# The University of North Carolina Board of Governors



Supplement to Long-Range Planning 2004-2009



**Priorities** 







THE UNIVERSITY
of NORTH CAROLINA

























## IV. Priorities [without Strategic Directions]

## A. Priorities of the University of North Carolina

In January 2006 the President initiated a planning process with the Chancellors to arrive at ten to twelve priorities for the University of North Carolina. This process was initiated using the Strategic Directions approved by the Board of Governors in November 2005, but was open to the inclusion of other items. The preamble and twelve priorities are the results of this process and were recommended by the President and approved by the Board of Governors in May 2006.

#### **Preamble**

Provide access to the highest quality, internationally competitive education for all the citizens of North Carolina through sixteen intentionally distinctive constituent institutions;

Increase the knowledge base and competitive position of the State through extensive research and active engagement, including targeted workforce preparation, innovative economic development programs, and transfer of knowledge and technology; and

Enrich the quality of life in North Carolina by providing opportunities for cultural activities, lifelong learning, and enhancement of citizenship.

### **Priorities**

1. **Student Success and an Outstanding Faculty**. At the end of the process these two priorities were tied for the top rank. Since each is essential to a university they are the top two priorities.

**Student Success: Access, Retention, Graduation, and Affordability**. Promote and improve access, retention, and graduation levels, with special attention to traditionally underrepresented segments of North Carolina's population and the availability of distance education and online degree programs. Ensure affordability for North Carolina residents by keeping tuition and fees as low as practicable, while continuing to expand need-based financial aid resources for low-income students.

**An Outstanding Faculty.** Attract and retain exceptional faculty/scholars through nationally competitive compensation and benefits, appropriate support and faculty development for instructional and scholarly activities (including startup funds to initiate research programs), effective policies and procedures reflecting best practices in faculty evaluation and governance, and recognition and rewards for outstanding performance in all areas of University priority.

- 3. **More and Better Teachers; Improved Schools**. Expand efforts in teacher preparation to increase the supply of well-qualified and more diverse teachers, especially in high-need licensure areas, to serve the rapidly growing needs of North Carolina's schools—using both traditional and innovative approaches (such as incentives to students, lateral-entry programs, mid-career opportunities, e-learning and collaborative 2+2 programs with North Carolina Community Colleges)—while ensuring that the quality of teacher preparation is maintained at the highest possible level. Continue efforts to develop outstanding administrator preparation and development programs. Provide support and leadership for improving K-12 schools.
- 4. **Research**. Promote creative activities and basic and applied research for the discovery, dissemination, and application of new knowledge as a fundamental mission of the University. Continue to expand the external sponsorship of UNC research and other

creative activities for students and faculty. Ensure that a supportive environment with ample resources exists to promote scholarship in the sciences, humanities, social sciences, and the arts.

- 5. Quality Academic Programs and Support Services. Ensure the quality of academic programs both on-campus and off-campus through regular review and assessment of degree programs and instruction, and through assessment of the quality of and student access to academic resources and services (e.g., academic advising, laboratories, IT) and student support services (e.g., admissions, financial aid, registrar, retention, counseling) that promote student development, retention, and graduation. Ensure appropriate and adequate library resources.
- 6. Regional and State-wide Economic Development. Respond to and monitor the economic needs and directions of the State, paying particular attention to the State's economic development regions. Facilitate collaborative research and partnerships with industry, government, and other entities to advance strategic priorities of great importance to North Carolina. Enhance communities' attractiveness to business and industry with a rich culture in the arts and humanities, good health care, and strong schools.
- 7. Adequate Facilities. Ensure the timely and cost-effective construction and renovation of facilities to accommodate current students and anticipated enrollment growth with efficiency, fiscal accountability, and attention to utilizing historically underrepresented businesses.
- 8. **Health Care**. Continue to develop academic programs as well as collaborative strategies in support of critical areas of allied health, nursing, medicine, dentistry, pharmacy, and related fields in response to the needs of the State for health care providers.
- 9. Information Technology. Use the power of information technology guided by strategic IT planning for more effective educational, administrative, and business practices that will enable the University to respond to the competitive global environment of the 21st Century.
- 10. **Internationalization**. Support and expand student and faculty participation and exchange in international study by strategically expanding agreements that provide opportunities for UNC students and faculty, including underrepresented groups, to study abroad and for international students to study on UNC campuses.
- 11. Partnership with Community Colleges. Strengthen partnerships with community colleges to ensure continuous improvement in the academic achievement of North Carolina's students, to promote student success in higher education, and to help close gaps in student achievement.
- 12. **Private Fundraising**. Expand private fundraising to supplement the public sources of revenue for the University.