

**UNCG Plan**  
**Priority Year for Each Goal Cluster**  
**Division of Academic Affairs**

**Strategic Direction #1****Teaching and Learning:**

*Promote excellence in teaching and learning as the highest university priority.*

	2003-04	2004-05	2005-06	2006-07	2007-08
1.1 Maintain and enhance excellent undergraduate and graduate academic programs to ensure that students acquire intellectual and academic skills.	✓				
1.2 Offer outstanding opportunities for students and faculty to participate actively through the development and evaluation of innovative programs.				✓	
1.3 Support and reward faculty in their efforts to use best teaching practices to facilitate student learning and engagement.				✓	
1.4 Expand use of technology to improve teaching and learning for students on campus at a distance.		✓			
1.5 Expand and enhance opportunities for experiential learning, including internships, research assistantships, and service learning.	✓				
1.6 Expand opportunities for international research, study, and education for students, faculty, and staff.		✓			
1.7 Improve assessment of student learning to guide improvement in instructional practices, curriculum and co-curricular experiences.	✓				
1.8 Improve support services for teaching and learning.				✓	
1.9 Recruit and retain a diverse and accomplished faculty and staff committed to the advancement of student.	✓				
1.10 Seek a reasonable balance among courses taught by tenured/tenure-track faculty, non-tenure-track faculty, and graduate teaching assistants.					✓
1.11 Establish new undergraduate and graduate degree programs that respond to emerging needs in education, government, business, industry, and broader society.	✓				

## Strategic Direction #2

### **Creation and Application of Knowledge:**

*Strengthen research, scholarship, and creative activity.*

	2003-04	2004-05	2005-06	2006-07	2007-08
2.1 Identify and develop research opportunities for undergraduate and graduate students to work with faculty.			✓		
2.2 Improve the international, national, and regional standing of graduate programs.					✓
2.3 Target and promote areas of interdisciplinary research emphasis.	✓				
2.4 Strengthen the role of Centers and Institutes in enhancing opportunities for excellence in research scholarship, and creative activity for faculty and students.			✓		
2.5 Provide a supportive environment for faculty and student research scholarship, and creative activity by increasing external and internal support.	✓				
2.6 Continue and enhance major initiatives to build basic and applied research strengths in the life, health, and physical sciences, and information technology.	✓				
2.7 Increase support for basic and applied research excellence in the University's areas of traditional strength, including the arts, humanities, education and social and behavioral sciences		✓			
2.8 Use technology to expand and enhance research.					✓
2.9 Recruit and retain faculty with the potential for and demonstrated excellence in research, scholarship and creative activity.	✓				
2.10 Increase interactions among academic and research programs.					✓

### Strategic Direction #3

#### **Campus Community:**

*Become a more diverse and actively engaged community of students, faculty, staff, and alumni.*

	<b>2003-04</b>	<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>
3.1 Nurture a campus community that reflects and embraces the increasing diversity of North Carolina.	✓				
3.2 Cultivate a community life based on open dialog, shared responsibility, and respect for the distinct contributions and needs of each member.	✓				
3.3 Offer programs and experiences that promote communities of learners.			✓		
3.4 Develop a competitive Division I Athletic Program that is nationally recognized as a leader in the welfare of the student-athlete.					✓
3.5 Promote leadership training, community citizenship and professional development programs for students, faculty, staff and alumni.					✓
3.6 Ensure a positive and supportive environment for faculty, staff and students.	✓				
3.7 Expand recognition of significant service to the institution and the broader UNCG community by faculty, staff, students and alumni.					✓
3.8 Maintain and enhance the artistic and cultural climate and aesthetic appeal of the campus.					✓

## Strategic Direction #4

### **Economy and Quality of Life:**

*Be a leader in strengthening the economy of the Piedmont Triad and enhancing the quality of life for its citizens.*

	2003-04	2004-05	2005-06	2006-07	2007-08
4.1 Establish and maintain collaborations and alliances among academic institutions, Action Greensboro, economic development agencies, and industry.				✓	
4.2 Establish with N.C. A&T State University, The Joint Millennial Campus.		✓			
4.3 Develop and promote new opportunities for lifelong learning.					✓
4.4 Promote and support entrepreneurial activities in the Triad.	✓				
4.5 Facilitate the transfer of products of research, innovation, and other academic endeavors to business and industry.	✓				
4.6 Enrich community life through programming and partnerships in the arts and humanities.	✓				
4.7 Facilitate and promote the application of UNCG faculty, staff, and student expertise to strengthen the social, scientific, and economic capacity of the Triad.	✓				
4.8 Strengthen partnerships with universities, community colleges, and non-profit agencies in educating children/ youth from birth through twelfth grade.			✓		
4.9 Address regional workforce needs, including the shortage of trained professionals, through credit and non-credit programs and partnerships.				✓	
4.10 Address community needs in health and wellness, counseling, disability accommodation, and public health.					✓
4.11 Promote efforts to develop the urban environment, enhance the rural economy, protect physical and natural resources, and facilitate the integration of the Piedmont into the global economy.					✓

**Strategic Direction #5**

**Access and Student Success:**

*Recruit and retain students with the potential to succeed in a rigorous academic environment.*

	2003-04	2004-05	2005-06	2006-07	2007-08
5.1 Increase efforts to recruit and retain students from diverse backgrounds.		✓			
5.2 Increase enrollments at all levels among various populations.	✓				
5.3 Become a university of first choice for an increasing number of students.			✓		
5.4 Increase financial assistance for undergraduate and graduate students to make UNCG more competitive in attracting and retaining able students.	✓				
5.5 Continue to improve the academic profile of students entering the University.		✓			
5.6 Encourage all divisions of the University to work together to manage enrollment growth effectively.				✓	
5.7 Work collaboratively to ensure an integrated approach to marketing the University and its programs.	✓				
5.8 Support campus initiatives aimed at improving student satisfaction, retention, graduation and career placement rates.	✓				
5.9 Expand opportunities for adult learners.		✓			
5.10 Ensure that quality student services are available to meet the needs of all learners.		✓			