

Faculty Convocation and General Faculty Meeting

David H. Perrin

**Provost and Vice Chancellor for
Academic Affairs**

September 16, 2009

Agenda for Convocation

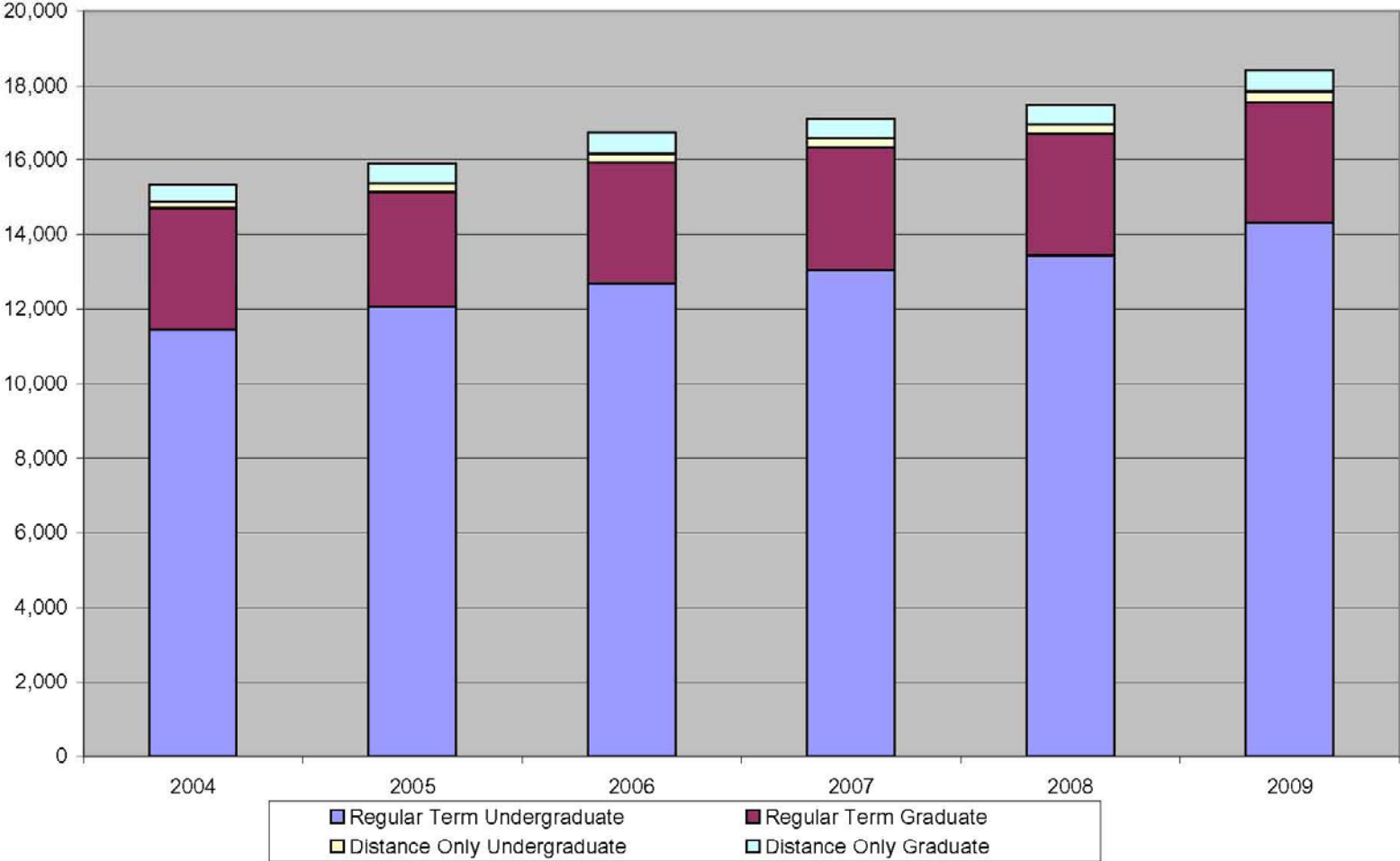
- **Enrollment Growth (Undergraduate, Graduate, and Distance)**
- **Student/Faculty Demographics**
- **Inclusive Community Initiative**
- **Academic Program Planning**
- **Research Update**
- **Strategic Planning Process for 2009-10**
- **Planning and Assessment at UNCG**
- **Integrated Marketing and Strategic Communications Plan**
- **Questions and Discussion**

Enrollment Growth

Fall 2009 Enrollment

- **Undergraduate**
 - 2510 new freshman
 - 1435 transfer students
 - 14311 total undergraduates (+6.5%)
- **Graduate**
 - 3224 (-0.8%)
- **Total regular term: 17535 (+5.9%)**
- **Distance**
 - 324 undergraduate (+30.6%)
 - 568 graduate (+10.1%)
- **Total distance: 892 (+16.8%)**
- **Total regular and distance: 18427 (+6.4%)**

**Headcount Enrollment Trends by Level,
Regular and Distance Students**



Student/Faculty Demographics

New Student Demographics 2009 (2008)

- **Average SAT: 1032 (1039)**
- **Average HS GPA: 3.58 (3.58)**
- **Average PGPA: 2.75 (2.79)**
- **% women/% men: 69.3/30.7 (68.7/31.3)**
- **% out of state: 7.2 (8.9)**
- **Top 5 home states for non-NC residents**
 - **VA: 16.7%**
 - **NJ: 12.6%**
 - **MD: 12.1%**
 - **NY: 8.6%**
 - **OH: 7.5%**

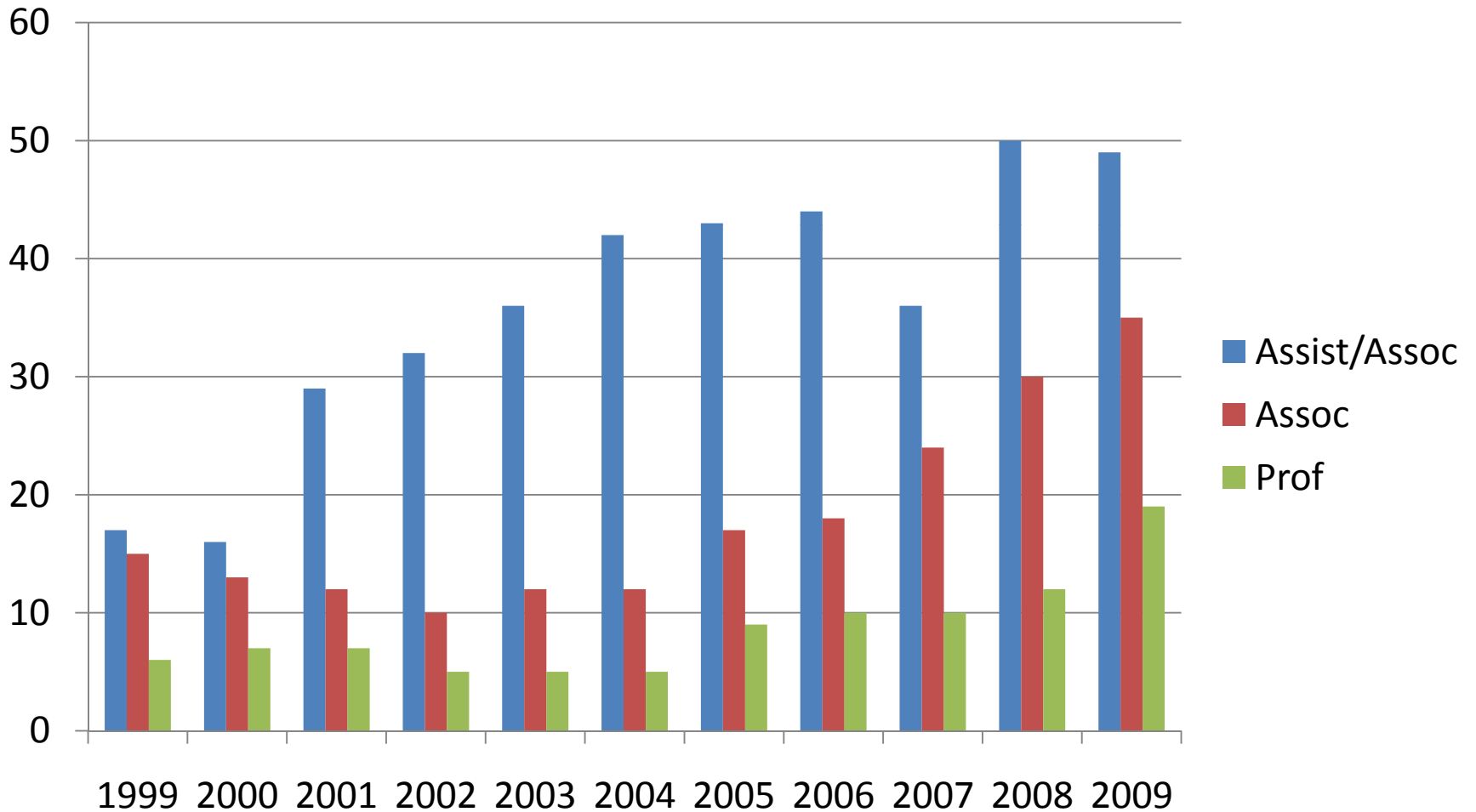
New Student Race/Ethnicity 2009 (2008)

- **African American: 25.8% (21.9%)**
- **Hispanic/Latino: 5.3% (3.4%)**
- **Asian: 3.8% (4.4%)**
- **American Indian/Alaskan Native: 0.3% (0.4%)**
- **Native Hawaiian/Other Pacific Islander: 0.2%**
- **Multiple racial identities: 2.8%**
- **Not disclosed: 3.0% (6.0%)**
- **Total identified racial minority: 33.0% (30.1%)**
- **White: 63.8% (63.9%)**

New Faculty

- **47 new faculty members**
- **29 tenure/tenure track (17% Ethnic Minority)**
- **18 other full-time (22% Ethnic Minority)**
- **Affirmative Action Program 1999 - 2009**

Tenure Track/Tenured Ethnic Minority Faculty



2009-10 Academic Affairs Enrollment Change Allocation

- **Faculty lines: \$1,510,301 and 17.94 FTE**
- **Other academic support (OTP, etc.): \$331,489**
- **Libraries: \$251,214**
- **Breakdown of above numbers:**
 - **Regular Term: 14.4 faculty lines and \$1,212,347**
 - **Distance: 3.54 faculty lines and \$297,954**
 - **Regular Term Other academic support: \$266,096**
 - **Distance other academic support: \$65,393**
 - **Libraries - Regular: \$201,654**
 - **Libraries - Distance: \$49,560**

Inclusive Community Initiative

Inclusive Community Initiative: 2008-09 Goals & Accomplishments

- **Develop a UNCG endorsed definition of an inclusive community**
- **Conduct a campus climate assessment**
- **Formulate a plan to coordinate, communicate, and support programs that contribute to campus inclusiveness**
- **Identify additional ways UNCG can become more inclusive**
- **Develop a rationale and position description for a Director of Equity and Inclusion**

Inclusive Community Task Force: Selected Recommendations

- **Create Chancellor's Advisory Committee on Equity, Diversity and Inclusion**
- **Secure office space for Office of Equity and Inclusion**
- **Identify budgetary resources to support the initiative**
- **Appoint a graduate assistant to support the initiative**
- **Continue university-wide endorsement of inclusiveness statement**
- **Consider creation of a position dedicated to advancement of this agenda**

Inclusive Community Task Force 2008-09

Susan Dennison and CP Gause, Co-Chairs

- **Kathy Jamieson**
- **Michael Elliott**
- **Bill Hart**
- **Jeanne Irwin-Olson**
- **Shelly Brown-Jeffy**
- **Rod Wyatt**
- **Ellen Robbins**
- **Jeffrey Coleman**
- **Etsuko Kinefuchi**
- **Jen Day Shaw**
- **Scott Gibson**
- **Michael Tusso**
- **Micah Beasley**
- **Steve Gilliam**
- **Rachael Kuhn Stinehelfter**
- **Debbie Schallock**
- **Stephanie Walker**
- **Jay Poole**
- **Mona Edwards**
- **Brooks Graham**
- **Sarah Carrigan**
- **Sharon Brown**
- **Mike Williams**
- **Cynthia Barnes**
- **Delilah White**

Academic Program Planning

Academic Program Planning

Program

- Ph.D. in Nanoscience (JSNN-joint with NC A & T State University)
- Ph.D. in Environmental Health Science
- Pharm. D. Doctor of Pharmacy
- Ph.D. in Institutional Research and Assessment
- Ph.D. in Social Work (joint with NC A&T State University)

Status

- Submitted Request to Establish (December 5, 2008)
- Submitted Request to Establish (May 30, 2008)
- Submitted Request to Plan(February 20, 2009)
- Submitted Request to Plan (September 26, 2007)
- Submitted Request to Plan (April 9, 2009)

Status of UNG-GA Academic Program Planning

- **“Implementing Revised Academic Program Review” document shared with Educational Planning Committee of BOG in August**
- **Committee agreed to restart review process**
- **CAOs to discuss at September meeting**
- **Tentative undergraduate, master’s, and doctoral degree program priorities identified**

Tentative BOG Priorities for Doctoral Degree Programs

- **Dentistry**
- **Medicine**
- **STEM disciplines**
- **Physical Therapy**
- **Pharmacy**
- **Criminal Justice**
- **Faculty for Community Colleges**
- **Related BOG approved investments**

Research Update

Research Update

- **Transition from Office of Research and Public/Private Sector Partnerships to Office of Research and Economic Development**
- **Appointment of Interim VC for RED (Terri Shelton) and Interim Associate VC for ED (Jerry McGuire)**
- **Search resumed for Vice Chancellor for Research and Economic Development**
- **Appointment of Special Assistant for Federal Relations (Mike Tarrant)**

Support for Research and Creative Activity

- **Ongoing support for faculty from 2009-10 Overhead (F&A) Plan**
 - Undergraduate research assistantships
 - Faculty research grants
 - Faculty research travel fund (Scholar's Travel)
 - New faculty research awards
 - Advancement of teaching and learning awards
 - International research travel fund
- **Research Excellence Awards**

American Recovery and Reinvestment Act

- **58 proposals submitted: \$45,208,812**
- **4 awarded: \$928,563**
- **2 awards pending: \$361,991**
- **Total Awards: \$1,290,554**
- **Kudos to faculty, Research Advisory Council,
Office of Research and Economic Development**
- **Congratulations to Raleigh Bailey, Cheryl
Buehler, Michael McIntosh, and Stan Faeth for
awards**

Recovery Act Proposal

- **RFA-RR-09-008, Recovery Act Limited Competition: Extramural Research Facilities Improvement Program (C06)**
- **For renovation of the Mehl Building on the Gateway University Research Park North Campus in support of behavioral research**
- **\$7.2 million over two years**
- **Bill Dudley, Associate Dean for Research, School of Health and Human Performance**

Recovery Act Proposal

- **NIH RFA-RR-09-007: Recovery Act Limited Competition: Core Facility Renovation, Repair, and Improvement (G20)**
- **For renovation and improvement of the Molecular Life Sciences Core Laboratory (MLSCL)**
- **\$1.427 million**
- **Vince Henrich, Director, Center for Biotechnology, Genomics and Health Research**

Research and Strategic Planning

- **Research Advisory Committee (RAC) or key faculty researcher representation on Implementation Teams for first 12 strategic goals**
- **Strategic plan being developed by ORED**
 - RAC
 - Key faculty researchers
 - ORED personnel

Strategic Planning Process for 2009-10

Progress on Planning Process

- **SPC Final Report** posted at uncgtomorrow.uncg.edu
- **Deans Council** provided input into selection of initial goals for 2009-10
- **Deans Council** reworked the list of annual activities necessary to achieve these initial goals
- **Divisional plans** have been developed to support the strategic plan
- **Members of Deans Council and Executive Staff** have been selected as implementation team leaders
- **Implementation teams** are currently being formed
- **The Deans** are developing unit plans to support the strategic plan

12 Initial Goals

- **Access to Education and Student Success**
 - *1.1 At Risk Students*
 - *1.3 GA Retention Rates*
 - *1.5 Qualified Diverse Students*
 - *1.6 Birth-12 Education Professionals*
 - *1.7 Online Degree Programs*
 - *1.8 Graduate Enrollment*
- **Education and Leadership**
 - *3.5 21st Century Skills)*
- **Economic, Cultural, and Community Engagement**
 - *4.3 Engaged Scholarship*
 - *4.5 Athletics*
- **Health and Wellness Across the Life Cycle**
 - *2.1 Pharmacy School*
 - *2.4 Health and Wellness*
- **Internationalization**
 - *5.3 International Experience*

Outline for Implementation Team Report

- **Rationale**
- **Why goal was chosen as high priority goal**
- **Anticipated outcomes for or impact on state, region, local community, university, groups, or categories of individuals**
- **Annual Activities**
- **Responsible parties**
- **Milestones**
- **Metrics**
- **Annual Metric Targets**
- **Resources**
- **Time-Phased Budget for each resource**
- **Critical Path Diagram**
- **Risk Assessment**

Implementation Teams

- **Faculty and staff from more than one academic unit**
- **The responsible member(s) of Deans Council and other volunteers from Deans Council**
- **A representative from each relevant division outside of academic affairs**
- **Key on-campus stakeholders**
- **Key off-campus stakeholders if relevant**

Implementation Resource Support Team

- **Three Associate Vice Chancellors for ITS or their designees**
- **Associate Vice Chancellor for Facilities or his designee**
- **Director of Space Management**
- **Assistant Vice Chancellor for Environmental Safety**
- **Vice Chancellor for University Advancement or her designee**
- **Member of Board of Visitors**
- **Vice Chancellor for Student Affairs or her designee**
- **Assistant Vice Chancellor for Academic Resources**
- **Vice Chancellor for Research and Economic Development**
- **Associate Provost for Planning and Assessment**
- **Chair of Institutional Effectiveness**
- **Assistant Vice Chancellor for Institutional Research**
- **Director of Academic Assessment**
- **Liaison to Integrated Marketing Committee**

GA Retention Rates (Student Access and Success)

- Retention rates will increase by 2012 from 75.6% in 2008 to 80%, four-year graduation rates will increase to 34%, and six-year graduation rates will increase to 60%**
- Continued implementation of 2003 Retention Task Force**
- Retention of 2007 freshmen = 75.4%%**
- Retention of 2008 freshmen = 76.7% (+1.3%)**

UNCG in 3 (Student Access and Success)

- **Provides opportunity for appropriately prepared students to complete an undergraduate degree in 3 years**
- **Conveys UNCG's concern for escalating cost of higher education**
- **Combines opportunities for taking courses through**
 - **iSchool, advanced placement credit, early colleges**
 - **Fall, winter session, spring, and summer**
 - **Face-to-face and online**

UNCG Guarantee (Student Access and Success)

- **Modeled after Carolina Covenant**
- **Seeded with \$4 million of \$6 million anonymous gift**
 - **\$1 million for Smart-Tillman Distinguished Professorship, School of Music, Theatre and Dance and Florence Schaeffer Distinguished Professorship in the Sciences**
 - **\$1 million to seed fund for Graduate School Inclusiveness Awards**
- **Provides “guarantee” of cost of attendance from endowment and other financial aid sources for needy students**
- **Entails marketing and public relations campaigns**

Graduate Enrollment (Student Access and Success)

Review of Master's Degree Programs

- **Enrollments range from fewer than 10 to several hundred**
- **A few programs are highly selective but most admit more than 50% of applicants**
- **16 programs have not been revised since 2004**
- **Enrollments in many programs are flat and some showing a decrease in applications**
- **Quality of students quite variable and decreasing in some programs**

Review of Master's Degree Programs

- **Review of trends for the period from 2003-2008**
- **Review to include**
 - **Date of last revision**
 - **Program size and potential for growth**
 - **Applied/admitted/enrolled comparisons**
 - **Enrollment and graduation comparisons**
 - **GRE comparisons**
- **Consider elimination of low productivity programs with reallocation of resources to high productivity programs and those with potential for growth**

Why UNCG Pharmacy? (Health and Wellness)

- **Academic and research program in pharmacy would enhance research profile of UNCG while addressing one of the primary goals of UNC Tomorrow: economic development of the Triad and the State of North Carolina.**
- **Establish a UNCG presence in the heart of downtown Greensboro**
- **UNCG has excellent undergraduate and graduate programs in the sciences, including the Ph.D. program in Medicinal Biochemistry.**
- **School of Pharmacy eventually would include a PhD in Pharmaceutical Sciences**

Why UNCG Pharmacy? (Health and Wellness)

- **Logical extension of excellent academic and research programs, including the Joint School of Nanoscience and Nanoengineering, Nursing, Public Health, and the Bryan School of Business and Economics.**
- **Leverages collaborations with the Moses Cone Health System, the Wake Forest University School of Medicine, and many Triad-area hospitals.**

Why UNCG Pharmacy? (Health and Wellness)

- **Commitment to access and affordability: the distinctive mission of a public university.**
- **Recruitment of pharmacy students from UNCG's highly diverse undergraduate population (33% ethnic minority students in Fall 2009 freshman class) would help address the underrepresentation of ethnic minorities in the pharmacy profession.**
- **Students seeking pharmacy would enhance undergraduate student profile and number of first choice students**

Planning and Assessment Update

Responsibilities of Two Offices

Undergraduate Studies

- Undergraduate Curriculum (Internal Process)
- Learning Communities
- Teaching and Learning Center
- General Education
- Student Retention and Success

Planning and Assessment

- Academic Programs Liaison to SACS and GA (External Communication)
- Strategic Planning
- Annual Reporting
- Institutional Research
- Assessment of Student Learning
- Institutional Effectiveness, Accreditation

The Institutional Effectiveness Process: Demonstration of Continuous Improvement

- **Develop Goals with Measurable Outcomes**
- **Measure Progress Towards Goals**
- **Review Findings**
- **Develop an Action Plan for Improvement**
- **Implement the Action Plan**
- **Document all of the above**

Two Types of Assessment

Administrative Assessment

- **Unit of Analysis:** division, unit, center, institute, department, or office
- **Purpose:** Improvement of administrative efficiency and effectiveness
- **Examples of Possible Consequences:** organizational change, reallocation of budget, modification of job descriptions

Student Learning Assessment

- **Unit of Analysis:** academic program
- **Purpose:** Improvement of student learning
- **Consequence:** program improvement

2009-10 Assessment Activities

- **Documentation of student learning assessment activities for 2008-2009 by 9/30/2009 (all academic programs)**
- **Implementation of plans to improve student learning based on evidence underway by later this semester**
- **Review of action plans for the improvement of student learning by Provost later this semester**
- **Development of administrative assessment plans by Institutional Effectiveness Committee working with divisions, units, departments, and offices as the year unfolds**

Integrated Marketing and Strategic Communications Plan

Integrated Marketing and Strategic Communications Plan

- **A concerted effort to move from me to us**
- **To help clearly establish UNCG uniquely within the UNC system**
- **Market ourselves as a university while providing room for individuality of academic units**
- **Will involve collective planning rather than central control**
- **Committee appointed and with initial meeting September 30, 2009**

Integrated Marketing Committee

Joy Bhadury and Helen Hebert, Co-Chairs

- Alan Boyette
- Lynn Bresko
- Kevin Ballard
- Lyda Adams Carpen
- Sarah Carrigan
- Linda Carter
- Pam Cash
- Shannon Clegg
- John Deal
- Steve Gilliam
- Bill Hart
- Celia Hooper
- Scott Hudgins
- Tim Johnston
- Lise Keller
- Peter Allan
- Herb Everett
- Melissa Edmonds
- Laurie Kennedy-Malone
- John Merrill
- Barry Miller
- Gwendolyn O'Neal
- Sharlene O'Neil
- Nell Pynes
- Louise Raleigh
- Steve Roberson
- Jesse Russo
- Debbie Schallock
- Donna Seckar
- Michelle Soler
- Dick Stewart
- Curtis Tarver
- Charles Tedder
- Alicia Fields-Minkins