

AGENDA ITEM

C-2. Consideration of Targets..... Jim Holmes/Jonathan Pruitt

Situation: The Committee will establish necessary targets associated with goals and metrics.

Background: The Strategic Plan consists of five broad theme areas including: Access, Student Success, Affordability and Efficiency, Economic Impact and Community Engagement, and Excellent and Diverse Institutions. After several months of committee work, draft definitions, goals, and metrics were developed.

The next step is to establish targets. The following provides background information to aid in the decision making process.

Assessment: The Committee is to review information relevant to their goals and metrics to set targets for each.

Action: This item is for discussion and consent.



Affordability and Efficiency

Draft Goal 1: Affordability

Topical Area: The cost of attending The University of North Carolina has been increasing faster than the median income in North Carolina.

Goal: Offer education of equal or higher quality at a cost that is both consistent with the State constitution and attainable to students and families in North Carolina.

Metric: Commit to affordable tuition by tying annual percent increases in undergraduate resident tuition rates to no more than the increase in the rate of inflation (CPI/Average Annual Wages/Median Family Income), while providing autonomy and incentives for campuses that can demonstrate that the financial investment made by students, families, and taxpayers is of excellent value.

Potential Target: Keep the annual increases to undergraduate resident tuition rates at or below the three-year rolling average annual increase in CPI/Average Annual Wages/Median Family Income.

Draft Goal 2: Efficiency

Topical Area: The University of North Carolina is charged to fulfill its mission through the efficient use of available resources to ensure the highest quality of service to the citizens of the State.

Goal: Pursue and utilize increased operational and financial flexibility for the benefit of the educational, research, and public service missions of the University of North Carolina.

Metric: Increase operational and financial flexibility for the University of North Carolina and demonstrate its financial impact.

Potential Target: Achieve operational flexibility for the University of North Carolina. Demonstrate financial impact of any flexibilities achieved.

North Carolina Economic Measures

Year	North Carolina Consumer Price Index	Annual Increase (%)	North Carolina Median Household Income	Annual Increase (%)	North Carolina Average Annual Wage	Annual Increase (%)
2005	189.36		40,727		37,410	
2006	194.47	2.7%	42,625	4.7%	38,862	3.9%
2007	199.82	2.7%	44,670	4.8%	40,263	3.6%
2008	207.55	3.9%	46,549	4.2%	41,132	2.2%
2009	206.65	-0.4%	43,674	-6.2%	41,347	0.5%
2010	210.74	2.0%	43,325	-0.8%	42,658	3.2%
2011	218.10	3.5%	43,914	1.4%	43,757	2.6%
2012	223.00	2.2%	45,155	2.8%	44,783	2.3%
2013	226.79	1.7%	45,905	1.7%	45,461	1.5%
2014	230.30	1.6%	46,555	1.4%	46,735	2.8%
2015	230.32	0.0%	47,829	2.7%	48,370	3.5%
3-Year Average		1.1%			1.9%	2.6%
5-Year Average		1.8%			2.0%	2.5%
10-Year Average		2.0%			1.7%	2.6%