OPEN SESSION

FOR INFORMATION ONLY
(No formal action is requested at this time)

1. **North Carolina Botanical Garden**
   *Damon Waitt, Director of the North Carolina Botanical Garden*

2. **World View**
   *Charlé LaMonica, Director of World View*

3. **Bond Campaign Update**
   *Jennifer Willis, Director of Public Affairs*
   *Lanier Hodgson, Director of State and Federal Policy, UNC Health Care System*

4. **Communications Update**
   *Joel Curran, Vice Chancellor for Communications and Public Affairs*

5. **Development Update**
   *David Routh, Vice Chancellor for University Development* (Attachment A)

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.*

**Important Dates for the Committee:**
Winter Commencement – Sunday, December 13
Spring Commencement – Sunday, May 8
Overview

- Mission & Identity
- History
- The Conservation Garden
- Core Program Areas
- Financials
- Current Projects
- Future Initiatives
Mission & Identity

We further the University's mission of teaching, research, and public service through our own mission:

- To inspire understanding, appreciation and conservation of plants in gardens and natural areas and to advance a sustainable relationship between people and nature.
Mission & Identity

- We are a university-affiliated botanical garden with an outstanding international reputation as a garden that integrates a conservation ethic into all of its programs.
- We are the region’s most comprehensive center of knowledge on plants in North Carolina and the southeastern United States.
- We provide a broad audience with inspirational experiences, opportunities for health and wellness through outdoor activities, and educational programs within a scientifically-based institution.
History

- 1903 – William Chambers Coker starts a teaching collection on campus followed by a Herbarium in 1908
- 1952 – University trustees dedicate 70 acres for a botanical garden
- 1966 – Nature Trails open & Botanical Garden Foundation is formed*
- 1976 – Totten Center opens
- 1982 – Coker Arboretum acquired
- 1984 – Mason Farm Biological Reserve acquired
- 2000 – Herbarium acquired
- 2004 – Battle Park and Forest Theatre added
- 2009 – James and Delight Allen Education Center opens
- 2015 – NCBG covers 1,125 acres and is nationally known for its conservation programs, educational initiatives, taxonomic research and sustainable approach to buildings and landscapes.

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The Conservation Garden

- Conservation through propagation
- Seed banking and reintroduction
- Natural area protection and restoration
- Invasive species education and control
- Gardening in nature’s context to support native biodiversity
- Sustainable gardening practices
- Information on the conservation of the Southeastern flora and on the Garden’s conservation programs
- Connecting people to nature
Core Program Areas

Conservation

Education

Research

Horticulture

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Conservation

- Land Conservation and Management
- Rare Plant Programs
- Seeds of Success Program
- Public Programs, outreach and other extension activities
Rare plant recovery projects

Ptiliumnium nodosum
Harperella

Pybidanthera brevifolia
Sandhills pyximoss

Echinacea laevigata
smooth coneflower

Lysimachia asperulifolia
Rough-leaved loostrife

Castilleja coccinea
Indian paintbrush

Lilium pyrophilum
Sandhills lily

Amorpha Georgiana
Georgia leadplant

Astragalus michauxii
Sandhills milkvetch
NCBG/University Properties

- Display Gardens: 12 acres
- Piedmont Nature Trails: 50 acres
- Hunt Arboretum: 124 acres
- Gray Bluff Garden: 8 acres
- Mason Farm Biological Reserve: 367 acres
- Parker Preserve: 118 acres
- Coker Pinetum: 26 acres
- Battle Park: 93 acres
- **TOTAL**: 798 acres
Botanical Garden Foundation

- Stillhouse Bottom Nature Preserve 23 acres
- Penny’s Bend Nature Preserve 84 acres
- Laurel Hill Nature Preserve 75 acres
- Laurel Hill Residence and Grounds 2 acres
- Highland Pond (Chatham Co.) 3 acres
- Creekside Bluff (Orange Co.) 1 acres
- Gordon Butler Nature Preserve (Cumberland Co.) 12 acres
- Villa Pinea 12 acres
- Morgan Creek Easements (12 parcels) 6 acres
- Laurel Hill Easements 12 acres
- Stillhouse Bottom Easements 5 acres
- Villa Pinea Easements 12 acres
- Morgan Creek Preserve Easements 92 acres
- TOTAL 339 acres
Education

- Youth and Family
- School Groups
- Adult Informal Classes
- Certificate Programs
- Professional Development
- Themed Exhibits and Events
Education

- Community Outreach
  - Campus Community Garden
  - Horticultural Therapy
  - Wonder Connection
Horticulture/Demonstration

- North Carolina Botanical Garden
  - Display Gardens and Education Center
- Piedmont Nature Trails
- Carolina Campus Community Garden
- Mason Farm Biological Reserve
- Coker Arboretum
- Battle Park
- Forest Theatre
- The Rocks
Display Gardens

- Native Plant Border
- Native Water Gardens
- Carnivorous Plant Collection
- Garden of Flowering Plant Families
- Horticultural Therapy Demonstration Garden
- The Mercer Reeves Hubbard Herb Garden
- Coastal Plain and Sandhills Habitat Gardens
- Piedmont Habitat Garden
- Mountain Habitat Garden & Paul Green Cabin
- Fern Collection
- Totten Center Landscape
Research

- UNC Herbarium
- Specimen Digitization
- Web Portals for Biological Data
- Publications
  - Flora of Virginia
  - Flora of Southern and Mid-Atlantic States
  - A new Flora of Carolina(s)
  - Wildflowers of the Atlantic SE
- Teaching
  - BotCamp 2.0
  - Local Flora (non-majors)
  - Adult Informal Classes
FloraQuest App

- New Mobile App for the Southeastern United States Flora
FY 2016 Expense - $2,891,194

- Personnel
- Supplies
- Travel
- Publications
- Communications
- Services
- Technology
- Meetings
- Transportation
- Fixed Costs
Planning

- 1992 Garden Master Plan
- 1999 Herbarium Plan
- 2000 Children’s Wonder Garden
- 2014 Entranceway Plan
1992 Garden Master Plan
Garden Master Plan

- Project initiated in 1992
- Central Gardens (Display Gardens, Piedmont Nature Trails, Coker Pinetum, Hunt Arboretum, Gray Bluff Garden)
- Mason Farm Biological Reserve
- Coker Arboretum (not included)
- Major Buildings (Visitor Center, Research Center for Plant Diversity, Totten Center)
- Infrastructure (Visitor Circulation and Trails, Security, Lighting, Parking, Utilities)
James and Delight Allen Education Center
Children’s Wonder Garden

In the Children’s Wonder Garden, children, families, and friends will engage in exploration of the natural world through high quality, fun, and interactive outdoor spaces that excite creativity, imagination, play, and learning. The Children’s Wonder Garden will raise generations of children committed to stewardship of the natural environment.
Entranceway Plan
The Next 50

- Re-envision garden properties and facilities.
- Create compellingly beautiful gardens and interpret them for the public.
- Expand our impact in academic and university life.
- Build botanical capacity locally, regionally and nationally.
- Secure the financial stability of the North Carolina Botanical Garden.
Developing Global Educators

Charlé LaMonica
Director, World View
November 18, 2015

Board of Trustees External Relations Committee
MISSION OF WORLD VIEW

World View, a public service program at the University of North Carolina at Chapel Hill, equips K-12 and community college educators with global knowledge, best practices, and resources to prepare students to live in an interconnected and diverse world.
World View provides and supports statewide professional development in global education.
World View Offers Statewide Access to UNC-Chapel Hill Global Resources


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Fulfilling Public Service

What does World View’s public service mission offer North Carolina K-12 and community college educators?
World View Offers a Connection to University Resources
Faculty Expertise

Dr. Jennifer Ho
English & Comparative Literature

Dr. James Johnson
Kenan-Flagler Business School

Dr. Joseph Jordan
The Sonja Haynes Stone Center

Dr. Louis Pérez
Institute for the Study of the Americas

Dr. Mabel Miguel
Kenan-Flagler Business School

Dr. Phyllis Pomerantz
Duke Sanford School of Public Policy
National Resource Centers

- African Studies Center
- Carolina Asia Center
- Center for European Studies
- Center for Global Initiatives
- Duke-UNC Consortium in Latin American and Caribbean Studies
- Duke-UNC Consortium for Middle East Studies
World View Provides and Supports Statewide Professional Development in Global Education

- Across disciplines
- Across grade levels
- To ensure that *global* is present as educators integrate a standard course of study
Partners Program

Guilford County Schools

August 2016

PAST PROGRAMS

2015 Charlotte-Mecklenburg Schools
2014 Buncombe County Schools
2013 Wake County School System
2012 Iredell-Statesville School
2011 Polk County and Rutherford County Schools
2010 Union County Public Schools
2009 McDowell County Schools
2008 Onslow County Schools
2007 Myers Park High School (CMS)
2005 Winston-Salem/Forsyth County Schools
2004 Charlotte-Mecklenburg Schools
2003 Providence Day School
2002 Charleston County Schools (SC)
2001 Exploris Middle School (Wake)
2000 Wayne County Schools
K-12 Global Education Symposium

From Local to Global: Exploring Environmental Sustainability

OCTOBER 21 – 22, 2015
K-12 Global Education Symposium
From Local to Global: Exploring Environmental Sustainability

Dr. John Bruno
Department of Biology

Landfill Harmonic
Global Education and 21st Century Skills: Six-week Online Course

October 8 – November 18, 2015

“Almost everything I learned could be taken back to my classroom. This was a perfect course for me!”

– 2014 participant
Community College Symposium

Global Human Rights And Social Justice

NOVEMBER 11 – 12, 2015
Christo Brand
Former prison guard and friend of Nelson Mandela

Dr. Niklaus Steiner
Center for Global Initiatives

Dr. Rosemary Fernholz
Duke Sanford School of Public Policy
NC Global Distinction Program for Community Colleges

This initiative is developing a state and national model of best practices for globalizing the curriculum and campus programs.
NC Global Distinction Program for Community Colleges

14 Participating Community Colleges

First Group (Fall 2014):
- Asheville-Buncombe Community College
- Central Piedmont Community College
- Davidson County Community College
- Gaston College
- Pitt Community College

Second Group (Spring 2015):
- Caldwell Community College
- Forsyth Technical Community College
- Guilford Technical Community College
- Wilkes Community College

Third Group (Fall 2015):
- Durham Technical College
- Nash Community College
- Rowan-Cabarrus Community College
- Sandhills Community College
- South Piedmont Community College
2016 Spring Seminars

Building Bridges: Cultural Respect and Equity in the Classroom
March 22-23, 2016

Europe at a Crossroads
March 23-24, 2016
Creating a Global Media Center: A Workshop for Media Specialists

April 27 - 28, 2016

Dr. Cliff Missen
School of Information and Library Science

Adam Garry
Dell Corporation
Global Education Teacher Leader Institute

June 20 – 24, 2016

Teachers in the 2015 Institute represented:

- Charlotte-Mecklenburg Schools
- Chatham County Schools
- Guilford County Schools
- Haywood County Schools
- Onslow County Schools
- Wake County Public School System
- Warren County Schools
Global Education Leaders Program

2016/2017
World View to You!

2015-2016
On-Site and Virtual Professional Development in Global Education for K-12 Educators

UNCPard World View
International Study Visits

Ecuador (Quito and the Galápagos Islands)
International Study Visits

GERMANY
June 18-29, 2016

COSTA RICA & NICARAGUA
July 22-31, 2016
World View Integrates Content with Capacity

• **Design** effective action plans

• **Facilitate** curriculum planning and goal setting

• **Provide** best practices, skills and strategies through the network of university resources and World View partners.
IMPACTFUL
“Very inspiring speakers and so much useful information. Love leaving something like this feeling fired up to make a difference and implement new programs at school!”

“Always wonderful and re-energizing to come to World View Symposium. I always leave feeling empowered and ready to make a difference in the lives of my students.”

-2015 K-12 Global Education Symposium participants
Do World View programs impact teachers and students? Absolutely.

Our programs work.

91%

Percentage of educators who agree that World View programs increase their ability to promote global awareness.

After World View programs, educators:

- Shared information: 88%
- Created new lessons: 70%
- Enhanced current instruction: 78%

In a recent survey, respondents...

- Agreed that they deepened their knowledge of global issues: 93%
- Were exposed to meaningful practices in integrating global themes into education: 94%
- Reported increasing their ability to promote global awareness: 91%
For more information, contact:

worldview.unc.edu  

facebook.com/UNCWorldView  

@UNCWorldView  

pinterest.com/UNCWorldView  

Charlé LaMonica
Director
lamonica@unc.edu
Connect NC


- House Bill 943 - $2.0 billion in targeted long-term infrastructure investments
  - General Obligations bonds
  - 6 year plan
  - 20 year bond
  - Higher Education, Agriculture, Public safety, National Guard, Parks and Natural Resources, Water and Sewer
  - *Election date – March 15, 2016*

- Transportation - $2.64 billion cash funded
  - Pay-as-you-go @ $440 million each year for 6 years
  - Bridges, Maintenance, Resurfacing, Repairs, State Ports improvements
  - Not tied to bond referendum
Connect NC

- Impact on public higher education
  - $1.065 billion for all constituent institutions of the UNC System for strategic capital STEM projects, including $45 million for targeted repairs and renovations
  - $350 million for new construction, repairs and renovations at the 58 community colleges

- State government infrastructure
  - Water and Sewer $309.5 million
  - Agriculture $94 million
  - State Parks $75 million
  - National Guard $70 million

- Regional Highlights Map
Why invest now?

- ConnectNC will pay for assets that will last for 50+ years
  - Financing aligns with asset lifespan

- Interest rates on government bonds are at historic lows

- Even with this debt issuance, debt service as a percentage of general fund revenue will not be above the suggested limit of 4%

- Projects focus on areas that will boost the state’s economic activity

- No new taxes or tax increases proposed as a result of this bond

- Last voter-approved debt for higher education infrastructure was 15 years ago
UNC-Chapel Hill #1 Priority: New Medical Education Building to Educate Next Generation of Physicians for North Carolina
Why a New Medical Education Building?

We expect a physician shortage in North Carolina by 2020.

2014
More people will require medical care as health reform goes into effect.

2015
U.S. physician shortage estimated to reach > 60,000.

65+ population will increase by 30+%. They will require more and longer care.

2020
1/3 of today’s practicing MDs will have retired.
Our ability to meet NC’s need for more physicians is constrained by inadequate facilities

Current Medical School Building

- Opened in 1970, but designed to meet the needs of the 1960s
- When the building opened, we had 353 medical students. In 2014, we trained 2,400.
- Teaching spaces not optimal for today’s teaching & learning style
- Competing Medical Schools across the country have invested in facilities to meet the demands of 21st century medical education
- Despite top-tier program offerings, recruiting top students is difficult with existing learning spaces
The UNC School of Medicine is the State’s largest physician teaching program

- The UNC School of Medicine is a top-tier, nationally prominent medical school.
- Recent *US News & World Report* Rankings
  - #2 for Primary Care
  - #6 for AIDS
  - #5 for Rural Medicine
  - #22 for Research
- In 2014, 2,400 students trained across 26 departments and 23 centers.
- We graduate 180 new physicians each year; 1/3 match into residencies in NC.
- To meet the growing needs of North Carolina, we expanded our medical school training to campuses to Asheville 2009, Charlotte 2010 and pending approval Wilmington 2016.
- Nearly half of all doctors trained at the UNC School of Medicine practice in the state of North Carolina.

**Comparative Size of NC Medical Schools**

(based on total MD students)

**Campbell University started a medical program in 2014. They have not yet graduated a class.**
The delivery method for Medical Education has changed significantly since 1970

From large section, auditorium style lecture…

…to smaller-scale, multi-faceted, hands-on learning

- Immersive Experiences
- Simulation Laboratories
- Integrated Learning Support
- Informal Interactions
- Small Group Breakdown
- Communication Development

- Procedural Skills Techniques
- Team-based Medicine
- Convergence of Physical & Virtual
- Self Directed Learning
Educate More NC Doctors = Save More NC Lives

- The new medical education building will be home to all students for their first two years of foundation training.

- Students will be based in Chapel Hill and at our regional campuses in their third and fourth years:
  - Asheville
  - Charlotte
  - Wilmington (planned)

- School of Medicine class size can be increased to accommodate growth in these regional programs
  - Current class size of 180
  - Approval by the Board of Governors is already in place for a class size of 230
Funding Sources

Investment needed in our New Medical Education Building:

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<th>Source</th>
<th>Amount</th>
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<td>Voter Approved Funding</td>
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<td>Other Support</td>
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<td><strong>Total</strong></td>
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Calendar

- Absentee Voting by Mail begins: January 25, 2016
- Voter Registration Deadline for Primary: February 19, 2016
- One-Stop Voting Early Voting Begins: March 3, 2016
- One-Stop Early Voting Ends: March 12, 2016
- UNC-Chapel Hill Spring Break: March 14-18, 2016
- STATEWIDE PRIMARY ELECTION: March 15, 2016
During October, produced 24 videos. 122 videos created YTD.

Social Media

Combined social media followers increased 6% since the start of the academic year. UNC gained 5,000 new followers during October and now reaches more than 317,540 social followers.

Media Relations

Responded to 42 media queries in October, more than 217 media queries since the beginning of the academic year.

Events

Joint Nobel Prize media event created in 6 hours.
The University of North Carolina at Chapel Hill

Balloons in both shades of blue decorated UNC's Marsico Hall today as Carolina hosted a joint news conference with Duke University to recognize the two schools' new Nobel Laureates. Take a look at today's conference and a recap of the work that earned UNC and Duke a historic shared NobelPrize, creating a splendid day for science in the Triangle region!

Dr. Aziz Sancar
2015 Nobel Prize in Chemistry Recipient

7,255 YouTube views
24,648 Facebook views
SOCIAL MEDIA FOLLOWERS

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THOUSANDS
TOP FACEBOOK VIDEOS
By # of views

- Snowy Week in Chapel Hill
  1,032 Likes · 32,448 views
- Dentistry students use DEAH DAY to honor fallen...
  888 Likes · 25,962 views
- A Day in the Life | Rameses XXII
  1,128 Likes · 23,367 views
- Carolina's Dr. Aziz Sancar Wins 2015 Nobel Prize in...
  943 Likes · 24,678 views
- Remembering Coach Dean Smith
  2,079 Likes · 56,130 views
OCTOBER MEDIA OUTREACH

- Stories Placed: 29
- Interview Requests Fulfilled: 31
- Releases and Pitches: 61
- Responses to Queries: 42
UNIVERSITY ISSUES & NATIONAL CONVERSATIONS

- Academics and athletics
  - Wainstein Report anniversary
- Race and place
  - Silent Sam protests
  - pro-Confederate rally
- Football head injuries
  - Nightline and 60 Minutes interviews with Kevin Guskiewicz
• Nobel Prize joint media event
• University Day
• College of Arts & Sciences dean announcement
• Carolina Square groundbreaking
Development Update
November 18th, 2015
Meeting of the UNC-CH Board of Trustees

David S. Routh
Vice Chancellor for Development
Cash Totals

YTD Comparison as of November 16, 2015
New Cash and Commitments Totals

YTD Comparison as of November 16, 2015

FY15: $67,699,138
FY16: $89,501,260

+32%
The Pipeline

YTD Comparison as of November 1, 2015

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Great Start to FY16!

Arts and Sciences: $12,565,464 ($9,387,122)

Educational Foundation: $9,525,480 ($3,743,018)

Library: $1,437,425 ($332,129)

Lineberger: $12,417,688 ($1,629,108)

Medical Foundation: $11,760,292 ($6,075,378)

Pharmacy: $2,056,648 ($1,560,619)

Public Health: $4,380,702 ($1,783,429)

Scholarships & Student Aid: $5,407,981 ($1,292,703)
Development Update
November 18th, 2015
Meeting of the UNC-CH Board of Trustees

David S. Routh
Vice Chancellor for Development