Keep Gillings Strong.
Where we’re going next...

- Define the future.
- Retain our rankings.
- Maintain sound financial health.
- Increase enrollment.
- Achieve potential of Integrated communications and marketing.
- Increase inclusive excellence.
- Complete planning for MPH, BSPH and DrPH.
- Enhance focused research areas, such as precision health and big data, with convergence as a foundation.
- Obtain large gifts.
Keep our ranking strong

★ Matters to applicants: one of the top 5 reasons applicants choose Gillings

★ What we’ve been doing:
  ▪ Website redesign
  ▪ Fall magazine on academic innovation, w/ personalized letters to voters
  ▪ Reaching out to Gillings alumni now deans
  ▪ Developing consistent voice
  ▪ Attention to brand
Keep Gillings Strong.

- Innovate.
- Align organization and goals, next, with student services.
- Recruit, retain and reward excellence.
- **Serve North Carolina.**
- Decide which degrees we will no longer offer.
- Work smarter, faster.
- Change faster.
Keep Gillings Strong.

**Fall 2018 Census***

- **Students:** HC 1,620/FTE 1,386.75
- **MPH students:** 475
- **Faculty/staff:** 1,845 (includes both primary and secondary positions in the school)
- **Primary faculty:** 233
- **Primary staff:** 316

* Numbers are totals in category.
Fiscal Health

- Decrease expenses.
- Increase revenue.
Strategies to keep Gillings strong:
1. Quality improvement
2. Debt reduction
3. Revenue generation
Increase Revenue.

- Grow enrollment.
- Increase school-based tuition (SBT).
- Achieve MPH@UNC goals.
- Increase philanthropy.
- Increase licensing and patents.
Decrease Expenses.

- Reduce certain things, e.g. cut back on events, food for meetings less than 1 hour, yearly Foard Lecture, commencement gifts, event gifts.
- Delay hiring tenure track/tenured faculty members.
- Hire some faculty members in two departments and share costs.
- Help faculty members having difficulty getting funded.
- Share people across departments.
- Restrict raises this year.
What is Gillings going to do?

- Hurricanes, police shootings, tweets
- National election
- War
- HB2
- Major announcements
- DACA
- Charlottesville
- Eclipse
- Kavanaugh and Blasey-Ford
- Silent Sam
- Mya Little
- Sexual Assault
- Tom Frieden
- Gerrymandering
When does a topic need a message?
Sources of messages?
Who organizes response?
Urgency (who can drop everything to respond)?
Accuracy; fact checking
Ambiguity v. complete information
Event at Gillings?
Determining audiences
Author(s)
Making every word count; sensitivity to topic
Being true to our values and preparing for controversy
Sign-offs
Getting the word out (email, social media, blogs, webpages)
**Process Mapping: Round 1**

**IDENTIFY**
Situation causes lots of questions, concern, stress and/or call to action among members of SPH community

**ASSESS & CONNECT**
Determine:
- **Response level**
  - University/chancellor
  - School (incl CAUs/dean)
  - Department/chairs
  - How to coordinate
- **Target audience(s)**
  - Faculty/staff
  - Students
  - Alumni
- **Message objectives**
  - Reassurance
  - Values reinforcement
  - Information/resources
  - Calls/invitations to action
- **Message alignment**
  - Same or different messages to each audience
  - Consistency across messages
  - Value-adds in sending messages at multiple levels (university, School, departments)
- **Urgency**
  - Fast/less info available
  - Wait for more info
- **Channel(s)**
  - Email
  - Social media
  - Web pages/blog posts
  - Gatherings

**RESPOND**
Determine:
- **Roles (predetermined)**
  - Message drafter(s)
  - Message reviewer(s)
  - Message approver(s)
  - Message sender(s)
  - Delegation process to ensure response timeliness when key people are unavailable
- **Message content**
  - Pre-drafted templates for common situations
  - Meets objectives
  - Appropriate to audience(s)
  - Mutually reinforcing with other messages
  - Clear feedback loops
- **Timing**
  - As fast as possible, often within 24-48 hours optimal
  - Aligned with timing of other messages

**MONITOR**
- Based on impact of response, is more needed?
  - Yes
  - Leadership decision (who decides?)
  - Yes
  - Has the situation changed?
    - Yes
    - No
Does the issue require organized response? Yes....

- Local, global or national issues affect many people, including members of Gillings or extended Gillings community, e.g., September 11th, presidential election,

- Imminent danger to people at Gillings; vulnerable groups at risk

- Important issue; others not responding, e.g., Silent Sam

- Relevant to public health, e.g. Ebola

- Our people are upset, e.g., police shootings
Does the issue require organized response? No....

It is a concern of only a small group within Gillings.

Asked to comment on an individual accused of a crime or inappropriate behavior, e.g., Tom Frieden

There is no or little relationship to public health.

We have little expertise in topic.

We’re too late on the scene to make a difference.
- Students, faculty, and staff have the right to assemble (participate in protests) as part of supporting their beliefs and opinions.

- Students and employees must follow the University’s reasonable time, place, and manner restrictions and must not engage in unlawful conduct.

- The University is not legally able to help students or employees who are arrested.

- Depending on the nature and severity of conduct, students who are arrested may be referred to the Honor System.

- Employees who are arrested may face disciplinary action up to and including termination.

What we can and cannot do to protest.
Communicate and market more effectively.

- New director soon
- Changes in communications and marketing within Gillings, including new home page and web governance guidelines
- Tell our story with one voice.
- More storytelling and videos, memorable photos

- Communicate strengths more clearly and consistently.
- Remove old pages and content.
- Reduce the number of people who write to the website; enhance their training.
Gillings School of Global Public Health

Welcome to the #1 public school of public health — and #2 overall.
IN THE NEWS

Teen Vogue reports on Real Talk mobile app

"Have you ever wanted to know what other young people experience with regards to their bodies, relationships or sex? Now there's a community for teenagers to share real life experiences and get reliable health information while doing it." (The app, created by UNC Gillings students, has been downloaded in 70+ countries.)

READ THE STORY AT TEEN VOGUE →
Celebrate the Gillings MPH Today, 3 pm – 5pm Armfield Atrium
Fall 2018 Admissions and New Enrollment
National, Public Health, and Gillings Trends

Faculty and Staff Meeting
October 24th, 2018
The only constant is change...

Public health education is undergoing substantial changes due to "unprecedented upheavals both in health and in higher education."

Trend Talk: Funnel of Context

- Program Areas
- Public Health
- Health Sciences
- National
Resources: Application, Enrollment, and Degree Trends


Fall 2018 Gillings’ Changes

• Integrated core
• MPH@UNC
• Asheville
• Applications closed for two programs
Fall 2019 and Onward Gillings’ Changes

• Next year
  ➢ Concentrations
  ➢ Department MPHs

• Asheville joint MPH
Fall 2018 Admissions

What’s the scene for Fall 2018?
Admissions, All Programs: Fall 2014-2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Applications</th>
<th>Acceptances</th>
<th>New Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2,171</td>
<td>930</td>
<td>574</td>
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<tr>
<td>2015</td>
<td>2,075</td>
<td>876</td>
<td>512</td>
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<tr>
<td>2016</td>
<td>2,166</td>
<td>934</td>
<td>546</td>
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<td>2017</td>
<td>2,239</td>
<td>1,034</td>
<td>561</td>
</tr>
<tr>
<td>2018</td>
<td>2,483</td>
<td>1,152</td>
<td>650</td>
</tr>
</tbody>
</table>

*Does not include certificates.*
Acceptance Rate and Yield: Fall 2014-2018

*Does not include certificates.
Admissions, MPH Programs: Fall 2014-2018

- Applications
- Acceptances
- New Enrollments

2014: Applications = 181, Acceptances = 154, New Enrollments = 191
2015: Applications = 336, Acceptances = 326, New Enrollments = 368
2016: Applications = 587, Acceptances = 448, New Enrollments = 493
2017: Applications = 693, Acceptances = 732, New Enrollments = 493
2018: Applications = 862, Acceptances = 493, New Enrollments = 250
Take Aways: Challenges

• National, public health graduate trends present some challenges and some opportunities!

• Some struggle with residential admissions, particularly MPH
Take Aways: Opportunities!

• Inaugural MPH@UNC and Asheville admissions were successful
• New concentrations = growth potential!
• We control our own destiny!
“Optimism requires being candid about the hard problems that still need to be solved.”
Wise Words from Bill Gates

“I believe that if you show people the problems, and you show them the solutions, they will be moved to act.”
Thank you!