

## APPENDIX Q

October 18, 2002

### MEMORANDUM

To: Committee on Educational Planning, Policies and Programs

From: Molly Corbett Broad

Subject: Establishment of the SERVE Center for Continuous Improvement at the University of North Carolina at Greensboro

#### **Request to Establish**

From 1990 until 1998, the SERVE Center for Continuous Improvement operated out of the Center for School Accountability (CSA), a BOG-approved center at UNC Greensboro. In 1998, the CSA was restructured as the Center for School Accountability and Professional Development and was separated from SERVE. In April 2002, the UNC Office of the President granted UNCG authorization to plan SERVE as a center in its own right. The planning is now complete, and UNCG has submitted a request to establish this unit as an institutional research center. The following sections briefly summarize the information provided by UNCG to satisfy the requirements of chapter 1200.6[R] in the *University of North Carolina Policy Manual*.

#### **Goals and Objectives**

SERVE's mission is to promote and support the continuous improvement of educational opportunities for all learners in the southeast. To address this mission, SERVE engages in research and development on education issues of critical importance to educators in the region and in the provision of research-based services to educators, policymakers, and others who strive for improved student performance. To that end, SERVE has the following objectives:

- Develop and maintain a high-performance learning organization;
- Develop a focused portfolio of research-based programs, initiatives, products, and publications emphasizing cutting-edge issues and addressing persistent problems;
- Be recognized as a valued member of the education and education-related infrastructure in the southeast region and across the nation;
- Be a major contributor to improving student performance across the southeast.

While not exclusively focused on North Carolina, SERVE focuses its efforts on North Carolina as part of the larger southeast region. With support from the U.S. Department of Education, SERVE operates the Regional Educational Laboratory for the Southeast, one of ten such federally-funded programs serving the 6 southeastern states of Alabama, Florida, Georgia, Mississippi, North Carolina, and South Carolina.

#### **Relevance to Institutional Mission; Relationship with Existing Academic Units**

SERVE is affiliated with the UNCG School of Education and collaborates with the School's faculty in the areas of early childhood education, reading, and evaluation. It also works closely with the UNCG School of Business and the UNCG technology transfer office with a focus on maximizing dissemination of its research-based products and services. It provides a variety of research, evaluation, and technical assistance services to projects based at other UNC institutions, including East Carolina University and UNC Wilmington. SERVE has played an active role in the area of early childhood education and has a formal partnership with the National Center for Early Development and Learning at the Frank Porter Graham Institute at UNC-Chapel Hill.

#### **Anticipated Effects on Instructional Programs**

SERVE will continue as a rich resource of research-based educational information that may be tapped by the University community to enhance instructional programs, particularly in the area of pedagogy. Additionally, it frequently offers internships and graduate assistantships that benefit instructional programs.

#### **Administrative Structure**

SERVE's Director is John R. Sanders, Ed.D., who reports to the Provost. A 40-member Board of Directors, composed of six state delegations and including governors, chief state school officers, educators, legislators, and private-sector leaders, provides general guidance and oversight on all activities undertaken by the center.

#### **Budget and Anticipated Sources of Funding**

In fiscal year 2002, SERVE has a general operating budget in excess of \$10 million from all awards and sources. SERVE is supported primarily from externally sponsored contracts and grants. Based on current commitments for its major awards (the Regional Educational Laboratory, Regional Mathematics and Science Consortium, Regional Technology in Education Consortium, Even Start Migrant Education Grant, and the National Homeless Education Contract), SERVE expects operating resources to remain near \$10 million for the next four years.

#### **Space and Capital Needs**

Presently, SERVE maintains office facilities at UNCG and in leased, off-campus facilities in Atlanta, Georgia and Tallahassee, Florida. It is anticipated that

current facilities should provide adequate space for the next two to three years. The number of SERVE staff is projected to grow approximately 10% per year. Should the availability of on-campus space be a constraint to growth, the center would consider expansion of its off-campus facilities. At this time, the center does not anticipate the need for University support for capital outlays such as equipment or library sources.

**Recommendation**

It is recommended that the University of North Carolina at Greensboro be authorized to establish the SERVE Center for Continuous Improvement.