**Header**

- Height must remain consistent
- Layout, typography and background must remain consistent

**Campaign Branding**

- A 950 x 100 pixel wide banner between the header and navigation may be used for specific, time-defined campaign branding
Exceptions to Header Treatment

Two exceptions have been granted to the way site titles may be displayed in the header of the new University template. These exceptions are for the Belk College of Business and The William States Lee College of Engineering.

When a new University branding initiative was launched in 2008, these colleges were the only two units with a slightly different font treatment for their logos. In order to allow their websites to continue to leverage this branding effort, they are allowed to use caps and italics in their header to be consistent with their marketing materials.

Currently, these are the only two exceptions allowed. For more information, please see http://brand.uncc.edu or contact Richard McDevitt, Director of Marketing, at rkmcdervi@uncc.edu or 704-687-0293.
Navigation
Horizontal Navigation
Horizontal navigation is an option for primary navigation.

Option 1

- A “Give Now” call-to-action button is optional. The button is not customizable and measures 110 x 45 pixels.

Option 2 (Without “Give Now” Button)

- Horizontal navigation should be used when there are four to eight items in the navigation. For sites with less than four or more than eight primary navigation items, left navigation should be used as primary navigation.
- The “tabs” in the primary navigation will be sized automatically by the template.
- Menu items can include a maximum of two lines of text.
- Menu items should be written using title case, and never ALL CAPS.
Navigation

Left Navigation

Left navigation can be used as the primary navigation of a site or as the sub-navigation with a primary horizontal navigation.

**Research Services**
- Pre-Award
- College-Based Research Officers
- Contracts Management
- Grants Management Exchange
- Post-Award
  - Compliance Statement Form
- Hiring Personnel
  - EPA Employment
  - Postdoctoral Fellows
  - Paying Tuition & Fees
- Research Administrators' Council
- Department Reports
- Center Reports

**Advising Center**
- About the Advising Center
  - Mission
  - Our Staff
- Career Links
- Useful Links
- Downloadable Forms
- Frequently Asked Questions
- Scholarships
- Tips on Paying for College and Your Credit

Section Titles are used when the sub-navigation needs to be categorized, but there is no page for the categories.
Sidebar
The sidebars are used to pull out secondary content, such as related links, calls to action, promos, etc.

Width
- Sidebar (200 px) – Both left and right sidebars can be used to add static or dynamic content to your website. Sidebars may have special CSS styling while still adhering to approved colors, fonts, and treatments.

Image Usage
- The left sidebar can contain the following: left navigation, established departmental graphics, contact information, dynamic content, and external links.
- The right sidebar can contain the following: right navigation, approved sub-brand logos or legacy marks used as graphics, contact information, dynamic content, and external links.

Sidebar Examples
Each of these examples shows the different types of content allowed in the sidebar.
Sidebar Backgrounds

- Graphics may be used for sidebar backgrounds.
- It is safe to include background colors from the approved web color palette.
- Background treatments can be simple shapes and gradients using and/or coordinating with the approved web color palette.
- There are other options for sidebar graphics available as customized elements. View Appendix B for further details.

Sidebar Background Examples
Each of these examples shows the different options available using standard colors, background images, treatments, and styles.
Dynamic Content in Sidebar

The sidebar is often used to display dynamic content such as news or events, Twitter feeds, FAQs, login information or other types of long form copy and listings.

Graphic Elements in Sidebars

Promos and calls to action are the other types of sidebar items. These are not dynamic and may be full-color images. The left or right sidebar is a good place to add approved sub-brand or legacy logos, or established departmental graphics.
Body

The body is where the main content of the site goes. The design of the center column should be determined based on the type of content that will be presented in this area.

Prose Content

New Student Guide

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita

Tables

<table>
<thead>
<tr>
<th>Scholarship Name</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina League for Nursing Academic Scholarship</td>
<td>No</td>
<td>Only MSN</td>
</tr>
<tr>
<td>North Carolina Nurse Scholars Program (Graduate)</td>
<td>No</td>
<td>Only MSN</td>
</tr>
<tr>
<td>North Carolina Nurse Scholars Program (Undergraduate)</td>
<td>Both BSN and RN-BSN</td>
<td>No</td>
</tr>
<tr>
<td>Nurse Educators of Tomorrow 2008-2009 Scholarship/Loan Program (NET)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Presbyterian Healthcare Scholarship/Loan</td>
<td>Only BSN</td>
<td>No</td>
</tr>
<tr>
<td>Dr. Grover W. White Scholarship Program</td>
<td>No</td>
<td>Only MSN</td>
</tr>
</tbody>
</table>

- Use tables only when tabular data needs to be presented
- Column width is adjustable
- Font size for headers: h3 [18px], h4 [16px], h5 [14px], h6 [12px]
homepage examples
Welcome to the Levine Scholars Program at UNC Charlotte

The Levine Scholars Program is UNC Charlotte’s most prestigious merit scholarship program that was established in 2009 by benefactors Sandra and Leon Levine. 15 Levine Scholars are awarded each year to extraordinary high school seniors based on scholarship, ethical leadership and civic engagement. The inaugural class of Levine Scholars entered in the fall semester of 2010.

The Levine Scholarships carry a high honor, one that bestows tremendous opportunities and assumes high expectations of its recipients - as students, as leaders within the university, and as citizens of the greater global community. No matter what their interests, Scholars find campus and community partners eager to embrace their contributions and enhance their education through hands-on experience. To complement classroom learning, Levine Scholars participate in rich and varied opportunities in the vibrant commercial and cultural center of Charlotte. After four years of study, Scholars graduate fully prepared for a life of learning, service and leadership in their chosen field.
PAGE LAYOUTS

Homepage Examples

The Belk College of Business

North Carolina’s Urban Research Business School
Accredited by AACSB International, the Belk College of Business at UNC Charlotte offers outstanding business education programs at the undergraduate, graduate and doctoral levels. The Belk College is committed to building strong partnerships in the Greater Charlotte region and beyond as a vital part of its vision to be a leader in 21st century business research and education. Find the Belk College of Business on Facebook.

Quick Links
• Course syllabi
• Belk College Facebook page

News
06/07/2011
Belk College announces appointment of new department chairs
06/01/2011
Forecast: North Carolina economy continues slow recovery through 2012
05/07/2011
Connaghton to present Economic Forecast June 1
Read More »

Upcoming Events
06/17/2011 - 12:00 PM - 1:00 PM
Graduate Business Programs Information Session
06/27/2011 (4 day)
Last Day of Classes - Summer I
06/28/2011 - 12:00 AM - 06/29/2011 - 12:00 AM
Final Exams - First Summer Session
Read More »

The University of North Carolina at Charlotte
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Search unc Charlotte

Follow UNC Charlotte
Internship Program

The Women's and Gender Studies Program has an active internship program that integrates academic with activism. Declared WGST minors have the opportunity to apply what they learn in the classroom in a community setting. Internships provide students with the opportunity to give back to the community, gain first-hand experience, and make connections that may help them find employment after they graduate. Internships are paid, but interns receive three academic credits by registering for WGST 4401: Internship in Women's Studies.

Eligibility:
Only students who meet the following eligibility requirements will be allowed to enroll in WGST 4401. These requirements are not waived under any circumstances.

- A declared minor in WGST
- Completion of a minimum of 60 credit hours
- A cumulative GPA of 2.75 (or higher) and a WGST GPA of 3.0 (or higher)
- At least one recommendation from a WGST professor.

Internship Requirements:
- Interns are required to work 120 hours on-site during the course of the semester. This averages out to 8 hours per week during a 16-week semester. Schedules may be adjusted to fit the circumstances (e.g., 20 hours for 8 weeks).

Placement:
Interns work in any organization, as long as the project work on focuses on women, sexuality, or feminism. It is the student’s responsibility to contact the organization they wish to work with and to make arrangements about the internship.

Application:
If you are interested in an internship, please contact Dr. Wayland at 704-687-2299 or uwwayland@unc Charlotte.
PAGE LAYOUTS

Sub-page Example

HEADER

IMAGE GALLERY
THUMBNAILS;
LARGER IMAGE OPENS IN LIGHTBOX

FOOTER
Basic Site Conventions

General

• Site Names - Site names in the header and the title tag should be written using proper case. Call the site “Department of Chemistry”, not “DEPARTMENT OF CHEMISTRY” or “DEPARTMENT of CHEMISTRY”.

• Horizontal Navigation for Departmental Pages - Items in the horizontal navigation must be written using title case. For example, do not use “ALL CAPS”; instead, use “All Caps.” Menu items should be a maximum of two lines of text which will wrap. Horizontal navigation should only be used on sites with four to eight tabs. Sites with less than four links or more than eight should use the left navigation.

Links

URL Formatting Guidelines

When creating pages and links, we recommend using dashes and not underscores in the URLs to separate words or numbers. The rationale behind this guideline is purposeful and outlined below:

1. **Readability**: As part of the template’s CSS, links have text decoration set to green and underlined in body copy, which means that a line is placed under the links. Links that are displayed in a bulleted list should appear in green text, with an underline on hover. From the end user’s perspective, if underscores are used in the URL, it would look like a space since the entire link is already underlined. For example: `<http://staff_directory>`

2. **Search Engine Optimization (SEO)**: Matt Cutts, a senior software engineer at Google, recommends using dashes instead of underscores in URLs. As he explains in his blog from 2007, if a URL contains “keyword1_keyword2”, Google will only return that page if the user searches for “keyword1_keyword2” (which almost never happens). However, if you use dashes in your URLs (i.e., “keyword1-keyword2”), that page can be returned if the user searches for “keyword1”, “keyword2”, and even “keyword1 keyword2”. Though this point has been argued over the years, as of March 2011 the consensus is to use dashes to improve SEO. If you’d like to learn more, click here to view a video from Cutts.

We also recommend that all links should be written using lower case letters and should not include any spaces.

Note: documents being moved as part of migration will retain their file name formatting to minimize broken links. New documents uploaded after migration should comply with these standards. Units may retroactively make changes to legacy content as is appropriate.
Links

Other Guidelines

1. Link Text - Embed links in your sentences and avoid copying and pasting the URL into your text. For example, if you are advertising the alumni events schedule, you might say: “Our Alumni events schedule is consistently updated; we hope to see you at a future event!”

2. Email Links - Email links must be labeled as “email” and/or use the email address as the link text. If used in a narrative, then you may use the person’s name as the link text, provided it is clear that you are supplying a contact resource.

3. Internal vs. External Links - All links to any site in the *.uncc.edu subdomain, including links to another page within your site, should open in the same window. Links to University websites should use the non-www URL as per the subdomain standards. Links to external, 3rd party sites should open in a new window. Remember to check your external links periodically to make sure that the pages you are linking to are still live; this helps you avoid frustrating your users by taking him or her to a broken link.

4. “Back to Top” Links - When creating “Back to Top” anchor links for pages with longer content, use “#” as your link. For example: Back to Top

Audio/Video

The use of audio and video content is encouraged on UNC Charlotte websites; embed code from YouTube is supported and content from the University YouTube channel is preferred. Please contact Cindy Jones if you wish to have your video uploaded to the University’s YouTube channel. The use of auto-play audio and/or video is not allowed; content authors must also provide player buttons to allow users to pause or stop content from playing. QuickTime files can be used for Virtual Tours in lieu of YouTube.
Contact Form

- Contact Us - Individual contacts should be listed on all departmental-level sites. In addition, all departmental-level sites should include a Contact Us form. This form should be located at http://example.uncc.edu/contact and must be accessible via the utilities links at the upper right of the page in the green header (just underneath the contextual home link). The following components should be included in the form:

  1. To (multiple categories may be used)
  2. Your name
  3. Your email address
  4. Subject
  5. Message (text box with 500 character limit)
  6. Send a copy of this message to yourself (optional checkbox)
  7. CAPTCHA (prevents spam)

- All fields above, with the exception of “send a copy of this message to yourself”, should be required. Instructions for configuring the Contact Us form may be obtained by emailing marketing@uncc.edu.
Images

- Logos - The appropriate University logo must be used at all times. To view our logo standards, please visit the Marketing website at http://brand.uncc.edu/.
- Images - All images should be resized before uploading them to the server. Don’t rely on HTML width and height attributes.
- Alternative Text (alt text) - The use of alt text is required, which describes the content of the image, whenever you use images on your page. Alt text is required for ADA compliance (this text will be read aloud to site visitors who use screen readers) and will be displayed if a user has images turned off in their browser. Including alt text is an accepted standard among Web developers. To learn more about alt text, visit the Web Accessibility Initiative website. Additional suggestions for writing useful alt text can be found here. See example below of how proper alt text should be display when hovering over an image.

- Tool Tip - When using an image for a link, be sure to include a tool tip by using the “title” attribute.
- Approved sub-brand logos can be displayed in either the left or right sidebar and treated as a graphic element on the page.
- Remember to have a photo release signed if you plan on using a photo of someone under the age of 18 on your website. Contact marketing@uncc.edu if you need a copy of the release form.
- Uploaded images should be a minimum of 72 dots per inch (dpi) in resolution
- Please be knowledgeable of the sizing chart below prior to uploading images to your site

<table>
<thead>
<tr>
<th>Type of Image</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Gallery</td>
<td>640px x 480px max</td>
</tr>
<tr>
<td>Banner Top</td>
<td>950px x 100px</td>
</tr>
<tr>
<td>Banner Bottom</td>
<td>950px x 200px</td>
</tr>
<tr>
<td>Horizontal Top</td>
<td>710px x 200px</td>
</tr>
<tr>
<td>Directory Details</td>
<td>150px x 200px</td>
</tr>
<tr>
<td>Directory Listing</td>
<td>100px x 133px</td>
</tr>
<tr>
<td>Small Thumbnails</td>
<td>90px x 90px</td>
</tr>
<tr>
<td>Medium Thumbnails</td>
<td>120px x 120px</td>
</tr>
<tr>
<td>Large Thumbnails</td>
<td>180px x 180px</td>
</tr>
</tbody>
</table>
Files, Folders and Documents

- Documents can be uploaded via the WYSIWYG editor or via file attachment and should open in a new window. Open format (PDF, txt, rtf, csv) files are preferred. However, you may wish to create a page in Drupal to house simple documents. For example, if you want to publish a meeting agenda or meeting minutes, you can create a simple HTML page using Drupal instead of uploading an attachment. If you do wish to upload an attachment, make sure your file name is written in all lower case letters, and spaces are separated with a hyphen. All online content must meet ADA guidelines.
- PDF is the preferred document type for all documents you upload in Drupal. File names should not contain any special characters or spaces. File names with multiple words should be separated with a dash.
- All documents moved during the web migration process will remain intact in both name and file type to ensure linkage is not broken for other sites linking to those files. Moving forward, please adhere to the proper file type and naming conventions noted above.
- The maximum file size for an uploaded image should be no more than 2 MB and documents should be no more than 24 MB.

Directory Structure

A directory structure helps you organize similar content in common areas. It also allows you to enter keywords directly into your URL. This assists with search engine optimization and allows your site to be spidered and re-indexed by search engines.

- Avoid Flat Directories - A flat directory is one in which each page can be found directly off of the root. Flat directories make it difficult for users to find relevant content and understand what is most important in the site's hierarchy. An example of a flat directory might look like this:
  - http://www.uncc.edu/page1
  - http://www.uncc.edu/page2
  - http://www.uncc.edu/page3
- Group Like Content - Creating subdirectories allows you to group like content into similar “buckets”. The subdirectory acts like a keyword or tag that search engines respond to when a query is made. It also helps users understand the relationship between the different pages in a section. Here’s an example:
  - http://www.uncc.edu/about/history
  - http://www.uncc.edu/about/administration
  - http://www.uncc.edu/about/tour
  - http://www.uncc.edu/about/directory
- The Three Click “Rule” - When creating your subdirectories, bear in mind the three click “rule.” Many Web developers will tell you to keep your content within three clicks of your home page. This not only makes it easier for users to find what they need on your site, but also avoids burying the content too deeply in your directory structure. The key is to find the right balance between logical organization and subdirectory overload.

Please contact Cindy Jones if you’d like additional tips and resources about setting up your directory structure.
Common Page Elements

All pages should include the following elements:

• Link to the home page from the logo; this link should open in the same window.
• Informative title (helps when users create bookmarks). Page titles should follow the following format: Unit Name | UNC Charlotte. Example: Department of Chemistry | UNC Charlotte.
• Avoid referring to the University as UNCC or UNC-C. “UNC Charlotte” (no hyphen) or “(The) University of North Carolina at Charlotte” are preferred.
• Always include the area code for all phone numbers. Use the following format: 123-456-7890. Do not use the long distance prefix (i.e. “1-”) or the USA country code for domestic phone numbers. When abbreviating on-campus phone numbers on websites dedicated to internal audiences only, you may use the following format: 7-1234. Do not abbreviate phone numbers on your Contact Us page or in your staff directory.
• Room locations are identified using the following format: [Building Name] [space] [Room or Suite Number][Suite Letter]
  For example: Cone 110; Denny 220A
  Do not use the word “Hall” when identifying a room location. Do not use a space or any other delimiter between the room and suite number.
• Email addresses must be clickable.
• A link to a revised maps/directions page has been built into the footer. This page, which currently resides at http://search.uncc.edu/maps/, incorporates Google Maps and allows site visitors to generate custom driving directions to the main campus, the uptown campus, the Ben Craig Center, and the Levine Museum of the New South. Visitor parking decks are plotted on the map, and users can zoom in to find specific buildings on the main campus. Links to the Campus Map PDFs maintained by Facilities are also included on this site.
• Time should be formatted as follows:
  8:00[space]AM[space][dash][space]5:00[space]PM
  8:00 AM - 5:00 PM
• Long dates should be formatted as follows:
  Monday[comma][space]December[space]Day[comma][space]Year
  Monday, December 24, 2011
• Short dates should be formatted as follows:
  Mon[comma][space]Dec[space]Day[comma][space]Year
  Mon, Dec 24, 2011
• No flyout menus in navigation.
• All sites are subject to review by the Marketing Services department to ensure compliance with the above standards.
Visual Elements/Styling

Color
The approved web color palette is based on the colors developed as part of the print standards at UNC Charlotte. The approved web colors are presented below with their corresponding hexadecimal code.

![Color codes and examples](image)

The colors below are colors to be considered safe and usable by the Marketing Department:

![Color codes and examples](image)

The lighter colors are ideal for background colors of blocks for placement in sidebars or other regions. The darker colors work best for horizontal lines, block borders, and page title embellishments such as underlines.

Fonts
- Fonts are determined by the CSS in the template.
- Body copy will appear in Arial.
- Avoid adding extraneous treatments to text, such as highlighting or any other type of decoration.
- Strikethrough with fuchsia is only allowed for the Faculty Governance site to indicate changes in the Course and Curriculum Approvals section.
Grid
The UNC Charlotte website is set up on a 24 column grid with 30px wide columns and 10px wide gutters. All design element should be applied to this grid.

Elements
Header
Width: 100%
Height: 100px
Background HEX Color: #00703C

Site Title
Font: Times New Roman
Font-size: 20px (1.25em)
HEX Color: #FFFFFF (White)

Site Subtitle
Font: Times New Roman Italic
Font-size: 11px (.7em)
HEX Color: #FFFFFF (White)

Utilities
Font: Arial
Font-size: 12px (.74em)
HEX Color: #FFFFFF (White)

Horizontal Navigation
Width: 950px
Cell Width: Divided equally among the 950px
Font: Arial
Font-size: 10px (.63em)
HEX Color: #555
Rollover HEX Color: #00703C

Vertical Navigation
Width: 200px
Font-size: 14px (.9em)
HEX Color: #555
Rollover HEX Color: #00703C

Body H2
Font-size: 24px (1.5 em)
Font: Times New Roman; Weight Bold
HEX Color: #000000 Padding Top: 15px

Body H3
Font-size: 22px (1.38em)
Font: Times New Roman; Weight Bold
HEX Color: #00703C Padding Top: 15px

Body H4
Font-size: 18px (1.12em)
Font: Times New Roman; Weight Bold
HEX Color: #00703C Padding Top: 5px

Body H5
Font-size: 18px (1.12em)
Font: Times New Roman; Weight Bold
HEX Color: #000000 Padding Top: 15px

Body H6
Font-size: 16px (1.0em)
Font: Times New Roman; Weight Bold
HEX Color: #000000 Padding Top: 15px

Body H7
Font-size: 14px (.9em)
Font: Times New Roman; Weight Bold
HEX Color: #000000 Padding Top: 15px

Body Paragraph
Font-size: 12px (.75em)
Font: Arial
HEX Color: #333

Sidebar
Narrow Sidebar Width: 200px
Font: Arial
Font-size: 11px (.7em)
HEX Color: #555
Header HEX Color: #00703C
**Faculty/Staff Directory**

Many sites utilize a directory to display faculty, staff, students, interns, etc. There are various options when developing a directory for your website.

**Directory Listing Page**

There are several variations available when presenting the initial directory listings. Entries on a directory listing page can be displayed with or without a thumbnail headshot photo.

Example of a directory listing page - List of names and email addresses

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Academic Unit</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>L. Ted Amato</td>
<td>Professor of Economics</td>
<td><a href="mailto:itamato@uncc.edu">itamato@uncc.edu</a></td>
</tr>
<tr>
<td>John Connaughton</td>
<td>Babson Capital Professor of Financial Economics</td>
<td><a href="mailto:jcc@uncc.edu">jcc@uncc.edu</a></td>
</tr>
<tr>
<td>W. Young Davis</td>
<td>Professor Emeritus of Economics</td>
<td><a href="mailto:wydavis@uncc.edu">wydavis@uncc.edu</a></td>
</tr>
<tr>
<td>Craig A. Depken, II</td>
<td>Associate Professor of Economics</td>
<td><a href="mailto:cdepken@uncc.edu">cdepken@uncc.edu</a></td>
</tr>
<tr>
<td>John Gendar</td>
<td>Professor of Economics &amp; Finance</td>
<td><a href="mailto:jmgandar@uncc.edu">jmgandar@uncc.edu</a></td>
</tr>
</tbody>
</table>

Example of a directory listing page - Three column with photo on the left

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cec Baldwin</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Academic Unit</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Director</td>
<td>CHHS 449B</td>
</tr>
<tr>
<td></td>
<td>School of Nursing</td>
<td><a href="mailto:dbaldwin@uncc.edu">dbaldwin@uncc.edu</a></td>
</tr>
</tbody>
</table>

Example of a directory listing page - Stacked, photo on the right

**Wayland, Coral**

Associate Professor and Director of Women's Studies

Department of Anthropology
Fretwell 490H
704-687-2290
owayland@uncc.edu

A ratio of 3:4 will be used when scaling images for thumbnails in a directory listing page. It is recommended the headshots for the directory details page (see next page) be no more than 150px x 200px.
Directory Detail Page

The directory detail page can be found by clicking on the name of the person from the directory listing page and will include full details about each directory entry. Entries on a directory detail page will have a full-size headshot photo displayed either on the left or right of the directory information.

Example of a directory detail page - Photo on the left

Donna C. Brady
Senior Assistant to the Chancellor and Assistant Secretary of the Board of Trustees
704-587-0725
Donna.Brady@uncg.edu

As assistant secretary of the Board of Trustees, Donna Brady functions as the secretary of the University for UNC Charlotte. She is responsible for Board records and information flow with the Board of Trustees, logistical planning of Board meetings and retreats, and is the liaison between the University and the UNC Charlotte Board of Trustees, the UNC Board of Governors, and UNC’s Office of the President.

As senior assistant to Chancellor Phillip Dubbs, she serves as the Chancellor’s budget manager, plans Chancellor’s Cabinet meetings and retreats, manages the administration website, administers searches for UNC Charlotte’s senior officers and other projects delegated by the Chancellor. A member of Phi Kappa Phi and the Golden Key Honor Society, she holds a B.A. in English with a minor in Technical Communications from UNC Charlotte.

Example of a directory detail page - Photo on the right

Dee Baldwin
School of Nursing
Director
CHHS 446B
704-684-7683
dbailey@uncg.edu

Professional Biography:
Dr. Baldwin, PhD, RN, FAAN comes to us from Georgia State University in Atlanta, Georgia where she served as a faculty member and former Associate Director of the Graduate Programs in Nursing. An expert in health promotion and women’s wellness, her scientific work addresses the promotion of breast health in older African American women and issues related to early detection and screening and health literacy. Dr. Baldwin is the principal investigator for several studies on the promotion of breast health for older African American women, and has developed a model for encouraging low-income African American women to participate in breast and cervical cancer early detection and screening. She serves on the National Cancer Institute Study section, where she reviews applications for federally funded cancer-related research. Dr. Baldwin has more than 100 invited papers, presentations, and publications in refereed journals. Dr. Baldwin provided the leadership over women’s health for the state of Georgia by serving as the first Executive Director over the Governor’s newly created Office of Women’s Health. In this position she was instrumental in developing a state-wide strategic plan for women’s health and served with other state government leaders to create the Georgia Cancer Coalition, the governor’s initiative that was designed to make Georgia one of the nation’s premier states for cancer care. Dr. Baldwin also established Georgia’s first annual women’s health summit that supported a forum where issues related to women’s health could be discussed. Dr. Baldwin is a nursing leader who has served on numerous local, regional and national organizations, including the National Action Plan on Breast Cancer, CHHS Office of Women’s Health, Minority Women’s Health Panel of Experts, CDC’s Breast and Cervical Cancer Prevention and Control Advisory Council, and the American Nurses Association, Breast Cancer Multicultural Task Force. She is a former member of the Atlanta Partnership for Breast and Cervical Health, and the Susan G. Komen’s Greater Atlanta Chapter, Board of Directors.