



PUBLIC INPUT ON THE UNC STRATEGIC PLAN

Meeting of the Board of Governors
December 1, 2016



TALES FROM I-40

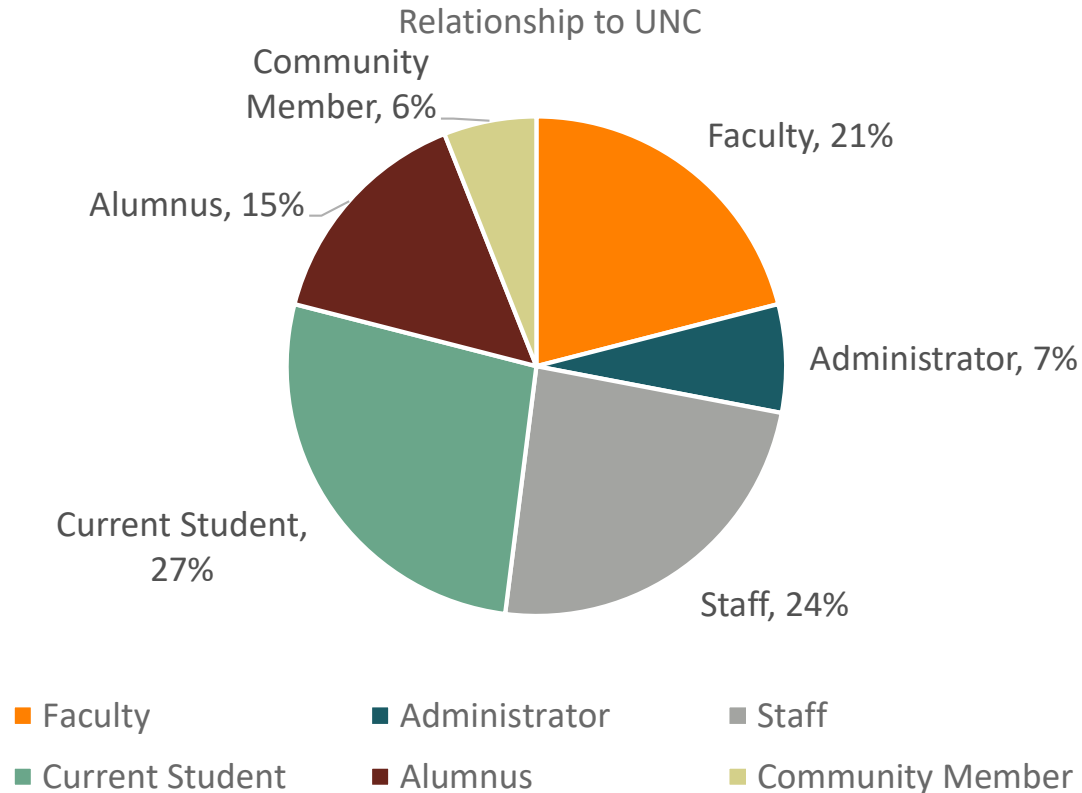
Public Input

- Online survey:
 - 8,500 responses (nearly 16,000 open-ended comments).
 - Input from Faculty Assembly on survey design.
- 17 campus forums (Oct. 17-Nov. 17).
 - Average attendance: ~75 faculty, staff, students, trustees & community members.
- Faculty Assembly has provided two rounds of feedback.



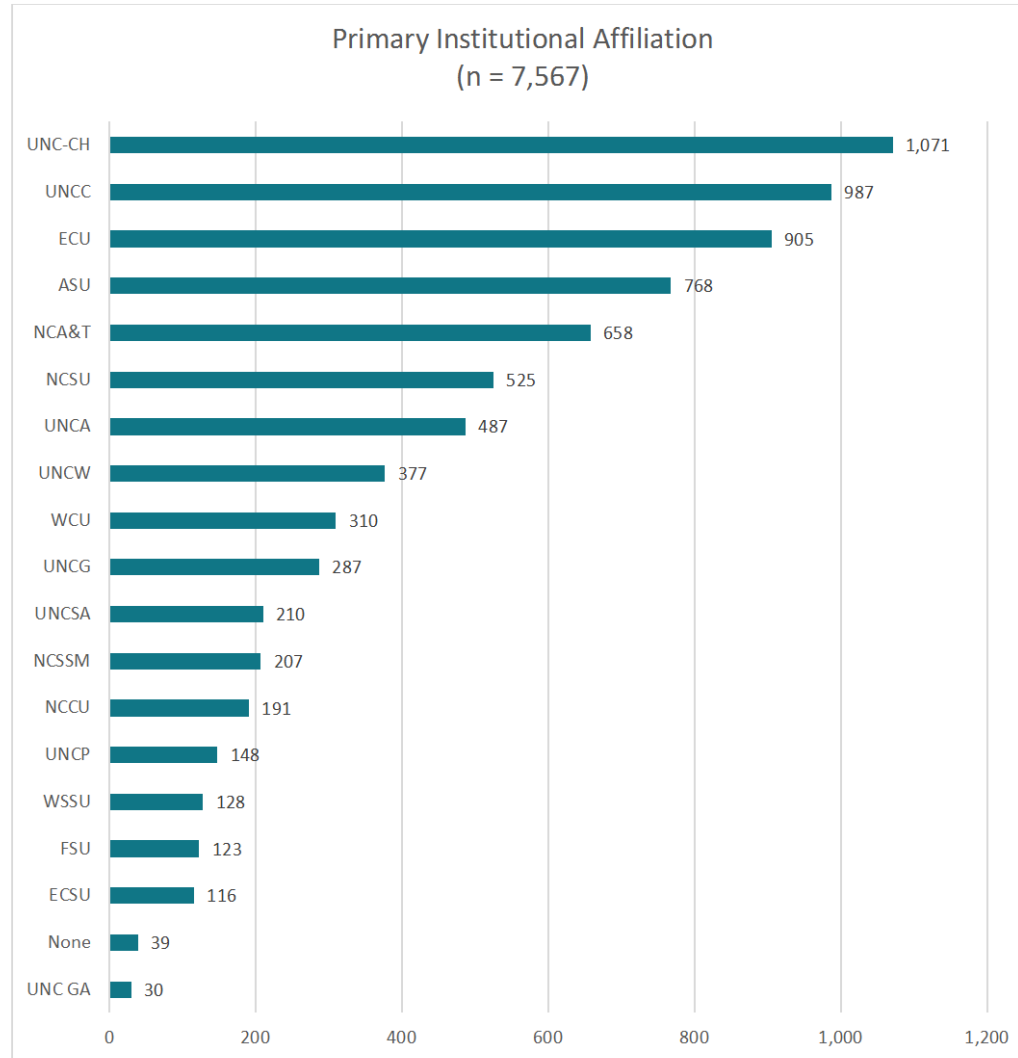
Survey Responses (11/20/16)

8,559 total responses



Good Representation Across Institutions

Question: Which of the following would you consider your primary institutional affiliation?

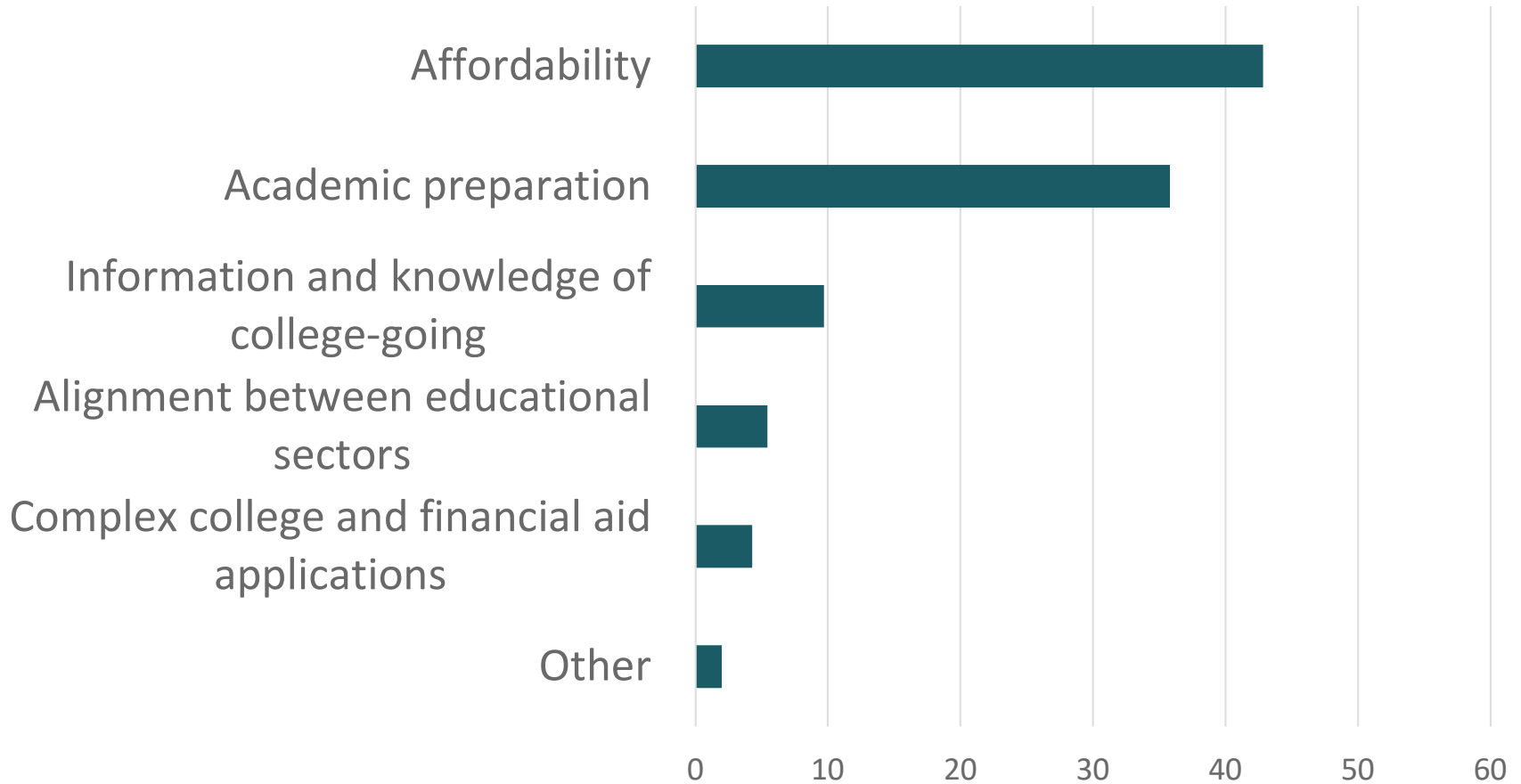


Access

- 96% “agree” or “somewhat agree” with the definition.
- Main themes raised in open-ended items:
 - Affordability is a major obstacle to access; calls for more state funding and financial aid.
 - Students must be prepared for rigors of college, but UNC has only limited control over readiness.
 - UNC should aim to increase diversity of its student body.

Access

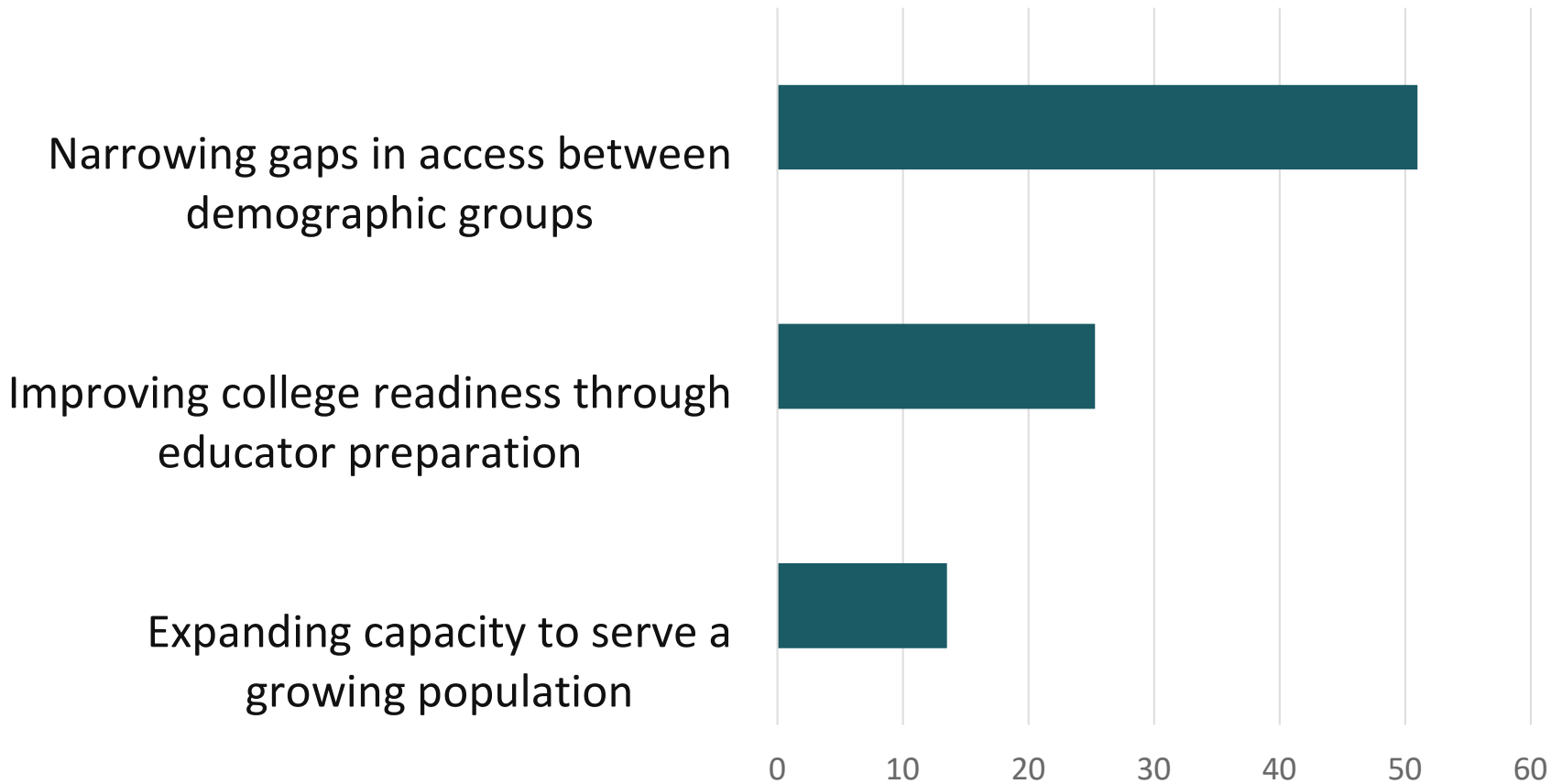
Rank the most significant issues (up to three):



Percentage ranking issue first.

Access

UNC should focus on:



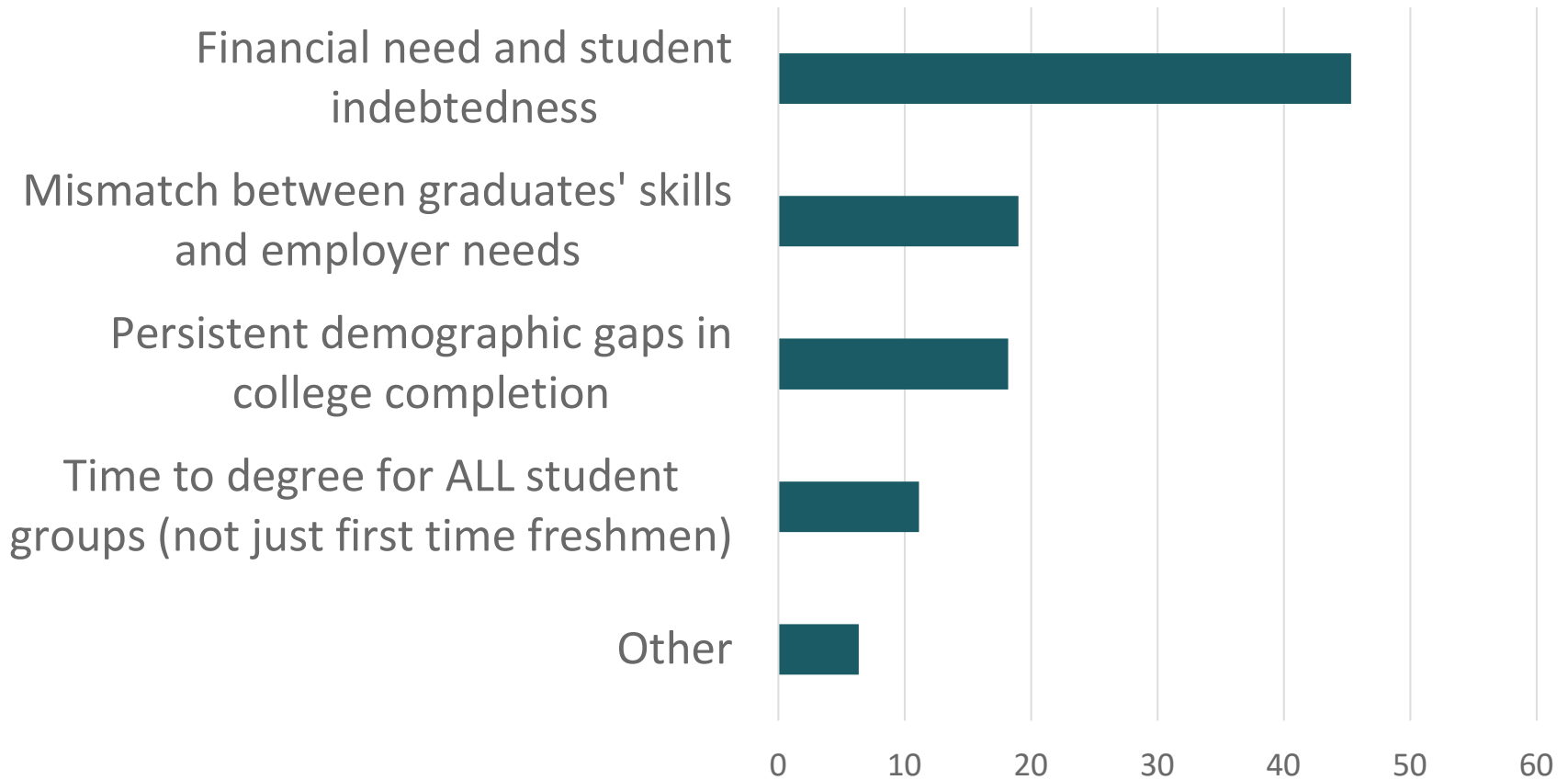
Student Success

- 95% agree or somewhat agree with the definition.
- Main themes raised in open-ended items:
 - Cost of attendance is an obstacle to success.
 - “Timely degree completion” varies by student.
 - Tension between focusing on completion and maintaining rigor.
 - Concerns about casting “21st Century Skills” too narrowly.



Student Success

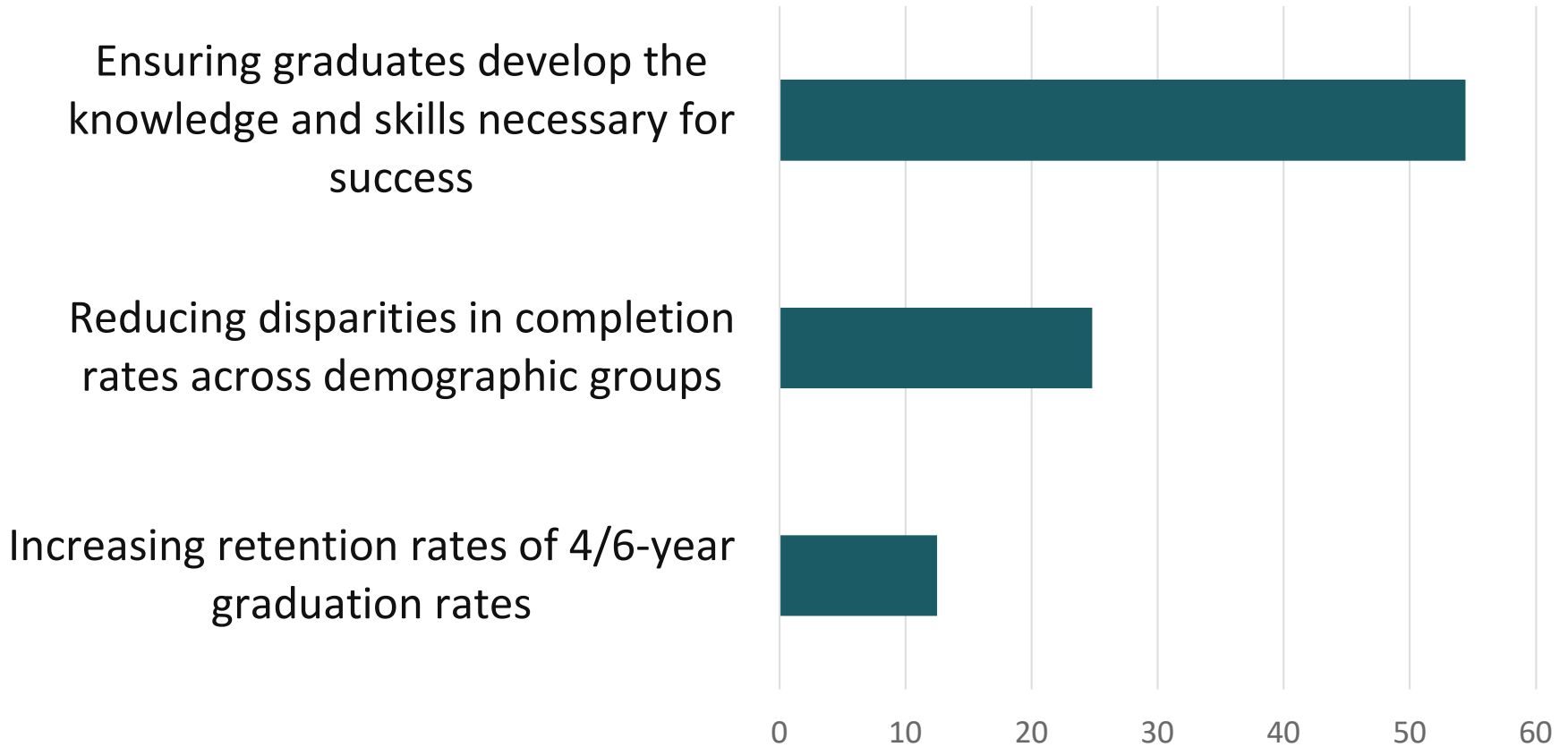
Rank the most significant issues (up to three):



Percentage ranking issue first.

Student Success

UNC should focus on:

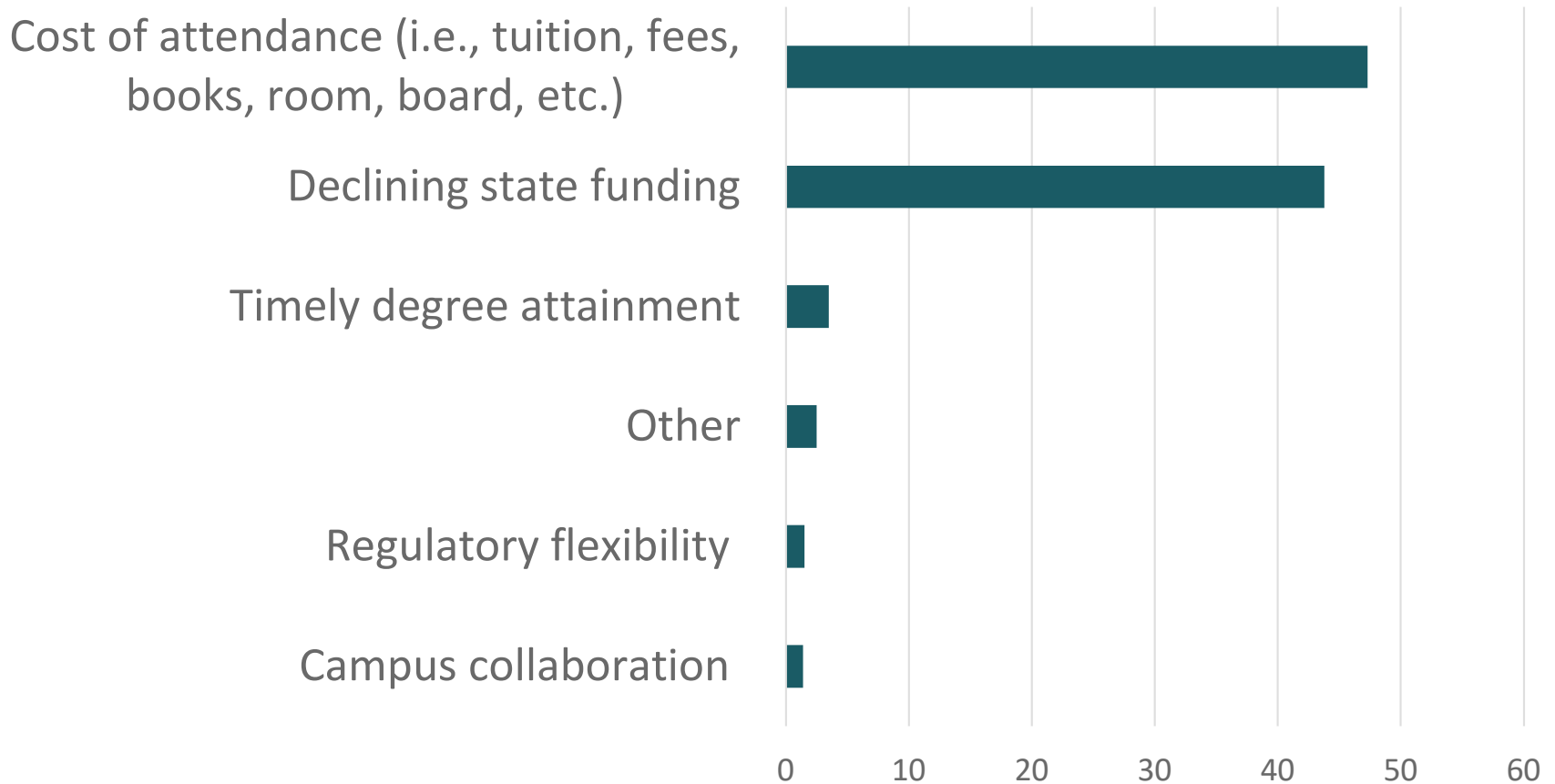


Affordability and Efficiency

- 87% agree or somewhat agree with the definition.
- Main themes raised in open-ended items:
 - Tuition prices reflect state funding.
 - Financial aid is a key lever.
 - Administrative bloat.

Affordability & Efficiency

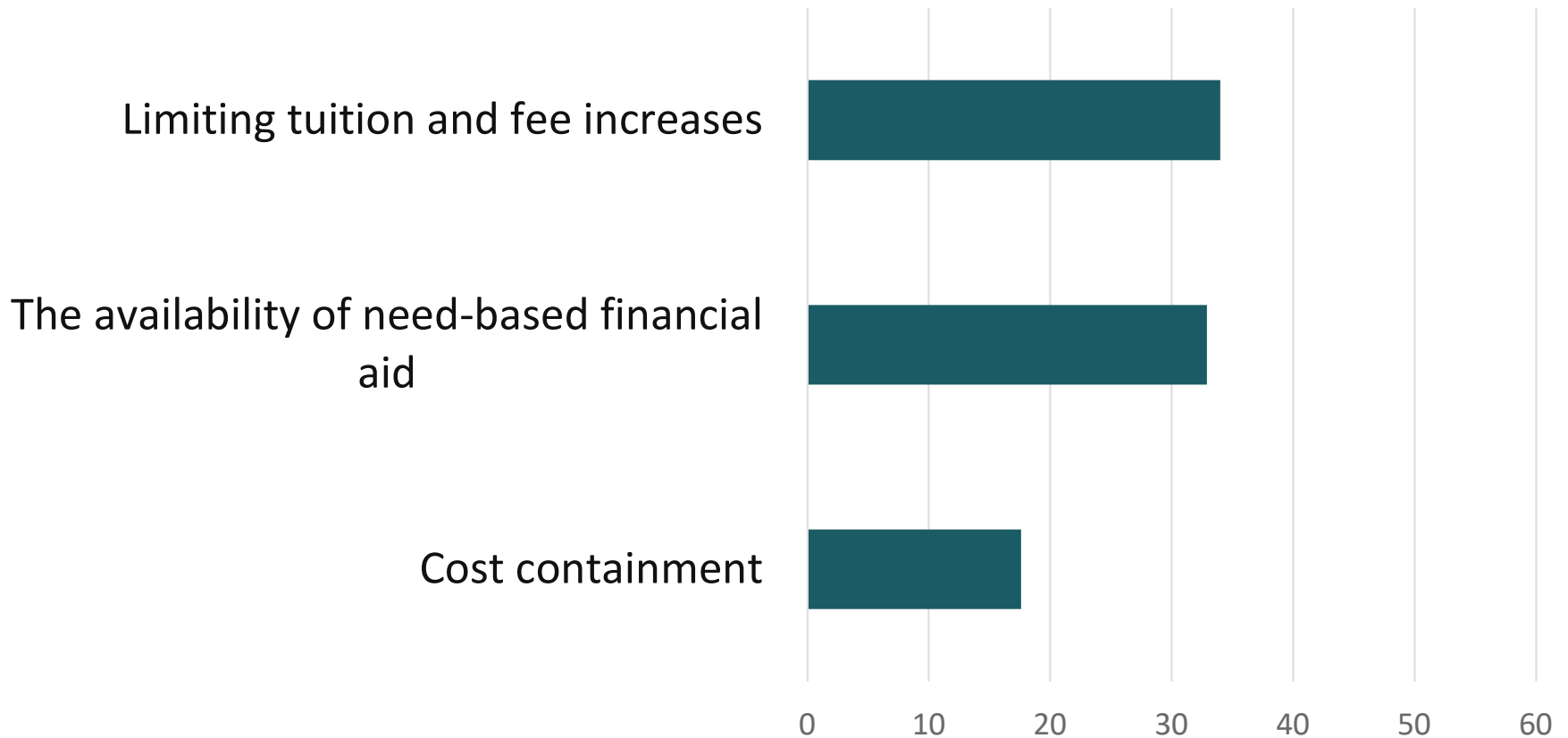
Rank the most significant issues (up to three):



Percentage ranking issue first.

Affordability & Efficiency

UNC should focus on:



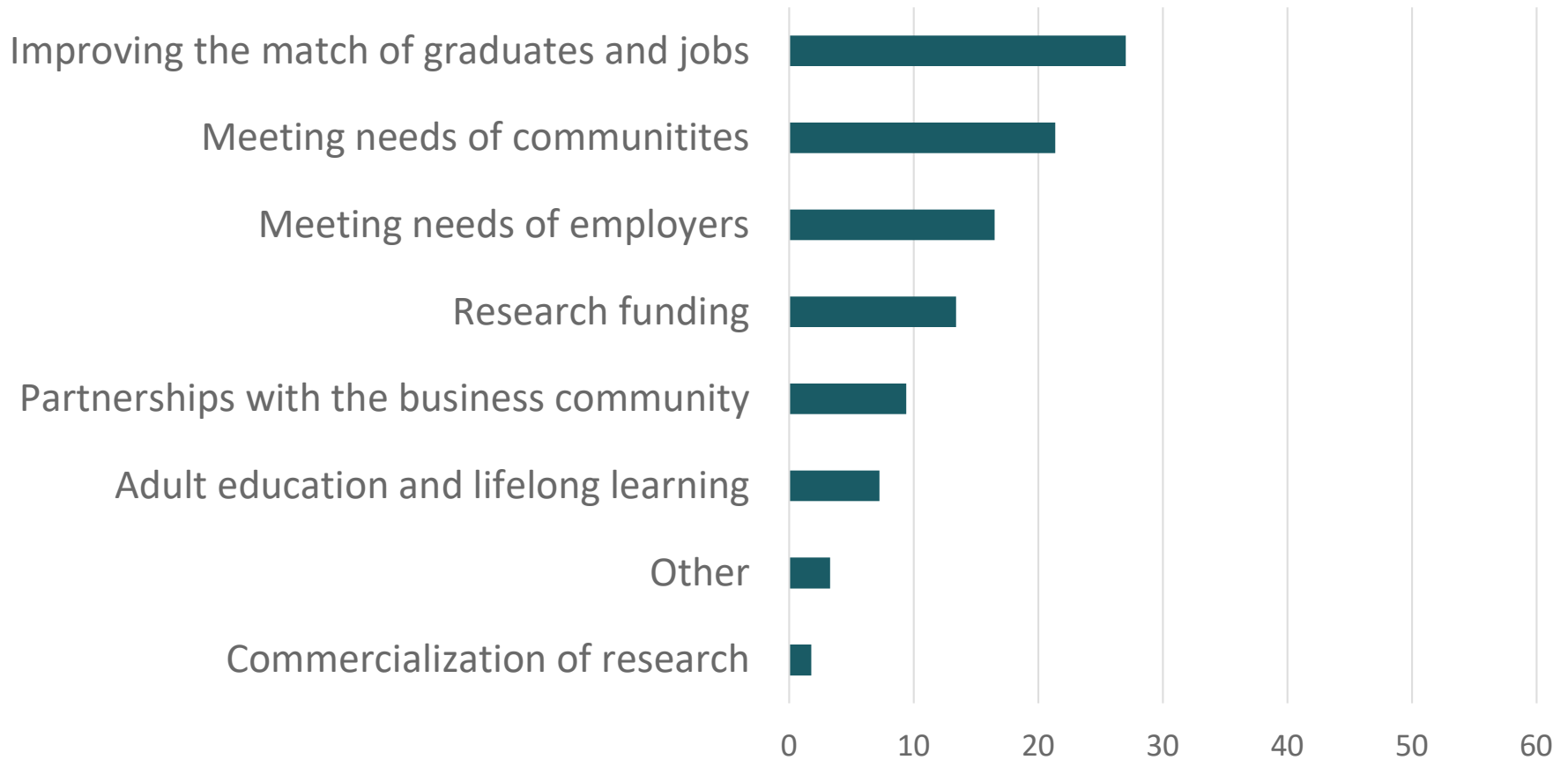
Economic Impact & Community Engagement

- 96% agree or somewhat agree with the definition.
- Main themes raised in open-ended items:
 - Tension between job-training and broadly applicable skills and knowledge.
 - Must capture UNC's noneconomic contributions to communities.
 - The match between student skills and employer needs.



Economic Impact & Community Engagement

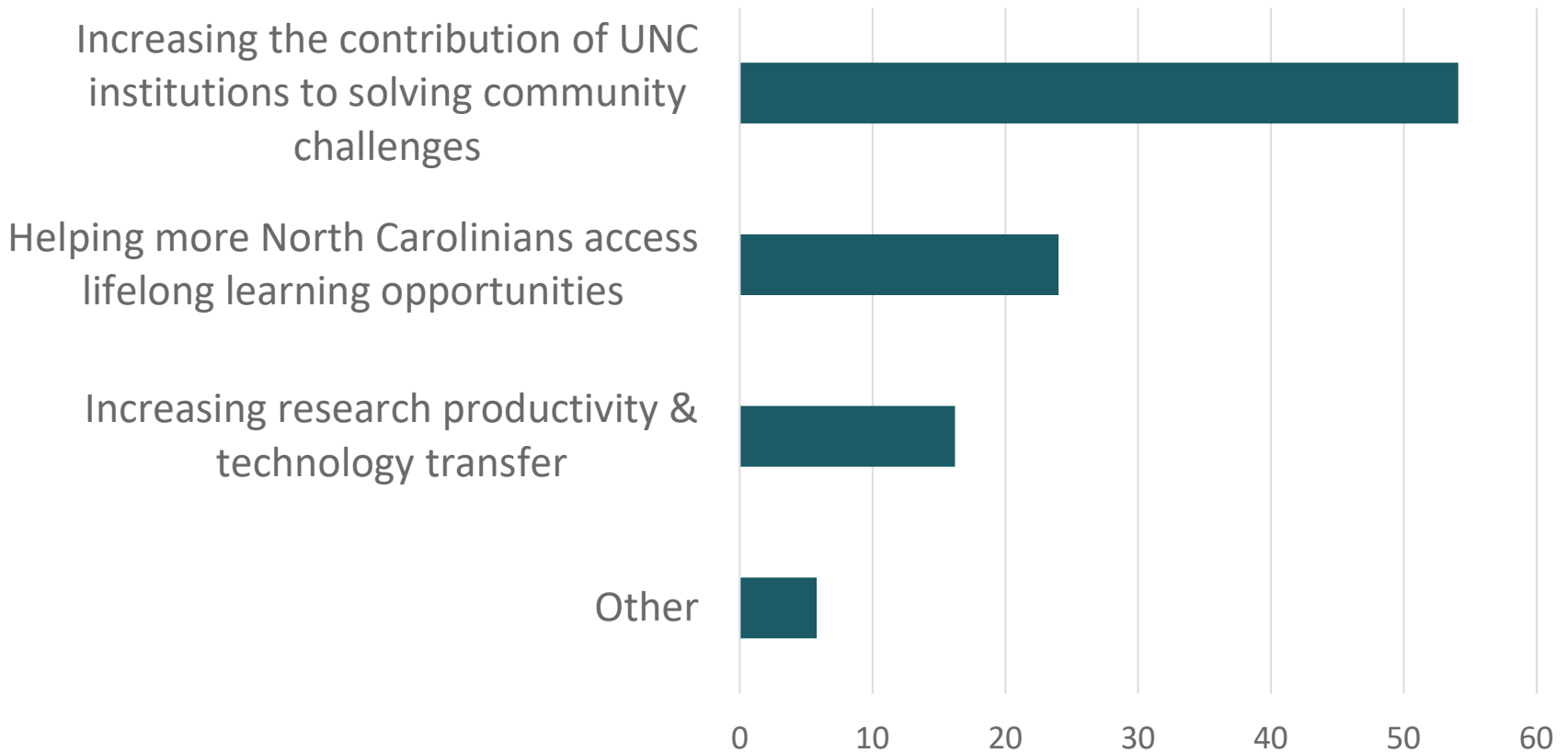
Rank the most significant issues (up to three):



Percentage ranking issue first.

Economic Impact & Community Engagement

UNC should focus on:

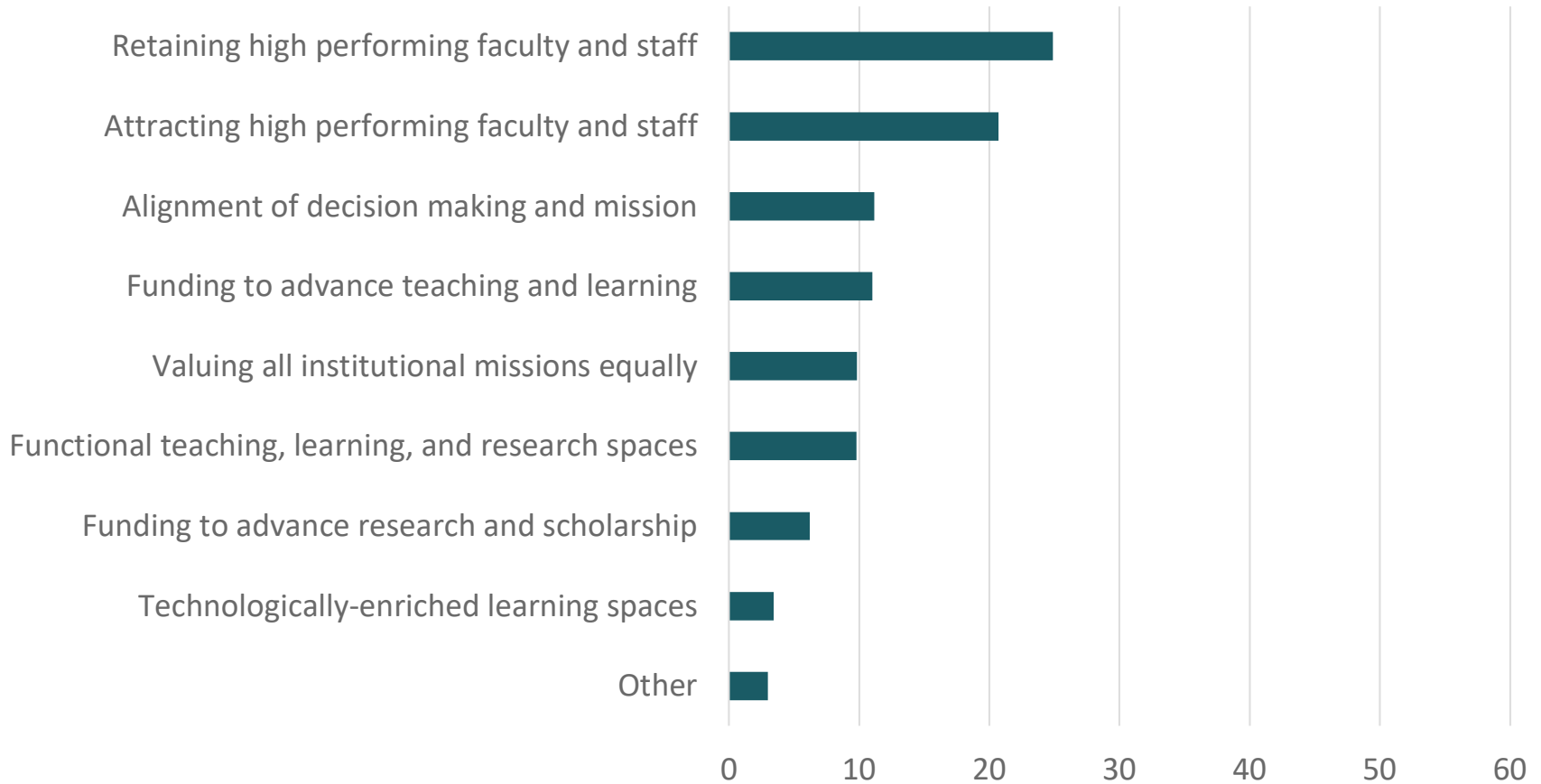


Excellent & Diverse Institutions

- 91% agree or somewhat agree with the definition.
- Major themes raised in open-ended items:
 - Diversity of students, faculty, and staff.
 - Faculty and staff retention.
 - Support for MSI's and their infrastructure.

Excellent & Diverse Institutions

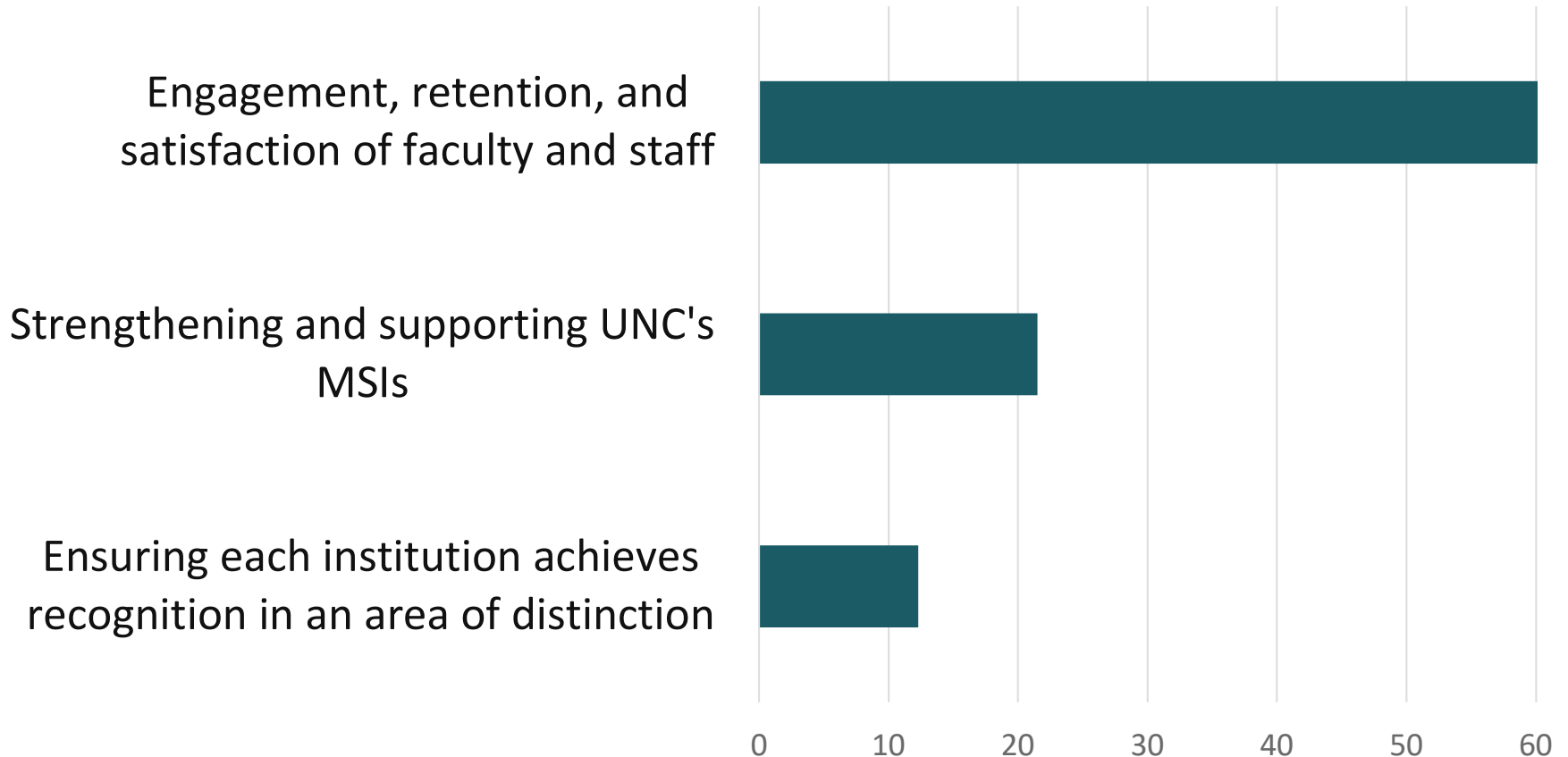
Rank the most significant issues (up to three):



Percentage ranking issue first.

Excellent & Diverse Institutions

UNC should focus on:





MAJOR THEMES FROM PUBLIC FORUMS

Public Forums

- **Access:**

- **Access alone is not sufficient:** Students must be prepared, and we must focus on completion.
- **Alignment between UNC, K12, and community college:** Strengthen college readiness and transfer pathways.
- **Consider budgetary impact of growth:** Low-income students need greater support.

- **Student Success:**

- **Student success measurement:** Must capture “different realities” for different students.
- **Focus on academic rigor and competency:** Mind unintended consequences of producing paper credentials, and emphasize critical thinking, problem-solving, and communication skills.
- **Consider mental health:** Key dimension of student success.



Public Forums

- **Affordability and Efficiency:**

- **State funding is key:** College affordability is a shared responsibility.
- **Reduce regulatory burden:** Reducing compliance costs and increasing flexibility would save money.
- **Financial aid:** Invest more in need-based aid.

- **Economic Impact and Community Engagement:**

- **“Critical workforces” is defined too narrowly:** Liberal arts, arts education, entrepreneurship are key in new economy.
- **Teacher education:** Decline in interest in the teaching profession brought on by cost of college, teacher salaries, and low morale.
- **Community Engagement:** Plenty of activity, but measurement is challenging.



Public Forums

- **Excellent and Diverse Institutions:**
 - **Define diversity broadly:** Institutions should work to be as diverse as possible in their faculty, staff, and student body.
 - **Faculty and staff salaries:** Improve retention through increased pay, benefits, and professional development.
 - **Distinct missions as a strength of UNC System:** Participants warned against a “one-size-fits-all” strategic plan.





MAJOR THEMES FROM FACULTY ASSEMBLY

Faculty Assembly

- **Access:**

- **Quality is key:** Irrespective of their background, students must have access to quality programs and paths consistent with their interests and capabilities.
- **Consider budgetary impact of growth:** Different students require different supports to be successful; high quality supports come at a cost.
- **Student composition:** UNC should better reflect the diversity of NC.

- **Student Success:**

- **Student success:** Institutions provide opportunity, yet students are responsible for their own learning.
- **Student supports:** Develop and monitor what supports work best for what students.
- **Measuring student learning:** Accrediting body and individual disciplines already do this, so there is no need for a new metric.



Faculty Assembly

- **Affordability and Efficiency:**

- **Cost of education:** More than tuition (COA); plan should acknowledge student debt.
- **Cooperation is key:** Strongly feel that the NC Constitution establishes a working compact among interested parties.
- **Efficiency:** Only possible if each institution has flexibility to manage resources and minimize costs within the guidelines of their mission.

- **Economic Impact and Community Engagement:**

- **“Critical workforces” is defined too narrowly:** Acknowledge that other areas may emerge that we have not yet considered.
- **Scholarly Productivity:** Define more broadly (e.g., creative endeavors) and ensure that it includes awards and contracts.



Faculty Assembly

- **Excellent and Diverse Institutions:**
 - **Define diversity broadly:** Institutions should work to be as diverse as possible in their faculty, staff, and student body.
 - **Distinct missions as a strength of UNC System:** Distinct missions of MSIs, especially, require appropriate resources and infrastructure to effectively serve underrepresented students.

Chancellors' Feedback

- Chancellors convened here on Monday and provided feedback on the working draft.
- Main themes:
 - System-level goals must be translated to individualized targets that reflect institutional mission and student population.
 - Access alone is not sufficient; focus should be on completion.
 - Affordability metrics should reflect the “working compact” between the state and its institutions
 - Financial aid is key to promoting access, success, and affordability.



Next Steps

- Today: committees will consider this input as they revise and refine their strategic goals, metrics, and associated targets.
- Finalized goals sent onto the Strategic Planning Committee, which will synthesize the full slate in December and early January.
- January meeting: Full board approval.

