



Strategic Design and Planning Steering Committee



*The **Strategic Design and Planning Steering Committee** (SDPSC) was formed to review, affirm, and refresh our strategic priorities, goals, metrics, and actions to lay the foundation for continued success for the next decade and beyond.*



Co-Chairs

- ❖ **Dr. Nathan Grove**, Faculty Senate President & Professor, College of Arts and Sciences
- ❖ **Susan Smith**, 2020-21 Staff Senate Chair, Member Services & Operations Coordinator, Campus Recreation
- ❖ **Dr. James Winebrake**, Provost & Vice Chancellor, Academic Affairs

Committee Members

- ❖ **Bradley Ballou**, Chief of Staff, Chancellor's Office
- ❖ **Maggie Bannon**, Asst Director of Academic Services, College of Arts and Sciences
- ❖ **Rebecca Baugnon**, Special Collections Librarian, Randall Library
- ❖ **Dr. Stuart Borrett**, Associate Provost for Research & Innovation, Academic Affairs
- ❖ **Sharon Braxton**, Data Analyst Operational Reporting, Information Technology Services
- ❖ **Cynthia Chroman**, Sr. Business Officer, Student Affairs
- ❖ **Dr. Lowell Davis**, Vice Chancellor, Student Affairs

- ❖ **Dr. Cynthia Demetriou**, Associate Provost for Student Engagement, Enrollment and Retention
- ❖ **Dr. Van Dempsey**, Dean, Watson College of Education
- ❖ **Robby Fensom**, President, Student Government Association
- ❖ **Racheal Gliniak**, President, Graduate Student Association
- ❖ **Dr. Amelia (Kit) Huelskamp**, Assistant Professor, College of Health and Human Services
- ❖ **Miles Lackey**, Vice Chancellor for Business Affairs
- ❖ **Dr. Kemille Moore**, Sr. Associate Dean, College of Arts and Sciences
- ❖ **Dr. Donyell Roseboro**, Chief Diversity Officer and Professor, Watson College of Education
- ❖ **Eddie Stuart**, Vice Chancellor for University Advancement
- ❖ **Dr. Ethan Watson**, Associate Professor, Cameron School of Business
- ❖ (*ex officio*) **Mark Lanier**, Special Assistant to Chancellor
- ❖ (*ex officio*) **Dr. Andy Mauk**, Associate Provost for Institutional Research & Planning
- ❖ (*ex officio*) **John Scherer**, General Counsel
- ❖ (*ex officio*) **Andrea Weaver**, Interim Chief Communication Officer

Committee Charge

The SDPSC's role is to “steer” the process, review existing data, collect input from campus stakeholders, lead potential workgroups in the fall, host campus fora about the process and solicit feedback, and ultimately draft the overarching goals, objectives and metrics. – *Chancellor Sartarelli (Spring 2021)*

Committee Activities

- ❖ Review key literature and participate in trainings, workshops and discussions related to design thinking and strategic planning principles.
- ❖ Develop timeline and framework for strategic design and planning work through the 2021-22 academic year.
- ❖ Facilitate the collection of information from key campus stakeholders, including hosting campus fora and/or public discussions.
- ❖ Participate in regular meetings.
- ❖ Represent their respective constituencies through transparent communication.
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- ❖ Translate input from constituents into overarching problem-solving and strategic priorities for campus.
- ❖ Identify campus constituents to comprise various workgroups related to problem-identification and strategic priorities.
- ❖ Collect information from workgroups to design strategic actions, goals, targets, and objectives.
- ❖ Craft and review draft reports that will ultimately lead to the final plan.
- ❖ Solicit endorsement from campus governing bodies.



Progress & Summary



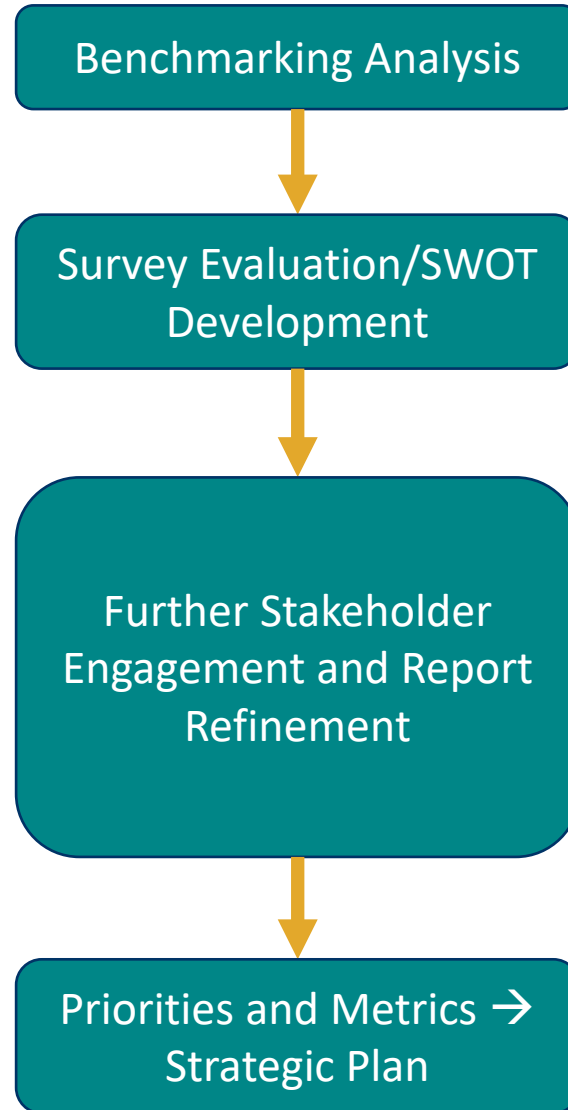
Strategic Planning Workflow Process

uncw.edu/strategicplan/new-plan-updates.html

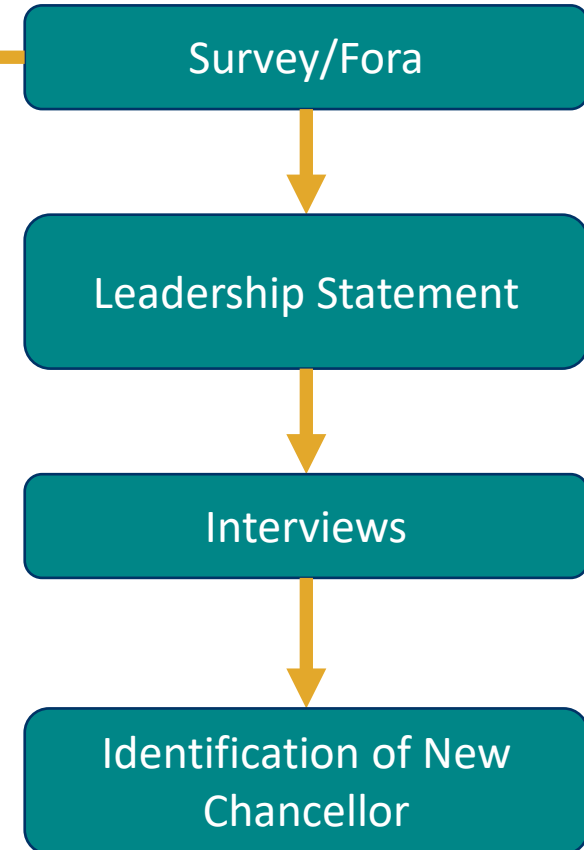
MORE INFO



Strategic Planning Process



Chancellor Search Process



Dec 2021

Jan 2022

Feb 2022

TBD

Summer/
Fall 2022

SWOT related questions from survey

New Chancellor input into planning process

Analysis Summary

Through the spring semester of 2022, in parallel with the Chancellor search process, the Committee conducted a series of workshops, discussions, and meetings reviewing data on the strengths, opportunities, and challenges facing the institution. Through these workshops, the committee affirmed the findings from the Search Committee Constituent Input report, while also refining the findings into the most salient elements for the incoming Chancellor. The following is a summary of these findings along with the SDPSC's initial recommendations for next steps in the development of the next UNCW strategic plan.



Our Strengths Include...

... our commitment to High Quality Academic Excellence.

... our position as the Coastal University of North Carolina that has a major impact on the region, state, and beyond.

... our ability to provide high-quality Undergraduate Student Experiences that foster a strong affinity to the university.

... our composition of Excellent Faculty and Staff.



Our Opportunities Include...

- ... fostering the campus environment regarding Diversity, Equity, and Inclusion for all faculty, staff, and students.
- ... reinforcing UNCW's standing within the community.
- ... improving faculty/staff Compensation, Benefits, Culture, and Working Environment.
- ... evolving as a Research University.
- ... strategically enhancing and developing Academic Programs that align with state needs, career opportunities, and student interests.
- ... deepening Community/Corporate Partnerships.



Our Challenges Include...

- ... meeting necessary Investment in Human Capital.
- ... ensuring the quality of the Student Experience.
- ... managing the relationship between Affordability and Quality Experiences and Opportunities.
- ... maintaining an environment where UNCW is a “School of Choice” for Prospective Students.
- ... addressing Organizational Bureaucracy and Outdated Processes.
- ... creating a Collective Sense of Our Identity and Distinctiveness as a large, national, public research university.



Recommendations for Next Steps

- ❖ Determine the role and structure of the SDPSC with the formation of a new strategic plan to be due in the end of the spring 2023 semester.
- ❖ Form working committees comprising representative members of the campus community.
- ❖ Review, revise and reaffirm the institutional mission statement providing a clear and concise description of who we are.
- ❖ Affirm institutional values.
- ❖ Establish the institutional vision and the top priorities for the next strategic plan.
- ❖ Create metrics, action plans, and responsible individuals/units for specific priorities and strategies.
- ❖ Build a systems map that connects strengths, opportunities, challenges with these action plans and strategies.





Discussion and Questions