



Rowing, Not Drifting 2030

Metrics and Outcomes Overview

Board of Trustees Meeting
11/11/2022

UNC



Institutional Planning Group

Charge

The Institutional Planning Group is appointed by and advisory to the president.

The group is chaired by Provost and Executive Vice President Kirsty Fleming and is charged with serving as a single institutional planning group to help coordinate and advance work across institutional-level planning efforts. The group will:

- Support coordination and effectiveness across university-level planning efforts
- Facilitate the alignment of planning activities and associated resources consistent with the university mission, goals, and priorities
- Monitor progress on planning efforts against work plans and timelines
- Foster communication and coordination across campus about planning issues and activities

In 2022–23, planning areas include Phase II of the university strategic plan, including a strategic enrollment management plan; the campus master plan; and preparation for the next reaffirmation of accreditation.

The committee will liaise with others as appropriate.



Institutional Planning Group

Kirsty Fleming, Provost and Executive Vice President – *Institutional Planning Group Chair*

Jordan Barkley, Vice Provost for Academic Resources and Planning

Kim Black, Associate Provost for Academic Effectiveness

Sarah Chase, Interim Director of Human Resources

Darren Dunn, Director of Athletics

Jenna Finley, Associate Vice President for Student Affairs

Mark Gebhardt, Classified Staff Council Chair

Tobias Guzmán, Vice President for Diversity, Equity, and Inclusion

Cheyenne Hassebrock, Professional Administrative Staff Council Chair

Cedric Howard, Vice President for Student Affairs and Enrollment Services

Chaya Jensen, Student Body President

Nancy Karlin, Professor, Psychological Sciences

Kirk Lechlitter, Assistant Vice President for Facilities Management

Dale Pratt, Vice President for Finance and Administration

Jacquie Rich Fredericks, Vice President, General Counsel, and Secretary to the Board of Trustees

Dawit Senbet, Faculty Senate Chair

Jenny Shoop, Assistant Vice President for Development

Allie Steg Haskett, Vice President for University Advancement

Rachel Walton, Senior Associate Athletic Director

Phil Wyperd, Chief Information Officer

Jennifer Almquist, Chief of Staff



Measuring Success

- University Strategic Metrics
- Qualitative measures
- Progress on implementation of key actions



Proposed University Strategic Metrics

Category	Metric	2022 Baseline (Data Year)	2024 Goal (June 30, 2024)	2030 Goal (June 30, 2030)
Vision Element 1: Students First	Fall-to-Fall retention rate ¹	75% (2021)	77%	80%
	4-year graduation rate ¹	38% (2018)	*	45%
	6-year graduation rate ¹	52% (2016)	*	*
Vision Element 2: Empower Inclusivity	URM Fall-to-Fall retention rate ^{1,2}	75% (2021)	77%	80%
	URM 4-year graduation rate ^{1,2}	31% (2018)	*	45%
	URM 6-year graduation rate ^{1,2}	45% (2016)	*	*
Vision Element 3: Enhance & Invest	Faculty compensation	86.7% ³ (FY22)	92-95%	Parity ³
	Staff compensation	89.6% ³ (FY22)	92-95%	Parity ³
	Turnover	25.5% (FY21)	18%	12-15%
Vision Element 4: Innovate & Create	Quality of Interactions ^{4,5}	43.4 ⁶ (2021)	43.6-43.8 ⁶	44.2-44.4 ⁶
	Supportive Environment ^{4,5}	28.8 ⁶ (2021)	30.0-30.2 ⁶	33.0-33.2 ⁶
	Total research expenditures	\$2.6M (FY22)	\$3.125M	\$6.875M
Vision Element 5: Connect & Celebrate	Philanthropic dollars raised	\$20M (FY22)	\$50M	\$150M
Resources	Composite Financial Index	3.15 (FY21)	3.5	4.0

¹Freshman retention rates for IPEDS cohorts

²Includes African American, Native American, and/or Hispanic

³Relative to peer median

⁴National Survey of Student Engagement

⁵Reported by seniors

⁶Out of 60

*To be determined by January 2023 as part of SEM planning process



Qualitative Measures

- Qualitative metrics to evaluate effectiveness of actions and tactics.
- Sources include:
 - Campus Climate Survey
 - National Survey of Student Engagement
 - Alumni Survey
 - Faculty and Staff Exit Surveys



Phase II: Key Actions

1. Develop and implement a Strategic Enrollment Management plan.
2. Build on Phase I foundational work to ensure UNC is a Students First university.
3. Continue development and implementation of faculty and staff recruitment, engagement, and retention plans.
4. Create plans, structures, and programs that foster an inclusive environment at UNC where all individuals feel welcomed and supported.
5. Create and implement an academic portfolio management plan.



Sample Implementation Progress Report

UNC Strategic Plan, Phase 2



5
Key Actions

27
Tactics

0
Completed

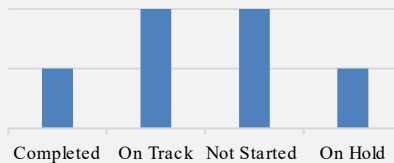
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On Track

27
Not Started

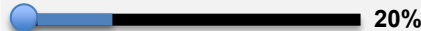
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On Hold

Key Action 1

Develop and implement a Strategic Enrollment Management Plan

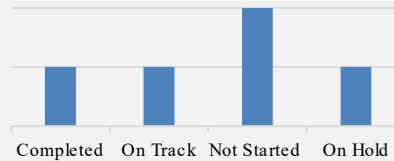


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Key Action 2

Build on Phase I foundational work to ensure UNC is a Students First university

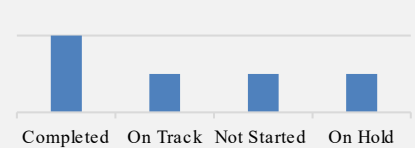


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Key Action 3

Continue development and implementation of faculty and staff recruitment, engagement, and retention plans

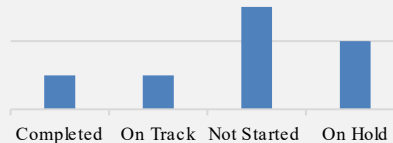


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Key Action 4

Create plans, structures, and programs that foster an inclusive environment at UNC where all individuals feel welcomed and supported

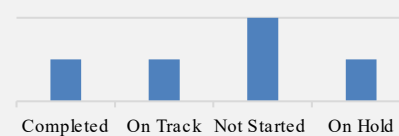


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Key Action 5

Create and implement an academic portfolio management plan



Percent Complete

