ECSU STRATEGIC PRIORITIES ALIGNMENT WITH THE UNC SYSTEM LEVEL METRICS
UNC STRATEGIC PRIORITIES

- Access
- Affordability & Efficiency
- Student Success
- Economic Impact
- Excellent and Diverse Institutions
ECSU Strategic Goal 1:
Recruit, retain, and graduate students who will contribute to the economic prosperity of the state, the nation, and global communities.

UNC Strategic Priorities:

- **UNC 1:** Access
- **UNC 2:** Affordability & Efficiency
- **UNC 3:** Student Success
- **UNC 4:** Economic Impact
ECSU Strategic Goal 2: Strengthen academic quality by promoting a climate of intellectual excellence through delivering high quality educational programs.

UNC Strategic Priorities:

- **UNC 5**: Excellent and Diverse Institutions
ECSU Strategic Goal 3:
Serve the people of North Carolina, especially those living in our 21-county service area, by promoting a culture of community service, engagement, outreach, and support.

UNC Strategic Priorities:

- **UNC 1**: Access
- **UNC 2**: Affordability & Efficiency
- **UNC 3**: Student Success
- **UNC 4**: Economic Impact
ECSU Strategic Goal 4: Strengthen the university’s internal controls, operational infrastructure and accountability.

UNC Strategic Priorities:

- **UNC 4**: Economic Impact
- **UNC 5**: Excellent and Diverse Institutions
ECSU Strategic Goal 5: Maintain fiscal stability and systematically strengthen the university’s short and long-term financial outlook.

UNC Strategic Priorities:

- **UNC 4**: Economic Impact
- **UNC 5**: Excellent and Diverse Institutions
ECSU Strategic Goal 6: Expand educational opportunities through a commitment to a student centered campus culture and co-curricular activities.

UNC Strategic Priorities:
- UNC 1: Access
- UNC 3: Student Success
- UNC 5: Excellent and Diverse Institutions
1. Low Income Enrollments
2. Rural Enrollments
3. Low Income Completions
4. Rural Completions
5. 5 Year Graduation Rates
6. Undergraduate Degree Efficiency
7. Achievement Gap (Rural Male Students)
8. Critical Workforces
9. Research Productivity