

# DEDICATION CEREMONY VISITORS CENTER

The Morehead Building  
The University of North Carolina at Chapel Hill  
May 13, 1989



Welcome.....Gary A. Evans, Vice Chancellor  
Development and University Relations

Remarks.....Robert C. Eubanks, Jr., Chairman  
Board of Trustees

Remarks.....Susan G. Sparks, President  
Class of '84

Remarks.....Paul Hardin, Chancellor

Dedication.....Chancellor Hardin

Concluding Remarks.....Vice Chancellor Evans

The premiere of the video "The University of North Carolina at Chapel Hill: Commanding the Future" will follow the ceremony. (The video will be shown regularly in the visitors center's audio/visual room in the South Gallery.) Tours of the facility and a demonstration of the INFO system also will be offered.

## Visitors Center

# The University of North Carolina at Chapel Hill

The University's new Visitors Center, dedicated on May 13, 1989, is a gift to the University by the Class of 1984. The officers of the Class of 1984 are: Susan G. Sparks, President; Gerald A. Battle, Vice President; Samuel B. Dixon, Treasurer; and John J. Lang, Secretary.

The Center represents one of the first fulfillments of the recommendations of the Bicentennial Observance Planning Committee (Cole Committee):

"Due consideration should be given... toward having a first-class Visitors Center in operation on the campus...."

"One major purpose of the Bicentennial is drawing as many North Carolinians and others as possible to the campus during the observance. A Visitors Center at an appropriate location has been needed at UNC-CH for many years. The Bicentennial is an excellent time to create such a facility."

On December 20, 1984, Chancellor Christopher C. Fordham approved a recommendation from Vice Chancellor Rollie Tillman that the site of a proposed Visitors Center be the Morehead Building. This confirmation was transmitted to the 1984 Class Committee so that it could begin solicitation planning for its class project. Marc Wright, Visitors Center Planning Coordinator for the Class, responded on behalf of the class in a letter to Chancellor Fordham, dated January 11, 1985.

The Class then undertook a survey of University departments and of university-related visitors centers throughout the country to identify the elements of a successful program. Survey results indicated that the Morehead Planetarium location embodies several of these elements: a significant, attractive University landmark with proximity to parking. The survey also emphasized that a visitors center must function both as a facility for welcoming visitors and as an extension of individual departments.

The new Center will serve as a central location for greeting and distributing information to a variety of University visitors – from persons here on business, to prospective students and their families, to the tourist here for some sightseeing. Community information (local hotels, restaurants, off-campus events, church services, etc.) about Chapel Hill, Carrboro and Hillsborough also will be available at the Center.

The now completed Visitors Center Reception Area is linked to the campus INFO system, a computerized system, which provides instant access to a variety of University and community information. The Center also will be equipped with a computerized directional map, a gift from the Class of 1987.

The second phase, also to be funded by the Class of '84 gift, is the renovation of the South Gallery to an audio/visual room. That project is expected to be completed next year.

Phase three, to be completed in 1992, will be the opening of a Bicentennial Exhibit area in the North Gallery.

When in full operation, the Visitors Center will be open 8 a.m. to 5 p.m. weekdays, 10 a.m. to 5 p.m. on Saturdays, and 1 to 5 p.m. on Sundays. The Center will be closed on Thanksgiving, Christmas, and New Year's Day. Plans are to have North Campus historical tours, admissions tours and other special tours originate from the Visitors Center.

The Visitors Center will operate under the auspices of the University's Office of Public Information.