

CAROLINA DEVELOPMENT UPDATE

December 2015

OFFICE OF UNIVERSITY
DEVELOPMENT



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



DONOR PROFILE: Adam Fleishman '87, '91 (M.B.A.)

From 1985 to 1987, Coach Dean Smith entrusted Adam Fleishman to manage Carolina basketball teams that included Tar Heel greats Kenny Smith, Jeff Lebo and J.R. Reid, among others.

A second-generation UNC basketball manager—his father Joel '58 managed

Frank McGuire's 1957 national championship team—Fleishman worked behind the scenes to help one of college basketball's greatest programs run smoothly.

Reminiscing about his experiences on the sidelines and in the locker room, Fleishman, now a financial adviser in Chicago, talked about Smith; how the character traits Carolina diehards and basketball fans have come to associate with Smith are absolutely true; how he was tough but fair; and how meticulous he was when it came to practice.

Then he asked: "Have you ever seen one of [Smith's] practice plans?"

Fleishman produced a single typewritten sheet of paper, dated Jan. 30, 1987, from a file by his desk. Smith crafted hundreds just like it during his 36 seasons at UNC.

"But more importantly, he always included a non-basketball 'Thought for the Day' to teach us moral, ethical and philosophical values," Fleishman said. "It's clear he used basketball as a platform to teach us these higher-order aspects of life to develop us as men."

"One typically goes to college to learn history, literature, business, science, but I learned so much more within the confines of that maple hardwood floor about character, preparation, integrity, effort, teamwork," Fleishman said. "And those are truly the lifelong skills that I have been able to apply to my life, family and career."

To Fleishman, Smith was just another member of the faculty—his favorite member of the faculty—who simply "used basketball as a vehicle" to show those around him how to be the best versions of themselves.

"Even today, I constantly hear Coach Smith reminding us to 'dive for the loose ball' or 'keep moving without the ball and good things will happen,'" he said. "I can still hear his voice and use these metaphors to push myself to achieve my business, personal and clients' goals."

And when Carolina announced The Dean E. Smith Opening Doors Fund to benefit undergraduates with need and graduate students in the Schools of Education and Social Work, Fleishman remembered his coach's words and moved without the ball again, this time to give so future Tar Heels could pursue degrees at UNC.

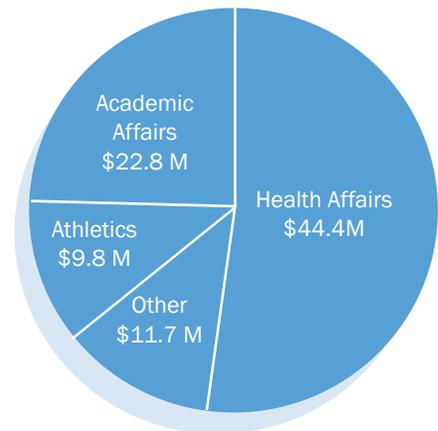
"Coach Smith meant the world to me and has meant a lot to my success," he said. "To be able to give to those who have the ability, but don't have the opportunity, and to do so under the banner of Dean Smith ... I couldn't be more honored and thrilled to support this fund."

FISCAL YEAR 2016

New commitments: **\$88,708,730**
(as of 11/29/15 fund-raising
commitment summary)

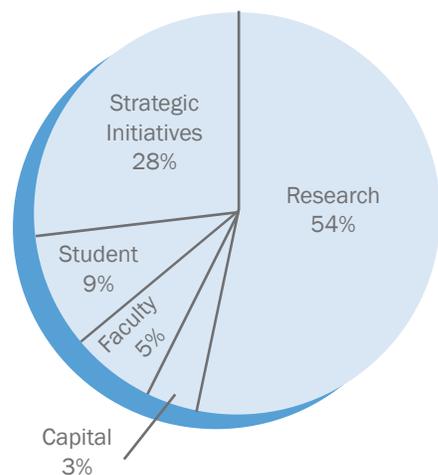
Percent year complete: **42%**

COMMITMENTS BY AREA TO DATE FY 2016*



*Dollar amounts rounded to nearest \$100,000

GIFTS BY PURPOSE FY 2015



DEVELOPMENT NEWS

UNC receives commitment to launch new community service scholarships and fellowship program

UNC has announced a commitment from alumnus Scott Douglas MacDonald of Del Mar, California, to support undergraduate students dedicated to public service. His gift has a dual purpose, creating the Scott D. MacDonald Community Service Scholarships in the Office of Scholarships and Student Aid as well as the Scott D. MacDonald Community Service Fellowship Program in the Carolina Center for Public Service.

Beginning fall 2015, MacDonald Community Service Scholarships are providing tuition support to four incoming students who have demonstrated a commitment to community service. The awards, which are renewable for four years, also provide resources to increase the students' related knowledge and skills.

As third-year students, MacDonald Scholars and potentially other community service scholars will become eligible for Scott D. MacDonald Community Fellowships. The fellowship program will provide monetary support enabling students to work with faculty and staff to identify and implement a signature, experience-based public service project.

School of Social Work receives \$1 million gift to support students, faculty and innovation

UNC's School of Social Work has received a \$1 million gift from philanthropists Prudence F. and Peter J. Meehan of Chapel Hill, longtime supporters of the school. The gift will support student scholarships, assist in the recruitment and retention of promising junior faculty, and fund new innovation initiatives to meet emerging needs in the field.

At least \$150,000 of the gift will expand scholarship offerings for master of social work (M.S.W.) students as part of an existing Meehan Scholarship Endowment.

Another \$500,000 of the gift will endow the Prudence F. and Peter J. Meehan Early Career Professorship to support assistant and associate professors. Although the school has flexibility with how the remaining \$350,000 will be spent, School of Social Work Dean Jack Richman wants to pursue innovative projects or partnerships that align with the school's strategic goals.

Eshelman Institute for Innovation awards \$9.4 million to fund first round of innovative ideas

The Eshelman Institute for Innovation at UNC awarded nearly \$9.4 million in its inaugural round of funding for innovative ideas submitted by faculty and staff at the UNC Eshelman School of Pharmacy.

The institute was created by a \$100 million gift from alumnus, philanthropist and pharmaceutical executive Fred Eshelman to the UNC Eshelman School of Pharmacy in December 2014. The institute aims to inspire a culture of innovation where imagination and creative solutions accelerate change in education, research and health care.

UNIVERSITY NEWS

UNC research expenditures reach nearly \$1 billion

UNC continues its decade-long rise as one of the world's top universities for sponsored research, climbing to eighth nationally among private and public research institutions in overall research and development (R&D) expenditures and sixth nationally in federal R&D spending.

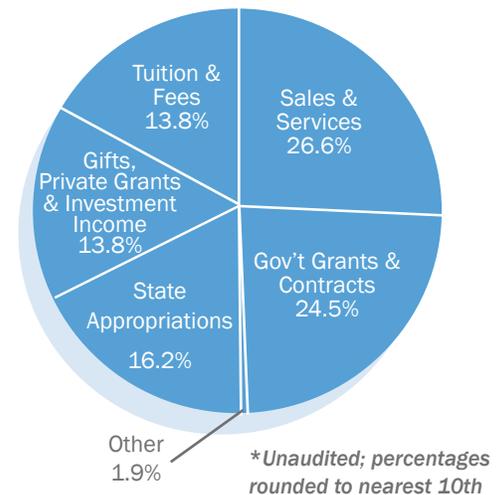
This is the second consecutive year that UNC has placed in the top 10 for both categories, underscoring its rising prominence as a leader in 21st-century research in both federal and overall research spending.

UNC ranks in top 25 U.S. universities for study abroad

UNC ranks 22nd among all U.S. higher education institutions for the number of students earning credit for study abroad, according to the Institute of International Education's (IIE) 2015 Open Doors Report on International Educational Exchange. This is UNC's first ranking on the Open Doors' top 25 list, which is based on the total number of a higher education institution's students who study abroad.

Open Doors found that the overall number of U.S. students studying abroad increased by 5 percent over the previous year. For Carolina, 1,859 undergraduate, graduate and professional students studied abroad in 2013-14.

SOURCES OF REVENUE FY 2015*



Carolina Quick Facts

29,135 students total
18,421 undergraduates
2,006 instructional faculty
13:1 student/faculty ratio

Class of 2019 Profile

31,955 applications
9,467 (29.6%) admitted
4,081 enrolled (43.1% of those admitted)
Average SAT score: 1,330 (critical reading and math)

Class of 2019 Statistics

59% female, 41% male
79% in-state, 21% out-of-state
3% international
From 97 N.C. counties, 44 states and D.C. and 20 other countries
749 transfer students
9% African-American
7% Latino/a
15% Asian/Asian-American
2% American Indian/Alaskan Native
19% first-generation college students
14% Carolina Covenant Scholars

2015-2016 cost of attendance

\$8,562 in-state tuition & fees
(total: \$24,320)
\$33,644 out-of-state tuition & fees
(total: \$50,360)

Carolina remains high in rankings

UNC is once again ranked fifth among the nation's best public universities, according to *U.S. News & World Report's* 2016 "America's Best Colleges" guidebook, published Sept. 9 at www.usnews.com. This marks the 15th year Carolina has been ranked No. 5.