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A Way of Life

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Group Welfare

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Weather

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Friday: Partly Cloudy; H 82, L 63
Saturday: Mostly Sunny; H 84, L 66



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Volume 109, Issue 67

Thursday, September 6, 2001

Moeser Gives 1st State of University Address

Chancellor: UNC Must Lead Nation

By LIZZIE BREYER
University Editor

As Chancellor James Moeser stood on stage in the Great Hall under a Carolina blue banner, the first words he spoke reminded members of the University community that he has been with them only a year.

But the scope of Moeser's State of the University address, delivered in the Student Union, spanned far beyond just a year as he outlined his long-term goals and vision for making UNC-Chapel Hill the best public university in the nation.

Moeser's speech was the first of its type in recent UNC-CH history. He adopted the practice of annually addressing the campus community when he was chancellor at University of Nebraska-Lincoln.

Moeser began by outlining the three issues that he described as the "key challenges and opportunities" facing UNC-CH: assessing the University's monetary needs and fund-raising strategies, creating a new academic plan and moving forward with the development plan for campus growth. "There are many other challenges, but I believe these are the most pressing and require our collective attention as a community during this current academic year," Moeser said.

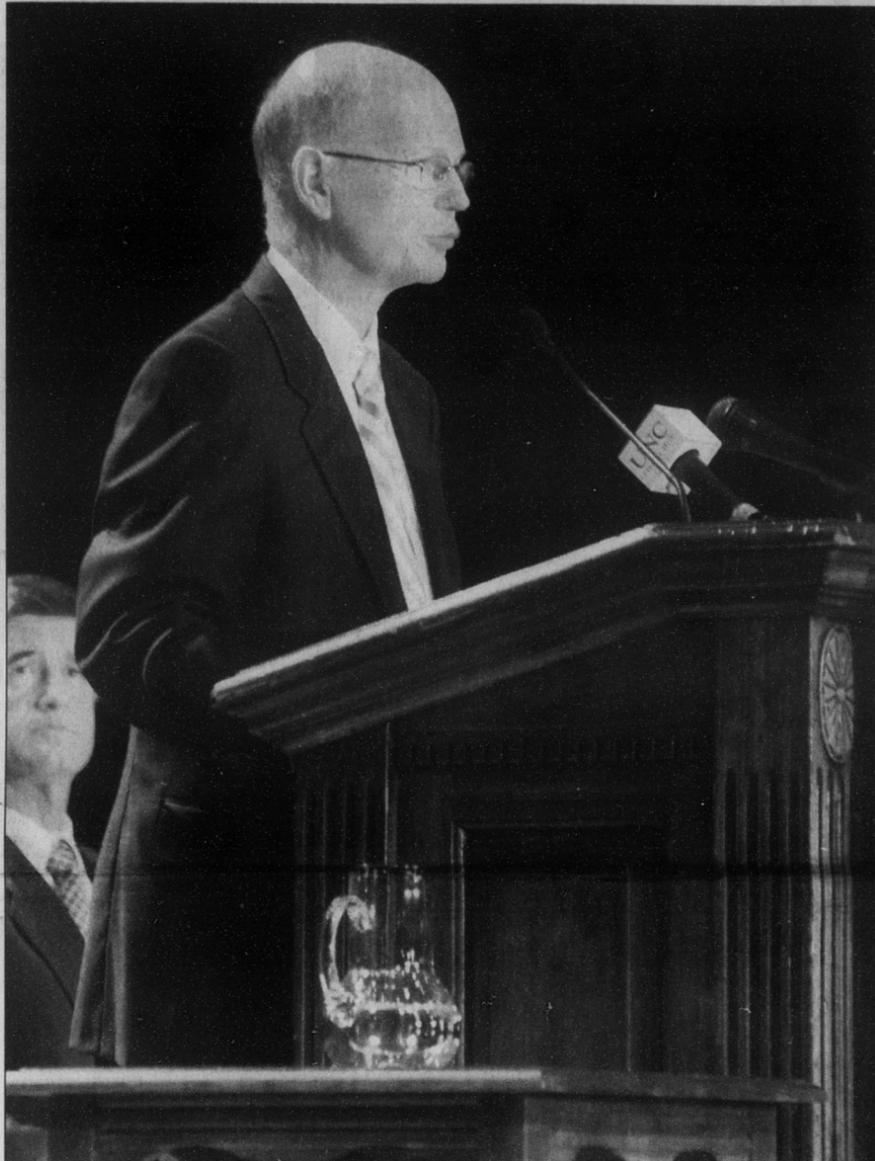
Moeser first turned his attention to the University's financial situation, discussing UNC-CH's standing in light of the state's recent fiscal woes.

The N.C. General Assembly recently passed a continuing budget resolution including across-the-board 9 percent tuition increases for all UNC-system undergraduates. Proposals for cuts to UNC-CH's budget, which range from \$3 million to \$7 million, are currently in the N.C. House and Senate.

"At times during the legislative session, this university was literally placed on the chopping block, threatened by cuts — real and proposed — that could quickly eradicate the years of work that allowed Carolina to rise to the status of a great public university," Moeser said.

Moeser said the final budget package will probably contain "mixed news" for the University — he said he is glad UNC-CH will receive funding to support enrollment growth but that he is distressed by the tuition increases and cuts that could force the University to reduce its staff by almost 3 percent. "My conclusion about this session is simply that it raises more questions about our state's priorities than it answers," Moeser said.

But Moeser said the University will



Chancellor James Moeser makes his first State of the University address in the Great Hall on Wednesday as Provost Robert Shelton listens. Moeser addressed his goals for the University during his tenure.

meet its funding challenge mainly by relying heavily on fund raising. "On University Day, we will unveil the public phase of our major fund-raising campaign, the largest in our history," he said. "... This year will mark the beginning of our future — what can be Carolina's golden age if we are all successful."

He said UNC-CH especially needs to dedicate money to faculty and staff salaries and benefits, research and public service. Moeser also said a crucial part of

maintaining the University's financial stature would come in the form of campus-initiated tuition increases over the next several years. "Later this fall, we shall take to the Board of Trustees an updated five-year plan for tuition necessary to support excellence," he said.

In 2000, the Board of Governors passed a campus-initiated two-year tuition increase of \$300 per year for all UNC-CH students. During the same round of tuition increases, the BOT con-

sidered drafting a five-year plan that would increase tuition by \$300 per year.

But tuition wasn't the only issue in Moeser's speech that might affect students — the second part of his speech dealt with the academic climate at the University.

Moeser focused largely on research achievements, listing the accomplishments of faculty who have undertaken significant scientific projects. "Ultimately,

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Students, Faculty, Staff React to 'Great Issues'

By STEPHANIE HORVATH
Assistant University Editor

While Chancellor James Moeser's first State of the University address covered a variety of topics, it was the last 10 minutes that had the greatest impact for many members of the University community.

In that time, Moeser said the University had the responsibility to provide moral leadership on what he called "the great issues of our day."

"I was very pleased with his comments at the end on the moral role of the University," said Jonathan Howes, special assistant to the chancellor. "Those would have been easy to leave out, but he addressed them and addressed them in a forceful way."

Moeser spoke on such issues as capital punishment, racism and discrimination based on sexual orientation.

Student Body Vice President Rudy Kleysteuber said he was pleased that the chancellor spoke about UNC's nondiscrimination policy.

"It was just one sentence, but the fact that it was mentioned shows we're moving toward a climate where issues of sexual orientation can be openly discussed," he said.

Kleysteuber also lauded the attention the chancellor's speech paid to the importance of service on campus. Moeser specifically praised the APPLIES service-learning program.

"I was very pleased with his focus on service," Kleysteuber said. "It wasn't something I was expecting."

But some said they wished Moeser had given more in-depth attention to certain topics.

"He mentioned how the University was leading the South and embracing diversity, but I wish he'd said more about how he wants to alleviate these problems if he sees them as problems," said Carmen Scott, the Black Student Movement's executive assistant.

"He mentioned sticking to your convictions, and if his conviction is to create a diverse culture, I wish he'd follow through with it."

Sue Estroff, Faculty Council chairwoman, said she also wishes the chancellor had been more explicit about these issues. "I would have liked to have heard more about the race talk," she said. "But the good part is this starts conversations."

Moeser addressed many issues, including research, the Carolina First fund-raising campaign, a pending state budget crisis and UNC's Development Plan, an eight-year outline of campus

growth. Estroff said she admired the way the chancellor was able to move between concrete issues and abstract concepts.

"I think this is a snapshot of his character — someone who can go from the ins and outs of the capital campaign to the morals of what's right and good," she said. "He can keep his feet in both places. That's why he's chancellor."

In addition to touching on the leadership role of the University, the chancellor outlined the goal and challenges facing UNC, one of which included the Development Plan and the school's relationship with the town of Chapel Hill.

Moeser expressed concern about additional stipulations proposed by the town that he said could place an unfair burden on the University. "I was especially interested in his comments on the town-gown (relations) and the development plan," Howes said. "I thought he was very straightforward in our dealings without being heavy-handed."

Moeser also discussed the academic goals of the University, linking them to other aspects such as fund raising and research.

"I liked the way he tied the academic and financial concerns together," said Provost Robert Shelton. "I thought the content was very substantial, and the delivery was superb. And I'm not just saying that because he's my boss."

Shelton added that Moeser's method of threading different topics enabled him to acknowledge the concerns of all the different groups on campus.

But some students felt their concerns were not adequately addressed.

"I'd like to see him talk more about the student experience," said Student Body President Justin Young.

"He would touch the brim, the cup of student experience, but it was in relation to these bigger plans."

Senior Erica Lee, a member of BSM, said Moeser focused more on faculty than students. "He talked a lot about fund raising, which I've heard he's good at, but where are the funds going?" Lee said. "Not to academic advising. I don't feel he's listening to student concerns."

Lee said Moeser could improve his communication with students by actually going to the students.

She mentioned former Chancellor Michael Hooker as an example.

"I'd like to see him out more, not just shaking hands at fund-raisers," she said.

Young said in earlier interviews that he would have liked Moeser to address

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Speech Details Plans to Expand Fund Raising

Moeser estimated that the money earned in the initial phase of the Carolina First Campaign will support 1,000 scholarships and fellowships.

By DANIEL THIGPEN
Assistant University Editor

Chancellor James Moeser reaffirmed his commitment to making UNC the best public institution in the country during his State of the University address Wednesday, promising to maximize the University's private financial contributions in the coming years.

While stressing the importance of stabilizing the University's financial situation — from avoiding potential budget cuts to improving faculty salaries — the chancellor revealed that the "quiet phase" of the Carolina First Campaign is coming to an end.

The campaign is a seven-year University effort, begun in July 1999, to gain private donations that will triple the \$499 million allocated to UNC by the \$3.1 billion state bond referendum.

Moeser said the amount of money raised during the initial private phase of the campaign will be announced on Oct. 12, University Day.

"Last year, I made a pledge to the people of North Carolina that we would triple the impact of the bond issue on this campus with private fund raising," Moeser said. "We intend to keep that pledge."

"This campaign will put us at the very forefront of public universities seeking private support. It will make us more competitive in recruiting the best minds — students, faculty and staff."

Matt Kupec, vice chancellor for university advancement, would not comment on the exact amount the first phase of the campaign had accumulated but confirmed that more than \$1 billion in private contributions already have been raised.

"We've been two years into a quiet phase," Kupec said. "So on October 12 (when the public phase is launched), we'll have a detailed plan of what we're going to accomplish."

Moeser said a successful campaign would enhance UNC's academic vision. He estimated that the money raised will support 200 new endowed professorships as well as 1,000 new scholarships and fellowships.

"Those numbers help demonstrate how this campaign will help meet our academic goals," Moeser said. "And indeed, this effort will determine whether or not we reach our ultimate vision."

Kupec said the first two years of the campaign involved extensive networking — contacting past and potential donors — and mobilizing fund-raising tactics.

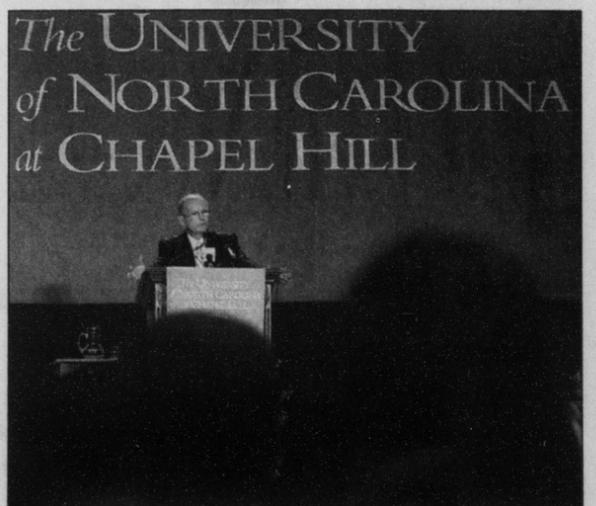
The Office of Development reported for the fiscal year 2001 that private donors contributed \$157 million in gifts and private grants to the University. This amount counts toward the more than \$1 billion already garnered.

The University now receives 8 percent of its annual revenue from private endowments. 2001 was the second-highest fund-raising year for UNC, and for the fifth consecutive year, the University raised more than \$100 million.

The public phase of the campaign will pick up where the first phase left off, Kupec said, and likely will gain momentum in the coming years.

"We have been extremely pleased," he said. "It has been an incredible couple of years here."

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Moeser addresses a crowd of University faculty, administrators, staff and students about his plans for the Carolina First fund-raising campaign.

Vision is the art of seeing things invisible.

Jonathan Swift