



STRATEGIC PLAN 2020-2022

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VISION AND MISSION

Vision: The Center for the Enhancement of Teaching and Learning (CETL) is recognized as the place for teaching-related development at UNC and a leader in advancing teaching excellence. At UNC, teaching excellence is linked to student achievement, retention, and graduation.

Mission: The CETL serves as a hub to discuss teaching practice and teaching-focused scholarship. The CETL advances teaching excellence of all members of the teaching community by providing professional learning opportunities and resources on pedagogy, equity-minded practice, curriculum development, instructional models, and student learning assessment. CETL programming is responsive to current needs of educators and cultivates a campus culture that values and rewards teaching excellence. The CETL carries out this mission through:

Teaching Support

- Workshops
- Videos
- One on one training
- Group training
- Consultations
- Peer observation program
- New Faculty Orientation
- New faculty mentoring
- Graduate student training
- Certificate programs
- Faculty learning communities
- Conferences

Equity, and Inclusion Support

- Equity and inclusion teaching circles
- Equity-minded assessment workshops

Academic Leadership Support

- Leadership training for chairs/directors

Action

Objective 1: Develop an organizational structure that reflects an institutional commitment to educational development, teaching, and student learning.

Strategy A: Align CETL mission, vision, and goals with the college's strategic priorities.

Year 1 Actions

1. Create an articulated mission and vision
- 2.

Year 3 Actions
1. Establish a means for CETL involvement in decisions that influence selection of instructional technologies, learning spaces, resources that support teaching and learning, and campus decision making about teaching learning
Strategy F: Establish operational procedures and mechanisms for institutional memory.
Year 1-3 Actions
1. Reorganize CETL SharePoint site
2. Determine online workflows for CETL project management
3. Determine mechanisms for archiving
Year 2 Actions
1. Determine mechanisms for archiving
2. Work with Academic Effectiveness units to determine organizational operations
Year 3 Actions
TBD
Objective 2: Develop an infrastructure that supports sustainability and growth
Strategy A: Create a sustainable budget
Year 1 Actions
1. Track budget for FY 21
2. Analyze last 5 years of budget expenses
Year 2 Actions
1. Determine future budget needs and draft goal budget
Year 3 Actions
1. Provide data for budget sustainability/growth to AE director and provost
Strategy B: Establish adequate number of capable staff to fully support CETL goals and initiatives.
Year 1 Actions
1.

APPENDIX

Background Resources for Strategic Planning

SWOT Analysis

STRENGTHS	WEAKNESSES
<p>Revitalization in Progress: We have a full-time director and a strong Revitalization Team to begin rebuilding</p> <p>Dedicated Staff: While small, the staff we have are dedicated to CETL's success</p> <p>Administrative Support: We have support from Director of Academic Effectiveness and Provost</p> <p>Strong Programs: We can build on our strong programs such as the FLC and program assessment</p>	<p>Poor Reputation: We have not built confidence among our faculty; some faculty do not see PD as important</p> <p>Space: We do not have a centralized space on campus which indicates we are not central to the university mission. We do not have adequate space to serve as a hub for ideas and discussions. Faculty do not know where we are located, and the office is difficult to find.</p> <p>Small Staff: We do not have an additional trained developer and rely on faculty to deliver content</p> <p>No Assessment: We do not properly assess programming or campus needs</p> <p>Small Operating Budget: small budget = limited growth</p> <p>Limited Reach: We do limited work with adjuncts and graduate instructors; not every faculty member attends PD opportunities</p> <p>Limited Collaboration: We do not collaborate with other units such as IDD, graduate school, and colleges/departments</p>
OPPORTUNITIES	THREATS

Future External Environmental Scan: What outside of UNC/CETL can affect our plan?

S – society: lower number of college-age students; potential continued social distancing due to COVID-19

C – competition: more institutions vying for same student population; others may be able to offer better tuition incentives

E –

Strategic Plan Document Updates

- Document created: Summer 2020
- Updated with specific Year 2 Actions 12/22/2020
- Updated with 2020 ACE/POD Matrix score 12/22/2020