Dear friends,

Excellence, integrity, diversity and innovation have long shaped the student-centered learning experience at the University of North Carolina Wilmington. These values, along with our ever-present dedication to community engagement, serve as the foundation for our strategic plan, developed by the campus community to guide our growth through 2021. Inside this publication, you will discover the many ways our strategic plan focuses on the distinctive qualities that make UNC Wilmington one of the best institutions of higher education in the nation.

Dr. Jose V. “Zito” Sartarelli
Chancellor, UNCW
VISION
UNCW WILL BE RECOGNIZED FOR EXCELLENCE IN EVERYTHING IT DOES, FOR ITS GLOBAL MINDSET, AND FOR ITS COMMUNITY ENGAGEMENT.

MISSION
The University of North Carolina Wilmington, the state’s coastal university, is dedicated to the integration of teaching and mentoring with research and service. Our commitment to student engagement, creative inquiry, critical thinking, thoughtful expression and responsible citizenship is expressed in our baccalaureate and master’s programs, as well as doctoral programs in areas of expertise that serve state needs. Our culture reflects our values of diversity and globalization, ethics and integrity, and excellence and innovation.
VALUES

STUDENT FOCUS
Commitment to put student success at the center of everything we do – teaching, research and service

EXCELLENCE
Commitment to excellence in teaching, research and service and focus on quality and distinction

DIVERSITY
Commitment to inclusiveness and to embracing unique contributions

INTEGRITY
Commitment to honesty and exercise of high moral principles

INNOVATION
Commitment to continuous improvement and breakthrough advances to ensure distinctiveness

COMMUNITY ENGAGEMENT
Commitment to value creation and expertise to achieve mutual benefits for community and university
Our people are our highest priority.
strategic
PRIORiTY 1

ATTRACT ✦ RETAIN

ATTRACT AND RETAIN HIGH-QUALITY, DIVERSE STUDENTS, FACULTY AND STAFF; ENSURE AN INCLUSIVE CAMPUS CULTURE AND A GLOBAL MINDSET; AND INCREASE RETENTION AND GRADUATION RATES

✦ Attract and retain high-quality, diverse students, faculty and staff
✦ Ensure a UNCW education is accessible and affordable to the sons and daughters of North Carolina
✦ Promote a diverse and inclusive culture and a global mindset throughout the university
✦ Increase retention and graduation rates, ensuring student success
We will strategically enhance and expand academic programs, research endeavors and applied learning opportunities.

UNCW theatre students present Burial at Thebes
PRIORITY 2

Strategic Plan 2016-21

**educate**

✦ advance/research

Enhance learning experiences and educational programs; and advance research and scholarly activities

**goals**

✦ Advance university academic programming
✦ Enhance applied learning
✦ Advance research and scholarly activities
✦ Foster global learning and research
✦ Pursue excellence in everything we do – teaching, research and service
strategic PRIORITY 3
ENABLE ➤ PLACE

ENABLE AND NURTURE A SENSE OF A STUDENT-CENTERED COMMUNITY
BY ENHANCING ACADEMIC ADVISING AND STUDENT SUPPORT
PROGRAMS FOR CAREER PLACEMENT AND GRADUATE SCHOOL

GOALS

✦ Foster collaborative campus partnerships to enhance advising and student support
✦ Prepare students for post-graduation success
✦ Increase post-graduation career placement and graduate school admission rates
We will meet key success measures, such as placing 90% of our students in employment opportunities or graduate/professional school programs within 6 months after graduation.
We will connect UNCW’s knowledge and resources with those of the public and private sector to contribute to economic growth and the quality of life across our region.

Food Day Wilmington at UNCW’s Amphitheatre hosted by Feast Down East, UNCW and community partners
PRIORITY 4

ORGANIZE ✦ ENGAGE

ORGANIZE FOR SUCCESS, ENGAGE WITH COMMUNITY AND THE WORLD, AND COMMUNICATE EFFORTS BROADLY AND EFFECTIVELY

✦ Ensure effective introduction, implementation, monitoring and long-term success of the Strategic Plan
✦ Conduct university image study and, in line with the Strategic Plan, develop and implement branding of the university
✦ Organize and capitalize on key partnerships, campus strengths and employee interests to increase community, regional and global impact and enrich the student experience
✦ Incentivize, support, recognize and reward community/scholarly engagement activities by students, faculty and staff
✦ Annually capture UNCW’s economic impact and share it to advocate for the university, to inform the general public and the government on policy, and to engage the community
We will meaningfully engage, recognize, honor and cultivate alumni, donors and friends to inspire philanthropic support for a great university.
Ensure the state continues to support the institution for its educational outcomes and economic impact

Strategically grow enrollment without sacrificing quality and access

Ensure auxiliary services provide value to students and the university

Ensure Athletics is academically and financially sound and in full compliance

Maximize opportunities for fiscal sustainability and institutional efficiencies and reinvest strategically

Increase extramural research funding

Fundraise for a great university: comprehensive campaign, best practices and alignment of donor support with strategic priorities
The University of North Carolina Wilmington, the state’s coastal university, is consistently recognized at a national level for academic excellence and affordability. UNCW is dedicated to learning through the integration of teaching and mentoring with research and service. A public institution with nearly 15,000 students, the university is widely acknowledged for its superb faculty and staff and a powerful academic experience that stimulates creative inquiry, critical thinking, thoughtful expression and responsible citizenship. The university is dedicated to offering a community rich in diversity and inclusion, global perspectives and enriching the quality of life through scholarly community engagement in such areas as health, education, the economy, the environment, marine and coastal issues and the arts.

Established as Wilmington College in 1947, the institution joined the state university system in 1969. The first graduate programs were authorized in 1977. Through the College of Arts and Sciences, the College of Health and Human Services, Cameron School of Business, Watson College of Education, University College, the Honors College and the Graduate School, UNCW offers 55 bachelor’s degrees in 49 majors and 42 graduate degree programs, as well as four doctoral degrees: an Ed.D. in educational leadership, a Ph.D. in marine biology, a Doctor of Nursing Practice and a Ph.D. in psychology.

Learn more: uncw.edu
“As we work toward building an even greater UNCW, let’s also work together to offer our students the best educational experience ever, to offer our faculty and staff a place of work where they can achieve their best, and to offer alumni and friends of the university an institution they can proudly call home.”

- Chancellor Jose V. Sartarelli

**Evidence of Excellence**


8 The university ranked 8th on The Education Trust’s list of most impressive gains in graduation rates nationally among four-year public universities. UNCW significantly improved six-year graduation rates among underrepresented minorities and reduced the gap between white and minority students over the past decade. That progress occurred even as average graduation rates improved for all students.

10 The prestigious Fiske Guide to Colleges featured UNCW in its 2015 edition, and Consumer’s Digest ranked UNCW 10th on its list of the “Top 50 Values for Public Colleges and Universities.”

15 Best Value Schools ranked UNCW 15th on its “30 Most Beautiful Coastal College Campuses” list.

**Best Southeastern School**

UNCW was named to the 2015 list of “Best Southeastern” schools by The Princeton Review, making this the 11th consecutive year the university has been honored with this designation.

For more accolades, see uncw.edu/rankings
GIVING FLIGHT TO IMAGINATION

**UNCW 2016-21**

- **Attract/Retain**
- **Educate/Advance Research**
- **Enable/Place**
- **Organize/Engage**
- **Fund/Build**

**Key Metrics**

- **2016-21 Strategic Plan**
- *Total*

- **SAT average**: 1192 → 1250
- **Students/Faculty/Staff satisfaction**: 1,420 → 2,500
- **New chairs/professorships**: 10-20

- **Freshmen**: 2,024 → 2,500
- **Transfers**: 1,420 → 2,500

- **Military students**: 1,462 → 2,000
- **Online students**: 1,122 → 2,500

- **Fortune 500 companies**: 29 → 100
- **Active recruiting scholarships**: 200

- **Retention**: 85% → 90%
- **Graduation**: 72% → 75%

- **Military students**: 72%
- **Graduation**: 75%

- **Academic programs operationalized**: New

- **Active recruiting scholarships**: 100
- **Funds**: $12.8 → $30M

- **Improving rankings**: Improve
- **Sponsored research**: $100M in gift commitments

- **Military students**: League competitive in key sports

**Issued June 2016**

2016-21 Strategic Plan
The University of North Carolina Wilmington is committed to and will provide equal educational and employment opportunity for all persons regardless of race, sex, age, color, gender, national origin, ethnicity, creed, religion, disability, sexual orientation, political affiliation, marital status, veteran status or relationship to other university constituents – except where sex, age or ability represent bona fide educational or occupational qualifications or where marital status is a statutorily established eligibility criterion for state-funded employee benefit programs. Questions regarding program access may be directed to the Compliance Officer, UNCW Chancellor's Office, 910.962.3000, Fax 910.962.3483. Questions regarding UNCW’s Title IX compliance should be directed to TitleIXcoordinator@UNCW.edu. 1,000 copies of this public document were printed at a cost of $2,911.96 or $2.91 per copy (G.S. 143-170.1).