

## *THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE STRATEGIC PLAN*

### **Goals**

THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE WILL.....

- BECOME THE INSTITUTION OF CHOICE FOR STUDENTS IN SOUTHEASTERN NORTH CAROLINA EMPHASIZING AN AFFORDABLE, PERSONALIZED, UNIQUE AND QUALITY ACADEMIC EXPERIENCE.
- MAXIMIZE STUDENT SUCCESS BY IMPROVING ITS RECRUITMENT STRATEGIES AND ENHANCING ITS ACADEMIC SUPPORT SYSTEMS.
- ENHANCE REGIONAL ENGAGEMENT THROUGH ITS OUTREACH AND ACADEMIC PROGRAM OFFERINGS.
- ENHANCE ITS EFFICIENT AND EFFECTIVE USE OF HUMAN AND NON-HUMAN RESOURCES.

### **Objectives**

#### **Institution of Choice**

- 1.1 Assure the university's array of academic programs aligns with the University's mission, are properly resourced and maintain sufficient demand.
- 1.2 Maintain reasonable class size to encourage the personal touch.
- 1.3 Develop new programs to meet regional need and/or take advantage of unique attributes of Southeastern North Carolina.
- 1.4 Seek regional and/or national accreditation in programs important to the region.
- 1.5 Expand engaged learning opportunities for students to include service learning, undergraduate research, internships and co-ops.
- 1.6 Maintain well-appointed academic and extramural facilities to assure students have proper living/learning opportunities.
- 1.7 Ensure a robust campus experience for students by providing diverse and engaging activities through programming, athletics, and cultural events.

#### **Student Success**

- 2.1 Revise admissions standards and recruitment practices to identify students who are a good fit for UNC Pembroke.
- 2.2 Grow and strengthen Living and Learning Communities.
- 2.3 Implement specialized programs to support the needs of commuter and distance education students.

- 2.4 Enhance student support and intervention systems such as academic advising and tutoring.
- 2.5 Promote diversity in all aspects of university life and foster opportunities for collaboration among academic disciplines and administrative units.
- 2.6 Create resources that ameliorate students' challenges in securing and maintaining access to safe housing, healthy foods, and other basic life needs.

### **Regional Engagement**

- 3.1 Create a robust continuing education program for both credit and non-credit courses.
- 3.2 Offer academic programs to provide training and job opportunities important to the region.
- 3.3 Create a more durable and robust infrastructure for online classes.
- 3.4 Develop and support partnerships with community colleges.
- 3.5 Expand UNCP's outreach to the military to increase attendance of active and inactive duty personnel, spouses and dependents.
- 3.6 Partner with the local community and region (e.g., military, Lumbee Tribe, area businesses, chambers of commerce, visitors' centers, health care facilities) to address regional needs (e.g., K-12 education, health care, food insecurity, hunger, etc.)

### **Efficient and Effective Use of Resources**

- 4.1 Develop a stable business model that manages enrollment around new performance expectations for the university.
- 4.2 Use software management systems to achieve greater efficiency in facility use with a focus on classroom scheduling.
- 4.3 Improve use and ROI (return on investment) of existing technology with a focus on campus-wide technologies that improve the lives of faculty, staff, and students.
- 4.4 Develop professional development opportunities for faculty and staff to help them perform their jobs more effectively.
- 4.5 Develop a long-term plan to address salary compaction and other salary inequities.
- 4.6 Develop a university dash board to monitor Key Performance Indicators of the university.
- 4.7 Expand external funding through gifts, grants and contracts to support university programs, research and student scholarships.