Dear Friends,

While at the recent annual Association of International Education Administrators (AIEA) conference, I met with peers equally committed to furthering global learning across their universities. I proudly shared Carolina’s latest accomplishments: our expansion of global programs, our steady climb in global metrics, our increase in the number of international faculty members, and our growing numbers of international undergraduate students—up from two to three percent this past year.

It is also noteworthy that almost a third of our undergraduate students study abroad for at least a semester or a summer—a rate that is twice the average at U.S. universities. We continue to make considerable progress in achieving our global priorities.

Even as we move forward, challenges remain. Over the past two years, fully 25 percent of faculty departures in the College were to universities outside of the U.S., which have intensified their recruiting efforts outside their traditional home bases. While we applaud our efforts to increase our number of international undergraduates, we need to devise additional ways to better integrate them into the student body. Additionally, we must continue to find ways to capitalize on their unique world view and expose more students to the varied cultural perspectives found on our campus. And we can never lose sight of our charge to increase access to global opportunities for disadvantaged and underrepresented students.

A significant and sustained commitment of resources is needed to address these and other challenges—a responsibility clearly embraced at the highest levels of the University. We’re gratified that within a year of assuming their roles, both Chancellor Carol Folt and Provost Jim Dean have already begun traveling on behalf of UNC Global. Chancellor Folt has just returned from meeting with supporters in the U.K., and Provost Dean will do the same in Singapore and Hong Kong this June.

Your participation in building our development efforts is equally vital. We’re especially appreciative of your assistance in refining our messaging. Leslie Benning, David McSpadden, and Chris Vick, in particular, have been incredibly generous in volunteering their time and expertise to help staff members work one-by-one through the rationale behind our key fundraising goals. We’re gratified and humbled by your engagement and know the results of that hard work will reap tremendous rewards moving forward.

We look forward to seeing you on April 25.

All the best,

Ron Strauss
EXECUTIVE VICE PROVOST AND CHIEF INTERNATIONAL OFFICER
Global Partnership Awards

In Fall 2013, UNC Global launched a new global partnership award with support from the Global Education Fund. The award is designed to help sustain and develop partnerships between UNC and international institutions. Awards support faculty, staff and students engaging in collaborations with colleagues at international institutions, with preference given to proposals that include UNC’s strategic or emerging partners. This year, the award has increased engagement with strategic partners including King’s College London and the Ministry of Health in Malawi, and it has also enabled UNC to engage with partners in Moldova, Nicaragua, and Japan in disciplines ranging from epidemiology to economics.
Global Heels

A NEW SERIES ON INTERNATIONAL STUDENTS AND SCHOLARS

UNC Global has launched a new Global Heel profile series featuring students and scholars from around the world. The profiles have been among the most popular stories published on the UNC Global website. Recent interviews have included:

MELAT FISEHA, a member of the Class of 2016.
From Addis Ababa, Ethiopia

REEM GHUNAIM, a Duke-UNC Rotary International Peace Fellow pursuing a master's degree in city and regional planning, specializing in economic development.
From the Palestinian Territory

DANIELE LAURO, a doctoral student in Japanese history and a Graduate Phillips Ambassador.
From Naples, Italy

The African Studies Center and UNC Global have collaborated to create the Nelson Mandela Panel Discussion Series in hopes of preserving Mandela’s memory and continuing his legacy of peace, hope, and dignity. The series commenced in spring 2014 and will continue through fall 2014. Kenneth Broun, the Henry Brandis Professor of Law Emeritus, and Bereket Selassie, the William E. Leuchtenburg Professor of African Studies and a professor of law, participated in the first discussion on April 7.

UNDERGRADUATE ADMISSIONS UPDATE

Incoming Fall 2014 Class

ADMISSION
- 30,835 applied
- 8,243 admitted (27% of all students applying; 51% of NC applicants; 15% of out-of-state applicants)
- 3,946 enrolled (48% of all students admitted; 63% of NC admits; 23% of out-of-state admits)

ACADEMICS
- 1st in high-school class 7% (of those whose schools reported rank)
- 2nd in high-school class 13%
- Top 10% of high-school class 78%

25TH-75TH PERCENTILES
- SAT Critical Reading 590-710
- SAT Math 610-710
- SAT Writing 580-690
- ACT Composite 28-33

DEMOGRAPHICS
- U.S. citizens 96%
- Permanent residents 2%
- Non-Resident aliens 2%
- Female 59%
- Male 41%
- First-generation college 19%
- Carolina Covenant Scholars 13%
Top Countries Representing Unique International Visits to the Website:

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>2012</th>
<th>2013</th>
<th>CHANGE 2012 TO 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>105,518</td>
<td>101,188</td>
<td>-4%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1,956</td>
<td>2,332</td>
<td>+19%</td>
</tr>
<tr>
<td>China</td>
<td>1,830</td>
<td>2,097</td>
<td>+15%</td>
</tr>
<tr>
<td>India</td>
<td>1,410</td>
<td>1,927</td>
<td>+37%</td>
</tr>
<tr>
<td>Canada</td>
<td>986</td>
<td>904</td>
<td>-8%</td>
</tr>
<tr>
<td>Germany</td>
<td>846</td>
<td>879</td>
<td>+4%</td>
</tr>
<tr>
<td>Australia</td>
<td>593</td>
<td>686</td>
<td>+16%</td>
</tr>
</tbody>
</table>

Top International Default Language Settings for Visitors:

<table>
<thead>
<tr>
<th>LANGUAGE DESCRIPTION</th>
<th>2012</th>
<th>2013</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (en-us)</td>
<td>112,532</td>
<td>110,828</td>
<td>-2%</td>
</tr>
<tr>
<td>Chinese - PRC (zh-cn)</td>
<td>2,123</td>
<td>2,413</td>
<td>+14%</td>
</tr>
<tr>
<td>English - Great Britain (en-gb)</td>
<td>1,665</td>
<td>1,574</td>
<td>-5%</td>
</tr>
<tr>
<td>Spanish - Spain (es)</td>
<td>591</td>
<td>555</td>
<td>-6%</td>
</tr>
<tr>
<td>German (Germany) - (de-de)</td>
<td>501</td>
<td>548</td>
<td>+9%</td>
</tr>
</tbody>
</table>

Social Media and E-Mail Communication:

<table>
<thead>
<tr>
<th>SOCIAL MEDIA/ MARKETING TOOL</th>
<th>1/2011</th>
<th>1/2012</th>
<th>1/2013</th>
<th>1/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-news (subscribers)</td>
<td>2126</td>
<td>2410</td>
<td>2942</td>
<td>3168</td>
</tr>
<tr>
<td>Twitter (followers)</td>
<td>698</td>
<td>1280</td>
<td>2040</td>
<td>3112</td>
</tr>
<tr>
<td>Facebook (likes)</td>
<td>577</td>
<td>772</td>
<td>946</td>
<td>1214</td>
</tr>
<tr>
<td>LinkedIn (members)</td>
<td>12</td>
<td>52</td>
<td>197</td>
<td>380</td>
</tr>
<tr>
<td>Klout factor</td>
<td>n/a</td>
<td>17</td>
<td>50</td>
<td>52</td>
</tr>
</tbody>
</table>

GOING MOBILE

From 2012 to 2013, UNC Global had the following changes in visitor devices: an 8% drop in users on desktop computers; a 66% increase in the use of mobile devices; and a 51% increase in the use of tablets.
Inbound and Outbound Visits

VISITING DELEGATIONS

INCOMING:

Spring 2014 (Scheduled):

- **FUDAN UNIVERSITY (CHINA), JAN. 28-29**
  - Hong Ma, Professor and Dean of Life Sciences, visited to further a research collaboration with Greg Copenhaver in biology and meet with other potential collaborators. He also met with Bob Miles and Melissa McMurray to discuss the broad partnership between UNC and Fudan.

- **AMBASSADOR OF BOTSWANA TO THE U.S., FEB. 19**
  - Ambassador Seretse and the Defense Attaché are visiting because of the North Carolina-Botswana Partnership, part of the National Guard State Partnership Program. Faculty in the Gillings School of Global Public Health are actively involved in the partnership. The Ambassador will give a talk and meet with UNC faculty and administrators during the visit.

- **KING’S COLLEGE LONDON (ENGLAND)**
  - Ed Gomez, Senior Lecturer in King’s International Development Institute, is coming to explore collaborations with faculty in public policy and public health and to give a presentation on his research.
  - Barbara Dahill, Director of Administration and Business Development at King’s Florence Nightingale School of Nursing and Midwifery, is visiting in March to meet with Dean Swanson and UNC faculty to continue discussions about developing collaborations.

- **HIROSHIMA INTERNATIONAL UNIVERSITY, MARCH 21**
  - President Mitoshi Akiyama is coming at the end of a 2-week visit by Hiroshima students to the School of Pharmacy for an MOU ceremony and to meet with Dean Blouin and pharmacy faculty.

- **UNIVERSITÄT TÜBINGEN (GERMANY), APRIL 2-4**
  - President Bernd Engler, Nici Sauer, and 2-4 faculty members are visiting to continue exploring areas of collaboration between the universities.

  Additionally, UNC Global is supporting UNC units hosting visitors from Shenzhen Polytechnic (China) and the Research Organization of Information and Systems (Japan) and also hosted a delegation from the European Union through the U.S. Department of State, with other such groups expected later this year.

**Fall 2013:**

- **KING’S COLLEGE LONDON (ENGLAND)**
  - Anna Debska, Manager at King’s Worldwide, visited to continue discussions about expanding the strategic partnership.
  - Chris Payne, Head of King’s USA Office, met with UNC Admissions staff to discuss possible joint student recruitment efforts.
  - Katja Lamping, Marketing Manager for the UK and Europe, visited to gain insight into U.S. student recruitment and admissions and to give a King’s info session to UNC students.

- **NATIONAL UNIVERSITY OF SINGAPORE (SINGAPORE)**
  - Faculty of Arts & Social Sciences: Paulin Straughan, Vice-Dean of Undergraduate Studies, and Robbie Goh, Vice-Dean of International Relations, met with faculty and Study Abroad staff to discuss exchange and JDP issues, inclusion of Global Studies in the JDP, and to promote NUS/FASS options to UNC students.
  - Faculty of Science: Eric Chan, Vice-Dean of Undergraduate Programs, and Li Ling Koh, Associate Director of Undergraduate Programs, met with faculty and Study Abroad staff to discuss the addition of biology and possible inclusion of chemistry and math to the JDP and to promote NUS/FoS options to UNC students.

- **UNIVERSIDAD SAN FRANCISCO DE QUITO/GALAPAGOS INITIATIVE (ECUADOR)**
  - A delegation from USFQ participated in a Galapagos Research Retreat with UNC scientists, an Advisory Board meeting of the Galapagos Science Center, and talked with UNC faculty, students, and staff about enhancing the partners’ research and education enterprise.
OTHER DELEGATIONS

- UNC Global supported UNC units hosting visitors from Boitekanelo College (Botswana), U.S.-Brazil Commercial Dialogue, Universidad Católica de Temuco (Chile), Beijing Royal School (China), Oman Ministry of Health, Glasgow School of Art (Scotland), University of Glasgow (Scotland), and National Tsing Hua University (Taiwan).
- UNC Global hosted groups from Georgia and Portugal through the U.S. Department of State’s International Visitor Leadership Program.

OUTBOUND DELEGATIONS

Spring/Summer 2014 (Scheduled/Tentative):

DOMESTIC:

- New York, Feb. 17-19, Daniel Lebold
- San Francisco, Mid-March, Susin Seow

ASIA:

- Singapore, March 20-26, Bob Miles, Lindsay Heiser, Katie Bowler Young
- Tokyo, March 26-28, Bob Miles, Lindsay Heiser, Katie Bowler Young
- China, May, Dean Bob Blouin (to visit Peking University and a few other cities possible)
- Bangkok, Spring, Peter Coclanis
- Shanghai, June 4-10, Bob Miles
- Hong Kong/Singapore, June 7-18, Jim Dean, Ron Strauss (HK only), Bob Miles, Susin Seow
- China, Fall, Dean Bob Blouin (follow-up to May visit)

ECUADOR:

- Quito/Galapagos, June 21-29, Ron Strauss, Barbara Entwisle

ENGLAND:

- London, March 8-14, Chancellor Folt, Daniel Lebold, Bob Miles
UNC’s Digital Innovation Lab began working with the Khayrallah Program for Lebanese-American Studies at North Carolina State University two years ago to map the migration and settlement of hundreds of families in North Carolina cities a century ago from what is now Lebanon, but was then a part of the Ottoman Empire, culminating in the exhibition “Cedars in the Pines” at the N.C. Museum of History, open through August 31.

The music department has been awarded a $1 million grant from the U.S. Department of State to create an international exchange program led by department chair Mark Katz to use hip-hop music as a bridge to connect people from different cultures.

Carolina received a seven-year, more than $40 million award from the National Institutes of Health for a clinical trials unit that will implement the scientific agendas of five NIH networks devoted to HIV/AIDS treatment, prevention, and cure research.

The Latino Migration Project has received a two-year, $112,609 grant from the Z. Smith Reynolds Foundation to expand Building Integrated Communities, an initiative that strengthens civic engagement, linguistic achievement, and economic and educational advancement for immigrants in North Carolina municipalities.

UNC ranks as the number one value in American public higher education for the 13th consecutive time, according to Kiplinger’s Personal Finance magazine.

UNC was ranked first among the nation’s public universities in The Princeton Review’s list of the 2014 “Best Value Colleges.”

Forbes ranked the full-time MBA Program at UNC Kenan-Flagler No. 11 in its eighth biennial ranking of the top MBA programs in the United States. The ranking is a five-spot jump for UNC Kenan-Flagler compared to the last ranking in 2011.

Professor Adaora Adimora was appointed to the President’s Advisory Council on HIV/AIDS (PACHA), which provides advice, information and recommendations to the U.S. Secretary of Health and Human Services.

Myron S. Cohen, a UNC physician and scientist who is internationally recognized for his work studying the transmission and prevention of HIV/AIDS, has received the 2013 North Carolina Award for Science. The North Carolina Award is the state’s highest civilian honor.

A simple water quality test that detects the presence of *E. coli* is a winner of the United States Agency for International Development Science and Technology Pioneers Prize. One of the developers of the device, the compartment bag test, is Mark Sobsey, Kenan Distinguished Professor of Environmental Sciences and Engineering at the University of North Carolina at Chapel Hill’s Gillings School of Global Public Health.

UNC School of Dentistry Malawi Dental Project has been awarded the 2013 Dr. Thomas J. Zwemer Award from the American Dental Association, allows students to travel to Malawi for three to four weeks to provide oral hygiene education, HIV/AIDS education, and basic dental care.

UNC was recognized with a Procter & Gamble Sustainability Partner Award for its work bringing clean drinking water to people living with HIV/AIDS. The award was presented in New York City at the Clinton Global Initiative, an annual gathering of global leaders who come together to solve the world’s toughest problems.