University Strategy
for 2013-15 Resource Allocation
UNC Asheville

UNC Asheville’s Strategic Plan will continue to guide our decisions throughout the 2013-15 biennium, as it has guided our University Planning Council in the development of the strategy below.

Strategic Preservation:
1. Strengthening Academic Quality: Our mission and our strategic theme of undergraduate public liberal arts will not be compromised. However, economic reality requires that we pursue them in a more focused and streamlined manner. The quality of the academic experience requires that we preserve faculty positions to ensure [1] class size appropriate to our curriculum and [2] student access to mentors for undergraduate research. We will continue our efforts to improve [1] student recruitment and retention; [2] the affordability and accessibility of a UNC Asheville education for a diverse student body; and [3] faculty/staff salaries and development opportunities.

2. Investing in a Superb Student Experience: Those aspects of University life that directly enhance quality student learning, wherever it happens, will warrant sustained University support. Those functions that most successfully distinguish the UNC Asheville student educational experience will take priority. We will continue to improve the quality of, and access to, key educational and student life programs and services.

3. Focusing on Accreditation, Evidence and Outcomes: We will demonstrate our value to our students, their families, and the public by providing priority budgetary consideration to [1] the successful implementation of our Quality Enhancement Plan, Student Learning Outcomes and Institutional Effectiveness Plans, as required for accreditation; [2] pursuing the goals of our Strategic Plan, UNC Strategic Directions and UNC Performance Measures; and [3] sharing our success stories more aggressively with our friends, supporters, legislators and the general public.

4. Generating Additional Revenue: Our University Advancement division will generate new revenue for the University with scholarships and financial aid continuing to be our highest fundraising priority. As we pursue recommended best practices in advancement work, our faculty, staff and students will play an increasingly more central role in this process. We will pursue revenue-generating options that focus on aligning donor interests with university strategy.

5. Serving the people of North Carolina: We will fulfill our public responsibility by cultivating an educated and informed citizenry and investing in strategic improvements in graduation rates, career preparation and career placement. In promoting our standing in the Greater Asheville community, we will pursue community engagement and partnership opportunities that directly benefit students as well as the University’s financial sustainability.

Maximizing Efficiencies:
Economic Sustainability can best be achieved by creating optimal efficiency and effectiveness in all of our operations. Pursuing the strategies below will help us do this:

1. Strong Stewardship of Existing Resources: Ensure that we prioritize our goals, align expenditures with those goals, and use best practices to achieve them; participate in shared services among departments or with other UNC schools; utilize environmentally sound practices.

2. Review of Organizational Structure: Eliminate non-core functions; reallocate vacant positions.

3. Analysis of Comparative Metrics/Benchmarks within Higher Education.

4. Reduction of Expenditures: Simplify programs, eliminate waste or duplication.

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