



Associate Vice Chancellor for University Communications

The University of North Carolina at Charlotte, a proud member of The University of North Carolina System, announces the search for its next Associate Vice Chancellor for University Communications.

About the University of North Carolina at Charlotte

Located in the state's largest and most dynamic city, UNC Charlotte is North Carolina's fastest-growing institution and the only urban research university in the 17-campus UNC System. The University's mission is to leverage its location to offer internationally competitive programs of research and creative activity, exemplary undergraduate, graduate, and professional programs, and a focused set of community engagement initiatives. UNC Charlotte maintains a particular commitment to addressing the cultural, economic, educational, environmental, health, and social needs of the greater Charlotte region.

In fulfilling its mission, the University's vision is to provide: accessible and affordable quality education that equips students with intellectual and professional skills, ethical principles, and an international perspective; a strong foundation in liberal arts and opportunities for experiential education to enhance the personal and professional growth of students; a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and mutual respect; and a safe, diverse, team-oriented, ethically responsible and respectful workplace environment that develops the professional capacities of faculty and staff.

The history of the institution is important to understand its rapid growth and evolution. Founded in 1946, the Charlotte Center of the University of North Carolina initially served the educational needs of returning World War II veterans. Three years later the institution became Charlotte College. In 1965, an act of the State General Assembly transformed Charlotte College into UNC Charlotte, the fourth campus of the University of North Carolina System. Since then, more than 149,500 degrees have been awarded, with particularly exponential growth in undergraduate student enrollment (40 percent over the last decade). The current academic year provided yet another record year for enrollment, with a student body of nearly 30,000 undergraduate and graduate students. This phenomenal growth is attributed to UNC Charlotte's expanding reputation as an outstanding university that recruits faculty and staff who are truly committed to student success, offers prodigious opportunities in academics, research, community engagement, the arts, and athletics, and delivers an unparalleled college experience.

In fiscal year 2017, UNC Charlotte received more than \$50,900,000 in sponsored research awards – its highest ever total. For more facts about UNC Charlotte, click [here](#).

Strategic Initiatives

With deliberate and strategic leadership from Chancellor Philip L. Dubois, UNC Charlotte has developed key University initiatives, each carefully designed to enhance a particular aspect of the UNC Charlotte experience for its students, faculty, staff, alumni, and community. The initiatives that follow are direct outgrowths of earlier Institutional Plans and the current plan, [Institutional Plan 2016-2021](#), and provide a flavor of the priorities at the University.

Community and Civic Engagement: UNC Charlotte's Civic Action Plan is a sustainable and long-term approach to fully activate UNC Charlotte's mission to address the unique needs of the Charlotte region. The plan provides a strategy to improve social outcomes by organizing resources, community-based research, and community collaborations to effectively address regional needs.

Diversity, Access, and Inclusion: It is more important than ever to ensure that the campus community is inclusive and inviting to all. In 2006, Chancellor Dubois affirmed his commitment to creating an inclusive environment by building an infrastructure to support meaningful diversity and inclusion efforts on campus. He appointed the Council on University Community (CUC) and charged it with leading diversity efforts at UNC Charlotte. The CUC assembled the University's first comprehensive Plan for Campus Diversity, Access, and Inclusion to bring coherence, visibility, and accountability to these efforts. Chancellor Dubois also created the Chancellor's Diversity Challenge Fund, which supports faculty, staff, and student initiatives promoting the value of diversity in the intellectual life of the campus. To date, mini-grants totaling \$1.45 million have been awarded from the Fund.

To strengthen the University's diversity and inclusion infrastructure, and to optimize the visibility, coordination, and impact of the work that is already taking place across campus, Chancellor Dubois recently created the Council on University Community Working Group and appointed a Diversity Faculty Fellow to chair the working group.

Energy Production and Infrastructure Center: The Energy Production and Infrastructure Center (EPIC) was conceived in response to an energy industry "boom" in Charlotte in recent years. Through collaborative partnerships with industry leaders such as Duke Energy, Siemens, AREVA, Westinghouse, EPRI, and others, UNC Charlotte is making great strides in addressing the energy industry's pressing needs for human capital and in performing fundamental and applied research to improve the security and continuity of energy.

Exponential: The Campaign for UNC Charlotte: "Exponential: The Campaign for UNC Charlotte" is a record-breaking \$200 million campaign that offers alumni, business leaders, and the University community an opportunity to accelerate and inspire exponential growth on campus and in students' lives, shaping an exciting future. The campaign is designed to increase student scholarships, improve the student experience, recruit skilled faculty, and support key programs.

Light Rail Extension: A transformative long-term initiative from Chancellor Dubois was the expansion of the light rail system onto the UNC Charlotte campus. The Lynx Light Rail Blue Line extension opened in Spring of 2017, connecting the main campus to Charlotte Center City and providing convenient and much needed access for students, faculty, and staff members. The light rail has also made the University's resources, including cultural and athletic events on campus, highly accessible to residents of other areas of Charlotte.

PORTAL Facility: Called PORTAL for short, the Partnership, Outreach, and Research to Accelerate Learning facility has opened the future to a list of entrepreneurial partners, giving the region the capacity to develop significant start-ups, research partnerships, access to faculty and student research, and, in some cases, space for major corporations to set up shop during relocations to Charlotte.

Data Science Initiative: The Data Science Initiative (DSI) at UNC Charlotte is an industry-university-state partnership, combining aspects of computer science, modeling, applied mathematics, and statistics. DSI brings academia and industry together to turn data into knowledge, and knowledge into insight to see what is possible in the new digital age. As a hub for economic activity in banking, energy, retail, and healthcare, Charlotte provides the perfect backdrop for big data research, not to mention countless partnership opportunities with local industry leaders who recognize the value and potential of DSI.

49ers Football: After careful study and financial analysis, Chancellor Dubois recommended the University implement a football program. The University is now looking forward to its seventh season of competition with a tremendous team, first-class facilities, and a top-notch coaching staff, all in the capable hands of Head Coach Will Healy, who joined the Niners in December 2018.

University Professional Internship Program: As evidence of UNC Charlotte's focus on engaged and applied learning, the University Professional Internship Program (UPIP) provides students with a unique internship opportunity tailored to their specific majors and career interests. UPIP interns receive valuable mentoring from University faculty and administrators and have the opportunity to gain essential knowledge and experience while also contributing in a meaningful way to the inner workings of the University.

49er Finish: In 2005, the 49er Finish program was created to reach out to students who left UNC Charlotte without completing their undergraduate degrees. The 49er Finish program makes it possible and convenient for these former students to come back to the University and finish their degrees. To date, nearly 1,000 students have returned and completed their degrees through this Model of Excellence award-winning program.

Academics and Faculty

UNC Charlotte offers more than 160 undergraduate programs across seven colleges: College of Arts and Architecture; Belk College of Business; College of Computing and Informatics; Cato College of Education; William States Lee College of Engineering; College of Health and Human Services; and College of Liberal Arts & Sciences.

The Graduate School offers more than 150 graduate programs, including 24 doctoral programs, with more than 5,000 students enrolled. In 2016, UNC Charlotte was classified as a doctoral granting institution with highest research activity by the Carnegie Classification of Institutions of Higher Education. The Cato College of Education recently became the first in the nation to launch an online master's degree in urban education. Many of the graduate programs are top-ranked and rising in rankings. The U.S. News & World Report recently named the UNC Charlotte part-time MBA program in the top 20 percent nationally and the #1 ranked public part-time MBA program in North Carolina, and both the UNC Charlotte Social Work graduate program and the Master of Public Administration program in the top 25 percent nationally. The Financial Engineer has ranked the M.S. in Mathematical Finance program #14 in the nation, and the Master of Accountancy program in the top 25 percent nationwide.

UNC Charlotte is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). In December 2013, the University received its reaffirmation of SACSCOC accreditation for the next 10 years. Discipline-specific accreditations within UNC Charlotte span the University's offerings and demonstrate the commitment to high-quality educational opportunities.

More than 1,100 full-time and almost 500 part-time faculty members account for an average 19:1 student to faculty ratio, providing personalized attention and teaching relationships that can persist for a lifetime. The faculty and staff are dedicated to academic excellence, cutting-edge research, community outreach, and the growth and development of the University experience for all students.

Students

In 2018, UNC Charlotte enrollment was a record-breaking 29,710 students, encompassing approximately 24,400 undergraduates and 5,300 graduate students. The student body is composed of 49 percent females, 33 percent racial and/or ethnic minorities, individuals from 49 U.S. states and roughly 2,000 international students from 85 countries. UNC Charlotte enrolls the third largest number of international students in the state and the most of all institutions within the UNC System.

Student life at UNC Charlotte includes more than 400 student clubs and organizations and 15 intramural sports. With the University fielding 18 NCAA Division I sports teams competing in Conference USA, opportunities abound for students to cheer on the Charlotte 49ers.

Campus

UNC Charlotte has two campuses: Center City campus, and the main campus, located in University City. About 8 miles from Uptown Charlotte, the picturesque main campus sits on 1,000 wooded acres with 10 acres of outdoor botanical gardens, hiking trails, the McMillan Greenhouse, and a tropical plant courtyard.

Approximately one-quarter of UNC Charlotte students choose to live on campus and in walking distance to classes, labs, libraries, light rail, theaters, concerts, art galleries, and sports facilities. Students have their choice of 17 residence halls as well as Greek organization housing and Learning Communities. Personalized dining options offer the ultimate in choice and convenience, with traditional dining halls and specialty restaurants.

City of Charlotte

Ranked the 17th most populous U.S. city in 2017, Charlotte is the third-fastest-growing major city in the country and the second-largest banking and financial center in the U.S. In addition to serving as a major center for the motorsports and energy industries, its metropolitan area hosts seven Fortune 500 companies including Bank of America, Lowe's, Honeywell International, Duke Energy, Nucor, Sonic Automotive, and Sealed Air. Charlotte is also home to the NASCAR Hall of Fame and six major professional sports teams, including the NFL's Carolina Panthers and the NBA's Charlotte Hornets.

Charlotte's climate welcomes outdoor enthusiasts who can enjoy activities on the sprawling Lake Norman or the Catawba River, explore the 37 miles of greenway trails, or experience the U.S. National Whitewater Center. Culture enthusiasts will enjoy museums, professional Charlotte Ballet productions, art exhibitions, musical concerts, theaters, and festivals. The city's 199 walkable neighborhoods offer a variety of shopping, dining, and nightlife experiences while light rail makes the city more connected than ever.

With its plethora of outdoor activities, professional sports teams, cultural offerings, and its exciting city life, Charlotte has allure for every whim. Charlotte boasts a small town feel with southern charm along with metropolitan energy and a decidedly cosmopolitan core.

About the Chancellor

A native of Oakland, California, Philip L. Dubois attended the University of California, Davis, where he graduated in 1972 with an undergraduate degree in political science. His master's (1974) and doctoral (1978) degrees were earned in political science from the University of Wisconsin–Madison. Chancellor Dubois began his academic career in 1976 at the University of California, Davis.

Over the next 15 years, Chancellor Dubois rose through the faculty and administrative ranks to full professor and held various administrative posts, including associate vice chancellor for academic affairs. In 1991, Chancellor Dubois was recruited to UNC Charlotte, where he spent the next five and a half years as provost and vice chancellor for academic affairs. Chancellor Dubois was credited with drafting a strategic academic plan, leading the development of the University's first comprehensive campus-wide plan for information technology, and initiating programs to better serve nontraditional adult students. Under his leadership, UNC Charlotte also planned and launched its first doctoral programs.

In 1997, Chancellor Dubois became president of the University of Wyoming. During his eight-year tenure, UW's physical plant grew tremendously. State and federal legislative support increased significantly, while private gifts to the University more than quadrupled.

Since being named UNC Charlotte's chancellor in 2005, Chancellor Dubois has focused his efforts on building the University's visibility and support in the Charlotte region; planning for an expected long-term enrollment of 35,000 students; completing key capital construction and renovation projects in excess of \$1.2 billion; improving the efficiency and effectiveness of critical business processes; enhancing University support for extramural research and scholarship, and implementing an intercollegiate football program. During his tenure, completed applications among freshman and transfer students have grown by 91 percent, while overall enrollment has grown 38 percent to nearly 30,000 students.

About the Vice Chancellor for University Advancement

Niles Sorensen, the Vice Chancellor for University Advancement, provides executive leadership for the Division of University Advancement, created via the merger of the divisions of Development and Alumni Affairs and University Relations and Community Affairs. Vice Chancellor Sorensen also serves as president of the UNC Charlotte Foundation, working with an appointed 45-member board to enhance the University's ongoing base of private support. Additionally, Sorensen works with the UNC Charlotte Alumni Association Board of Directors to expand the University's alumni-related programs and activities, including establishing vibrant chapters both in North Carolina and out of state.

Prior to joining UNC Charlotte in 2006, Vice Chancellor Sorensen was Executive Vice President for Financial Development of the YMCA of Metropolitan Los Angeles with responsibility for all fundraising aspects of the 254,000-member, 25-branch human service organization.

The Role of the Associate Vice Chancellor for University Communications

Reporting to the Vice Chancellor for University Advancement, Niles Sorensen, the Associate Vice Chancellor will serve as a member of the Chancellor's Cabinet, providing vision and leadership for all University communications. The Associate Vice Chancellor will lead and grow a transformative team that proactively communicates the University's story, orchestrates and distinguishes its branding, engages meaningfully with the institution's advancement initiatives, enhances collaboration within the University's network of communications professionals, and effectively manages crisis communications.

As the leader of the University's communications effort and a key member of its senior staff, the Associate Vice Chancellor for University Communications will support the institution's significant growth and complexities through strategic communication planning. A strong and visionary leader who is politically astute, creative, entrepreneurial, charismatic, and thrives in a complex environment, the Associate Vice Chancellor will articulate and promote the University's synergistic relationship with the surrounding Charlotte metropolitan area.

The Associate Vice Chancellor for University Communications will have an approximately \$2.9 million budget and a staff of approximately 20 full-time employees responsible for broad-based university communications, marketing and branding, strategic communications/public relations, issues management and media relations, web communications, executive communications, and audio-visual services. The Associate Vice Chancellor's direct reports include the: Senior Director of Digital Media Communications, Director of Communications Operations; Director of Advancement Communications; Director of News & Information; Director of Issues Management and External Media Relations; and Creative Services Director.

Opportunities and Challenges

The next Associate Vice Chancellor for University Communications will arrive at a time of transformation for the University and enormous excitement about its future. The opportunities and challenges include:

Setting the vision and leading the execution of a core messaging strategy that advances UNC Charlotte. With UNC Charlotte experiencing the fastest and most significant growth within the UNC System, the Associate Vice Chancellor will collaboratively cultivate and deploy integrated communications strategies that propel UNC Charlotte's strategic vision, mission, and goals regionally, statewide, nationally, and internationally. The Associate Vice Chancellor will ensure that the University broadcasts consistent and compelling messages to its diverse and growing array of constituents.

Supporting the University's advancement efforts and alumni engagement. UNC Charlotte's impact and value are communicated to diverse audiences through strategic storytelling and promotion. The Associate Vice Chancellor will maintain collaborative relationships with college and division communicators to identify stories that best align with the institutional communication goals outlined in Institutional Plan 2016-2021. Integrating communications with advancement is vital to institutional success, as is continuing and emerging engagement with prospective undergraduate and graduate students and their families, the media, and various government entities.

Elevating the University's brand. With strategic and creative vision, the Associate Vice Chancellor will lead the effort to articulate the UNC Charlotte brand and distinguish it from that of other institutions, including those in the UNC System, and increase the regional, national, and international visibility of the University. At every step of the brand evolution, the Associate Vice Chancellor will maintain a standard of excellence in all University communication vehicles.

Positioning and representing the University at the highest level with poise and influence. As the Chancellor's communications expert, the Associate Vice Chancellor will advise the Chancellor and Cabinet on communications-related issues and represent the University in a manner that evokes authority and confidence in times of success and crisis. An exceptional ability to influence constituencies through effective messaging is critical in the role.

Leading the University Communications team, promoting a culture of excellence, collaboration, and professional growth. The Associate Vice Chancellor will foster and develop the talent of the University Communications team. As the unit's leader, the Associate Vice Chancellor will inspire and

motivate staff, assess the resources and responsibilities of the unit, devise a working environment that rewards new ideas and risk-taking, build confidence, and encourage collaborative team efforts across the University. The successful candidate will maintain a leadership style that is open and fluid, empowers staff through active communication and delegation, and ensures accountability for excellence through clearly defined and measurable goals. Through these efforts, the Associate Vice Chancellor will enhance internal communication across a large and complex institution.

Desired Qualities, Qualifications, and Experience

This is an exciting opportunity for an innovative leader to join one of the country's premier public research universities during a period of tremendous growth and to play a key role in shaping the evolution of its communications and success. The Associate Vice Chancellor will possess a bachelor's degree from an accredited higher education institution; a master's degree is preferred. The ideal candidate will be a visionary with strong interpersonal skills, a deep understanding of and commitment to the mission and values of the UNC Charlotte, and a thorough understanding and appreciation of the University's unique culture tied to its location within the vibrant city of Charlotte. An imaginative, collaborative, and dynamic leader with a diverse track record of proven success, either in a contemporary academic environment or outside of academia in a corporation or nonprofit organization, the ideal candidate will:

- Have the ability to lead in a collegial, collaborative, inclusive, and transparent style with empathy, passion, creativity, a positive outlook, stamina, and a strong work ethic;
- Exhibit outstanding active listening skills with exceptional interpersonal and communication skills;
- Possess a deep appreciation for the history, achievements, and aspirations of UNC Charlotte and the ability to effectively and eloquently articulate those aspects to diverse audiences;
- Demonstrate success in establishing, cultivating, and leading broad communication programs;
- Have the energy, enthusiasm, charisma, and ability to engage and inspire the UNC Charlotte community and to spark and nurture innovative thinking;
- Possess knowledge and innovative approaches related to digital communications and marketing technologies;
- Demonstrate experience in undertaking a comprehensive branding assessment and developing the resultant plan;
- Be capable of clearly and persuasively communicating UNC Charlotte's identity, mission and values, and strategy to University leadership, trustees, faculty, staff, students, prospective students and families, alumni, and external constituencies;
- Demonstrate the ability to lead with poise during crisis situations and with associated communications;
- Partner effectively with University leadership in communicating and delivering the University's academic mission and strategic plans;
- Partner with advancement in securing funding to support the academic portfolio and vision of the University;
- Understand and appreciate the complexity of a fast-growing research institution;
- Possess hands-on experience in overseeing, fostering, and assessing diverse teams;
- Hold a record of and personal interest in fostering and promoting multi-cultural competence and growing diversity and inclusion within the University community;
- Possess intellectual depth, maturity, confidence, and integrity, as well as a sense of humor and well-rounded perspective;
- Actively engage and partner with the surrounding communities, organizations, and businesses, building partnerships and fostering good will;

- Exhibit sound judgment and accountability with respect, courage, and integrity;
- Possess the ability to be decisive, timely, persuasive, and tolerant of ambiguity;
- Demonstrate the business acumen required to plan, monitor, and manage a budget with a keen eye to oversee the operational efficiency and optimal use of resources in University communications;
- Possess the ability to work well with people at all levels of the organization, across a diverse range of educational and social backgrounds, and demonstrate an honest respect for each individual; and
- Demonstrate an entrepreneurial spirit and willingness to take hold of opportunities as they arise.

Please send all inquiries, nominations, and expressions of interest electronically and in confidence to:

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