

HIGHER EXPECTATIONS

UNC SYSTEM PERFORMANCE AGREEMENT

In January 2017, the Board of Governors of the University of North Carolina unanimously approved *Higher Expectations*, a five-year Strategic Plan for the UNC System. The Plan calls on the UNC System to achieve ambitious goals in access, student success, affordability and efficiency, economic impact and community engagement, and institutional excellence and diversity.

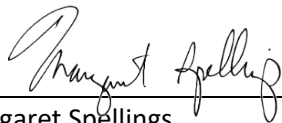
Progress on these goals and metrics will be achieved through the hard work and commitment of institutional leaders, faculty, and staff. In that spirit, President Margaret Spellings and Chancellor Carol L. Folt have established this agreement to identify the contributions that the University of North Carolina at Chapel Hill aspires to make to the UNC Strategic Plan over the next five years.

Recognizing that the UNC System's greatest strength lies in the distinct missions of its universities, the performance framework provides leaders with an opportunity to identify System-level commitments that align with institution-level priorities. Carolina, in consultation with the UNC System office, has categorized the nine System-level metrics into three tiers:

1. The **Prioritize** category identifies the five metrics that are top priorities for Carolina over the next five years; these metrics are central to institutional success and existing improvement efforts.
2. The **Improve** category contains three metrics that are secondary priorities that an institution will work to enhance.
3. The **Sustain** category contains one metric on which an institution will work to maintain its level of performance.

In addition to identifying priorities, this performance framework acknowledges cases in which institutions have taken on ambitious goals that exceed expectations. Carolina's *stretch goals* are marked with an asterisk.

The University of North Carolina at Chapel Hill's sizable contributions to the UNC Strategic Plan—especially its two *stretch goals*—will amplify the UNC System's role as the "mighty engine" of North Carolina, creating a better future for the state's communities, families, and economy.



Margaret Spellings
President
University of North Carolina



Carol L. Folt
Chancellor
University of North Carolina at Chapel Hill



University of North Carolina at Chapel Hill:
Five-year Goals and Associated Interim Benchmarks

Prioritize

1. **Rural enrollments:** By fall 2021, UNC-CH will enroll 4,140 rural students, a 5.0% increase over 2016 levels (198 additional rural students over a base of 3,942).

Interim benchmarks¹:

Base (2016)	Fall 2018	Fall 2019	Fall 2020	Fall 2021
3,942	3,982	4,031	4,085	4,140

2. **Low-income completions:** By 2021-22, UNC-CH will produce 1,223 low-income graduates, an increase of 14.4% (155 additional low-income completions over a base of 1,078).

Interim Benchmarks²:

Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
1,078	1,101	1,132	1,163	1,198	1,233

3. **Five-year graduation rates:** By 2022, UNC-CH will improve its five-year graduation rate from any accredited institution to 94.0%. This is an improvement over a base of 91.7% for UNC-CH's 2010 cohort.^{3*}

Interim Benchmarks:

Base (2010 cohort)	2013	2014	2015	2016	2017
91.7%	92.0%	92.5%	93.0%	93.5%	94.0%

4. **Critical workforces:** By 2021-22, UNC-CH will produce 3,769 critical workforce credentials, an increase of 11.9% (400 additional critical workforce credentials over a base of 3,369).

Interim Benchmarks:

Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
3,369	3,429	3,509	3,589	3,679	3,769

5. **Research productivity:** By 2021-22, UNC-CH will receive \$905,349,456 in research and development sponsored program awards and licensing income, an increase of 7.4% (\$62,700,000 additional over a base of \$842,649,456).*

Interim Benchmarks:

Base (FY16)	FY18	FY19	FY20	FY21	FY22
\$842,649,456	\$852,054,456	\$864,594,456	\$877,134,456	\$891,241,956	\$905,349,456

¹ Interim benchmarks for rural enrollments are phased in according to the following schedule: Year 1: base + 20% of total improvement; Year 2: base + 45%; Year 3: base + 72%; Year 4: base + 100%.

² Since improvement efforts may take time to produce results, interim benchmarks (except in the case of rural enrollments) are phased in according to the following schedule: Year 1: base + 15% of total improvement; Year 2: base + 35%; Year 3, base + 55%; Year 4: base + 77.5%; Year 5: base + 100%.

³ Baseline data reflect the five-year graduation rate for the 2010 cohort as of July 1, 2017.

Improve

1. **Low-income enrollments:** By fall 2021, UNC-CH will enroll 3,508 low-income students, a 4.2% increase over 2015 levels (140 additional low-income students over a base of 3,368).

Interim benchmarks:

Base (2015)	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
3,368	3,389	3,417	3,445	3,477	3,508

2. **Rural completions:** By 2021-22, UNC-CH will produce 1,108 rural graduates, an increase of 9.4% (95 additional rural completions over a base of 1,013).

Interim Benchmarks:

Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
1,013	1,027	1,046	1,065	1,087	1,108

3. **Achievement gaps in undergraduate degree efficiency:** By 2021-22, UNC-CH will reduce by 50% the achievement gap in undergraduate degree efficiency among male students.

Interim Benchmarks:

Male Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
24.0	24.1	24.2	24.2	24.3	24.5

Sustain

1. **Undergraduate degree efficiency:** By 2021-22, UNC-CH will improve its undergraduate degree efficiency to 25.7 over a base of 24.6.