



# Prerequisites of Program Prioritization: Transparency & Buy-In through the UNC InfoCenter

## **ULEAD Team 2 (“Team STRetCH”)**

Than Austin, Associate Director of Transportation & Parking, UNC

Rachelle Gold, Associate Professor of English, NCCU

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Stephanie Peterson, Senior Associate Director of Academics, MBA Program, UNC

Herb Richmond, Assistant Director of Building Environmental Services, UNC



# Program Prioritization

# Prompt: “Meeting the Challenge of Program Prioritization”

How can the University best pursue prioritization in a multi-campus system?

WHO?

WHAT?

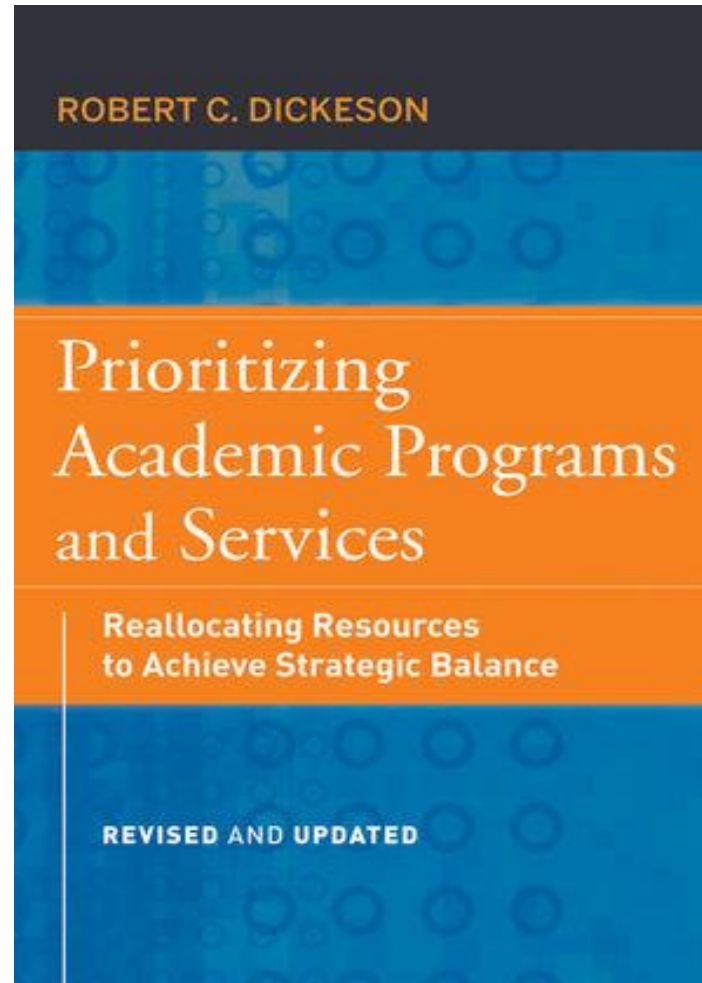
WHEN?

WHERE?

WHY?

HOW?

# Dickeson's Criteria



Controv

- Resistan
- Campus
- Difficult
- Transpar
- Buy-in

# WARNING PRIORITIZATION IN PROGRESS



TUITION HIKES, PROGRAM CUTS  
AND UNION BUSTING AHEAD

YOU WEREN'T GIVEN A CHOICE  
BUT YOU DO HAVE A VOICE

**PROTEST! 3-1-2012**

STUDENTS, STAFF, AND FACULTY UNITED. [OccupyCCC.tumblr.com](http://OccupyCCC.tumblr.com)

to change

WARNING



CHALLENGES  
AHEAD



**“I want you to find a bold and innovative way to do everything exactly the same way it’s been done for 25 years.”**

**PROGRAM PRIORITIZATION PROCESS**

40 YEARS OF \*CSA AWESOME

**#PPP**



LET'S SHOW THEM  
**WE CARE**

**UNIVERSITY  
TOWN HALL**  
PETER CLARK HALL  
OCTOBER 10, 2013  
12:00PM-2:00PM

**\*CSA**

[www.csaonline.ca/ppp](http://www.csaonline.ca/ppp)





# Peer Review



# Peer Review



# Peer Review

[ATTEND SUNY ▾](#)
[WHAT IS SUNY? ▾](#)
[WHY DOES SUNY MATTER? ▾](#)


[SUNY A-Z](#)
[System.SUNY.edu](#)
[OVERVIEW](#)
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[CAMPUSES](#)
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## DEGREES OF

OCT 27-28  
2016

Colleges and universities are grappling with a 24-hour, consumer-driven news cycle powerful enough to harm the reputation of even the most elite institutions.



# Peer Review

## 2016 SUNY Fast Facts

*Most recently  
available data, as  
of 2015-2016*

[www.suny.edu](http://www.suny.edu)

### Campuses

64

### Fall Enrollment (Headcount)

442,940

Undergraduate Enrollment	402,722
Graduate Enrollment	40,218
State Operated Enrollment	219,942
University Centers	89,059
Other Doctoral	16,939
Comprehensive Colleges	87,764
Technology Colleges	26,180
Community College Enrollment	222,998

### Gender

Female	239,073 (54.0%)
Male	203,867 (46.0%)

### Student Diversity

White	256,867 (58.0%)
Hispanic/Latino	50,957 (11.5%)
Black or African American	46,778 (10.6%)
Unknown	28,453 (6.4%)
Asian/Pacific Islander	24,975 ( 5.6%)
Non-resident alien	22,881 (5.2%)
Under-represented Multi	7,040 (1.6%)
Non-under-represented Multi	2,614 (0.6%)
American Indian/Alaska Native	1,745 ( 0.4%)
Native Hawaiian/Other Pacific	630 ( 0.1%)

### Open SUNY (Online) Enrollment\*

### Academic Program Count Total

7,001

Undergraduate	4,345
Graduate	1,678
Combined Programs	978

### Degrees Granted

2014-15 AY Degrees Granted	95,584
Undergraduate	80,940
4-year	41,250
2-year and Certificate	36,977
Other Certificates/Diplomas	2,713
Graduate	14,644
Masters	10,855
Doctoral	1,457
Post Graduate (First Professional)	1,293
Other Certificates	1,039

### Alumni (Estimate, June 2014)

Total Alumni	2,992,549 (e)
Alumni/Current NYS Residents	2,432,942 (e)

### SUNY Research Foundation: Sponsored Programs

#### Administration FY 2014-15 Data

\$899.3 million Total Research Activity
\$776.1 million Direct Activity
\$123.2 million Indirect Activity

Number of Awards

6,809

# Peer Review

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[higher education](#) > [protecting funding for higher education](#)

## Protecting Funding for Higher Education

Hundreds of millions of dollars in unfair budget cuts have led to tuition hikes, overcrowded classes and dwindling course offerings at the City University of New York (CUNY) and the State University of New York (SUNY). Students' graduations are being delayed, services and financial aid are being cut and critical maintenance needs are being ignored because of a lack of adequate public funding for higher education.

To protect SUNY and CUNY and fulfill the state's promise of access and affordability, students working with NYPIRG are pushing their state lawmakers to stand up for students and restore the recent cuts to public higher education. In good times and in bad, public investment in higher education makes sense.

[DREAM Act](#)  
[TAP](#)

[Higher Education Funding](#)  
[Making Textbooks Affordable](#)

[Higher Education Home](#)

Sign up for email updates:



### News Feed

[Could CUNY Be Tuition-Free Again?](#)

[Lawmakers make last-minute push for SUNY funding](#)

[Blair Horner: Higher Ed Shortfall Gets Response](#)

[350 student groups join coalition against SUNY tuition increases](#)

[SUNY says it would freeze tuition with more state aid](#)

[Critics Assail Potential New York Move on Regulating Online Colleges](#)

[Alliance Fights Proposed CUNY Cuts](#)

[For Inmates, a Step Up With College](#)

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[Links & Resources](#)

# The UC System

## UC SYSTEM

- Overview
- Parts of UC
- Leadership
- Stewardship
- Working at UC
- Information Center



Educate.  
Illuminate.  
Serve.

We are here to shine a light  
on what's possible.

The only world-class public research university for, by and of  
California.

UC System > Information Center

# Information Center

Explore the UC story through data

View Category:

All

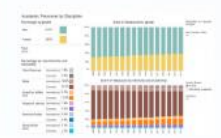
Search Information Cent

## Understanding UC



UC's commitment to social mobility

## Dashboards



### Diversity of UC's faculty and academic appointees

Diversity of UC's faculty and academics by gender, ethnicity and citizenship.



### UC inventions at a glance

## Data Tables

### UC Employees, Full-Time Equivalent (FTE)

FTE of personnel by category and fund source.

### Transfers by Major

GPA ranges and counts for transfer applicants by major and CIP

### Admissions by source school



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## Ethos

- We build trust through our actions—personal and professional; our credibility is our greatest asset.
- Our actions are moral, legal and ethical and we hold ourselves accountable when we fail to achieve this standard.
- We will be known as the most innovative, responsive and dedicated public university system in the nation.



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Quantum Leaps

THE UNIVERSITY of TEXAS SYSTEM

# FIRST IN REUTERS' INNOVATION RANKING AMONG PUBLIC UNIVERSITIES



Trending:



Tony Cucolo, Associate Vice Chancellor & retired Army Major General, was honored during a recent Longhorn football win.



UT System partners with U.S. Census Bureau to provide salary and jobs data of UT graduates across the nation.



One-on-One Blog: Latinos are underrepresented in STEM, and we have a golden opportunity to change this.



## Academic Institutions

[UT Arlington](#)  
[UT Austin](#)  
[UT Dallas](#)  
[UT El Paso](#)  
[UT Permian Basin](#)  
[UT Rio Grande Valley](#)  
[UT San Antonio](#)  
[UT Tyler](#)

## Health Institutions

[UT Southwestern Medical Center](#)  
[UT Medical Branch at Galveston](#)  
[UT Health Science Center at Houston](#)  
[UT Health Science Center at San Antonio](#)  
[UT MD Anderson Cancer Center](#)  
[UT Health Science Center at Tyler](#)

## Resources

[Document Library](#)  
[Video Library](#)  
[Student Information](#)  
[Brand Guidelines](#)  
[Fast Facts 2016](#)  
[seekUT](#)  
[UT System Dashboard](#)

## UT System

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## State Links

[Fraud Reporting](#)  
[State of Texas](#)  
[Texas Homeland Security](#)  
[Texas Veterans Portal](#)  
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[TRAIL Search](#)



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THE UNIVERSITY of TEXAS SYSTEM

## UT SYSTEM DASHBOARD

[Home](#)[Data ▾](#)[About](#)[seekUT](#) [Navigating the Dashboard](#)

## DRIVING SUCCESS



**#1**  
IN DEGREES  
AWARDED IN TX



**#2**  
IN RESEARCH  
IN THE US



**150**  
MEMBERS IN  
NATIONAL ACADEMIES



**\$16.9B**  
OPERATING BUDGET



**6.8M**  
OUTPATIENT VISITS

## UT System Measures Up

The University of Texas (UT) System is committed to transparency and is driving success by making critical information about its operations readily available to stakeholders through the UT System Dashboard. The *UT System Measures Up* section on the website highlights key metrics in each of the UT System mission areas. For further information, detailed data, and context for a metric, click on *Learn More* in metrics below.

 Affordability

## keeping college affordable

average in-state undergraduate tuition and fees  
for UT Academic institutions

UT Average  
**\$7,478**



National (Public)  
**\$7,934**

[Learn More](#)

## affordable medical education



average tuition and fees for UT medical schools  
is 57% of the national average

UT Average **\$17,648** National (Public) **\$30,868**

[Learn More](#)
 Student Success

[Navigating the Dashboard](#)

DRIVING SUCCESS

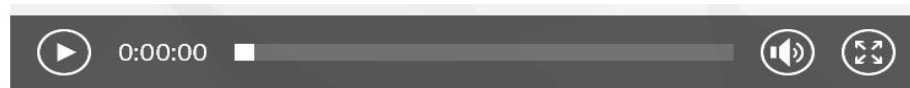
-  **#1**  
IN DEGREES AWARDED IN TX
-  **#2**  
IN RESEARCH IN THE US
-  **150**  
MEMBERS IN NATIONAL ACADEMIES
-  **\$16.9B**  
OPERATING BUDGET
-  **6.8M**  
OUTPATIENT VISITS
-  **90K**  
EMPLOYEES IN TX
-  **\$132B**  
IN EARNINGS

## Completion Matters

Visit:  
[data.utsystem.edu](http://data.utsystem.edu)



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## UT System Tweets

A Twitter list by [@utsystem](#)

UT System Retweeted



We welcome all students aspiring towards a college degree at UTA!  
[twitter.com/hechingerrepor...](#)

20 Oct



Proud to see [@MDAndersonNews's](#) Jim

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## Headlines and stories from the UT System

October 13

UTIMCO Board of Directors appoints interim CEO, launches process to select next leader

October 11

Tidwell named finalist for president of The University of Texas at Tyler

October 10

UTIMCO CEO steps down

October 7

UT System Regents to meet Tuesday

October 6

UT System's Chin to help guide policy on global health

[Visit our Newsroom](#)

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### Connect with UT System





**Change**  
Just Ahead

# Peer Review Highlights

- Mission & Strategic Goals
- Stakeholders
- Information & Reports
- Webpage
- Feedback & Social Media



# Prioritization Initiatives UNC System

# UNC System: Program Prioritization

- NC Law: Review academic programs every 2 years  
*End “unproductive, excessively costly, unnecessarily duplicative” programs*
- 2011-2016: Academic Program Prioritization initiatives across system





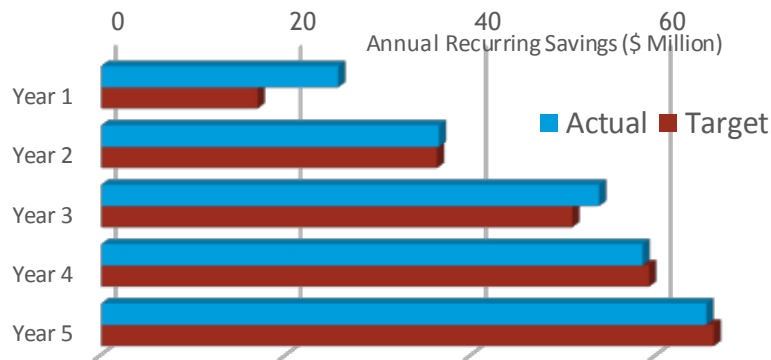
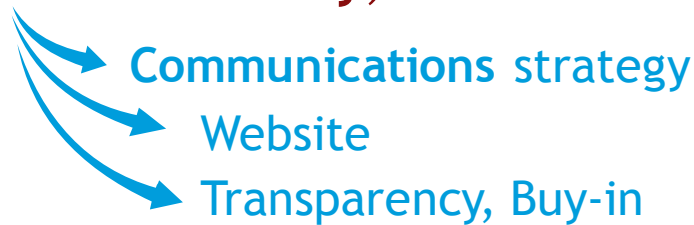
# UNC System: Program Prioritization

- **PROTECT CORE MISSION:**  
**INSTRUCTION, RESEARCH, PUBLIC SERVICE**
- Focus on *operations* to minimize impact of budget cuts on students & faculty



# Operational Efficiency UNC-CH

- Chancellor charge, faculty champions
- \$65 million/year recurring savings
- **Accountability**, metrics-driven



2009 – 2014

What could \$65 million do at Carolina?

- 1,812 parking spaces
- 2,477 full scholarships
- 116 endowed professorships
- 51,850 laptops
- 26.3 years of electricity for all UNC housing

# UNC GA & BOG Initiatives

## 2006-2013:

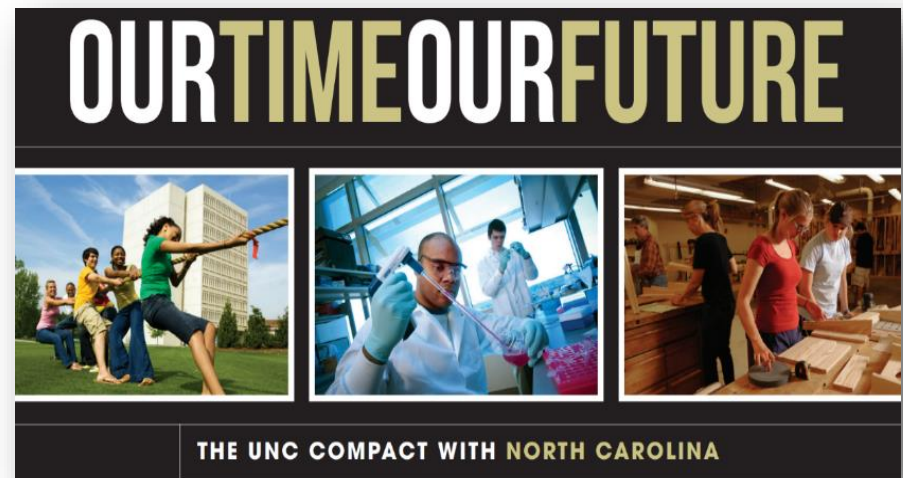
- UNC System operational efficiency programs save \$101M
  - President's Advisory Committee on Efficiency and Effectiveness (PACE)
  - UNC Finance Improvement and Transformation Program (UNC FIT)

# UNC GA & BOG Initiatives

## 2013-2018 Strategic Plan:

### *Our Time Our Future: UNC Compact with North Carolina*

1. Degree attainment responsive to NC needs
2. Academic quality
3. Serve NC people
4. Maximize efficiencies
5. Accessibility, affordability



# NC Legislative Initiatives

- 2010 Deloitte Report: Expand **Carolina Counts**
- 2013 NC Program Evaluation Division Report:  
*“The UNC System Needs a More Comprehensive Approach and Metrics for Operational Efficiency”*
  - Operational Efficiency as UNC system value
  - Buy-in: Campus leaders, faculty champions
  - System-wide



# NC Legislative Initiatives

## 2014 General Assembly *Draft* Bill “UNC Operational Efficiency”

- Improve metrics, accountability
- Transparency
  - Redesign GA website
  - Communications Strategy & Branding
- Operational Efficiency Fund



# UNC System Initiatives

Apr  
2014

GA: Increased focus on efficiency, accountability

Jun  
2014

BOG adopts 10 academic & efficiency metrics

Aug  
2014

UNC Efficiency & Effectiveness Policy

Mar  
2016

**GA Launches InfoCenter**



Mar  
2016

Boston Consulting: Strengthen analytics & communication

Sep/Oct  
2016

BOG: “Setting **system** goals for affordability & efficiency”





# InfoCenter





# InfoCenter

- Downloadable reports and infographics
- Reduces burden on UNC GA IT team





ABOUT OUR SYSTEM ▾

OUR 17 CAMPUSES ▾

LEADERSHIP AND POLICY ▾

RESEARCH AND DISCOVERY ▾

SERVING LOCALLY AND GLOBALLY ▾

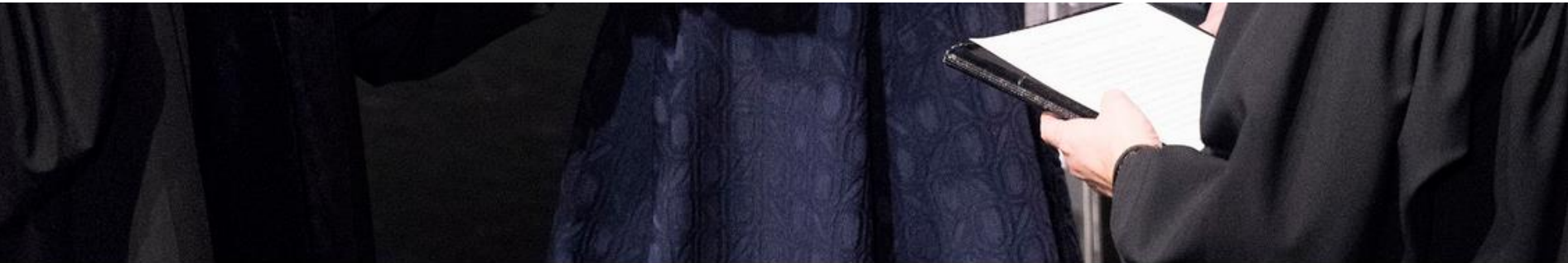
STRATEGIC PLANNING



## MARGARET SPELLINGS

The Inauguration of the University's 18th President

[READ MORE](#)



## LATEST WEBSITE UPDATES

For more than 200 years, UNC has evolved to meet the needs of students and society. The work of visionary leaders continues that progress today with new and innovative ways to shape the future of education in the state.



### UNC INFOCENTER

The UNC InfoCenter contains downloadable reports and data tables and interactive data tools. InfoCenter supports transparency and accountability to North Carolina taxpayers and other stakeholders, and it supports efforts to increase the University's efficiency and impacts.



### STRATEGIC PLANNING

The strategic planning process is about addressing priorities and improving our public higher education by strengthening institutions, improving student outcomes and providing access to affordable high-quality degrees.



### UNC RESEARCH OPPORTUNITIES INITIATIVE (ROI)

The UNC Research Opportunities Initiative provides targeted funding for innovative and potentially game-changing research projects.



ABOUT OUR SYSTEM ▾

OUR 17 CAMPUSES ▾

LEADERSHIP AND POLICY ▾

RESEARCH AND DISCOVERY ▾

OUR MISSION

A VISION FOR THE FUTURE

220 YEARS OF HISTORY

UNIVERSITY AFFILIATES

The UNC  
tools. The  
and ot

CAMPUS SAFETY

SPECIAL INITIATIVES ▶

LICENSING PRACTICES ▶

STATISTICAL ABSTRACT

INFOCENTER

CONTACT US

ECONOMIC IMPACT ▶

.Y ▾

STRATEGIC PLANNING

## INFOCENTER

able reports and data tables and interactive data  
ency and accountability to North Carolina taxpayers  
s efforts to increase the University's efficiency and  
impacts.



### INTERACTIVE DATA DASHBOARD

The UNC Data Dashboard is an interactive, c  
database that gives students, parents, policyma  
taxpayers expanded access to detailed system data on  
selected core measures.



### AND DATA TABLES

able information, accessible data  
ade to the Legislature, UNC Board  
or Governors, and others.



### COUNTY CONNECTIONS

Explore the reports illustrating the positive difference  
UNC is making throughout North Carolina. Every county.  
Every community. Every day.

## INTERACTIVE DATA DASHBOARDS



### ENROLLMENT

Explore enrollment trends across the UNC system, learn more about who our students are and where they come from.



### TRANSFER STUDENTS

Examine trends in transfer student enrollment, first-year performance, and graduation rates.



### FACILITIES USAGE

View classroom and instructional laboratory usage at multiple levels (rooms and seats, by day and by hour), including comparisons to norms and historical trends.



### FRESHMEN ADMISSIONS AND PERFORMANCE

Students, parents, schools and school district officials can see admissions and performance information about high school graduates pursuing degrees at all the universities. Graduation rate information. Peer comparisons, and more.



### RESEARCH AND DEVELOPMENT

Explore trends in research and sponsored programs. See award totals for external funding as well as the sources of those funds, and learn about the number of commercial innovations coming out of the University.



### DEGREES

With over 200 academic programs across our campuses, UNC students earn degrees in a variety of critical fields. Learn more about degrees awarded over the past ten years, and sort the data by level of degree, field of study and demographics.



### JOBS FOR NC

In partnership with the Department of Commerce's Labor and Economic Analysis Division, UNC tracks employment outcomes of graduates working in the state presented through NC's Tool for Online Workforce and Education Reporting (NC TOWER).



### EDUCATOR QUALITY

The Educator Quality Dashboard serves as an interactive on-line tool for viewing and analyzing data reflecting our progress towards the goal of augmenting the quantity and quality of public school educators serving our state's students.

**Broad High School Type**

Public NC

Private NC

Special: Federal and State...

Out-of-State

**Recent High School Graduate**

Yes

No

**Retained at/Graduated from...**

Same UNC University

Any UNC University

Any University/Colleg...

**Academic Load in First Semester**

Full-Time

Part-Time

**Specific High School Type**

Regular NC Public Schools

Charter NC Public Schools

Early/Middle College NC High Schools

NC Association of Independent Schools

**NC School District**

District

**NC High School**

High School

2009

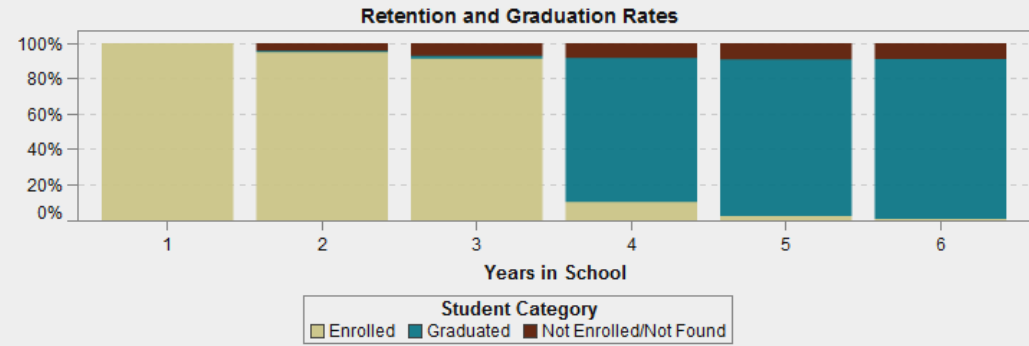
2010

2011

2012

2013

2014



Years in School		1	2	3	4	5
Year	Student Category	Rate	Rate	Rate	Rate	Rate
2009	Enrolled	100.0%	95.7%	91.2%	10.4%	
	Graduated	.	0.0%	1.6%	81.2%	
	Not Enrolled/Not Found	.	4.3%	7.1%	8.4%	
Subtotal: 2009		100.0%	100.0%	100.0%	100.0%	
2010	Enrolled	100.0%	96.3%	91.5%	9.4%	
	Graduated	.	0.1%	2.1%	83.5%	
	Not Enrolled/Not Found	.				

Cohorts less than 5 students have been omitted from the table/chart.

## REPORTS AND DATA TABLES

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### STUDENTS

Examine enrollment trends for freshmen, transfer, and online students; degrees conferred; and average SAT scores.



### GOVERNMENT RELATIONS

Learn about Federal and State Government Relations' priorities in funding the University and policy agendas.



### RESEARCH ACTIVITIES

Explore trends in research and sponsored programs, including external funding and the number of commercial innovations.



### TUITION, FEES AND FINANCIAL AID

View tuition and fees for undergraduate and graduate programs by campus.



### IMPACT AND OUTREACH

See public higher education's economic impact and outreach contributions to communities across the state.



### ACADEMIC PROGRAMS

View specific reports on nursing programs, teacher prep, and low productivity programs.



### FACULTY AND STAFF

Explore reports on faculty workload, performance of tenured faculty, employee salary data and salary adjustments.



### BUDGET AND FINANCE

View financial statements, audit reports, capital projects, and financial analyses.



### FACILITIES

Examine classroom and instructional laboratory usage at multiple levels (rooms and seats, by day and by hour), including comparisons to norms and historical trends.





The

Committee on Educational Planning, Policies and Programs

December 4, 2014

February 20, 2014

7. SB 761: Academic Credit for Military Training .....Katharine Stewart

.....Andrea Poole

**1) Incentivize savings practices to encourage and**  
Current state statutes governing the carry-over of G direct incentive for campuses to conserve funds. Ca institution's annual General Fund appropriation. The managers fear they will lose funds going forward if practices are designed to encourage savings.

This recommendation would increase the current c appropriation. These retained savings could be used repairs and renovations, (2) computer and equipme the Distinguished Professorship program, and (4) in

**2) Provide In-state tuition for military veterans**  
In 2014, Congress passed comprehensive Veterans, provide in-state tuition for certain veterans or risk b federal legislation, the NC legislature passed a budg in the VA's Yellow Ribbon Program with the first aw legislation, the Yellow Ribbon Program proposal is r

We encourage the legislature to pass conforming le 1<sup>st</sup>, 2015, and carry-forward the 2014-15 appropriat to pay for the transition cost associated with compl

**3) Restore BOG Authority for certain Repair & Re**  
The University of North Carolina and state governm critical infrastructure, due to inconsistent Repair & a \$2b R&R shortfall. Until recently, UNC institutions efficiencies in their operating budget to tackle their problems before they became emergency repairs. V the Board of Governors and allow the institutions to contractually obligated to complete the R&R projec

**4) University Budget Effectiveness**  
When the State Budget Act was enacted in 2006, th legislative branch of government and included seve the 2013 budget process however, slight changes w inconsistent dual reporting requirement to both the Board of Governors-approved budget. UNC must n executive branch, while also presenting the needs c elsewhere in statute. We encourage the legislature position as an agency governed by the legislative br

**Situation:** The Board of Governors is required, per Senate Bill 761 of the 2013 Session of the General Assembly of North Carolina, to submit two reports in collaboration with the State Board of Community Colleges. The first, to address Section 3 of the Bill, proposes a plan to evaluate and award credit for military training in a coordinated fashion across the two systems. The second, to address Section 4 of the Bill, is a report on job development and nondegree training programs for military students.

**Background:** Senate Bill 761, passed by the General Assembly of North Carolina in its most recently completed session, requires that the UNC and Community College systems work together to develop a plan to award academic credit in a coordinated fashion to students who present with military training and to address the need for nondegree programs, especially in some licensed occupations, for military students. The reports are due to the Joint Legislative Education Oversight Committee, the cochairs of the House Homeland Security, Military, and Veterans Affairs Committee, and the cochairs of the Legislative Research Commission Study Committee on Civilian Credit for Military Training, in mid-to-late December. The attached reports have been developed by workgroups composed of system-level staff and institutional representatives from the NC Community College and UNC systems. The report on academic credit for military training (for Section 3 of the bill) provides an overview of existing practice with regard to the award of military credit, a summary of the accomplishments of the workgroup thus far, and a plan for moving forward with coordinated review and approval of academic credit for a variety of military courses and occupational specialty training experiences. The report on job development and nondegree training programs (for Section 4 of the bill) addresses the link between military occupational specialties (MOSs) and some licensed occupations, the VA approved nondegree programs that can help support job training, and an assessment of the ability of community colleges and other training centers to offer such programs.

**Assessment:** Approval of the reports is recommended.

**Action:** This item requires a vote.

make the needs of the sembly.

requested operating and 2018 Strategic Plan, "Our Carolina." The 2013-14 e UNC system than was or enrollment change and but also included a \$65.8 million in strategic plan d funding and two capital

d implement additional pended in 2012-13. This flexibility reduction and a a legislative increase to second year funding for renovated buildings.

bly to provide the funds uce the highly educated omic competitiveness in done its part to absorb rturn, and UNC continues and related spending per lucational costs borne by arge tuition increases will and threaten academic

ered outside the UNC e priorities, to retain our ed equally in any increase



## 2015 DURHAM COUNTY

### US Senate Representative(s)

Richard Burr, Thom Tillis

### US House Representative(s)

G.K. Butterfield (1st District), Mark Walker (6th District), George Holding (13th District), David Price (4th District)

## COUNTY FAST FACTS

5,011

**UNDERGRADUATE STUDENTS**  
from county enrolled at UNC institutions

852

**STUDENTS ENROLLED**  
from county in UNC distance education-only programs

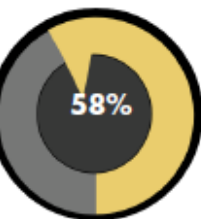
2,116

**GRADUATE AND PROFESSIONAL**  
students from county enrolled at UNC institutions

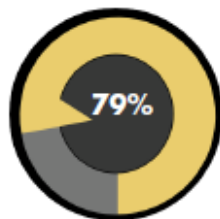
### SPIRIT OF COLLABORATION

The NC Central, NC State, and UNC-Chapel Hill Schools of Education partnered with local schools in the County to improve professional development for teachers, school administrators, and other educational professionals. The partnership was also designed to renew and improve school curriculum, conduct educational research that improves classroom practice, and share best practices.

The UNC-Chapel Hill School of Government made 2,812 contacts with Durham County citizens and officials through course participation, publication purchases, teaching and advising projects, a North Carolina benchmarking project, a civic education consortium, and environmental finance advising projects.



LEFT: Percentage of North Carolina public high school graduates from the county who applied and were accepted to at least one UNC institution.



RIGHT: Percentage of undergraduate students from the county using financial aid.



Scan the QR code for County Impact information.

[www.northcarolina.edu](http://www.northcarolina.edu) | [www.online.northcarolina.edu](http://www.online.northcarolina.edu) | [www.uncserves.northcarolina.edu](http://www.uncserves.northcarolina.edu)



## 2015 DURHAM COUNTY

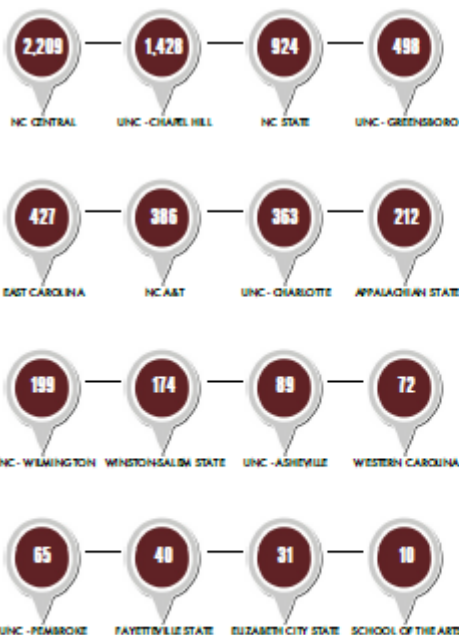
### State Senate Representative(s)

Mike Wooldard, Royce B. McIlwain, Jr.

### State House Representative(s)

Larry Hall, Paul Luebke, Mickey Michaux, Craig Meyer

## COUNTY UNDERGRADUATE/GRADUATE ENROLLMENT BY CAMPUS



## 2015 UNDERGRADUATE DEGREES AWARDED BY AREA OF STUDY

BEHAVIORAL SCIENCES (24.8%)

NATURAL SCIENCES (20.6%)

HUMANITIES (15.8%)

HEALTH PROFESSIONS (14.5%)

BUSINESS (11.8%)

EDUCATION (9.3%)

### RESEARCH IN ACTION

Approximately \$43,000,000 in research grants have been awarded to Durham County-based projects.

Thanks to this funding, Appalachian State, East Carolina, Fayetteville State, NC Central, North Carolina A&T, NC State, UNC-Chapel Hill, UNC Charlotte, UNC Greensboro, UNC Pembroke, UNC Wilmington, Western Carolina, Winston Salem State, UNC Greensboro currently have research initiatives underway that affect county residents.

### STATEWIDE SYSTEM FACTS

■ \$1.3 billion : Grants for Research and Sponsored Programs

■ 752,024 : Number of patients served by UNC physicians

■ 105,073 : Number of patients served by ECU physicians

■ 85% of UNC students are from North Carolina

■ 28% of undergraduate students are transfer students, with half arriving from community colleges

■ 18% of students attend college part-time

■ 40% of UNC students are over the age of 21



Scan the QR code for more County Impact information.

[www.northcarolina.edu](http://www.northcarolina.edu) | [www.online.northcarolina.edu](http://www.online.northcarolina.edu) | [www.uncserves.northcarolina.edu](http://www.uncserves.northcarolina.edu)

# InfoCenter Highlights

- Provides myriad of data on the 17 campuses
- Infographics can be easily interpreted
- Data is readily accessible
  - Public site
  - Used to inform program prioritization decisions



# InfoCenter Opportunities

- Stable and sustainable foundation
- Clear design with intuitive tools
  - **Avoid misinterpretation**
- Customizable reports
- Tell the story
- Marketing and active outreach





# Recommendations

# Recommendations

1. Communications Strategic Plan
2. Communication Strategy User Group
3. Dedicated Budget
4. Additional Staff Resources
5. Customized User Experience
6. Grassroots Marketing Campaign



# Communications Strategic Plan

- Develop goals and objectives for InfoCenter
- Tie into UNC GA Strategic Plan



## ACCESS

The UNC system must continue its proud heritage of access and student diversity.



## AFFORDABILITY AND EFFICIENCY

Ensure a UNC education is within the financial means of all in the state.



## STUDENT SUCCESS

Increase degree attainment and ensure value and relevance for students.



## ECONOMIC IMPACT AND COMMUNITY ENGAGEMENT

Deepening partnerships that strengthen local communities and the state's economy.



## EXCELLENT AND DIVERSE INSTITUTIONS

Help institutions achieve excellence within individual missions.

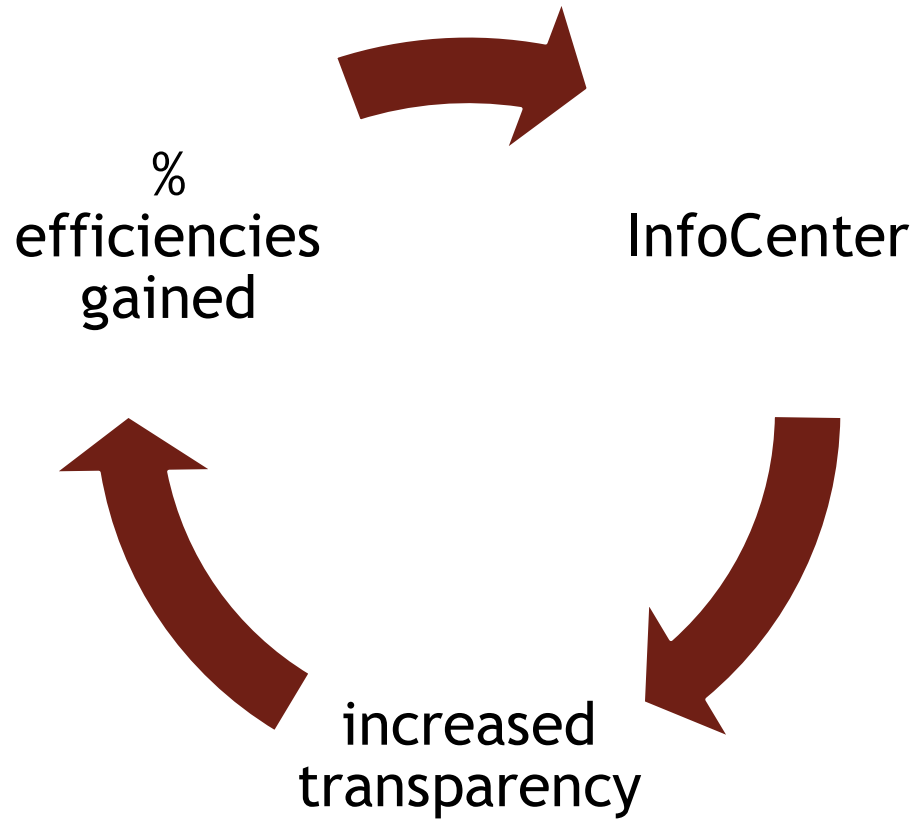
# Communication Strategy User Group

- Composed of users and stakeholders
- Provides feedback and testing of new ideas



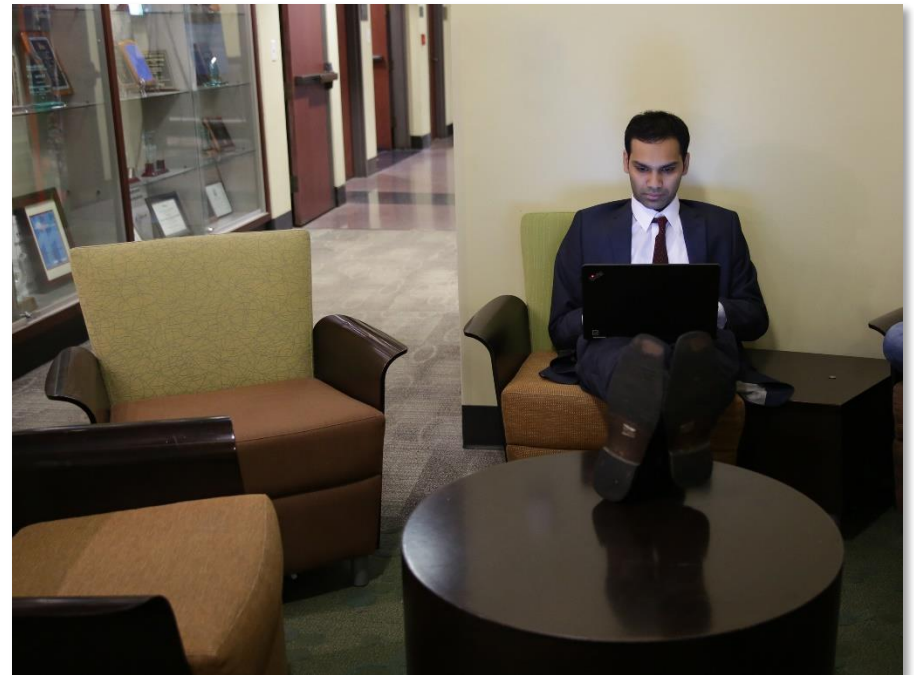


# Dedicated Budget

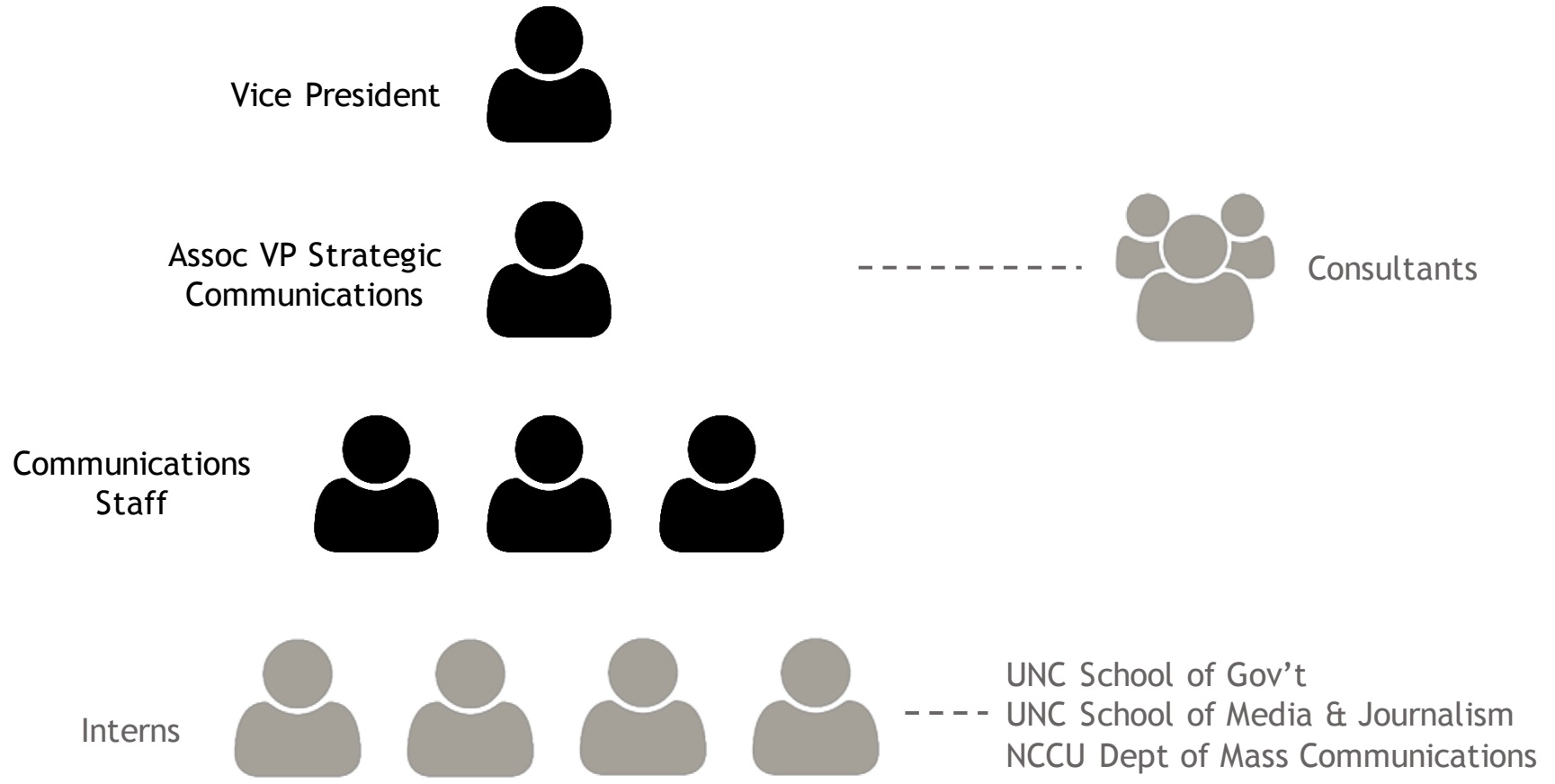


# Staff Resources Needed

- Consultant: upgrade website
- Interns: drive grassroots campaign



# UNC GA Communications Staff



# Customized User Experience

- Customized reports (in process)
- Targeted user experience





- ABOUT OUR SYSTEM
- OUR 17 CAMPUSES
- LEADERSHIP AND POLICY
- RESEARCH AND DISCOVERY
- SERVING LOCALLY AND GLOBALLY
- STRATEGIC PLANNING

## UNC INFOCENTER

The UNC InfoCenter contains downloadable reports and data tables and interactive data tools. The InfoCenter supports transparency and accountability to North Carolina taxpayers and other stakeholders, and it supports efforts to increase the University's efficiency and impacts.

Please help us customize your experience and provide you the best information possible. Click the button below that best represents who you are:

				
Future Student or Parent	High School Guidance Counselor	UNC Member Institution	General Assembly Staff	Other

# Grassroots Marketing Campaign

- Outreach to key partners and site users
  - High school guidance counselors
  - Chambers of commerce
  - Legislative aides
  - Parents and future students
- Outreach tools



# Grassroots Marketing Campaign



# Next Steps

- Disseminate Project Report
- Identify user group members
- Provide sample marketing letter
- Develop contact lists for grassroots campaign
- Connect with schools and departments to identify interns





# Acknowledgements

# Acknowledgements

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- **Steven Hopper**
  - Interim Chief Information Officer, UNC GA
- **Mike Patil**
  - Executive Director, Carolina Counts, UNC

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UNC Kenan-Flagler Business School
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  - Francis Preston Venable Professor of Chemistry,  
Special Assistant to the Chancellor, Carolina Counts
- **Michele S. Ware**
  - Associate Professor of English, NCCU

***SPECIAL THANKS TO WILL FREY & ULEAD STAFF!***



**Thank you!**



# Appendix

# Image Citations