



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

BOARD OF TRUSTEES  
EXTERNAL RELATIONS COMMITTEE  
MAY 27, 2015, 2:30PM  
CHANCELLOR'S BALLROOM EAST  
THE CAROLINA INN

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**OPEN SESSION**

**FOR INFORMATION ONLY**

(No formal action is requested at this time)

1. [Public Safety Partnership](#)  
*Jeff McCracken, UNC-CH Director of Public Safety and Chief of Police*  
*Chris Blue, Town of Chapel Hill Chief of Police*
2. [Communications Update](#)  
*Joel Curran, Vice Chancellor for Communications and Public Affairs*
3. [Development Update](#) (Attachment A)  
*David Routh, Vice Chancellor for University Development*

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

**COMMITTEE MEMBERS**

Donald Williams Curtis, Chair  
Haywood D. Cochrane Jr., Vice Chair  
Charles G. Duckett  
J. Alston Gardner  
Kelly Matthews Hopkins  
Dwight D. Stone

*Administrative Liaison:*

*David Routh, Vice Chancellor for University Development*

# Policing and Safety in Our Community



Presented by :

Chief Jeff McCracken

Chief Chris Blue

UNC Chapel Hill Department of  
Public Safety (DPS)  
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Town of Chapel Hill Police Department  
(CHPD)

# Philosophies

- Community Oriented Policing – Creating and fostering problem solving partnerships to address crime, fear of crime, and quality of life issues.
- Guardian Officer - prioritizes service over crime fighting, values the dynamics of short-term encounters as a way to create long-term relationships, emphasizes communication over commands, cooperation over compliance, legitimacy over authority, restraint over control, and stability over action. In short it is an affirmation that policing must be done *with* a community, not *to* a community.

# Jurisdiction

DPS - All property owned or leased by the University and the roadways that pass through or immediately adjoin it.

CHPD - All property within the incorporated Town limits and one mile beyond.

DPS Extended Jurisdiction – Town-wide jurisdiction to investigate crimes that originate on campus and when participating in approved joint operations or training with the CHPD. Jurisdiction at the Chapel Hill Police Department/Magistrate's Office and identified portion of the Downtown Business District to respond to crimes that occur in the presence of on-duty officer. Primary jurisdiction at Granville Towers.

# Communication

- Criminal Incidents - The University is notified by the CHPD of crimes involving students and of violent crimes that occur near campus. The Public Information Officers from each department coordinate the release of information to the media and public notices.
- Intelligence - Investigative sections and Administrations regularly share information concerning trends, persons of interest, and general public safety issues.
- University Clery Act Notification Requirements - Timely notification for serious crimes that represent an on-going threat, emergency notification for imminent life threatening situations.

# Crime Data

Chapel Hill	2012	2013	2014	YTD
Homicide	2	1	2	4
Rape	9	15	14	3
Robbery	30	24	29	6
Assault	34	30	35	15
B&E/Burglary	456	401	372	114
Larceny	977	864	950	307
MV Theft	76	53	72	21

UNC	2012	2013	2014	YTD
Homicide	0	0	0	0
Rape	2	3	6	2
Robbery	0	1	3	1
Assault	0	5	3	0
B&E/Burglary	25	31	45	9
Larceny	337	268	266	75
MV Theft	4	8	9	11

# Joint Initiatives

- Increased staffing for start and end of academic year
- Weekend down town foot patrols
- Alcohol Law Enforcement Response Team (ALERT)
- Major events
  - street celebrations
  - athletics
- Training
  - Critical Incident Team
  - Fair and Impartial Policing
  - emergency exercises
- Emergency Response Group – formed in 2007, meets every other month, includes all responders to campus critical incidents.

# Joint initiatives Cont.

## ➤ Programming examples

- Safe Kids Orange Co.
- 100,000 Homes Task force
- Watch for Me NC
- Community Safety Partnership
- Good Neighbor Initiative
- Coffee With a Cop
- Child Passenger safety Checking Station
- Operation Medicine Drop



# Initiatives Underway

## ➤ Campus

- Body-worn cameras
- RFP for Campus Safety Master Plan
- E911 upgrade to Next Generation – will mirror OCES and allow the reception of video, voice, and text from any wired, wireless, or IP-based device
- Freedom Mobile App – will allow officers to receive dispatch and records information on mobile device in the field

## ➤ Town

- Body-worn camera testing
- Fair and Impartial Policing
- Data-driven policing
- Central Business District environmental upgrades
- New public safety facility

(Joint task force will meet throughout the summer to develop new initiatives for promotion and implementation in the fall)

# Questions?



# Office of Communications and Public Affairs

Board of Trustees - External Affairs Committee  
Wednesday, May 27, 2015



Photo credit: Sam Kittner '85





The past 30 days...



## UNC COMPASS produced:

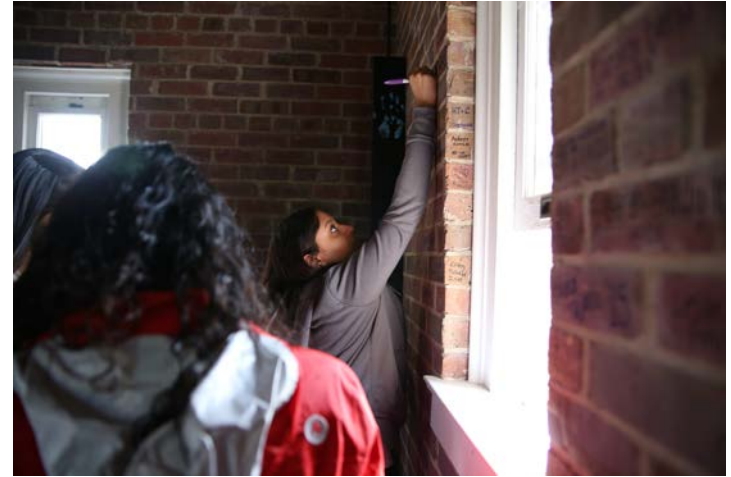
- **10** videos
- **8** graduating-student stories
- **2** stories on Commencement Speaker, Jason Kilar
- Coverage of:
  - Commencement and Hooding Ceremonies
  - Carolina Firsts signing ceremony
  - Red, White and Carolina Blue Graduation
  - GSK Partnership announcement
  - Two new campus program launches (CORE, CPA)
- End-of-year photo essay





APRIL 21

# BELL TOWER CLIMB



APRIL 21

# BELL TOWER CLIMB TIME-LAPSE



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*at* CHAPEL HILL



APRIL 29

# LATE NIGHT BREAKFAST



THE UNIVERSITY  
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*at* CHAPEL HILL





# CEREMONIES

## Carolina Firsts



# CEREMONIES



Red, White &  
Carolina Blue

UNC American  
Indian Center  
Ceremony



Hooding  
Ceremony



MAY 5

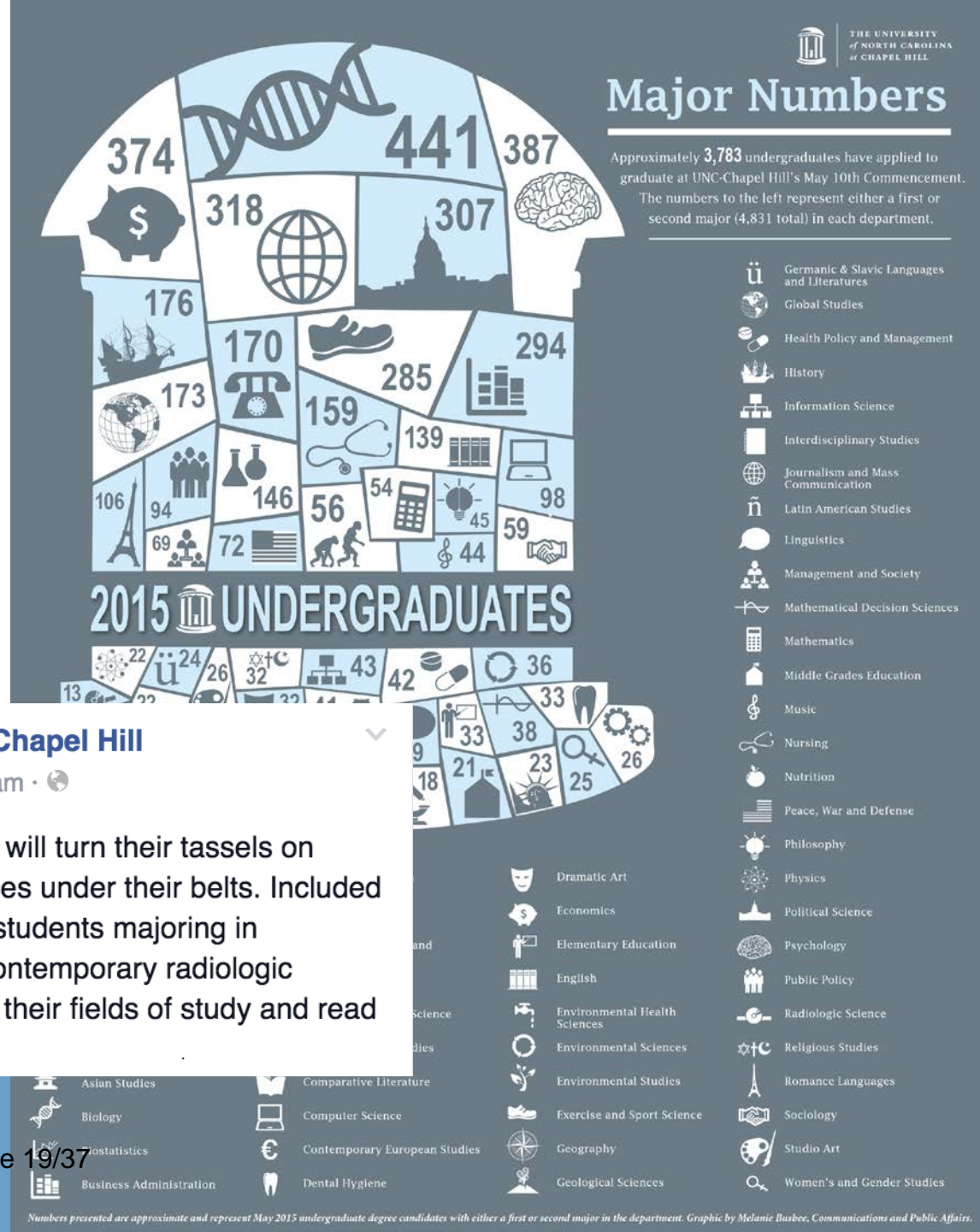
# MAJOR FIGURES



## The University of North Carolina at Chapel Hill

Posted by Philip L. Jones [?] · May 5 at 9:28am ·

About 3,700 seniors in the **UNC Class of 2015** will turn their tassels on Sunday with a wide variety of **#UNC** experiences under their belts. Included in that diversity is what **#UNC15** studied, with students majoring in everything from archaeology to linguistics to contemporary radiologic science. Check out this great breakdown of all their fields of study and read more here: <http://bit.ly/1zK5Qea!>



MAY 10

# SPRING COMMENCEMENT







Jason Kilar  
@jasonkilar



Following

#UNCSelfie #UNCgrad

Reply Retweet Favorite



RETWEETS 172 FAVORITES 213



10:55 AM - 10 May 2015



# COMMENCEMENT IN MEDIA

**45 pitches** by UNC COMPASS for graduating students

**7 stories** picked up by local outlets: Herald-Sun, DTH, C-SPAN (video), WTVD, WCHL, N&O



**Front page of the N&O** on Commencement Sunday about Gail Markland, who was influenced to go to Carolina by the late William Friday



May 11

# GSK-UNC PARTNERSHIP



May 11

# GSK-UNC PARTNERSHIP

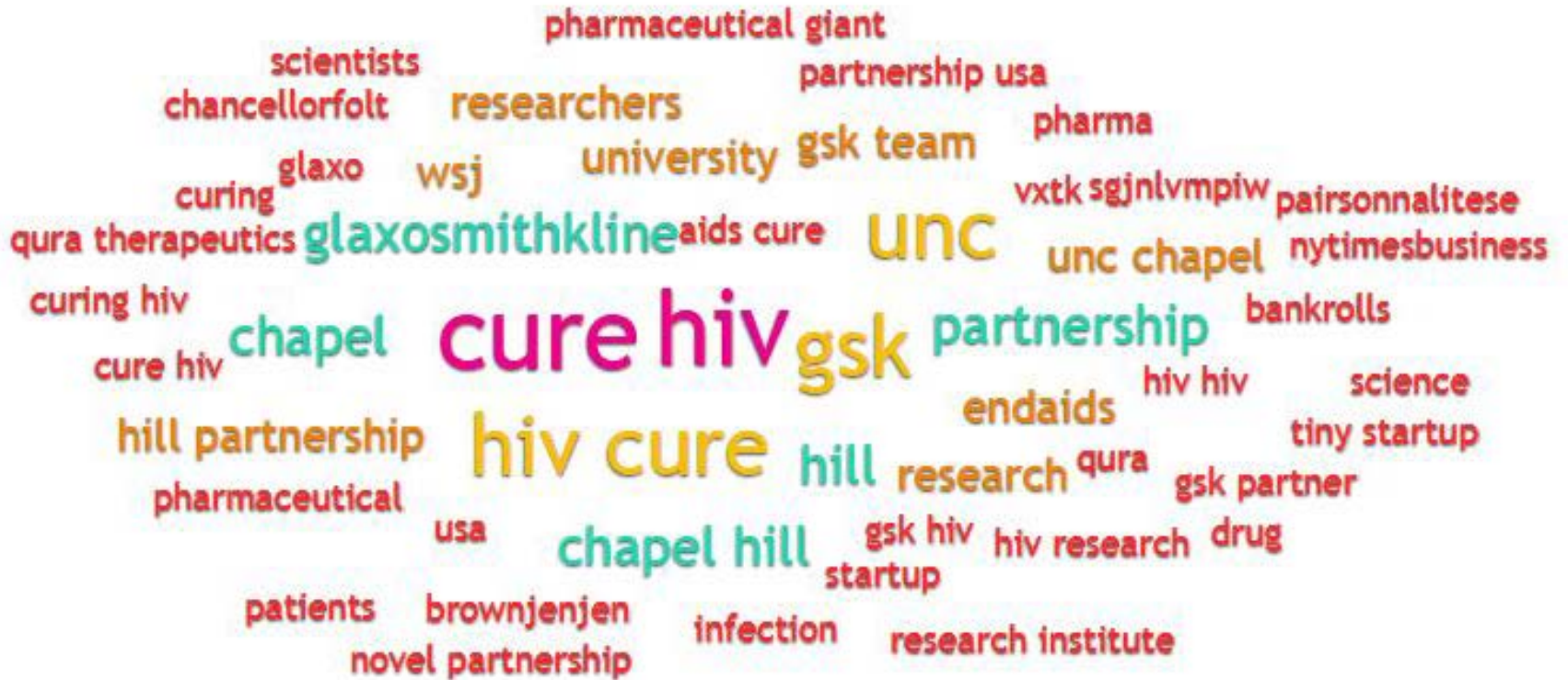


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# HIV WORD CLOUD



**2,662+ mentions**  
of the UNC-GSK  
announcement on  
social media  
(Twitter, Facebook,  
blog posts, etc.)



Following

Hunt for AIDS cure accelerates as GSK and U.S. experts link up [reut.rs/1cnQW28](http://reut.rs/1cnQW28)



 **Reuters India**



**Hunt for AIDS cure accelerates as GSK and U.S. experts link up**

By Reuters India @ReutersIndia

Britain's GlaxoSmithKline, which decided last week to retain rather than float off its HIV drugs business, is to collaborate with U.S. scientists in developing a cure for AIDS. Until recently, many

[View on web](#)

RETWEETS  
**12**

FAVORITES  
**6**



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10:17 PM - 10 May 2015





Wall Street Journal @WSJ · May 11

GlaxoSmithKline and the University of North Carolina are joining forces to seek a cure for HIV/AIDS [on.wsj.com/1zSd13B](https://www.wsj.com/1zSd13B)

WSJ Wall Street Journal



### HIV Cure Is Goal of Glaxo-UNC Chapel Hill Partnership

By Betsy McKay @betswrites

GlaxoSmithKline and UNC Chapel Hill are launching an HIV research center focused on finding a cure for the virus that causes AIDS.

[View on web](#)

RETWEETS

108

FAVORITES

62



10:26 AM - 11 May 2015 - Details



[Hide summary](#)





The New York Times

@nytimes



Following

## Drugmaker and University Ally to Seek Cure for AIDS [nyti.ms/1cox0Mz](https://nyti.ms/1cox0Mz)



The New York Times

### Drugmaker and University Ally to Seek Cure for AIDS

GlaxoSmithKline will contribute a total of \$20 million to start a research institute and a company with the goal of curing patients infected with H.I.V.



[View on web](#)

RETWEETS

76

FAVORITES

83



3:19 AM - 11 May 2015



MAY 20

# UNC MILITARY INITIATIVES



MAY 20

# UNC MILITARY INITIATIVES



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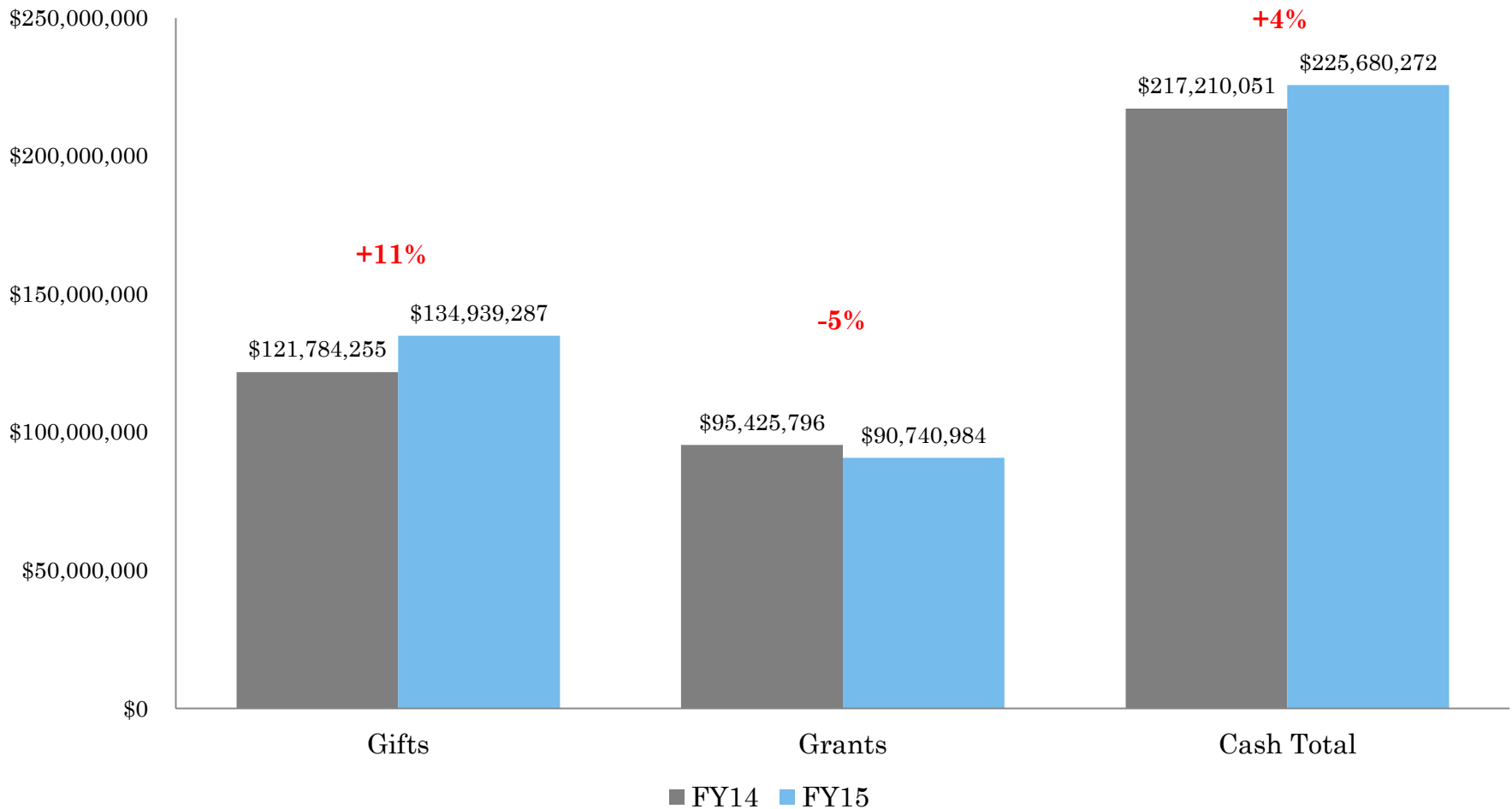
# Development Update

May 2015

Meeting of the UNC-CH Board of  
Trustees



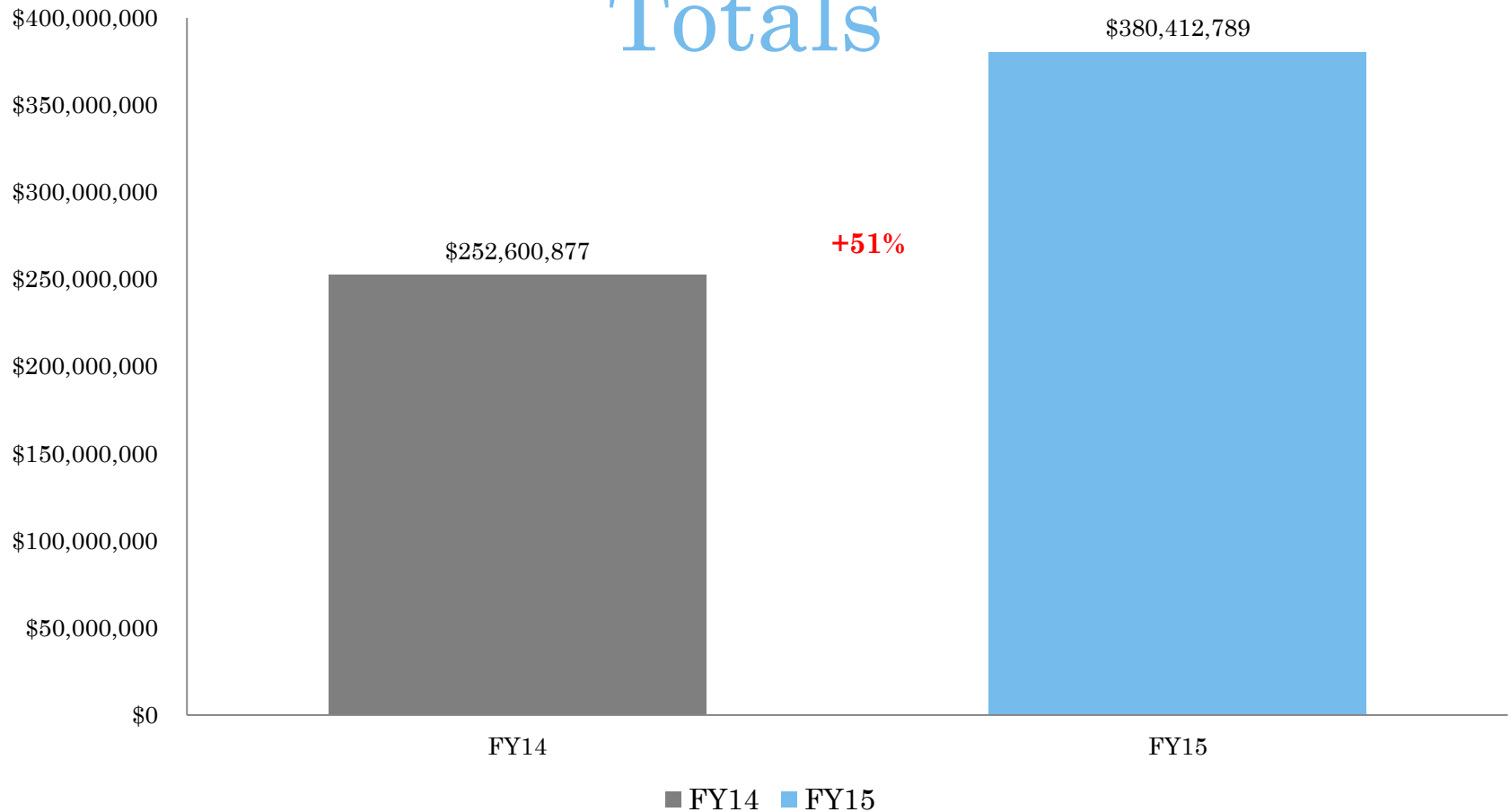
# Cash Totals



YTD Comparison as of May 19, 2015



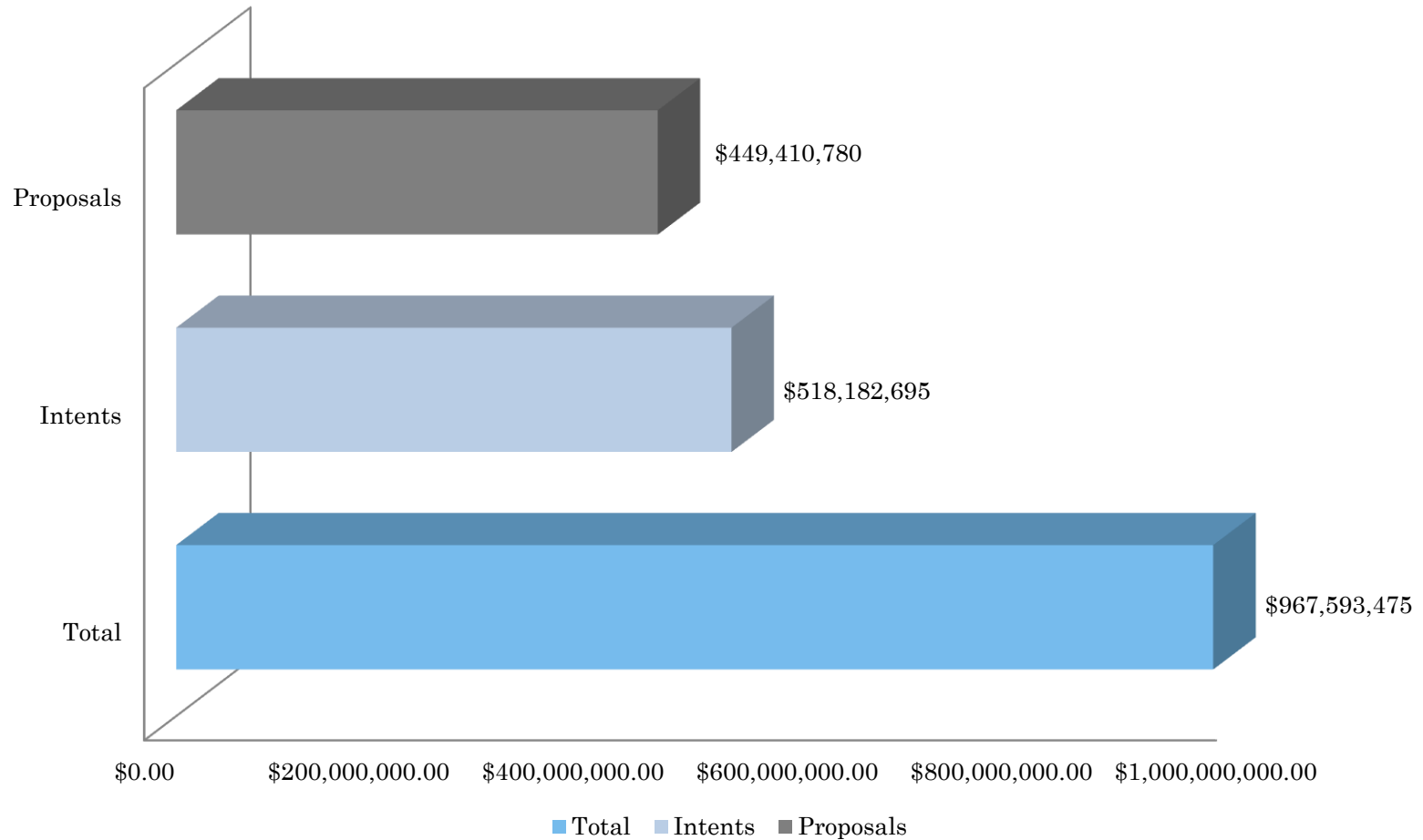
# New Cash and Commitments Totals



YTD Comparison as of May 19, 2015



# The Pipeline



# GSK and UNC-CH Partnership

- First public-private partnership of its kind aimed at curing HIV/AIDS
- GSK will initially invest \$20 million over five years (renewable)
- Creates HIV Cure Center on UNC campus for research and Qura Therapeutics to handle business and intellectual property
- Attracting interest from other funders





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*Invest in Carolina*

[giving.unc.edu](https://giving.unc.edu)