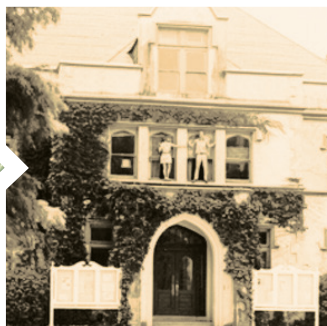


CAROLINA CHANGE-MAKERS

*Celebrating 150 Years of Innovation
in Social Justice at UNC-Chapel Hill*



150



Dear Friends,

Welcome to Carolina Change-Makers! We are so pleased to celebrate with you the 150th anniversary of the founding of the Campus Y. This weekend also marks milestone anniversaries for two sister programs at Carolina, APPLES (Assisting People with Planning Learning Experiences in Service) and SCALE (Student Coalition for Action in Literacy Education). Each in their 20th year, APPLES and SCALE are great exemplars of the Y's entrepreneurial legacy in action. We also want to thank the Division of Student Affairs, the UNC-CH School of Education, the Four Feathers Fund, APPLES and SCALE for their generous support of this weekend.

Carolina Change-Makers does more than simply commemorate the passing of an anniversary – it marks the re-commitment of the Campus Y to leading Carolina's efforts in addressing the pressing social needs of our communities, our state and our world. The program is a series of conversations that will explore how the Y shaped the history and defined the character of the University while building some of UNC's most innovative programs. Together we will discuss the common threads linking our social justice work through the past century and a half, highlighting new approaches students have developed to address old problems. We will hear about the growing reach of the Y and the University through community organizing and social entrepreneurship. We hope to present a fresh look at social enterprise at the Y and the University, and to excite alumni and students about the Y's new horizons. And we will close with an inspirational talk from one of this country's leading young social innovators – MAJORA CARTER, founder of Sustainable South Bronx and host of National Public Radio's *The Promised Land*.

The YMCA building will serve as "home base" this weekend, providing refreshments and space to have impromptu discussions, listen to oral histories that have been collected in partnership with the Southern Oral History Program, provide your own histories, review old archival photos and Y materials – or simply rekindle friendships in a place that has had such a profound effect on our lives.

Thank you for joining us!

Best Regards,

**William "Bill" Friday '48 (LLB), Betty Ray McCain '52,
and Virginia Carson '71**

HONORARY CO-CHAIRS, CAMPUS Y ALUMNI REUNION PLANNING COMMITTEE

FRIDAY, OCTOBER 15:

Carolina Change-Makers: Exploring Our Deep Social Justice Roots

Ongoing Events at the Y

- ▶ STORY CORPS - Individual and group oral histories
- ▶ LIVING HISTORY - Tours of photos and recordings
- ▶ COMMITTEE CONVERSATIONS - Discussions with fellow committee alumni
- ▶ DOCUMENTARY SCREENINGS by Y committees

12:00 pm Campus Y

- ▶ CAMPUS TOUR
- ▶ LUNCH - With your alumni host

2:00 pm Gerrard Hall

The Record Speaks: UNC's History of Social Justice

SPEAKER AND HOST - BILL FERRIS, Joel Williamson Eminent Professor of History, Senior Associate Director, Center for the Study of the American South, Adjunct Professor in the Curriculum in Folklore, Author, *Give My Poor Heart Ease: Voices of the Mississippi Blues*.

- ▶ 150 Years of Y History presented through a live performance by current students composed from the Y archives, and over 60 oral histories of Y alumni, staff and students.

3:30 pm Gerrard Hall

Sustained Organizing: Contemporary Movement Building

MODERATOR - CHARLES PRICE, Associate Professor of Anthropology, UNC-CH, with panelists:

ROBERT CAMPBELL, Minister and organizer, Coalition to End Environmental Racism

MICHELLE COTTON LAWS, President, Chapel Hill-Carrboro NAACP

LOIDA GINOCCHIO-SILVA, NC DREAM Team

STEVE DEAR, Executive Director, People of Faith Against the Death Penalty

4:30 pm Campus Y Courtyard

Chalking Sidewalks

- ▶ A gathering centered around art and raising awareness for poverty and homelessness.

5:00 pm Campus Y Courtyard and Grounds

Barbecue & Music

HOSTS - ELIZABETH MCCAIN, Campus Y Co-president and VIRGINIA CARSON, Former Director, Campus Y and 150th Anniversary Co-chair

MUSIC - REVEREND B AND THE WANNAB'S

7:00 pm Gerrard Hall

A Mindset of Social Innovation

MODERATOR - WINSTON CRISP, Vice Chancellor for Student Affairs, UNC-Chapel Hill, with panelists:

CLAY THORP, General Partner and Co-founder, Hatteras Venture Partners and Co-founder of SCALE

LISA MADRY, Campus Field Director, National Wildlife Federation and Co-founder of SCALE

MAGGIE WEST, Campus Y alum and past Co-chair, HOPE

KATIE COX, Campus Y student and past Co-chair, Nourish International

Agenda

SATURDAY, OCTOBER 16:

Carolina Change-Makers: Exploring Social Justice Approaches on Campus and in the Community

8:30 am Campus Y Courtyard

Breakfast with Campus Y, APPLES and SCALE Student Leaders

- ▶ Come for coffee, enjoy a contemporary international bazaar with products from World Micro-Markets, and visit with student leaders of the more than 30 social justice committees operating out of the Campus Y today.

11:00 am Great Hall, Union

Changing Times, Changing Solutions: Conversations on Evolving Approaches to Addressing Social Issues

HOSTS - WILL MCINERNEY and JAKE JACOBY, Sacrificial Poets

- ▶ Students and Alumni will co-lead table conversations around historic vs. current approaches to addressing issues such as environment, homelessness, poverty, race relations, globalization, hunger, literacy and education.

12:30 pm Great Hall, Union

Meeting the Need*

- 1) TRANSFORMING SYSTEMS:
LISA ABBOTT, Organizing Director, Kentuckians for the Commonwealth

1:30 pm

- 2) TABLE CONVERSATIONS ON WORKING EFFECTIVELY WITH COMMUNITY PARTNERS:

- ▶ Students and Community Partners will co-lead table conversations on needs and approaches to addressing issues such as environment, homelessness, poverty, race relations, globalization, hunger, literacy and education.

- * A HUNGER LUNCH will be offered by Nourish International between sessions 1 & 2. A meal of rice, beans and cornbread, a Hunger Lunch is a student venture offered every week on UNC-CH's campus. Profits enable Nourish International to make investments in sustainable community non-profits in the developing world and thus contribute to the eradication of global poverty.

3:00 pm Center for Dramatic Art

APPLES ALUMNI REUNION: Celebrate the 20th Anniversary of APPLES Service Learning at UNC

3:00 pm Gerrard Hall

SCALE ALUMNI REUNION: Celebrate the 20th Anniversary of SCALE

3:00 pm Hyde Hall

The State of Social Enterprise in NC

INTRODUCTION - MICAH GILMER, Assistant Adjunct Professor, Department of Public Policy, UNC-CH, with:

JUDITH CONE, Special Assistant to the Chancellor on Innovation and Entrepreneurship, UNC-CH

CHRISTOPHER GERGEN, Director, Entrepreneurial Leadership Initiative, Hart Leadership Program, Duke University's Terry Sanford School of Public Policy and Founding Executive Director, Bull City Forward

HENRY MCKOY, Assistant Secretary of Commerce for Community Development

3:00 pm Campus Y Anne Queen Lounge
Campus Y International Travel
Presentations

4:00 pm Open Time at the Y

- Share stories, listen to oral histories that we have been collecting, provide your own oral history, review old archival photos and Y materials – or simply rekindle friendships and build community
-

6:30 pm George Watts Hill Alumni Center

Alumni Dinner

KEYNOTE - MAJORA CARTER, Eco-Entrepreneur, Founder of Sustainable South Bronx, and host of National Public Radio's *The Promised Land*

HOST - BETTY MCCAIN, Former NC Secretary of Cultural Resources, 150th Anniversary Co-chair and MARJORIE BETUBIZA, Campus Y Co-president

10:00 pm Nightlight, 405½ W. Rosemary St.

Global Music Jam

SUNDAY, OCTOBER 17:
Carolina
Change-Makers:
New Horizons for the
Campus Y at UNC

9:00 am Campus Y

Strategies for the Future of the
Campus Y

BRUNCH

- A conversation with Y Director RICHARD HARRILL and Y Co-presidents ELIZABETH MCCAIN and MARJORIE BETUBIZA.



ABOUT KEYNOTE SPEAKER

Majora Carter

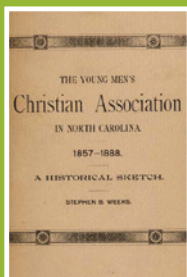
MAJORA CARTER simultaneously addresses public health, poverty alleviation and climate change as one of the nation's pioneers in successful urban green-collar job training and placement systems.

Carter founded Sustainable South Bronx in 2001 to achieve environmental justice through economically sustainable projects informed by community needs. Her work has earned numerous awards including a MacArthur "Genius" Fellowship. She was named one of *Essence Magazine's* 25 Most Influential African-Americans and one of the *NY Post's* Most Influential NYC Women. A board member of the Wilderness Society, SJF and CERES, she also hosts *The Promised Land*, a National Public Radio series (thepromisedland.org).

As President of the Majora Carter Group, LLC, Carter advises cities, foundations, universities, businesses, and communities around the world on unlocking their green-collar economic potential to benefit everyone.



History Timeline



1860: Founding Constitution for YMCA at UNC

1947-48:
Y establishes model UN and the international student center

1936:
Beginning of YWCA on campus

Early 1960's Civil Rights Protests: Y staff connect with student Civil Rights leaders, Y a safe-haven for African American students



Mid 1960's:
Y operates a printing press, starts Scholarship Information Center and Writer-in-Residence Program

1907: YMCA building finished



Early 1900's: Founding of intramural athletics, book exchange, career services, freshman handbook, freshman orientation

1940's: Starting of Human Relations Institute, which leads to creation of the Carolina Symposium, bringing speakers on annual topics to campus like "Nuclear Arms," "Red China" and "Desegregation"

1955: Y pivotal in the integration of undergraduates at UNC

1965:
Upward Bound program created

1963-1966 Speaker Ban Controversy:
Y brings Aptheker to campus, successfully challenges communist speaker ban



The APPLES Service Learning Program is a student-led program that builds sustainable, service-learning partnerships among students, faculty and communities in North Carolina and beyond. By engaging all partners in an enriched, community-based curriculum, APPLES experiential programs foster socially aware and civically involved students. APPLES was founded in 1990 by a small group of students led by Tony Deifell when they noticed a lack of connection between students' classroom learning and their service work in the community. These students had the idea to incorporate service-learning into Carolina academics, and out of their efforts the APPLES Service-Learning Program was born. In 1991, APPLES offered its first six service-learning courses to the student body. Throughout the next few years, APPLES expanded the number of courses offered and added new programs, such as the Social Entrepreneur Fellowships and Summer Internships. Today, APPLES provides a range of diverse service-learning experiences that reach over 2,200 students, 135 faculty members, and 350 community partners each year.



1965: First class of first-year undergraduate women admitted to general college; Y supports female leadership

1966: International Handicrafts Bazaar started



1970's: Human Relations Committee and Big Buddy begin; Hunger Walk/Starvation gain momentum

Mid 1980's Anti-Apartheid Movement:
Y students assist in the building of Shanty towns

1988:
SEAC Threshold brings nearly 2000 to campus, starts national movement for environmental justice

Early 1990's:
Y leads campus push for establishment of Black Cultural Center

2000's: Launched in '03, Nourish International develops into a global NGO with 25 college chapters; HOPE becomes first micro-finance organization in US dedicated to the homeless.

1969, 1970 Cafeteria Workers' Strikes:

Y staff assist with grievances and coordinate funds for workers; Y students assist Black Student Movement with protests and coalition building

1969-1971 Culmination of Vietnam Protests:

Y organizes buses for Washington Witness trip; campus strikes and protests



1990: Founding of SCALE and APPLES out of Y (see below)

2007: Renovated Y re-opens after successful capital campaign led by alumni



The Student Coalition for Action in Literacy Education (SCALE) was founded in the fall of 1989 when two Carolina undergraduate tutors, Lisa Madry and Clay Thorp, joined together with the mission to mobilize and support college students who wanted to address the literacy needs of this country as a social justice issue. From its inception SCALE has been at the core of a robust network of campus-based literacy programs that fully involves students and their learners. Now a program in the School of Education, SCALE sponsors the Read. Write. Act. Virtual Conference, the only national conference specifically for campus-based literacy programs and their community partners, and promotes National Literacy Action Week. In addition to managing America Reads and the North Carolina Literacy Corps, SCALE currently supports the Carolina Language Partnership and hosts the R.W.A. Virtual Learning Community. SCALE also offers a comprehensive resource library and a useful toolkit including training workshop agendas and on-line trainings, and provides technical assistance for programs around the country.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



Co-sponsored by the UNC Division of Student Affairs, the APPLES Service Learning Program, SCALE, the UNC-CH School of Education and the Four Feathers Fund