

UNC (Department of) Public Policy,  
College of Arts & Sciences (CAS)  
Strategic Plan, June 2017



UNC  
COLLEGE OF  
ARTS & SCIENCES

PUBLIC POLICY

# UNC Department of Public Policy, College of Arts & Sciences, SWOT

(Based on a survey of 21 tenured/tenure-track, fixed-term faculty, staff, 9 Ph.D. students, and 20 undergraduate majors)

## Strengths

- Top-quality, rigorous BA/Ph.D. programs in Public Policy in College of Arts & Sciences (CAS)
- High-impact, interdisciplinary, scholarly research on domestic and global problems
- Collaborative relationships with other CAS units (departments, curricula) by way of adjunct teaching faculty appointments (PWAD, GLBL, ENEC, AAAD) and promotion of CAS double majors/minors

## Weaknesses

- Faculty size— too few FTE faculty to consistently cover core and elective courses in both BA/Ph.D. programs (credit hours per faculty member is among highest in CAS) and numerous faculty with 50% adjunct teaching appointment/commitment in other units
- Need for greater representation of racial and ethnic diversity among faculty
- Lack of visibility and brand identity in all national rankings as a Department rather than a School

## Opportunities

- Further collaboration with highly-ranked UNC professional schools and other nationally recognized UNC centers and institutes
- Encourage engaged scholarship and assist policymakers to make better choices through evidence-based research
- Leveraging foundation, corporate, donor, and government support for applied policy-relevant research, teaching and service for the public good

## Threats

- Decreased state funding for the CAS and Public Policy, limiting our ability to attract & retain high-quality faculty and recruit graduate students
- Limits on flexibility to retain & reinvest & carryover lapsed salary savings into UNC PP priorities and needs
- Due to small alumni base, more limited support and opportunities for individual donor development, which diminishes competitiveness

# Mission, Vision, and Values

## Mission

- Knowledge, skills, & experiences to improve the lives of others.

## Vision

- Innovative ideas to maximize the public good.

## Values

- Emphasis on student-focused learning and real-world impact.

# Priorities

- Advance interdisciplinary and globally-engaged faculty research, teaching, and service.
- Expand policy-relevant research, public service, and non-profit experiential education opportunities for our students—locally, nationally, and globally.
- Build an academic unit with the CAS that reflects the diversity of our nation, state, and communities we engage with through research, teaching and service.

# Priority 1: Advance interdisciplinary and globally-engaged faculty research, teaching, and service.

## Objective

- Build upon the disciplinary diversity (social sciences, humanities & sciences) of our current core tenured/tenure-track, research, fixed-term, & adjunct faculty, and increase research support for our actively engaged faculty's research, teaching and service to address domestic and global policy problems.

## Example of Initiative

- Expand upon our interdisciplinary, policy-relevant research clusters of excellence (<http://publicpolicy.unc.edu/faculty-research/>) through new 'cluster' faculty hires with other CAS units and new adjunct appointments with faculty from within the College and UNC-CH professional schools.

## Priority 2: Expand policy-relevant research, service and non-profit experiential education opportunities for students—locally, nationally, and globally.

### Objective

- Strengthen our undergraduate research and experiential educational offerings as part of our mission to educate students with the *knowledge, skills and experiences to make a difference in the lives of others.*

### Example of Initiative

- Increase our mentored research assistantships for undergraduate and graduate students; expand our public policy clinic, capstone and social innovation experiential education course offerings and internship opportunities; and broaden the Honors Seminar in Public Policy and Global Affairs (DC) internship placements to include the non-profit and private sector.

# Priority 3: Build a Diverse Academic Unit

## Objective

- Expand the diversity of our academic unit to reflect the diversity of our nation, state and the communities we engage through research, teaching and service.

## Example of Initiative

- Build upon current efforts to ensure diverse faculty recruitment outreach and search committee composition; make strategic use of Provost Target of Opportunity (TOO), Spousal Hiring Program, and Carolina Postdoc Program on Faculty Diversity; identify fixed-term lecturers, adjunct, and research professors to expand diversity of core faculty.

# Metrics

- Research productivity (scholarly books; number & ranking of journal publications); grant activity (submitted grants, funding sources; successfully awarded grants & amount funded); engagement in academia (conference attendance; number of faculty & student presentations at interdisciplinary conferences including APPAM).
- Teaching (number of & enrollment in courses that address interdisciplinary & globally relevant topics; course evaluations). Teaching (% enrollment in courses at the undergraduate level that address policy-relevant research & experiential education).
- Number of students completing capstone & clinic projects; number of students completing honors theses; number of students receiving SURF awards; number of students working as RAs for Public Policy faculty.
- Service (number of engaged faculty commitments in policy-oriented research and public service).
- Distribution of faculty and staff by race/ethnicity and gender. Number of undergraduate and graduate students belonging to underrepresented groups (e.g., racial minority, first generation college student, financial need).