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.
KALA YOUNGBLOOD

Student Excellence

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

Student Excellence

• United Nations Public Health Program
• 1 of 30 Worldwide Participants
NADJA CECH

Faculty Excellence

• 2022 UNC System Excellence in Teaching Award
BRIAN CLARIDA
Faculty Excellence
• $102M Wallace Foundation Grant
• Lead PI – Improve Principal Pipeline
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

- LAUNCHED GIANT STEPS
- INFLECTION POINT
- PANDEMIC
- WHERE WE ARE TODAY

2016  2018  2020  TODAY
“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

- 2012: 20,196
- 2018: 16,641
- 2019: 20,196
- 2021: 3,860

Combined undergraduate and graduate enrollment.
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

MODERNIZING ADMIN OPS

INVESTMENTS

ADVOCACY

DONOR DOLLARS

Modern enrollment marketing strategies and operations.

Invest in student support infrastructure and educational excellence.
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

<table>
<thead>
<tr>
<th>ENROLLMENT &amp; RETENTION</th>
<th>MODERNIZING ADMIN OPS</th>
<th>INVESTMENTS</th>
<th>ADVOCACY</th>
<th>DONOR DOLLARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern enrollment marketing strategies and operations.</td>
<td>Modernizing operations — improving outcomes &amp; reducing redundancies.</td>
<td>Increase research productivity with F&amp;A.</td>
<td>Advocate for financial and programmatic support at NC General Assembly.</td>
<td>“Light The Way” Campaign and actively engaged advancement team.</td>
</tr>
<tr>
<td>Invest in student support infrastructure and educational excellence.</td>
<td>Budget cuts, with local-level decision making based on strategic priorities.</td>
<td>Strengthen existing or introduce new programs, initiatives and services.</td>
<td>Advocate for our people and programs at the UNC System Office, BoG, and at local and national levels.</td>
<td>Partnerships to develop talent and research pipeline.</td>
</tr>
</tbody>
</table>
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.

THANK YOU