



UNT
A PLAN
for
ACTION



INAUGURAL

STATE
of the
UNIVERSITY

*“We will find a path to national prominence.
We will find a path to Tier One.
And we are going to do it by working together.”*

— President Neal J. Smatresk

MOVING TOWARD A BETTER UNT

In keeping with his tradition of strong strategic implementation planning, President Neal J. Smatresk outlined for the university community a list of top priorities that UNT will work toward accomplishing during the 2014-15 academic year.

To ensure the overall needs of the university are met, he sought input from students, faculty, staff, alumni and community members to identify the university's top priorities and then led campus leaders in determining the concrete steps necessary to achieve our goals. The UNT community will focus on improvement and progress in our university-wide action plan.

Here is an overview of President Smatresk's 2014-15 action items for UNT, which will serve as a high-level guide for what our university will accomplish this year.

OPERATIONS PRIORITIES

As we work to improve operations at every level and in every area, UNT will continue to focus on creating a sound, conservative budget process, while developing new ways of streamlining and improving processes to provide excellent service to each other, our students, our alumni and our communities. **We will:**

- + Make critical leadership hires (VP for Enrollment, VP for Advancement, VP for Diversity and Inclusion; Deans for Texas Academy of Mathematics and Science, College of Arts and Sciences, and College of Visual Arts and Design)
- + Improve operations and accountability at every level and in every area; look for ways to increase efficiency, cut costs and improve service; eliminate the "UNT run-around," break down silos and encourage a "can-do" attitude
- + Reward high-performing faculty and staff; and improve mentoring, training and career development support
- + Work with UNT System to improve shared services, develop service level agreements and identify the resources needed to be effective partners
- + Work with UNT System to develop better accounting, financial, HR and student data systems; create a system-wide data governance group; improve access to critical data in these areas (dashboards, etc.)
- + Use strategic planning and project management software to improve accountability of implementation teams
- + Reorganize Advancement/UNT Foundation operations and roles to improve fundraising and grow alumni engagement
- + Celebrate our creative, cultural, athletic and aesthetic strengths to better connect our alumni and community to UNT

PHYSICAL INFRASTRUCTURE PRIORITIES

UNT will move forward with key renovation projects, find ways to expand space and work to improve physical infrastructure overall, including campus aesthetics, parking lots and streets. We will:

- + Assess and move forward (as funds permit) with key renovation projects such as Science Research Building, UNT Coliseum and residence halls
- + Improve physical infrastructure, campus aesthetics, parking lots and streets in accordance with campus master plan
- + Continue and complete capital projects such as the University Union and honors hall
- + Create a master plan for Greek housing
- + Acquire properties in accordance with campus master plan
- + Pursue Tuition Revenue Bonds for College of Visual Arts and Design and research buildings
- + Improve Facilities' pricing and service

STUDENT ENROLLMENT PRIORITIES

A sound method for predictive modeling and technologies to support workflow and student outreach is imperative to creating and executing more robust strategies for recruiting a diverse, high-quality student body. At the same time, we will fund strong statewide advertising campaigns and strategic communications to turn prospects into students. We will:

- + Hire VP for Enrollment and reorganize divisions, as needed
- + Grow enrollment by developing overarching recruitment strategies, better marketing and communications
- + Improve financial aid distribution to better support recruiting goals
- + Support the Eagle Express Tuition Plan students to improve retention and graduation rates
- + Simplify and bundle fees to increase transparency and cost predictability
- + Move toward minority- and Hispanic-serving institution status



UNT President Neal J. Smatresk talks with students and other guests at a reception after his inaugural State of the University Sept. 17.



ACADEMIC PRIORITIES

Dedicated to student success, UNT will create a more progressive, systematic retention program with a one-stop center for academic support services. UNT also will ensure that there are exceptional learning experiences and environments to keep students on a four-year track to graduation and professional goals for the region's and state's workforce demands. **We will:**

- + Improve classroom experience, academic rigor and student learning outcomes
- + Implement technologies and use data-driven approaches to assist in recruitment and retention of students
- + Create a more comprehensive retention program with the support of advisors, colleges and student affairs; continue to improve one-stop academic support services
- + Support Eagle Express and retention efforts by expanding advising support, communicating with EE students, improving class scheduling (eliminating bottlenecks), expanding summer offerings and degree mapping to keep students on a 4-year track to graduation
- + Appoint Class Concierge to expedite student graduation
- + Better align academic and professional development programs for student success
- + Launch a comprehensive departmental evaluation process focused on Tier One and national prominence
- + Conduct successful SACS accreditation visit
- + Launch mass commencement ceremony for Spring 2015
- + Better infuse the creative spirit of our campus into academic programs

RESEARCH AND ECONOMIC DEVELOPMENT PRIORITIES

While working to outline an achievable path to Tier One status, UNT will provide better mentoring for faculty to better support teaching and create a more research-active faculty that can drive stronger programs in technology transfer and commercialization of research. We will:

- ♦ Develop specific strategies to support our path to Tier One; use planning implementation to “close the gaps”
- ♦ Work on the graduate student tuition “problem” to improve graduate recruiting and grow Ph.D. numbers
- ♦ Develop and execute proposals to optimize and expand research space
- ♦ Continue to improve research services support
- ♦ Better integrate teaching and research functions
- ♦ Align promotion and tenure standards to our Tier One and national prominence goals
- ♦ Align new program development to regional workforce needs and promising research areas
- ♦ Provide better mentoring for faculty to improve promotion success, increase collaboration, and increase grant and contract activity to create a more research-active faculty
- ♦ Create a unified technology transfer and commercialization unit to support faculty, students and regional needs and to increase corporate contracts
- ♦ Improve research collaboration inside and outside the university

IMPLEMENTATION TEAMS

To keep the university on track and ensure we make timely progress toward our highest priorities, President Smatresk assigned three Implementation Teams that will be accountable for delivering on the university’s goals:

- ♦ The Operations and Infrastructure Implementation Team will be led by Bob Brown, vice president for finance and administration.
- ♦ The Academic Implementation Team will be co-led by Warren Burggren, provost and vice president for academic affairs, and Elizabeth With, vice president for student affairs.
- ♦ The Research Implementation Team will be led by Tom McCoy, vice president for research and economic development.



UNIVERSITY OF NORTH TEXAS®

SHARE YOUR DREAMS AND EXPECTATIONS FOR UNT

As members of the UNT community — faculty, staff, students, alumni and friends — you have a role to play in helping UNT transform itself into a nationally prominent university. President Smatresk invites you to share your thoughts on three key questions:

- ♦ **What is your greatest dream for UNT?**
- ♦ **What does the world want from UNT?**
- ♦ **What are UNT's unique attributes and market niche?**

Share your ideas to provide a true picture of how UNT is perceived and how the university can be more valuable to the North Texas region and state. This will help UNT best plan our action steps toward progress.

There are three ways to share your thoughts:

- ♦ Visit president.unt.edu/planning-implementation
- ♦ Tweet using the following hashtags: **#UNTDreams**, **#UNTEExpectations** or **#UNTIIdentity**
- ♦ Email president@unt.edu with **UNT Dreams**, **UNT Expectations** or **UNT Identity** in the subject line

To watch a recap of President Smatresk's State of the University address, visit president.unt.edu/state-university-2014.