

# University Planning and Quality Council Summary Annual Report 2005-06

## Accomplishments

- Adopted ten priority progress measures to serve as publicly visible, university-wide targets; and to measure the university's progress toward the goals of the strategic plan. This followed development of a rationale for each measure, and evidence-based determination of each numerical target.
- Discussed current performance indicators as they are related to the objectives of the strategic plan, and possible sources for additional ones particularly in the area of outreach.
- Provided purpose and guidelines for the development of a planning brochure suitable for broad dissemination.
- Received affirmation from President Bowles on the quality of UNCW's strategic planning.
- Received notification of Board of Governors' approval of a new peer list of 14 institutions, completing the peer study initiated in spring 2005 and incorporating recommendations of the Planning Council through fall 2005.
- Collected and compiled divisional requests for future staffing.
- Initiated discussions of a planning framework for aligning division and unit plans with the university's strategic plan.
- Began the process of developing resource plans for the progress measures to link planning with budgeting.

## Reports received

- Early College Program
- Ed.D in Educational Leadership
- Student Affairs strategic planning and assessment
- Strategic enrollment management

## University efforts based on Planning Council work

The following activities during 2005-06 were based on the strategic plan and progress measures.

- The strategic plan was central in the allocation of MALSA funding and enrollment growth funding.
- The university's values, strategic goals, objectives related to enhancing the physical environment and fostering a sense of community, enrollment projections, and progress measures related to student-faculty and student-staff ratios shaped the development of the 2005 Campus Master Plan.
- The strategic plan and progress measures provided the framework for the campus-initiated tuition increase recommendation.
- The strategic plan formed the essential foundation for preliminary planning of the comprehensive campaign.
- Reports of benchmark comparisons and progress measure trends were presented to the Board of Trustees, the Cabinet and the campus community through Chancellor's Open Forums.
- An increasing number of campus units are employing the method of benchmarking to inform planning decisions (e.g., student union, orientation, comprehensive campaign, academic programs, etc.)
- The strategic plan will guide allocation of undesignated funds raised through a second round of calling to donors in spring 2006.
- The strategic plan is becoming part of "who we are" through such varied means as strategic plan pens with "clickable goals", Hallmarks of UNCW on the new home page that are based on the seven strategic goals, visibility of the plan through university publications and speaking engagements with community groups, student orientation materials that incorporate values and goals of the strategic plan, and many more too numerous to list.