Meeting of the Full Board  
April 11, 2024  
8:30 a.m.

Discussion Item

BOT – 4 University Strategic Planning Refresh

Background Information

UNCG’s Strategic Plan, Giant Steps, was endorsed by the Board of Trustees in 2016 and envisioned as a guide for the university for five to ten years. Since 2016, the higher education landscape has changed significantly, both nationally and for UNCG specifically.

Given the many successes of Giant Steps and in light of the current landscape, the Chancellor has charged a Strategic Planning Advisory Committee to take on a strategic plan refresh. Chair by Wade Maki, Chancellor’s Fellow for Strategic Planning and Principal Lecturer of Philosophy, the Committee will seek stakeholder input and campus feedback as it works over the next several months to fulfill its charge.

In this presentation, Committee Chair Maki will outline the charge and discuss the Committee’s membership, timeline, and process for creating Giant Steps 2.0.
## Current Plan

<table>
<thead>
<tr>
<th>Health and Wellness</th>
<th>Knowledge Transformation</th>
<th>Regional Transformation</th>
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</thead>
<tbody>
<tr>
<td><strong>STUDENT TRANSFORMATION</strong></td>
<td>UNCG will enhance understanding of health and wellness, health disparities, and the health professions.</td>
<td>UNCG will be an active partner in promoting health and wellness in the broader community.</td>
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<td>Students will gain understanding of and appreciation for health and wellness as it applies to their personal and professional lives.</td>
<td><strong>UNCG will enhance understanding of the elements and processes that both comprise and compromise vibrant communities.</strong></td>
<td><strong>UNCG will be an active partner in contributing to the vibrancy of the larger community.</strong></td>
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<td>Students will gain the necessary knowledge and skills to be active contributors to their communities.</td>
<td><strong>UNCG will enhance understanding of global issues and of challenges related to globalization.</strong></td>
<td><strong>UNCG will be an active partner in promoting an environment in which global connections grow and thrive.</strong></td>
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<td>Students will gain the necessary knowledge and skills to engage effectively in and contribute productively to the global community.</td>
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- [https://strategicplan.uncg.edu](https://strategicplan.uncg.edu)
Giant Steps 2.0

- Address headwinds/opportunities
- Alignment with new funding model & metrics
  - What’s on the test?
  - How are we graded?
  - Sandbox for everyone to play in
  - Frame Unit & Dept planning
System Context

- UNC System Strategic Plan
- UNC System Performance Funding Model
- Metrics (Dr. Hamilton presented BOT in Feb)
Working With EAB

- Consultant part of existing service
- Dynamic approach
- Focus on analysis and responsiveness to market conditions, not revising a document
Advisory Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
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<tbody>
<tr>
<td>Wade Maki</td>
<td>CAS (Chair)</td>
<td>Morgan Chitiyo</td>
<td>SOE</td>
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<tr>
<td>Jen Feather</td>
<td>CAS</td>
<td>Edna Tan</td>
<td>SOE</td>
</tr>
<tr>
<td>Hewan Girma</td>
<td>CAS/Grad Sch.</td>
<td>Tami Draves</td>
<td>CVPA/Senate</td>
</tr>
<tr>
<td>Sarah Daynes</td>
<td>CAS/Grad Sch.</td>
<td>Joshua Ritter</td>
<td>CVPA</td>
</tr>
<tr>
<td>Joi Bulls</td>
<td>HHS</td>
<td>Juliette Bianco</td>
<td>WAM</td>
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<td>Jennifer Etnier</td>
<td>HHS</td>
<td>Scott Milman</td>
<td>Finance</td>
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<tr>
<td>Bill Brown</td>
<td>BRY</td>
<td>Joel Lee</td>
<td>Enrollment</td>
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<tr>
<td>Madelynn Stackhouse</td>
<td>BRY</td>
<td>Cathy Akens</td>
<td>Student Affairs</td>
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<tr>
<td>Audrey Snyder</td>
<td>NUR</td>
<td>Ian Draves</td>
<td>Staff Senate</td>
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<td>Yvonne Eaves</td>
<td>NUR</td>
<td>Christine Fischer</td>
<td>Libraries</td>
</tr>
<tr>
<td>Andrew Hamilton</td>
<td>Undergrad Dean</td>
<td>Sherine Obare</td>
<td>Research/Engage</td>
</tr>
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Timeline

- Form Advisory Group in March
- Listen, learn, and generate ideas this Spring
- Prepare a draft this Summer
- Campus feedback & revision in Fall
- Finished refresh of plan to Chancellor in December
What’s not changing?

• Mission: https://www.uncg.edu/about-uncg/why-uncg/mission-vision/

• Vision: Model R2 Blending Access & Excellence

• Who we are or what we do
Consider Changing

• **How** we do things

• Alignment: System plan, ROI, funding, QEP

• Strengths to prioritize
Guiding Questions

• How to be the best version of ourselves?
• Is there an unmet need where we can compete?
• What does a student centered & community engaged UNCG look like in 5yrs?
Engagement?

- Updates: https://strategicplan.uncg.edu
- Listening tour happening
- Direct input welcome!
- W_maki@uncg.edu
Online Open Forums

- **Monday April 22\textsuperscript{nd} 3:00-4:30**
  - **Join the meeting**
  - ID: 246 841 585 993
  - Passcode: 3bBsFK

- **Tuesday April 23\textsuperscript{rd} 3:00-4:30**
  - **Join the meeting**
  - ID: 275 733 334 242
  - Passcode: DHqXLC
Questions?