

# UC Magazine Highlights UC|21 Goals “The Power of Place” — Nov. '07

The November '07 issue of the “University of Cincinnati Magazine” showcases the “Power of Place” at UC by sharing the impact of UC’s architectural renaissance in words and many stunning images of campus. Nearly the entire issue highlights Goal 5 of the president’s UC|21 initiative to “Establish a Sense of Place.” Beyond the “Power of Place” cover story, the magazine examines campus and its changes with a Then and Now photo feature as well as a piece about the growing demand for campus tours. President Nancy Zimpher dives into the heart of the matter with a column about the importance of creating a sense of place at UC.



## Goal 1: Place Students at the center

- *Students first* — UC’s CenterCourt Restaurant was ranked among the best in the country. This news item demonstrates UC’s emphasis on offering a healthy variety of meals for students. A second news item discusses the popularity of the UC campus, largely because of the excitement that surrounds the built environment — a place where students come first. In addition, the Power of Place article shows strong evidence of the university’s goal to create an environment that is all about student satisfaction. The article also clearly shows UC’s effort to place students first when it comes to the digital environment through Wi-Fi, distance learning and the Bearcat chat. The Then and Now article further shows UC’s current and historic focus on the student experience through images of helping kids move in as well as students just having fun on campus through the years. An alumni piece about the new Red and Black book shows the concern for impacting new students by passing along useful information about their university.
- *Selectivity with clear access pathways* — UC was ranked ‘best’ in Princeton Review’s latest guidebook, and UC’s School of Design was only one of four in the world to receive a gold award from the International Designers Society of America. Both of these news items demonstrate UC’s national selectivity.
- *UC Anytime/Any place* — The sidebar to the main article titled “Developing a Virtual Sense of Place” demonstrates precisely this goal to create an around the clock campus using technological advances.

## Goal 2: Grow Our Research Excellence

- *Research Excellence* — Medical breakthroughs involving a joint cancer venture, bipolar imaging, an HIV study, allergy research and surgical advances all demonstrate UC’s work to push for excellence in research. A second news item about UC’s world record nanotube further shows the university’s emphasis on scientific discovery.
- *World Class Faculty* — Many of the medical breakthroughs listed in this issue also show the skills of UC’s faculty ranks, as do several of the items listed as national media hits. Those items included discussions about impressive faculty doing research on stroke, platelets, menopause, organ donation and bridge safety.

## Goal 3: Achieve Academic Excellence

- *Guiding principles of academic programs* — Several news items discuss UC’s work toward achieving excellence in the classroom. The Princeton Review upgraded the university to its “best” category. The School of Design received a gold award from a national society, and DAAP fashions were recognized by the French-American Chamber of Commerce. Several alumni updates show off the success of UC’s academics through the products of its programs, its grads. Many grads discuss careers that have been boosted by the excellent education they received at UC. Other stories of favorite professors focus on their professors’ classroom efforts to stress learning and pedagogy.

- *Liberal Education at the Core* — The arts are an obvious emphasis at UC, as seen in items that discuss CCM crews performing nationally as well as excellence in both fashion and product design.

- *Cultural Competence* — UC’s reps in the real world, the alumni, discuss jobs that have allowed them to build the world’s tallest building overseas, contribute to children’s toys worldwide, build pipe organs around the globe as well as produce entertainment through television.

- *Teaching Matters* — Stories about favorite faculty exhibit the efforts of UC teachers who take their jobs to heart. One item discussed the extra effort of a favorite professor to encourage her students by spending lots of time grading and commenting on her work.

- *National Presence & Recognition* — This issue boasts several impressive items showing both national and international merit. An entire list of national and international news hits shows UC’s reach into the world with research initiatives and studies. The world record nanotube item obviously shows off UC’s far-reaching recognition, as does the discussion in the main story about UC’s impressive architectural transformation, an effort that has attracted much national attention over the years. Finally, the sports photos of UC’s football team illustrates the national impression created by our ranked football team, which turned in its best season ever.

#### **Goal 4: Forge key relationships/partnerships**

- *Experiential Learning* — Perhaps nothing in this issue illustrates UC’s effort toward real-world learning as the item that highlights one student’s effort to plant a garden in Cincinnati’s poor urban area, a push to both beautify the community and bring fresh healthy produce to those who live in the neighborhood.

- *Community Connections* — The two-page photo of the Cincinnati Observatory illustrates UC’s work to preserve a community icon. The item is all about the facility’s maintenance and restoration, much of which has been guided and funded by UC. The above-mentioned item “Urban Farming 101” is also a direct reach into the community to help residents with a garden and greenhouse in a blighted urban area. When it comes to building connections, the UC Homecoming, highlighted in the alumni section, serves as an annual invite to the community to come onto campus and enjoy all it has to offer.

- *Experts-in-Residence* — A quick glance through sections of medical breakthroughs and international media hits quickly shows off examples of UC’s many experts on campus. Another piece about recent gifts from alumni to college programs and specialty centers shows the confidence those givers have in UC’s experts when they are willing to back the program with millions in gifts.

- *Healthy Cincinnati* — Again, the city garden obviously encourages better eating and a healthier city, as do most of the medical breakthroughs that involve local study participants who benefit from the work of UC’s medical researchers.

### **Goal 5: Establish a Sense of “Place”**

As mentioned in the intro, this entire magazine demonstrates UC’s decade-long effort to transform the entire campus and establish a sense of place. The idea behind the theme was to use beautiful images of campus to illustrate this transformation. Beyond the main articles, President Zimpher’s column is titled, “Creating a Sense of Place more than a physical matter.” The Power of Place article uses the images of Bob Flischel’s new book to drive home the point to all who are yet to see the new campus with their own eyes. The copy was written to explain the effort. The accompanying stories about the photographer’s three-year effort to capture campus with his camera and the increased popularity of guided tours at UC also demonstrate the power of UC’s new sense of place.

- *We’re All UC* — All of UC has benefited from the overall effort to beautify and improve the physical environment. It is a unifying commonality we all have.

- *East West Connections* — Again, the architectural renaissance at UC has covered both campuses. The transformation spans both East and West, and the images throughout connected with readers who identify with either campus.

### **Goal 6: Create Opportunity** (in our local and global communities)

One item in the magazine focuses on UC’s effort to focus on global outreach. UC is making efforts to extend its degree offerings in China. Also, students from UC are increasingly going international to learn and share experiences with the global community.

- *Economic Delta Force* — An entire two-page illustration of UC’s finances shows the hard work that has gone into managing a national university budget.

- *Revenue and Budget* — Several mentions of generous gifts in this issue help to show a healthy and growing economic situation at UC, as does the discussion about the heightened popularity of the campus with new students.

*(Note: Some items are listed twice because they fit into more than one category.)*