



# *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 Lechliter**, 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)
<b>Vision Element 1: Students First</b>	Fall-to-Fall retention rate <sup>1</sup>	75% (2021)	77%	80%
	4-year graduation rate <sup>1</sup>	38% (2018)	*	45%
	6-year graduation rate <sup>1</sup>	52% (2016)	*	*
<b>Vision Element 2: Empower Inclusivity</b>	URM Fall-to-Fall retention rate <sup>1,2</sup>	75% (2021)	77%	80%
	URM 4-year graduation rate <sup>1,2</sup>	31% (2018)	*	45%
	URM 6-year graduation rate <sup>1,2</sup>	45% (2016)	*	*
<b>Vision Element 3: Enhance &amp; Invest</b>	Faculty compensation	86.7% <sup>3</sup> (FY22)	92-95%	Parity <sup>3</sup>
	Staff compensation	89.6% <sup>3</sup> (FY22)	92-95%	Parity <sup>3</sup>
	Turnover	25.5% (FY21)	18%	12-15%
<b>Vision Element 4: Innovate &amp; Create</b>	Quality of Interactions <sup>4,5</sup>	43.4 <sup>6</sup> (2021)	43.6-43.8 <sup>6</sup>	44.2-44.4 <sup>6</sup>
	Supportive Environment <sup>4,5</sup>	28.8 <sup>6</sup> (2021)	30.0-30.2 <sup>6</sup>	33.0-33.2 <sup>6</sup>
	Total research expenditures	\$2.6M (FY22)	\$3.125M	\$6.875M
<b>Vision Element 5: Connect &amp; Celebrate</b>	Cumulative dollars raised toward campaign goal	\$20M (FY22)	\$50M	\$150M
<b>Resources</b>	Composite Financial Index	3.15 (FY21)	3.5	4.0

<sup>1</sup>Freshman retention rates for IPEDS cohorts

<sup>2</sup>Includes African American, Native American, and/or Hispanic

<sup>3</sup>Relative to peer median

<sup>4</sup>National Survey of Student Engagement

<sup>5</sup>Reported by seniors

<sup>6</sup>Out 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



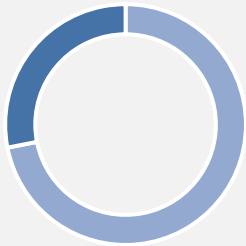
## Phase II: Key Actions

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

**0**  
On Track

**27**  
Not Started

**0**  
On Hold

### Key Action 1

Develop and implement a Strategic Enrollment Management Plan

Status	Count
Completed	1
On Track	2
Not Started	2
On Hold	1

Percent Complete: 20%

### Key Action 2

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

Status	Count
Completed	1
On Track	1
Not Started	2
On Hold	1

Percent Complete: 20%

### Key Action 3

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

Status	Count
Completed	2
On Track	1
Not Started	1
On Hold	1

Percent Complete: 40%

### Key Action 4

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

Status	Count
Completed	1
On Track	1
Not Started	2
On Hold	1

Percent Complete: 14%

### Key Action 5

Create and implement an academic portfolio management plan

Status	Count
Completed	1
On Track	1
Not Started	2
On Hold	1

Percent Complete: 20%