

# Strategic Priorities

*The overall goal is to improve student success!*

**Board of Trustees Meeting  
September 20, 2013**

Beryl C. McEwen, PhD



**North Carolina Agricultural and Technical State University**



## Strategic Priorities 2013-2014

The six broad priorities focus on:

1. Enhancing Student Success
2. Enhance Access to Educational Opportunities for more Non-traditional Students
3. Branding, Marketing, and Fundraising to Advance the University
4. Ensuring Operational Efficiency
5. Engaging in Workforce Development—for the campus community
6. Community Engagement



# *A&T Preeminence 2020 Goals*

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**Goal 1      Intellectual Climate**

**Goal 2      Excellence in Teaching, Research and Engagement**

**Goal 3      Premier Science and Technology-focused Institution**

**Goal 4      Entrepreneurial Spirit and Community Engagement**

**Goal 5      Diversity and Inclusion on Campus**

**Goal 6      Academic and Operational Excellence**

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# STRATEGIC PRIORITIES

2013—2014

Student Success: Let's Get It Done!

Strategic Priorities		Business and Finance	Chancellor's Office	Center for Academic Excellence—DoAA	Distance Learning—DoAA	Deans/Chairs—DoAA	Graduate/Extended Learning—DoAA	Human Resources	Information Technology	Provost's Office—DoAA	Research and Economic Development	Student Affairs	University Advancement
<b>1. STUDENT SUCCESS (Goals 1, 2, 5 and 6)</b>													
	Recruit and retain highly talented students, including more transfer students.									●			
	Implement advisement systems—advisement center in each college and school.					●				●			
	Expand undergraduate research—more research positions and more courses.					●				●	●		
	Enhance student access to academic and support resources through greater collaborations between the Divisions of Academic Affairs and Student Affairs.			●		●		●		●	●	●	
<b>2. NON-TRADITIONAL STUDENTS (Goals 5 and 6)</b>													
	Expand e-learning opportunities—undergraduate and graduate degree programs.				●	●			●				
	Provide specialized academic advising for non-traditional students, e.g., extended advising hours and a commuter student lounge.			●			●						
	Explore evening and weekend programs—determine whether an unmet need exists for non-traditional education.						●						



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<b>3. FUNDRAISING, MARKETING AND COMMUNICATIONS (Goals 3, 4, and 5)</b>													
	Enhance scholarship support through fundraising efforts.												●
	Position the University for a potential Capital Campaign.												●
	Build awareness of NCA&T's mission and distinctive attributes among internal and external constituents locally, regionally, and nationally.												●
	Unite various voices of the University under a well-defined core positioning for school/college greater awareness and impact.												●
<b>4. OPERATIONAL EFFICIENCY (Goals 2, 3, 4, and 6)</b>													
	Align fiscal resources (revenues and expenditures) with the University's Strategic Plan and Priorities.	●						●		●			
	Enhance faculty productivity in teaching, research, and service.					●					●		
	Improve the admission, registration, financial aid, graduation clearance, and readmission processes to make them more efficient and customer friendly.	●							●	●			



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<b>5.</b>	<b>WORKFORCE DEVELOPMENT (Goals 1, 5, and 6)</b>												
	Provide faculty and administrator leadership development.							●		●			
	Design and implement a succession planning model.							●					
<b>6.</b>	<b>COMMUNITY ENGAGEMENT (Goals 5 and 6)</b>												
	Build the campus infrastructure to support community engagement.		●							●			
	Plan activities around the University's 125 <sup>th</sup> anniversary.		●										

Note: DoAA—Division of Academic Affairs



## Questions/Comments?

