

# University Planning and Quality Council

## Summary Annual Report

### 2008-09

#### Accomplishments

- Guided the mission review process as part of UNC Tomorrow Phase II
- Approved a new mission statement as a recommendation to the Chancellor
- Revised the UNCW mission review policy to reflect improvements incorporated in the most recent two reviews
- Revised Progress Measure #1, in light of having met the previous target, to include a more aggressive target and an updated target date
- Revised Progress Measure #10 to include an updated target date and a second component: average alumni gift amount
- Narrowed to eight a list of 50 potential new metrics to add to the Priority Progress Measures: undergraduate research experience, undergraduate success and progress rates, percent full-time faculty, external faculty funding, faculty/staff quality, faculty/staff diversity, economic development, and outreach activities
- Reviewed data in support of the eight new metrics, a project to be continued in 2009-10
- Developed a recommendation to the Cabinet for a Strategic Priority 2009-11 with accompanying efforts, tactics and success measures

#### Reports received

- UNC Tomorrow Phase II update, including the five responsibilities for action in Fall 2008: review of existing degree programs, review of proposed degree programs, faculty and staff recruitment and retention, faculty reward system, and mission review
- Report on the results of the mission review survey
- Report on the process for developing the SACS Fifth-Year Interim Report due in Spring 2009
- Report on cash reversions for 2008-09 and projected budget cuts for the future
- Fall 2008 UNCW Enrollment Report, including estimates for the latest student-faculty ratio, and retention and graduation rates
- Progress reports on each of the five Strategic Priorities 2006-08, with the purpose of laying the foundation for development of Strategic Priorities 2009-11

#### University efforts based on Planning Council work

The following activities during 2007-08 were among those based on the strategic plan and progress measures.

- The strategic plan and progress measures provided the framework for the campus-initiated tuition increase recommendation
- Adherence to the strategic plan was a fundamental principle as decisions were made for cash reversions, and as scenarios were developed for budget cuts
- Setting targets for retention and graduation rates, and for study abroad participation, together with a multi-year record of assessing progress in those areas, helped to make the case for sustained institution-level educational program assessment in the SACS Fifth-Year Interim Report
- The Strategic Priority 2009-11, with its associated quantified success measures, was a catalyst for better alignment of planning, budgeting and assessment