

progress *report*

UNCG Students First Campaign

Kaplan Commons: *UNCG's Common Denominator*

Coeds throwing a Frisbee on a sun-soaked afternoon. Literature majors spread out on a lush, green lawn, challenging their assumptions as they deconstruct a poem by Robert Frost. A chemistry class breaking from the lab to learn from their professor — on benches surrounded by vibrant blooms of blue and gold.

To encourage a dynamic, diverse educational experience, aesthetics matter. So does a sense of community. UNCG's grounds have elicited many "oohs" and "aahs" over the past several years as stunning new buildings and landmarks have greatly enhanced all corners of campus. One parent of a prospective student even described UNCG as "the affordable university with a country club campus."

Even so, something has been missing. Randall Kaplan calls it the "wow" experience for visitors and potential students exiting Walker Deck. Their first impression of campus is the lawn of Elliott University Center. While neatly landscaped and green nearly all year, it lacks the character and amenities that could make it a stunning university commons. A central outdoor gathering place, says Kaplan, "would serve as a public meeting room with a number of spaces to come together, to sit and relax, to play and to learn." Frisbees ... amid poetry ... amid Van der Waals equation.

Active participants in the life and upward trend of UNCG, Randall and his wife, Kathy Manning, come to campus about 10 times a year. Each time, they park in the Walker Deck, walk toward the EUC and envision what the west lawn could be. Now, thanks to their \$330,000 donation to create Kaplan Commons, it's not only a possibility; their vision will become reality.

Following a thoughtfully conceived design, the project will get underway this fall and be completed in time for the university to host its 2008 FallFest celebration on the new commons. According to Kaplan, the design was created to complement UNCG's Master Plan and all the ways the university is evolving. "I was thrilled to be a part of the planning team. I had the passion to see it done, and the university was great about inviting me to be involved."

Inspiration for the project began during one of Kaplan's visits to campus. But the seed was planted years ago when Kaplan was studying at Brown University and The University of Michigan Law School. "I have great memories of sitting outside on a beautiful day reading, talking with fellow students. Both of the schools I attended had very inspiring commons. It made a huge difference in where I went to school and that's probably why I looked at this project as an opportunity."



Randall Kaplan and Kathy Manning

Randall Kaplan is CEO of Capsule Group, LLC. His wife, Kathy Manning, is an attorney. Active UNCG supporters, the couple has hosted a number of university events in their home. Their \$330,000 donation will help reinvent the west lawn in front of Elliott University Center, transforming it into a striking central gathering area known as Kaplan Commons.



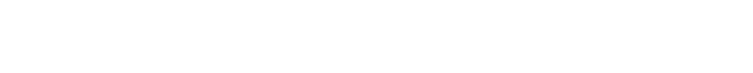
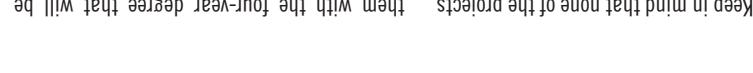
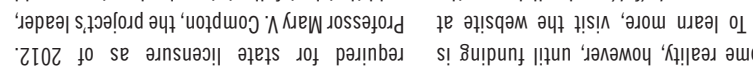
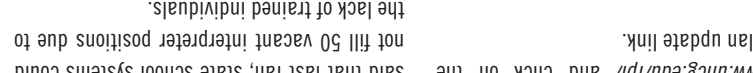
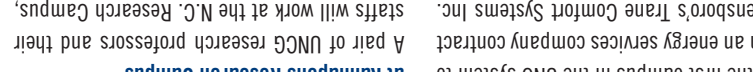
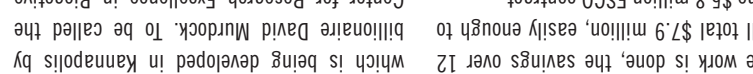
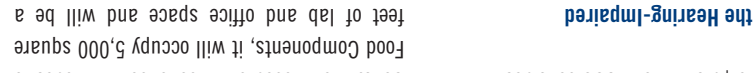
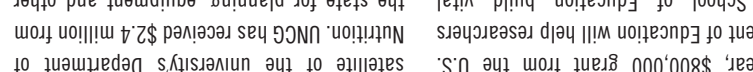
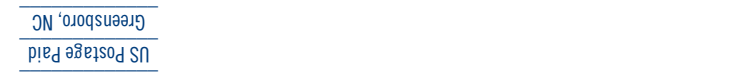
"UNCG is becoming a world-class university and one of the most attractive schools in the country. That says to students this university cares enough to be a beautiful place to live and learn."

— Randall Kaplan, CEO, Capsule Group, LLC, Former President of the Excellence Foundation, Board of Trustees

UNCG Students First Campaign now on the **web.**

donate.uncg.edu

The Impact of One | The Power of Many
UNCG STUDENTS FIRST CAMPAIGN



seen & heard

UNCG Students First Campaign now on the **web.**
donate.uncg.edu

"Achieving our fiscal year-end goal demonstrates the greatness of this university ... and of our friends and alumni. Your gifts are changing the face and the future of UNCG."

— Patricia A. Sullivan, Chancellor

In 2025, keep in mind that none of the projects them with the four-year degree that will be required for state licensure as of 2012. Professor Mary V. Compton, the project's leader, said that last fall, state school systems could not fill 50 vacant interpreter positions due to the lack of trained individuals.

Upgrade Savings to Pay for Energy Renovations
UNCG is the first campus in the UNC system to establish an energy services company contract with Greensboro's Trane Comfort Systems Inc. When the work is done, the savings over 12 years will total \$7.9 million, easily enough to pay for the \$5.8 million ESCO contract.

Help for the Hearing-Impaired
A four-year, \$800,000 grant from the U.S. Department of Education will help researchers in the School of Education build vital connections between teachers and deaf or hard-of-hearing students. Project CONNECT will prepare educational interpreters, providing student body is expected to be around 22,500 University to meet its future mission. The development of the campus in order for the process is designed to prepare for the physical the Trustees in September. The planning included in the new UNCG Campus Master Plan Camps along Spring Garden Street are needs, along with a possible 70-acre West a full day exploring possible new ventures. Robert McDowell, Microsoft VP for information headquarters in Bellevue, Wash., in July to spend a major library addition and other facilities Ahead with Wish List

Campus Planning 20 Years
A team from UNCG traveled to the corporate headquarters in Bellevue, Wash., in July to spend a full day exploring possible new ventures. Robert McDowell, Microsoft VP for information worker business value, sponsored the group. He and his wife Lissa McDowell '68 pledged a gift of \$3.85 million to the Students First Campaign. More to come on future developments.

Partnership with Microsoft
Dr. David H. Perrin is UNCG's new provost, but he's no stranger to the campus. Perrin has served as dean of the School of Health and Human Performance since 2001. He got the chief academic officer job following a national search that drew 87 candidates. Dr. Ed Uprichard, who retired as provost June 30, has moved to Travelers Rest, S.C.

if you haven't met him
Things are moving ahead for the new joint School of Neuroscience and Nanoeengineering. To learn more, visit the website at <http://www.uncg.edu/fnl> and click on the Master Plan update link.

UNCG Research Presence at Kannapolis Research Campus
A pair of UNCG research professors and their staffs will work at the N.C. Research Campus, which is being developed in Kannapolis by billionnaire David Murdock. To be called the Food Components, it will occupy 5,000 square feet of lab and office space and will be a satellite of the university's Department of Nutrition. UNCG has received \$2.4 million from the state for planning, equipment and other start-up costs.

UNCG Research Presence at Kannapolis Research Campus
A pair of UNCG research professors and their staffs will work at the N.C. Research Campus, which is being developed in Kannapolis by billionnaire David Murdock. To be called the Food Components, it will occupy 5,000 square feet of lab and office space and will be a satellite of the university's Department of Nutrition. UNCG has received \$2.4 million from the state for planning, equipment and other start-up costs.

Non-Profit Org.
US Postage Paid
Greensboro, NC
Permit 533

THE UNIVERSITY of NORTH CAROLINA
GREENSBORO
University Relations
PO Box 26170
Greensboro, NC 27402-6170



inside information

If you build it...

At UNCG, what was once only imagined now thrives. Consider the difference from seven years ago (before the passage of the 2000 Higher Education Bonds and the extraordinary success of the Students First Campaign) to now. (1) The new Science Building. (2) The Beverly Cooper Moore and Irene Mitchell Moore Humanities and Research Administration Building. (3) The Maud F. Gatewood Studio Arts Building. Athletic facilities. A new residence hall. A pedestrian thoroughfare.

At one time, these campus landmarks were merely the vision of administrators and the hope of students and faculty. Now they bustle with the energy of a vibrant university.

The campus has evolved remarkably in recent years thanks to the Higher Education Bonds and the tremendous private support for the Students First Campaign. Together, voters and campaign donors have reinvented the UNCG campus so that it rivals many of the top-tier institutions in the nation.

And it's not just the commanding buildings that are giving UNCG its dazzling new identity. Donor support has created a sense of community in nearly every nook and niche of campus. Take, for instance, the Class of 1953, which gave us Minerva, the classical statue that serves as the centerpiece of the university's logo and has become our icon. Students identify with the goddess, take pictures beside her at graduation and study on the benches she overlooks.

"If you build it, they will come." And they have. Talented students. Coveted faculty. And alumni thirsty to rediscover their alma mater.

Like those faculty and students, our donors appreciate the inherent value of a campus rich in beauty, energy and resources. Private support is giving the university a sense of place. And what a place it is.

Visit us at FallFest 08 to see the stunning results of these current projects:

Alumni House Renovation

Primarily a historical preservation, the Alumni House renovation will enable the university to accommodate ever-increasing numbers of active alumni returning to campus. The project includes reconstruction of the interior and exterior; electrical, mechanical, and plumbing replacements; and significant modernization work to meet building codes and requirements of the Americans with Disabilities Act.

Secretary's Garden

Alumna Susan Seeker Jones '78 demonstrated her support of the Alumni House renovation by making a donation to name the garden adjacent to the building. Secretary's Garden honors all of the past, present and future secretaries of the Alumni Association. A plaque will also memorialize Susan's parents, Iris and Bud Seeker.

Aycock Auditorium (and Taylor hardscape/landscape)

Bond funds initiated the comprehensive renovation while donor support is helping create a highly modernized facility for hosting university functions. Special thanks to the McLendon family who named the stage in memory of Mary Lily Aycock McLendon. More than 12 family members contributed, five of whom are the grandchildren of the building's namesake, Governor Aycock.

Weatherspoon Courtyard

Weatherspoon Art Museum annually draws thousands of visitors from the campus, community, region and beyond. Its courtyard serves as a main entry and site for student and public events. When renovated, it will provide an aesthetic experience to match the building's interior and provide attractive areas for meeting, studying, and display of sculpture.

Learn more about the university's strategic campus evolution by viewing the Master Plan at <http://projects.sasaki.com/uncgreensboro/index.html>



How does Our Garden Grow

You've probably heard of the 80/20 rule. Also known as the Pareto Principle, it's named after the French-Italian economist, Vilfredo Pareto, who observed that for many events, 80 percent of the effects come from 20 percent of the causes. For instance, while tending his garden, Pareto saw that 80 percent of his crop production was produced by only 20 percent of his pea pods.

Today, the principle is widely applied to a number of subjects from business management to fashion. For example, do 20 percent of your customers account for 80 percent of your profit? Do you wear 20 percent of your wardrobe 80 percent of the time?

I got to thinking about the 80/20 rule recently when we celebrated another Students First milestone ... reaching our June 30th target of \$80 million! We are now just \$20 million away from our \$100 million campaign goal. Twenty million may seem like a small gap, especially given how far we've come. But Pareto wouldn't want us to quit now. It's like climbing a hill, the first 20 percent is smooth sailing, the last 20 percent is what really challenges you.

Because this newsletter is mailed to our most loyal supporters, you are like the prolific pea pods in Pareto's garden. You belong to an extraordinary group responsible for taking UNCG to the \$80 million mark. In fact, your support of our vision and mission has already brought the university to a new level through unprecedented campaign achievement. Together, we've set a new standard of success ... and possibility.

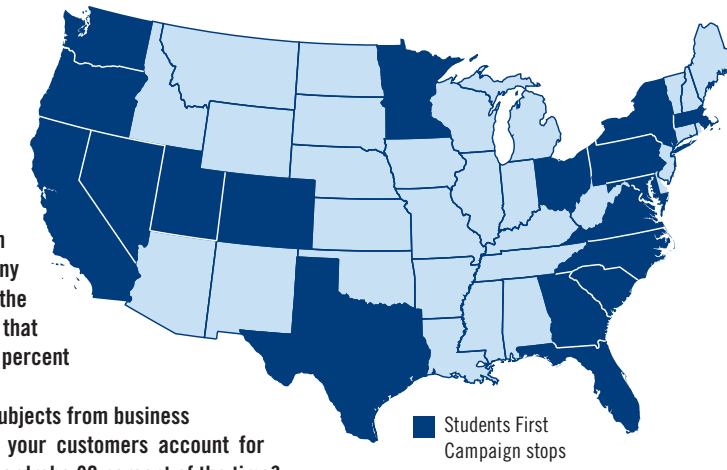
Be proud of helping transform UNCG. But also know this: to reach our \$100 million goal, we will strive for 100 percent participation from our alumni and friends. We're traveling the nation, from the east coast to the west, rallying supporters who are excited to be a part of our success story. I am confident many more will join in creating a new legacy for UNCG and our students. Take a look at the map above and see where we've been.

Without a doubt, we are a team ... a team connected by an outstanding university. As a result of our collective efforts, I believe UNCG can take its place among the top 20 percent of the most prestigious, top-tier universities in the nation.

Best wishes,

Dr. Patricia W. Stewart

Vice Chancellor for University Advancement



NORTH CAROLINA

Greensboro
High Point
Winston-Salem
Burlington
Durham
Raleigh
Charlotte
Pinehurst
New Bern
Wilmington
Asheville
Davidson County
Catawba County
Randolph County
Iredell County
Rowan County
Cumberland County

OUTSIDE OF NC

Columbia, SC
Charleston, SC
Atlanta, GA
Miami, FL
Boca Raton FL
Orlando, FL
Bassett, VA
Norfolk, VA
Washington, DC
New York, NY
Rochester, NY
Boston, MA
Pittsburgh, PA
Minneapolis/
St. Paul, MN
Columbus, OH
Denver, CO
Salt Lake City, UT
Las Vegas, NV
Seattle, WA
Portland, OR
San Diego, CA
San Antonio, TX

Gift Highlights

New Grad Music Scholarship Endowed

Two of the state's best-known choral conductors, Dr. William P. "Bill" Carroll and Joel R. Adams, are establishing a graduate scholarship in the School of Music.

The fund will support graduate students majoring in choral conducting, vocal performance or composition, and carries the names of both conductors.

Carroll, who is associate dean of the school, has given \$25,000 to establish the scholarship, and has made an estate commitment of \$100,000. Adams, who lives in Raleigh, has pledged \$25,000. The first award will be made in fall 2008, and will rotate among graduate students in the three areas.

"Most of my career has been in the UNCG School of Music, and I believe that we have a great school here," said Carroll. "Joel and I believe that graduate study is essential in launching a career, whether it's in teaching or performance, and we're happy to be able to do this."

Carroll has taught at UNCG since 1984, and is the 2001 recipient of the Lara Hoggard Award from the American Choral Directors Association. He served as the choral director at West Market Street United Methodist Church for 10 years and conductor of the Choral Society of Greensboro for 15 years. He is also editor of Hinshaw Music, Inc., a choral music publishing house.

Adams headed the choral program at Enloe High School in Raleigh for 20 years before retiring in June 2001. His choirs at Enloe sang in such venues as Carnegie Hall, St. Patrick's and St. John the Divine cathedrals in New York City, and St. Peter's Basilica in the Vatican in Rome. Adams received the 1991 Raleigh Medal of Arts for his achievements. He also was named Teacher of the Year at Enloe and was a finalist for Wake County Teacher of the Year.



New Professorship to Honor Spangler's 4th Grade Teacher

C.D. Spangler Jr., one of the state's most successful businessmen and emeritus president of the UNC system, is endowing a distinguished professorship at UNCG in honor of his fourth grade teacher, Helena Gabriel Houston, who graduated in the Class of 1927.

The Helena G. Houston Professorship in Science Education is being created through a pair of matching fund initiatives started this year by the C.D. Spangler Foundation. The programs will allow UNCG and the other 15 UNC campuses to each create six distinguished professorships over the next five years.



Spangler has said that Houston, who died in 2002, was one of the best teachers he ever had, and he wanted the first professorship at UNCG to carry her name. UNCG has already received \$667,000 for the endowment, and will apply for \$333,000 in matching funds from the state's N.C. Distinguished Professorship Endowment Trust Fund.

"This is an amazing gift to the university system, and UNCG will benefit tremendously from it," said Vice Chancellor for Advancement Patricia W. Stewart. "President Spangler has said that Mrs. Houston was an excellent teacher who inspired him as a student. This new professorship and the opportunity to create five others will allow us to recruit and retain top faculty in critical areas."

The first professorships not require matching funds this year. The five additional professorships for UNCG and the other campuses will require that the institutions raise matching funds.

To endow the additional distinguished professorships, UNCG's challenge will be to raise \$417,000 for each – or \$2.1 million. That goal can be met through the Students First Campaign, which has raised more than \$82 million toward its \$100 million goal.

"One of the Students First Campaign's priorities is the creation of endowed professorships so that our students can learn from the brightest faculty, and the Spangler Foundation is helping to make it possible," Stewart said. "This is a wonderful opportunity for UNCG's friends and supporters who have considered creating a distinguished professorship as a gift to the university."

Million-Dollar Gift Funds Scholarship

Carolyn Bason Long '43 has created a new scholarship that allows undergraduates to pursue studies in any of UNCG's academic departments.

"Carolyn's gift represents a dramatic step forward in our ability to provide scholarships for deserving students," said UNCG Chancellor Patricia A. Sullivan. "Her generosity will have a huge impact on the lives and academic careers of students for years to come."

"I've always had it on my mind to do something like this if I was ever able to financially," said Long. "I have no children of my own and I thought it would be a good way to help my alma mater and students who might need some help with their educations. I didn't have any scholarships when I was in college. I'm so proud of what's going on at the college now and what they've done and I'm happy that I can help it move ahead."

Long, who lives in the Watergate in Washington, D.C., is a native of Yanceyville. She graduated from Woman's College in 1943 with a degree in secretarial administration and went on to a career in government. She joined the staff of U.S. Sen. Clyde Hoey of North Carolina and later worked on the staff of Sen. Sam Ervin. In 1968, she married U.S. Sen. Russell B. Long of Louisiana, who died in 2004. Her younger sister, Dorothy Bason Burke, graduated from Woman's College in 1947.



UNCG Campaign Approaches \$85 Million

The Students First Campaign has hit and passed the 80 percent mark in the \$100 million fund drive.

When the end-of-month results were posted for August, the total stood at \$83,616,786 – with cash gifts totaling \$42.7 million; pledges, \$9.7 million; and planned gifts, \$31.2 million. With its major focus on undergraduate and graduate scholarships and academic programs, the imperative totals are in the far right column under "Success."

"Our campaign's momentum is amazing at this point," said Dr. Patricia W. Stewart, vice chancellor for University Advancement. "So many dedicated people have pitched in and helped the Students First Campaign get to this point.

"It's wonderful when you can say that we've already exceeded our original, startup goal of \$78.2 million. This is

a tremendous milestone for the campaign, and everyone – volunteers, friends, alumni, faculty and staff – can take pride in what we've accomplished. There's a lot of work to be done yet, but our donors have shown they support the university and they believe in the campaign's imperatives."

On Aug. 31, campaign donors had created:

- 8 new professorships
- 135 new undergraduate scholarships
- 26 new graduate scholarships
- 131 program endowments

More information is available at the campaign website: donate.uncg.edu.

Success!

Period ending
August 31, 2007

Student support, \$66.26 million

Goal includes \$68.4 million for undergraduate and graduate scholarships, \$3.8 million for international education and \$1.15 million for the Communication Across the Curriculum program

Total to Date: \$45,027,640

Attracting and retaining excellent faculty, \$10.14 million

Goal includes \$4.6 million for Excellence Professorships, \$2.84 million for faculty development \$1.7 million for Jackson Library, and \$1 million for guest artists and lectures

Total to Date: \$8,475,137

Building an exceptional learning environment, \$16.1 million

Goal includes \$7.4 million for academic program support, \$2.5 million for the Aycock Auditorium renovation, \$3.2 million for the Science Building equipment fund, \$1 million for the Chancellor's New Venture Fund, \$1 million for the Weatherspoon Art Museum and \$1 million for the Alumni House renovation.

Total to Date: \$23,579,712

Research and service support, \$7.5 million

Goal includes \$2 million for the Center for Youth, Family and Community Partnerships; \$1 million each to support the Center for Women's Health and Wellness, the Center for Business and Economic Research, the Center for Information Technology Management and community service internships and Service-Learning programs; and \$500,000 each for the Center for Biotechnology, Genomics and Health Research, the Center for New North Carolinians and School of Nursing service-learning initiatives.

Total to Date: \$3,570,662

Other Restricted Gifts

Total to Date: \$2,963,635

Grand Total: \$83,616,786