University Open Forum

Updates on
WCU Strategic Plan,
Millennial Campus Initiative
and the
Campus Master Plan
WCU 2020 Plan

Click on the graphic below to navigate to different sections of the Strategic Plan. For a full PDF version of the plan click here.

VISION
To be a national model for student learning and engagement that embraces its responsibilities as a regionally engaged university.

Enrich the Total Student Experience  Fulfill the Educational Needs of the State and Region  Enhance External Partnerships

WESTERN CAROLINA UNIVERSITY
2020 VISION: Focusing our Future

Invest in our People  Garner Support for our Vision  Invest in our Core Resources

CORE VALUES AND GUIDING PRINCIPLES:
Excellence in Scholarship, Teaching, and Learning  Collaboration with and Respect for our Communities
Free and Open Interchange of Ideas  Responsible Stewardship and Organizational Effectiveness
Organizational and Environmental Sustainability  Cultural Diversity and Equal Opportunity
Strategic Plan Overview

• What?
  – Six Strategic Directions
  – 26 goals
  – 85 Strategic Initiatives

• Who?
  – Accountable Executives
  – Accountable Staff
### STRATEGIC DIRECTION: Enrich the Total Student Experience

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Accountable Executives</th>
<th>Accountable Staff</th>
<th>Progress (% completed)</th>
<th>Summary of Results to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 2.1</strong>: Foster a student-centered campus culture that emphasizes academic excellence, personal growth, networking opportunities, and global and social awareness.</td>
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<tr>
<td><strong>Initiative 2.1.1</strong></td>
<td>Ensure that the mission of every academic support and student services unit espouses academic excellence as a primary emphasis.</td>
<td>Provost/Vice Chancellor for Student Affairs</td>
<td>Deans and Directors</td>
<td>70%</td>
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<tr>
<td><strong>Initiative 2.1.2</strong></td>
<td>Review, and where necessary modify, all student recruitment and promotional materials to include expectations related to academic rigor and standards.</td>
<td>Provost/Vice Chancellor for Student Affairs, Chief of Staff</td>
<td>Deans, Director of Student Recruitment &amp; Transitions, Director of Marketing</td>
<td>60%</td>
</tr>
<tr>
<td><strong>Initiative 2.1.3</strong></td>
<td></td>
<td></td>
<td>30%</td>
<td></td>
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</tbody>
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Strategic Initiative progress summary

- 68 Strategic Initiatives ≥ 50% complete
- 40 Strategic Initiatives ≥ 75% complete
- 6 Strategic Initiatives 100% complete
- Only 3 Strategic Initiatives < 25% complete
• 1.2.4 Ensure that all academic programs incorporate the core abilities detailed in Goal 1.2. (Fully integrate... those core abilities expected of all WCU students: to integrate information from a variety of contexts; to solve complex problems; to communicate effectively and responsibly; to practice civic engagement; and to clarify and act on purpose and values.)
Completed Strategic Initiatives

• 3.1.2 Establish an annual leadership tour of the Western North Carolina region designed to reinforce WCU’s connection with its external constituents and to update University leadership consistently about regional and local priorities.

• 4.2.2 Include in each supervisor’s performance evaluation an assessment of his/her support for and his/her unit’s progress in professional development.
4.2.5 Establish a campus leadership academy to cultivate faculty and staff leaders.

5.2.1 Develop a comprehensive campus master plan

6.1.2 Align all internal budgeting and annual reporting processes to reflect and reinforce the strategic vision and priorities of the University.
Other highlights

- Strategic Direction 1 (Educational needs)
  - Increased retention and graduation rates
  - Over 100 new endowed scholarships created
  - Numerous key academic hires

- Strategic Direction 2 (Enrich Student Experience)
  - Carnegie Community Engagement Classification
  - Student opportunities for civic engagement
  - Athletics successes
Other highlights

• Strategic Direction 3 (Enhance External Partnerships)
  – LEAD:WNC conferences
  – Medical Office Building project on Millennial Campus

• Strategic Direction 4 (Invest in Our People)
  – Salary Task Force’s salary adjustment plan
  – Franklin-Covey professional development program
Other highlights

• **Strategic Direction 5 (Invest in Our Core Resources)**
  – Elimination of the structural deficit
  – Stable bond rating
  – Technology-enabled efficiencies

• **Strategic Direction 6 (Garner Support for Our Vision)**
  – New positions: Director of Marketing, Director of External Relations, Director of Millennial Initiatives
  – Integrated Marketing and Communication Plan
  – Board of Visitors established
2015 Strategic Plan Progress Report will be finalized May 15, 2015
Questions/Comments
Background
2000 – Higher Education Bond Referendum sets aside funds for WCU property acquisition
2004 – 344 acre tract purchased across Hwy 107
2006 – UNC BOG WCU Millennial Campus designation
2012 – Health & Human Science Building opens
      5,000 square feet of private clinic space
2014 – Campus leased to Endowment Fund
Millennial Campus

Current Initiatives
Jan 2015 – Request for Qualifications issued for privately developed Medical Office Building (MOB)
Jun 5, 2015 – MOB developer selection date
Dec 14, 2015 definitive agreement executed with developer
Early 2016 – MOB construction begins
2017 – MOB completion and occupancy

Pending ARC grant applications
  Infrastructure assistance
  Planning for Loop Road through the campus
Millennial Initiatives

Nov 12, 2014 LEAD:WNC (250+ attendees)
Follow-up conferences
  April 21, 2015 LEAD:Tourism(200 attendees)
  April 22, 2015 LEAD:Innovation (104 attendees)
October, 2015 LEAD:Education

Oct 20, 2015 LEAD:WNC

Future follow-up conferences:
  LEAD:Arts,
  LEAD:Healthcare
  LEAD: Environment
Questions/Comments
Campus Master Plan
Brown Renovation and Addition
Mixed Use Facility
Final thoughts