



## Goal Five:

*Enhance and diversify the University's resource base through effective fund-raising, entrepreneurial initiatives, enhanced facilities, and sponsored research programs.*

In order to realize the ambitious diversification of resources in Goal Five, we must have strategies that address expanding research, fund raising activities, and capital infrastructure. They are as follows:

1. Providing the infrastructure and human resources necessary to encourage enhancements in the University's core competencies and intellectual capital.
2. Providing avenues for the commercialization of intellectual property.
3. Enhancing the University's infrastructure for entrepreneurship.
4. Promoting entrepreneurial interdisciplinary research, and
5. Constructing facilities that support the vision.

The strategies, our activities have been expanded to include:

### Near-term

Beginning January 2002, conduct an annual review and update of the campus facilities master plan to align with the goals of academic programming, student life and operational efficiency.

#### *Responsible Agency*

1. Chancellor

By October 2002, implement a plan to expand focused giving and investment activities through a capital campaign.

#### *Responsible Agency*

1. Vice Chancellor for Development and University Relations
2. Vice Chancellor for Business and Finance



By August 2005, surpass the previously established enrollment goal of 10,000 students.

#### *Responsible Agency*

1. Provost and Vice Chancellor for Academic Affairs
2. Assistant Vice Chancellor for Enrollment Management
3. Deans
4. Enrollment Management Team

By August 2005, enhance programming in all University housing that focuses on quality of life issues and building the skills.

#### *Responsible Agency*

1. Vice Chancellor for Student Affairs
2. Dean of Students
3. Director, Housing and Residence Life

### Long term

By August 2007, increase the five-year graduation rate by fifteen percent.

#### *Responsible Agency*

1. Provost and Vice Chancellor for Academic Affairs
2. Deans
3. Director, Center for Student Success

By August 2007, attain the benchmark position for the UNC student satisfaction survey.

#### *Responsible Agency*

1. University community including staff, faculty, Cabinet and Chancellor
2. Assistant Vice Chancellor for Academic Affairs - Institutional Planning, Assessment, and Research (reporting only)

