

CAG raises funds from private sector for UNC

By SCOTT RALLS
Staff Writer

Money makes the world go around, as they say, and UNC is no exception.

To ensure UNC's financial continuity, the Carolina Annual Giving organization has taken responsibility for raising private funds for the University, and so far it has met with success.

The 1981-82 CAG campaign raised \$1.4 million from 13,869 donors — a 52 percent increase in fundraising over the previous year. As of February 9, the 1982-83 campaign, which began in July, had raised \$1,138,000 from 10,500 donors, most of which was due to a fall mailing program not included in the '81-'82 campaign, CAG officials said.

But despite the recent successes of CAG, private donors are not lining up at the door.

"The miser of Carolina as a state university has a large effect, because people say 'you get your money from the state,'" said Eugene Jackson, director of CAG. Actually, only 39 percent of UNC's budget comes from the state and 6 percent from tuition and fees, leaving 55 percent to be made up by grants, foundations, corporations, alumni and friends.

Private schools have better participation from their alumni because the idea of having to give is instilled from the freshman year, Jackson said.

One of the problems with private funding to UNC is

created by the image of the University, said Stan Campbell, associate director of CAG.

"Some people leave Chapel Hill saying 'it's such a wonderful place, what else do they need.'" Campbell said. "Only within the last few years are people finding out that there are some very serious needs here."

UNC ranks next to last in the ACC — in front of the University of Maryland — in percentages of alumni who give to their alma mater.

"Our slogan would be 'Thank God for Maryland,'" said Rollie Tillman, vice chancellor for student affairs for the University.

"Students leaving UNC get misty-eyed about Carolina, they sing 'Hark the Sound,' but they don't give," Tillman said.

To end many of the problems of private funding, CAG was developed two years ago to take the place of Alumni Annual Giving, which existed from 1952 to 1980 and only solicited unrestricted gifts.

CAG combined the alumni programs of the various schools on campus, allowing alumni and friends to make restricted gifts to the schools and organizations and still be included in the University's honor roll, which this year will be sent out to 30,000 people.

"For the University overall, restricted giving has had a tremendous impact," Jackson said. "You can't force a person to give, and if you do not allow the restrictions, they may not give at all."

Most of the privately-donated money is in essence

unrestricted — once it is designated, it is still up to the different deans to decide how it is spent. This type of program, which was patterned after a similar program at the University of Georgia, is a more feasible way to get people involved in donating, Jackson said.

Although much of the new money coming through CAG is money that previously went to particular organizations and schools at UNC, CAG officials think that another reason for the increased giving is the efforts to educate the alumni to the needs of the University.

Since the formation of CAG, there has been an increase in unrestricted private funds and practically every one of the different schools has reported an increase in funds from private gifts, Jackson said.

Once the combined giving catches on, Jackson said he felt that CAG would really move forward.

"It is the cultivating of annual giving from alumni," Jackson said of CAG. "Most of the large contributors to the University started with annual giving of say, \$25."

He said that he hoped the efforts of CAG would have a significant impact on the University.

"The needs of the University continue to increase, and with this period of austerity, the Legislature is not going to increase its giving to UNC," he said. "The difference must be made up with private gifts."

"Things are getting incredibly tight around here," Vice Chancellor Tillman said. "What these people are doing is building the base of our future through the telephone campaign, direct mail and 750 volunteers."



DTH/Jeff Neuville

Eugene Jackson
... Carolina Annual Giving director

Heels atop ACC

The Associated Press

Following are the current Atlantic Coast Conference basketball standings, through Sunday's games.

	W	L	Conf.		All Games	
			Pct.	W	L	Pct.
N. Carolina	8	0	1.00	21	4	84.0
Virginia	7	2	.778	19	3	86.4
Wake Forest	5	3	.625	15	6	71.4
N.C. State	5	4	.556	13	8	61.9
Maryland	3	4	.429	14	6	70.0
Ga. Tech	3	7	.300	10	10	50.0
Duke	2	6	.250	9	11	45.0
Clemson	1	8	.111	8	16	33.3

SPEAK EASY

Do you think students have a voice in administrative policymaking at UNC?



Pence

James Pence, associate professor speech communication: "There is potential for sufficient input in the existing organizational structure, but there is the problem of continuity of student input, since student members of administrative committees change from year to year."

David Elliott, senior computer science major, Chapel Hill: "I don't think we really hear about the issues soon enough. I don't think the DTH covers what we need to know about. For example, we didn't know about the new meal ticket policy in time."



Moore

Faye Moore, sophomore industrial relations major, Battleboro: "No, I don't think students are aware of all the policies going on. The Daily Tar Heel does a good job of keeping the students aware, but sometimes it's hard to pick one up. We might not hear about something happening until it's too late to make a difference."

LaQuitta Matthews, sophomore computer science major, Winston-Salem: "There may be some problems. Personally, I was affected by the lack of publicity on student health service fees. I think a lot of students believe the fees cover everything, and they don't."



Ruff

Coles Ruff, graduate student in business administration, Washington D.C.: "It has been my experience that there are sufficient enough means for graduate students to direct their concerns. It is possible for students to air gripes and get them heard, so I guess we do have input."

Teresa Miller, junior accounting major, Winston-Salem: "No, I think the liaisons in the dormitories are not used enough. The administration should use the liaisons more often to bring new policies to attention."

Interviews conducted by staff writer Stuart Tonkinson.



Matthews



Ruff



Miller

Nominations due Friday

Awards honor distinguished professors

By SHERRI GOODSON
Staff Writer

UNC students have until Friday, Feb. 18 to nominate their favorite professors for one of the upcoming Distinguished Teaching Awards. Through the nominations, students and faculty are given an opportunity to honor professors who deserve recognition for teaching excellence.

"Some professors expend so much time and energy for their classes—these awards are one way they get rewarded," said Michael Zeige, professor of music and head of the selection committee for the award nominations.

Of the six awards given this year, five are Tanner Awards, given by the Tanner Trust and one is a Salgo Award, contributed by the Salgo-Noren Foundation.

Both awards are given to professors who teach undergraduates — the Tanner Awards for professors on the freshman and

sophomore level and the Salgo Award for professors on the junior and senior level, said Maria Young, an administration secretary in the UNC Office of Student Affairs. Only full-time UNC faculty members are eligible for the awards, each worth \$2,000, Young said.

Student participation in the award nominations is very important, since it is difficult for the administration to find out exactly what's going on in the classroom, Zeige said. "The awards should go to those professors who have really communicated their subjects well to students, have made them understandable, interesting and intriguing enough to enjoy the learning process," he said.

Ballots and ballot boxes for student nominations will be at the following locations:

- Health Sciences Library
- Wilson Library
- Undergraduate Library
- Carolina Union
- Campus Y

Office of the General College. Ballots will also be available in *The Daily Tar Heel* this week, Young said.

Zeige said the selection committee had taken "considerable pains" to make sure ballots are distributed widely on campus to increase voter turnout. "We've gone to trouble to make sure ballots fall in the paths of students," he said.

What students say on the ballots is also very important, Zeige said, since the reason for the nomination is more important than just the name of the teacher on the ballot.

After Friday's deadline for ballots, the selection committee — consisting of six faculty members and six students — divides the ballots into different disciplines and decides on final nominations. These selections go to UNC Chancellor Christopher C. Fordham III, who makes the final decision on the six award winners. The recipients are announced at the March Faculty Council meeting.

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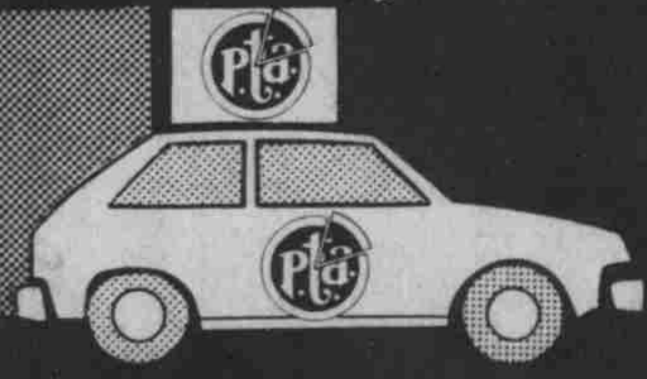
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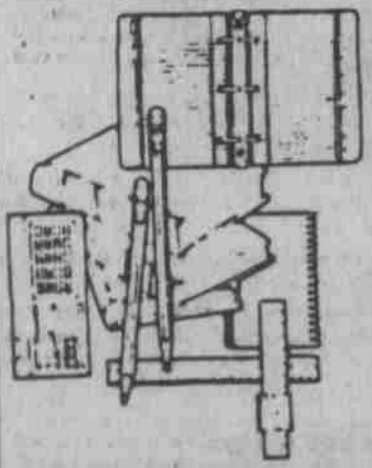
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