

HIGHER EXPECTATIONS

UNC SYSTEM PERFORMANCE AGREEMENT

In January 2017, the Board of Governors of the University of North Carolina unanimously approved *Higher Expectations*, a five-year Strategic Plan for the UNC System. The Plan calls on the UNC System to achieve ambitious goals in access, student success, affordability and efficiency, economic impact and community engagement, and institutional excellence and diversity.

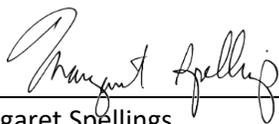
Progress on these goals and metrics will be achieved through the hard work and commitment of institutional leaders, faculty, and staff. In that spirit, President Margaret Spellings and Chancellor Cecil P. Staton have established this agreement to identify the contributions that East Carolina University aspires to make to the UNC Strategic Plan over the next five years.

Recognizing that the UNC System's greatest strength lies in the distinct missions of its universities, the performance framework provides leaders with an opportunity to identify System-level commitments that align with institution-level priorities. ECU, in consultation with the UNC System office, has categorized the nine System-level metrics into three tiers:

1. The **Prioritize** category identifies the five metrics that are top priorities for ECU over the next five years; these metrics are central to institutional success and existing improvement efforts.
2. The **Improve** category contains three metrics that are secondary priorities that an institution will work to enhance.
3. The **Sustain** category contains one metric on which an institution will work to maintain its level of performance.

In addition to identifying priorities, this performance framework acknowledges cases in which institutions have taken on ambitious goals that exceed expectations. ECU's *stretch goals* are marked with an asterisk.

East Carolina University's sizable contributions to the UNC Strategic Plan—especially its three *stretch goals*—will amplify the UNC System's role as the “mighty engine” of North Carolina, creating a better future for the state's communities, families, and economy.



Margaret Spellings
President
University of North Carolina



Cecil P. Staton
Chancellor
East Carolina University



East Carolina University:
Five-year Goals and Associated Interim Benchmarks

Prioritize

1. **Low-income enrollments:** By fall 2021, ECU will enroll 8,070 low-income students, an 11.7% increase over 2015 levels (843 additional low-income students over a base of 7,227).

Interim benchmarks¹:

| Base (2015) | Fall 2017 | Fall 2018 | Fall 2019 | Fall 2020 | Fall 2021 |
|-------------|-----------|-----------|-----------|-----------|-----------|
| 7,227 | 7,353 | 7,522 | 7,691 | 7,880 | 8,070 |

2. **Rural enrollments:** By fall 2021, ECU will enroll 10,915 rural students, an 8.8% increase over 2016 levels (883 additional rural students over a base of 10,032).

Interim benchmarks²:

| Base (2016) | Fall 2018 | Fall 2019 | Fall 2020 | Fall 2021 |
|-------------|-----------|-----------|-----------|-----------|
| 10,032 | 10,209 | 10,429 | 10,668 | 10,915 |

3. **Low-income completions:** By 2021-22, ECU will produce 2,198 low-income graduates, an increase of 23.2% (414 additional low-income completions over a base of 1,784).

Interim Benchmarks:

| Base (2015-16) | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 |
|----------------|---------|---------|---------|---------|---------|
| 1,784 | 1,846 | 1,929 | 2,012 | 2,105 | 2,198 |

4. **Five-year graduation rates:** By 2022, ECU will improve its five-year graduation rate from any accredited institution to 70%. This is an improvement over a base of 61.3% for ECU's 2010 cohort.^{3*}

Interim Benchmarks:

| Base (2010 cohort) | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------------|-------|-------|-------|-------|-------|
| 61.3% | 62.6% | 64.3% | 66.1% | 68.0% | 70.0% |

5. **Research productivity:** By 2021-22, ECU will receive \$60,000,000 in research and development sponsored program awards and licensing income, an increase of 37.1% (\$16,230,933 additional over a base of \$43,769,067).*

Interim Benchmarks:

| Base (FY16) | FY18 | FY19 | FY20 | FY21 | FY22 |
|--------------|--------------|--------------|--------------|--------------|--------------|
| \$43,769,067 | \$46,203,707 | \$49,449,893 | \$52,696,080 | \$56,348,040 | \$60,000,000 |

¹ Since improvement efforts may take time to produce results, interim benchmarks (except in the case of rural enrollments) are phased in according to the following schedule: Year 1: base + 15% of total improvement; Year 2: base + 35%; Year 3, base + 55%; Year 4: base + 77.5%; Year 5: base + 100%.

² Interim benchmarks for rural enrollments are phased in according to the following schedule: Year 1: base + 20% of total improvement; Year 2: base + 45%; Year 3: base + 72%; Year 4: base + 100%.

³ Baseline data reflect the five-year graduation rate for the 2010 cohort as of July 1, 2017.

Improve

1. **Rural completions:** By 2021-22, ECU will produce 2,601 rural graduates, an increase of 17.7% (391 additional rural completions over a base of 2,210).*

Interim Benchmarks:

| Base (2015-16) | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 |
|----------------|---------|---------|---------|---------|---------|
| 2,210 | 2,269 | 2,347 | 2,425 | 2,513 | 2,601 |

2. **Critical workforces:** By 2021-22, ECU will produce 3,517 critical workforce credentials, an increase of 12.3% (386 additional critical workforce credentials over a base of 3,131).

Interim Benchmarks:

| Base (2015-16) | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 |
|----------------|---------|---------|---------|---------|---------|
| 3,131 | 3,189 | 3,266 | 3,343 | 3,430 | 3,517 |

3. **Achievement gaps in undergraduate degree efficiency:** By 2021-22, ECU will reduce by 50% the achieve gap in undergraduate degree efficiency among male students.

Interim Benchmarks:

| Male Base (2015-16) | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 |
|---------------------|---------|---------|---------|---------|---------|
| 19.6 | 19.7 | 19.9 | 20.1 | 20.3 | 20.5 |

Sustain

1. **Undergraduate degree efficiency:** By 2021-22, ECU will improve its undergraduate degree efficiency to 22.5 over a base of 20.7.