

Countdown to HLC Week 4 Survey Results

The Week 4 Countdown to HLC survey focused on UNC’s strategic plan, Rowing, Not Drifting 2030. 284 people completed the survey, with 30 lucky participants selected to win a prize. Keep reading for the results.

Question	% with correct answer
UNC’s strategic plan is named Rowing, Not Drifting 2030.	96%
Rowing, Not Drifting 2030 is divided into two phases that each last five years.	65% ¹
Only university leadership was involved in developing UNC’s strategic plan.	96% ²
UNC is currently in the third of five phases of the Rowing, Not Drifting 2030 strategic plan.	82% ³
Students First is one of the five vision elements of UNC’s strategic plan.	97%

¹Rowing, Not Drifting 2030 is being implemented in five two-year phases.

²This statement is false. Rowing, Not Drifting 2030 was and continues to be developed with broad input from faculty, staff, students, and administrators. [Read about foundational planning here.](#)

³[Read about Phase III here.](#)

233 of the Week Four survey participants provided a response to the prompt, “Briefly describe one way you or your university unit is contributing to Rowing, Not Drifting 2030.”

Major Themes	Description
Student Centered Philosophy	Across respondents, a strong commitment to the student-first approach is evident. This encompasses flexible services, personalized communication, and prioritizing student needs in program development and instructional practices.
Recruitment and Retention Initiatives	Various units focus on innovative recruitment techniques and retention strategies. This includes mentorship programs, graduate recruitment specialists, and financial support measures, all aimed at fostering long-term student success and engagement.
Equity and Inclusion Efforts	There is a significant emphasis on equity and inclusion, particularly for students with disabilities and historically marginalized communities. Initiatives such as accessible resources, inclusive curricula, and community outreach efforts demonstrate a commitment to fostering a diverse and equitable environment.
Technological Advancements	Technology services play a crucial role in enhancing academic excellence and operational efficiency. Improvements in learning platforms, data-driven decision-making, and user-friendly systems are prioritized to create a more supportive digital environment for students.
Curriculum Development and Instructional Adjustments	Academic units and individual faculty are actively revising curricula and instructional methods to better align with the student-first philosophy. This includes implementing student-centered lesson plans, life-skill courses, and ongoing adjustments to improve student success.

Major Themes	Description
Library and Information Literacy Support	The university libraries prioritize information literacy and student success by offering diverse learning formats and partnering with academic departments. Continuous updates based on student feedback ensure that library resources are accessible and user-friendly.
Community Engagement and Outreach	Many departments engage in outreach efforts that connect students with local communities and promote a sense of belonging. This is reflected in initiatives that highlight the experiences of marginalized groups and provide opportunities for students to connect with the external community.
Empowerment and Leadership Development	Programs and events designed to empower students to take leadership roles and advocate for themselves are emphasized. A supportive atmosphere that treats students like family enhances their sense of belonging and community.
Strategic Alignment with University Goals	Multiple initiatives and contributions across departments align with the university's strategic plan, Rowing, Not Drifting 2030. Continuous evaluations and adaptations reflect a commitment to enhancing the overall student experience and institutional effectiveness.

Representative Comments

- We've adopted a number of Students First initiatives including changing our evaluation criteria to require faculty to incorporate best practices of DEI and Career Readiness into their course syllabi and instructional material.
- Working on reimagining campus housing and how to best serve students who reside on campus.
- We have been strategic about our enrollment and scheduling, broadened our footprint on campus offering an Equity & Inclusion certificate, and we've adjusted our required major courses to be more attractive to majors.
- Developing strategic enrollment plans and using the plans/evaluation data to guide strategies/tactics in the college around student recruitment and retention.
- We have designed our space with students in mind. We have created a community space where all feel and are welcome. We provide different options of ways to meet with advisors letting the students decide what works best for them (in-person, zoom, phone call)and have created a space that students feel safe asking all their questions and coming for help.
- As a facilities management employee we provide care, cleaning, maintenance and security all around campus to help to keep a healthy environment.
- We have been trying to put students first by providing more research opportunities for undergraduates and provide more pedagogical teaching to them. We have been developing new mission statement to make our department more visible to the public. We have also been actively attending recruitment activities and involved in community events locally and regionally.
- Increasing Students access to wellness resources.
- When there are hard decisions to make as a leadership team, we think about how the solution puts "students first."
- In marketing, we contribute to the branding and visibility of the university. With the implementation of the new website, we are working to improve the university's online presence and take better care of the site.
- We treat students like a family!