



NORTH CAROLINA AGRICULTURAL
AND TECHNICAL STATE UNIVERSITY

DESTINATION: PREEMINENCE

Board of Trustees

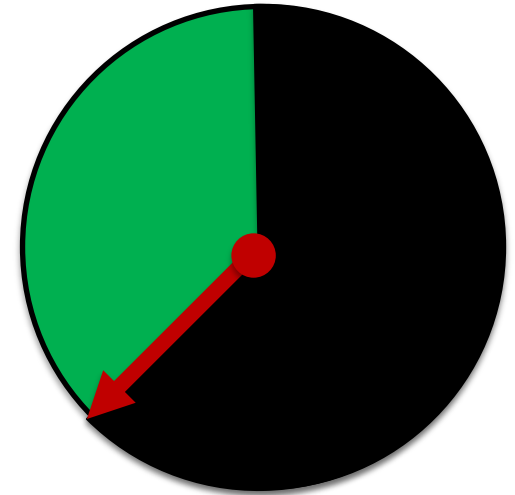
Chancellor Harold L. Martin, Sr.

September 16, 2016

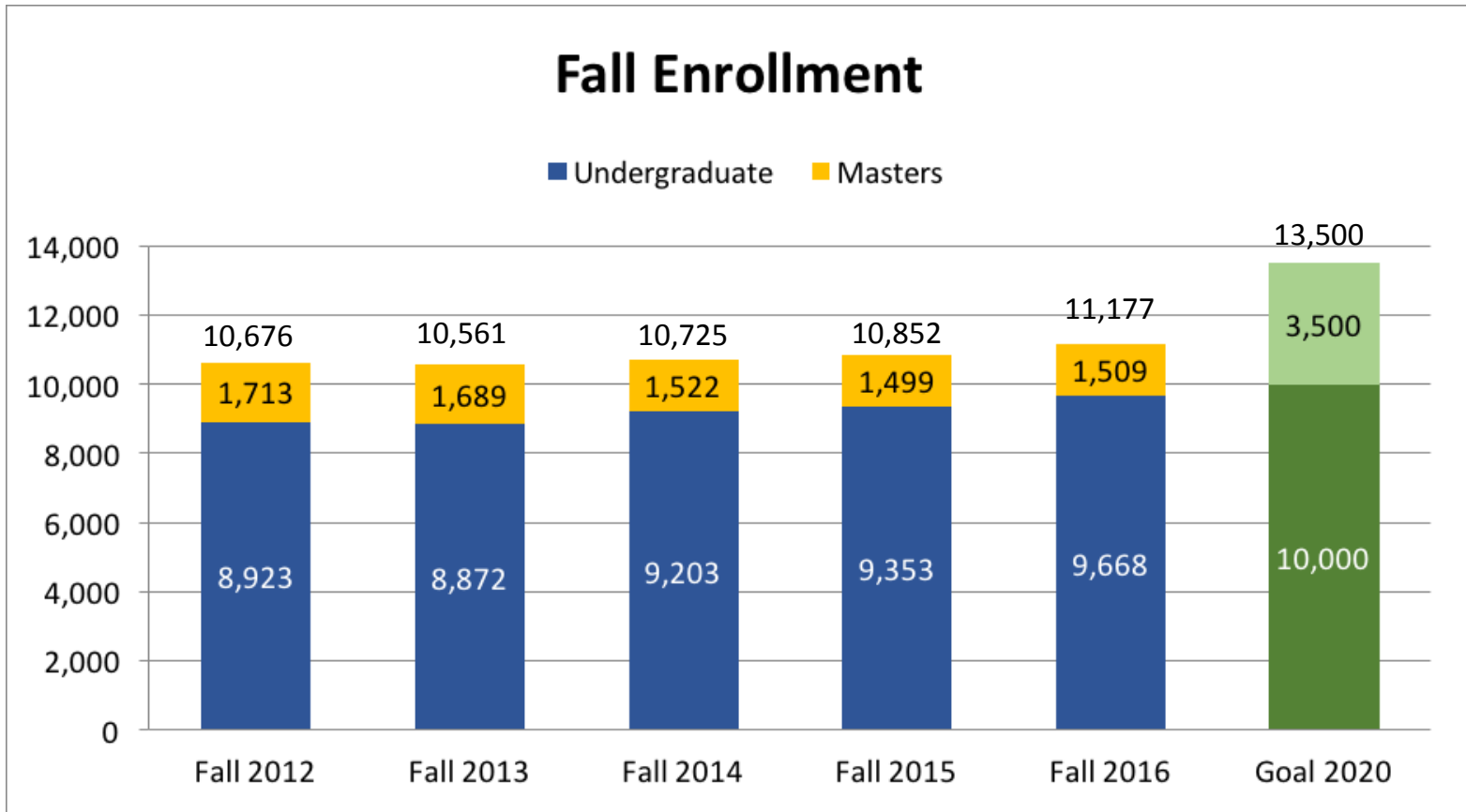
AGGIES **DO**

P2020 COUNTDOWN

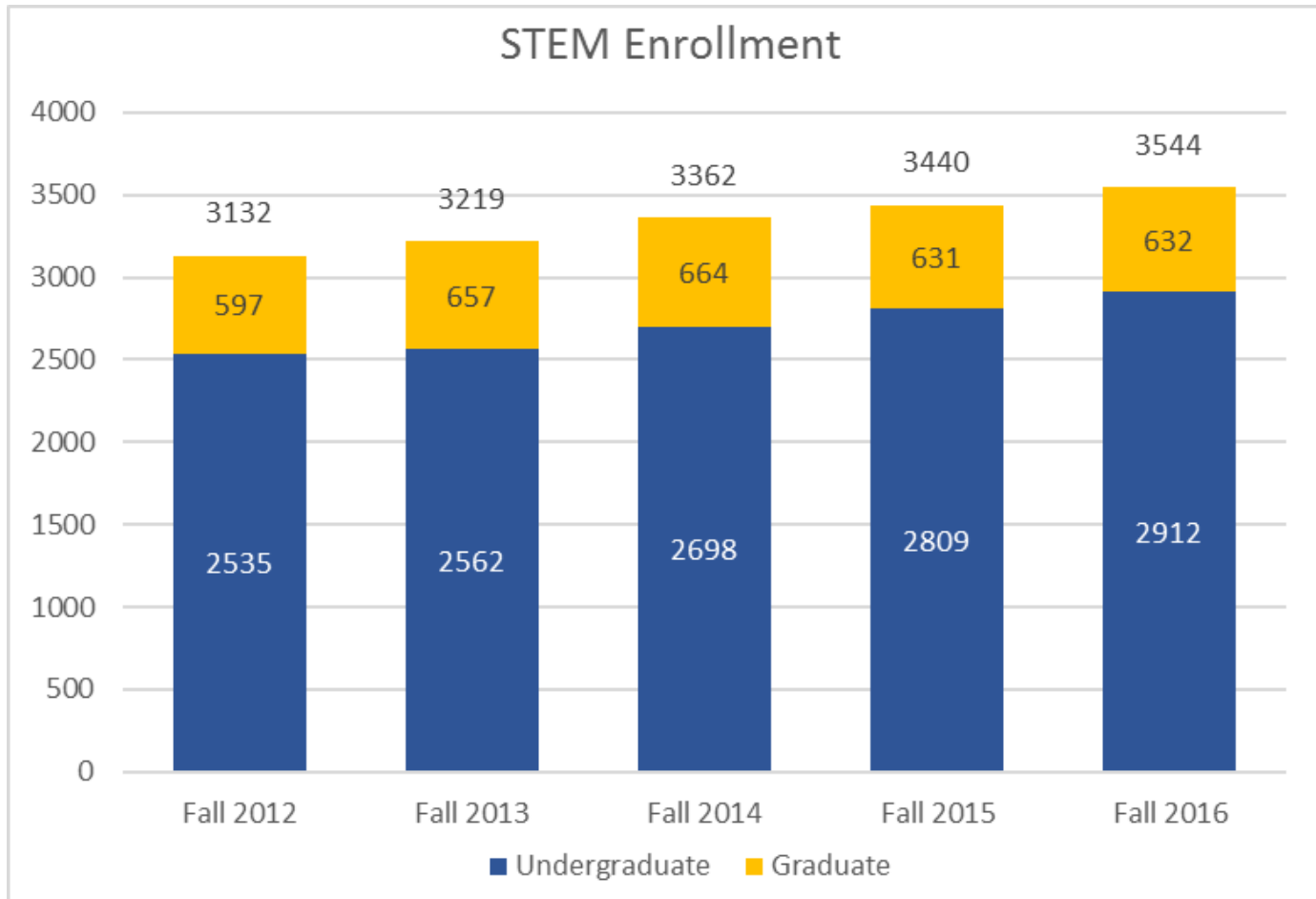
- Preeminence rolled out in 2011
- Scorecard with performance indicators
- Publish annual report card
- Accomplishments
- Challenges and action items



FALL ENROLLMENT

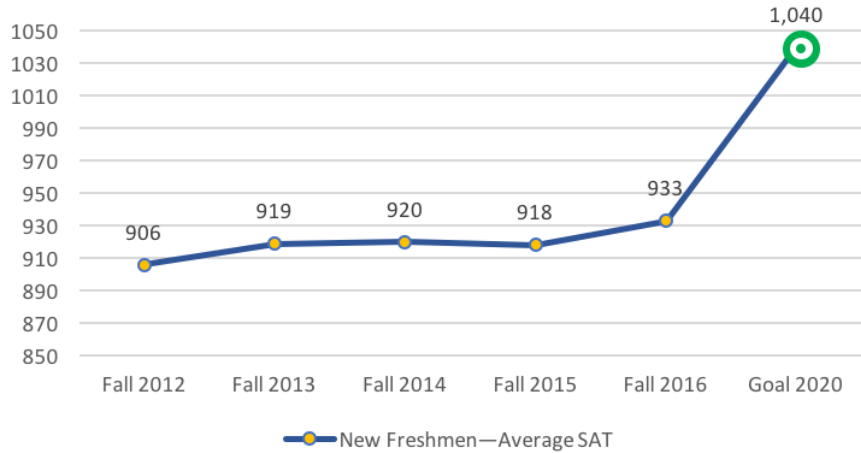


STEM ENROLLMENT

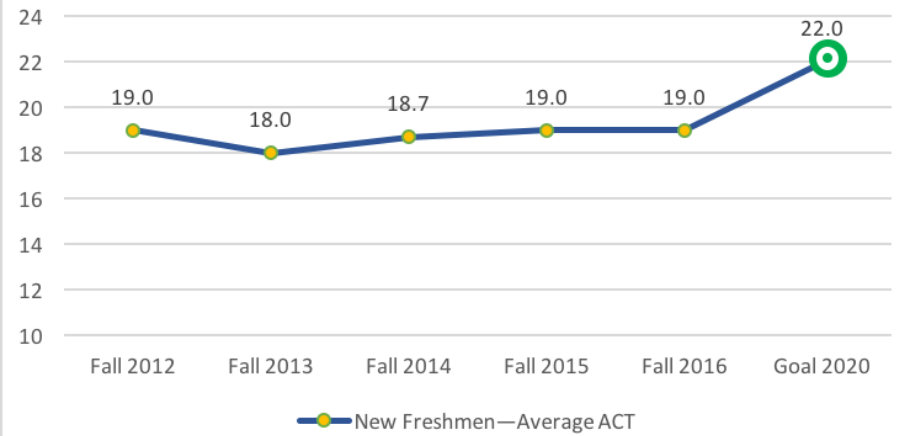


FRESHMEN PROFILE

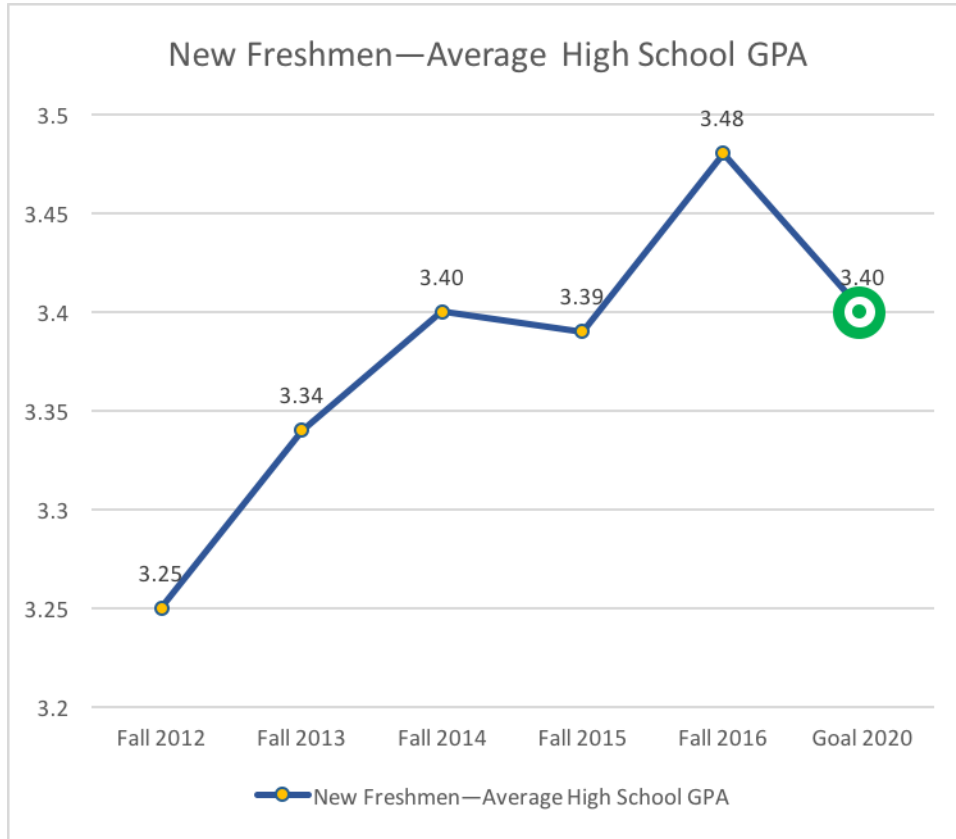
New Freshmen—Average SAT



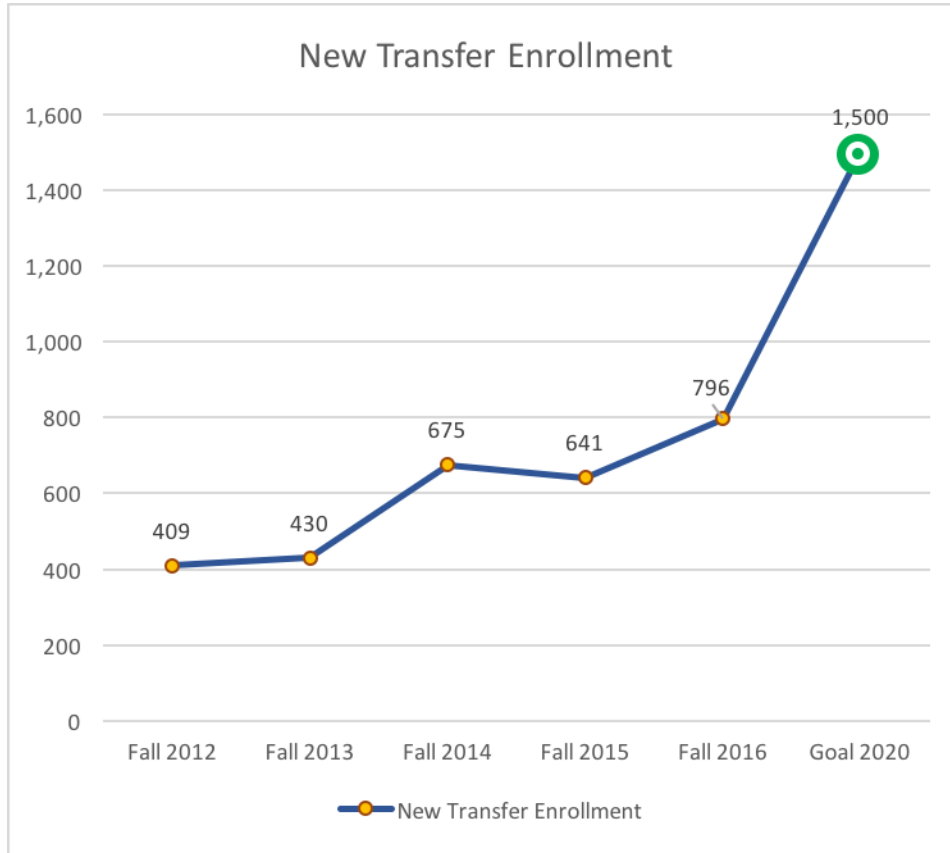
New Freshmen—Average ACT



FRESHMEN PROFILE



TRANSFER ENROLLMENT



ACCOMPLISHMENTS & CHALLENGES

ENROLLMENT

- Pricing model
- Strong institutional brand
- Comprehensive reorganization of academic units; creation of three new colleges
- Focus on student learning outcomes
- Transfer student initiative
- Sustainability with shifts in student demographics and in the context of higher education
- Public voice in defining value of education
- Connect academic programming with career goals of students
- Focus on tracking outcomes for graduates
- Transfer credit policy (accredited institutions); technology leveraging; predictive analytics

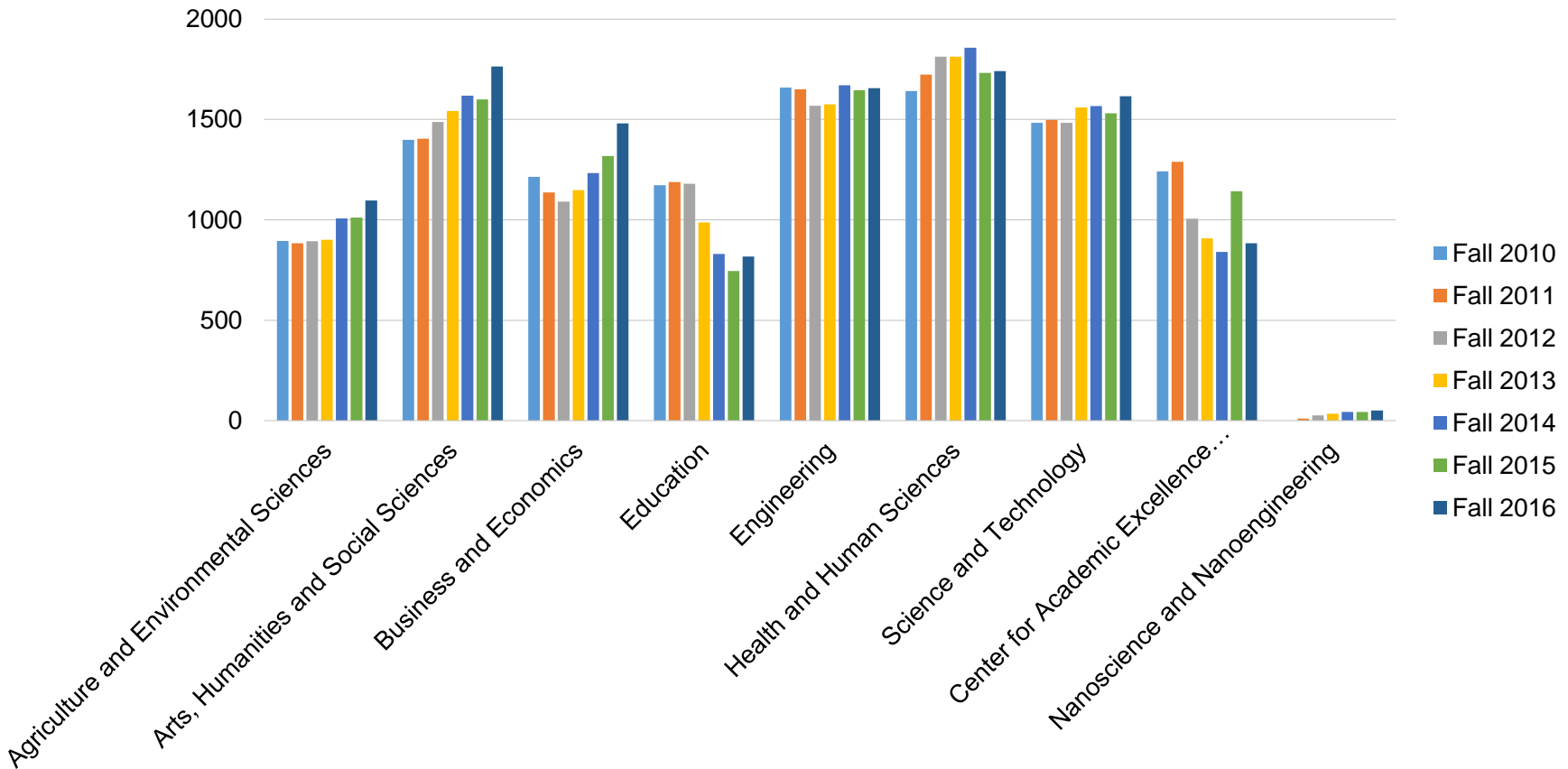
ACCOMPLISHMENTS & CHALLENGES

ENROLLMENT (GRADUATE)

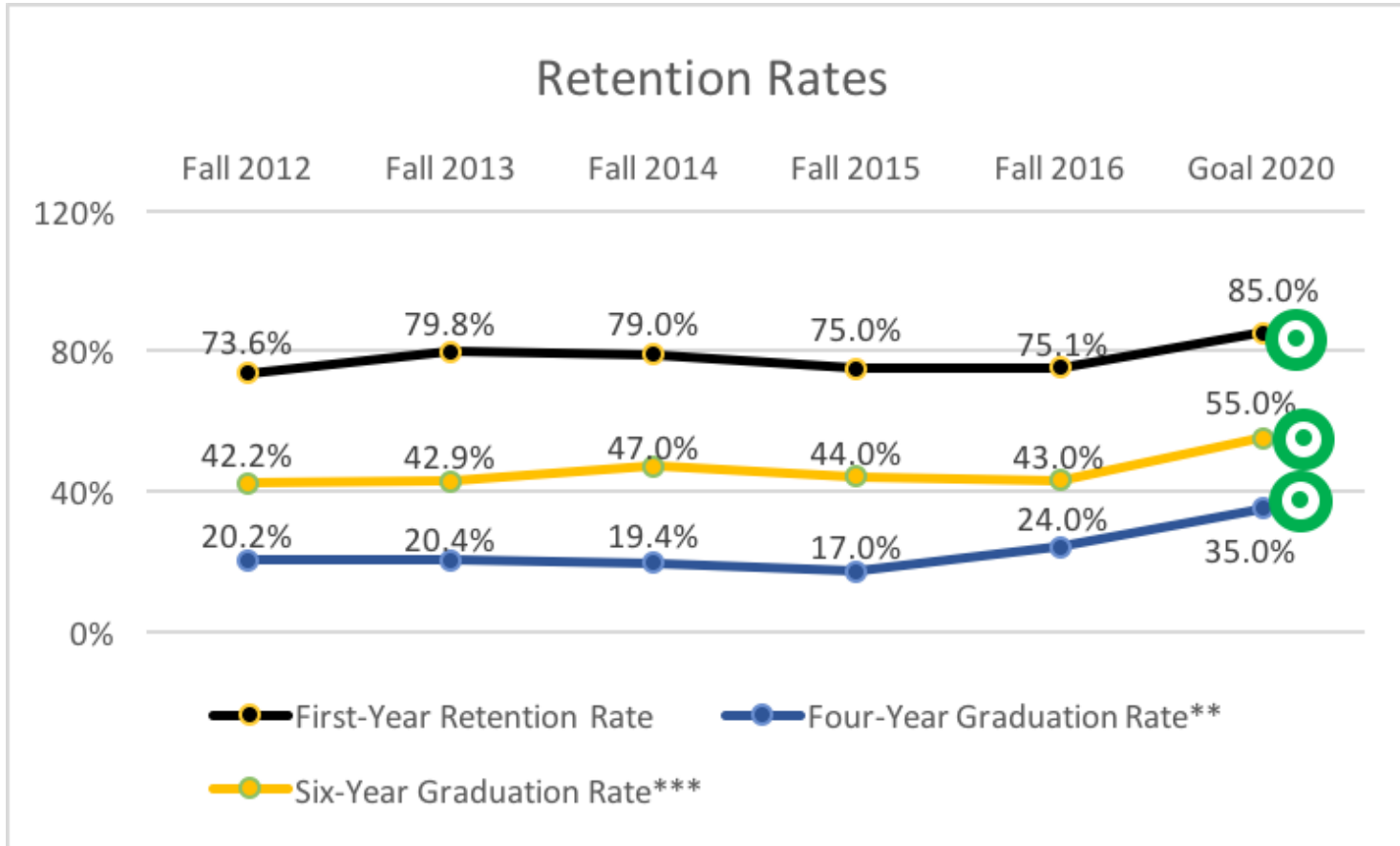
- Faculty of the Future – attract graduate research focused faculty
- Annual and P2020 targets for each program
- Continued growth in doctoral programs
- Program competitiveness
- Masters' programs enrollment down
- Competition from R1 universities (national) and international research universities
- External research funding for student support
- Speed of new program development
- Discontinuance of pay increase for master's qualified teachers
- Technology enhancements

ENROLLMENT BY COLLEGE

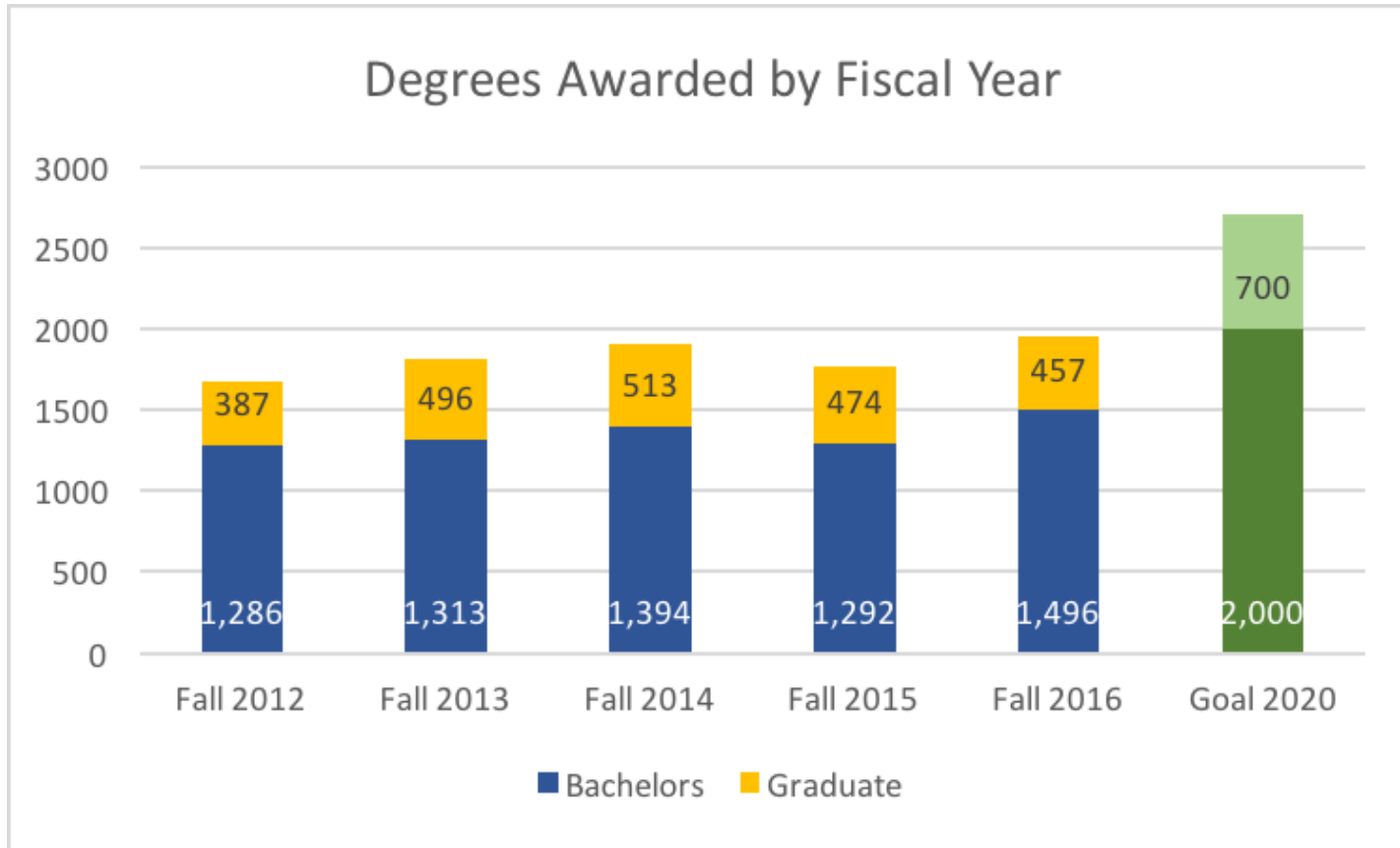
Enrollment by College | New Academic Structure



STUDENT SUCCESS – RETENTION & GRADUATION



STUDENT SUCCESS – DEGREES AWARDED



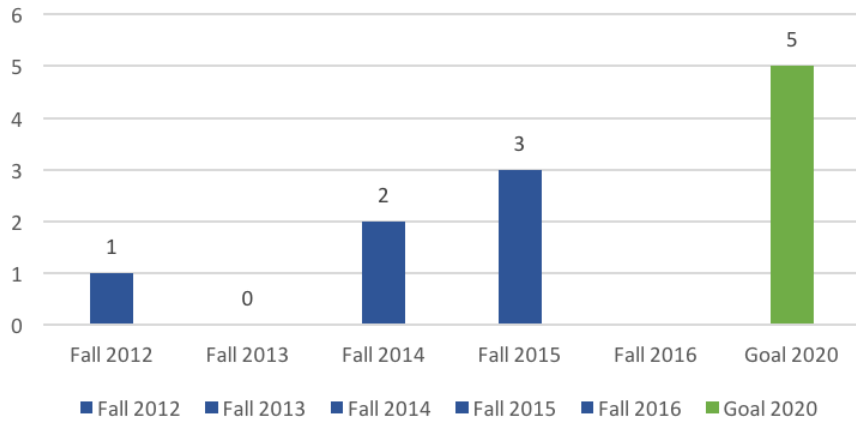
ACCOMPLISHMENTS & CHALLENGES

STUDENT SUCCESS

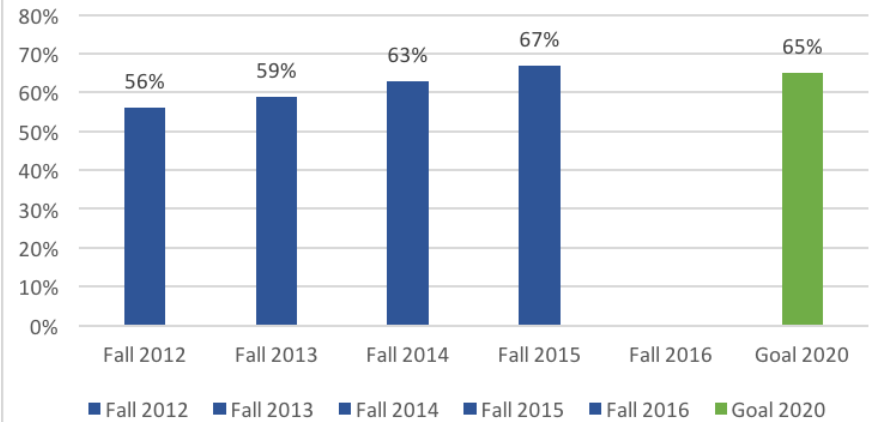
- Connecting admission and student success: better prepared students
- Renowned scholars and national scholarships
 - » Fulbright, Goldwater, Mitchell, NSF Fellowships
- Honors program co-curricular needs
- Degrees awarded
- STEM
- Policies
- Connect academic programming with career goals of students
- Achieve goals amidst rising standards, tougher rules and resource demands
- Best practices in developing honors students
- Track impact of policies

ATHLETICS SUCCESS

Number of MEAC Championships



Graduation Success Rates for Athletes



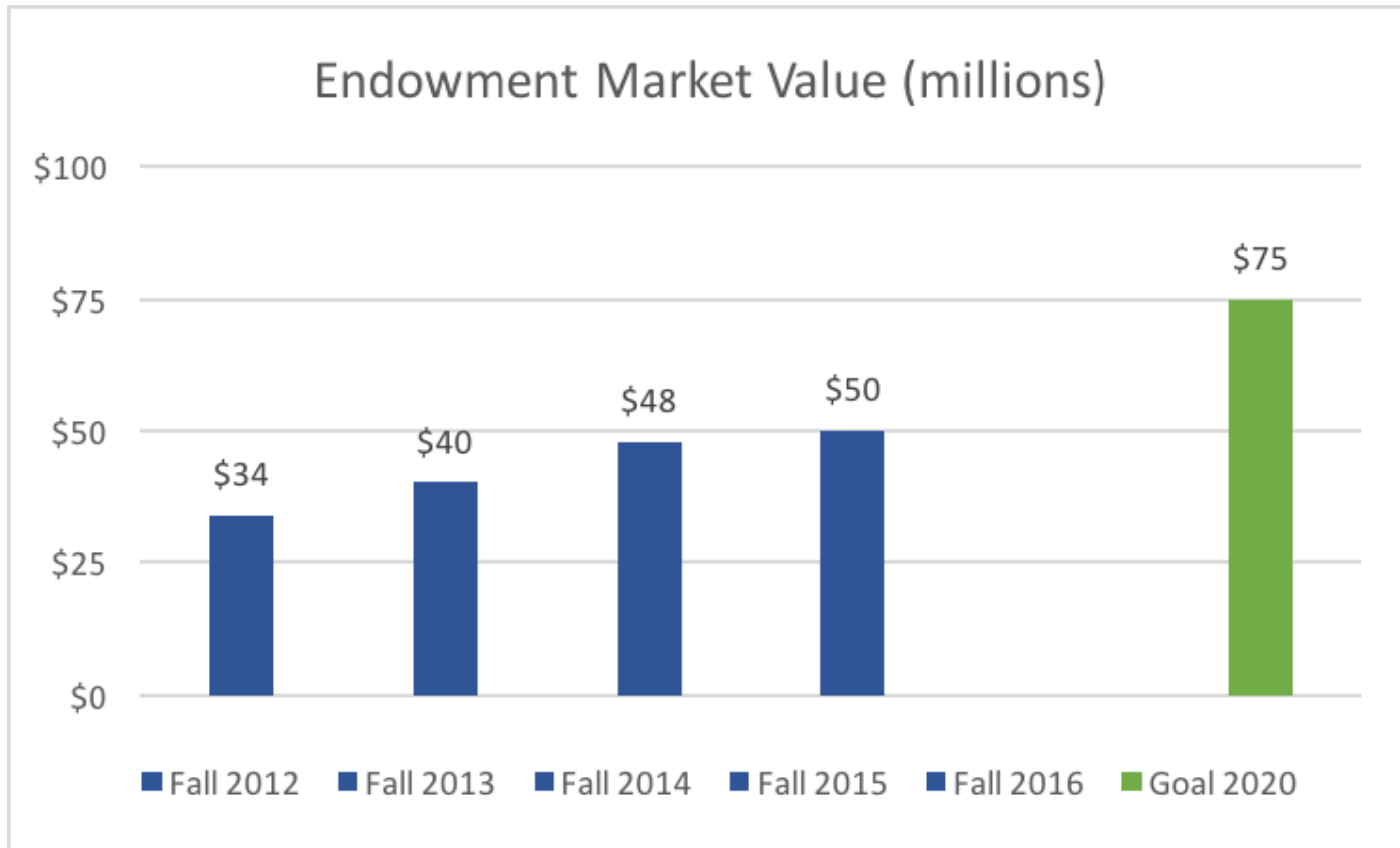
ACCOMPLISHMENTS & CHALLENGES

ATHLETICS SUCCESS

- Recruiting academically prepared student athletes
- Recruiting and retaining outstanding coaches
- Investing in academic support for student athletes
- Engaging more effectively with boosters and alumni
- Evolving NCAA DI landscape (conference affiliation / autonomy conferences vs. the rest of Division 1)
- Resource (money and facilities) arms race
- Increasing drag of federal and state regulation and litigation

ACCOMPLISHMENTS & CHALLENGES

FINANCIAL RESOURCES



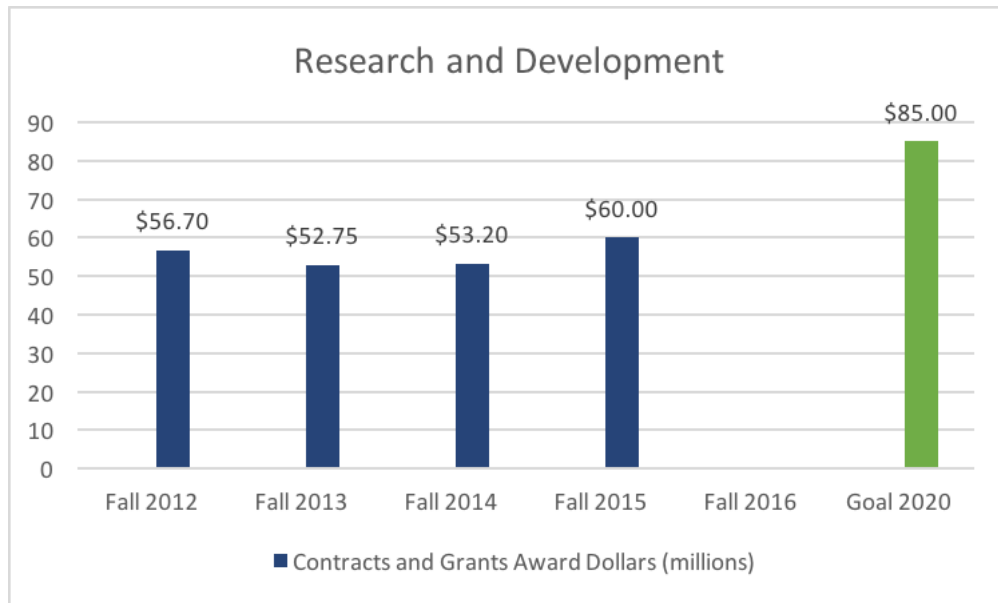
ACCOMPLISHMENTS & CHALLENGES

FINANCIAL RESOURCES

- Increased total giving by 30% over the prior year to \$9.4 million
- Increased alumni giving by 56% over the prior year to \$4.2 million of total giving
- Grew endowed giving by 244% over the prior year to \$2.6 million. Total endowment: \$50 million
- Achieved \$ 35 million toward \$85 million working goal in the silent phase of the capital campaign
- Change weak history of individual and planned gifts
- Growing volatility in stock markets
- Uncertainty about elections and outcomes can have an impact on larger gifts
- Lackluster economic growth
- UNC System reduction of advancement support

ACCOMPLISHMENTS & CHALLENGES

RESEARCH AND DEVELOPMENT



- University was issued seven new patents during the 2015-16 academic year
- The university began three significant emerging partnerships with Air Force Research Lab, Lockheed Martin for NASA Project support, and the Ohio State University

ACCOMPLISHMENTS & CHALLENGES

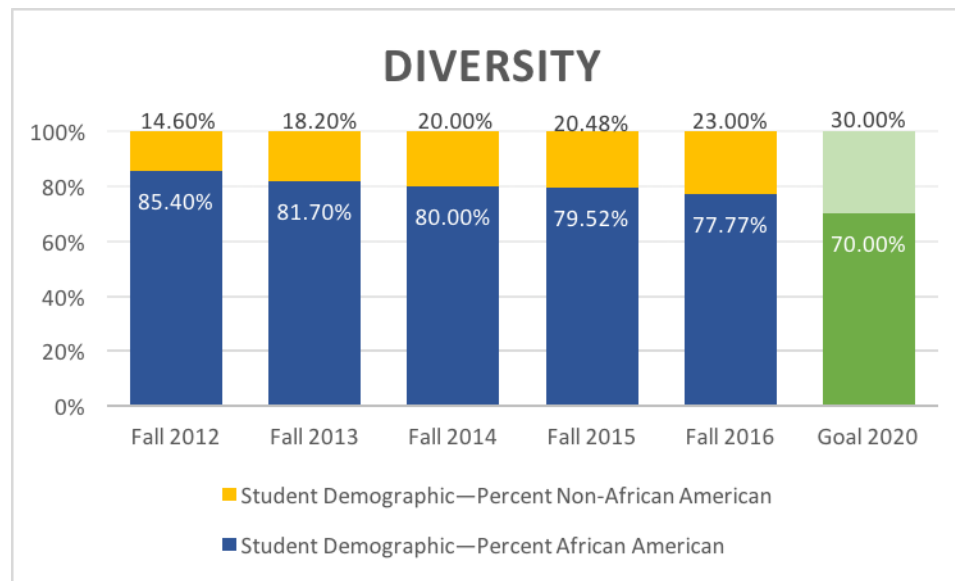
RANKINGS AND RECOGNITION

- Second tier Ranking in US News and World Report
- No. 1 and No. 2 among the nation's public HBCUs (*U.S. News & World Report*)
- No. 1 "Best Value" HBCU (*MONEY* magazine)
- US News and World Report Rankings are based on Graduation Rate Performance, Alumni Giving, Graduation and Retention Rates, Undergraduate Academic Reputation, Faculty Resources, Student Selectivity, and Financial Resources must improve to move first tier ranking.

ACCOMPLISHMENTS & CHALLENGES

DIVERSITY

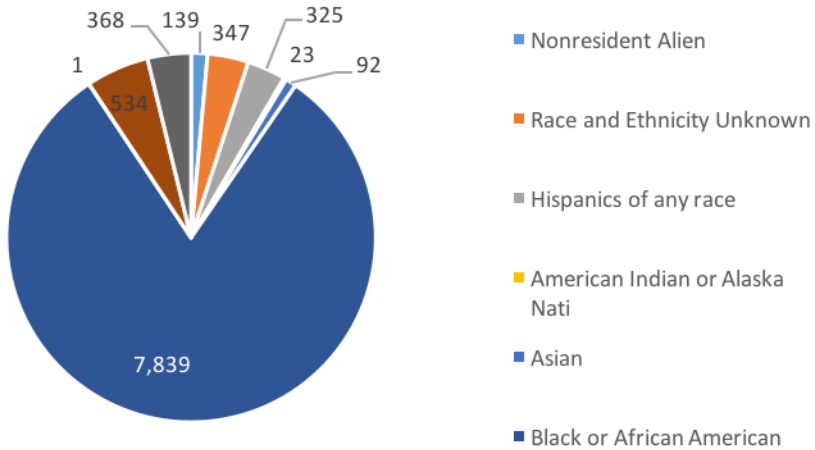
- Focus on diverse student recruitment
- Student affairs initiatives
- Explore marketing strategies (prospect search volume efforts)
- Analyze uptick in transfer enrollment in regard to marketing efforts



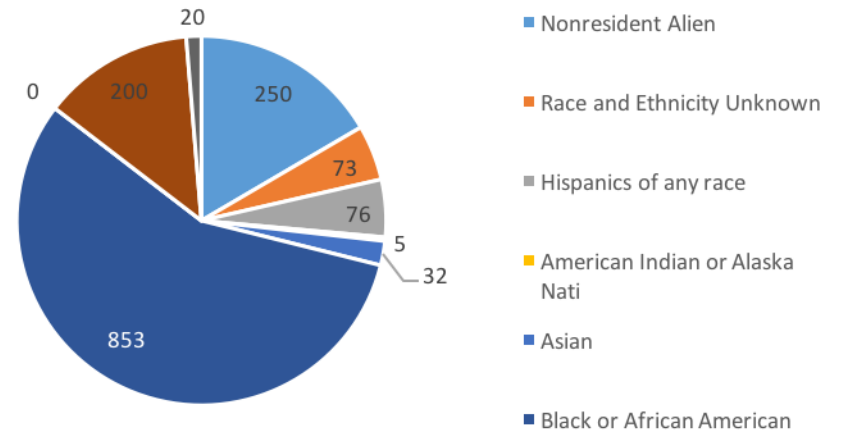
ACCOMPLISHMENTS & CHALLENGES

DIVERSITY

Race/Ethnicity: Undergraduate

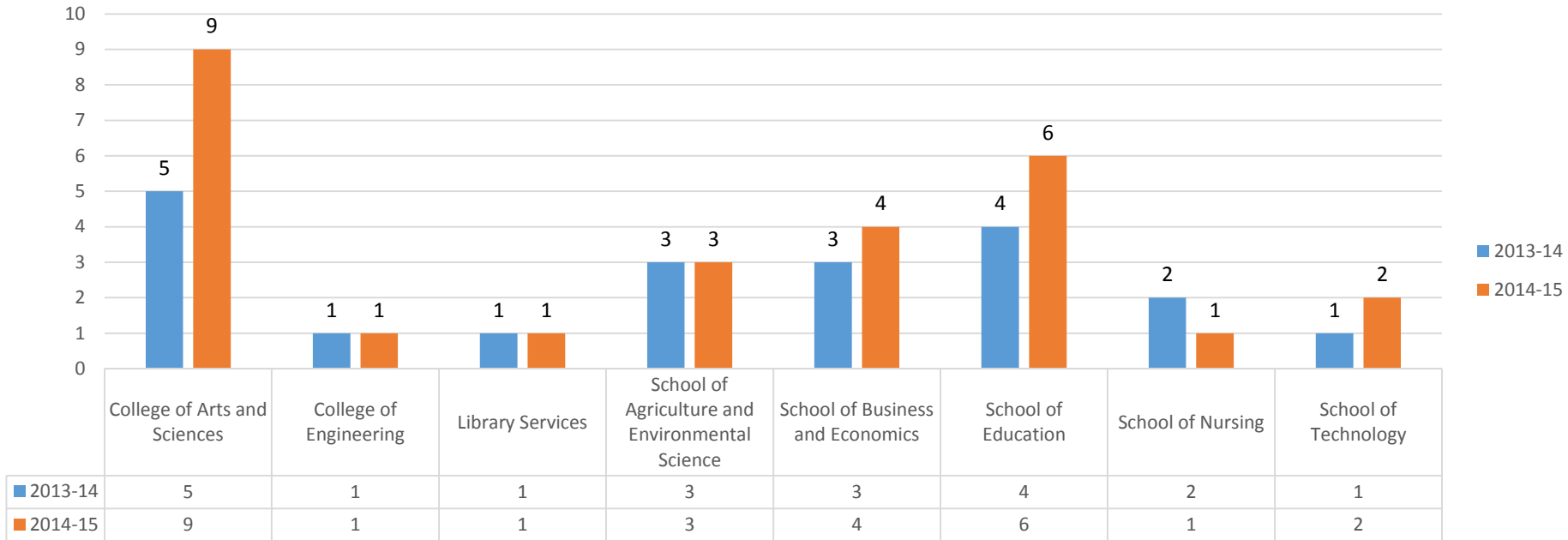


Race/Ethnicity: Graduate

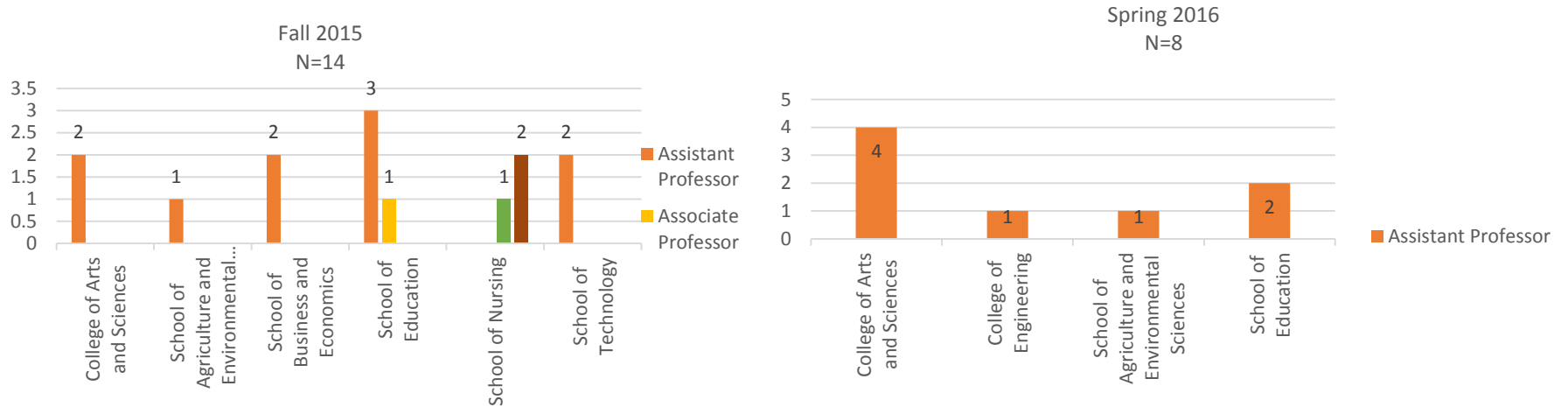


HUMAN CAPITAL — FACULTY RETIREES

Total Retirees 2014 & 2015
2014 (N=20), 2015 (N=27)

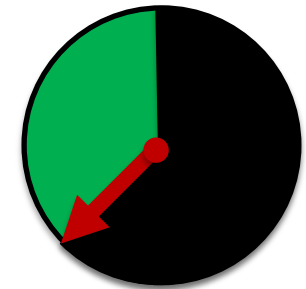


HUMAN CAPITAL -- AY 2015-16 FACULTY HIRES



SYNERGY – WHERE DO WE FOCUS?

- Enrollment Growth
- Student Success
- Institutional Assessment
- Technology Enhancements
- Faculty of the Future, Succession Planning, Leadership Development
- Fundraising
- Research and Development
- Brand Management





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QUESTIONS?

AGGIES **DO**