



UNC Tomorrow: Carolina's Response

**Board of Trustees
May 22, 2008**

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Carolina's Response to UNC Tomorrow

- UNC Tomorrow Background
- Campus Process for Developing Our Response
- Carolina's Response—A Selected Overview
- Next Steps

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UNC Tomorrow—Background

- UNC Tomorrow is a system-wide initiative led by President Erskine Bowles



- “How can UNC respond more directly and proactively to the 21st century challenges facing North Carolina through . . . the efficient and effective fulfillment of its three-pronged mission of teaching, research and scholarship, and public service.”

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UNC Tomorrow—Background

- Spring 2008 Campus Visits
(Carolina—May 24, 2007)

What Are You Doing for NC Now?

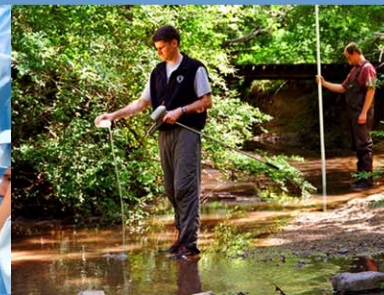
- UNC Tomorrow Commission (28 members)
- 11 community listening forums (2,700 people)
- Online survey (6,700 responses)
- 11 campus listening forums (1,000 faculty, staff, and students)

Future Needs?

- Findings and recommendations in December 2007
- Adopted by Board of Governors in January 2008

Close the Gap?

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Carolina's Response—The Process

- Executive Vice Chancellor and Provost Bernadette Gray-Little is leading Carolina's response to UNC Tomorrow.
- Phase I of the UNCT response focuses on engagement and is being managed by Mike Smith, Vice Chancellor for Public Service and Engagement.
- Faculty committees developed new proposals that respond to the UNCT recommendations—a small team working with me identified existing programs to highlight. My team worked with the committee chairs to revise their drafts and then shape them into a final response based on feedback from senior leadership.

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Carolina's Response—The Process

- Jan. 7: Campus-Wide Kick-Off Meeting
- Jan. 17: Carolina Engagement Council
- Jan. 31: Chancellor Moeser Encourages Campus Support
- **Feb. 14: Campus Committees Begin Developing Response**
- Feb. 29: Carolina Center for Public Service Advisory Board
- Mar. 2: Input Solicited from Faculty
- Mar. 4: Chancellor's Advisory Committee
- Mar. 5: Input Solicited from Deans
- **Mar. 31: Input Solicited from Students**
- April: Input Solicited from the Community
- April 14-15: Public Forums for the Campus and Community
- April 22: Feedback from Campus Leadership
- **May 1: Phase 1 response submitted to UNC General Administration**

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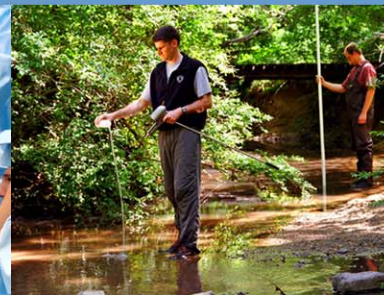


Carolina's Response—The Process

Categories of UNC Tomorrow Recommendations (Phase I)

- Global Readiness
 - Increasing Access to Higher Education
 - Improving Public Education
 - Economic Transformation and Community Development
 - Health
 - Environment
 - Outreach and Engagement
-
- For each policy area, our response to the UNCT recommendations was to include no more than 5-6 new and existing programs.

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Community-Campus Partnership for Tomorrow

- Poor communities have complex problems that are inextricably linked and reinforce one another—responding only to individual recommendations that match the silos of UNCT or Carolina is not enough.
- Pilot proposal to identify a community whose needs closely match our areas of expertise.
- Partner with community to identify strengths and gaps, create strategies, identify other partners, develop innovative solutions, and leverage expertise.

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Community-Campus Partnership for Tomorrow

- The community will be an equal partner in identifying its highest priorities and in charting its future course.
- This program will strengthen Carolina's ability to reach across our own silos and create new possibilities for more effective collaboration.
- Carolina has allocated an initial \$350,000 to support this program.

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Leadership and Partnership with UNC Campuses

- Major theme that cuts across our proposals is leadership by Carolina in partnering with other campuses in UNC System.
- Share our experience with other campuses in areas where we have made progress—*Campus Sustainability Office*.
- Partner with and learn from other campuses—*Community-Campus Partnership for Tomorrow* and *UNC Center for Applied Public Policy Research*.
- Challenge: Will We “Walk the Talk?”

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Data

- More effective collection and management of policy data required to give faculty the information they need to address areas of UNCT.
- Identify information gaps in major public policy areas.
- Develop mechanisms and policies to promote sharing of information across different databases.
- Create a toolkit that presents data to policymakers and the public in ways that are easily interpreted.

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Assessment

- Without good internal data to evaluate our effectiveness, we cannot assess our overall engagement efforts and how we are responding to UNCT. We also need it to communicate our public service to external audiences.
- Develop a database that regularly captures updated information about public service by faculty, staff, and students.
- Developed a long and growing list of existing public service programs for UNCT that is a good start on the database.

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Carolina's Students Respond to UNCT

- Carolina's students provided leadership in addressing the recommendations of the UNCT Commission.
- *Public Service Volunteer Database*—community organizations and student groups will post opportunities online and allow volunteers to share experiences through blogs and journals.
- *Latino/a Center*—study the need for a center to address unmet needs of Latino communities and students.

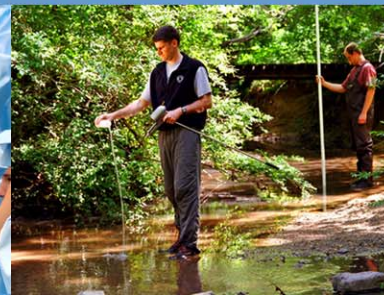
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Allocation and Reallocation of Campus Resources

- We will need additional resources to accomplish our goals, but we didn't just submit a wish list of pet projects.
- Carolina has made funding commitments to support many of our proposals:
 - ✓ *Community-Campus Partnership for Tomorrow*—\$350,000
 - ✓ *Institute for Global Health and Infectious Diseases*—\$300,000
 - ✓ *Scholars' Latino Initiative*—\$150,000
 - ✓ *Mental Health System Improvement Project*—\$400,000
 - ✓ *UNC-BEST Program*—\$30,000

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Carolina's Response—A Sample

Global Readiness

- *Global Leadership Circle*—task force of visionary alumni and friends will build on our existing efforts and develop a strategic vision for Carolina to achieve world-class status.

Access to Higher Education

- *Residential College Advising and Support Program*—intensive program for students from an underserved region that offers them academic-year mentoring and a summer residential program on campus for three consecutive years.

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Carolina's Response—A Sample

Improving Public Education

- *Public Education Collaborative*—a pilot school-strengthening program that will establish a multi-institutional, systemic effort to address public educational challenges in three to five underserved rural school districts.

Community and Economic Transformation

- *Launching the Venture*—provides targeted training for faculty entrepreneurs who have highly-promising start-up ventures with the potential for rapid employment growth.

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Carolina's Response—A Sample

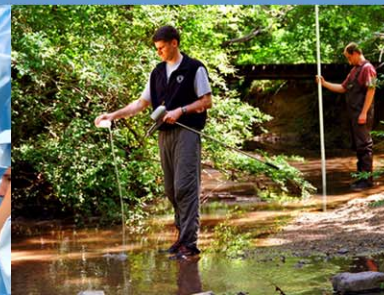
Health

- *North Carolina Translational and Clinical Sciences (TraCS) Institute*—a state- and federally-funded project to accelerate the process of turning research into disease prevention and treatment for patients.

Environment

- *Sustainable Development for North Carolina*—Carolina proposes to be the hub for facilitating collaboration among faculty and students across the UNC System with expertise in water and energy issues. Research and tools that will help policymakers with sustainability decisions.

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Carolina's Response—A Sample

Outreach and Engagement

- *Campus Dialogue and Planning Process about Engaged Scholarship*—promote faculty engagement through the creation of a detailed strategic plan indicating how each academic unit will address the recommendations of UNCT.

Coordinate closely with our examination of how the tenure, promotion, and incentive system affects faculty engagement (Phase II).

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Next Steps

- “Plans are only good intentions unless they immediately degenerate into hard work.” Peter Drucker
- This is not a report. It is a plan that we will be held accountable for implementing over time. Will we “Walk the Talk?”
- Our campus process was not as inclusive as it should have been—we will involve more people in refining and implementing our response.
- Phase II of UNCT addresses many important academic issues and it is due December 1, 2008.

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