

UNC SCHOOL OF PUBLIC HEALTH

PROGRESS, IMPACT, CHALLENGES
Faculty/Staff Meeting
October 10, 2007



These are the slides I would have presented had we not gotten off schedule. These notes provide some background for most slides. I appreciate everyone who attended the fall Faculty and Staff meeting, in-person and virtually, and those of you who review these slides.

Here, I highlight issues related to budget, progress in selected areas, and some challenges facing us in the next several years. We have an outstanding school with some of the best faculty, staff, students and alumni anywhere. I am confident we have the “right stuff” to overcome any challenges.

PROGRESS 2006-2007

- **Continuous quality improvement**
 - Reviewed student services (led by Ned Brooks)
 - Developed plan to be an engaged institution (led by Geni Eng, with support from Brenda Motsinger)
 - Assessed the North Carolina Institute for Public Health (chaired by Jo Anne Earp, with support from Brenda Motsinger)
- ★ Thanks to all who participated!
- **New programs**
 - Began extra-department mentoring for new faculty
 - Strategic plans for obesity prevention and treatment, global health and overcoming health disparities
 - Participating in UNC bridge funding for faculty



No one could do justice to everything that goes on in the School of Public Health in a six-month period. These highlights focus on some issues that transcend departments and units. We have continued to examine units and programs at the SPH and to use the recommendations obtained to guide us in remaining a top school of public health. An implementation committee is reviewing and prioritizing recommendations from the Engaged Institution report and the NCIPH assessment.

We have continued to develop strategic initiative plans in key areas identified for the SPH in multiple prior strategic planning efforts: accessible, safe water, preventing and treating obesity, eliminating health disparities and improving global health. These plans will soon be posted on our website.

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 - Developing an implementation plan to integrate recommendations
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Why are we doing these reviews?

1. **We cannot do everything well. We must focus discretionary institutional resources, including external affairs efforts, on areas where we can make a difference.**
2. **Fundraising should be driven by the potential for impact, differentiation, leveraging resources and potential to catalyze key constituencies around important issues.**
3. **The SPH has had multiple strategic planning efforts in the past, but there was not a concerted effort to act on priorities.**
4. **These are not your and my only priorities, but they represent important areas, and are a starting point. We will add other topics, including one around teaching and learning for the 21st century.**

PROGRESS 2006-2007

- Faculty recruitment and retention
 - Recruited outstanding junior faculty
 - Retained several key faculty; lost others



- Heiss and Sobsey named distinguished professors



We are very proud that two SPH faculty members received distinguished faculty appointments in the last year. These are prestigious awards and very well-deserved recognition of Professor Sobsey's and Heiss's many contributions—which include outstanding research, teaching and service.

PROGRESS 2006-2007

- Continued developing Nutritional Research Institute in Kannapolis
- Graduate reviews completed for PHLP, MCH, Nutrition and HBHE; Epidemiology underway



Steve Zeisel is doing a magnificent job leading development of the Nutritional Research Institute in Kannapolis, NC. The NRI will be a leading edge center for nutritional research.

Several of our departments had Graduate School reviews this year, and they all did well.

PROGRESS 2006-2007

- Awarded coordinating center for Hispanic Community Health Study from NHLBI—largest study of Hispanic health in U.S. history
- Strong participant in CTSA effort
- Collaborated with SOM and others to develop Institute for Global Health and Infectious Diseases (Bentley major leader)
- Global health presence is growing.



We are really enthusiastic about the pan-UNC Institute for Global Health and Infectious Diseases. Peggy Bentley and Gretchen Van Vliet played major roles in getting the IGHID off the ground. We are better than ever in the global arena.

Dennis and Joan Gillings pledged \$50M to the SPH



- New opportunities to advance science and solutions across NC and around the world
- We are focusing on the goals of **anticipating** public health needs and **accelerating** solutions to public health problems.



What does one say about \$50 M!!!!!!!!!! It has been a great year, and I am so delighted that Julie MacMillan, MPH, agreed to serve as Managing Director for Carolina Public Health Solutions. The name of the enterprise puts the emphasis exactly where we want it—on finding solutions to big public health problems. It’s a focus that fits our SPH really well. Many of you have given us feedback, submitted proposals, agreed to review proposals and much more. There’s also an outstanding group of external people who will participate on an advisory committee and review proposals. This is a SPH effort, and should be something that really makes a difference in the health of people. Our goal is to anticipate problems based on information, evidence and experience, and accelerate solutions to big public health problems.

Launched Gillings Initiatives



- **Developed guidelines and procedures for Gillings Innovation Labs (GILs)—announced first GILs**
- **Appointed Sheila Leatherman first Gillings Visiting Professor**
- **Planning Gillings Prize for Public Health Impact and a dissertation award**



Creating a granting infrastructure is no small feat. Thanks to Julie, Viktor Bovberg, Kathryn Johnson, Lori Evarts, Sandra Martin and many of you.

University Cancer Research Fund Established

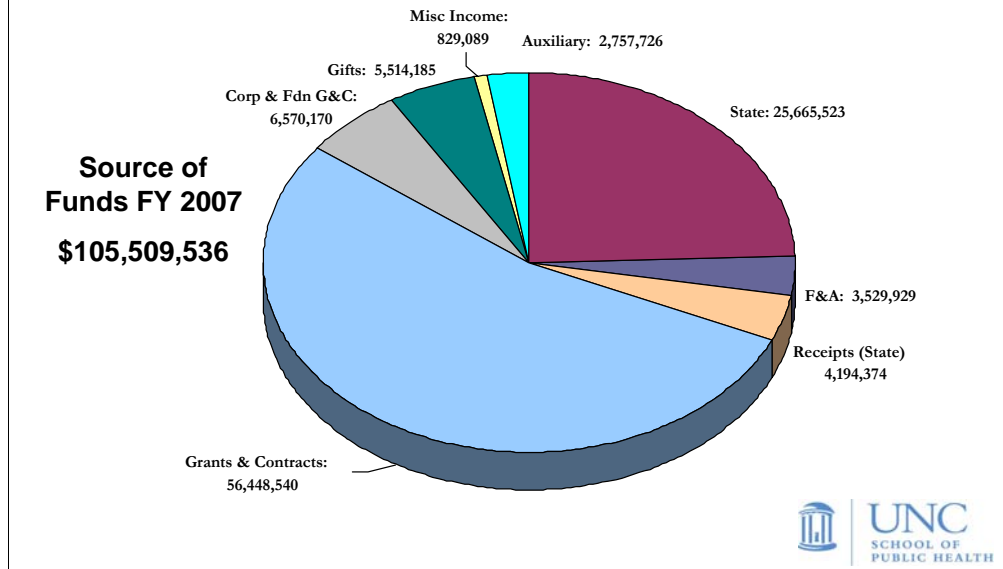


- Created July 2007 by NC General Assembly via passage of new state budget
- Accelerates battle against cancer in North Carolina
- \$25 million in 2007-2008 increasing to \$50 million per year beginning in 2009
- SPH involved through faculty at Lineberger, UNC-CH School of Medicine



The great year went on with the Legislature's commitment to invest substantial resources in fighting cancer in NC. Our SPH is a fundamental partner in this effort. Andy Olshan and Marci Campbell are point people you can contact for information, with ideas and the like.

Continued strength in research



In spite of the downturn in federal funds, we did well last year, with more than \$105 million awarded to SPH for research, largely from Federal sources. This year may be more problematic, but I am optimistic that we will thrive. We now have a bridge funding program in place. While modest, it offers support to investigators with highly promising summary statements from grant reviews while they revise and resubmit their grant applications. I appreciate the leadership of the Research Council in encouraging me to think about this and to push for a program at the UNC level.

SPH Expenditures (All Sources)

Dept/Unit	FY04	FY05	FY06	FY07
Departments				
Biostatistics	13,887,953	14,369,536	14,744,821	16,644,258
Environmental Science & Engr	13,305,275	14,449,647	14,550,238	14,504,432
Epidemiology	17,231,835	23,259,203	22,492,292	21,404,730
Health Behavior Health Ed	4,615,555	3,888,243	4,165,931	3,737,008
Health Policy and Admin	5,923,756	6,239,267	6,837,734	7,037,789
Maternal and Child Health	4,473,427	5,058,843	5,206,209	5,682,407
Nutrition	7,428,389	9,760,352	9,427,504	10,021,601



This table shows all revenues by department.

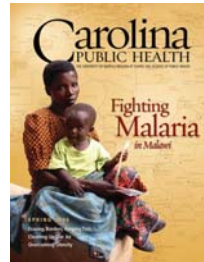
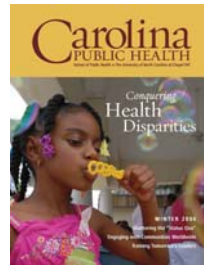
SPH Expenditures (All Sources)

Dept/Unit	FY04	FY05	FY06	FY07
Centers & Institutes				
NC Institute of PH	8,782,300	10,589,364	11,009,674	12,197,437
Center for Envir Health & Susc	934,545	1,467,327	1,851,994	1,482,596
Nutrition Research Institute	0	0	0	1,133,836
SPH Admin, Service & Support	5,301,566	4,822,192	6,612,058	
Long term commitments (e.g. start-up packages for chairs and new faculty)				705,711
External Affairs				789,485
Student Affairs				367,436
Office of Research				147,030
SPH Admin & Initiatives				4,069,849
Instruction & Information Srvc	2,335,311	2,291,256	2,444,061	2,308,937



Communications

- Improved website and communications vehicles—a work in progress
- New certificate in Interdisciplinary Health Communication with JOMC, Psych and ILS
- Enhanced emphasis on communicating **impact** of our research



Ramona DuBose and her team have done an outstanding job turning Carolina Public Health into a wonderful statement about the SPH. Over the next six months, we will continue to strengthen the SPH website to take advantage of the full capability of the Internet.

Carolina

PUBLIC HEALTH

School of Public Health • The University of North Carolina at Chapel Hill

FALL 2007

The lake that almost wasn't
Clean water, healthy water?

From the
Neuse to the
Nile



Student Government Strongly Supports and Advocates

- Increasing coverage of health disparities in the curriculum
 - Use of electronic course evaluations
 - Posting of syllabi or, alternatively, more detail in bachelor and master's-level course descriptions including these five components
1. *Course topic / objectives*
 2. *Course framework*
 3. *Course topic / objectives*
ASPH “Cross-Cutting” (a.k.a., Interdisciplinary) Competencies
 4. *Teaching style*
 5. *Geographic focus* (if applicable)



Our student government representatives are helping to assure that we hear what students want and value. Our students expect what students at an increasing number of schools now take for granted. We need your help in meeting their needs.

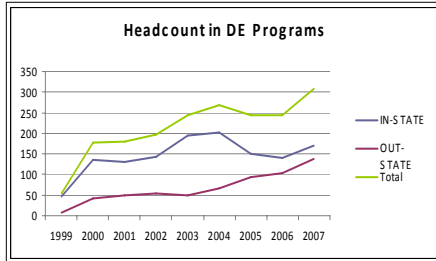
CHALLENGES

- Implement DE-related budget reductions yet remain a strong home for innovative DE programs.
- Difficult to recruit students without offering competitive packages—often are too little, too late
- Increase or maintain, at a minimum, grant funding in light of reductions at NIH/CDC.
- Cultivate new funding sources.
- Increase philanthropy for student assistance, faculty retention and strategic initiatives.

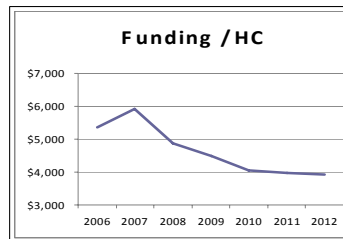
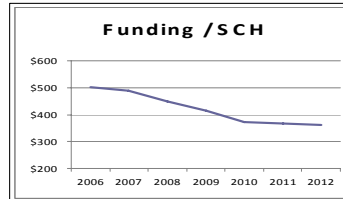


There are many challenges ahead. Working with Peggy Glenn and her outstanding External Affairs staff, Dave Potenziani and I are sending the message that to be a top SPH, we must do better in funding students and in obtaining funds to offer our applicants early commitments. We all must work together on this.

Distance Education



- History of overall DE growth
- SPH a leader in innovation and quality in graduate DE programs
- Change in funding reduces resources



Changes in the way distance education is supported at UNC have put a major strain on several of our departments and threaten our ability to deliver 21st century education.

CHALLENGES



- Increase diversity of faculty, students and staff.
- Prepare for successful re-accreditation by CEPH.
- Implement SPH-wide course evaluation system.
- UNC bureaucracy
- Salary needs in some hot areas are outpacing our ability to deliver.
- Landlocked for space; urgent need for dry lab space



I am very grateful to Laurel Files, Peggy Leatt, Anita Farel, Bobbi Matchar and so many of you for your work on our CEPH accreditation. Getting full accreditation with no restrictions is one of our very highest priorities. In the process, we will put in place systems so that next time we face re-accreditation, we will have much better data sources to use in assessing progress. That requires compromise on all our parts. I believe it is essential for us to be able to make statements about how we are doing across the SPH. That means giving up some of what people in departments are used to doing for the greater good of telling a unified story.

CHALLENGES

- Provide additional incentives to encourage interdisciplinary collaborations.
- Obtain more funding for student aid.
- Pay debt on MHRC.
- Refine our website to become state-of-the-art.
- Keep pace with new technologies.



Paying the yearly fee on the MHRC building is the difference between having some margin for reinvestment and not having it. Next year, it may be the difference between a deficit and a balanced budget. Paying this debt is our highest fundraising priority.

CHALLENGES

- Manage competition for Gillings Innovation Labs and recruit outstanding people for Gillings Visiting Professorships.
- Plan and execute events around renaming of the SPH for fall, 2008.
- Plan curricular adaptations needed to assure that our students are financially literate.



We are really excited that the gift from Dennis and Joan Gillings will permit us to be the first school of *Global Public Health*. We will be no less local and no less North Carolina since most people now acknowledge that global is local. We are beginning to plan events for renaming celebrations during the third week of September, 2008. They'll be a mix of just plain fun and celebration and some activities that will be more academically oriented, e.g. a symposium that looks backwards and forwards to our contributions and impact. Stay tuned for updates.

CHALLENGES

- Plan for and adapt to learning needs and preferences of millennial students.



Most of us are not millennial students. We did not grow up on MTV, text messaging and were not facile with computers from our earliest ages. But students of the future will have matured in this world. We must be ready for them with 21st century tools.

Millennials Want to Learn



- With technology
- With each other
- Online
- In their time
- In their place
- Doing things that matter

Source: Achievement and the 21st Century Learner

Thanks!

For your attention to these slides and for all the many ways you contribute to the success of the School of Public Health. This is a phenomenal School of Public Health and I am honored to be your dean.



Translation: "Thanks!"