**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.