

UNCG at an Inflection Point

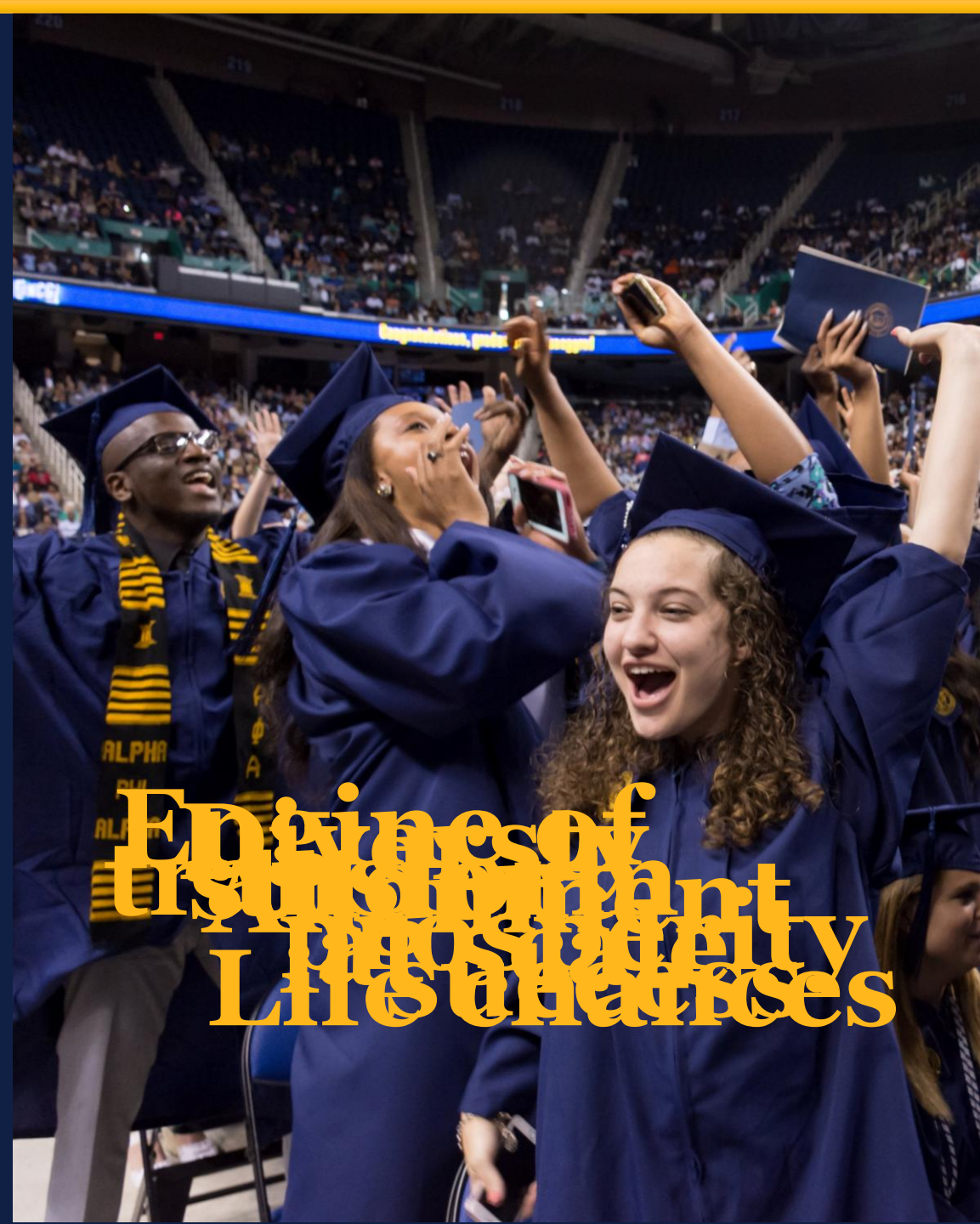
A Strategy for Transformation

UNCG at an Inflection Point: Our Objective

Become a national model for how a university can blend opportunity, excellence and impact to transform the lives of individual students while at the same time making a major contribution to the prosperity of the state.

Why Us?

- Tenacious commitment to **student success**
- Opportunity to **transform life chances** of students who have **talent**, but not all of the built-in advantages
- **Diversity at scale** among students, with increased inclusion
- Proven **alignment** of research, scholarship and community engagement
- Opportunity to be an **engine of prosperity**: Significant impact on future of the state



Engines of
Transformation
Prosperity
Life Chances

Why Now?

- 20k milestone: **Big enough to make an impact**, small enough to effect change
- **Momentum** in Greensboro and the region
- Right people: **Talented staff/faculty** aligned to UNCG's unique mission
- Operating from a **position of strength**: Strong academic foundation, solid financial footing, delivering on all metrics

FALL 2018

Record
Graduating Class:

Over

2,700

Record
Freshman Class:

Almost

3,000

Record
Enrollment:

Over

20,000

Record
Credit Hours:

Over

250,000



What if we don't?

- Institutional, academic and economic **stagnation**
- **Reduction** of community/regional impact
- **Reduced** economic/financial strength and capacity
- **Loss** of pride, reputation and **decline** in rankings

Simultaneous Strategic Tracks

Progress

- **Collective, ongoing evolution/ enhancements**
- **Build on existing strengths, mission, metrics**
- **Contribute to core mission (student success, research, service)**

**A
Stronger
UNCG**

Giant Steps

- **Expansion into areas outside current configuration**
- **Requires new partnerships/resources**
- **Sparks dramatic change**
- **Transcends the day-to-day**
- **A sea change**

**A
Transformed
UNCG**

Action at the Inflection Point

Giant Steps

- **Expansion into areas outside current configuration**
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**A
Transformed
UNCG**

Action at the Inflection Point

Articulate Opportunities

- **Examine current state**
- **Surface market opportunities/Next “Giant Steps”**
- **Seek authentic differentiation**
- **Explore/debate**
- **Planning/financial prioritization**

Vision/Mission
4-year budget planning
Strategic plan alignment

Articulate
Opportunities



Action at the Inflection Point

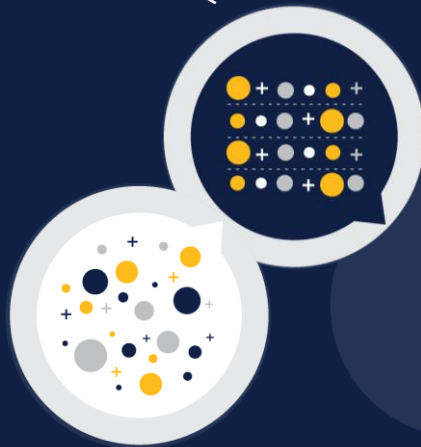
Align Resources

- **Secure funding**
- **Manage/organize talent**
- **Define/design needed physical plant**
- **Design, optimize and maintain IT infrastructure**

Consolidate funds
Restructure affiliated entities
Capital campaign
ITS enablement

Align Resources

Articulate Opportunities



Action at the Inflection Point

Activate Priorities

- **Formalize institutional commitment**
- **Define ownership/ governance**
- **Implement**
- **Monitor/Adjust**

Strategic plan initiatives
Campus/capital projects
System metrics
Technology enhancements
External partnerships

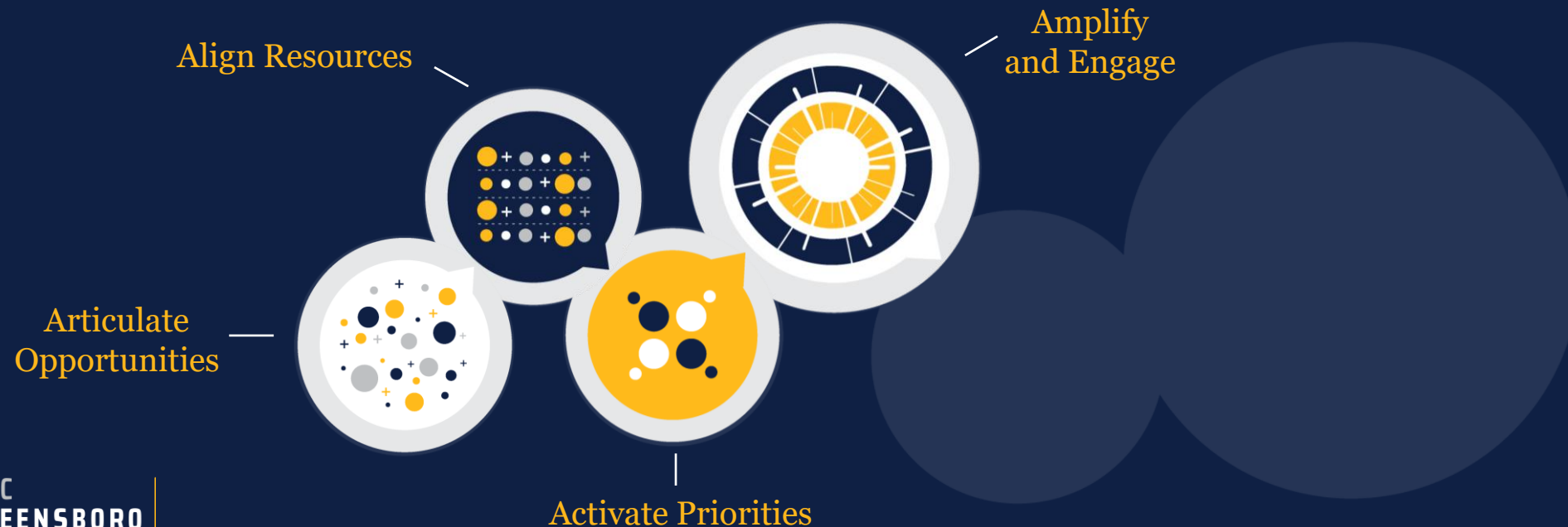


Action at the Inflection Point

Amplify and Engage

- Drive meaningful awareness
- Advance/build Reputation
- Garner support
- Deepen/broaden pride

Strategic comms
Competitive athletics
World-class arts/events
Constituent engagement
Accolades/recognition
Issues management

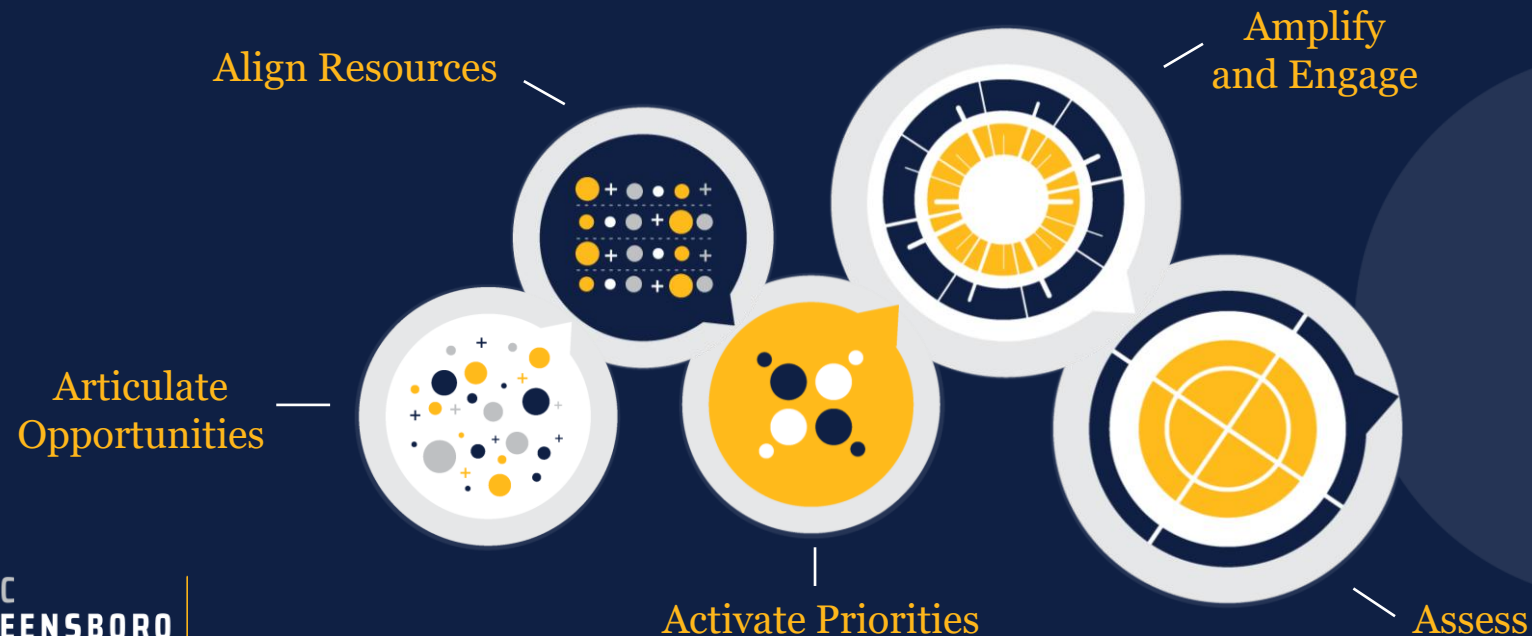


Action at the Inflection Point

Assess

- **Measure impact**
- **Recommit/decommit**
- **Integrate into operations**
- **Drive ongoing progress**

Metrics/results
Financial analysis
Student success/
Academic Mission
impact assessment



Action at the Inflection Point

