

**Strategic Planning Committee**  
**Proposed Funding Priorities\* – 2007-08**

1. Brand/Image – WCU must develop a clear brand/message (emphasis on marketing NOT advertising) to complement the UNC-GA mission review and to crystallize and better market its educational and programmatic services to address the poor and/or indifferent image of the university held by its constituent populations.
2. Information Technology – WCU must provide recurring funding to ensure that our technological infrastructure (network, database, security, personnel) can adequately support customer, academic, student support and strategic/operational needs and compliance/security/regulatory requirements.
3. Faculty Development – WCU must provide adequate recurring institutional support for faculty development, distributed/distance learning, faculty-based initiatives, executive education, and sponsored research activities.
4. SACS/QEP – WCU must provide sufficient funding to implement and assess the Quality Enhancement Plan and any compliance recommendations resulting from the 2007 SACS reaffirmation.
5. Strategic Investments– WCU must increase funding in strategic investments that are directly linked to future resources and provide educational opportunities for students and research opportunities for faculty. Such investments might include public/private business initiatives on the Millennial Campus, executive education, social infrastructure (hotels, restaurant, clubs, etc), and community engagement activities.
6. Banner Implementation – WCU must provide sufficient resources to properly implement Banner and other critical business processes “within” the operational areas.
7. SPA salaries – WCU is facing a serious threat to basic operations due to understaffing and salary compression in critical university functions. The university must address critical SPA staffing needs and salaries and consider establishing a succession planning framework.
8. Infrastructure – WCU must address critical insufficiencies in basic technology (including teaching technology), facilities and staff infrastructure.
9. Increase Operational Funds – WCU must provide sufficient base funding for ongoing projects and activities. The reliance on one-time dollars to support these activities is problematic. A review of non-recurring operational funding to determine whether or not it should qualify as a recurring expense is recommended.
10. College Reorganization- WCU must provide sufficient funding to implement the College Reorganization Plan including the staffing and facilities needs for two new academic colleges as well as reorganization of the existing four colleges.

---

\* Priorities are listed in rank order of importance.