



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

**CHANCELLOR'S REPORT**  
**THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO**  
**2004-2005**

**INTRODUCTION**

The University of North Carolina at Greensboro moved forward in several areas in 2004-2005, with new research initiatives and academic programs, enrollment growth and the start of The Students First Campaign.

The year was the second in the *UNCG Plan 2003-2008*, our institutional planning document which charts future developments and progress toward the University's established goals. Its strategic directions and cornerstones focus our efforts to become a "diverse student-centered research university, linking the Piedmont Triad to the world through learning, discovery, and service."

The UNCG Plan's Strategic Directions produced the following accomplishments:

**STRATEGIC DIRECTION 1 – Teaching and Learning: Promote excellence in teaching and learning as the highest university priority.**

- Planning and development began for a new International Honors College, which will expand and enhance UNCG's Honors Program and add an international education component. The first students will be admitted in fall 2006.
- Two new doctoral programs were approved for implementation – the Ph.D. in nursing in fall 2005 and the Doctor of Public Health (Dr.P.H.) in fall 2006. They join other new Ph.D. programs in economics, history, geography, information systems and special education, increasing the number of doctoral offerings to 22.
- A multi-year project to create a wireless computing environment on campus was started. Phase I was nearly completed during the year, and five buildings and the student center have been placed on the system.
- The University was recognized as a "Best Value" or "Best Buy" in college rankings by the *Princeton Review*, *Consumer Digest* and *CosmoGirl!* magazine.
- Construction progressed on the Hall for Humanities and Research Administration and the Studio Art Center. Both are funded through the N.C. Higher Education Bonds and scheduled to open in 2006.
- UNCG programs were recognized in the in the *U.S. News & World Report* rankings. The School of Education ranked 35th in the Top 50 education schools, and at the graduate level, the Counseling Program was rated sixth. Among others, the School of Nursing was ranked 58<sup>th</sup> and its nurse anesthetist graduate program ranked 10<sup>th</sup>.
- Communication Across the Curriculum continued to expand as a signature program designed to develop writing and speaking skills in undergraduates. More than 6,000 students received consultations through its speaking and writing centers.

**STRATEGIC DIRECTION 2 – Creation and Application of Knowledge: Strengthen research, scholarship and creative activity.**

- Five new centers were created to increase interdisciplinary research.
- The University conducted targeted searches for senior faculty members with established research programs, hiring first-choice candidates in the areas of chemistry/drug design and biomusic.
- Grants and contracts totaled \$27.6 million for the year.
- The A+ Schools program, in full operation after relocating to UNCG, worked with 42 North Carolina Schools, serving more than 17,000 students.
- Funding of \$4 million was received for the Guilford Genomic Medicine Project, and a director and staff have been hired. The program applies human genome data to treatments for breast cancer and thrombosis through a research partnership between UNCG, Duke University Medical Center and Moses Cone Health System.

STRATEGIC DIRECTION 3 – Campus Community: Become a more diverse and actively engaged community of students, faculty, staff and alumni.

- Students were immersed in the electoral process through the American Democracy Project, a national initiative. Speakers included *New York Times* columnist Maureen Dowd and author-educator Cornel West. Special courses and programs emphasized the general election.
- The Chancellor’s Residence renovation was completed, with a dedication held in May. The University and Preservation North Carolina partnered on the project.
- A new logo was created utilizing the statue of Minerva, and it is becoming widely recognized as a visual symbol and identity for the university.
- The annual Children’s Festival and Health Celebration was coordinated by more than 150 N.C. Teaching Fellows at UNCG and brought more than 8,000 children and parents to campus.

STRATEGIC DIRECTION 4 – Economy and Quality of Life: Be a leader in strengthening the economy of the Piedmont Triad and enhancing the quality of life for its citizens.

- A director was hired for the Greensboro Center for Innovative Development, the Millennium Campus being developed jointly with N.C. A&T State University. Administrative offices are now located at the former N.C. Central School for the Deaf Property. The General Assembly has earmarked approximately \$14 million for the project.
- Planning continued on the joint Transportation/Logistics Initiative with N.C. A&T State University and a Spoleto-like arts festival. UNCG faculty and staff members have been assigned to help develop the projects, which have been proposed to Action Greensboro.
- The UNCG Opera Theater presented the one-act opera “The Mighty Casey” and former N.C. Poet Laureate Fred Chappell read the poem “Casey at the Bat” in a special program to dedicate the new First Horizon Park baseball stadium in Greensboro
- The Division of Continual Learning served 27,792 Piedmont Triad residents, a 6 percent increase over ’03-’04. The numbers included 2,400 students who took more than 250 courses in the Community Advancement through Lifelong Learning (CALL) program.
- A second fully online degree program, the Bachelor of Arts in Liberal Studies, was launched by the Division of Continual Learning, joining the Master of Arts in Liberal Studies.
- Fast Forward, UNCG’s nationally accredited program for high school students, had a 9 percent increase in enrollment in ’04-’05, serving 1,875 students at 14 high schools in nine North Carolina counties. It has been renamed UNCG iSchool.

STRATEGIC DIRECTION 5 – Access and Student Success: Recruit and retain students with the potential to succeed in a rigorous academic environment.

- Fall enrollment was a record 14,714, an increase of 2.6 percent from 14,328 the previous year. The headcount included UNCG's largest freshman class, 2,158 students.
- Fall graduate enrollment was 3,217, down slightly from 3,222 a year earlier.
- A total of 46 new scholarship or fellowship funds were created through direct gifts or pledges to the Students First Campaign.
- A total of 765 graduate students received assistantships, 89 students received undergraduate research assistantships, and more than 2,200 participated in internships and practica for credit during the year.
- Last year, 844 students in 30 Service Learning courses performed almost 16,000 hours of community service.

#### TRUSTEES AND ADMINISTRATION

The University has a 13-member Board of Trustees. Serving for the past year were Kenneth C. Mayer Jr., chair; Linda A. Carlisle, vice-chair; Karen McNeil-Miller, secretary; F. Hudnall Christopher Jr.; Jean E. Davis; JoAnne S. Drane; Carol F. Matney; Martha F. McNair; William J. Pratt Jr.; Thomas W. Ross; Thomas R. Sloan; and Theresa M. Stone. Student Government Association President Dara Edelman was an ex-officio member. Earlene H. Cox joined the board at the April meeting, replacing Drane, who resigned. Four trustees – Matney, Mayer, McNair and Sloan – completed their terms.

UNCG's budget totaled approximately \$261 million in operating and non-operating revenues. The state operating budget, including appropriations and receipts, was about \$157 million, up from \$143 million a year earlier, primarily due to enrollment and tuition increases as well as state funding for salary and benefit increases. UNCG's objective continues to be maintaining the integrity of academic programs, despite state operating budget cuts which totaled \$2.2 million last year, and almost \$16 million in the past three years. The university endowments totaled \$138.3 million. For undergraduates, in-state tuition increased from \$1,803 to \$2,028 (12.5 percent) and student fees rose from \$1,321 to \$1,407 (6.5 percent).

Administrative appointments during 2004-05 included: Rosann Bazirjian as University Librarian, August; Denise Baker and Kevin Moore as associate deans for the College of Arts & Sciences, August; Robert Mayo as associate dean of the School of Health and Human Performance, August; Dr. Ludwig van Broekhuizen, executive director of SERVE, September; John Merrill, executive director of the Greensboro Center for Innovative Development, December; Laura Pitts and Lynn Bresko as assistant vice chancellors in University Advancement, December and January, respectively; and Larry Henson as associate vice chancellor for data services, January.

#### ACADEMIC AFFAIRS

Development began for the International Honors College, a major new project with long-term benefits for undergraduates. Set to admit its first students in fall 2006, the IHC will create an internationalized, general-education honors course of study for entering freshmen, along with an honors residence hall. The program's motto is *Sapere Aude* (Dare to know).

Two new doctoral programs, the Ph.D. in nursing and the Doctor of Public Health, were approved for implementation in fall 2005 and 2006, respectively, while four Ph.D. degree programs in economics, geography, special education and American history went into operation in fall '04. Other programs that began were the full-time/daytime MBA program, the M.S. in conflict resolution and the B.S. in accounting/information systems.

Once again, more than 3,000 students completed degrees at UNCG. The 3,053 degrees awarded included 1,975 bachelor's, 89 doctorates, and 989 master's, certificate or specialist's degrees. Total enrollment for traditional students was 14,714 students – 11,497 undergraduates and 3,217 graduate students. The combined total for traditional students and 633 distance learners was 15,347.

Reaccreditation self-studies were conducted during the year for the Master of Public Health degree program and the Weatherspoon Art Museum.

Jackson Library added 20 databases, more than 4,300 electronic journals and 7,700 e-books. Journal Finder, the search engine developed in Jackson Library, now serves 25 other institutions.

The International Programs Center supported 289 students and 81 faculty members studying abroad. The University also hosted 514 international students, among them 254 degree-seeking foreign students, 86 exchange students and 61 in the INTERLINK English Language Program. Two faculty members spent the year studying abroad on Fulbright awards. UNCG signed two new exchange agreements with universities, bringing its total of bilateral foreign exchange programs to 46.

UNCG faculty totaled 855 – 656 full-time and 199 part-time. Eighty-one percent of the faculty held doctorates or terminal degrees. Two faculty members were appointed to Excellence Professorships. The faculty was 51 percent female and 49 percent male. The number of minority faculty members has grown steadily, and reached 91 in '04-'05. Of that number, 41 are African-American, 33 are Asian/Pacific Islander, 16 are Hispanic and one is American Indian.

The following faculty received special awards: Dr. Colleen Kriger, Board of Governors Teaching Excellence Award; Porter Aichele and Karen Poole, Alumni Teaching Excellence Awards; Prashant Palvia and Sandra Shultz, Research Excellence Awards; Robert Aronson, Patricia Crane, Jennifer Keith, Andrew Harley, Venkataraman Iyer, Sherri Merritt, Mary Morgan and Michelle Sylvester, unit-level Teaching Excellence Awards; and Charles Tisdale, Gladys S. Bullard Award.

## **RESEARCH**

The university's research initiatives and infrastructure grew. Five new centers for interdisciplinary research were started on campus – the Music Research Institute, the Center for Drug Design, the Center for the Health of Vulnerable Populations, the Center for Obesity Prevention, and the Center for Innovation in Interior Architecture.

External funding for research, public service and creative work totaled \$27.6 million, down from \$31.3 million in '03-'04, due primarily to grant timing. The total included \$17.5 million in federal funding, primarily from the U.S. Department of Education. Other grants came from private foundations, non-profit organizations, state and local governments, and business and industry. Faculty submitted 316 proposals totaling \$99.7 million, up from \$95.2 million in 301 submissions for '03-'04.

UNCG faculty received 220 individual funding awards, compared to 224 the previous year. Grant totals by academic unit were School of Education, \$12.8 million; College of Arts and Sciences, \$3.9 million; School of Human Environmental Sciences, \$2.9 million; School of Health and Human Performance, \$2.5 million; School of Nursing, \$1.1 million; and Bryan School of Business and Economics, \$266,504. Among UNCG's centers and institutes, the Institute for Health, Science and Society generated \$2.2 million, the Center for Youth, Family & Partnerships generated \$776,298, and the Southern Regional Education Laboratory, formerly known as the Southeastern Regional Vision for Education (SERVE), generated \$12.2 million.

Faculty engaged in 6,466 scholarly or creative works: they published 56 books and 548 refereed articles, gave 1,260 presentations at professional conferences and meetings, and presented 748 public performances.

Directors were hired and funding received for two ongoing initiatives: the Greensboro Center for Innovative Development and the Guilford Genomic Medicine Initiative. The GCID millennium campus had \$14 million in funding appropriated by the N.C. General Assembly and its new director started work in December. The project is being developed jointly with N.C. A&T and progress has been made on its two campuses at the former N.C. Central School for the Deaf and the other at the agricultural farm of NCA&T.

The GGMI, which partners UNCG with Duke University's School of Medicine and the Moses Cone Health System, will apply human genome data to thrombosis and breast cancer, conditions that affect aging populations. In addition to hiring a director, GGMI received \$3.4 million in federal funding for its first year, and approval for second-year funding.

### **STUDENT AFFAIRS**

Construction was begun on a new 400-student residence hall construction, with completion expected in time for fall 2006. The project was approved by the Board of Trustees following a consultant report that UNCG needs housing space for approximately 800 students. It is UNCG's first privatized construction project.

Work began on the new Jackson Library-Elliott University Center connector and the complete renovation of the Student Health Center. Design work also began on the complete renovation of Aycock Auditorium.

Students participated in numerous community activities, among them the Martin Luther King Jr. Celebration, featuring NAACP Chairman Julian Bond; Human Rights Week, featuring former POW Shoshana Johnson; Dance Marathon, which raised funds for Duke Children's Hospital; the Shades of Color Conference; Alternative Spring Break in Washington, D.C.; Spartan Helping Hands Day; Halloween Greek Treats; voter registration; and the luminaire display.

### **BUSINESS AFFAIRS**

Maintaining balanced budgets during tight state budget times and overseeing construction and renovation projects were top priorities for Business Affairs. UNCG's financial integrity was demonstrated by clean audits from the State Auditor's Office and from the external auditor for affiliated organizations.

The market value of the UNCG Investment Fund equaled \$138.3 million, with 760 named endowments. Endowment spending rose to \$4.6 million, up from \$3.8 million. The Weatherspoon Art Museum's collection of more than 5,500 works rose in value to \$20.2 million.

The Department of Facilities Design and Construction oversaw multiple projects totaling \$179.5 million that were either under construction or in varying stages of design. Construction was begun on 18 projects with a total value of \$68.7 million. An additional 26 projects, with a total value of \$110.8 million, entered the design phase.

Projects totaling \$29 million were completed and put into use, including the Stone Building's 1929 wing, the Chancellor's Residence, the Nicholas Vacc Bell Tower, and the Northeast Campus Infrastructure. Others that went into use were an electric power distribution upgrade, the McIver chiller plant expansion and improvements, and a recreation support building.

Several major N.C. Higher Education Bonds projects were in construction or design phases. These include construction of the Studio Arts Center and the Hall for Humanities and Research Administration, and renovation of McNutt Building; and renovation design for the Alumni House, Petty Science Building and Aycock Auditorium.

## **DEVELOPMENT AND PUBLIC AFFAIRS**

In University Advancement, the Students First Campaign was launched in July and made excellent progress in its first year with approximately \$32.1 million in gifts and pledges collected through June 30 in the advance gifts phase. The campaign's Phase I goal is \$78.2 million through 2009. In other areas, UA had total fundraising receipts of \$9.97 million, a 54 percent increase from '03-'04, and new dollar commitments rose 67 percent to \$10.6 million.

The fundraising year included several wonderful gifts to the University, including an estate bequest of \$1.6 million that will be divided to create a new fund for undergraduate program enrichment and to support the Alumni programming endowment.

Other significant gifts or pledges included a \$150,000 gift for the Weatherspoon Art Museum Courtyard Planning and Construction Fund; a \$250,000 gift for athletic scholarships; a \$500,000 pledge to support the International Honors College; a 50<sup>th</sup> reunion gift of \$542,000 from the class of 1955 to create a new merit scholarship fund; a \$500,000 pledge to create an endowment for the new nursing Ph.D. degree program which begins in fall '05; a \$500,000 gift to increase an existing endowment for the Women's and Gender Studies Program; and a \$138,000 gift to provide scholarships for Hispanic students to attend the All-Arts and Sciences Campus at UNCG through 2007.

University Relations launched the new institutional logo, which included development of a family of design marks based on the Minerva statue. UR's various units provided support for the Students First Campaign through production of campaign documents and a kickoff video, development of a campaign website, special events, state/regional advertising and communications/media placement.

The Alumni House Campaign reached its \$500,000 obligation for the N.C. Higher Education Bonds for renovation project, and is continuing to raise money toward a permanent endowment for the house. The Alumni Affairs unit began programming revisions for reunion and for Fallfest and Winterfest activities in order to re-connect with alumni and increase membership in the Alumni Association.

## **ATHLETICS**

Spartan athletics enjoyed a banner year in the Southern Conference. The men's and women's soccer teams both captured conference regular season titles, and the men were ranked No. 1 nationally for four consecutive weeks. The men went on to NCAA Division I tournament play before falling to the eventual national champion, the University of California at Santa Clara.

UNCG athletics also achieved NCAA Division I certification, completing a process that began in 2003. UNCG's gender equity plan was submitted to the NCAA and its revisions have been implemented. An Academic Compliance Services program was started and a director hired to meet NCAA regulations on academic progress for student athletes.

Other highlights included Charles Jones becoming the first Spartan athlete to qualify for the NCAA track and field national championship, soccer forward Randi Patterson earning All-America honors, wrestler David Burns winning a bronze medal in the Pan American championships, baseball pitcher Chris Mason being drafted by the Tampa Bay Devil Rays, and conference rookie-of-the-year honors in basketball going to Kyle Hines and Kristen Boone of the men's and women's teams.

Among athletics personnel, men's soccer coach Michael Parker was named Southern region coach of the year by the National Soccer Coaches Association. In personnel changes, men's basketball coach Fran McCaffery resigned to take the head coach position at Siena College, and was replaced by Mike Dement, who was head coach of the Spartans from 1991-1995. Other

changes included the hiring of Shawn Garus as women's volleyball coach and Jennifer Herzig as women's softball coach.

#### **CONCLUSION**

UNCG has made great strides during a year marked by growth in enrollment, the start of our long-awaited capital campaign, and new initiatives in academic programming and research. I share with the faculty, staff and administration a commitment to advance the University's vision of being the "diverse, student-centered research university, linking the Piedmont Triad to the world through learning, discovery and service." We are well on our way to making this vision real.

Respectfully submitted,  
Patricia A. Sullivan

A handwritten signature in black ink that reads "Patricia A. Sullivan". The signature is written in a cursive style with a large initial "P" and "S".