

Beliefs

Beliefs express the organization's fundamental values and non-negotiable principles.

We believe that:

- Each institution in the University of North Carolina System serves a unique and critical purpose.
- A coordinated system of higher education benefits all North Carolinians.
- Students should be meaningfully involved in all levels of University governance.
- UNC ASG is an organization primarily based in advocacy and representation.
- Adapting to the changing landscape of higher education requires flexibility and proactivity.
- Institutions across the UNC System face some of the same issues.
- The needs, styles, and preferences are different for each institution in the UNC System.
- Public higher education is a pillar of democratic, civil society.

Mission

Founded and funded by students, The University of North Carolina Association of Student Governments champions the concerns of students and ensures affordability and accessibility to quality education today and tomorrow.

Parameters

Parameters are limitations we have chosen to impose on the organization as we strive to accomplish our mission.

- The UNC ASG student fee will not increase.
- In-person meetings are necessary to share ideas and coordinate efforts.
- We will always travel to campuses across the UNC System.

Objectives

Objectives are the goals we seek to achieve through the implementation of our strategic plan. These objectives show demonstrable and measurable results that allow opportunity for growth and change as our organization evolves. The goal is to accomplish these objectives over the course of the next 5 years (2020 – 2025).

- Establish a sustainable and long-term structure for the organization.
- Increase the presence and awareness of UNC ASG on the campuses of the 17 constituent institutions.
- Expand advocacy opportunities for members of the Association that are not members of the Executive Cabinet.
- Build meaningful relationships with entities that influence higher education in North Carolina.

Strategies

1. Update, revise, and overhaul the UNC ASG governing documents to restructure the Association in a way that allows it to best achieve its mission.
2. Develop a long-term financial strategy for the Association and the means by which that strategy can be put into place.
3. Grow the Association's follower base on social media.
4. Provide meaningful opportunities for students at the 17 campuses to engage and interface with the Association and its leadership.
5. Organize regular trips to the NC Legislature, even when the state budget is not under consideration.
6. Allow for and encourage members of ASG to interact with members of the Board of Governors, staff at the UNC System Office, and governmental leaders across North Carolina.