

# TAKE ANOTHER LOOK

Natatorium /  
Residence Landbank



Scioto Street

Garrett Avenue

Corry Boulevard

TAKE ANOTHER LOOK AT \_\_\_\_\_



# THE UNIVERSITY

Sometimes a university president must be a tour guide. In fact, showing off the University of Cincinnati is among the greatest satisfactions I have as President. It is especially rewarding to tour the campus with people who have not been to the University for 30 years – or even five years! They always say the same thing, “I hardly recognize the place. I had no idea all this was going on here.”

I encourage you to take another look at the University of Cincinnati.

Take another look and you will find world-class research on the human genome, biosensors that can put a medical laboratory inside the body, a growing number of patents that will change your world, and scholars from dozens of countries who come to the University to learn from the best minds in their fields.

Take another look and you will see learning as it evolves before your eyes, harnessing the power of cognitive science and technology to guide students whenever curiosity or inspiration arises, bringing the whole world into the classroom, and taking the classroom around the world, opening doors for collaboration and idea-sharing outside academic disciplines, and reminding students that their education carries a responsibility for service.

Take another look and you will discover a university deeply committed to the revitalization of the surrounding neighborhoods and local schools, an active partner in development efforts, and a leader in building community through service and respect.

Take another look at the University of Cincinnati. It may not be the place you remember, but you will recognize a university worthy of your pride.



*Joseph A. Steger*



## A GIFT TO BUILD A DREAM ON

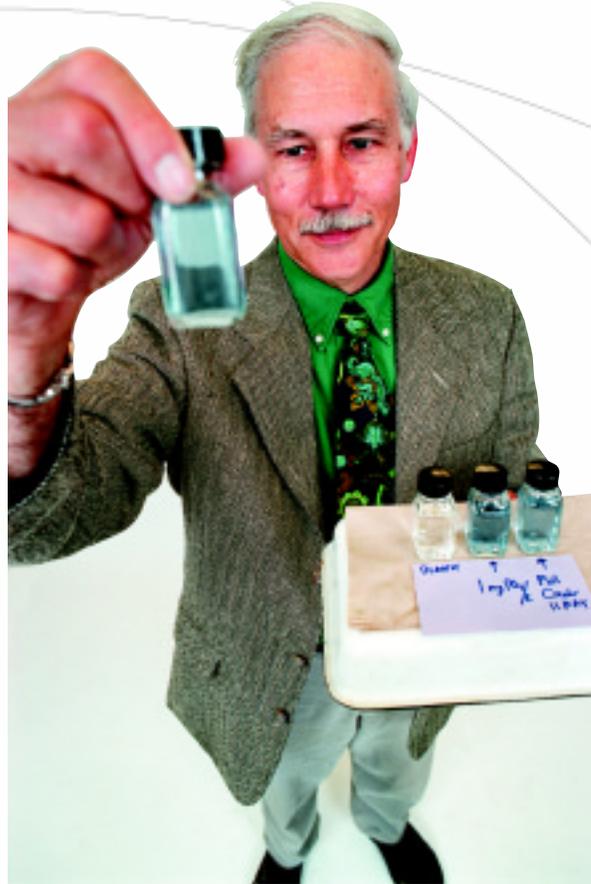
Now that we have mapped the human genetic code, what is the next step? The University of Cincinnati's new Genome Research Institute will mine Human Genome Project data to better understand human physiology and the mechanisms of disease. The new institute is located in facilities donated to the university by Aventis Pharmaceuticals, the single largest gift in UC's history.

## CROSSING COLLEGE BOUNDARIES

The cutting edge of biotechnology – biosensors, drug delivery systems, bioinformatics – require engineers with strong medical backgrounds. UC's new Department of Biomedical Engineering will fill this need with research and graduates. The department is the outgrowth of a long-standing collaboration between UC's colleges of medicine and engineering. The Whitaker Foundation has supported the new department with a three-year grant worth nearly \$1 million.

## FROM OUR LABS TO YOUR WORLD

While there are long-term and far-reaching benefits from basic research, it is gratifying to see that university research can generate practical solutions as well. This year, the University of Cincinnati earned more than \$5 million from patents and licenses for discoveries made on campus. University faculty have produced new pharmaceuticals, advances in photonics and nanotechnology, and even transgenic zebrafish for use as environmental monitors. The university encourages commercial development of discoveries through on-campus business incubators.



A ■ COMMUNITY



### A COMMUNITY BUILT ON JUSTICE

A brass band, a bronze plaque, and an immense flag set the atmosphere for the acceptance of the University of Cincinnati Statement of a Just Community early this year. The ceremony marked the unveiling of the bronze plaque, engraved with the university's mission statement and the eight principles to guide UC toward a more caring and just community.

### TRANSFORMING THE UC EXPERIENCE

Everyone who comes to the University of Cincinnati should enjoy a high level of service. To make this promise a reality, UC launched a university-wide Quality Service Program. More than 4,000 employees participated in the initial training, and systems improvements will be visible this fall.

### GUARANTEEING STUDENT SUCCESS

Students report that the transition to college is stressful – moving from home and making new friends, all while carrying a difficult course load. UC has created programs to enrich the first-year experience, among them an overnight camp-out in college buildings, an Honors Program adventure camp, services for students at risk, and the Learning In New Communities program to build networks of friends, classmates and study partners.





## SCHOLARS FOR GLOBAL SERVICE

University of Cincinnati faculty and students have spent two summers working on Crete, the largest of the Greek islands, to transform tourism, enlarge its business base, and preserve the environment as well as its ancient culture. The university's work in Crete represents a commitment to UC's Globalization Initiative, to prepare students for the challenges and complexity of life in the new millennium while mobilizing UC's wide array of expertise to serve our neighbors, whether close to home or a half a world away.



## TAKING THE CLASSROOM ONLINE

More than 700 University of Cincinnati faculty have adopted the Blackboard online course-management system, giving their students 24-hour access to course materials, assignments, grades, discussion groups — even the capability of online classroom experiences. The Blackboard system allows faculty to incorporate more or less online content as their own teaching styles and course structures allow.



## FROM ATOMS TO ELECTRONS

How can rare, even unique, books be made available to scholars without destroying them through over-use? The University of Cincinnati houses thousands of such books in its library. The UC Digital Press converts rare documents and images into high-quality, fully searchable, CD-ROM format to preserve the originals and make them accessible for research and instruction around the world.



## GOING OFFLINE TO GO ONLINE

In various locations of the University of Cincinnati campus, students and faculty can surf the net without the need for a physical connection. UC's wireless network uses radio waves to send and receive data.

## HONORS AROUND THE WORLD

When you're traveling through Europe, you don't have to look far to find lessons on the global economy and international business. They're everywhere, including on the airplane before you land in Paris. That's what undergraduate business students learned this summer during a 32-day international study tour of Finland, the Netherlands, Belgium and France – only one of many UC overseas programs.



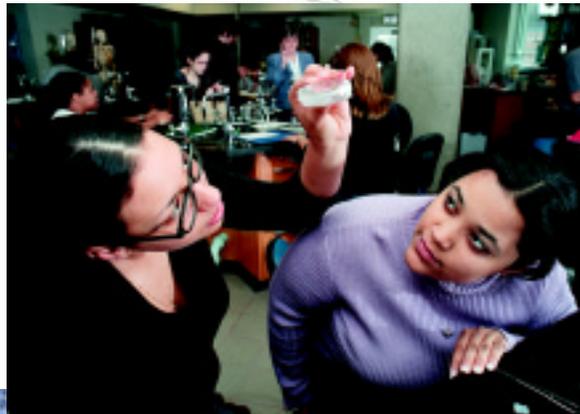


## REBIRTH OF THE CAMPUS

The years 1999 and 2000 were so important in the scope of the University of Cincinnati Master Plan that a name was given to the era: "UC Dreams." Besides more green space, eight buildings came to life during that dream, including Frank Gehry's Vontz Center for Molecular Studies, the Kingsgate Conference Center, University Hall and Henry Cobb's award-winning CCM Village. The campuses of Raymond Walters and Clermont colleges were substantially expanded.

## GOWN HELPS TOWN

A vibrant, vital community benefits all of us; makes the campus more attractive to students and families; makes the community a better place to live, work and play; and helps the city as a whole. The university has provided more than \$18 million in loans, and nearly \$500,000 a year in operating funds to assist Neighborhood Redevelopment Corporations, the equivalent work of five full-time employees to give time, energy and talent to the revitalization of neighboring communities. The results have begun to appear: new housing and a community center in Corryville, new businesses in Clifton Heights, and new partnerships in planning.





## INVITING THE COMMUNITY ONTO CAMPUS

In a rare educational partnership, Sycamore Community Schools broke ground for a new elementary school to be built on the campus of University of Cincinnati Raymond Walters College. The school may itself be a ground-breaker — the first public elementary school in the nation to exist on a college campus.



## EXPANDING K-12 TO PREK-16

What is the future of public schools? A UC initiative aims to strengthen the Cincinnati Public School system as well as other districts in the city's suburbs, from pre-school to baccalaureate. The new initiative will encompass the entire UC community, including the branch campuses.



