Institutional narratives will be added or updated at the same time that the data on the dashboards are updated. **Institutions are not required to provide and/or update narratives and photos; for those that wish to do so, this document provides timelines, background, guidance for customizing institutional dashboards.**

**TIMELINE**

Timeline for creating, reviewing, and posting custom narratives and photos:

- **December 11, 2019**: Communications leads received individual spreadsheets
- **January 30, 2020**: Institutions provide updated narrative to Tom Wallis
- **February 12, 2020**: IPEDS closes
- **February 17, 2020**: Tom Wallis provides feedback and final metrics to institutions
- **March 3, 2020**: Institutions provide final narratives (and photos) to Tom Wallis
- **March 18, 2020**: Dashboard graphs (including any custom narratives and photos) go live

**METRICS**

Each institution has the opportunity to author narratives to accompany each of the following metrics:

1. Enrollments – Low-income
2. Enrollments – Rural
3. Completions – Low-income
4. Completions – Rural
5. Undergraduate Degree Efficiency
6. Achievement Gaps in Undergraduate Degree Efficiency
7. Graduation Rate
8. Critical Workforce Credentials
9. Research Productivity

As a reminder, an explanation of the System-wide goals associated with these nine metrics, as well as more detail on how each metric is defined and measured, can be found in the UNC Strategic Plan, *Higher Expectations*, available here: [https://www.northcarolina.edu/sites/default/files/unc_strategic_plan.pdf](https://www.northcarolina.edu/sites/default/files/unc_strategic_plan.pdf)

Narratives should align with institutional targets and progress on each metric, as articulated in the Performance Agreement. Each institution’s Performance Agreement is available online, in PDF form: [http://northcarolina.edu/strategic-planning](http://northcarolina.edu/strategic-planning).

In addition to the nine metric narratives, each institution is welcome to author three additional narratives to accompany the three categories:

1. Prioritize
2. Improve
3. Sustain
The following explanation was developed by the UNC System Office to explain the rationale for the Prioritize, Improve, and Sustain categories, and is the default text on institutional dashboards:

One important guiding value in the development of the UNC Strategic Plan into measurable goals for each UNC institution has been that varying missions of various UNC institutions should drive the ability for different UNC institutions to stress different strategic metrics. As such, each UNC institution was asked to designate in a Prioritize category five of the nine metrics in the UNC Strategic Plan. These five Priority metrics are an institution’s greatest focus, based on an institution’s strategic needs and aspirations for the future. Each UNC institution designated three of the nine metrics in the Improve category as secondary areas for increasing performance. Each UNC institution designated one of the nine metrics in the Sustain category a metric for continual monitoring that may not require additional resources for improvement during the 2017-22 course of the UNC Strategic Plan.

Institutions may choose to replace this default text on their dashboards with their own explanation that details why they chose particular metrics for the Prioritize category, why three of the nine were placed in the Improve category, and so on. There is a 150-word limit for each of these narratives.

GUIDANCE

The goal of these narratives is to provide context and additional detail about how UNC institutions are making progress on long-term goals. What strategies and tactics have you employed to move the needle? What challenges have you encountered and how have you addressed them?

In terms of audience, narratives should be written for a broad audience, including the general public. Please avoid higher-ed jargon when possible. Narratives should be grounded in the data, but may also benefit from concrete examples of strategies and practices that have resulted in measurable benefits for students and communities.

The narrative accompanying a given metric appears above each graph on your dashboard. You can access your current narratives, and those of other institutions in the System, at the Strategic Planning website: https://www.northcarolina.edu/strategic-planning. When composing or updating a narrative, you might consider some of the following questions, when appropriate. As a reminder, there is a 150-word limit per narrative per dashboard metric:

- How does this metric relate to the University’s and/or your institution’s mission?
- Has your institution made recent progress relative to the metric in question?
- What are the institutional goals and aspirations driving this metric?
- What resources have your institutions deployed in support of goals and aspirations relative to the metric?
- Has your institution devised any initiatives designed to further the goals and aspirations relative to the metric?
- What data measure the success of initiatives relative to the metric?
- Can you provide links to webpages, video, press coverage, etc. that demonstrate initiatives and/or success relative to the metric?
- Is there anecdotal evidence that can help humanize the data? In other words, can you illustrate the metric with stories that focus on students, faculty, good news, or institutional success?
- Has your institution received awards or citations to recognize progress/success relative to the metric?
- Can you illustrate progress by drawing on state, regional, national, and/or international points of comparison and/or points of pride?
- Can you provide evidence that initiatives and results benefit students, faculty, communities, the state, the economy?

Please note that hyperlinks will be embedded in the text. Embedded hyperlinks will not count toward the 150-word limit.