



The [Office for Undergraduate Research](#) newsletter is published two times per month to share news about undergraduate research at UNC, relevant events, accomplishments of our students and faculty, and more. For additional information, please visit our website at

www.unc.edu/depts/our or email us at our@unc.edu.

October 4, 2012

OUR News and Events

OUR Blog:

- Participate in the first ever OUR [laptop sticker contest](#).
- SURF recipient Amber Giffins discusses her [research](#) on Cherokee music.

GRC Blog:

- Here's an opportunity to reflect on your pedagogy with our new [Thoughtbite](#).

OUR People:

- Read our new [Alumni Profile: Marissa Heyl '07](#).

OUR Events:

- Check out these [pictures](#) from some of our Fall Events

Other Events and News:

- Apply to present at the [State of North Carolina Undergraduate Research and Creativity Symposium](#): Deadline October 22, 2012.
- Abstract submission for the April 5-6, 2013 [Big South Undergraduate Research Symposium](#) opens November 1.
- Are you an undergraduate student working on issues related to Latin America and North Carolina. [Worldview](#) is accepting proposals for seminar presentations until December 14, 2012.

The OUR Fall 2012 Workshop Series continues:

Research Methodology: Oral History

Cosponsored by the Southern Oral History Program.
Tuesday, October 9, 2012; 5:00-6:30 p.m.
Gardner 308

Research Methodology: Primary Sources and Archival Research

Cosponsored by the R. B. House Undergraduate Library and Wilson Library.
Wednesday, October 10, 2012; 5:00-6:30 p.m.
Pleasants Room, Wilson Library

Research Methodology: Community-Based Research

Cosponsored by the Carolina Center for Public Service. *Thursday, October 11, 2012; 5:00-6:30 p.m.;*
Graham Memorial 039

Workshop Descriptions

Oral History: Would you like to enrich your service work? Are you using or conducting interviews for a thesis? Do you hope to deepen your understanding of a local community? Then come learn about the art of oral history, a research method focused on uncovering and interpreting narratives of our past. Grounded in active listening to voices famous and unheard, oral history has been critical to the national understanding of the Civil Rights movement and is vital to projects of local community development. Hear from undergraduate and graduate students who have conducted oral history research. Discover oral history archives available to you. Begin thinking of a project of your own! Space is limited, so you must *RSVP* to Dr. Donna Bickford at dbickford@unc.edu.

Pictures:



Ambassador Keia Faison talks with incoming CRSP students at the Fall Meet & Greet



OUR Director Pat Pukkila chats with incoming CSRF participants at a welcome event

Alumni Profile: Marissa Heyl '07

Sustainable development. Women's empowerment. Unique and stylish clothing. Marissa Heyl's SURF project led to combine all these interests in her development of a fashion-forward, fair-trade clothing company: Symbology Clothing. Heyl's company works to cultivate consciousness and build community by enabling people to invest in high-quality, stylish clothing that is produced in a sustainable, commercially viable, non-exploitative way. Symbology builds relationships with individual and small-scale artisans in rural India to design and produce its products.

Primary Sources and Archival Research:

When we "go to the source," where do we go? Within Wilson Library objects of humanist inquiry and the raw materials for writing history can be found. This workshop will introduce you to a broad range of materials from recent to ancient history and begin to examine how they might be used to answer the research questions of today. You will learn to understand what is meant by "primary sources" and about approaches and resources for your research projects. Space is limited, so you must *RSVP* to Dr. Donna Bickford at dbickford@unc.edu.

Community-Based Research: Do you plan to conduct research during your undergraduate career here at Carolina? Are you interested in investigating a community need through that research? In this interactive workshop, Professor Beth Moracco will lead a discussion about what is involved in doing research with human subjects, the principles and methodologies of community-based and community-based participatory research, and the kinds of research questions for which these methodologies would be appropriate. Come ready to talk about your interests and to brainstorm how to turn them into undergraduate research projects. Space is limited, so you must *RSVP* to service_scholars@unc.edu. Note: This workshop will count as a skills training for the Buckley Public Service Scholars program.

Call for Presentation Proposals

World View: An International Program for Educators at UNC at Chapel Hill seeks concurrent session presentation proposals for its annual Latin America and North Carolina Seminar on topics related, but not limited, to Latin America, Latinos living in NC, Latino identity, etc.

Please submit a word document with the following information:

1. Proposed presentation title
2. Description of how the session will be structured, i.e., PPT presentation, lecture, web-based resources, images, hands-on artifacts, group activities, etc. (50-150 words)
3. Summary of research, conclusions, and/or

In September, Symbology launched its first clothing line, Peacocks and Paisleys, at a private house party filled with supporters from UNC and Chapel. The party was hosted by one of Heyl's faculty advisers, [Dana McMahan](#), who herself has been active in the fashion and retail worlds; McMahan converted her home into a boutique to showcase Symbology's collection. Heyl refers to her as "my angel." Other campus attendees included Lizzy Hazeltine, internship director for the [Minor in Entrepreneurship](#), [Beth Kutchma](#), Senior Program Officer at the Center for Global Initiatives, and [Mathilde Verdier](#), Social Innovation Incubator Program Coordinator. Symbology's interns are all UNC students as well.

Heyl commented that it is really meaningful to her that so many women she admires are her supporters and customers. The launch event also included interactive components where attendees could make their own scarfs and bags using the block-printing technique practiced by the artisans who produce the pieces for Symbology. In another creative aspect of Heyl's commitment to building community through this venture, the tag on each article of clothing contains a QR code that, when scanned, connects to a video of the artisan who actually produced that piece of cloth. Symbology also donates a percentage of every sale to a women's empowerment group in the rural community where the artisans live. The group functions, in part, as a microfinance initiative, pooling funds to purchase sewing machines and other materials needed to produce the products. Many of the artisans will be featured in Symbology's social media campaigns to make connections between buyers and producers as palpable as possible. Heyl notes that consumers will be able to see the real impact of their consumer purchases on a specific group of women.

point of view (300-500 words)

4. Additional comments that might assist us in review of your proposal, including relevance to the Seminar theme (maximum of 150 words)
5. Your faculty mentor for this research
6. Name(s) of any co-presenters
7. Presenter name, year of study, major, email address, and phone number

Proposals should be submitted by December 14, 2012. Please submit proposals and any questions via email to Katharine Robinson, Assistant Director for Curriculum, World View (krobinson@unc.edu).

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Heyl is also part of the TedX-Raleigh [line-up of speakers](#) at its Saturday, October 13 event. She plans to speak about the origins of our clothing, the significance of what we choose to wear and what it communicates to others. Heyl will draw parallels between the goals and practices of the slow food movement and her sustainable fashion movement.



Artisan at work

Heyl feels that she's discovered her life's calling. "I've always loved fashion design and now I can apply it in a way that is meaningful to me and to others."

Symbology will shortly be launching an e-commerce site. Interested in learning more? You can read more about how her SURF research helped Marissa forge this path in her [OUR blog entry](#), or "like" Symbology on [Facebook](#), or follow it on [Twitter](#). Watch an [animated video](#), peruse the Symbology [Lookbook](#), or [watch the artisans](#) at work.



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