

OUR SHARED FUTURE

Hope. Realism. Optimism.

Vision & Goal

Enrollment & Budget

Our Strategy

Call To Action



UNC GREENSBORO





UNC GREENSBORO

ACCESS and
EXCELLENCE



EXCELLENCE BY THE NUMBERS

#1

For Social
Mobility in N.C.

#13

For Social
Mobility in U.S.

32

Consecutive years, U.S. News &
World Report “Best Colleges”

#1

Bachelor’s Degree for
Education of the Deaf

#4

In nation Counseling and
Educational Development's
Student Counseling

#8

In nation Nursing
Education Concentration

EXCELLENCE BY THE NUMBERS

#7

Social Work bachelor's degree in southeast

#34

Education bachelor's degree in southeast

#12

Public Administration & Social Service bachelor's degree in southeast

#1

Computer Systems Networking & Telecommunications in southeast

#3

Graduate School for Education in N.C.

#3

PhD History in N.C.

EXCELLENCE BY THE NUMBERS

#20 Newsweek Top 20
Online Learning in U.S.

#34 Online Masters of
Computer Information
Technology in U.S.

#8 Graduate Library Media
Specialty Program in U.S.

#33 Biological & Biomedical Sciences
bachelor's degree in southeast

#19 Online Business Bachelor's
Degree Program

#3 PhD English in N.C.



UNC GREENSBORO

KALA YOUNGBLOOD

Student Excellence

- Rural, First-Generation Student
- Goldwater Scholar – National STEM scholarship



UNC GREENSBORO

MOHAMMED JIBRIEL

Student Excellence

- United Nations Public Health Program
- 1 of 30 Worldwide Participants





UNC GREENSBORO

NADJA CECH

Faculty Excellence

- 2022 UNC System Excellence in Teaching Award





UNC GREENSBORO

BRIAN CLARIDA

Faculty Excellence

- \$102M Wallace Foundation Grant
- Lead PI – Improve Principal Pipeline



UNC GREENSBORO



ZACH SMITH

Staff Excellence

- Global Pandemic Response
- University-wide Operational Policies

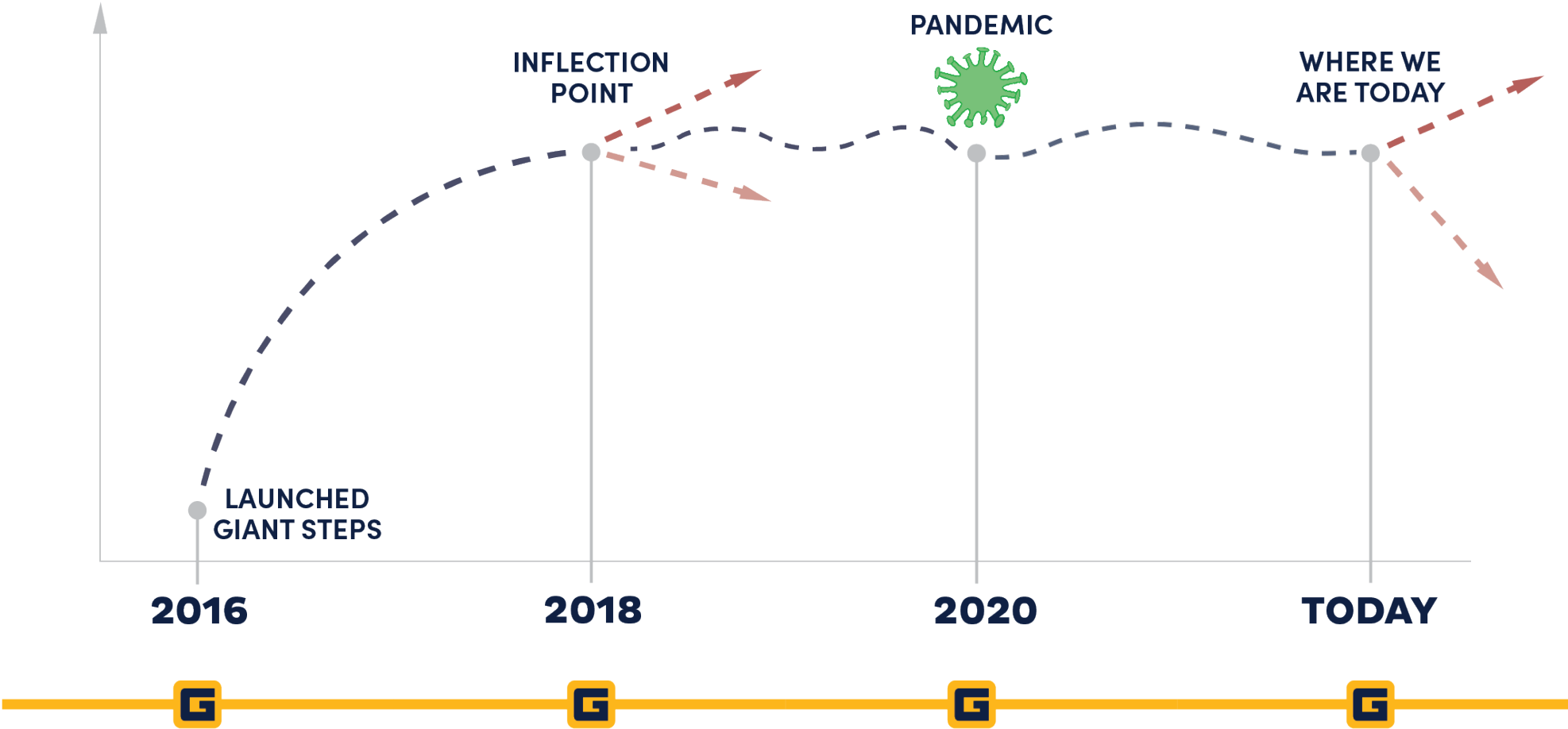
OUR GOAL

Model “University of the Future”

- High Research Productivity
- Community-engaged Scholarship
- Innovative, Transformative Teaching
- Critical Workforce Pipeline
- Adaptable, Flexible, and Opportunistic

Become Best Possible Version of UNCG

OUR STRATEGY



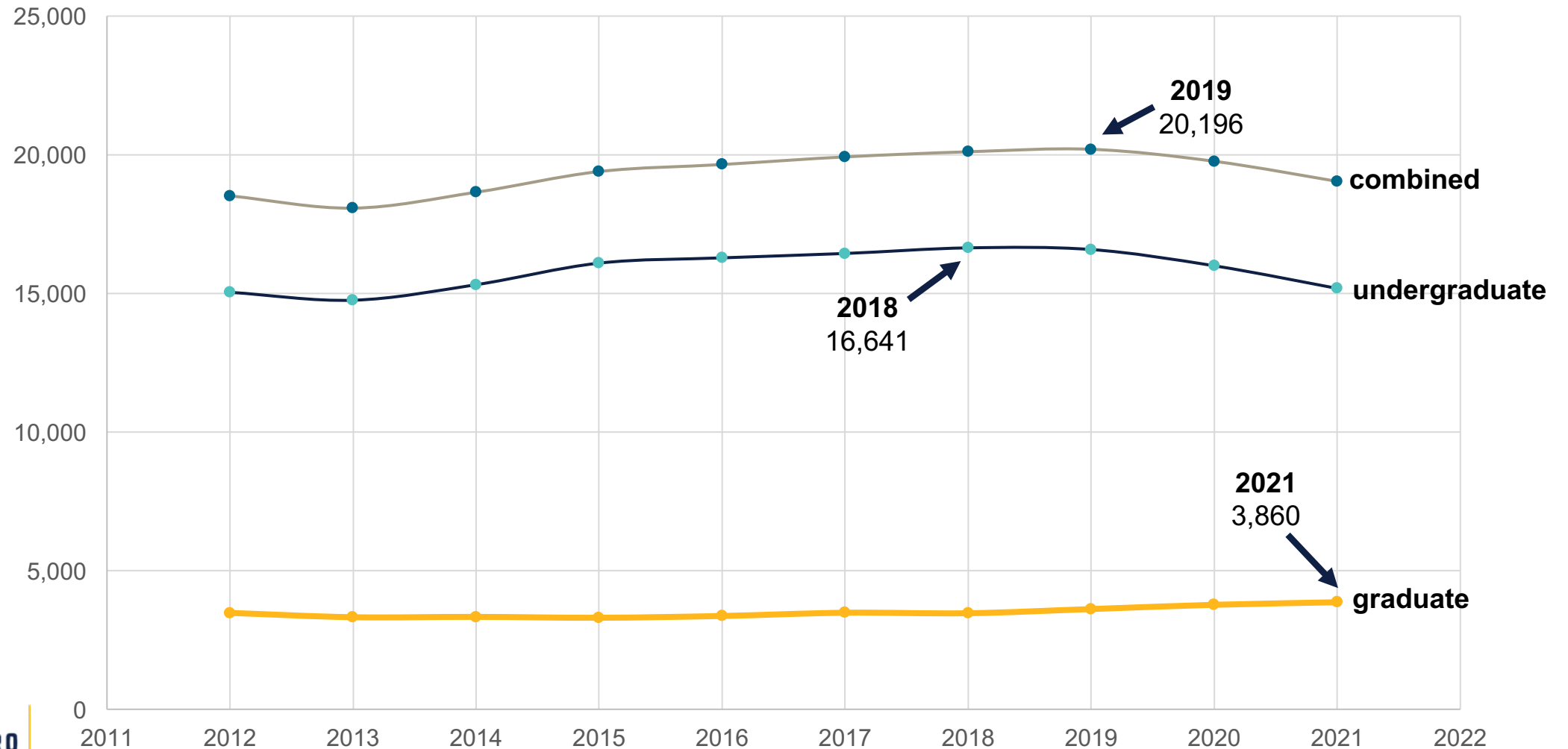
SHARED GOVERNANCE

UNC Policy Manual, Section 502(d)

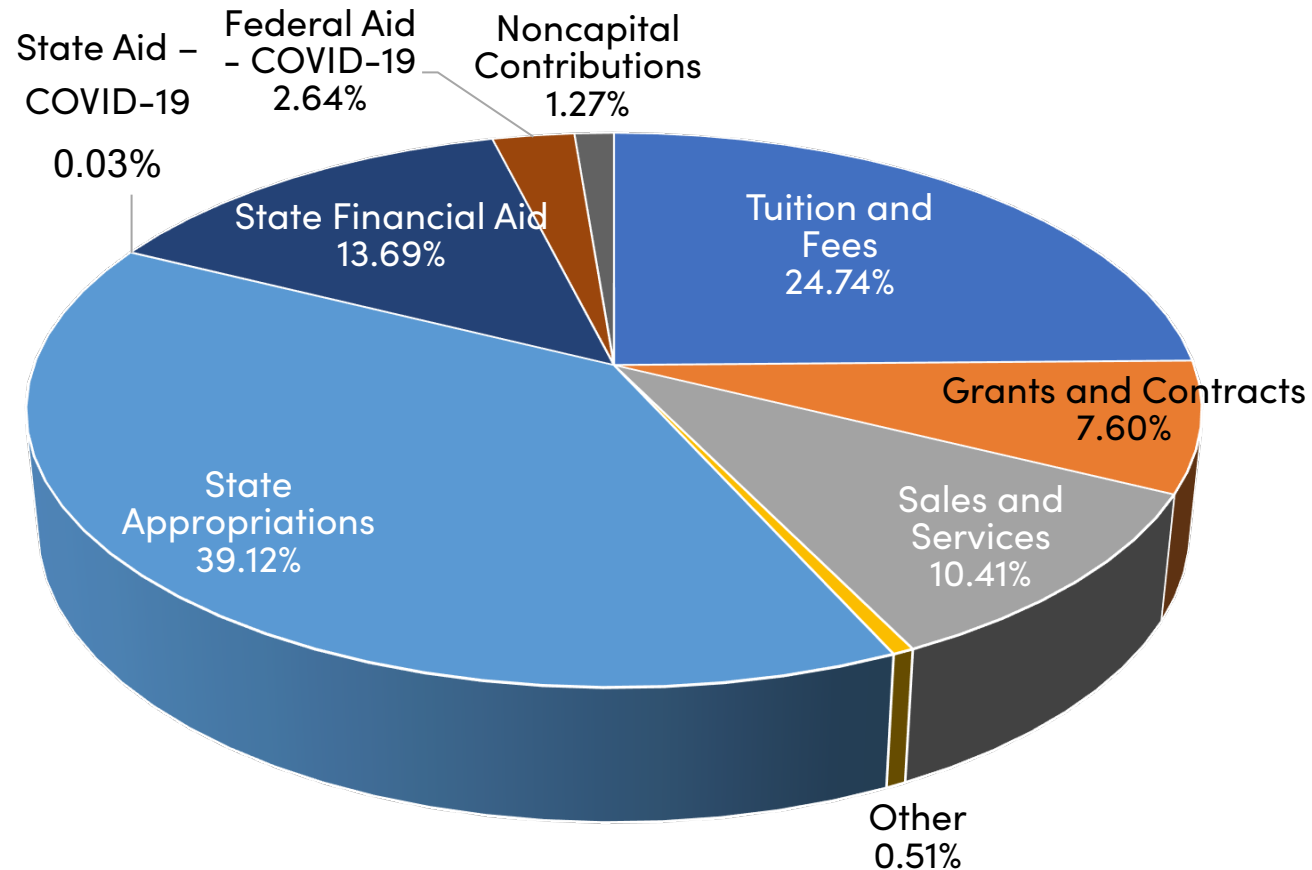
“The chancellor shall be responsible for ensuring that there exists in the institution a faculty council or senate... the council or senate may advise the chancellor on any matters pertaining to the institution that are of interest and concern to the faculty... the chancellor shall ensure the establishment of appropriate procedures within the institution to provide members of the faculty the means to give advice with respect *to questions of academic policy and institutional governance, with particular emphasis upon matters of curriculum, degree requirements, instructional standards, and grading criteria.*”

ENROLLMENT HISTORY

Undergraduate & Graduate - 2012-2021



UNC GREENSBORO REVENUE



~**88%** of UNCG Revenue is Enrollment Dependent:

- State Appropriation
- Tuition and Fees
- Student Financial Aid
- Sales & Services

IMPACT OF ENROLLMENT DECLINES

21-22 OUTCOMES: \$8 million budget cut

-5.5% student credit hours /

-726 students



Transfer students



First year freshmen (+111)

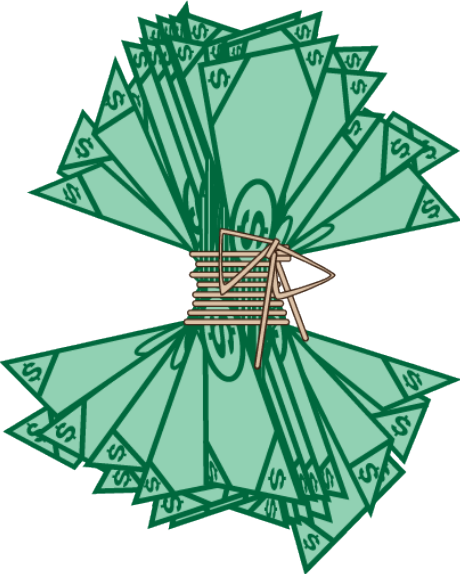
22-23 IMPACTS: \$3.8 million budget cut



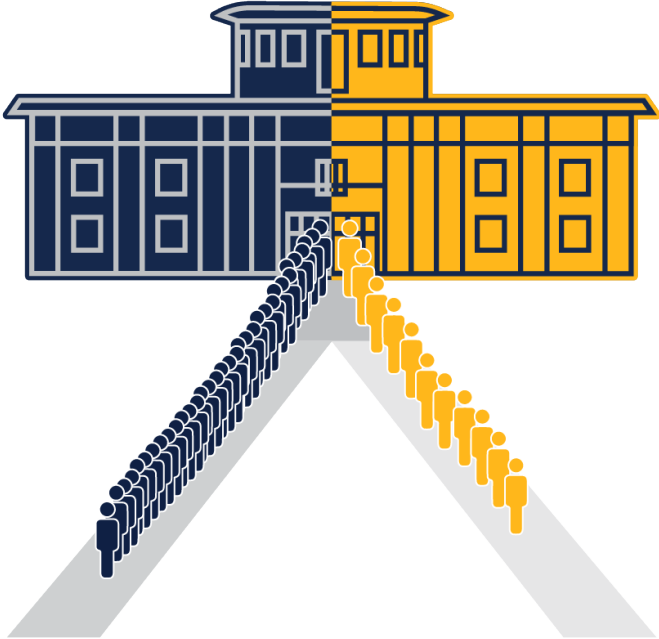
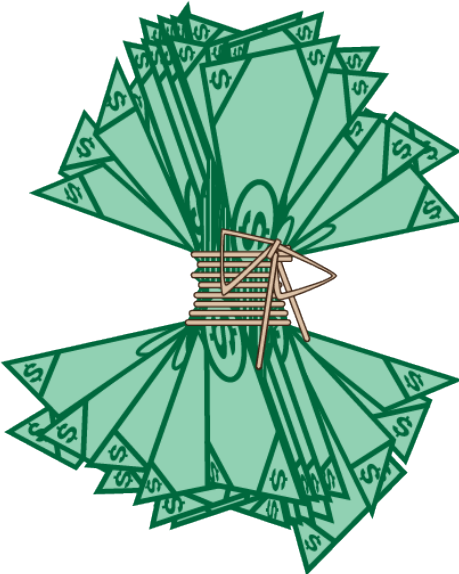
State Appropriations will decrease due to enrollment decline this year

BUDGETARY CONSTRAINTS

TUITION



FEES



**NEW BUDGET MODEL
ENROLLMENT-BASED**

STRATEGY TO INCREASE REVENUE

**ENROLLMENT
& RETENTION**



Modern enrollment marketing strategies and operations.

Invest in student support infrastructure and educational excellence.

**MODERNIZING
ADMIN OPS**



INVESTMENTS



ADVOCACY



**DONOR
DOLLARS**



IMPROVING THE SCIENCE OF ENROLLMENT

- **Modernizing Enrollment Practices & Operations**
- **Campus-Wide Ownership of Enrollment Growth**
- **Stop-Out and Readmission Analysis**
- **Overhauled Campus Visit Experience**
- **Re-engaging with High School Counselor Community**
- **Re-engineering Transfer Enrollment Practices & Strategy**
- **Infusion of New Student Success Technology**
- **Consolidating Enrollment Marketing & Marketing Efforts**

STRATEGY TO INCREASE REVENUE

ENROLLMENT & RETENTION



Modern enrollment marketing strategies and operations.

Invest in student support infrastructure and educational excellence.

MODERNIZING ADMIN OPS



Modernizing operations – improving outcomes & reducing redundancies.

Budget cuts, with local-level decision making based on strategic priorities.

INVESTMENTS



Increase research productivity with F&A.

Strengthen existing or introduce new programs, initiatives and services.

ADVOCACY



Advocate for financial and programmatic support at NC General Assembly.

Advocate for our people and programs at the UNC System Office, BoG, and at local and national levels.

DONOR DOLLARS



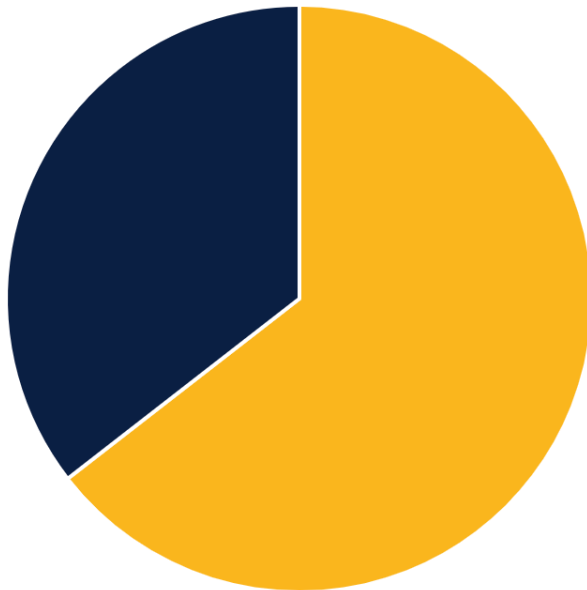
“Light The Way” Campaign and actively engaged advancement team.

Partnerships to develop talent and research pipeline.



OVERALL

Goal: **\$200M**



- Raised to Date: \$128,993,494
- Amount Remaining: \$71,006,506

PROGRESS BY CAMPAIGN AMBITION



ACCESS / Giving every promising student a chance

\$53,611,109 / \$100M



[Learn more →](#)



EXCELLENCE / Attracting and retaining the best faculty

\$7,728,684 / \$40M



[Learn more →](#)



IMPACT / Investing in research, programs, and opportunity

\$67,653,701 / \$60M



[Learn more →](#)

STRATEGY REVIEW

DRIVE ENROLLMENT & RETENTION



MODERNIZE ADMINISTRATIVE OPERATIONS



INVEST IN RESEARCH & ENTREPRENEURIAL PROGRAMS



ADVOCATE FOR OUR PEOPLE & PROGRAMS



GROW DONOR INVESTMENT



CALL TO ACTION

3 Things We All Can Do

1. Make Enrollment & Retention Part of Your Job
2. Recognize & Respect Contributions of Others
3. Be Entrepreneurial & Share Your Ideas

OUR SHARED FUTURE

Hope. Realism. Optimism.



UNC GREENSBORO

THANK YOU

