Strategic Planning
UNC Greensboro

A tale of two plans

Presentation to the Staff Senate
October 12, 2017
Based on a great deal of feedback, the story of Giant Steps will be largely told through the work and resulting outcomes that occur in your departments, programs, and offices. It will be guided by a set of core principles, supported by resource allocation, and will interface well with the UNC System plan. The plan will serve as a framework for telling our story and will be operationalized throughout the University, measured at the macro level by a set of umbrella goals and metrics.
UNC:
Higher Expectations

www.northcarolina.edu/strategic-planning
Higher Expectations Related to…

• Access
• Student Success
• Affordability and Efficiency
• Economic Impact and Community Engagement
• Excellent and Diverse Institutions
## Access Metrics

<table>
<thead>
<tr>
<th>Goals from UNC System</th>
<th>Low-Income Enrollment</th>
<th>Rural Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
<td>2021</td>
</tr>
<tr>
<td></td>
<td>7,089</td>
<td>8,161</td>
</tr>
</tbody>
</table>

**15.1%**

9.4%
## Student Success Metrics

<table>
<thead>
<tr>
<th>Goals from UNC System</th>
<th>Graduation Rate</th>
<th>Low-Income Completions</th>
<th>Rural Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
<td>2022</td>
<td></td>
</tr>
<tr>
<td></td>
<td>56.7%</td>
<td>62.4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2015-16</td>
<td>2021-22</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,596</td>
<td>2,115</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>32.5%</td>
</tr>
<tr>
<td></td>
<td>1,034</td>
<td>1,167</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>12.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5.7</td>
</tr>
</tbody>
</table>
Economic Impact and Community Engagement Metrics

<table>
<thead>
<tr>
<th>Goal from UNC System</th>
<th>Research Productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY16</td>
</tr>
<tr>
<td></td>
<td>$29,588,497</td>
</tr>
<tr>
<td></td>
<td>FY22</td>
</tr>
<tr>
<td></td>
<td>$35,447,019</td>
</tr>
<tr>
<td></td>
<td>19.8%</td>
</tr>
</tbody>
</table>
Economic Impact and Community Engagement Metrics

<table>
<thead>
<tr>
<th>Goal from UNC System</th>
<th>19.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Critical Workforces: Credentials in STEM, health sciences, and K-12 education</strong></td>
<td></td>
</tr>
<tr>
<td>2015-16</td>
<td>2021-22</td>
</tr>
<tr>
<td>1,292</td>
<td>1,544</td>
</tr>
</tbody>
</table>
Excellence and Diverse Institutions: Areas of Distinction

Health and Wellness
Communication Sciences and Disorders
Community and Therapeutic Recreation
Human Development and Family Studies
Kinesiology
Nutrition
Public Health Education
Peace and Conflict Studies
Social Work
Genetic Counseling
Gerontology
Nursing
Biology
Chemistry
Medicinal Biochemistry
Psychology
Counseling and Educational Development

Visual and Performing Arts
Art
Dance
Music
Theater
Arts Administration
Weatherspoon Art Museum
Areas of Distinction

Health and Wellness
- External funding
- Awards
- Rankings
- Pass rates

Visual and Performing Arts
- Placement of graduates
- Museum attendance
- Museum collection size
UNC Greensboro: Giant Steps
Transforming Tomorrow through Opportunity and Excellence

strategicplan.uncg.edu
Guiding Principles
(formerly meta narrative)

- Opportunity and Excellence
- Student-Oriented
- Research Intensive
- Shared Place and Fate
Transformation

**Students**
Knowledge, skills, and habits of mind to be informed and engaged in society, successful in life and work

**Knowledge**
Enhancing understanding through research, creative activity, artistic portrayals and performances, critical analysis, and translation of research to practice

**The Region**
Local economies that are well-aligned with current and future needs; equitable access to reasonable standard of living and quality of life for all.
Strategic Areas of Focus

Health and Wellness
- Dimensions for individuals to cope, adapt, and develop; factors related to the state of the human condition; scientific advances related to health and wellness.

Vibrant Communities
- High quality education; thriving cultural, arts, and creative scene; milieu of rich intellectual exchange and open discourse; culture of inclusivity and responsiveness.

Global Connections
- History, language, tradition, religion, creative expression, economics, ethics, and political mores found in diverse cultures; implications of differences and similarities for contemporary issues.
Giant Steps ∩ Higher Expectations

**Student Transformation**
- Enrollment → Access
- Educational experience
- Graduation/completion → Success
- Contribution

**Knowledge Transformation** → Economic Impact and Community Engagement

**Regional Transformation** → Economic Impact and Community Engagement
Giant Steps ∩ Higher Expectations

**Health and Wellness** → Excellence and Distinct Institutions

**Vibrant Communities** → Visual and Performing Arts → Excellence and Distinct Institutions
What’s New
Operationalizing the Plan: Giant Steps Initiatives
Teaching Innovations Seed Grants
Sarah Wheeler, Department of Specialized Education Services
SES300-level: Disability in Global Contexts
Deborah Taub, Department of Specialized Education Services
SES 100-level: Madness, Freaks, and Others: History of Disability
Tonya Rutherford-Hemming, School of Nursing
NUR 420: Community Health and Nursing
Jeanie Reynolds, Department of English
Summer Institute for Writing
Hemali Rathnayake, Department of Nanoscience
NAN 705: Macromolecular and Supramolecular Chemistry
Elizabeth Perrill, Department of Art
ARH 370: African Art, Digital and Experiential Redesign
Heather Helms, Department of Human Development and Family Studies
HDF 212: Families and Close Relationships
Michael Frierson, Department of Media Studies
MST 485: Client Based Production
Benjamin Filene, Department of History
HIS 317: Creating a Public Past: History beyond the University
Mark Elliot, Department of History
HIS 210: Human Rights in Modern World History
Barbara Campbell Thomas, School of Art
VPA 533: Mindfulness for Artists
Jeannette Alarcon, School of Education
TED 646: Introduction to Equity Education
Research and Creative Activity
Research Seed Grants

Gabriela Stein, Psychology; Laura Gonzalez, Counseling and Educational Development; Andy Supple, Human Development and Family Studies; & Stephanie Coard, Human Development and Family Studies
Promoting Dialogues: Racial/Ethnic Socialization in Racially/Ethnically Diverse and Immigrant Families

Randy Schmitz, Kinesiology; Robin Wilkins, ORED; Louisa Raisbeck, Kinesiology; Chris Rhea, Kinesiology
Neural Correlates of Effective Motor Transference Following an Attentionally Focused Neuromuscular Intervention

Sherri McFarland, Chemistry and Biochemistry; Jianjun Wei, Nanoscience; Liam Duffy, Chemistry; & Colin Cameron, Chemistry
Using Nanophotomedicine to Fight Cancer

Prashanti Manda, Computer Science & Xiaoli Geo, Mathematics
Robust Integrative Data Analysis for Ontology-Powered Big Biological Data

David Gwynn, University Libraries; Lisa Tolbert, History; & Nora Bird, Library and Information Studies
North Carolina Runaway Slave Project

Allan Goldfarb, Kinesiology; Blair Wisco, Psychology; & Joseph Starobin, Nanoscience
Identifying Electrophysiological and Blood Markers

Allison Bramwell, Political Science; Al Link, Economics; Daniel Herr, Nanoscience; & Jim Ryan, Joint School of Nanoscience and Nanoengineering
Community Engaged Research Seed Grants

Sandy Shultz, Kinesiology; Emily Janke, Peace and Conflict Studies; Lauren Haldeman, Nutrition; & Marianne LeGreco, Communication Studies
Lifetime Eating and Physical Activity Practices (LEAP)Forward: Common Goals and Common Measures

Christine Murray, Counseling and Educational Development; Rick Bunch, Geography; & Xiaoli Gao, Mathematics
Identifying High-Risk and Underserved Neighborhoods for Interpersonal Violence and Abuse in Greensboro
Using GIS and Big Data Analysis

Duane Cyrus, Dance; Cerise Glenn, Communication Studies; & Erin Lawrimore, University Libraries
Comanche: Hero Complexities
What’s New: Website

Taking Giant Steps:
The University of North Carolina at Greensboro Strategic Plan

Higher education conveys the promise of transformative experiences, enhancing the quality of life for the individual student and enriching society through the contributions gained from an educated populace. The pathways that higher education institutions have traditionally taken to provide these transformative experiences, though, should no longer be taken for granted. With this new strategic plan, we stand poised to embrace the challenges and opportunities of a new era; we stand ready to develop and adopt best practices; and we stand ready to become an exemplar of the 21st century research university. We stand ready to take Giant Steps.

Core Elements

Our plan for taking Giant Steps is anchored by Transformation, and focused on three cross-disciplinary themes.

Learn More >>

Goals and Initiatives

The pathway toward Giant Steps lies at the intersection of the areas of transformation and the three thematic areas of focus.

Learn More >>

Faculty Seed Grants

Faculty are taking Giant Steps through innovations in teaching and research.

Learn More >>

strategicplan.uncg.edu
Giant Steps Initiatives

**Targeted Initiatives**

Enrolling and graduating students, securing external funding, and contributing to critical workforces represent a few of the outcomes that we at UNCG hope to achieve. Within the intersection of each area of transformation and each of the thematic areas of focus are additional directions for the future. Initiatives supporting each of these nine goals are being implemented throughout the University by a variety of individuals from across the campus. Our talented faculty, staff, and students are providing leadership for these collaborative, boundary-spanning steps forward.

<table>
<thead>
<tr>
<th>Health and Wellness</th>
<th>Student Transformation</th>
<th>Knowledge Transformation</th>
<th>Regional Transformation</th>
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</thead>
<tbody>
<tr>
<td>Health and Wellness</td>
<td>Students will gain understanding of and appreciation for health and wellness as it applies to their personal and professional lives.</td>
<td>UNCG will enhance understanding of health and wellness, health disparities, and the health professions.</td>
<td>UNCG will be an active partner in promoting health and wellness in the broader community.</td>
</tr>
<tr>
<td>Vibrant Communities</td>
<td>Students will gain the necessary knowledge and skills to be active contributors to their communities.</td>
<td>UNCG will enhance understanding of the elements and processes that both comprise and compromise vibrant communities.</td>
<td>UNCG will be an active partner in contributing to the vibrancy of the larger community.</td>
</tr>
<tr>
<td>Global Connections</td>
<td>Students will gain the necessary knowledge and skills to be effectively in and contribute to the global community.</td>
<td>UNCG will enhance understanding of global issues and of challenges related to globalization.</td>
<td>UNCG will be an active partner in promoting an environment in which global connections thrive.</td>
</tr>
</tbody>
</table>

**Initiatives Toward Giant Steps**

**Student transformation** initiatives currently focus on experiential learning, co-curricular and extracurricular offerings, and enrolling and graduating students.

**Knowledge transformation** initiatives currently focus on research and creative activity and translation of research to practice.

**Regional transformation** initiatives currently focus on engagement of faculty and staff in addressing regional challenges and opportunities for professional development and credentialing.
Giant Steps…

- Is based on a great deal of feedback
- Highlights our historical and emerging strengths
- Is guided by a set of core principles
- Will be supported by resource allocation
- Interfaces well with the UNC System plan
- Will serve as a framework for telling our story
- Will be operationalized throughout the University
- Will be measured at the macro level by a set of umbrella goals and metrics

The story of Giant Steps will be largely told through the work and resulting outcomes that occur in your departments, programs, and offices.