees and/or pods. From mentor feedback I think these kinds of changes have been a step in the right direction and definitely something off of which future coordinators and mentors can build.

Similar to last year, the ETM program seemed to lose much of its momentum towards the end of the semester. This is no surprise as mentees get wrapped up in other extracurricular

involvements and rising concerns about finals. However, this is an area that I think next year's Co-Directors should focus on and attempt to address, if possible.

Every year the ETM program begins earlier. Considering the mentoring program launched by Carolina Leadership Development, I think that potentially starting the program earlier in the year is even more important for next year's Executive Board to consider.

From a planning standpoint, Kristen and I hope to open up the Co-Director application soon so that Executive Board Members can be selected and planning can start promptly. This past year Kristen and I struggled with early planning and implementation of our ideas because we were both abroad, but hopefully mentor application and selection can begin earlier so that ETM can have representation over the summer during CTOPs and can hit the ground running in the fall.

Overall, I think that ETM was successful this year, and I have been so happy to see how much the program has changed over the past three years. Working alongside fellow Executive Board members has been a truly memorable experience, and I look forward to seeing the progress that next year's Board members will make. I am happy to have been a part of the ETM family and am excited to see the direction that ETM will take in years to come!

Greek Affairs

Kelsey Rozier

kprozier@live.unc.edu

Andrew Williams

adwills@live.unc.edu

Platform Progress

Joint Council on Greek Affairs

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 would 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.

While the intended goal was to have one representative from each council, only Panhellenic and IFC had active liaisons during the Cooper Administration. The Cooper Administration actively tried to get a representative from each council, but was unable to find active representatives from GAC and NPHC.

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. Liaisons worked with ITS to figure out what could be done at Greek houses to ensure that they received CCI printing, such as strengthening their bandwidth or having houses purchase a new router. Pi Kappa Phi was the first house to successfully install a CCI printer.

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 and after meeting with them, we found out that Go Meals actually had more volunteers than they needed. However, we were able to show the founders how they can become a recognized student organization on campus.

Risk Management Plan

Liaisons planned to hold a Know Your Rights event for November but did not because Panhellenic women attended a similar program in the fall, so attendance would have been an issue.

Dealing with Space Issues

Liaisons desired to have the representatives from GAC and NPHC talk to their respective councils about what they wanted in regards to meeting, storage spaces, and living spaces for their organizations. Kelsey met with the GAC and NPHC adviser at the time, Jermisha Dodson, to discuss the organizations' most pressing concerns. She explained that many chapters within these organizations utilized the Office of Fraternity and Sorority Life and Community Involvement as both storage and meeting spaces, so that they did not necessarily need the Cooper Administration to provide them with additional meeting space.

Liaison Perspectives

Kelsey Rozier

I am glad to have served as the Greek Liaison for the Panhellenic Council and I feel that I have learned a great deal from working with the Cooper Administration. I think that the Cooper Administration has given the Greek Community an outlet through which to stay involved in student government. Throughout the year, we have worked on completing the goals on our platform. While we struggled to put CCI printing in Greek houses due to technological and logistical issues, I am proud to say that we have successfully installed a CCI printer in Pi Kappa Phi. I do wish, however, that we had been able to find active representatives from GAC and NPHC because I believe they could have benefited a great deal from this relationship with the Cooper Administration. Even though we were unable to collaborate with Go Meals due to their overflow of volunteers, it was great to get a look at their organization and see it already thriving.

Andrew Williams

Serving the Cooper Administration as the IFC Liaison has taught me a great deal about the relationship between Greeks and the rest of the University. The IFC prides itself on its autonomy and self-governance and is thus reluctant to take any help on an overall basis from Student Government. From more of a "special projects" perspective on the chapter level, such as with the installation of CCI printers, having Greeks in the Cabinet is beneficial. We certainly found frustration at times because we wished we could do more, but I have concluded that the nature of the position is more reactionary. Moving forward, I would like to see the Leimenstoll Administration continue with the CCI printing initiative and do more to reach out to the GAC and NPHC.

Recommendations

We feel that it would be beneficial for the Leimenstoll Administration to have a liaison that is already a member of the Greek community. We feel that it is good for student government to have a representative from the Greek community to continue with the CCI

printing initiative as well as remain a liaison between the Greek community and the Leimenstoll Administration. We think that both Panhellenic and IFC have been well represented through this process, but we would like to see the Leimenstoll Administration reach out to the GAC and NPHC to ensure that their councils are represented.

For the larger councils (IFC and Panhellenic), the position is mostly reactionary, helping when the councils need help or facilitating projects, like CCI printing. For the other councils, Student Government could play a more active role in working to enhance their programming. Also, communication with the councils should be consistent because programming varies from year to year. If the Panhellenic Council does not decide to do another seminar about students' rights and safety, that could be a place for Greek Affairs to get involved.

Peer Advising

Nina Brashears

ninab@live.unc.edu

Platform Progress

Selection of Peer Advisors

The Peer Advising program currently selects peer advisors to serve in eight academic departments that include Biology, English, Geography, Mathematics, Political Science, Psychology, Public Policy, and Spanish, and each of the eight departments has two or three Peer Advisors. At the beginning of the fall semester, the 2010-11 Peer Advisors were contacted regarding their continued involvement in the program as they 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. The Peer Advisors were selected based on their achievements in their major, demonstrated understanding of the department and related opportunities, relationships with faculty, and familiarity with undergraduate and graduate options.

Expectations for Peer Advisors

Each of the Peer Advisors received information on the mission of the Peer Advising 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 want the Peer Advisors to form 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 Advisors developed plans for innovative ways to spread the word to their peers.

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. The Director has connected students with representatives that were passed along from the previous head of Peer Advising. Finally, in order for the program to grow, it is important to maintain the connections with the academic departments. The Peer Advisors form direct relationships within their departments, but the Director of the program provides additional support to the existing contacts from the previous academic year. One potential for expansion that has

been explored involves advising for minor programs in departments. There were conversations with the Dr. Darcy Lear, Director of the Spanish for the Professions Minor, about her limited capacity to answer student questions. She agreed that Peer Advisors would be a great resource to answer common student questions and then direct students to her when her input was needed. Since Peer Advising is already established in the Spanish Department, this is a way to expand offerings of peer advising in departments that already support the program.

Feedback from Advisors

The Director of Peer Advising reached out to the Peer Advisors part of the way through the spring semester to gather information on successes and challenges from the fall semester as well as plans for the coming semester. Representatives from each of the departments gave honest and open feedback on their experiences with the hope that their insights would give direction to the continuance of the Peer Advising Program.

Most of the Peer Advisors only had in-person meetings with one member of the faculty and staff, with the most common person being the Student Services Manager or the Department Chair. However, most advisors had contact with a larger number of other representatives such as the Director of Undergraduate Studies, professors, or listserv coordinators through email. When Peer Advisors rated the accessibility of the faculty within the department, it was revealed that the Geography and Public Policy departments were the most accessible and the Psychology and Mathematics were least accessible. Then, peer advisors rated the support of the faculty of their department and again Geography and Public Policy were rated the most supportive, but Political Science and Biology were least supportive. Most of the Peer Advisors agreed that they prefer to work with another Peer Advisor in their department, so that is definitely a practice that should continue.

Most of the Peer Advisors communicated with students via email, while a few also met with students in person. Overall, the Peer Advisors felt comfortable and prepared to answer student questions. The Peer Advisors have created new plans they hope to complete in the spring semester to expand their exposure within the departments. When asked if they had any comments about the program, many Peer Advisors hoped to target first-year students so they are aware of the program as they explore majors and other options in the beginning of their academic career. One advisor stated, "I think the program might be more successful if it could be advertised to students in general, and not just through specific departments." Another similar comment stated, "I thought the Peer Advising Program was effective in setting out a clear outline of publicizing it within each department. If I had a recommendation, it would only be to heavily publicize on a more campus-wide level that this program exists. I talked to many underclassmen that did not know they had access to these resources. Maybe target future CTOPS sessions for a quick blurb as an example of possible future initiatives." For the next administration, it seems like more general awareness campaigns would be successful in connecting the work each advisor does in their department with the larger campus community.

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 needs 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.

It was insightful to gather feedback directly from the advisors. The Peer Advising program recognizes that each department is different, thus each advisor has the autonomy to create their own plans for interacting with the department and its students. Since most of the tasks of the advisors are self-motivated, it is interesting to compare the different experiences in each department. I definitely think that the connections to students as well as faculty in the departments have created valuable experiences for advisors and the faculty, staff, and students within their departments. Some advisors have faced challenges with their department, but it seems that with continued development of relationships the program can continue to grow with time. For the continuation of the program, there should be efforts to increase overall awareness of the program, especially to underclassmen. It might be a good idea to see how other committees in student government such as Academic Affairs or the PR Team could help with this aspect of the program. Overall, serving as Director of the Peer Advising Program has been rewarding and I am grateful for the hard work and honest feedback from all of the Peer Advisors.

PR and Marketing Team

Annie Kimberley

afkimber@live.unc.edu

Rachel Pratt

rapratt@live.unc.edu

The Student Government Public Relations and Marketing Team (PR Team) was organized into four committees – Public Affairs, Multimedia, Social Media and Design.

Public Affairs

- The Public Affairs Committee (PA) worked on developing strategic communication plans for various Cabinet projects. This included defining audiences, developing tactics and strategies, and conducting research through student surveys and focus groups.
- The committee was integral in publicizing the initial launch of the Student Enrichment Fund. Working closely with the Design committee, PA worked on publicity logistics- from ordering the banner and the stickers, to organizing events such as the Homecoming tailgate and several Pit days to promote the fund. Managing tables in the Pit, PA members were armed with applications and knowledge to help answer students' questions about SEF in the early months of the program's launch. They distributed listserv blasts to various campus groups and heads of different academic departments and wrote a letter to the editor that ran in the *Daily Tar Heel* prior to the February 1st deadline.
- PA conducted a focus group for the Tech and Web committee that reflected students' opinions of HeelMail and the transition from Webmail to the new mailing system. Most of the issues that people had with HeelMail were not related to the transition to HeelMail, but related to being unfamiliar with the interface and available HeelMail features. Because these "problems" were relatively easy to fix, students participating in the focus group were able to teach each other about some of the questions they had, such as how to mark all emails as read, how to most effectively use the address book feature and also how to change the message thread from the "conversation" view. The calendar and Outlook access proved to be the most popular HeelMail features.
- At the end of last semester, the committee worked with the Public Safety committee to develop a comprehensive strategic communications plan to target first-year students in a pilot LIFT program that offers students the chance to become CPR certified. PA proposed that the committee create a dynamic presentation (staging a CPR-necessary situation with trained professionals on the scene), supplemented with an easy take-away (flier, candy with factoids), to expose students to the importance/benefits of AED classes and allow them to take that message home.
- This spring, the committee has been working on a guerrilla marketing project for the Fix My Campus campaign, creating more user-friendly Tech and Web fliers, and

helping Student Government prepare for the March administration transition with a Student Government awareness campaign.

Multimedia

- The multimedia committee redesigned the Student Government website this year, reorganizing pertinent website information. This included editing, condensing and creating pages to make the layout more presentable and information easy to find. To do this, they condensed the information shown on each individual page by providing a link to specific information [ex., on the officers page, there is a link leading to a bio of each individual officer]. This gives website visitors the option to choose what they want to read, instead of having to search through large amounts of wordy descriptions on each page. The multimedia committee also created links and widgets, which are used to help guide visitors to associated sites such as Twitter and Facebook, and websites for other campus organizations and initiatives.
- The multimedia committee also worked on keeping an up-to-date blog on the website. The blog generally focuses on campus events and student-related news. The team goal has been to post at least one blog each week. The overall effort was to create a more user-friendly, one-stop-shop resource for Student Government information.

Social Media

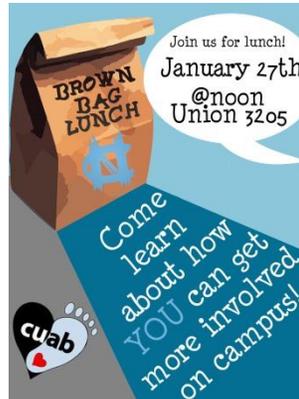
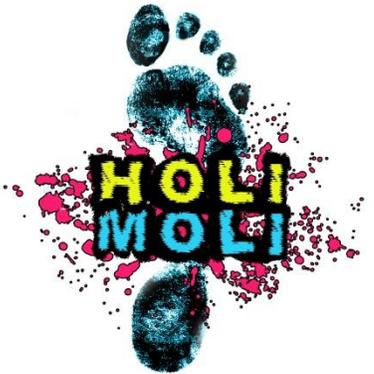
- The Social Media committee has been working hard during the past year to strengthen the Student Government Executive Branch Twitter account, and other Twitter accounts for Student Government projects, including SEF and Fix My Campus. The committee generates a large Word document every week of tweets for the Executive Branch account, SEF and Fix My Campus. For the Executive Branch account, they give a wide variety of categories of Tweets from the arts, to campus news, student government news and sports updates. The Twitter account has become a news source for students to stay informed on live campus news and Student Government events. The committee measures Student Government's social media performance by putting together weekly social media reports in a Google doc. The data is used to determine the effectiveness of its social media presence and identify ways to improve. In addition to Twitter, the committee worked on improving the Student Government Facebook page and conducted brainstorm sessions about how to make the Facebook page more like a public forum and discussion board.

As of the end of March:

- The @unc_execbranch Twitter account has 1,280 followers and 2,010 tweets. The committee surpassed its year-long goal of obtaining 1,000 followers and reaching 1,500 Tweets
- The UNC SEF Twitter account has 74 followers
- The UNC Fix My Campus Twitter account has 89 followers

Design

- The Design committee has created a number of logos for committees and events over the past year. The Executive Branch of Student Government also launched our new and updated logo. Below shows a selection of logos designed:



Co-Chair Perspectives

Annie Kimberley

I am extremely proud of the PR Team's accomplishments this year. From redesigning the Student Government website, to designing logos and fliers for several campus initiatives, the team has worked hard to promote active engagement among student government members and the UNC community. This year, we refocused and organized our efforts on improving all of Student Government's communication channels and made great strides with the website redesign and establishment of a Twitter account.

Student Government plays an important role in so many facets of Carolina life that it was sometimes difficult to provide transparency and engage and inform students on everything the organization accomplished, but we strove to maintain a steady flow of information while using highly visible and innovative methods to reach out to the University

community. One of my proudest accomplishments for the team was our establishment of a weekly Student Government blog where we highlighted major campus events and Student Government initiatives and members. I think this more informal, creative form of communication helps students learn about Student Government on a more personal level. This year we concentrated on establishing sustainable communication channels so I think the team has a great opportunity next year to focus its efforts on utilizing these channels in the best possible way. Next year the team can work closely with the Student Government executive officers and cabinet chairs to disseminate information on all of Student Government's projects using these online channels, such as social media accounts and the website, and by building strategic communication plans.

Rachel Pratt

The team has done a great job on the projects that have been given to us, especially increasing Twitter follows and creating informative, engaging Tweets each week. We have also done a good job improving the quality of the website. While there is still room for improvement, we have worked to create a sustainable page that can transition to the new campaign. I'm excited to see the team continue to focus on communication between Student Government and the student body in the future.



Speaker Series

Matt Farley

mlfarley@live.unc.edu

Cameron Kneib

ckneib@live.unc.edu

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 year:

1. Determining the Eve Marie Carson Speaker for the 2012-2013 Academic Year
2. Developing an Endowment Fund for the Lecture
3. Continuing to maintain a constant presence on campus through our listserv and website

We began the spring semester by writing letters to several different speakers we were interested in inviting to campus to be the 2012 Eve Marie Carson Lecturer. We have officially secured a speaker for the Eve Marie Carson Lecture Series for the 2012 - 2013 school year who will be announced at the beginning of the next academic year. Committee members will continue to work on the logistics of this event and collaborate with the speaker to arrange events that students can attend in addition to the main lecture. We hope to model this event similarly to the lecture held in the fall with Robert Gibbs, including having students attend Q and A tea and having a reception for donors before the event. We have asked the speaker to speak in at least one class during the day and will begin contacting professors of relevant classes at the beginning of the fall semester. We also hope for the speaker to hold office hours for student groups that would like to ask questions / get advice from the speaker.

As a committee, we brainstormed ideas on how to accomplish our self-assigned platform goal of “Developing an Endowment Fund.” Originally, the Women’s Leadership Council agreed to sponsor our project and to raise/manage an endowment for us. We met with Lanier Brown May to talk about the progress of the endowment, but after speaking with her about the current financial situation and the fundraising culture of the Women’s Leadership Council, we decided not to immediately pursue building an endowment. Lanier Brown May and past experience with the Women’s Leadership Council has shown us that fundraising on an event by event basis is not only feasible, but effective as well. We hope to continue working on an endowment fundraising campaign at an undetermined time in the future and to return to our goal of establishing an endowment for the Eve Marie Carson Lecture Series.

At the beginning of the spring semester, we were approached by Professor Theodore Leinbaugh of the English Department about hosting an event. Professor Leinbaugh is currently teaching a class in the Peace, War and Defense Department entitled “Empire and Diplomacy”. The class is co-taught by Professor Leinbaugh and Sir Christopher Meyer, the former British Ambassador to the United States. At the beginning of the semester, Professor Leinbaugh was \$9,000 short of his \$20,000 fundraising goal. He asked Speaker Series to request the \$9,000 dollars from the Subsequent Appropriations of the Student Activity Fee from Student Congress. Four committee members went to the Finance Committee of Student Congress and requested the funds. Our funding request was approved by the Finance Committee but needed to be approved by a majority of full Congress. Between going to Finance Committee and the night of full Congress, the committee chairs met with Professor Leinbaugh once more and learned that the \$9,000 was not a mandatory speaker fee but would actually be part of operating costs that could not be paid for by subsequent appropriations. After learning this, we had our bill tabled. We then spoke with Professor Leinbaugh and the Committee one more time before finally having the bill pulled completely since it did not meet the stipulation of being a speaker honorarium fee. After pulling the bill, we informed Professor Leinbaugh that our committee would not be able to help fund Sir Christopher’s visit, but we would be more than happy to provide logistical and PR support for the events he was organizing.

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. In December we remodeled our website (www.unc.edu/speakers) to be compatible with Google Calendar and allow for listserv patrons to more easily access and add events to their calendars. We also streamlined the process for administrators to add events to the website. This remodeling and subsequent republication of our website added over 200 members to our listserv, bringing the total number of recipients to approximately 1,200 members as of March. We are currently using social media to publicize the listserv and have been working as a committee to accomplish

the goal of having 2,000 listserv members by the end of this academic school year. Additionally, we are reformatting our biweekly listserv email in order for recipients to be able to access events easier and have a more professional format.

Co-Chair Perspectives

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. Our development of a new website was my own personal accomplishment for this year. I tried to make a website that would be not only easy to use, but useful and I think I accomplished this. I am currently working on a system that would automatically tweet events from our calendar two days before they occur to increase their publicity. Developing the new website, and attempting to build systems to make it easier for future co-chairs to manage and use the new website have been challenges that I have enjoyed working on.

I have loved getting to know the people on my committee better as the year has progressed and I know that we will not only continue to work together next year, but continue to be friends. The fall lecture promises to be just as much of a success as the Robert Gibbs lecture and will be much easier to plan with the Committee that has developed over this year.

I cannot wait to see what this committee will accomplish in years to come.

Cameron Kneib

This year as co-chair of the Speaker Series has been a great chance to watch the committee grow into something that has a strong foundation and will continue to expand on the goals it has set out to do. Having formed a great group of new members in the fall, the committee has grown considerably since previous years. Our new members are diverse in their views of different topics and have helped create a dialogue in meetings that I feel represents a broader range of student opinions on the committee than we have had in previous years. While the goals we've set out to complete have changed since we started this year, the important projects and responsibilities of the committee have stayed the same and have incredible potential to develop in the coming years. A strong foundation of members has helped establish what I hope will be a good leadership team for next year and years following.

The Eve Marie Carson Lecture was hugely successful this year and helped put the lecture series on a good foot for next year. Matt worked incredibly hard over the summer to ensure that the event was a success and deserves considerable credit for making the event happen. We learned from mistakes that we made this year such as press placement or time schedules, but hope that our presence on the committee for next year's co-chairs will help them avoid the same mistakes that we made and have answers to questions that may come up.

The redesigned website has helped streamlined our calendar and listserv process and has allowed us to begin integrating things like Twitter and Facebook into our publicity. I am very excited to watch the listserv grow and hope to expand the base of patrons who use this service.

Lastly, I'm incredibly grateful for the help of my co-chair Matt Farley. His work allowed for the Robert Gibbs lecture to be a success and has put in place the framework for this committee to continue to succeed in years to come. The fall lecture should be hugely successful and I am excited to watch the leadership team for next year take this committee and shape it as their own. This committee has a great group of members who have become some of my best friends and I cannot wait to see it continue to grow and develop over the next few years.

Town and External Relations

Cari Jeffries

cjeffrie@live.unc.edu

Shelby Hudspeth

shudspet@live.unc.edu

Blake O'Connor (Spring 2012 study abroad)

boconnor@live.unc.edu

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.

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. We hope to expand the role of Good Neighbor Initiative in the coming year, including planning more activities throughout the year. A variety of events will help promote the continuation of Good Neighbor Initiative beyond the initial kickoff. Additionally, Town and External Relations hopes to work with the incoming PR team to begin preparations for publicity before the year ends, as a limitation this year was the lack of time between returning to Chapel Hill and the event itself.

Fostering Relationships with Mayor Kleinschmidt & Town Councilmembers

Cari Jeffries and Blake O'Connor met with Chapel Hill Mayor Mark Kleinschmidt and Town Councilmembers to introduce the goals of the Cooper Administration. Building these relationships has helped 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. Town and External Relations was able to be keyed in to town events and issues, as well as prepared to discuss student interests and utilize the resources available. These relationships played a key role in both the planning of a Town Council Candidate Forum and involvement in Chapel Hill 2020. The town had an available liaison to address on any issues that arose, and the relationship was beneficial for both sides.

Town Council Candidate Forum

The 2011 Chapel Hill Town Council election was 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 was 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. Committee members contacted Town Council candidates, served as liaisons to the event, and advertised the event.

The Candidate Forum, hosted on November 3rd from 8:00 to 10:00 PM in the Campus Y Faculty Lounge, was a great success. Student attendance comprised several dozen people, groups and individuals had the opportunity to ask questions pertinent to their interests as facilitated through moderator Shelby Hudspeth, and candidates and students discussed town and university issues after the formal debate. Though Student Government did not officially endorse any candidate, Town and External Relations sought to foster dialogue and enhance interest in local politics. In that same vein, Town and External Relations worked 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 – more later).

Chapel Hill 2020

This year, Chapel Hill undertook 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 has served on the Outreach Committee, further working to involve students and other underrepresented groups in the Chapel Hill 2020 process.

In an effort to more fully involve students in the process of Chapel Hill 2020, Town and External Relations has worked to publicize a series of Tavern Talks, held at various locations on Franklin Streets on Thursday evenings in February and March. These forums gave all attendees the opportunity to share their thoughts, interests, and concerns with both town officials and fellow members of the community. Committee co-chairs Shelby Hudspeth and Cari Jeffries attended a variety of the Tavern Talks and engaged in dialogue with many town members and students regarding issues such as transportation and economic development. The committee also worked to publicize these opportunities through social media and on-campus fliers. Tavern Talks were a creative way to involve students in the process, bringing Chapel Hill 2020 closer to them (in terms of both location and issues addressed).

Additionally, Town and External Relations worked in collaboration with Capital Projects to host an on-campus kickoff for Chapel Hill 2020. Hosted in the Student Union, this kickoff event gave students, professors, and employees the opportunity to learn about the process, express their thoughts and concerns, and speak with a number of town officials. The event was a casual drop-in affair, and a wide array of students attended and contributed their opinions to the development of Chapel Hill 2020.

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). Legislation was passed by the Town Council to limit number of cars in the area to four per house. There was regrettably little student advocacy regarding this new ordinance. In light of Town and External Relations experiences with this, the committee will be proactively involved in phone ban proposals and other upcoming issues pertinent to students.

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). By the end of the Cooper Administration, a finalized proposal will be prepared and ready to present to Town

Council. Collaboration efforts with Roosevelt Institute have been further discussed, and Town and External Relations hopes to have the process begun for a possible first run in fall 2012.

Carolina North Project

Shelby Hudspeth and Cari Jeffries have kept up with the progress of the proposed Carolina North Project. The co-chairs attended an update meeting in January and discussed the current status of Carolina North as well as future implications. Town and External Relations will continue to be engaged in this process.

Meetings with Ruby Sinreich

Town and External Relations has worked to foster a relationship with active town citizen and owner of Orange Politics blog, Ruby Sinreich. Shelby Hudspeth and Cari Jeffries have met with Ruby Sinreich to discuss ideas for further student involvement in Chapel Hill. Ideas included active leadership opportunities in Chapel Hill 2020, via committee membership and monthly workshops with student forums and focus groups. They developed the innovative idea of channeling the energy of the Occupy Movement into further student activity in town events. Additionally, Town and External Relations will attend a Candidate Coming Out Party in March, a celebration for all officially declared candidates of local offices. The Town and External Relations Committee will attend, and hope to explore further options for involvement of the larger student body.

On-Campus Voting Site

Town and External Relations helped secure an on-campus voting site at Rams Head for the May primaries and November general election, a wonderful success. Co-chairs were aware of and engaged in a tremendous amount of student desire for an on-campus voting site. After losing the Morehead voting site last year, student voting largely moved to University Square, where issues of needing leaving campus and unfamiliarity with the location acted as hurdles to voting. The committee firmly believes that every student should be engaged in politics - especially local ones - or, more importantly, have the ability to choose to do so, and the core of that is voting. The on-campus voting site is more than a token action, it's about providing an entire demographic the opportunity to be involved and make an impact on something larger than themselves.

Shelby Hudspeth and Cari Jeffries met with Linda Convissor, University Town Relations, to brainstorm possible locations, feasible for students and university employees, which would meet all the BOE regulations. The Rams Head site was the best choice -- its central location, the frequency of student traffic, and familiarity with the site were ideal. Town and External Relations co-chairs and Mary Cooper met with the Board of Elections to facilitate site approval, working with students and administrators to overcome any hurdles. In February, the BOE announced its approval of the site, which Town and External Relations believes will encourage student voting in an unprecedented and incredible way. The Committee will now work to facilitate the voting process, including confirming student involvement in the primary process through signs, directions, and volunteer poll work.

Co-Chair Perspectives

Cari Jeffries

Our committee has had a wonderful year. The lack of platform gave the committee the flexibility to address the most pertinent issues, but a strong base of ideas will prove beneficial for next year. Relationships with town officials have been enriching and sustained, and we have been pleased with our role as liaisons, effective in addressing any town issues that arose. These networks must be sustained in future years, and a successful transition to a new administration will enable the legacy of the work of this year to continue. I am most proud of our efforts in local politics, namely the candidate forum and approval of an on-campus voting site. These events were successes in their own rights but also a tremendous opportunity to engage with various student groups, administrators, and town officials. Involvement in the Chapel Hill 2020 plan has also expanded our ideas for Chapel Hill, and seeing students create their visions for the future is exciting. The year has been highly rewarding and I look forward to continued student engagement in the wonderful community that is Chapel Hill.

Shelby Hudspeth

I have really enjoyed working on this committee this past year and seeing all that we have accomplished. This was my first real experience with working with local politics. The committee members have been great in sharing ideas and participating in the projects that we have taken on. I think that the work of our committee and the projects that we have completed have been successful in illustrating the importance of a strong and lasting relationship between the Town of Chapel Hill and the University. Both are such large parts of our daily lives and I feel it is important to care about the success of both. I am most excited about seeing how the Town and the University communities will work together in the coming years on things like Carolina North, Chapel Hill 2020, and the new on-campus voting site that we will all get to use in upcoming elections. I think these projects will be beneficial in sustaining a strong bond between the Town and University. I hope these projects will spark a greater participation from the student body in the future in things that apply to both the town and the school and I hope that the relationship between the two will continue to grow stronger.

**APPENDIX A:
Media and Newspaper Articles**

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

Daily Tar Heel

2011

04/05 – Fewer but newer faces take student government reins

04/06 – Cutting, Cooper’s way: Student government is going on a much-needed diet

04/18 – SBP Mary Cooper cuts cabinet from 45 to 27

04/25 – Think local, act vocal: Students’ summer advocacy will be crucial in tuition talks

05/11 – Cooper’s student listserv to lead NC lobbying efforts

05/18 – Stand with students; help fight budget cuts

05/30 – Student Body President Mary Cooper lobbies NC General Assembly for funding

06/15 – Students represented at Chapel Hill Town Council

07/11 – One foot(print) at a time: Mary Cooper’s early successes indicate her ability to achieve goals

09/01 – UNC Greek houses to join Cooper’s CCI printing initiative

09/01 – Fund to bring innovative energy financing to UNC

09/13 – Fast-tracking treasurers: A new treasurer’s test makes approval easier for student groups

09/15 – Students gather to remember Sept. 11’s toll

10/03 – UNC student government launches student enrichment fund

10/11 – Cooper asks Kleinschmidt for help on Safe Ride taxi program

10/11 – Gender-neutral housing proposal to undergo administrative review

10/13 – Open House takes on new roundtable format

- 10/24 - Airport shuttle service to be more consistent
- 10/27 - UNC to host sixth annual STRETCH conference Nov. 5
- 10/28 - UNC's student fee advisory committee decides fates of athletic, transit fees
- 10/31 - UNC participates in Game Day Challenge, focuses on composting food waste
- 10/31 - Too much, too soon: Early tuition proposals go above and beyond an acceptable increase
- 11/02 - Tuition hike proposal forces Cooper to make tough decisions
- 11/02 - Progress report: Cooper's executive branch
- 11/02 - UNC's new Student Enrichment Fund program draws 19 applicants
- 11/03 - Cooper seeks student input on tuition proposals
- 11/07 - UNC SBP Mary Cooper holds tuition forums
- 11/08 - UNC SBP Mary Cooper holds second tuition meeting
- 11/09 - A time for reflection, and a look ahead
- 11/10 - Mary Cooper's Mid-Term Report
- 11/10 - SBP Mary Cooper flat-rate taxi plan waiting on Chapel Hill Town Council
- 11/10 - Watch the Carrier Classic with Carolina Fever
- 11/13 - Student Enrichment Fund to be put to good use
- 11/14 - Student Congress debates elections section of Student Code
- 11/14 - America Recycles Day promotes sustainability
- 11/15 - Improved crosswalk for South Campus
- 11/29 - Housing changes debated
- 11/30 - Tuition hike protests lack unity, direction
- 12/04 - Eve Carson's legacy continues to shape public safety measures

12/05 - UNC printers could be installed in Greek houses

12/05 - Four students selected for enrichment fund grants

12/06 - Student Enrichment Fund gives grants to four students

12/06 - Lower turnout this year for optional potential candidates meeting

2012

01/09 - LFIT courses incorporate CPR/AED training in pilot program

01/09 - Crunch time for tuition increases

01/11 - UNC students plan to march on Board of Governors meeting to protest tuition hikes

01/17 - Student Body President Cooper supports 10 percent tuition plan proposed by system president

01/19 - UNC hopes for better ranking in RecycleMania

01/22 - FixMyCampus will allow UNC students to directly contact student government with questions

01/22 - Every student should attend MLK week events

01/22 - New student response system remains unproven

01/24 - Adam Jutha to stay on executive branch during run for senior class president

01/25 - UNC student body president race attracts seven hopefuls

01/29 - UNC student body presidents: Then and now

02/01 - US Secretary of Housing and Urban Development to hold town-hall at UNC

02/09 - Jon Curtis, adviser to student government and organizations, retires

02/16 - A recipe for failure: Students should expect poor representation if they don't vote

02/19 - UNC-system's low-tuition model may not be sustainable, some warn

02/19 - Stop complaining. Go vote.

02/20 - Vote 'Yes' on ASG referendum

02/22 - SBP-elect Will Leimenstoll ready to get to work

02/23 - Tea Talk hosts discussion on student government's effectiveness

02/27 - Parents Council doles out \$92,000 to fund 13 on-campus grant proposals

03/01 - Live authentically, like Eve

03/22 - UNC, Duke student government officers share policy ideas

03/25 - UNC's Holi Moli event draws record crowd of more than 2,500

03/26 - Leimenstoll nominates student government's top officers

04/02 - Student Body President Mary Cooper fulfilled all 'big three' campaign points before leaving office

The Carrboro Citizen

October 20, 2011 – Spirit of student-led protests lives on

APPENDIX B: Student Body Vice President's Executive Branch Restructuring Proposal

OBJECTIVES

1. **Make the executive branch more responsive** by creating new positions that expands capacity to conduct high-level communications and research
2. **Bridge the gap between internal and external policy discussions** by integrating external appointments with executive staff
3. **Make the cabinet functional as an advisory and planning group** by reducing it to a number that can sit around a conference table
4. **Improve recruiting and retention** for executive staff by focusing on leadership development, creating a sense of ownership and establishing clearer paths for advancement
5. **Create clear expectations for staff members** by codifying a vision, time commitments, specific responsibilities, and preferred qualifications for each job
6. **Establish a base of institutional knowledge** to inform future policy-making and advocacy through the adoption of record-keeping and reporting procedures

Professional Development and Advancement

The proposals advocated in the report greatly expand Student Government's ability to identify and develop talent. The hope is that, under this new system, members will feel more empowered and invested with greater responsibility. The goal is to ensure that all members feel a sense of ownership of Student Government. This is achieved in part by expanding the number of roles available to students. Currently, students can be committee members (a vague role), a committee co-chair (a very issue-specific role that has high expectations but a low profile), executive assistants (another vague role), or an Executive Branch Officer (positions highly concentrated with responsibility). This plan breaks that structure down by shifting positions up from the committee-level and down from the Executive Branch Officer level. Meanwhile, it creates a corps of students who are assigned on a task-specific (as opposed to issue specific) basis.

KEY CHANGES

Senior-Level Staff

1. The Secretary is renamed **Chief Communication Officer** and charged with the planning and implementation of communication strategy, and with oversight of positions for graphic design, photography, social media, and web programming.
2. A new **Director of Research** is created with responsibility for managing a staff that will conduct research to guide policy decision of the Executive Branch.
3. This plan formalizes sets of responsibility currently handled by **Executive Assistants into standing positions**. Executive Assistants currently fall into two broad categories. The first would be those students that fit the role as its name implies, and help with a broad range of



day-to-day tasks. These roles would be retained and continue with the Executive Assistant title. However, new positions such as Deputy Chief of Staff for Special Projects are created, recognizing that certain Executive Assistants fill roles more specialized than their name implies. Creating these types of positions makes for a clearer delineation of responsibility, and also provides more avenues for upward mobility in position.

Cabinet

1. The size of **the cabinet is reduced to 15 members**, the Senior-Level staff team plus nine policy directors. This should **enable real discussion** and allow the group to **serve in an advisory and planning role**
2. **Co-Chairs become individual Directors**, emphasizing a role driven by advocating policies to administrators rather than leading meetings. Meanwhile, moving from co-chairs to individuals Directors should streamline the organization and eliminate collective-action and communication problems. Directors will be **responsible** for implementing platform points and developing policy in their respective issue areas, leading a team of issue-specific and task-specific members, and may also **hold key appointments** to University committees.
4. **External Appointments** will be integrated into the cabinet structure (see below).
5. Committees will have a certain number of **standing staff** responsible for working on that committee throughout the year. There is the option of providing these students with the title of **Deputy Director**, which could raise their profile and result in greater buy-in. That option is explored in the structure outline at the end of this document.
6. A corps of students will serve as **task-specific staff** and will be assigned to committees for specific projects, and will work on multiple different projects throughout the year. The Chief of Staff will manage their assignments.
7. The position of **Executive Archivist** is added to replace vestigial responsibilities of the former position of Student Body Secretary. The Archivist and his or her Executive Assistants will be responsible for compiling the October and March Reports, taking minutes, and keeping record of important documents generated by the administration. It has been recommended that this position could also report to the Chief Communications Officer.

Commissions

1. **Commissions are created** as a new structure to fulfill deliberative roles within the executive branch. Each will be organized as best suits its needs.
2. The **Commission on Multicultural Affairs and Diversity Outreach** will further diversity and multiculturalism at Carolina. Under the leadership of the Director of Diversity and Multicultural Policy, this commissions will plan and host events, serve as a forum for discussion, and act as a semi-independent advisory body to the Student Body President.
3. **The Student Advisory Commission** would be a committee that merges the Student Advisory Committee to the Chancellor and the Student Leadership Advisory Committee. It would be co-chaired by the Student Body Vice President and another student, and be tasked with providing independent advice and representing student concerns to the Vice Chancellor for Student Affairs and the Chancellor.

4. All new students in the executive branch would be members of a **Commission on New Member Leadership Development**, which would meet regularly to hear briefings by senior staffers and administrators, share lessons and challenges, and work on essential leadership skills.

External Appointments

1. A major change proposed by this plan is how it approaches External Appointments. Currently, Cabinet and External Appointment are separated. However, this impairs the ability of Cabinet committees to develop relationships and understanding that could empower their ability to affect policy. As an example, there are currently a number of External Appointments that relate to academic policy but none of those External Appointments sit on the Academic Affairs Committee. This plan would integrate Cabinet positions with External Appointments thus infusing greater expertise into the Executive Branch.

Special Projects

1. Special Projects, which already exist independent of cabinet committees, would continue to be under the management of the Chief of Staff. We recommend that the Chief of Staff appoints a Deputy Chief of Staff to oversee and support these activities.

Implementation

1. We strongly encourage the Student Body President-Elect to create a staffing guide that enumerates the standing roles and approximate time commitment expected of each staff member from the Associate Director position up. Such a document would be a valuable tool when providing feedback and evaluation.
2. Continually Structural Review

NEW POSITIONS

Chief Communications Officer (CCO)

Creating a CCO position would complete the role transition of the Student Body Secretary that began under the Hogan Administration, when the Secretary was stripped of responsibilities for updating the Student Code. Under the Cooper Administration, the Student Body Secretary (SBS) has taken on greater responsibility for communication and strategy. As part of this shift, the Public Relations (PR) Team was shifted from a cabinet committee reporting to the Chief of Staff to a team reporting to the SBS. Meanwhile, the current SBS has added a staff photographer position and also worked diligently to improve our online presence. Changing the name from SBS to CCO solidifies this new role and raises the profile of an otherwise ambiguous position.

A second key change is the creation of Directorships reporting to the CCO. Currently the PR team has three subcommittees (Design, Social Media, Strategy) and is run by two co-chairs that answer to the SBS. However, this plan proposes that each of these subcommittees become a Directorship that answers directly to the CCO. This should eliminate the confusion present

when it was unclear in varying circumstances whether tasks should be sent to the SBS, to the PR Co-Chairs, or to a subcommittee.

Director of Research

The Research Officer will serve as a counterpoint to the revised role of Chief Communication Officer. He or she will solicit the student body for information through polls, surveys, and focus groups, in addition to existing sources of information such as tweets, emails, and soon Google TalkBin. From those sources, the Research Officer and their staff will find insights and coordinate closely with every officer to ensure that these insights are used to inform strong, student-oriented policy.

Chief Information Officer

The Chief Information Officer would be an individual shared across all branches of Student Government. As it stands, the Executive Branch, Congress, Honor Court, GPSF, and Supreme Court all struggle to maintain a responsive web presence. The concept is that all of those branches would pool resources to hire a student (or students) who could build tools that make Student Government more efficient and accountable. Existing online systems, such as the Finance Request System and the Treasurer's Test, will fall under this individual's purview, but the CIO would also build new tools to put a treasure trove of information at our fingertips, including a project tracking system that could greatly expand our capacity for follow-up from year to year. Though it is an expectation that the CIO will have a strong background in web programming, it is equally important that he or she has a fully developed conception of Student Government. This change would align us with our sister organizations, both within the UNC-system and beyond, and position us to operate as a 21st century advocate for the student body.

Chief Knowledge Officer / Executive Archivist

This plan proposes the creation of an Executive Archivist position. This individual would fill many of the roles previously tasked to the Student Body Secretary, including the taking of minutes at Cabinet and Senior Officer meetings, keeping record of bills passed, and filing all speeches, op-eds, and articles relevant to the operations of the Executive Branch. This individual would also be responsible for the compilation and distribution of the October and March Reports, working with the Chief of Staff and Senior Officers to secure records and progress updates of all projects. In all of these tasks, the Archivist would have the option of retaining Executive Assistants.

Committee-Specific versus Task-Specific Students

Under the current structure, students without a leadership position can engage with the Executive Branch by serving as an External Appointment, a committee member, or an Executive Assistant. However, due to the limited number of EA positions, most students only have the first two options. The problem with this structure is that it is incredibly issue-specific. New students often have interests that span multiple committees and do not have an allegiance to any one area. The result: the highest achieving committee members are often on multiple committees, which makes it difficult for them to focus on specific projects. This proposal would formalize

that concept. Students would have the option of applying to be a committee staff member or a task-specific member. The latter group would be supervised by the Chief of Staff, and loaned out to different projects throughout the semester. This could be a short project like planning a teach-in, or a long-term project like working with EAC on a bike-share program. This structure would allow students to experiment in multiple areas, ensure that all committees have access to adequate support, and allow for demand staffing throughout the Executive Branch structure.

Public Service Liaison Officer

This position represents a reconceptualization of the role that Student Government should play in regards to public service and advocacy. Instead of planning direct service events, the Public Service Liaison Officer would maintain a constant dialogue with service groups on campus. This officer's main responsibility is to identify the challenges facing these organizations and then helping the Executive Branch address them. Properly implemented, this individual would be a force-multiplier for the many groups on campus doing fantastic direct service. Meanwhile, the opportunity would still exist for this officer to work on projects such as "CTOPS After Dark" (a current Public Service and Advocacy Committee project) by partnering with other Directors, or directly with other student groups on campus.

Greek Council Liaison Officer

The Cooper Administration discontinued the Greek Affairs Committee as part of its initial reforms and instead created liaison roles, with four individuals tasked with serving as a link to each of their four respective councils. This proposal recommends that this structure is maintained; however, instead of four liaisons, the possibility of creating one (or two) Greek Council Liaison Officers should be considered. Whatever the number, these individuals will be tasked with reaching out to the four councils, identifying issues of concern and then relating those to the proper Executive Branch Directors.

STRUCTURE

Senior Staff

- I. Student Body President (and Executive Assistants as needed)
- II. Student Body Vice President (and Executive Assistants as needed)
- III. Student Body Treasurer (and Executive Assistants as needed)
- IV. Chief of Staff
 - a. Deputy Chief of Staff for Special Projects
 - b. Deputy Chief of Staff for Recruitment
 - c. Deputy Chief of Staff for Leadership Development
 - d. Greek Council Liaisons
- V. Chief Communication Officer
 - a. Director for Social Media
 - b. Director for Web Programming
 - c. Director for Design (and Assistant Directors)
 - d. Director for Photography (and Assistant Directors)
- VI. Research Director

- a. Deputy Directors
- b. Assistant Directors
- VII. Senior Advisor

Cabinet-Level Staff

- I. Director of Academic Policy
The Director of Academic Affairs would serve as the Student Government appointee to the Educational Policy Committee, sit on the Calendar Committee, and Chair the Student Academic Advising Board.
 - a. Deputy Director for Libraries
 - i. Appointee to Administrative Board of the Library
 - ii. Appointee to the Student Library Advisory Board
 - b. Deputy Director for Undergraduate Research (Currently: OUR Director of Undergraduate Research Outreach)
 - c. Deputy Director for Global and International Affairs
 - d. Deputy Director for Faculty Issues and Appointee to Faculty Council
 - e. Task-Specific staff assigned by the Chief of Staff
- II. Director of Student Affairs
 - a. Deputy Director for Housing Policy
 - i. Liaison to RHA
 - ii. Appointee to the Housing Advisory Board
 - b. Deputy Director for Dining Policy & Student Dining Board Appointee
 - c. Deputy Director of Campus Recreation and Appointee to Campus Recreation Advisory Board
 - d. Task-Specific staff assigned by the Chief of Staff
- III. Director of Government Relations
 - a. Deputy Director for Local Relations
 - i. Chapel Hill Downtown Partnership Executive Board Appointee
 - b. Deputy Director for State Relations
 - c. Task-Specific staff assigned by the Chief of Staff
- IV. Director of Safety and Transportation
The Director of Safety and Transit would serve on the Advisory Committee on Transportation, Chapel Hill Transportation Board, and Chair the Student Safety and Security Committee
 - a. Deputy Director for Safety
 - i. Appointee to Campus Personal Safety Committee
 - b. Deputy Director for Transportation
 - i. Appointee to Pedestrian and Bicycle Safety Committee
 - c. Task-Specific staff assigned by the Chief of Staff
- V. Director of Environmental Policy
Serves as the Sustainability Advisory Committee Appointee
 - a. Chair, Renewable Energy Special Projects Committee
 - b. Task-Specific staff assigned by the Chief of Staff

- VI. Director of Technological Affairs
 - Serves as the head of the Student Technology Advisory Board*
 - a. Deputy Director for Classroom Technology
 - b. Deputy Director for Network Policy
 - c. Assistant Director
 - d. Additional members at the discretion of the Director or Chief of Staff
- VII. Director of Diversity and Multicultural Policy
 - The Director of Diversity and Multicultural Policy will chair the MADO commission, while also being responsible for developing policy to increase Student Government and university diversity.*
- VIII. Chief Information Officer

RESPONSE TO CRITICISM

Why no arts advocacy committee?

Answer: Due to the work being done by Carolina Creates and their comparative advantage on this issue, the recommendation is that Student Government coordinate more closely with them on arts-related issues.

Why no co-Chairs?

Answer: To increase the perceived stature of the position, create a clearer delineation of responsibility and allow for a more agile cabinet, the recommendation is to shift from co-chairs to single directors.

Won't this mean fewer students can join student government?

Answer: If properly implemented then the number of students engaged should be approximately the same as it is currently. However, with this plan we expect retention to increase dramatically, meaning that there will ultimately be more students engaged with the Executive Branch over the life-course of an administration. Retention is one of the Executive Branch's perpetual challenges, and it is commonplace for large committees to winnow to only a few members over the course of a semester. However, by establishing fixed positions of responsibility greater than that of 'committee member' this plan should keep students engaged and working through an entire administration.

This seems top-heavy; everyone has a title!

Answer: Student Government is unique because, from a philosophical position, its 'members' are all the students at Carolina and every student working in Student Government is an 'officer' in some capacity. Thus, to delineate between Student Government 'Officers' and Student Government 'members' as is traditionally done treats Student Government like any other club, while ignoring its broader role on campus.

Does this mean that all external appointments will be filled with officers?



Answer: No. With few exceptions, the Executive Branch appoints at least two students to each committee or position throughout the university. This plan proposes that one of those appointments becomes a student in an officer position (as is already done in some situations. See: Education Policy Committee, Student Technology Advisory Board, etc.). However, all additional positions will be filled in the same manner they currently are.

What happened to Global University?

Answer: The responsibilities for this position have been shifted under the Director for Academic Policy.

What happened to Public Service and Advocacy?

Answer: The responsibilities for this position have shifted to the liaison to the Campus Y.

What happened to Student Body Outreach?

Answer: The responsibilities of this position have been shifted under the Director of Research and the CCO.

What happened to the PR Team?

Answer: The role of the PR Team is formally integrated into the CCO position.

APPENDIX C:
Tuition Proposal for Tuition & Fee Advisory Task Force

A Sustainable Tuition Proposal for the University of North Carolina at Chapel Hill

November 14, 2011
Tuition and Fee Advisory Task Force

The Executive Branch of Student
Government



Gathering Student Feedback

- Held 9 forums and two focus groups with over 300 students attending
- Over 60 emails sent to unctuition@gmail.com
- Over 40 text messages into TalkBin
- During the forums and discussions, we outlined the current budget process and discussed student priorities.



Student Priorities

- Access to and affordability of higher education for North Carolinians and for all students who attend the University.
- A top quality University with excellent professors (both research and teaching)
- Diversity of the student body
- Contract with the state of North Carolina and its students



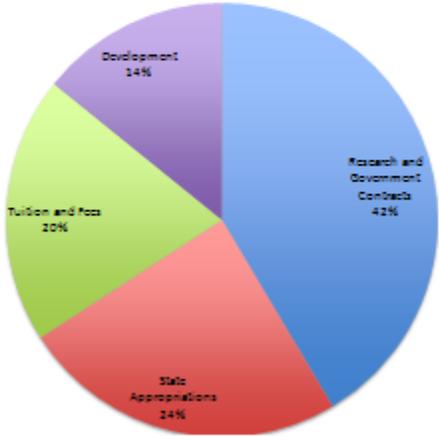
A University of the People

We are a state supported University, therefore, we believe that students should not contribute a larger percentage to the University's budget through Tuition and Fees than the State itself.

A \$2,841 increase over either two or four years would put us in danger of approaching the point where students contribute a greater share to a public state university than the state itself.



Sources of funding for UNC-CH
Budget 2007-2010

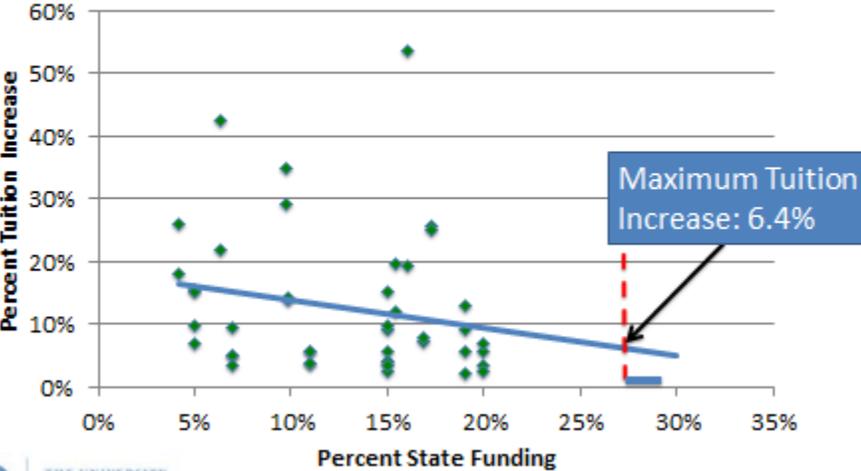


Proposal: Sustainable Tuition Increases over the Next Four Years

- A maximum 6.4% increase for resident students
- 4% increase for non-resident students
- 5% increase for incoming first-year students for the next 2 years.
- Student priorities achieved and maintained starting in 2012 and the University strengthened through 2015.
- University's priorities fully paid for by 2014



6.4% Increase for Resident Students



Non-Resident Increase of 4%

- Goal: Maintaining a competitive and high-achieving non-resident population
 - 4% increase = \$998 increase for FY 2012- 2013
 - Keeping the one year increase under \$1000
- Whereas, a 6.4% increase would = \$1,596.99 increase for FY 2012 -2013
 - This would bring tuition for non-residents to \$26,550
- Over the past five years, non-resident undergraduate students have seen an average tuition increase of \$1,370 annually, whereas resident undergraduate students have seen an average increase of \$335.



Supplemental Increases

- Proposal: 5% supplemental increase for incoming first-year students for the next two years.
 - First-year tuition: \$5,713 for 2012- 2013
 - Other resident students would be paying \$5,456 for 2012 – 2013
- Justifications:
 - Ability to transfer or secure a job for the summer
 - Future students are able to make better financial decisions and can better prepare for increased tuition
 - “Inside baseball”
 - Current students are paying the price, while seeing quality diminish



Sustainable Tuition Proposal

- We propose that supplemental tuition increases are always phased in for incoming students to ensure predictability for students and their families and prevent undue burden for current students.
- Benefits: predictability, maintaining and ensuring student diversity, and commitment to the State constitution that we are “free as practicable”



Assumptions in the Model

- No enrollment growth
- Maintaining current levels of state funding
- Equivalent number of students in each class
- Estimates exclude professional students



Year 1: FY 2012 -2013

Tuition amount given a maximum 6.4% increase for residents in their sophomore, junior, and senior years, a 5% supplement for first-years, and maximum 4% increase for non-residents

	First Year	Second Year	Third Year	Fourth Year
Resident UG	\$5,713	\$5,456	\$5,456	\$5,456
Non-Resident UG	\$25,951	\$25,951	\$25,951	\$25,951
Resident Grad	\$7,550	\$7,211	\$7,211	\$7,211
Non-Resident Grad	\$23,363	\$23,363	\$23,363	\$23,363

Total Y1 Revenue (increase over the baseline): \$15,580,700

Net Y1 Revenue: \$8,282,285

Priorities Funded:

- Lost Credit Hours Restored
- 1.56% Faculty Salary Increase



Year 2: FY 2013 – 2014

Tuition amount given a maximum 6.4% increase for residents in their sophomore, junior, and senior years, a 5% supplement for first-years, and maximum 4% increase for non-residents

	First Year	Second Year	Third Year	Fourth Year
Resident UG	\$6,364	\$6,078	\$5,805	\$5,805
Non-resident UG	\$26,989	\$26,989	\$26,989	\$26,989
Resident Grad	\$8,410	\$8,033	\$7,672	\$7,672
Non-resident Grad	\$24,297	\$24,297	\$24,297	\$24,297

Total Y2 Revenue (increase over baseline): \$32,480,646

Net Y2 Revenue: \$17,864,355

Priorities Funded:

- Maintain credit funding
- 4% Faculty Salary Raise over 2011
- \$800 Graduate Student Raise
- \$364,355 for Academic Plan and Libraries



Year 3: FY 2014 – 2015

Maximum 6.4% increase for resident and a maximum 4% increase for non-residents

	First Year	Second Year	Third Year	Fourth Year
Resident UG	\$6,771	\$6,771	\$6,467	\$6,177
Non-resident UG	\$28,069	\$28,069	\$28,069	\$28,069
Resident Grad	\$8,747	\$8,948	\$8,547	\$8,163
Non-resident Grad	\$25,269	\$25,269	\$25,269	\$25,269

Total Y3 Revenue (increase over baseline): \$50,806,127

Net Y3 Revenue: \$27,943,370

Priorities Funded:

- All University Priorities fully funded
- 7% raise for Faculty over 2011



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Year 4: FY 2015 – 2016

Maximum 6.4% increase for resident and a maximum 4% increase for non-residents

	First Year	Second Year	Third Year	Fourth Year
Resident UG	\$7,204	\$7,204	\$7,204	\$6,881
Non-resident UG	\$29,191	\$29,191	\$29,191	\$29,191
Resident Grad	\$9,097	\$9,306	\$9,521	\$9,094
Non-resident Grad	\$26,280	\$26,280	\$26,280	\$26,280

Total Y4 Revenue (increase over baseline): \$70,074,628

Net Y4 Revenue: \$38,541,046

Priorities Funded:

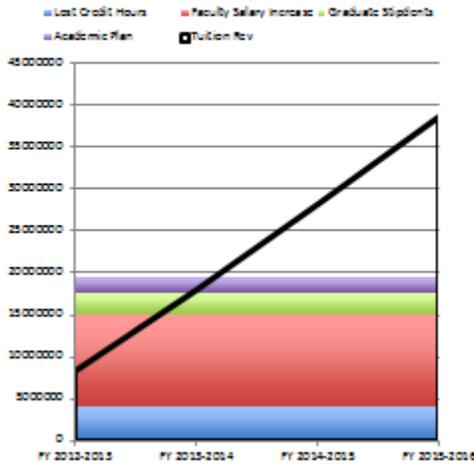
- Additional 10.5 million available for the Academic Plan or other needs



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Funding Critical Priorities FY 2012-2015

- FY 2012:
 - Lost Credit Hours Restored
 - 1.56% Faculty Salary Increase
- FY 2013:
 - Maintain credit funding
 - 4% Faculty Salary Raise over 2011
 - \$800 Graduate Student Raise
 - \$364,355 for Academic Plan and Libraries
- FY 2014:
 - All University Priorities fully funded
 - 7% raise for Faculty over 2011
- FY 2015:
 - Additional 10.5 million available for the Academic Plan or other needs



“What [the University] asks, and all that it asks, is not for itself, but as the common instrument of all men concerned in advancing the general welfare and the more abundant life of the State. For this reason it confidently asks... for the sympathetic understanding and interest of all those who work with a decent and reasonable regard for the common good...”

University President Edward Kidder Graham, 1916

**APPENDIX D:
Revised Tuition Proposal****The University of North Carolina at Chapel Hill:
Creating a Sustainable Tuition Model**

In 1916, University President Edward Kidder Graham wrote:

“What [the University] asks, and all that it asks, is not for itself, but as the common instrument of all men concerned in advancing the general welfare and the more abundant life of the State. For this reason it confidently asks... for the sympathetic understanding and interest of all those who work with a decent and reasonable regard for the common good...”

In the midst of the state’s budget crisis, the students at the University of North Carolina at Chapel Hill understand the need for higher tuition and larger classes, fewer courses in each major and salary restraints for professors. However, there comes a point at which austerity will do permanent harm to the University and to the State of North Carolina. We must do all we can to avoid such harm.

In order to ease the pain and to promote the quality of the University, Student Government is proposing a sustainable, predictable tuition model. It has three significant components:

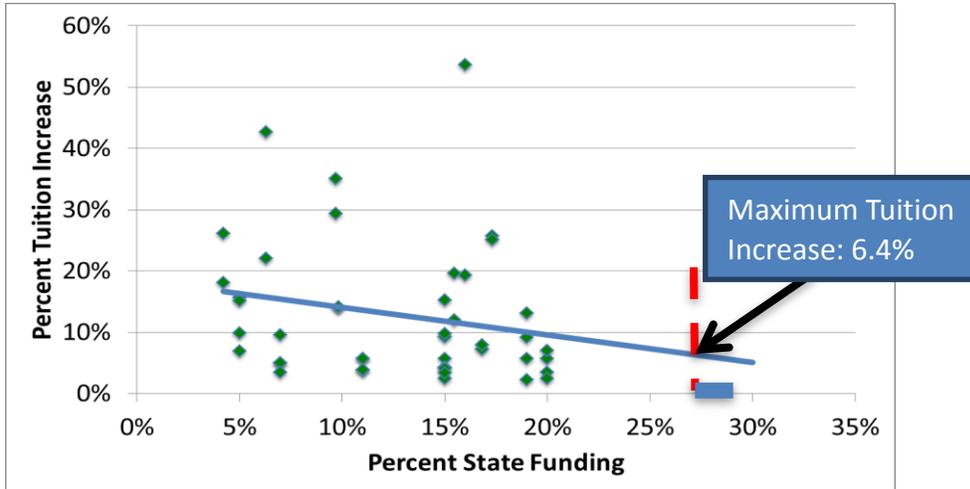
- 1) Tuition increases each year should be as small as possible (6.4% or less) and announced a year in advance so that students can plan.
- 2) As the North Carolina economy recovers, the State should return to its former funding levels of the University so that it remains a powerful economic engine in the State.
- 3) Tuition dollars must be stretched farther in order to give students greater value for their increased payments.

1. Curbing Supplemental Tuition Increases:

The University of North Carolina at Chapel Hill is still relatively fortunate compared with other top state universities. While Chapel Hill has received 27-29% of its funding from the state in the past two years, few of our peers are funded at this level. In fact, our peers’ level of state support ranges from 4-20% of total funding. UNC-CH is superior because of its funding model. This is a point of pride for our state, our University, and our students.

In the graph below, tuition increases by our peer institutions are compared to levels of state funding for each of the past two years. The red dotted line indicates UNC’s level of state funding this year is at 27%—much better than our peers.¹ Assuming 27% state funding for next year, we see that UNC’s maximum tuition increase should be 6.4%. For in-state undergraduates, this would be an increase of \$328.19 on annual tuition of \$5,456.

¹ The trend line is calculated using a simple least squares regression of percent tuition increase by percent state funding. For each additional 1% of state funding, tuition changes decrease by 0.47%.



For out-of-state undergraduate students, this maximum increase of 6.4% would be \$1,596.99. We believe that this increase, which would bring total non-resident undergraduate tuition to \$26,550 (or five times higher than in-state tuition), would significantly deter high-quality non-resident students from choosing Carolina, endanger the ability of current non-resident students to pay (particularly those just above the line of qualification for need-based financial aid), and reduce the quality of the academic climate. Therefore, we propose an increase of no more than \$1,000 for non-resident undergraduates, or 4%.

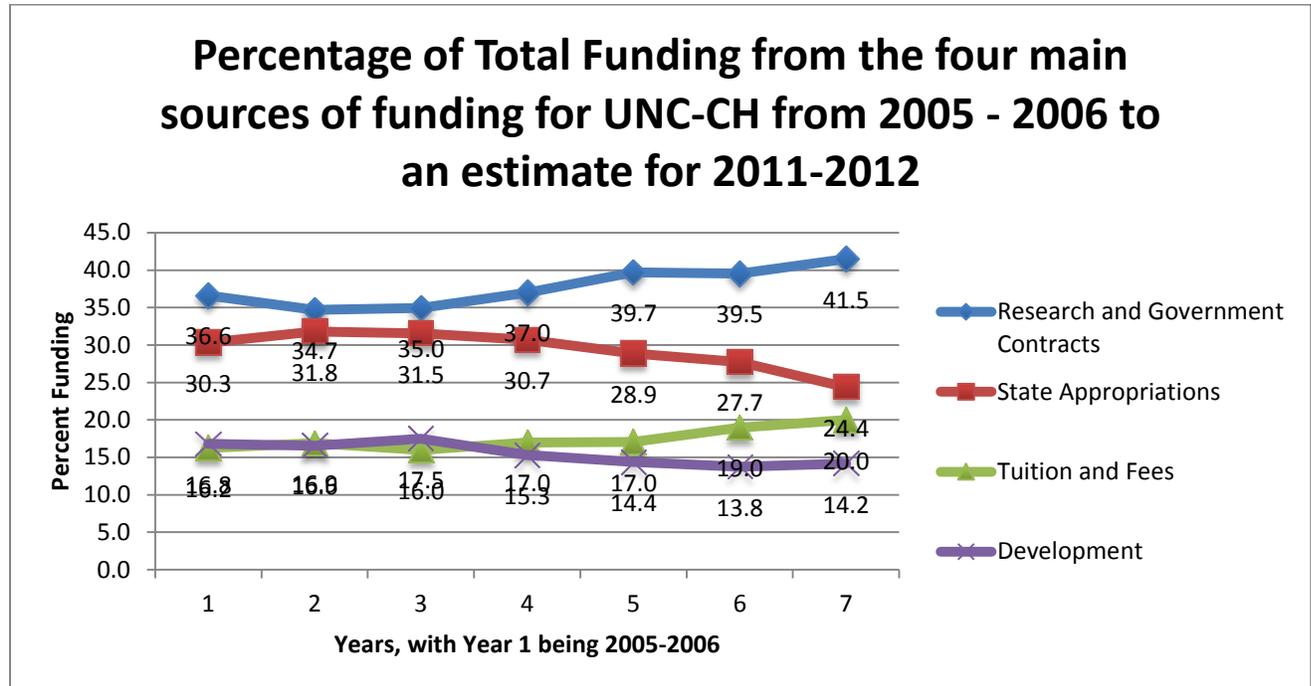
The timing of tuition increases is also important. If a tuition increase is approved in February or March, students who have to leave UNC for financial reasons will not have sufficient time to apply to transfer. However, prospective students will still be deciding during those months, and will be able to make their decision with sufficient information. In order to ensure predictability for current and future students, we propose that any “supplemental” increases are added to first-year cost of attendance. In this case, we propose that students entering in 2012 and 2013 face an additional 5% tuition increase, to bring first-year tuition to \$5,713 for 2012 (with sophomores, juniors, and seniors paying \$5,456). This supplemental increase will only take place over the next two years (in order to keep the pressure on the State Legislature to return to historic funding levels as the economy recovers), and each year’s increase would not be compounded – in other words, tuition would increase by 11.4% for an entering class, rather than 5% higher than what tuition would be with a 6.4% increase

2. Help Carolina Recover As the State’s Economy Recovers

State tax revenues are gradually increasing as the economy recovers. Although growth is slow, the State Legislature should not use the current recession as an excuse to permanently harm the University and to diminish its national standing. Our State’s legislators understand that the UNC system is a powerful economic engine for the entire State that promotes job growth and business recruitment. It would be tragic for our State to fail to preserve this key competitive advantage.

Historical funding rates from the State for UNC are higher than they are currently. With a tentatively improving economy, we believe that Chapel Hill should be on track to receive 30% of its funding from the legislature (as it did prior to 2008) by 2015. This will further decrease the pressure on students for tuition increases.

This chart also shows, in addition to the recent decline in State funding, the continuing need to boost development. Contributions from alumni, corporations, and businesses with an interest in North Carolina and the University are of the utmost importance.



3. Funding Student Priorities:

The following table offers a rough estimate of the revenue this system would create over the next four years.

	Baseline Revenue	Tuition	Revenue Increase Over the Baseline	Net Revenue
2011-2012	\$279,433,156			
2012-2013	\$294,501,856		\$15,058,700	\$8,282,285
2013-2014	\$311,923,802		\$32,480,646	\$17,864,355
2014-2015	\$330,249,283		\$50,806,127	\$27,943,370
2015-2016	\$349,517,784		\$70,074,628	\$38,541,046

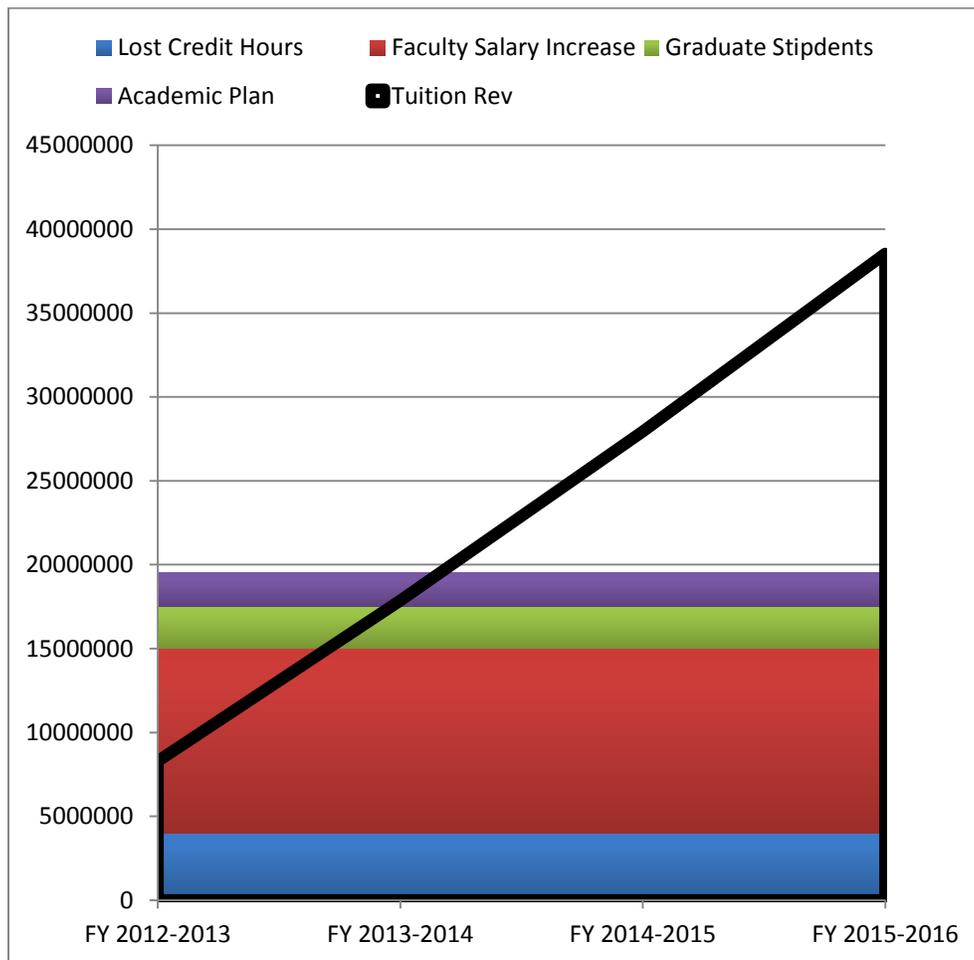
The first assumption is that 45% of revenue will go directly to need-based financial aid in order to lessen the pain of tuition increases on the students with the most need.

For the remainder of the new revenues, Student Government suggests that it be spent in the following way:

- In FY2012, lost credit hours would be restored, and faculty would be given a 1.56% raise.
- In FY2013, credit hours would continue to be funded, faculty would arrive at a 4% raise over 2011, graduate student raises would be fully funded, and \$364,355 would be left for the Academic Plan.

- By 2014, all University priorities would be fully funded, but with a 7% raise for faculty over 2011 standards. This is higher than the raise stipulated by the University, but students believe that significant pay increases are necessary to compensate for the pay freezes of the past four years and to retain and attract the highest quality faculty possible.
- By 2015, there will be an additional \$10.5 million available for funding the Academic Plan or other needs that arise. The following graph notes University costs vs. tuition revenue, with only those costs outlined in the “Specific Needs” document incorporated – i.e. this graph reflects a 4% faculty raise, rather than the student-proposed 7% raise.

Costs vs. Tuition Revenue



Summary:

This plan is based on the understanding that the University of North Carolina at Chapel Hill will continue to be a generously State-supported institution, and that, as such, our strong ties to the State as students and as a community will persist. By creating a sustainable and predictable tuition increase plan, students will be better able to prepare financially for their undergraduate experience, and the State will be aware of its expected contribution far in advance. Revenue brought in by tuition increases should be used to fund students’ educational priorities. This plan places greater emphasis on the role of the State of North Carolina in supporting its students and preserving the powerful economic engine of the University.



**APPENDIX E:
Tuition Forum Presentation**



Tuition Forum Presentation

Mary Cooper
Student Body President
Talk8in 919.299.0193

“Over the past several decades, the economic benefits of education have steadily risen. In 1979, the average college graduate made 38 percent more than the average high school graduate, according to the Fed chairman, Ben Bernanke. Now the average college graduate makes more than 75 percent more.”

David Brooks, The New York Times,

Talk8in 919.299.0193

Student Priorities

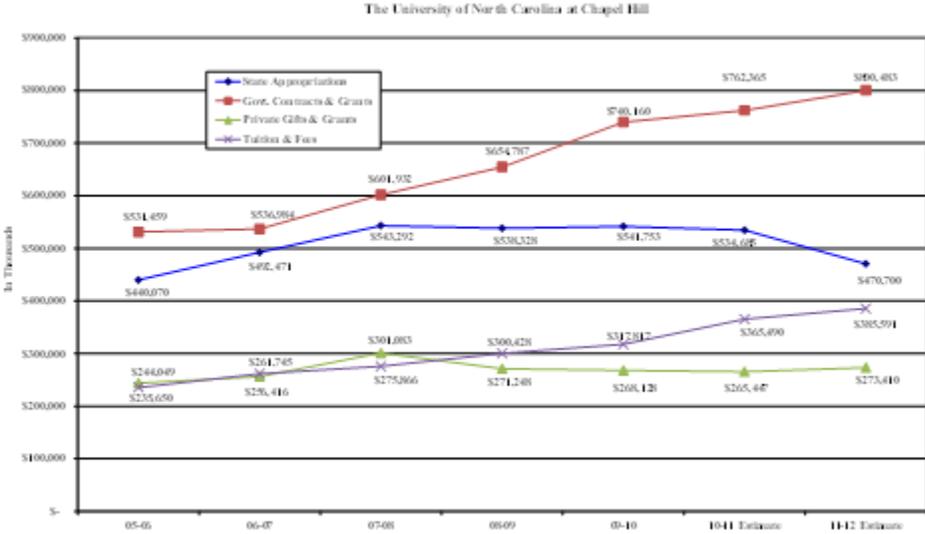
- A high quality education
 - Good, top tier Professors
 - Small classes
 - Restore lost credit hours (course sections)
- Access to higher education regardless of background and diversity of the student body
- Holding harmless need based financial aid (to protect low income students)

TalkBin 919.299.0193

University Priorities

- **Maintain a high-quality University, whose degree programs are respected world-wide.**
- **Attract and retain a world-class faculty.**
- **Provide quality programs and academic support services.**
- **Ensure student success.**

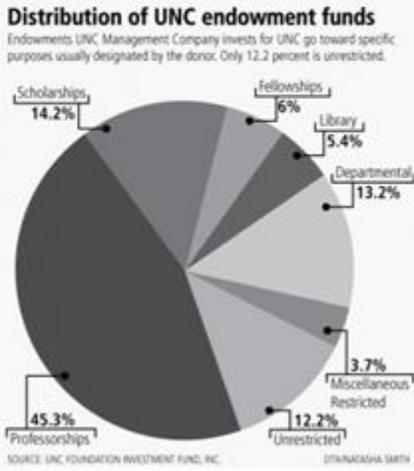
TalkBin 919.299.0195



TalkBin 919.299.0195

http://www.dailytarheel.com/index.php/article/2012/02/coming_out_of_a_lynchpin

Endowment?



Some of the Chapel Hill Investment Fund's 26 participants:

- The UNC-Chapel Hill Foundation, Inc.
- The UNC Law Foundation Inc.
- The Morehead-Cain Foundation
- The Kenan-Flagler Business School Foundation Inc.
- The UNC School of Public Health Foundation Inc.
- The General Alumni Association
- The School of Journalism and Mass Communication Foundation
- The School of Social Work Foundation Inc.
- The Botanical Garden Foundation Inc.
- The School of Government Foundation

TalkBin 919.299.0195



What is a Budget Cut?

- How many course sections were cut this year?
- How many seats is that equivalent to?

TalkBin 919.299.0195

So if I'm sitting on the floor in a classroom... it's a budget cut?

- Cut 556 course sections = 16,232 fewer seats available in the classroom for students
- Increased class sizes, the number of classes with fewer than 20 students has decreased by 18.2%, and classes with over 100 students have increased by 17%.
- The School of Journalism and Mass Communication has increased class sizes higher than recommended by its accrediting organization.

TalkBin 919.299.0195

Faculty Retention

- How are we doing on Faculty Retention and getting new faculty?
- Over the past two years, 201 faculty members have received external offers, and 110 have left.

TalkBin 919.299.0193

Where are we in the process?

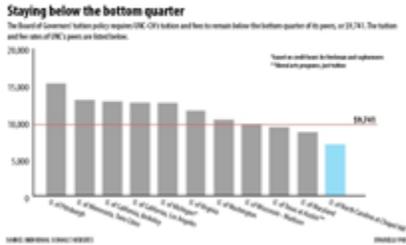
There are no proposals on the table

- Student Fee Advisory Subcommittee
- Tuition Fee Advisory Task Force (11/14)
- Chancellor Thorp
- Board of Trustees (11/17)
 - I can present a resolution to the BOT
- President Ross (December)
- Board of Governors (Early 2012)

TalkBin 919.299.0193

Academic Peers

- Duke University
- John Hopkins University
- Northwestern University
- University of Pennsylvania
- Univ. of Southern California
- Univ. of Calif. Berkeley
- UCLA
- University of Florida
- University of Michigan
- University of Minnesota
- University of Pittsburgh
- University of Texas-Austin
- University of Virginia
- University of Washington
- University of Wisconsin



TalkBin 919.299.0195

2011-2012 Resident Tuition and Fee Rates for Public Peer Institutions

Institution	2011-12 Undergraduate Tuition (1st Year)	1-Year Change	Institution	2011-12 Graduate Rates	1-Year Change
Univ of Pittsburgh	16,132	1,196	Univ of Pittsburgh	19,514	1,470
Univ of Michigan-Ann Arbor	13,437	1,600	Univ of Michigan-Ann Arbor	18,860	887
Univ of Minnesota	13,060	857	Univ of Virginia	15,108	1,228
Univ of California-Berkeley	12,834	1,894	Univ of Minnesota	14,956	612
Univ of California-Los Angeles	12,688	1,905	Univ of Washington	12,898	1,449
Univ of Virginia	11,794	966	Univ of California-Berkeley	12,836	1,970
Univ of Washington	10,574	1,873	Univ of California-Los Angeles	12,562	1,902
Univ of Texas-Austin	9,816	398	Univ of Florida	11,950	1,035
Univ of Wisconsin-Madison	9,672	685	Univ of Wisconsin-Madison	11,376	435
Univ of Florida	5,700	656	Univ of Texas-Austin	10,560	408
Average excluding UNC	11,571	1,203	Average excluding UNC	14,062	1,139
UNC-Chapel Hill	7,009	344	UNC-Chapel Hill	8,646	444

As of September 27, 2011 – Data obtained from institutional websites.
 Tuition and fee rates noted exclude all known health insurance charges.

TalkBin 919.299.0195

2011-2012 Non-Resident Tuition and Fee Rates for Public Peer Institutions

Institution	2011-2012 Undergraduate Rates	1-Year Change	75th Percentile	Institution	2011-2012 Graduate Rates	1-Year Change
Univ of Michigan-Ann Arbor	39,109	3,108		Univ of Michigan-Ann Arbor	37,920	1,787
Univ of Virginia	36,788	3,014		Univ of Pittsburgh	31,476	1,182
Univ of California-Berkeley	35,712	1,893		Univ of Florida	29,344	1,034
Univ of California-Los Angeles	35,564	1,904		Univ of California-Berkeley	27,938	1,970
Univ of Texas-Austin	32,594	1,376		Univ of California-Los Angeles	27,664	1,902
Univ of Washington	28,058	2,729		Univ of Washington	25,768	979
Univ of Florida	27,936	615		Univ of Wisconsin-Madison	25,134	28
Univ of Pittsburgh	25,540	948		Univ of Virginia	25,104	1,238
Univ of Wisconsin-Madison	25,421	1,184		Univ of Minnesota	22,410	968
Univ of Minnesota	18,060	1,557		Univ of Texas-Austin	20,089	773
Average without UNC	30,478	1,833		Average without UNC	27,285	1,179
UNC-Chapel Hill	26,834	1,554		UNC-Chapel Hill	24,333	1,401

As of September 27, 2011 – Data obtained from institutional websites.
 Tuition and fee rates noted exclude all known health insurance charges.

TalkBin 919.299.0195

Campus Tuition Increase History

Increases				
Year	Undergraduate		Graduate	
	Resident	Nonresident	Resident	Nonresident
2007-2008	\$ 250	\$ 1,250	\$ 500	\$ 500
2008-2009	\$ 0	\$ 1,250	\$ 400	\$ 800
2009-2010	\$ 160	\$ 1,150	\$ 400	\$ 400
2010-2011	\$ 950	\$ 1,677	\$ 950	\$ 1,282
2011-2012	\$ 313	\$ 1,523	\$ 414	\$ 1,371
5-Year Average Increase	\$ 335	\$ 1,370	\$ 533	\$ 871

TalkBin 919.299.0195



6.5% Tuition Increase Fall 2011

	UNDERGRADUATE		GRADUATE	
	Resident	NR	Resident	NR
2010-11 Current Tuition	\$4,815	\$23,430	\$6,363	\$21,093
Proposed CITI	\$313	\$1,523.00	\$414	\$1,371.00
Proposed Fall 2011 Tuition Rate	\$5,128	\$24,953	\$6,777	\$22,464
Total Increase	\$313	\$1,523	\$414	\$1,371

TalkBin 919.299.0195

6.5% Tuition Increase Fall 2012

	UNDERGRADUATE		GRADUATE	
	Resident	NR	Resident	NR
2011-12 Current Tuition	\$5,128	\$24,953	\$6,777	\$22,464
Proposed CITI	\$333	\$1,622	\$441	\$1,460
Proposed Fall 2012 Tuition Rate	\$5,461	\$26,575	\$7,218	\$23,924
Total Increase	\$333	\$1,622	\$441	\$1,460

TalkBin 919.299.0195

Revenue Provided by the
 Fall 2012 ATB 6.5% Tuition Increase

	FY 2010-2011 Projected Average Annual FTE	Current Tuition Rates	CBTI Proposed Increase	Proposed Fall 2012 Tuition Rates	Projected Additional Revenue Generated
UG – Residents	14,192	\$5,128	\$333	\$5461	\$4,725,936
UG – Nonresidents	2,993	\$24,953	\$1,622	\$26,575	\$4,852,646
Grad – Residents	7,185	\$6,777	\$441	\$7218	\$3,168,585
Grad – Nonresidents	2,387	\$22,464	\$1,460	\$23,924	\$3,484,020
TOTAL	26,757				\$16,233,187

TalkBin 919.299.0193

What happened to the \$16.2M?

- **We held undergraduate need-based aid harmless, as well as graduate student tuition remission and the in-state tuition for TAs. Cost: ≈ \$7.2M.**
- **The remaining \$8.9M helped offset budget cuts, but only in the academic domain (schools and the libraries).**
- **Recall that the campus took a cut amounting to \$80.7M.**

TalkBin 919.299.0193

Financial outlook

- The State budget has a cut of \$10M built into it for the UNC system. If GA adheres to the deeper cuts for the schools with deeper pockets, we would have to find \$2.5M per year in cuts or new revenue.
- The State's economy look at the moment is good, so we may not have to absorb such cuts. But the economic outlook is, at best, fragile.

TalkBin 919.299.0193

More Specific Needs

- Restore lost credit hours ~16,000 credit hours, (\$4 million) by hiring 40 new Professors.
- Faculty salary increases for tenured, tenure-track, and fixed term faculty paid by state sources. (4% raise, \$2.5 - 3 million for each 1%)
- Increase graduate stipends (\$800 raise for each TA teaching ~\$2.5 million)
- Academic Plan (\$2 million)
 - Library Funding
 - Classroom Technology improvements

TalkBin 919.299.0193

What do you think we should do?

- What are your priorities when it comes to tuition?
 - Long term planning?
 - Predictability of how much you are going to pay?
 - Access to higher education?
- In-state versus out-of-state students?
 - Dollar amount increase?
 - Percentage increase?
- What do you think of the 6.5% cap?
- Should we raise Tuition at all? Below the 6.5% cap? Above the 6.5% cap?

TalkBin 919.299.0195

Ideas? Comments? Concerns?

Email: unctuition@gmail.com

TalkBin: 919.299.0195

Other Tuition Forums

TalkBin 919.299.0195

**APPENDIX F:
SBP Speech to Board of Trustees**

Thank you Chairman Hargrove & Board Members

I wish that I could use this time to highlight the amazing accomplishments
of my peers ^{to discuss the} ~~the~~ goals set and accomplished by members of Student
Government and other student organizations on campus.
^{such as Grabe}

Instead, ~~will only be speaking to you about one thing this morning, and~~
~~that is tuition.~~ ^{this morning, I need to tell you}
^{two three stories:}
^{1) Laura} ^{2) Kinko's} ^{3) ~~Gravel~~ student}
In ~~the midst of~~ these difficult financial times, the students at the University
of North Carolina at Chapel Hill recognize the challenging situation in which
the University finds itself. Ours is an era of rising debt, falling course
offerings, and stagnant wages for our teachers and mentors. But we are Tar
^{as we have in times past,}
Heels, and we will rally to support the University we love, and all that it
stands for.

We are not naive. We understand the necessity of a tuition increase to ^{in moderation}
provide our students and faculty with the resources they need. But any
increase we make must be considered thoughtfully, demonstrating the



prudent thought and wise action for which our University is known.
Moderation is key in the midst of trying times. It must be the core principle we adhere to – now, but also beyond the Board of Trustees, as we continue to seek support for our tuition proposal.

We stand at a pivotal moment in our University's history. We, ^{as} the Board of Trustees, are vested with the power of the State of North Carolina to promote the sound development of this institution and aid it to ~~perform at~~ ^{perform excellently} ~~a high level of excellence at every step of the way~~ ^{in every endeavor}. It is a time to take each of our strengths and ^{each of} apply our knowledge and experience to these tough times. One reason why you serve ^{each of} on the board is because of your past experiences and your strengths as a leader, or in my case, because I was elected by the students of the University. ~~We need everyone, especially the most knowledgeable and those charged with guiding the University,~~ ^{This is a moment to put that leadership to work, in the service of our University.} ~~Thinking and considering this matter~~

This is not a question about ~~either~~ Provost Carney's proposal or my proposal. It is about finding the right proposal. Right now, we ~~only~~ have ^{only} considered one proposal at the Board of Trustees. There have been other



innovative recommendations and ideas presented. However, other ideas or solutions were not considered, even though this year has been categorized as a unique and extreme one. You can tell ~~the tone~~ ^{this if only} by the number of students in the room this morning. I believe in order to find the right proposal, we need to listen and consider ^{all} ideas, concerns, and potential solutions.

Some of the ideas that were included in the student Sustainable Tuition Proposal are the following:

- For current resident students, tuition should not increase above 6.5% to maintain predictability and the ability for current students to remain at Carolina
- For current nonresident students and future nonresident ^{students} we encourage ~~only~~ an increase of 4% to ensure that we are able to recruit competitive and highly achieving individuals.
- The supplemental increase would be added to incoming first year students, 5% for the next two years, so that they are able to make the best financial decision for them and ^for their families.

This protects current students from unexpected tuition increases, allows future students to plan to their best of their ability ~~financially~~, and allow us ~~to~~ ^{as} maintain our standing ~~as~~ a top quality University. In our proposal, we outline how over the next four years ^{we will} restore lost credit hours, ultimately give a 7% ^{faculty raise} ~~increase~~ over 2011 ^{levels} ~~number for faculty salaries~~, provide stipend increases for graduate students, and ~~help~~ implement aspects of the academic plan.

This was a plan derived from student feedback, ^{and it is} ~~that is~~ guided by student priorities. ^{It} ~~is~~ supported by those who ^{will pay} ~~are going to pay~~ for ~~the~~ increase. ^{We} ~~Along with the help of other leaders in Student Government~~ held nine different tuition forums, two focus groups, created an email ^{account} ~~address~~, and utilized a ^{text message service that} ~~new technology called TalkBin which~~ receives anonymous feedback – all in all, I have heard from over 500 students ^{from the} ~~about their~~ letters they left in my office, the texts they sent, ~~through our Twitter.~~ From there, we took the feedback and really thought ^{and the questions they asked, we distilled} about what students were saying. As far as institutional memory serves us ^{student priorities.} in Student Government, this is the most that has been done to garner ~~student opinion, and needs to be listened to.~~



The first and most important priority ~~was~~ ^{is} the access to and affordability of higher education, ~~for~~ ^{especially for} all students, but ~~specifically~~ ^{specifically} North Carolinians. The second priority ~~was~~ ^{is} the quality of our University, ~~outlined by~~ ^{indicated} ~~having~~ smaller class sections and top quality Professors – both inspiring mentors and phenomenal researchers. ~~The~~ ^{Our} third priority ~~was~~ ^{is} the diversity of the student body. ~~Not just~~ ^{We value not only} diversity in terms of historical ethnic and racial but ~~rural~~ ^{groups,} county, first generation, ^{students} and socioeconomic diversity. The fourth priority references the contract that the University of North Carolina and the State of North Carolina have. This historic relationship is a point of pride for students and one that is a defining characteristic.

We approached the development of our plan with these guiding philosophies. ~~A~~ ^{One} major concern ~~was~~ ^{consistently} brought up ~~about~~ ^{was the} predictability of tuition. ~~Given~~ ^Given the tough economic times, the ability for families and individuals to ~~financially~~ ^{plan} is ~~absolutely~~ ^{imperative}, and something worth ~~considering~~



If these times are so bad and as a University, we are at a tipping point, then alternatives need to be discussed and considered. We do not need to rush here. A twenty million dollar decision should not be made in a few hours, and we must not rush this conversation for the sake of a process. A 15.6% tuition increase is untenable, especially for current students. It

contradicts what we stand for as a University. Before committing ourselves to a plan that nearly doubles ^{our tuition}, I urge the Board to reconsider the Student Proposal and to postpone this vote until December. And as a Trustee of this University, I request ^{that} the Administration help in taking the Student proposal further than a group of students could do with an excel spreadsheet, google, and a weekend. ~~Because believe that~~ this is a turning point in the University, and we must retain our values in the face of these difficulties.

It is easy to call ourselves the University of the People during years of budget stability, but the values we purport to hold are measured and tested by our commitment to them during hardship. At our bicentennial celebration, Charles Kuralt said, "Our love for this place is based upon the

fact that it is, as it was meant to be, the University of the people... We can read again the words on its seal – “light and liberty” – and say the University of North Carolina has lived by those two short, noble words and say that in all of the American story there is no other place like this.” We are proud of this tradition and unwilling to let it slip away. We must remain faithful to our students, our faculty, our alumni, the taxpayers, and – above all else – to the great state of North Carolina.

**APPENDIX G:
 Report from Eve Carson Scholarship Committee**



Mission

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

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

Vision

“Learn from every single being, experience and moment. What joy it is to search for lessons and goodness and enthusiasm in others.” –Eve Carson

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

Philosophy

“Inclusion, involvement, diversity, acceptance, seeking to be great but always remembering that we must be GOOD... this is just the START of the Carolina Way!” –Eve Carson

The Eve Carson Scholarship embraces the Carolina Way in all of our actions. Though the Carolina way is fulfilled in different ways for different students, the essence is represented in the idea of excellence with a heart. Those that live the Carolina Way seek to continuously give back to our community through meaningful actions. Each individual in the student body must constantly live out their own unique definition of the Carolina Way.

Progress

This year, the Eve Carson Scholarship has focused on growth and long-term sustainability in all initiatives.

Overall Executive Committee 2011-2012

Executive Director	Matt Fox
Co-Director of External Development	Daniel Morgenstern
Co-Director of External Development	Rebecca Hart
Co-Director of Campus Development	Kate Farmer
Co-Director of Campus Development	Abby Bouchon
Director of Recruitment and Selection	Kacie Neville
Assistant Director of Recruitment and Selection	Elizabeth Davis
Director of Scholar Support	Elizabeth Smith
Assistant Director of Scholar Support	Kathleen Hayes
Director of Public Relations	Julie Crimmins
Director of Web Content	Colleen Cook
Graphic Design	Lydia Harrell

The Executive Committee met Monday nights at 8 pm. Each member oversaw his/her functional specialty as well as contributed to the overall operations of the scholarship and committee. We have restructured the committee for the upcoming year to include only seven positions. However, the Directors will have more committees and sub-chairs. Through this approach, we can streamline executive committee proceedings while simultaneously involving more students in the scholarships through new positions and committees.

The executive committee also continued the Every Moment Counts initiative during the month of March to encourage the memory of Eve and the values she embodied. In addition to the standard entries in the DTH, we also incorporated Facebook and Twitter to further engage the student body.

Scholars Programs

Our current scholars, Mark and Zach, have continued to pursue their passions during their senior year. Mark spent the fall semester in Argentina, learning about sustainable agriculture, while Zach remained in Chapel Hill to complete his tenure as Speaker of Student Congress.

This year, the Scholarship sought nominations from faculty and staff in addition to our usual recruitment methods. We found that students are more likely to apply if they have received an email saying that they have been nominated rather than a mass email sent to the entire junior class. We will continue to use this combined-approach strategy, as it has helped us identify students we should reach out to specifically while still broadly recruiting as well. The nine-person Selection Committee selected Rena Avramidis and Sarah Kaminer from a pool of sixty applicants to receive the scholarship for the 2012-2013 school year. Rena is interested in exploring the intersections of human trafficking and business, and Sarah is a nursing student interested in HIV/AIDS patients.

Another progression in Scholars Programs is the expansion of Scholar Support. The two-person team helped the scholars plan their summers, search for opportunities, and fill out the requisite paperwork. Through providing extra assistance and support, we hope to enrich the scholars' experience during their summer and senior year.

External Development

This year, we did not have a specific goal of amount we would like to raise through external donations and gifts as we had in years past. The co-Directors instead focused on expanding the scholarship's existing relationships and fundraising activities. This brought the exciting introduction of The First Annual Eve Carson Scholarship Golf Classic, which was very successful in large part due to its sponsorship by Lexus. The scholarship also partnered with a student-run hat company, SEA, to create an Eve Carson Scholarship hat, of which all the proceeds go to the scholarship. The Directors even managed to arrange for the UNC Men's Basketball team to wear the hats during the NCAA tournament to raise awareness for the scholarship. The Scholarship was also afforded the opportunity to design a Carolina Way t-shirt, which is now being sold in Student Stores.

In order to strengthen our connection to alumni and donors, we wrote and sent a holiday email to all those who had donated to the scholarship in the past. As a direct result of the email, the Scholarship received significant donations.

Campus Development

The Campus Development co-Directors were responsible for coordinating efforts with the Eve Ball, Eve Carson 5k, Trooper Challenge Mud Run, and hosting the scholarship's own on-campus events. This year, our on-campus event is Eve's Dance Party, an afternoon in the quad with music provided by campus a cappella groups and Mipso Trio. The other events were hosted by external sources and benefitted the scholarship tremendously, for which we are very grateful. Through the Co-Directors' relationship maintenance, we anticipate having all these events held again in the coming year.

Web Content/PR

Excitingly, this year we finally completed our long awaited website redesign.

www.evecarsonscholarship.unc.edu went live in January 2012 and has been updated regularly since. The new website incorporated the new logo, an effort on behalf of our PR Director to establish a consistent branding of the scholarship. We also revamped our Facebook page to have more content-rich posts in order to engage fans with the page. Through continuations of these efforts and development of a PR plan, we hope to add value to the Scholarship's communications with those both inside and outside the campus community.

**APPENDIX H:
Flat Rate Taxi Proposal**

<h1>Flat Rate Taxi Proposal</h1>
<p>UNC Student Government</p>

Agenda

Page
3. Vision and Goals
4. Zone Plan
5. Comparable: University of Rochester Program
6. Flat Rate Plan
7. Comparable: Hoboken, NJ and Houston, TX
8. Benefits to Taxi Companies
9. Benefits to Riders
10. Next Steps



Vision and Goals

To establish a flat rate tax system in the town of Chapel Hill, NC with the goals of:

Safety	Accessibility	Consistency
--------	---------------	-------------



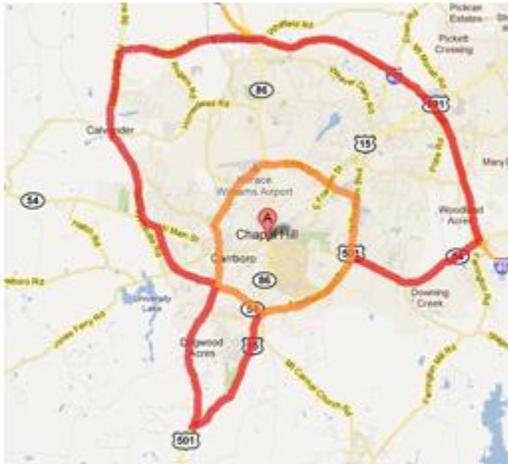
3



THE UNIVERSITY
 of NORTH CAROLINA
 at CHAPEL HILL

Zone Plan

Zone 1	Zone 2
1.5 miles in radius and 3 miles in diameter on average	Roughly 8 miles in diameter
Encompasses large portion of on-campus and off-campus students	Encompasses vast majority of students at UNC
Enclosed by Estes Drive, 15-501, NC 54, and N. Greensboro St.	Enclosed by Eubanks Road, I-40, NC 54, 15-501, Smith Level Road, Old Fayetteville Road, and Hillsborough Road



4



THE UNIVERSITY
 of NORTH CAROLINA
 at CHAPEL HILL

Comparable: University of Rochester

The University of Rochester has about 8,000 students and 20,000 employees, many of which are employed by the University's hospital system.

Discount Taxi Service
Marketplace Taxi 585.274.2222 (4ACAB)

RTD (Quality, safe, reliable) will be provided to those to provide discounted fares & flat rates. For one trip 15 min maximum. For one day for one 20% off the normal price and include 21.50 for parking fee for each additional passenger a \$2.00. For those who are not in the Blue Bus Group (includes for parking fee for. Additional passenger fee will apply.)

Flat rates listed below:

Eastman Campus - \$8	Airport - \$10	Astrak - \$10	Clifton Crossings - \$10
Georgetown Bus Station - \$10	Marketplace Mall - \$10	Green Ridge Mall - \$20	Eastview Mall - \$10

Please send all feedback to bevelly.boswell@rochester.edu.
 for more information visit rochester.edu/parking

Flat rates are offered to 8 different locations from the River Campus of the University of Rochester.

The closest destination is 2 miles (Eastman Campus) costing \$8.00, and the farthest destination is 16 miles (Eastview Mall) costing \$30.00.

Only students are eligible for the discount, and they verify their status using their Rochester ID card.



Flat Rate Plan

This plan would include one flat rate to go throughout the town of Chapel Hill of \$6

Destination (from Franklin St.)	Current Rate	Proposed Flat Rate
Mill Creek (0.7 mi)	\$5	\$6
Chapel Ridge (2.6 mi)	\$10	\$6
Poplar Ave, Carrboro (1.5 mi)	\$9	\$6



Area to possibly include, as it has smaller student population than other areas



Comparable: Hoboken, NJ and Houston, TX

There are many flat rate services throughout the country, in cities such as Hoboken, NJ as well as plans that prescribe a flat rate for airport travel

Hoboken, NJ - \$5 anywhere within city limits



Houston, TX - "Six in the City"



7



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Benefits to Taxi Companies



Ridership assumptions:

- ▶ Miami-Dade County saw an 8% increase when instituting flat rate
- ▶ The number one reason students don't take cab: they are too expensive



8 Source: Miami-Dade County Consumer Report, 2011



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



Benefits to Riders

Set rates allow passengers to know their fare before calling a cab, making it easier for groups of passengers to split fares beforehand.

Visitors of Chapel Hill will find it easy to get around town without prior knowledge of Chapel Hill's geography.

Simple rate structure encourages passengers to call cabs as a safe mode of transportation home, rather than walking alone or driving under the influence.



9



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Next Steps

- ▶ **Answer following questions:**
 - ▶ Which rate model would we like to use?
 - ▶ Is this a town-wide initiative or contract with one company?
 - ▶ Can we define taxi benefit more concretely?
 - ▶ Will there be a membership fee?
 - ▶ Should we offer the option to switch to a meter?
- ▶ **Define the University's role**
- ▶ **Begin meeting with taxi companies**
 - ▶ We currently have had trouble contacting taxi companies, with no response or ability to contact management



10



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL