

## Faculty and Staff

Realizing that there has been a proliferation of ways faculty identify themselves in biz cards and emails, I have attached a file that provides approved templates for email signatures and business cards for COE faculty. This standardization is intended to provide a consistent brand for the college and our faculty. In addition, to avoid confusion for outside folks who see these, we are asking that center names be spelled out and not referred to as CBES, NCMARC, EPIC, etc. We believe it is very important to promote our centers and have faculty identify their participation in these groups. We are also adopting the title of Associate for faculty members participating in a center. Center directors can select individuals for the distinction Senior Associate. For example, faculty will not refer to themselves as CBES faculty, EPIC Professor, or the like. These are not descriptive and in some cases misleading to external constituents.

We want to clearly promote our centers to external people. CBES faculty or EPIC faculty, etc. might suggest these entities are departments, and CBES Professor or EPIC professor, etc. sound too much like a distinguished professor title. You can see appropriate examples attached. Please correct your email signatures if necessary and if you need to print new business cards, the college will fund this. These references have been discussed and approved by CAC.

Thanks for your cooperation.

*Bob Johnson*

## Standard Email Signature

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Theodore von Kármán, PhD, PE | Associate Professor  
Fellow of AIAA and generally nice guy (Optional)  
Mechanical Engineering and Engineering Science  
Energy Production and Infrastructure Center | Associate  
UNC Charlotte | The William States Lee College of Engineering  
EPIC Room 2000  
9201 University City Blvd. | Charlotte, NC 28223-0001  
Phone: 704-687-NNNN | Fax: 704-687-NNNN  
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