

## UNC Charlotte Goals

**University Goal #1:** To improve *educational* opportunities that respond to the intellectual and professional needs of the region,

- Increase number of doctoral programs in high demand fields;
- Maintain a broad portfolio of masters' and baccalaureate programs;
- Increase enrollment systematically to 25,000 students by the year 2010;
- Increase continuing education and distance education offerings, particularly through innovative uses of information technology;
- Use effective review and assessment as the basis for program improvement
- Foster channels of communication to and from the community that facilitate the integration of the University and its programs into the life of the community.

**University Goal #2:** To increase both faculty and student *research* that will address fundamental and regional problems,

- Expand campus physical and human infrastructure supportive of research;
- Reach "Doctoral/Research University – Extensive" status by the year 2010;
- Secure gifts, pledges, and monies for faculty and student research;
- Accelerate the research activity of the University that meets the needs of the region through the Charlotte Research Institute agenda;
- Communicate university research activities to the public to increase understanding, enhance support, and facilitate the application of the products of research.

**University Goal #3:** To provide a variety of *services* that respond to the ongoing and emerging regional needs,

- Increase collaborative relationships with regional public, private and non-profit institutions;
- Establish web-based "one-stop shopping" for undergraduate student services
- Provide services which impact positively the many challenges facing the region, state, and nation by developing partnerships that educate and provide research opportunities and which also impact public policy, education, and ethical issues;
- Promote relationships through public relations to strengthen existing partnerships and develop new ones;
- Foster lifelong relationships with alumni through the implementation of cultural, athletic, and career-related program offerings, including utilization of the new Alumni Center, connecting alumni to the University and the community.

**University Goal #4:** To increase the *physical and financial infrastructure* as needed to support the expanding educational, research, and service activities of the University,

- Increase the capacity of the University for increased enrollment through an aggressive construction program;
- Increase the infrastructure in support of technology;
- Develop creative and entrepreneurial partnerships and programs which help tackle space and financial issues unmet by state appropriations;

- Increase the amount of external funding;
- Maintain sufficient controls to ensure effective and efficient use of resources available to the University;
- Secure gifts, pledges and donations of money that would support the development of the campus infrastructure;

**University Goal #5:** To provide support for *faculty and staff development*,

- Assist faculty members in delivery of effective instruction to a diverse student body, including those with differing intellectual abilities, learning styles, personal circumstances, levels of motivation, and academic preparation;
- Enhance faculty effectiveness through assistance with the integration of information technology into instruction, research and creative efforts;
- Assist faculty and staff members to serve as more knowledgeable and effective academic advisors, especially with respect to general degree requirements and campus-wide academic policies and procedures;
- Assist staff members in obtaining training necessary to ensure professional competence

**University Goal #6:** To enhance *student and community life*,

- Implement programs that integrate new students into the academic and social structures of the campus;
- Expand education abroad opportunities for students;
- Involve students in activities and programs that promote healthy lifestyles and physical development;
- Provide quality entertainment through the Athletic Program;
- Enhance student morale and pride in the University;
- Pursue joint sponsorship of events with Alumni Association;
- Promote student activities and accomplishments through public relations activities.
- Plan for and effectively manage facilities that enhance student learning and development outside the classroom.

**University Goal #7:** To enhance opportunities for *learning in a culturally rich environment*,

- Increase the enrollment, retention, and success of qualified students from diverse backgrounds;
- Increase the recruitment, retention, and success of faculty, staff, and administrators from diverse backgrounds;
- Foster an environment that recognizes the benefits of diversity and supports an inclusive community.

**University Goal #8:** To graduate *students* with the breadth and depth of knowledge and the intellectual and professional skills that prepare them for a productive life in an ever-changing world,

- Foster a realistic understanding of their personal potentials;
- Promote a commitment to responsible citizenship and a capacity to lead;
- Encourage strong ties and commitment to the University and its mission and vision;
- Develop fundamental skills of inquiry in writing, mathematical and logical reasoning, information literacy and technology, and the sciences
- Develop an understanding and appreciation of the themes of liberal education for private and public life in the areas of arts and society, the western tradition, global understanding, and ethical issues and cultural critique;
- Develop oral and written communication skills;
- Develop the ability to engage in reasoned debate about pressing moral concerns and to resolve them in an ethically sound and responsible manner.

**University Goal #9:** To enhance *public knowledge* of the educational opportunities and services provided by the University.

- Implement cohesive, unified Web site design that communicates a clear, consistent image of UNC Charlotte;
- Create and produce visually appealing publications to communicate vital information;
- Conduct a comprehensive public relations program that utilizes comprehensive media relationships, special events and public speaking activities;
- Develop and implement an image advertising campaign to build and create awareness of those UNC Charlotte services, capabilities and contributions that enhance business and improve quality of life in the Charlotte region;
- Successfully complete the philanthropic campaign;
- Continue to educate constituents about UNC Charlotte giving opportunities;
- Conduct outreach events involving alumni to raise awareness and interest in the opportunities and services provided by the University;
- Communicate the University's crucial role in the region and state to the legislative, business, and local government leaders about University needs and resources.