

MISSION, VISION, GOALS & VALUES

UNT DALLAS
UNIVERSITY OF NORTH TEXAS AT DALLAS

MISSION

Empower. Transform. Strengthen. UNT Dallas empowers students, transforms lives, strengthens communities.

VISION

Through education and community connectedness, UNT Dallas aspires to be the pathway to social mobility in its primary market.

GOALS

Rooted in community. Become the leading university for urban Dallas and its inner-ring suburbs.

Growth. Increase enrollment, retention and completion rates with experiential learning while developing critical thinking and marketable skills for every student.

Service. Relentless pursuit of student success and support for faculty and staff service.

VALUES

- Resilience
- Integrity
- Unity
- Effectiveness
- Excellence
- Strategic
- Mentoring
- Diversity



UNT Dallas Strategic Plan At-a-Glance

UNTS Theme	Key Objectives	Initiatives	Measures	Baseline	Targets			
					2016	2018	2021	
LEARNING & DISCOVERY: 1. Create and continuously improve vibrant and innovative academic communities	1. Align our work to our market's greatest needs (UNT Dallas) (08/31/21)	1.1 Reduce the gap between UNT Dallas program offerings and the market needs (Shumway) (08/31/21)	# of priority programs identified		5	6	10	
		2. Identify priority programs that are relevant, distinctive, and differentiated, including one that will be the best in North Texas (UNT Dallas) (08/31/21)	2.1 Establish hallmark programs in each academic school (Shumway) (08/31/21)	# of hallmark programs identified		1	3	5
		3. Recruit and retain outstanding faculty (UNT Dallas) (08/31/21)	3.1 Align UNT Dallas mission/vision to recruit outstanding teacher-scholars in terms of teaching, teaching service, university service, service to profession, and research. (Casa de Calvo) (08/31/21)	% of faculty hires that qualify as outstanding teacher-scholars		0%	15%	20%
	4. Benchmark with similar aspirational universities regionally, nationally, and best in class (UNT Dallas) (08/31/21)		3.2 Retain outstanding teacher-scholars to include teaching, teaching service, university service, service to profession, and research. (Casa de Calvo) (08/31/21)	% of faculty identified as outstanding teacher-scholars		0%	10%	20%
			3.3 Recruit outstanding master-teachers to include teaching, teaching service, university service, and service to profession. (Casa de Calvo)	% of faculty hires that qualify as outstanding master-teachers		0%	70%	80%
			3.4 Retain outstanding master-teachers to include teaching, teaching service, university service, and service to profession. (Casa de Calvo)	% of faculty identified as outstanding master-teachers		0%	60%	80%
			4.1 Identify areas of excellence compared to regional peers (Shi) (08/31/21)	# of regional peers		5	5	5
			4.2 Identify areas of excellence compared to national peers (Shi) (08/31/21)	# of national peers		3	3	3
			4.3 Identify areas of excellence compared to best in class peers (Shi) (08/31/21)	# of best in class peers		3	3	3
			4.4 Identify areas of excellence compared to AACSU peers (Shi) (08/31/21)	# of AACSU peers		44	44	44
	SUSTAINABLE GROWTH, FINANCE & RESOURCES: 2. Achieve exceptional service and value for all customers including students	5. Use data strategically to guide better decision making (UNT Dallas) (08/31/21)	5.1 Commit to Proactive, Informed Data-Driven Decision-Making Via Data Improvement (Edelman) (08/31/21)	Retrieval and accurate data is housed in the data warehouse		2016	2 Year	5 Year
			5.2 Improve the Availability and Visibility of Data Among Functional Units (Edelman) (08/31/21)	% of constituents have access to reliable data to make informed decisions		75%	90%	100%
5.3 Implement New and Enhanced Visualization Tools and Techniques for Planning and Forecasting (Edelman) (08/31/21)			% completion of Data Warehouse to enhance planning and forecasting.		-	75%	100%	
6. Increase philanthropic support (UNT Dallas) (08/31/21)		6.1 Commit to ambitious fundraising goals (Williams) (08/31/21)	Total Cash Received 2016-2021		800,000	2,000,000	5,000,000	
		6.2 Develop goal and strategy for first capital campaign (Williams) (08/31/21)	Capital campaign plan completion		0%	40%	100%	
		6.3 Increase value of endowments (permanent and quasi) (Williams) (08/31/21)	New gift dollar additions to endowments and quasi-endowments		25,000	100,000	3,000,000	
7. Increase enrollment, retention, and completion rates (UNT Dallas) (08/31/21)			7.1 Grow student enrollment (Edelman) (08/31/21)	Increase student headcount	2,575	2,488	3,480	5,000
			7.2 Exceed FTIC state retention rate (Stewart) (08/31/21)	% above state retention rate	-5.3%	3%	6.5%	10%
			7.3 Improve 4-year graduation rate (Stewart) (08/31/21)	Four year graduation rate	7.6%	15%	20%	25%
			7.4 Improve 6-year graduation rate (Stewart) (08/31/21)	Six-year graduation rate	NA	0%	-----	50%
8. Improve campus-wide calendaring (UNT Dallas) (08/31/21)		8.1 Implement a University-wide calendar (Cappoci) (8/31/2021)		Establish process to build and manage multi-year university-wide calendar		-----	2 year calendar	4 year calendar
				Remain in the lowest quartile of cost of tuition and fees within the region		100%	100%	100%
10. Build active residential life and additional facilities to make UNT Dallas more vibrant (UNT Dallas) (08/31/21)		10.1 Tie pending construction to increased academic and student activities along with implementation of 1st year experience programing (Chapple) (08/31/21)	# of programs developed		0	2	6	
		11.1 Build the number of private-public partnerships (Lumzy) (08/31/21)	# of partnerships		1	7	20	
12. Improvement management of fiscal resources (UNT Dallas) (08/31/21)	12.1 Improve financial net position through growth in reserves. (Edelman) (08/31/21)	# of weeks of operating funds in reserve		9		12		
QUALITY EXPERIENCES FOR LIFETIME SUCCESS: 3. Provide quality experiences for lifetime success for all students	13. Active Learning: every student graduates with one of more of these experiential credentials: a paid internship; a demanding research effort; a scholarly work-related project; extensive service learning participation (UNT Dallas) (08/31/21)	13.1 Demonstrated Competencies: All graduates demonstrate outstanding oral and written communication skills (Balas) (08/31/21)	Score of 90% for the "Communication" rubric		0	40%	85%	
		13.2 Demonstrated Competencies: All graduates demonstrate strong critical thinking and analytical abilities (Balas) (08/31/21)	Score of 85% for the "Initiative/Problem Solving" rubric		0	40%	78%	
		13.3 Demonstrated Competencies: All graduates demonstrate ethical decision making (Balas) (08/31/21)	Score of 90% for the "Leadership and Ethics" rubric		0	50%	80%	
		13.4 Demonstrated Competencies: All graduates demonstrate ability to work well with others (Balas) (08/31/21)	Score of 95% for the "Teamwork" rubric		0	50%	90%	
		13.5 Pathway to Social and Economic Mobility: Become a national leader in producing graduates who make better than expected earning after graduation (Edelman) (08/31/25)	% of Alumni that will earn more than the prevailing entry wages after one year		0%	0%	0%	
		13.6 Enhance and expand Experiential Learning Experiences (Lacy) (08/31/21)	% of Graduates with Unvers. Sponsored high impact internship/career experiences	34%	-----	-----	100%	
		13.7 Be known for conducting service learning projects in the community (Lacy) (08/31/21)	% of participating community partners that report levels of satisfaction		10%	40%	70%	
		14.1 Benchmark with Best-In-Class Institutions that have expertise in serving under-resourced college students (Chapple) (08/31/21)	# of Best-In-Class Institutions		5	5	5	
		14.2 Expand Mentorship Programs (Chapple) (08/31/21)	# of mentorship programs		0	2	3	
		14.3 Obtain Title III Grants for developing universities (Williams) (08/31/21)	# of grants obtained		0	1	4	
14.4 Develop Grants Office team and infrastructure (Haggett) (09/01/2018)	% completion		-----	100%	-----			
PEOPLE & TEAMWORK: 4. Develop the fullest potential of every team member	15. Build a strong culture based on our shared values (UNT Dallas) (08/31/21)	15.1 Practice inter-professional cooperation and respect (Finney) (08/31/21)	% of engaged employees	44%	2016	2 Year	5 Year	
		15.2 G.R.E.A.T Communications - Genuine Relevant Effective and Timely Communication (Johnson & Corliss) (08/31/21)	% of primary audiences who articulate the university's institutional mission		10%	40%	80%	
		15.3 Establish traditions (Chapple) (08/31/21)	# of traditions		2	4	6	
		15.4 Establish UNTD Culture Committee in conjunction with UNTHSC and adopt core values (Finney) (8/31/2021)	% of updated position description and career plans for all employees		-----	50%	100%	
		15.5 Create a customer-oriented culture (Robertson) (08/31/26)	Net Promoter Score	46.3	-----	40	50	