



**THE UNIVERSITY**  
*of* **NORTH CAROLINA**  
*at* **CHAPEL HILL**



FOR ALL

HUMAN, kind



What does it mean to lead with humanity? It means never leaving people behind in the race to be first. It means valuing better over best. It means grounding everything in compassion first, and then seeing where it can take us.





# GIVE PURPOSE TO PROMISE

The University of North Carolina at Chapel Hill is home to some of the world's most adept and curious minds. For many of these students, their most important lesson starts before they even set foot on campus, when they enroll as a Carolina Covenant Scholar—the idea that kindness generates kindness.







LED BY EXCELLENCE.

# Leading With Humanity.

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*Few forces revolutionized the United States so significantly as public education.*

Education became a socioeconomic equalizer, opening doors and changing lives for the better. As the nation's first public institution of higher learning, the University of North Carolina at Chapel Hill was built on this idea of education for all; committed to leading the change for greater good. For over 200 years, we've been defining and redefining what it means to discover, to create and to educate—starting in North Carolina. As one of the last true public universities in the nation, we must ensure that higher education is accessible and affordable for all, and that we are driven to make an impact for future generations.

First and foremost, we serve our state. It's our home, our classroom, our workshop, where we treat diseases, forge partnerships and solve problems. And while our hearts are rooted firmly in North Carolina, our advancements and alumni impact reverberate all over the world. Our autism research shapes treatments. Our pharmaceutical innovations alter patient care. Our arts change and challenge perspectives. Our teaching transforms minds and meets our future careers headfirst.

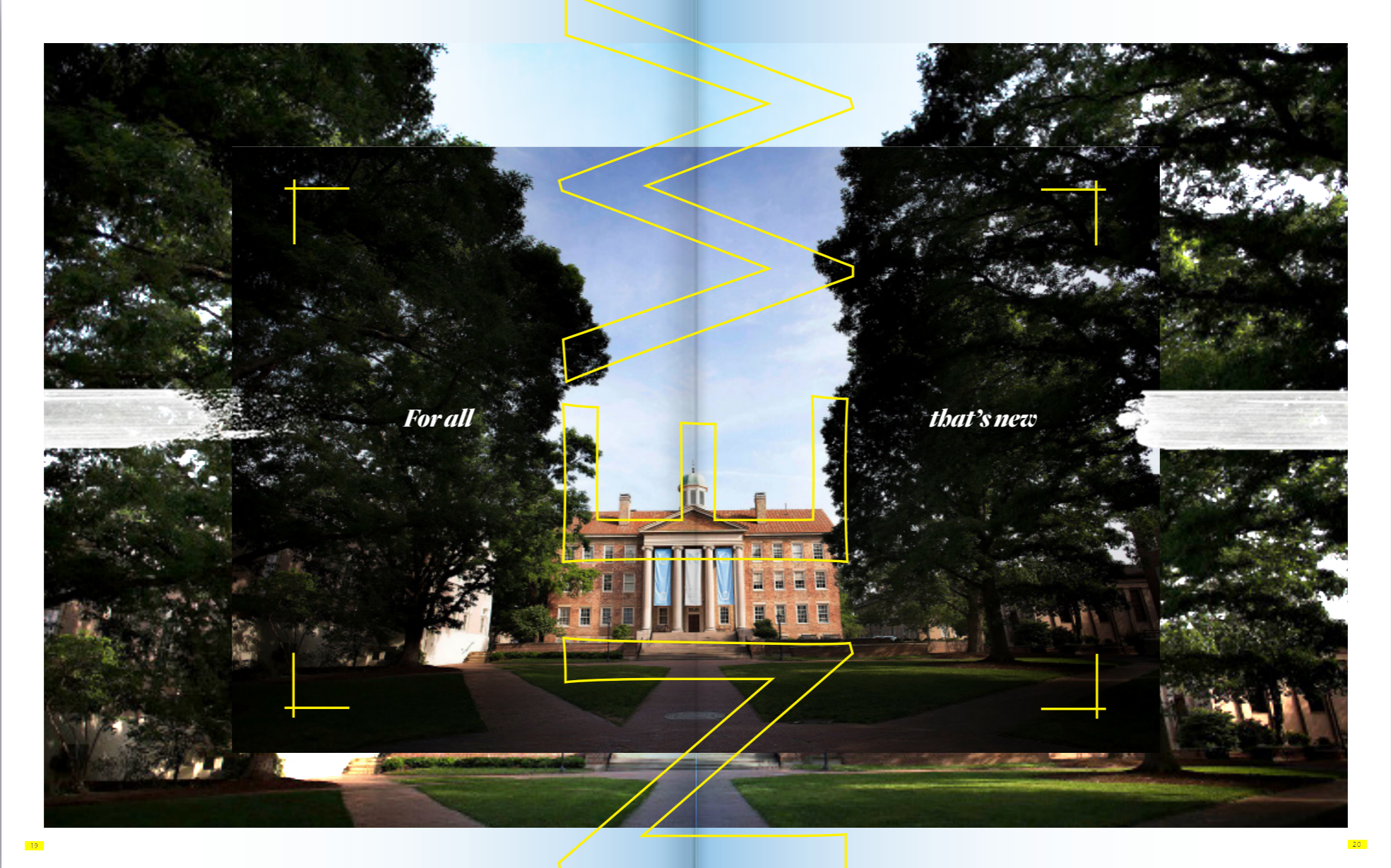
We are poised to lead society closer to the kind of world we want to live in—one where opportunity is offered for all kind, and all kind prosper. To do this, we must put one thing ahead of all other: humanity.

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FACULTY & SCHOLARSHIP

THE 21<sup>ST</sup> CENTURY PROFESSORiate

## Getting Closer By

***Carolina has a bold but simple goal: cure HIV. The goal may be straightforward, but the path there will be complex and requires expertise Carolina has honed for 40 years.***

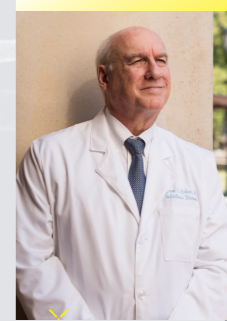
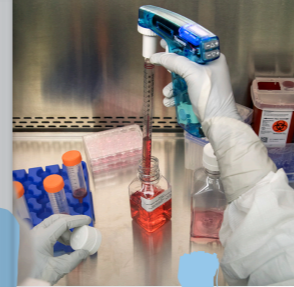
In 1981, UNC Hospitals admitted its first AIDS patient, breaking through the fear and stigma surrounding the epidemic. We've since made incredible strides in both treating the disease and preventing its spread, and our studies have spanned the globe and stretched over decades.

We ran clinical trials to prove the life-saving effect of drug cocktails, and have helped improve the one-pill-a-day therapy now used across the world. We've joined the international effort to develop a vaccine. Now we're focused on the next step: a cure.

Our ability to bring people together to work towards this singular purpose is unparalleled.

In fact, it's why we're consistently ranked among top 10 AIDS specialty programs by the U.S. News & World Report, with more than 10 cure-related clinical studies conducted over the last five years. Carolina faculty and staff from across campus have joined research efforts with private sector partners, knowing a cure will come from multiple areas of expertise. More than 1.2 million people in the U.S. live with HIV, with millions more worldwide. But the power of collaboration has brought a cure closer than ever. What was once a global health crisis could someday—thanks to Carolina—be a thing of the past.

# reaching out



Dr. Myron Cohen





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# Saving Lives

## Starts Here & Now

**Every day, more than 800 women die from causes related to pregnancy and childbirth. Ninety-nine percent of maternal deaths occur in developing countries, the majority among adolescent women. Tragically, most of these deaths are preventable.**

The United Nations has launched a bold, new strategy to save the lives of millions of women and children in the next 15 years. The World Health Organization (WHO) selected the UNC WHO Collaborating Center, based in the Department of Maternal and Child Health at the UNC Gillings School of Global Public Health, to be a lead academic partner. The department is known for its leadership in turning research evidence into health-care policy and practice, making an impact that saves lives everywhere.

The Department of Maternal and Child Health aims to increase survival and improve health of women, infants and children.

The department's Carolina Global Breastfeeding Institute also seeks to improve the health of North Carolina mothers and children as well as those around the world. We know why deaths occur, and we have effective interventions to prevent a great number of them. The challenge is how to implement these interventions particularly in low-resource locations. The experts at Gillings know how, and know now is the time.

*"This is a moment like no other. We are taking bold action to implement strategies that will save the lives of mothers and children today and well into the future,"* says Barbara K. Rimer, Dr.P.H., M.P.H., dean and Alumni Distinguished Professor at Gillings.

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# We don't make history. We make tomorrow.

Research is pursued with the end goal of helping humanity; helping to cure diseases, to alleviate poverty, to ease life's hardships. Innovative thinking and problem solving are powerful tools in building a better world and a brilliant future. This is why the ideas and discoveries at Carolina are designed to reach more people, faster. Whether it's medicine, technology or the humanities, many of our initiatives and goals center around developing a more efficient way for research to help more people than ever.

Different avenues of thought are imperative in getting to where we need to be, which is why diversity is such an essential component to innovation that makes an impact. By giving the opportunity for discovery to people from a diverse array of backgrounds, we widen our problem-solving abilities, enhancing our potential for creative thought.

**Three priorities will keep us at the forefront of every research horizon and focused on impact in everything we do. They span many disciplines, and funding them will ensure we tackle the world's biggest problems from many angles. We will:**

- +Enhance our position as a preeminent translational research university to strengthen our impact in North Carolina and beyond.
- +Accelerate the pace of getting entrepreneurial ideas with commercial promise or social impact to markets and people in North Carolina and around the world.
- +Create buildings and spaces that foster innovation and multi-disciplinary solutions to global challenges.
- +Strengthen our arts programming to further enrich the student experience and community.



FOR ALL

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## 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, with people driven from all directions and disciplines to make the world a better place for all.

With this power, we can reimagine a way forward—and with your help, there's no telling how far forward we can go. You play a vital role in what comes next. You are our public and our partners. You have been our patients, our students, our children, our muses. And now, our future.

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

Together, we have the potential that humankind needs more than ever.

Across health, science, the humanities, athletics and more, we have made an indelible impact on the state of North Carolina. Only with your help can we amplify our voice to all corners of the world.

The world is listening. What will we say next? For all that's new, for all that's now, for all that's next. For everyone today and in the future, join us in the next step for all kind.



## Kind for All. And for All, Kind.

There is strength in kindness. Because when you include everyone, and empower everyone, your ability multiplies. At Carolina, we look at every member of society as an individual and ask how their potential can be activated. It's an approach that enables Carolina to make advance across some of society's most pressing issues.

IT'S A COMMUNITY-BASED, EMPOWERMENT APPROACH TO AUTISM RESEARCH

It's finding opportunities for all students, regardless of income.

IT'S NURTURING THE KIND OF ARTISTIC INNOVATION THAT CHALLENGES AUDIENCES

IT'S BREAKING PROJECTS THAT SPAN SCHOOLS AND TRANSCEND COMMON BOUNDARIES, AS WE WORK TOGETHER TO PUSH RESEARCH TO THE NEXT LEVEL

AND NOW IT'S YOUR TURN TO GET INVOLVED. WE'RE NOT JUST ASKING FOR DONATIONS, WE'RE ASKING YOU TO JOIN US IN MOVING CLOSER TO OUR CORE, A CORE THAT APPROACHES ADVANCEMENT FROM A PLACE OF HUMILITY AND COMPASSION.

Together, we'll be changed for the better.

## Market Values

THERE'S SOCIAL POWER IN THE PRACTICE OF BUSINESS THAT GOES BEYOND COMMERCIAL BUSINESS. BUSINESS HAS THE POTENTIAL TO OPEN BORDERS, TO END CONFLICT, TO OPEN LINES OF COMMUNICATION BETWEEN VASTLY DIFFERENT CULTURES, BUT ONLY IF IT'S DONE IN A WAY THAT PUTS INTEGRITY FRONT AND CENTER.

SCOUTING ED

Markus DMC, former Flight Business School, research business leader who led the program for the first time as an officer at the Center for Sustainable Enterprise, which empowers leaders to increase value by providing an interconnected web of funding, the NC Center, which helps businesses in different commercial sectors to collaborate on opportunities, opening economic development where needed.

How can we have an effective leader in the company? And the challenge of an effective leader is not just to lead, but to guide. A leader's greatest business success is leading in what's good for the customer.

## changing our approach

REACHING OUR DESTINATION STARTS BY

Dr. Robert Austin  
Professor of Psychology

Autism is referred to as a spectrum disorder because it's complicated, and treatment comes in many forms. Carolina was named the top public university in autism research because we approach this complex condition with a mindset that unifies disciplines—we empower patients, teachers, and communities on a personalized level.

INDIVIDUALS WITH AUTISM NEED WELL-TARGETED SUPPORTS TO THRIVE AND TO PROGRESS BEYOND TO MAKE CAREERS WITH THIS LIFE-LONG JOURNEY. RESEARCHING OUR RESEARCHER'S GENETIC, BEHAVIOR, AND NEUROLOGY ARE TO FIND CONNECTIONS BETWEEN DIFFERENT CAUSES. THE UNRAVELED A PROGRAM TO HELP MATCH QUALITY OPPORTUNITIES WITH THESE STUDENTS.

BY DESIGNING INDIVIDUAL COURSES FOR EACH PERSON ON THE SPECTRUM, WE CAN ASSESS THE ONE THAT LEADS THE WAY TO ASSESS TREATMENT WITH YOUR SUPPORT. WE CAN DETERMINE HOW TO TREAT IN THE FUTURE ON OUR WAY TO OUR ULTIMATE DESTINATION.



