A COMPACT WITH NORTH CAROLINA

The UNC Strategic Directions for 2013-2018 focus on five high-priority goals:

1. Setting degree attainment goals responsive to state needs
2. Strengthening academic quality
3. Serving the people of North Carolina
4. Maximizing efficiencies
5. Ensuring an accessible and financially stable university
ACCOUNTABILITY

Committee on Strategic Planning monitors implementation

- Quarterly updates
- Plan modifications every 15 months
- Next five-year plan due in 2018

IMPLEMENTATION HIGHLIGHTS
IMPLEMENTATION

- Work plans for tasks in place and tracked
- Quarterly dashboard includes all projects
- Plan was not fully funded
- Using existing resources where feasible

DEGREE ATTAINMENT

Goal 1: Help NC reach attainment of 32% bachelor’s-or-higher
- Workforce needs are hard to predict
- Better-educated = more globally competitive

Strategies
- College readiness for high school grads
- Graduation and retention rates
- Transfer, partway-home, veteran and military students
- Performance funding
DEGREE ATTAINMENT
UNC SERVES

Improve access, retention and graduation rates for active-duty service members, veterans and their families

- UNC system presence on NC military bases (UNC Partnership for National Security Portal)
- University policy changes to improve access
- Strategic Communication Plan

DEGREE ATTAINMENT
UNC SERVES

- Academic advising centers at Fort Bragg and Camp Lejeune
- Website for military and veterans
- Streamlined admission/transfer policies for military and veterans
- System-wide recruiting strategy for military-affiliated students
- NC Military Educational Positioning System
• Revised CAA approved February 21, 2014
• Over 350 UNC faculty and 70 community college faculty participated
• Over 120 community college courses in 16 disciplines reviewed
• 41 universal general education transfer component courses identified

DEGREE ATTAINMENT
COMPREHENSIVE ARTICULATION AGREEMENT

Implementation on track for fall 2014

• Updates to Transfer Navigator
• Degree plans
• UNC-GA transfer website/communication campaign
• Process and schedule for ongoing evidence-based updating of CAA
• Process for sharing/reporting student data
Awarding associate degrees to transfer students for credit earned at a university

NCCCS
Student attends a community college.

Transfer
Student transfers to UNC without associate degree.

UNC
Student attends UNC accumulating credits towards a bachelor's degree.

Reverse Transfer
UNC sends accumulated credits to community college for evaluation and possible awarding of associate degree.

UNC
Student continues pursuit of bachelor's degree.

DEGREE ATTAINMENT
REVERSE TRANSFER

DEGREE ATTAINMENT
EARLY WARNING SYSTEM

• Pilots in 2013-14
• System roll-out fall 2014
• Alerts students/faculty when academic progress in jeopardy
• Help available
DEGREE ATTAINMENT
COURSE REDESIGN

• Identified courses with high enrollment and high dropout/failure rates

• Released RFP in summer 2013

• Funded 12 projects involving 32 courses and 72 faculty on 12 campuses

• Used technology and active learning strategies

Challenges
• Access to technology
• Learning new technology (instructors and students)
• Student resistance to change from lecture format

Benefits
• Students more engaged and challenged
• Improved in-class test performance
• Increased faculty interest in teaching techniques
Next Steps

• Adjust based on lessons learned

• Track student outcomes (not just grades, but also subsequent performance)

• Convene groups of faculty to teach others how to redesign their own classes

STRENGTHENING ACADEMIC QUALITY

Goal 2: Guarantee a rigorous education for all students

Strategies

▪ Core competencies, general education
▪ Student learning assessments
▪ E-learning, MOOCs
▪ Reduce hours to degree completion
STRENGTHEN ACADEMIC QUALITY
ALUMNI SURVEY

Survey undergraduate and graduate alumni 1, 5, 10, and 20 years post-graduation

Focus

- Quality/value of education
- Employment
- Career mobility
- Civic engagement
- In field June 2014
- Results expected August 2014

SERVING THE PEOPLE OF NORTH CAROLINA

Goal 3: Serve the people

- North Carolina’s economy in transition
- Aging population will strain health care system

Strategies

- Investments in advanced manufacturing, data science, energy, marine science, pharmacoengineering, and defense and security
- Applied scholarship
- Health care system changes
Strategies

• Comprehensive University portal that is continually updated
• Increase transparency and visibility of research expertise across NC
• Foster collaborative opportunities
• Expand portal to include other resources—equipment, core labs, etc.
MAXIMIZING EFFICIENCIES

Goal 4: Efficient use of resources

- Policymakers focused on productivity
- Balance b/w system goals and campus missions

Strategies

- Centralize some back-office operations
- Possible program consolidation
- Carry-forward reform
- Better data collection and analysis
Shared Services
- Residency determination
- Purchasing
- Financial aid

Efficiency Metrics

Better data faster, building capacity for strategic improvements.

Key Objectives
- Meet federal and state reporting requirements
- Provide analytical/business intelligence capacity
- Support overlapping project needs
- All campuses
- Phase I goes live fall 2015
AN ACCESSIBLE AND FINANCIALLY STABLE UNIVERSITY

Goal 5: Keep UNC affordable, financially sound
  - Growing public concern over affordability
  - State budget uncertainty

Strategies
  - Limit tuition increases, protect financial aid
  - Fund CFNC
  - Ramp up fundraising
  - Repair and renovation fund

ACCESS AND FINANCIAL STABILITY

- Improved fundraising capacity/results
- Carry-forward reform
- Next tuition plan
RETURN ON INVESTMENT BY 2025

• 93,000 new degrees, making NC a top-ten most educated state
• $350 million in avoided enrollment growth costs
• $1.46 billion in economic activity
• $934 million in new grants and contracts
• 125 new companies with more than $500 million in revenues
• Nearly 23,000 new jobs

NEXT STEPS

• Continue key project possible within available resources
• Waiting on final state budget
• Updated plan at August meeting
Learning Technology and Innovation

UNC Board of Governors Update
June 19, 2014
LEARNING TECHNOLOGY AND INNOVATION

Completed

• Online courses included in full-time tuition
• Launched ECON3001 MOOC

Under way

• Instructional Innovation Incubator (i3@UNC)
• Marketing partnerships to improve online program search and discovery
• New system-wide online Marketing Council
• UNC Online redesign

LEARNING TECHNOLOGY AND INNOVATION

Under way

• Easier cross-registration in online courses through the Exchange
• Negotiating with multi-state online learning alliances
• Seeking grant funding to invest in shared content for “Universal 30” courses in collaboration with NCCCS
• Policy work with Education Cabinet Digital Learning Advisory Group
LEARNING TECHNOLOGY AND INNOVATION

Planning
- Flexible course and program options
- Second-chance admissions and shared waitlists
- Analytics-driven advising support
- System-wide blended learning R&D
- Four-year online BA/BS study

LEARNING TECHNOLOGY AND INNOV.
I3@UNC

- Competitive fellowship for tenured and tenure-track faculty across disciplines
- Embeds professional development in course development
- Facilitates peer learning with top technical support
- An incubator—not a grant
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