

**The University of North Carolina at Chapel Hill  
Board of Visitors Fall Meeting  
October 22-23, 2009**

*\*Dress for all our activities, including the pregame in the Chancellor's box, is business casual.*

*\*Thursday orientation parking is available in the Morehead Lot. Thursday night football parking is available in the Morehead and the Bynum-Steele lots. **Parking and game information will be emailed to you in advance of the game.** Shuttles will run from the parking lots to the stadium beginning at 6 p.m. [View area parking map.](#)*

*If you RSVP to attend the game, you may pick up your tickets and nametags at the Chancellor's tent outside Gate 2. **Tickets will be held at the tent until 15 minutes after kickoff. If you arrive after that time, you will need to call Jane Smith at 919-949-9796, so that she can bring your ticket to you.***

*Shuttle buses will be outside Gate 2 at the conclusion of the game to return you to the parking lots.*

*If you find that you are unable to attend the game, please contact Linda Douglas at 919-843-9393. If you need to contact Linda on the day of the game, please call 919-218-6947.*

***New member orientation  
Thursday, October 22, 2009  
Carolina Union, Room 3206***

5:30 p.m.      [Orientation to the BOV](#)

Michael Kennedy, Board of Visitors Chair – *PowerPoint Show of Presentation*  
Linda Tarrson, Board of Visitors Vice Chair

BOV charter

[University organization](#)

Questions and answers

Walk together from the Carolina Union to the pregame

***UNC vs Florida State  
Kenan Stadium***

6:30 p.m.      Pregame in the Chancellor's Box in Kenan Stadium

8:00 p.m.      UNC vs. Florida State  
(Because of limited seating capacity, not all members will be seated in the Chancellor's Box.)

**Board of Visitors Fall Meeting**

**Friday, October 23, 2009**

**Kenan Music Building, Rehearsal Hall, Columbia Street**

\* On Friday, parking will be available in Chapel Hill Lot 5 at the corner of Franklin, Rosemary and Church streets. [View map](#).

8:30 a.m. Continental breakfast and member registration

9:00 a.m. [Welcome and remarks](#)

Michael Kennedy, Chair of the Board of Visitors

Richard Luby, professor and associate chair of the UNC Music Department

9:15 a.m. Greetings from the [Board of Trustees](#)

Robert W. Winston III, Chair

9:30 a.m. [Board of Visitors Committee Updates](#)

- State Relations – Michael Painter
- Student Recruitment – David Broughton and Bill Fuller
- *Carolina Counts* (Bain Implementation) – Courtney Cavatoni
- Membership Involvement (previously Best Practices) – Linda Tarrson

10:00 a.m. Break

10:15 a.m. [Carolina's value proposition: Marketing the University](#)

We'll get a look at a new marketing campaign that has been developed to communicate Carolina's contributions to the state. The effort includes new print ads, updated television spots and a campaign microsite. In addition, we'll see a not-yet-live redesign of the University's Web presence. The new site will take greater advantage of the marketing opportunity presented by the nearly 3.9 million unique visitors that the site gets each month.

Matt Kupec, Vice Chancellor for Advancement

Ken Eudy, CEO of Capstrat, a strategic communications firm

10:45 a.m. [The UNC Galapagos Initiative](#)

Carolina and the Universidad San Francisco de Quito (USFQ) have launched a joint initiative in the Galapagos, one of the world's richest, yet most fragile, environments. The partnership includes the construction of a research, education and outreach facility in the Galapagos Islands. Walsh will describe this renowned World Heritage Site, the challenges to the social and ecological systems of the Islands, and the research and education programs that have already begun in the Galapagos Islands by UNC students and faculty. Also, we'll be joined by a student from the School of Journalism and Mass Communication who participated in a multimedia project related to the Galapagos Islands.

Steve Walsh, Director, Center for Galapagos Studies; professor of Geography; and Fellow, Carolina Population Center - [PDF of Presentation](#)

Courtney Potter, Senior majoring in Journalism and Mass Communication

11:30 a.m. Talking football, the day after

Carolina Head Football Coach Butch Davis will join us the day just after our gridiron confrontation with Florida State. He'll talk with us a little about Carolina football, then we'll have a chance to ask a few questions.

Butch Davis, Head Coach

11:45 a.m. Depart for lunch at the Carolina Inn

**Lunch**  
***Carolina Inn***

Noon Lunch with Chancellor Holden Thorp

**Afternoon meeting**  
***North Carolina Cancer Hospital visit***

1:15 p.m. Load shuttles to depart for North Carolina Cancer Hospital

1:30 p.m. [Building and sustaining a great public health care system in times of change](#)

UNC Health Care was named in the 2009 Community Value Index ranking by Cleverley & Associates as one of the top hospitals in the country. It was included in the U.S. News & World Report Best Hospitals ranking, received a top award for patient satisfaction by Hospital Consumer Assessment of Health Care Providers and Systems, and received an above-average score of patient satisfaction by Consumer Reports magazine. Dean Roper will talk about building and sustaining a great public health care system in times of incredible change. Also, he will touch on the current debate on health care reform and how it relates to our own health care system.

Bill Roper, CEO of the UNC Health Care System, Dean of the UNC School of Medicine and Vice Chancellor for Medical Affairs

2:00 p.m. [The new face of cancer care: A tour of the new North Carolina Cancer Hospital](#)

At the N.C. Cancer Hospital, the vision of cancer care goes beyond what can be achieved with technology alone. It is defined by compassion and respect for patients, as well as the groundbreaking research achievements and clinical excellence of the team. After a brief overview, we will have a special opportunity to view what this new facility has to offer.

H. Shelton Earp, Director, UNC Lineberger Comprehensive Cancer Center; Lineberger Professor of Medicine and Pharmacology

3:15 p.m. Return to Kenan Music Building and parking lots