

## The University of North Carolina 2013-2018 Strategic Planning

### **Historical Context for the University's Strategic Planning**

The University of North Carolina Board of Governors has engaged in strategic planning and evaluation since the Board was created by the North Carolina General Assembly in 1972. Long-range planning for the University is among the fundamental duties assigned to the Board by state statute. The Board adopted its first long-range plan in 1976, under the administration of President William Friday, and thereafter has periodically revised and updated a five-year plan. The most recent plan was approved by the Board in 2006 with its "Supplement to Long-Range Planning 2004-2009." Further updates were superseded by the Board's adoption of the 2007 report of the UNC Tomorrow Commission.

From the outset, long-range planning has been guided by a set of strategic directions recommended by the President and adopted by the Board of Governors. These strategic directions serve as the foundation for current and future priorities, resource planning and allocation, existing and future programs, review and refinement of academic missions, and strategic planning by UNC constituent institutions and affiliated entities. Further, the strategic directions reflect the University's deep commitment to help North Carolina respond to changing state needs and economic challenges through the efficient and effective fulfillment of its three-part mission of teaching, research, and public service.

### **Strategic Planning for 2013-2018**

UNC President Tom Ross and the Board of Governors are working collaboratively to define the University's strategic directions for 2013-2018. To better inform that effort, President Ross and Board Chairman Peter Hans have appointed the UNC Advisory Committee on Strategic Directions ("Advisory Committee"). Composed of Board members, chancellors, faculty leadership, and government and business leaders from across the state, this special committee will serve in an advisory capacity to the President to help assess the current and future workforce needs of the state and to recommend degree attainment goals that are responsive to those needs and changing state demographics. The Advisory Committee will review and evaluate relevant data and available information in order to make a consensus recommendation to the President by January 10, 2013.

The primary scope of work for the Advisory Committee shall be focused on recommending whether and to what extent the state should embrace higher education degree attainment goals, along with strategies accompanied by reasonable objectives, timelines, and metrics. The Advisory Committee may also consider recommendations related to higher academic standards and competencies required for a globally competitive workforce. To help inform its recommendations, the Advisory Committee's work also will include a high-level analysis of the University's budget, including relevant metrics and historical trends.

### **Operations of the Advisory Committee**

President Ross will lead the Advisory Committee and be responsible for preparing agenda materials, administering meetings, and ensuring that its charge is fulfilled. To that end, the President also has appointed a Strategic Directions Committee to gather and synthesize data, draft documents, and otherwise support the work of the Advisory Committee and guide and direct the larger strategic planning process. That Committee is chaired by Board of Governors member Fred Eshelman and includes selected General Administration staff and UNC chancellors.

The UNC Advisory Committee on Strategic Directions and the Strategic Directions Committee are public bodies. All meetings of the committees will be noticed and open to the public, in accordance with the state's Open Meetings Law. All documents generated in the course of the committees' work are public, consistent with the state's Public Records Act.

## **Tentative Advisory Committee Meeting Schedule**

Wednesday, September 26, 2012

Wednesday, October 24, 2012

Wednesday, November 7, 2012

Wednesday, December 12, 2012

Wednesday, January 9, 2013

### **UNC Advisory Committee on Strategic Directions\***

Tom Ross, President, University of North Carolina

Peter Hans, Chairman, UNC Board of Governors

Fred Eshelman, Member, UNC Board of Governors

Phil Berger, President Pro Tempore, North Carolina Senate

Thom Tillis, Speaker, North Carolina House of Representatives

Steve Ballard, Chancellor, East Carolina University

Madhu Beriwal, President and CEO, IEM

Peaches Blank, Member, UNC Board of Governors

Linda Brady, Chancellor, UNC Greensboro

Charles Brink, Chair, UNC Staff Assembly; Staff Member, UNC-Chapel Hill

Cameron Carswell, President, UNC Association of Student Governments &  
Member, UNC Board of Governors

Brett Carter, President, Duke Energy Carolinas

Jack Cecil, President, Biltmore Farms

Janet Cowell, State Treasurer

Keith Crisco, Secretary, North Carolina Department of Commerce

Lew Ebert, President, North Carolina Chamber

Don Flow, Owner and CEO, Flow Automotive Companies

William Friday, President Emeritus, University of North Carolina

Paul Fulton, Member, UNC Board of Governors

Hannah Gage, Immediate Past Chair, UNC Board of Governors

Frank Grainger, Vice Chairman, UNC Board of Governors

Robert Ingram, Retired Executive, GlaxoSmithKline

Leroy Lail, Member, UNC Board of Governors

Cynthia Marshall, President, AT&T North Carolina

Harold Martin, Chancellor, North Carolina A&T State University

Ken Peacock, Chancellor, Appalachian State University

Art Pope, CEO, Variety Wholesalers

Scott Ralls, President, North Carolina Community College System

Catherine Rigsby, Chair, UNC Faculty Assembly; Faculty Member, East Carolina University

Jeff Tarte, Health Care Consultant

Holden Thorp, Chancellor, UNC-Chapel Hill

*\* additional members may be added*