



UNC GREENSBORO

Board of Trustees

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. Chaired 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.

University Strategic Planning

Wade Maki w_maki@uncg.edu



Goal, Process, & Timeline



Current Plan

	STUDENT TRANSFORMATION	KNOWLEDGE TRANSFORMATION	REGIONAL TRANSFORMATION
Health and Wellness	Students will gain understanding of and appreciation for health and wellness as it applies to their personal and professional lives.	UNCG will enhance understanding of health and wellness, health disparities, and the health professions.	UNCG will be an active partner in promoting health and wellness in the broader community.
Vibrant Communities	Students will gain the necessary knowledge and skills to be active contributors to their communities.	UNCG will enhance understanding of the elements and processes that both comprise and compromise vibrant communities.	UNCG will be an active partner in contributing to the vibrancy of the larger community.
Global Connections	Students will gain the necessary knowledge and skills to engage effectively in and contribute productively to the global community.	UNCG will enhance understanding of global issues and of challenges related to globalization.	UNCG will be an active partner in promoting an environment in which global connections grow and thrive.

- <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

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



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 22nd 3:00-4:30
- [Join the meeting](#) ID: 246 841 585 993 Passcode: 3bBsFK
- Tuesday April 23rd 3:00-4:30
- [Join the meeting](#) ID: 275 733 334 242 Passcode: DHqXLC



Questions?

