The University of North Carolina
2013-2018 Strategic Planning

Historical Context for the University's Strategic Planning

The University of North Carolina Board of Governors has engaged in strategic planning and evaluation since the Board was created by the North Carolina General Assembly in 1972. Long-range planning for the University is among the fundamental duties assigned to the Board by state statute. The Board adopted its first long-range plan in 1976, under the administration of President William Friday, and thereafter has periodically revised and updated a five-year plan. The most recent plan was approved by the Board in 2006 with its "Supplement to Long-Range Planning 2004-2009." Further updates were superseded by the Board's adoption of the 2007 report of the UNC Tomorrow Commission.

From the outset, long-range planning has been guided by a set of strategic directions recommended by the President and adopted by the Board of Governors. These strategic directions serve as the foundation for current and future priorities, resource planning and allocation, existing and future programs, review and refinement of academic missions, and strategic planning by UNC constituent institutions and affiliated entities. Further, the strategic directions reflect the University's deep commitment to help North Carolina respond to changing state needs and economic challenges through the efficient and effective fulfillment of its three-part mission of teaching, research, and public service.

Strategic Planning for 2013-2018

UNC President Tom Ross and the Board of Governors are working collaboratively to define the University's strategic directions for 2013-2018. To better inform that effort, President Ross and Board Chairman Peter Hans have appointed the UNC Advisory Committee on Strategic Directions ("Advisory Committee"). Composed of Board members, chancellors, faculty leadership, and government and business leaders from across the state, this special committee will serve in an advisory capacity to the President to help assess the current and future workforce needs of the state and to recommend degree attainment goals that are responsive to those needs and changing state demographics. The Advisory Committee will review and evaluate relevant data and available information in order to make a consensus recommendation to the President by January 10, 2013.

The primary scope of work for the Advisory Committee shall be focused on recommending whether and to what extent the state should embrace higher education degree attainment goals, along with strategies accompanied by reasonable objectives, timelines, and metrics. The Advisory Committee may also consider recommendations related to higher academic standards and competencies required for a globally competitive workforce. To help inform its recommendations, the Advisory Committee's work also will include a high-level analysis of the University's budget, including relevant metrics and historical trends.

Operations of the Advisory Committee

President Ross will lead the Advisory Committee and be responsible for preparing agenda materials, administering meetings, and ensuring that its charge is fulfilled. To that end, the President also has appointed a Strategic Directions Committee to gather and synthesize data, draft documents, and otherwise support the work of the Advisory Committee and guide and direct the larger strategic planning process. That Committee is chaired by Board of Governors member Fred Eshelman and includes selected General Administration staff and UNC chancellors.

The UNC Advisory Committee on Strategic Directions and the Strategic Directions Committee are public bodies. All meetings of the committees will be noticed and open to the public, in accordance with the state's Open Meetings Law. All documents generated in the course of the committees' work are public, consistent with the state's Public Records Act.

Advisory Committee Meeting Schedule

All meetings will be held at UNC General Administration in Chapel Hill, North Carolina.

Wednesday, September 26, 2012	9:30 am – 4:00 pm
Wednesday, October 24, 2012	10:00 am – 4:00 pm
Wednesday, November 7, 2012	10:00 am – 4:00 pm
Wednesday, December 12, 2012	10:00 am – 2:00 pm
Wednesday, January 9, 2013	10:00 am – 2:00 pm

UNC Advisory Committee on Strategic Directions*

Tom Ross, President, University of North Carolina
Peter Hans, Chairman, UNC Board of Governors
Fred Eshelman, Member, UNC Board of Governors
Phil Berger, President Pro Tempore, North Carolina Senate
Thom Tillis, Speaker, North Carolina House of Representatives
Steve Ballard, Chancellor, East Carolina University
Madhu Beriwal, President and CEO, IEM
Peaches Blank, Member, UNC Board of Governors
Linda Brady, Chancellor, UNC Greensboro
Charles Brink, Chair, UNC Staff Assembly; Staff Member, UNC-Chapel Hill
Kevin Kimball, UNC Association of Student Governments Designee; Student, UNC-CH
Brett Carter, President, Duke Energy Carolinas
Jack Cecil, President, Biltmore Farms
Janet Cowell, State Treasurer
Keith Crisco, Secretary, North Carolina Department of Commerce
Lawrence Davenport, Member, North Carolina State University Board of Trustees
Lew Ebert, President, North Carolina Chamber
Don Flow, Owner and CEO, Flow Automotive Companies
William Friday, President Emeritus, University of North Carolina
Paul Fulton, Member, UNC Board of Governors
Hannah Gage, Immediate Past Chair, UNC Board of Governors
Frank Grainger, Vice Chairman, UNC Board of Governors
Robert Ingram, Retired Executive, GlaxoSmithKline
Leroy Lail, Member, UNC Board of Governors
Cynthia Marshall, President, AT&T North Carolina
Harold Martin, Chancellor, North Carolina A&T State University
Floyd McKissick, North Carolina Senate
Ken Peacock, Chancellor, Appalachian State University
Art Pope, CEO, Variety Wholesalers
Scott Ralls, President, North Carolina Community College System
Catherine Rigsby, Chair, UNC Faculty Assembly; Faculty Member, East Carolina University
Jeff Tarte, Health Care Consultant
Holden Thorp, Chancellor, UNC-Chapel Hill

** additional members may be added*

Strategic Directions Committee

Fred Eshelman, Member, UNC Board of Governors (chair)
James Anderson, Chancellor, Fayetteville State University
Leslie Boney, UNC Vice President for International, Community, and Economic Engagement
Scott Braswell, UNC Director of New Media
Lesley Cates, UNC Director of State Government Relations
Phil Dubois, Chancellor, UNC Charlotte
Gary Miller, Chancellor, UNC Wilmington
Suzanne Ortega, UNC Senior Vice President for Academic Affairs
Charlie Perusse, UNC Vice President for Finance
Kimrey Rhinehardt, UNC Vice President for Federal Relations
Randy Woodson, Chancellor, North Carolina State University