

2013—2014 STRATEGIC PRIORITIES

Accomplishments

 Good Progress;  Fair Progress;  Little Progress

Strategic Priorities	Initiatives	Accomplishments (2013—2014)
Priority 1: (P-2020: Goals 1, 2, 5, 6) Enhancing student success 	1.1 Recruit and retain highly talented students, including more transfer students	<ul style="list-style-type: none"> 2013 freshman class— <ul style="list-style-type: none"> SAT = 919 HS-GPA = 3.34 ACT = 18 First-year retention rate (2012—2013) = 79.8% vs (2010—11 = 72%); 2020 goal is 85%.
	1.2 Implement advisement systems	<ul style="list-style-type: none"> The Early Warning System (EWS) has been pilot-tested and is ready for full implementation in the fall 2014. No new advisement center, program or system was established in the colleges and schools, but some advising systems have been updated.
	1.3 Expand undergraduate research	<ul style="list-style-type: none"> Infrastructure has been enhanced to support undergraduate research—127 students reported in undergraduate research (College of Engineering and School of Agriculture and Environmental Systems). No new research courses were added this academic year, but the School of Nursing has developed one to be implemented in the fall 2014.
	1.4 Enhance student access to academic and support resources through greater collaborations between the Divisions of Academic Affairs and Student Affairs.	<ul style="list-style-type: none"> Commuter student lounge and information kiosk established in the Academic Classroom Building, including extended hours of service. Aggie HUB is expected to be launched in the fall 2014 to provide one-stop electronic access to a wide variety of student services. The new Transfer Coordinator has been hired and started work on June 2, 2014.
Priority 2: (P-2020: Goals 5, 6) Enhancing access to educational opportunities for non-traditional students 	2.1 Expand e-learning opportunities.	<ul style="list-style-type: none"> Two off-site (BS in Electronics Technology and BS in Nursing) and 5 online (BS in Liberal Studies, BS in Nursing, MS in Technology Management, MA in Teaching, PhD in Leadership Studies) programs are in the approval pipeline, at both graduate and undergraduate levels.
	2.2 Provide specialized academic advising for non-traditional students.	<ul style="list-style-type: none"> The Oaks will become the Aggie Vet Center very soon, and it will serve veterans and military students. A One-Stop-Shop was established in the Academic Classroom Building for after-business-hours assistance for non-traditional students, including an “Advisor-on-Call” initiative.
	2.3 Explore evening and weekend programs (determine whether an unmet need exists for non-traditional education.	<ul style="list-style-type: none"> Efforts are continuing to determine the need for evening and weekend courses and to respond to the need. Research on the needs of non-traditional students continues—to be completed in the next academic year.
Priority 3: (P-2020: Goals 3, 4, 5) Branding, marketing, and fundraising, to advance the university	3.1 Enhance scholarship support through fundraising efforts.	<ul style="list-style-type: none"> Endowment distribution increased from \$500,000 to \$1.1m, primarily to support scholarships.
	3.2 Position the University for a potential Capital Campaign	<ul style="list-style-type: none"> Planning for the capital campaign has started—primarily training of groups that will participate—deans and major gift officers. Advancement plans have been drafted and potential major donors have been classified, e.g.: <ul style="list-style-type: none"> Chancellor’s Top 25 Top 100 corporations and foundations Top 300 major gift prospects

	<p>3.3 Build awareness of North Carolina A&T's mission and distinctive attributes among internal and external constituents locally, regionally, and nationally.</p>	<ul style="list-style-type: none"> • The branding and communication plan is moving ahead. • The new mission statement has been approved by Board of Governors.
	<p>3.4 Unite various voices of the University under a well-defined core positioning for school/college greater awareness and impact.</p>	<ul style="list-style-type: none"> • Awareness building and training for university leaders has started for the branding and communication plan. • Several critical positions in the Division of University Advancement need to be filled, including Vice Chancellor (VC) of University Advancement.
<p>Priority 4: (P-2020: Goals 2, 3, 4, 6)</p> <p>Ensuring operational efficiency</p> 	<p>4.1 Align fiscal resources (revenues and expenditures) with the University's Strategic Plan and Priorities.</p>	<ul style="list-style-type: none"> • All Title III budgets associated with the strategic priorities were identified and spending is being monitored. • Business and Finance has had a clean financial audit.
	<p>4.2 Enhance faculty productivity in teaching, research and service.</p>	<ul style="list-style-type: none"> • As of June 18, 2014, funded research is \$47.1 million, which is below last academic year. Also, faculty scholarly productivity has declined from last year. • Less than 50% of faculty have entered data into Digital Measures; more need to do so.
	<p>Improve the admission, registration, financial aid, graduation clearance, and readmission processes to make them more efficient and customer friendly.</p>	<ul style="list-style-type: none"> • Admission and readmission policies and procedures are being reviewed and updated—currently in the approval pipeline.
<p>Priority 5: (P-2020: Goals 1, 5, 6)</p> <p>Engaging in workforce development—for the campus community</p> 	<p>5.1 Provide faculty and administrator leadership development</p>	<ul style="list-style-type: none"> • Training for mid-level managers and support staff is continuing. • Training for Department Chairs will continue in July 2014. • A new training system—Skillport—has been purchased by the University to help provide individualized technical training to all students, faculty, staff, and administrators.
	<p>5.2 Design and implement succession planning model</p>	<ul style="list-style-type: none"> • Succession planning has started, modeling best practices in higher education and in business and industry.
<p>Priority 6: (P-2020: Goals 5, 6)</p> <p>Community engagement</p> 	<p>6.1 Build the campus infrastructure to support community engagement</p>	<ul style="list-style-type: none"> • Carnegie Community Engaged Campus application has been submitted. • First faculty award for community engagement was presented on April 11, 2014 to Dr. Jerono Rotich, School of Education. • Infrastructure building to support community engagement will continue.
	<p>6.2 Plan activities around the University's 125th anniversary.</p>	<ul style="list-style-type: none"> • Planning for the 125th anniversary has started. • The Bluford Library is also planning activities for the 125th anniversary celebration.