

AGENDA ITEM

C-1. Consideration of Working Draft and Public InputR. Doyle Parrish

Situation: The Committee will finalize working draft of definitions, goals, and metrics for UNC’s Strategic Plan and establish necessary targets.

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. In October, after several months of committee work, draft definitions, goals, and metrics were developed.

For any strategic plan to be meaningful and successful, it is essential to understand the perspectives of as many individuals and constituencies as possible. To that end, stakeholders (faculty, staff, students, alumni, and community members) have had two opportunities to provide feedback on the draft definitions, goals, and metrics: 1) an online survey and 2) one of seventeen public forums held at each UNC institution. Faculty Assembly provided preliminary feedback on each of the five themes on November 2, 2016. President Spellings has also provided input on the draft goals.

On November 14, 2016, the Committee on Strategic Planning discussed a working draft of definitions, goals, and metrics for UNC’s Strategic Plan which incorporated feedback the Board of Governors had received from the sources referenced above. The Committee reviewed the entire slate of goals to determine how those goals fit into an overall system-level plan. Where overlap or inconsistency was identified, the Vice Chair and the Committee adopted changes to the working draft. Recommendations from the Vice Chair and the Committee on Strategic Planning are included and should be considered in finalizing the definition, goals, metrics, and targets.

Assessment: The Committee is to review the section of the working draft of the Strategic Plan that is relevant to their theme and consider any additional modifications based on the recommendations of the Committee on Strategic Planning and any additional input from online survey and public forums, faculty assembly, and/or other stakeholders. The Committee should also aim to set targets for each goal. Because work is ongoing at this time, this item will be replaced with the working draft and associated materials prior to the meeting.

Action: This item is for discussion and consent.

UNC Strategic Plan
Working Draft of Definitions, Goals, and Metrics

Excellent & Diverse Institutions

Definition

The University's constituent institutions are individually distinct and mission-focused and collectively comprise an inclusive and vibrant university system, committed to excellence and the fullest development of a diversity of students, faculty, and staff.

Draft Goal 1: Areas of Distinction

Topical Area: Areas of distinction.

Goal: Strengthen the reputation and accomplishments of the UNC system by each constituent institution identifying a mission-focused academic "area of distinction" and achieve significant regional or national recognition within this area in the next five years.

Metric: Each constituent institution will identify an area of distinction (including baseline data, metrics, and targets) by 20xx.

Draft Goal 2: Human Capital

Topical Area: Human capital.

Goal: Given the critical role of a talented and diverse workforce to institutional success, the University will systematically measure faculty/staff engagement and retention over the next five years and take positive steps to promote improvements in each of these key measures.

Metric: The UNC system will create an implementation plan (including the details of proposed data collection and metrics) by 20xx to systematically measure faculty and staff engagement and retention to promote system-wide improvements in these areas.

Excellent and Diverse Institutions

1. The committee recommended that the goal focused on HBCU's and Historically Minority-Serving Institutions (HMI's) be combined with the "Areas of Distinction" but that the plan be sure to highlight the critical role that our HMIs play in creating opportunity and closing achievement gaps (*the working draft reflects this recommendation*).
2. The committee asked about faculty and staff diversity as it relates to Goal 2. Mr. Brody commented that the system already measures gender, age, racial and ethnic diversity to comply with employment law. The committee therefore recommended that the word "diversity" be removed from the metric, since that is already being measured (while engagement and retention are not). (*The working draft reflects this recommendation*).