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 Sheri N. Everts have established this agreement to identify the contributions that Appalachian State University 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. Appalachian State, 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 Appalachian State 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. Appalachian State's *stretch goals* are marked with an asterisk.

Appalachian State University's sizable contributions to the UNC Strategic Plan—especially its three *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

Sheri N. Everts
Chancellor
Appalachian State University

Appalachian State University:
Five-year Goals and Associated Interim Benchmarks

Prioritize

1. **Rural enrollments:** By fall 2021, ASU will enroll 5,715 rural students, a 7.3% increase over 2016 levels (387 additional rural students over a base of 5,328).

   Interim benchmarks[1]:

Base (2016)	Fall 2018	Fall 2019	Fall 2020	Fall 2021
5,328	5,405	5,502	5,607	5,715

2. **Low-income completions:** By 2021-22, ASU will produce 1,600 low-income graduates, an increase of 24.2% (312 additional low-income completions over a base of 1,288).

   Interim Benchmarks[2]:

Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
1,288	1,335	1,397	1,460	1,530	1,600

3. **Rural completions:** By 2021-22, ASU will produce 1,593 rural graduates, an increase of 16.2% (222 additional rural completions over a base of 1,371).*

   Interim Benchmarks:

Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
1,371	1,404	1,449	1,493	1,543	1,593

4. **Achievement gaps in undergraduate degree efficiency:** By 2021-22, ASU will reduce by 50% the achievement gap in undergraduate degree efficiency among low-income students.

   Interim Benchmarks:

Low-Income Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
19.6	20.0	20.5	21.0	21.5	22.1

5. **Critical workforces:** By 2021-22, ASU will produce 2,257 critical workforce credentials, an increase of 29.6% (516 additional critical workforce credentials over a base of 1,741).*

   Interim Benchmarks:

Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
1,741	1,818	1,922	2,025	2,141	2,257

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[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%.

Improve

1. **Low-income enrollments:** By fall 2021, ASU will enroll 4,911 low-income students, a 9.3% increase over 2015 levels (419 additional low-income students over a base of 4,492).

    Interim benchmarks:

Base (2015)	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
4,492	4,555	4,639	4,722	4,817	4,911

2. **Undergraduate degree efficiency:** By 2021-22, ASU will improve its undergraduate degree efficiency to 24.2 over a base of 23.3.

    Interim Benchmarks:

Base (2015-16)	2017-18	2018-19	2019-20	2020-21	2021-22
23.3	23.4	23.6	23.8	24.0	24.2

3. **Research productivity:** By 2021-22, ASU will receive $18,279,664 in research and development sponsored program awards and licensing income, an increase of 15.8% ($2,500,000 additional over a base of $15,779,664).*

    Interim Benchmarks:

Base (FY16)	FY18	FY19	FY20	FY21	FY22
$15,779,664	$16,154,664	$16,654,664	$17,154,664	$17,717,164	$18,279,664

Sustain

1. **Five-year graduation rates:** By 2022, ASU will improve its five-year graduation rate from any accredited institution to 77.0%. This is an improvement over a base of 74.6% for ASU's 2010 cohort.[3]

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