

# The Annual Report Card

## 2012—2013

(Accomplishments for A&T Preeminence 2020)

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**North Carolina Agricultural and Technical State University**



## THE UNIVERSITY SCORECARD 2012–2013

### SCORECARD

	NC A&T (2010)	BOG PEERS MEAN	UNC PEERS MEAN	GOAL 2020	NC A&T (2012)	Proximity to Target
<b>ENROLLMENT</b>						
Fall Enrollment (Headcount)	10,795	14,055	23,872	13,500	10,636	(-2,864)
Undergraduate	9,151	11,239	18,786	10,000	8,923	(-1,077)
Graduate	1,644	2,816	5,086	3,500	1,713	(-1,787)
Master's	1,338	3,500	3,399	3,000	1,460	(-1,540)
Doctoral	204	1,200	673	500	253	(-247)
New Freshmen—Average SAT	895	1,036	1,039	1,040	906	(+134)
New Freshmen—Average ACT	19	22	21	22	19	(-3)
New Freshmen—Average High School GPA	3.04	3.24	3.60	3.4	3.25	(-15)
New Transfer Enrollment	419	1,009	1,759	1,500	409	(-1091)
<b>RESEARCH AND DEVELOPMENT</b>						
Contract and Grants Award Dollars (millions)	\$60.14	-	\$43.71	\$85.00	\$39.01	(-45.99)
Number of New U.S. Patents and Licenses Based on NC A&T Research Per Year	1	-	-	14	2	(-12)
Royalties Per Year (thousands)	\$1.70	-	-	\$250.0	0	(-\$250.0)
<b>STUDENT SUCCESS</b>						
First-Year Retention Rate	72.0%	73.9%	78.6%	85.0%	73.6%*	(-11.4%)
Four-Year Graduation Rate	15.0%	18.9%	28.4%	35.0%	20.2%	(-14.8%)
Six-Year Graduation Rate	38.0%	44.4%	54.9%	55.0%	42.2%	(-12.8%)
Number of Renowned Scholars (Marshall, Fulbright, Rhodes, etc.)	0	-	-	5	8	(+3)
Number of National Fellowships	0	-	-	5	3	(-2)
Degrees Awarded by Fiscal Year	1,726	2,481	4,618	2,700	1,673*	(-1027)
Bachelor's	1,349	1,737	3,305	2,000	1,286*	(-714)
Master's	356	640	1,195	645	358*	(-287)
Doctorates	21	40	86	55	29*	(-26)
STEM Disciplines	397	530	501	500	531*	(+31)
<b>ATHLETIC SUCCESS</b>						
Number of MEAC Championships in a Number of Sports	0	NA	NA	5	1	(-4)
Graduation Success Rates for Athletes	50.0%	63.3%	76.6%	65.0%	56%	(-9%)
<b>FINANCIAL RESOURCES</b>						
Endowment Market Value (millions)	\$24.01	\$61.23	\$131.02	\$75.0	\$34.0	(-\$41.0)
Alumni Participation Rate	-	-	20%	-	8.8%	-
<b>HUMAN CAPITAL (Faculty and Staff Recognition)</b>						
Number of Members in National Academies	0	-	-	2	12	(+10)
Number of Members Receiving National and International Awards	2	-	-	8	27	(+19)
Number of Endowed Professorships	4	-	-	8	10	(+2)
Highly Cited [faculty] Staff [scholarly works cited by more than 200 peers]	0	-	-	10	41	(+31)
<b>RANKING AND RECOGNITION</b>						
U.S. News Best College—Overall Rank (National Universities)	Unranked	2 <sup>nd</sup> Tier	1 <sup>st</sup> Tier	1 <sup>st</sup> Tier	Not Published	-
U.S. News Best College—Historically Black Colleges and Universities Rank	12	NA	NA	Top 5	11	(-6)
<b>DIVERSITY</b>						
Student Demographic—Percent African American	87%	28%	21%	70%	85.4%	(-15.4%)
Student Demographic—Percent Non-African American	13%	72%	79%	30%	14.6%	(-15.4%)

\*2011-2012 data; 2012-2013 data not yet available.



# ACCOMPLISHMENTS

## STRATEGIC PRIORITIES FOR 2012—2013



## Priority 1: Enrollment Management

- Fall 2013 SAT score for incoming freshmen up by 35 points (from 933 to 968); also improved ACT and HS GPA scores for the 2013 incoming freshmen.
- Undergraduate “Intent to Enroll” in fall 2013 up by 5% over fall 2012 (June 9<sup>th</sup> data); 2194 freshmen.
- Master’s “Intent to Enroll” up by 19%; 488 (fall 2013) vs. 409 (fall 2012).
- Doctoral “Intent to Enroll” up by 82%; 89 (fall 2013) vs. 49 (fall 2012).
- First-year retention down by .8% from the 2011—2012; now 73.6%; the 2020 goal is 85%.



## Priority 2: Enhance Summer School, Distance and Online Education

- Streamlining resulted in fewer courses being offered in summer school, but increased revenue (362 in 2011—12 vs. 332 in 2012—13).
- Online courses offered in 2012—13 increased by 2%, from 240 to 245.
- Enrollment in DL courses grew by 1% in the fall 2012 over the previous fall (2,181 to 2,203).



## Priority 3: Enhance Academic Support for Student Athletes

- The size of the dedicated student-athlete support staff doubled, and now includes a program director.
- The library now provides special services (dedicated study space) for student athletes.



## Priority 4: Faculty Productivity (Teaching, Research, and Engagement)

- Workload guidelines have been developed, led by the Provost, and implementation will be ongoing.
- Policies/procedures for consistent assessment of faculty teaching, research, and service have not yet been completed, as required in Priority 4b.



## Priority 5: Enhancing Graduate Education

- Four new graduate programs were in the pipeline during the last academic year.
  - Two were approved
    - PhD in Rehab Counseling and Counselor Ed
    - MS in Agriculture and Environmental Science
  - Two are still in the pipeline
    - The PhD in Computer Science (scheduled for August 2013 vote)
    - The MBA





## Priority 6: Research Collaboration (Internal and External)

- DORED now focusing on previously underutilized sponsors, including the Department of Defense and the National Institutes of Health.
- New procedures in the Division of Research more favorably recognized co-PIs.
- Policy regarding distribution of overheads nearing completion and approval.



## Priority 7: Professional Engagement

- Faculty are very active, professionally, serving in a variety of capacities in their professional organizations; 12 indicated memberships in professional academies.
- The University hosted several entrepreneurship (and other) student competitions, including the System's first social entrepreneurship competition.



## Priority 8: Workforce Planning and Development

- Comprehensive faculty salary equity analysis in progress.
- New hire for CLOE (Center for Leadership and Organizational Excellence, Eric Gladney).



# Priority 9: Business Intelligence Process Reengineering

- Accomplishments include:
  - » Enrollment Management implemented Transfer Navigator
  - » Human Resources implemented Data Mart
  - » HR's Administrative Staffing Resource Allocation Model



## Priority 10: Strategic Resources Allocation and Expansion

- Comparison of administrative and faculty personnel to assess areas of opportunity [for efficiencies and improvement].
- A system for enhancing how department chairs are evaluated is in progress.



## Priority 11: Infrastructure

- Improved study spaces in the library.
- Improved management of physical spaces on campus.
- Learning technology enhanced in several spaces, including Virtual Desktop Infrastructure, the Math Emporium, and GeoMeeting technologies.
- Plans progress well for the new \$90 million Student Center.



# ACCOMPLISHMENTS

(of Preeminence 2020)



Goal 1: Create an intellectual climate that encourages the creative exchange of ideas and increases the quality of the professional environment.

- Unit activities include:
  - » faculty and peer mentoring
  - » seminars and workshops
  - » guest speakers
  - » motivational meetings
  - » new hiring (approximately 84, including 32 doctorates)
  - » Addition of new instructional spaces
  - » Establishment or continuation of living learning communities (nine currently)
  - » A variety of enrichment activities, such as, lecture series, internships, study abroad, etc.
  - » Technology enhanced work spaces, including smart classrooms, and
  - » Recruiting more talented students





## Goal 2: Commit to excellence in teaching, research, public service and engagement.

- The ATL continues to provide a variety of professional improvement opportunities for faculty, especially new faculty.
- More than \$22 million in funded research reportedly was geared at teaching and learning.
- Faculty also engaged in scholarly activity:
  - » Generating more than \$35 million in research dollars
  - » Producing more than 400 refereed journal articles, 600 conference presentations/proceedings, 20 books, and 60 book chapters
  - » Serving their professional organizations in many ways, including editor of major publications, and
  - » Filing patents and presenting juried shows
- Faculty engaged in professional development to the tune of \$454,442.00.
- Faculty and students engaged in international exchanges, visiting or hosting visitors from more than 45 different countries.



## Goal 3: Position the University to be a national, premier research-intensive, doctoral, science and technology-focused learning institution.

- Four new research grants, including new sources such as the Army Research Office, and corporate sources, e.g., GlaxoSmithKline and Merck.
- Research collaborations with other national and international universities, e.g., Wake Forest, Virginia Tech, Addis Ababa University, Yonsei University in South Korea, New York University, Purdue, Duke, California State in Fresno and many others.
- Spin-offs include mushroom production and bio-adhesive products.
- Two US and one UK patent received and other disclosures filed.
- Growth in STEM-related graduate programs. More than 50% of master's programs and 75% of doctoral programs are STEM-related.



Goal 4: Embrace an entrepreneurial spirit that intentionally engages university and community partners to expand economic development and civic engagement.

- The University is highly engaged in serving the community, through such units as the Cooperative Extension Service.
- The University is engaged in a variety of corporate partnerships, e.g., with HondaJet and Unifi.
- The University hosts two high schools, one of which is the STEM high school.
- Projects that serve the community also include medical research, financial training, public health, and recycling.



Goal 5: Foster a more diverse and inclusive campus community by promoting cultural awareness, collegiality, and by cultivating respect for diverse people and cultures.

- Study abroad, supervised trips overseas, and international internships have taken students and faculty to many countries including Belize, Cyprus, China, Hong Kong, Brazil, and Germany.
- Safe zones have been established in several places on campus, including the library and the Department of Psychology.
- Diversity training and conflict management training have been offered to students.



## Goal 6: Achieve excellence in academic and operational effectiveness and efficiency.

- Program and learning assessment now done annually and used to improve instruction.
- Faculty- and staff-review systems are being reviewed and enhanced by several units, including College of Engineering and School of Agriculture.
- Units such as the Division of Information Technology, the Division of Business and Finance, and the Division of Human Resources, in fact all, are making efforts to implement best practices to improve efficiencies at the University.
- The Division of Business and Finance is supervising the University's physical improvements.



## Next Steps:

- Now we know how we are doing, the question is, so what?
- What's next?
- We have more than 300 pages of data, reasonably well tabulated; we know how we are doing.
- These data should help us to move forward to achieve our goals.