OUR VISION
A compassionate world in which textiles enhance sustainability and quality of life for all.

OUR MISSION
We exist to advance the success of our students, and the textile industry in North Carolina, the U.S. and around the world, through teaching innovation, research excellence, strong partnerships and service.

OUR PRIORITIES
• A hyper-collaborative culture rooted in equality of opportunity.
• Sustainability in all of our work.
• Enhance quality of life for all.

OUR VALUES
COMPASSION  EQUITY  COLLABORATION  INNOVATION  SUSTAINABILITY
In May 2019, we gathered as leaders and community members to consider our future strategic direction, and to begin to design a strategy that we can act on with confidence beginning in 2020. Consistently, themes related to sustainability and quality of life emerged from our discussions. As an interdisciplinary team, we found common cause and shared excitement considering what might be possible if we align our institution’s strategy to make meaningful contributions to these most pressing challenges.

All who were present for the strategy discussions agreed, as the world’s leading textile institution, now is the right time in our institution’s trajectory to make these issues central to our strategy to focus our work, activities and investments. The themes of sustainability and quality of life are foundational to the renewed strategic framework mapped out in this document. This strategic framework will run until 2023. This plan is a step-change for us, because it clarifies the areas in which we – the world’s top textile institution – want to lead our industry, focus our innovation and guide our students. Our students, staff, interdisciplinary faculty, leadership and industry partners all have a vital role to play in bringing this strategy to life.

RENEWED STRATEGIC PRIORITIES

A hyper-collaborative culture rooted in equality of opportunity.
- We are building an equitable, compassionate, collaborative, innovative and sustainable community, creating the conditions for student success, revolutionary textile research and innovations, and impactful partnerships.

Sustainability in all of our work.
- We are advancing sustainability in all that we do to promote ecological and economic prosperity and reduce the negative environmental footprint the textile industry leaves on our state, our country and the world.

Enhance quality of life for all.
- From scientific and design revolutions to workforce and process innovations and beyond, we are demonstrating through our interdisciplinary work at home and on a global stage that textiles have the power to positively transform quality of life for all.

Why these priorities?
- Textiles touch the day-to-day life of every person in the world. From testing safety wear for our military to reducing climate impacts from production to improving quality of life for those working in textile factories around the world – our college has many important contributions to make to the field through the success of our students, our research and our innovations.