

**University of North Carolina Wilmington
University Planning and Quality Council**

Articulation of Quality

Mission

- Teaching and mentoring of our students are pervasively integrated with research and service.
- We demonstrate that our curricula advance the intellectual curiosity and imagination of our students, and that our graduates are skilled at critical thinking and thoughtful expression in their disciplines.
- The quality of our academic programs is evidenced by the learning achievements of our students.
- We define the characteristics of excellence in all areas of our mission, and we assess our progress toward achieving that excellence.
- Our technologically progressive environment supports operations, strengthens services and enhances learning.
- UNCW is the recognized leader in the study of our coastal environment and regional heritage.
- We demonstrate and promote the extensive ways that the university enriches the region's quality of life, economy and education.

Vision

- UNCW is recognized as the best mid-sized public university in the South.
- An intimate learning environment provides multiple active learning experiences for each student through one-on-one interaction with our faculty.
- Our level of research activity and artistic achievement rivals that of doctoral institutions, though our graduate programs remain master's-focused with a few selected strong doctoral programs that are responsive to regional needs.
- Students, faculty and staff feel safe in all facets of campus life, and our security is enhanced by utilizing the most advanced technology.
- An attractive, well-maintained and functional campus evokes pride and sense of community.
- Our students continue their personal and professional development beyond graduation, and our alumni remain engaged with UNCW and are connected to their communities.

Identity

- Our faculty are passionate about intertwining teaching and research.
- Small classes and an array of opportunities for small group student-faculty interaction promote the development of close mentoring relationships of our faculty with their students.
- Extensive undergraduate student involvement in significant faculty scholarship distinguishes UNCW from every other public master's institution in the nation.

Core Values

Teaching Excellence

- Excellence in teaching is a commitment shared by each faculty member and is a hallmark cherished by our institution.
- Students and faculty engage in an array of intimate learning experiences, both inside and outside the classroom.
- Faculty inspire students of all learning styles, fostering their maturity and independence for a lifetime of learning.
- Students actively engage in a curriculum apace with the latest advances in knowledge and supported and enhanced by the most effective technology, in facilities most conducive to learning, with ready access to extensive learning resources.

Faculty and Student Scholarship

- Scholarship and research are extensively and naturally integrated with teaching and with service.
- The extent and significance of our scholarly contributions are the highest of any midsized public university in the South.
- Creative, critical and reflective thinking permeate our campus culture.
- Funding, facilities and resources fully support an environment where students and faculty engage collaboratively in scholarly and artistic achievement at the highest level.

Student Development

- We create a stimulating environment and provide compelling experiences to promote the development of the whole student.
- Student development is guided by the achievement of explicit learning outcomes that further personal and professional growth.
- A mature and effective assessment program monitors student achievement of learning outcomes and identifies ways to improve the campus learning environment.
- An outstanding cadre of counselors, advisors and co-curricular educators serves students with a personal touch.

Regional Engagement

- Research, teaching and service are all fully integrated in the regional engagement process.
- All regional engagement is scholarly; both the act of bringing the university and community together and the generation of evidence-based practice are scholarly endeavors.
- We engage in reciprocal partnerships characterized by equal contribution of, our responsiveness to, and respect for each of our regional partners.
- We provide access to attractive, inviting facilities, and to first-rate athletic venues.
- We coordinate engagement that is grounded in our mission, yet academically neutral, and supported through exceptional resources.

Diversity

- Inclusive language, meaningful interpersonal contact, collegiality, civility, teamwork, and a strong sense of identity and community characterize our campus environment.
- We eagerly engage each other through integrated curricula and co-curricula that embrace diversity, and thrive within the uncomfortable creative tension that accompanies the learning process.
- Diversity permeates the recruiting experience for new faculty, staff and students from the initial contact and recruiting materials through all orientation processes.
- It is clear to all students that diversity is a key ingredient to their academic, career and lifetime successes.
- Our faculty understand the impact of group identity membership and intergroup relations on students' lives and academic experiences, and so they implement a variety of teaching styles to interface with various student learning styles.
- By carefully matching mentors with learners, our highly cohesive faculty effectively prepares students to work in teams, with diverse populations, and to succeed in a global environment.
- During the course of their daily campus lives, our students see a heterogeneous staff exhibiting high levels of performance in their jobs, since we have exceptionally qualified employees of all different group memberships throughout all organizational levels.
- Because of our excellence, inclusiveness and close community ties, we are the university of choice for a diverse group of top caliber students in the South and mid-Atlantic area.
- Our commitment to diversity extends beyond equality of access and opportunity to equivalence of involvement and achievement.

Integrity

- We *all* treat *all* members of the university community with dignity and respect, and we build our relationships around empathy, good faith and mutual courtesy.
- We clearly articulate expectations, communicate honestly with each other and share pertinent information.
- Our processes and decision making are transparent and respectful of all parties.
- Our faculty are honestly involved in seeking truth in their disciplines according to the highest ethical standards.
- Our faculty assign grades that accurately reflect levels of student learning.
- Our Academic Honor Code is prominent; and our faculty, staff and students scrupulously adhere to its provisions and to its spirit.
- We comply with laws and regulations, but we believe that ethical behavior goes beyond mere compliance and addresses the intention of the applicable principle.
- We are accountable, accept appropriate responsibility and behave as trustworthy public servants.