

A blue-tinted photograph of a classical building, likely the Old Well at UNC Chapel Hill. The building features a prominent white dome topped with a weather vane, surrounded by a circular portico of white columns. The image has a soft, painterly quality due to the color overlay.

UNC STUDENT AFFAIRS

• *the CAMPAIGN for CAROLINA.* •



"We challenge our students not just to learn what is already known but to create what is not yet known as they stand shoulder to shoulder with thinkers and researchers whose discoveries are changing our world."

— Chancellor Carol L. Folt

Everything we do is driven by a motivation that's profoundly human. Carolina's deep roots in public service have grown into a University-wide effort to make more than just a difference, but a better future. We act because we must. Humanity needs us, and we will show the world the strength in humanity. UNC Student Affairs will be central to that vision.

For all that's now, for all that's new, for all that's next, we will continue to forge forward, imbued with compassion and compelled by circumstance. With your help, we will maximize our impact, ensuring it is felt across North Carolina and throughout the world.

Dear Friends of Carolina,

UNC Student Affairs is devoted to creating a complete learning experience for all students to prepare them to reach their educational, personal and professional goals. The education of a college student combines an excellent academic program with the application of real-life skills, experiences and learning to daily life. We work in partnership with the faculty and the academic administration to provide these opportunities to all students.

The most ambitious fundraising campaign in University history, For All Kind: the Campaign for Carolina seeks to foster an innovation generation prepared to lead the world to a better future through research and scholarship, example and ethos. The overall goal is to raise \$4.25 billion by Dec. 31, 2022; UNC Student Affairs has committed to raise \$15 million.

By helping us reach this goal, you will enable us to sustain a welcoming and nurturing environment in which students can learn, mature and grow. They will leave our campus as compassionate and responsible citizens and leaders ready to make a positive difference in our world.

It is the role of UNC Student Affairs to provide each and every student with the opportunity to grow and thrive in a way that propels them forward and turns their dreams into reality. I invite you to stand with other donors and me to ensure that Carolina students are equipped to go forth and leave their Tar Heel prints on the world with the great things they will do.

Go Heels,

A handwritten signature in black ink that reads "Winston Crisp".

Winston Crisp

Vice Chancellor for Student Affairs





UNC Student Affairs believes that every student can achieve success through full access to and inclusion in a wide range of academic, student-life and campus-learning experiences.

Our Purpose

We work to provide and maintain the best possible environment in which students can live, learn, mature and grow toward becoming compassionate and responsible citizens and leaders. We remove and reduce the barriers to educational progress that may exist in their lives.

Second, we help students integrate their classroom and cocurricular learning experiences into a set of skills and competencies that will enable them to fulfill their ambitions.

Our Promise

All of our students deserve to be here and deserve the same chance to achieve success. With partners across the University, we are committed to removing obstacles and paving the way for students to thrive. With resources and support, we will position our students to think bigger — and be more — than when they first arrived on campus.

Our Priorities

UNC Student Affairs is devoted to creating an integrated learning experience that helps students reach their educational, personal and professional aspirations. This requires us to provide conditions that nurture learning and growth. With your help, we can create transformative opportunities that foster student success through the following three priorities.

Support the Full Arc of Student Life

Our programs and resources support the full arc of student life at Carolina: leadership development, community-engagement and service opportunities, and high-impact cocurricular programming and initiatives that maximize learning and life preparation. We prepare all of our students to face an ever-changing global society, and, together, we will create leaders for the future.

Support Student Learning and Success

We promote a campus culture that welcomes all. With a safe environment devoted to wellness, inclusion, accessibility and resiliency, everyone has an opportunity to thrive. With your help, we will continue to foster student learning and success.

Support Spaces for Students to Thrive

Facility expansion, renovation and infrastructure are necessary to advance and sustain the Carolina student experience. As our enrollment grows, we need your support to provide the spaces students require to accomplish their goals and realize their dreams beyond graduation.

LEVELING THE *Playing Field*

The Student Emergency Fund

Students sometimes face unforeseen financial emergencies and catastrophic events that can disrupt their education. With this in mind, UNC Student Affairs offers a myriad of programs that prevent financial hardship from harming students' ability to engage in the full Carolina experience. The Student Emergency Fund provides financial support to students facing unexpected emergency expenses brought on by incidents such as accidents, illness, death of a family

member, fire damage or need for temporary housing. This funding does not replace or supplement existing financial aid and does not have to be repaid.

One recipient, who was in pharmacy school, used the funds to pay for car repairs. "I otherwise would have had no way to get to my clinical rotations," the recipient said. "I don't know what I would have done if not for the financial assistance offered to me."

The Carolina Cupboard

Carolina Cupboard is a student-run initiative that provides food at no cost to students who face food insecurity. In its first four years, the program distributed more than 3,500 food items to more than 300 students. It has since expanded to include toiletries and other necessary items.

"How can a student excel in their studies if they are worried about where their next meal will come from?" said Tarah Burnette, who oversees the program. "This question is the

foundation of why this work is important to us and why I am so excited that Carolina Cupboard is in existence. I see all kinds of students walk through the doors of the pantry, and one constant is that they are all very thankful that this service is offered on campus."

Said one grateful recipient: "You are all doing a great service to the students of this school."



Styled for Success

For more than 10 years, the Styled for Success program in University Career Services has provided Carolina students with stipends to purchase interview attire and pay for travel to interview sites. These students walk into interviews knowing that their professional image matches their UNC credentials.

Susan Rosenthal '68, '71 (M.Ed.), '77 (Ph.D.) developed the program when she was a Carolina Women's Center board member. Contributions from her and other donors and a grant from the Carolina Parents Council have enabled Styled for Success to expand across campus. In 2017, 137 students received stipends totaling more than \$38,000.

Amanda Haney '17, a political science major, credits the stipend with boosting her confidence in interviews for internships. She was able to buy an entire suit, when, before, "The only

clothes I had to wear to interviews were a pair of dark-wash jeans and an ill-fitting blazer. It was all I could afford."

Amanda received an internship with MetLife in Cary, North Carolina. She now is an implementation associate at Phreesia, a health-care services company.

"I don't think I realized how much opportunity I was missing without these clothes until I realized how much of a difference they made," she said. "The grant gave me an opportunity and helped recruiters see me for what I can truly offer. It helped me be seen as professional and a serious candidate."



A Critical Juncture

CAROLINA RECOVERY PROGRAM

Bart Arconti '19 started to experiment with drugs and alcohol at age 12. By age 14, he had moved to cocaine and opioids. He was arrested for the first time at age 15 for breaking into an abandoned house in the Baltimore suburb where he grew up. For the next six years, Bart struggled with recovery and relapsing. He was charged with a DUI on the day before his 18th birthday.

April 17, 2013, was the day Bart decided to change his life. While being treated in Asheville, North Carolina, he developed an interest in the principles of Buddhism and Taoism. He also enrolled in the local community college. Bart's life was on a positive path, and he wanted to take another step toward his future by transferring to a four-year school. A friend introduced him to a UNC student who told him about the Carolina Recovery Program.

Each year, the Carolina Recovery Program serves more than 80 students in various stages of recovery. Components include weekly support meetings and programming opportunities, such as Super Bowl potlucks and day trips that foster social connection and relationship-building. The program also helps students and their families navigate various treatment options, and facilitates students' return to Carolina when they are ready, preparing them for success.

For Bart, that means getting a degree in Chinese language and literature.

"I really wanted to come to Carolina because of the academics and the opportunities that would be afforded to me," he said. And, thanks to the Carolina Recovery Program, he has realized his goal.

The Carolina Family

EVERY SUMMER, MORE THAN 5,000 FIRST-YEAR STUDENTS, TRANSFER STUDENTS AND THEIR FAMILIES FILL CAMPUS DURING NEW STUDENT & FAMILY ORIENTATION.

"Students will be presented with exciting and challenging transitions whether they're coming to Carolina from high school or another college or university," said Jenn Mallen, director for New Student & Family Programs. "Families play an important role in these transitions and the success of their student."

At orientation, families gain insight on ways to support their student toward graduation, meeting with Carolina students, faculty and staff to learn about campus resources and services.

Carolina families can later attend Summer Send-Offs, welcome receptions held across North Carolina and around the world. Students and families get to meet current students, alumni and other Carolina families without leaving their local area.

And, throughout students' time at UNC, the Carolina Parents Council helps their families stay informed and get involved. The council sponsors such events as Carolina Family Weekend and serves as the go-to place for families to connect. Since its inception in 1985, the Parents Council Grant Program has provided more than \$1.75 million in grant funding to enhance the quality of undergraduate student life and learning at Carolina.





Our best chance is their
opportunity

A Well-Rounded Skill Set for Life

With a focus on high-impact learning outside of the classroom, our clubs and organizations emphasize developing students as individuals. We help them gain the well-rounded skill set needed to succeed as people and as professionals, including budget management, leadership, customer service interaction, accountability and conflict resolution.



Makerspace in Residence Halls

In Carmichael Hall, students do much more than study and sleep. They solve problems and find solutions with the use of advanced technology and modern tools.

Carolina Housing collaborated with UNC Kenan-Flagler Business School and Applied Physical Sciences to open a “makerspace” that enables students in this residential community to work with others in a multidisciplinary environment. The makerspace features 24 3-D printers, embroidery equipment, a full-service kitchen and tools for robotics and soldering, as well as conventional hand tools, creating endless possibilities.

Ryan Lawton ’19, a business administration major, is the resident advisor for Carmichael’s residential learning program. A first-generation student from Atlanta, he became involved with the program after receiving an email asking for student volunteers to take maker carts into residence halls and hold demonstrations to generate interest in making.

Ryan was the perfect fit. In high school, he created a business selling baked goods to people in his community who suffered from food allergies. That experience inspired him to develop a baking venture for the Carmichael makerspace program.

The program’s impact, Ryan said, stems from bringing together “so many different types of majors while still focusing on innovation and entrepreneurship.”

Looking to the future, the program aims to increase opportunities for students in multiple disciplines to share ideas and collaborate.

“We are students’ academic home, and, as homework becomes creative, it becomes something you actually have to produce,” said Allan Blattner, director of Carolina Housing. “This becomes a space where [students] do their 21st-century homework.”

A Transformational Experience

GLOBAL GAP YEAR

Danny Hage ’18 felt overworked during his senior year of high school. Physically and mentally drained and without a purpose, he looked for a higher calling. A Global Gap Year fellowship showed him the way.

The six- to eight-month self-directed service program amounts to a pause in formal education between the end of high school and the beginning of college. Danny, an environmental science major from Greensboro, North Carolina, chose to go to Ecuador, wanting to practice Spanish and pursue his interest in the environment. He also traveled to Thailand.

While in Ecuador, Danny worked with the Planet Drum Foundation and lived in Bahía de Caráquez, a city devastated by earthquakes in the early 2000s. Danny helped a local greenhouse plant trees to prevent mountain mudslides caused by lack of vegetation. In Thailand, he taught English to stateless migrants from Myanmar and collaborated with a local school to provide summer-camp opportunities.

Back at Carolina, Danny became active in Global Circle workshops, a Campus Y initiative that aims to inform students and start conversations about the study abroad experience.

“I want to push people to have those experiences who maybe weren’t considering going abroad. I have seen the transformative effect on myself and others,” Danny said.

Administered by the Campus Y, the Global Gap Year program began in 2011, funded by an anonymous donor. During student recruitment, administrators promote the fellowship to communities traditionally underrepresented in global experiences. Forty percent of fellows are students of color or first-generation college students, or from low economic backgrounds.

As of March 2018, 38 students had completed a gap year and performed public service on every continent except Antarctica.



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Finding Your Voice

UNC Student Affairs provides a platform for students to pursue their passions and shape their experiences. Students find — and create — their own voices, with an impact that emanates outward to their classmates and the University community.

Business



Shauna Hines

Campus Recreation

As a high school gymnast and diver, Shauna Hines '18 considered becoming a student-athlete before choosing Carolina for academics. Once she arrived, she applied for a job at Campus Recreation as a work-study option.

"I figured I would be in the gym behind a desk or doing laundry, but I was able to solve problems for patrons. Being behind the scenes to make the facilities run smoothly was a lot of fun for me," Shauna said.

She started as an operations ambassador and worked her way up to zone manager, the highest supervisory level a student can reach. She books facilities, assists patrons

and manages student staff. Her involvement has led her to discover a career in higher education: She hopes to pursue a master's degree in student affairs next year. She is passionate about aiding students in their development process during college.

"I want to help people personally and professionally through student affairs," Shauna said. "I didn't know what I wanted to do, and so many people have helped me along the way. No matter what, I'm going to be helping students."

Meantime Coffee Co.

Coming together around food and drink can be the catalyst for starting a conversation about social change. With this in mind, three UNC students worked with the Campus Y and the CUBE program to found the Meantime Coffee Co. Using the premise of "for students, by students," this venture is completely student-operated — from the chief marketing officer to the baristas. Profits go toward funding student scholarships, grants and other on-campus initiatives.

The concept began when Keegan McBride '17 explored the possibility of opening a student-run café and a new community hub on campus. A member of the Campus Y executive board, he pitched the idea to Lauren Eaves '18, a member of the Campus Y's first-year council, and Scott Diekema '19. Within months, the team developed a vision of what this food-service initiative could look like. They enrolled in the CUBE incubator program and learned to draft business proposals, and attended workshops on budgeting and how to pitch the venture to administrators.

Now the Meantime Coffee Co. is fully operational, serving about 400 customers each day from its location

in the Campus Y lobby. The business is a North Carolina nonprofit and is working toward obtaining a 501 (c) (3) nonprofit status. Through partnerships with CUBE ventures such as the Sonder Market, which sells locally sourced food to combat food insecurity on campus, Meantime advances the missions of other social-impact ventures that got their start at Carolina.

For Lauren, a Morehead-Cain Scholar from London who is studying environmental health, the experience of founding this venture has been invaluable.

"The main thing I've learned is [that] building a team, having passionate, enthusiastic, intelligent and capable people around you, is the way you get anything done and the way to change anything. To me, that's what's inspiring about the Campus Y. It's an environment where students who are passionate, capable, creative and intelligent can come together and are given the resources to act on that."



Lauren Eaves



THE
Roots
OF OUR *Campus*

The background image shows a young boy with glasses and a cap reaching up towards a wall covered in colorful handprints. The wall has some faint text like 'T A R H m' and 'I'. The overall theme is reaching out and connecting.

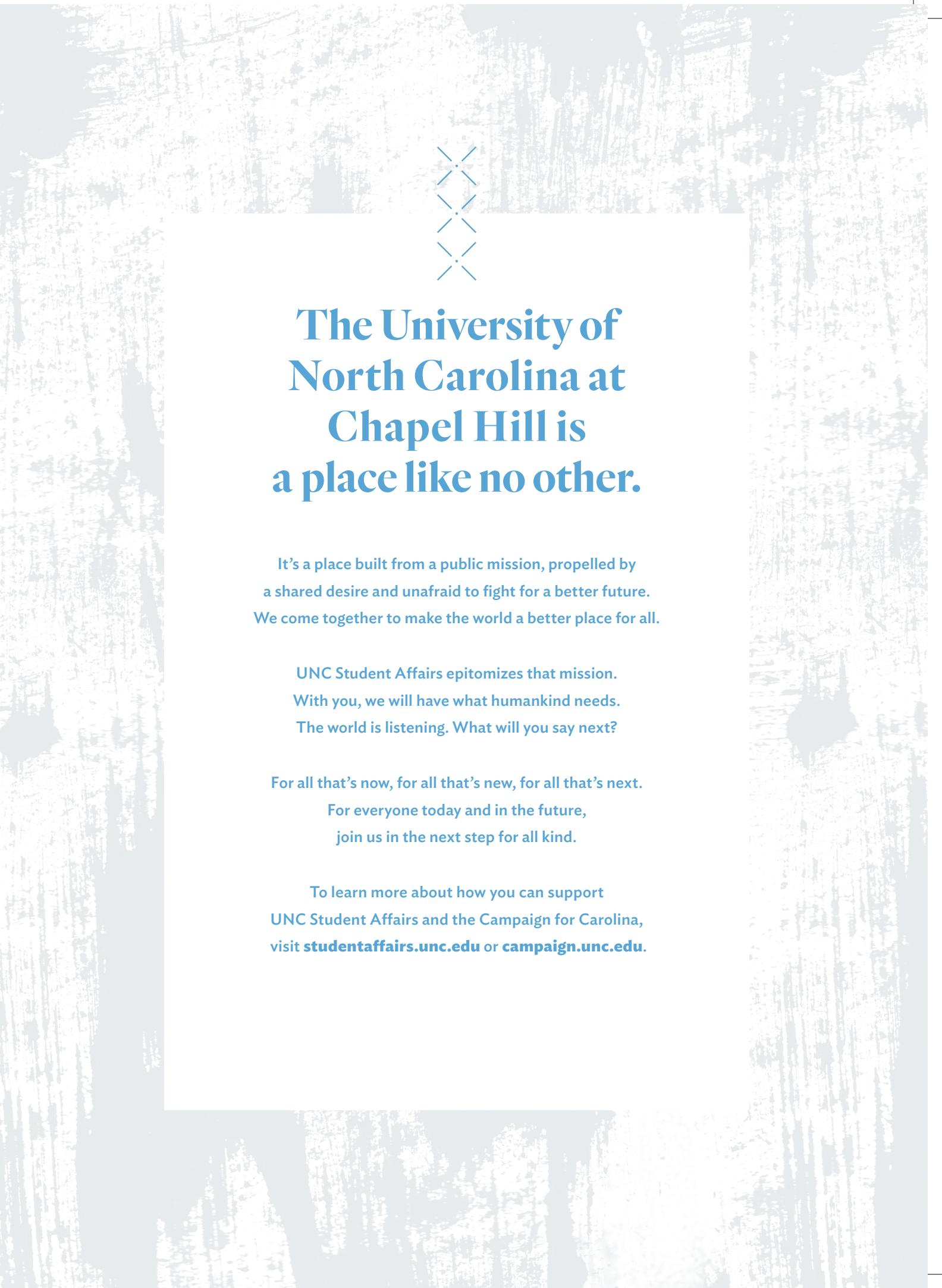
Reach Out
TO THE *World*



FOR NOW

FOR NEW

FOR NEXT



The University of
North Carolina at
Chapel Hill is
a place like no other.

It's a place built from a public mission, propelled by
a shared desire and unafraid to fight for a better future.
We come together to make the world a better place for all.

UNC Student Affairs epitomizes that mission.
With you, we will have what humankind needs.
The world is listening. What will you say next?

For all that's now, for all that's new, for all that's next.
For everyone today and in the future,
join us in the next step for all kind.

To learn more about how you can support
UNC Student Affairs and the Campaign for Carolina,
visit studentaffairs.unc.edu or campaign.unc.edu.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

FOR
ALL
KIND

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