Points of Pride is your source for the University of Cincinnati’s latest accolades, recognition and achievements. We encourage you to share this information with friends and colleagues in an effort to expand awareness of the many reasons we are all Proudly Cincinnati.

- August 2012

► Campaign Total as of July 31, 2012: $932,304,924

► The 2012 Proudly Cincinnati Faculty/Staff Campaign established an all-time participation record with 55% of UC employees (57% among full-time) donating a combined $6.6 million to a variety of UC needs and priorities. This participation total even surpassed President Williams’ UC2019 goal for employee giving of 50% three years ahead of schedule.

► UC has been airing a new commercial titled “Faster, Higher, Stronger” during the Olympic Games, which is designed to attract prospective students and to build awareness of the diverse opportunities available at UC. In all, the commercial will air 24 times during the Games and be seen by more than one million people.

► The Lindner College of Business has launched a new online program to give professionals an edge in handling complex tax issues. The new Master of Science in Tax degree and associated certificates in individual and corporate tax are 100% percent online and can boost professional skills in tax advice and planning for individual and corporate entities.

► Two pillars of the UC sporting schedule are set for 2012. UC will take on the Miami Redhawks in Nippert Stadium at 7 p.m. on Saturday, October 6 for Homecoming (renewing the oldest non-conference rivalry in FBS history); and the UC/Xavier Crosstown Classic will take place at U.S. Bank Arena on Wednesday, December 19 at 7 p.m.

► As Cincinnati enjoyed its time in the spotlight hosting the prestigious World Choir Games earlier this summer, the work of UC graphic design alum Davis Stanard was close by. Stanard won a competition to design the mascots (Whirl and Twirl) for the games, which brought visitors and competitors from 70 countries and included performances at CCM.

► An experimental iPad application is showing promise as a valuable tool for teachers in building the reading skills of young children. The application grew from a collaboration of interdisciplinary UC researchers and uses visual communication principles to provide graphic cues so that young learners can link sounds to letters in the alphabet.

► Seven highly coveted and highly recruited National Merit Scholars will enter programs at the College of Engineering and Applied Science when classes begin August 27. Three freshmen will be joining the disciplines of Electronic Engineering, Computer Science and Computer Engineering, and four more will enter Chemical Engineering.

► The College-Conservatory of Music will feature the world-renowned Ariel String Quartet four times during its 2012-13 concert season, with an inaugural concert scheduled for Tuesday, Sept. 11, in the intimate Robert J. Werner Recital Hall. The quarter first started playing together as youths in Israel and has been performing around the world ever since.

For additional UC news and campaign information, please visit www.ProudlyCincinnati.org.