

August 24, 2007

**MEMORANDUM**

To: University Planning Council  
Deans Council  
Faculty Senate

From: Chancellor Sullivan

**re: UNCG strategic planning process**

I am writing to explain why we need to alter the timetable that normally would be used for the UNCG strategic planning process.

UNCG's work has been informed by two five-year strategic plans, **The UNCG Plan 1998-2003** and **The UNCG Plan 2003-2008**. Both were developed under the auspices of the University Planning Council, the campus-wide body that includes representatives of all university constituencies. In each case, first drafts were developed by a UPC drafting committee chaired by Vice Chancellor Jim Clotfelter, and each involved extensive discussions and consultation with constituencies over many months prior to the beginning date for the plans.

The 1998 plan involved creation of the strategic planning structure we're still using today: Vision Statement, Core Values, Strategic Directions, and Cornerstones. The 2003 plan put increased emphasis on research and diversity. Each year, the Executive Staff uses the plan to identify priorities for the year, and the Deans Council has done the same thing.

We've developed an accountability process ("**Planning Outcomes**") that links the UNCG Plan to the priorities for the year, and to each division's annual report. This permits me to show our external constituencies that the University uses the planning process to ensure that scarce state resources are used in the most appropriate way.

Given the 1998-2003 and 2003-2008 timetables, we normally would be moving now to develop a new plan to begin 2008.

We're stretching out our process, however, to allow time for the UNC System's "UNC Tomorrow" process. Led by President Erskine Bowles and UNC Board of Governors Chair Jim Phillips, the "UNC Tomorrow" effort will produce a report in January 2008 on how the UNC campuses can best meet the needs of the state. Our own Professor Keith Debbage is serving on a faculty advisory council for this process. During spring 2008, there will be discussions of how to implement the "UNC Tomorrow" recommendations. For further information on "UNC Tomorrow," please access their website at: <http://www.nctomorrow.org/>. This website also includes the campus visit reports for all 16 campuses.

UNCG will return to our normal strategic planning process in 2008-2009, toward the goal of having a new five-year plan for 2009-2014. (See attached.)

The UPC will discuss this process at its September 26 meeting. If you have any questions, contact Vice Chancellor Clotfelter.

Attachment