



# The University of North Carolina

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Constituent Universities  
Appalachian State  
University

East Carolina  
University

Elizabeth City  
State University

Fayetteville State  
University

North Carolina  
Agricultural and  
Technical State  
University

North Carolina  
Central University

North Carolina  
State University  
at Raleigh

University of  
North Carolina  
at Asheville

University of  
North Carolina  
at Chapel Hill

University of  
North Carolina  
at Charlotte

University of  
North Carolina  
at Greensboro

University of  
North Carolina  
at Pembroke

University of  
North Carolina  
at Wilmington

University of  
North Carolina  
School of the Arts

Western Carolina  
University

Winston-Salem  
State University

Constituent High School  
North Carolina  
School of Science  
and Mathematics

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TO: Chancellors

FROM: President Tom Ross

RE: Mission review and revision process

DATE: March 25, 2013

Consistent with the newly adopted “Our Time Our Future” strategic directions plan, I am writing to outline the process for campuses to review and propose revisions to their mission statements. As a reminder, this process is intended to foster and ensure coordination among UNC constituent institutions. It is also intended as the opportunity for campuses to propose any changes to mission as may be required for consistency with SACS accreditation standards.

In reviewing your current mission statement, you may wish to pay particular attention to the Resource Manual for the Principles of Accreditation (February 2013 edition) regarding two SACS standards, core Requirement 2.4 Institutional Mission and Comprehensive Standard 3.1.1 Mission. In particular, with respect to CR 2.4, “The scope of the institution’s mission should reflect the full scope of educational programs offered.” Also, in the SACS Policy Statement on Distance and Correspondence Education, a key sentence reads Mission: “If an institution offers significant distance and correspondence education, it should be reflected in the institution’s mission.” While there will certainly be some latitude in the exact language used to meet the above requirements, you may wish to address them directly in any proposed revisions. Finally, I would note that it is also a SACS requirement that all proposed changes to institutional mission be carefully reviewed by all campus stakeholders and approved by the Board of Trustees, prior to submission to the Board of Governors for final approval. On all of these matters, you may wish to consult with your campus SACS Liaison for additional information.

The schedule below is intended to move the mission review process forward as expeditiously as possible, while giving sufficient time for consultation with all campus constituencies.

March 25, 2013: Mission review and revision process and time lines distributed to Chancellors

March 26-Sept. 15, 2013: Campus review, revision and required BOT approvals completed

September 18, 2013: Proposals for mission modification due to UNC GA

Sept. 23-24, 2013: External consultants will review initial documents and request clarifications and/or supporting documents from campuses as necessary.

October 11, 2013: All clarifications submitted to UNC GA

October 17-18, 2013: External consultants will meet with campus representatives.

October 21, 2013: Final consultant report transmitted to UNC GA

November 8, 2013: Proposed revisions to campus missions considered by the Board of Governors

While I encourage all campuses to take this opportunity to carefully review their mission statement, campuses are not required to propose a revision. Any campus wishing to propose a substantial change in the scope or level of degree offerings should provide detailed and compelling documentation of need, demand, and the availability of existing resources sufficient to support the proposed change.

Please do not hesitate to contact Suzanne Ortega or me if you have any questions.

cc: Suzanne Ortega, Senior Vice President for Academic Affairs  
Chief Academic Officers