

**CROSSWALK AMONG ECU TOMORROW, UNC TOMORROW AND  
STRATEGIC ENROLLMENT MANAGEMENT TASK FORCE RECOMMENDATIONS**

ECU Tomorrow Strategic Directions	ECU Tomorrow Goals	ECU Response to UNC Tomorrow	SEM Recommendations
1. Education for a New Century	Support of Global Competencies (p.15) *5M <i>endowment</i>	<ul style="list-style-type: none"> <li>. ECU Global Academic Initiative.</li> <li>. Globalizing ECU</li> <li>. Campus Collaborative for an International Presence</li> <li>. Curriculum Enhancements</li> </ul>	
	Committed to Student Learning and Success		<p>2.1 Slow the rate of growth.</p> <p>2.2 Admit students with increased academic qualifications.</p> <p style="padding-left: 20px;">2.2.1 Admissions Requirements: First Time/Full Time Freshmen – Increase the profile of 1<sup>st</sup> time/full time freshmen to an average SAT of 1150 and a predicted GPA of 3.0 over a five year period.</p> <p style="padding-left: 20px;">2.2.2 Admissions Requirements: Transfer Students:  -- Priority acceptance will be given to those applicants with AA, AS degrees or completion of the “core diploma” and 2.5 or better earned through a NC Community College.  -- Other applicants will be considered with transfer credits from all other accredited institutions, but must have a cumulative transfer GPA of 2.5 or higher on at least 30 semester hours and, if under age 24, must meet high school MCR.  --All others falling between the transfer GPA of 2.00 – 2.49 will be under serious review, holding for additional grades/credits and some will probably not be admissible in time to meet self-imposed decision deadlines.</p> <p>2.5 Expand and promote the opportunities for ‘Degree in 3’ in programs</p>

			<p>2.7 Support Students in Achieving Academic Success</p> <p>2.7.1 Strategically evaluate freshman orientation programs</p> <p>2.7.2 Expand and improve the COAD program.</p> <p>2.7.3 Establish a University College.</p> <p>2.7.4 Establish a degree in University Studies.</p> <p>2.7.7 Expand professional advising program.</p> <p>2.7.8 Encourage faculty to serve as mentors.</p> <p>2.7.9 Establish intrusive academic advising and intervention.</p> <p>2.7.9.1 Emphasize the importance of timely Completion of Student Academic Difficulty Reports.</p> <p>2.7.9.2 Use the reports to aggressively intervene with students in academic difficulty.</p> <p>2.7.9.3 Fully fund the Pirate Tutoring Center and increase the resources allocated to discipline-specific tutoring programs.</p> <p>2.8 Implement Academic Policy Changes</p> <p>2.8.1 Establish minimum academic standards for freshmen to register for online classes.</p> <p>2.8.2 Increase academic retention standards.</p> <p>2.8.3 Strengthen the forgiveness policy.</p> <p>2.8.4 Lengthen the academic “no penalty” drop date.</p> <p>2.8.5 Revise the suspension policy.</p>
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	Develop a First-Year program (p.15)	Expand student involvement in First Year Experience.	1.2 Develop programs targeted to families of 1 <sup>st</sup> generation college students.
	Provide additional support for minority students (p. 15)	Award Undergraduate Graduation and Retention Advantage grants *\$631,000 from tuition initiative	<p>1.7 Increase students and faculty from under-represented groups.</p> <p>1.7.1 Enhance tutoring, advising, and mentoring services that are well publicized and easily available.</p> <p>1.7.2 Create a program using upper-level students of color to mentor incoming and lower-level students.</p> <p>1.7.3 Establish sufficient physical facilities to attract and support student activities and interaction.</p> <p>1.7.4 Increase scholarships and other financial support for students in under-represented groups.</p> <p>1.7.5 Enhance, create, and provide financial assistance to support groups for faculty of color.</p> <p>1.7.6 Provide continuing education for faculty to help them effectively engage and teach a changing student body.</p>

			<p>1.7.7 Create and support programs and initiatives to purposefully seek out and attract students from under-represented groups.</p> <p>1.8 Establish the Pirate Promise</p>
	Grow the EC scholars program (p.15)	Expand from 18-40	<p>2.3 Create an Honors College and a residence hall dedicated to Honors students.</p> <p>2.4 Expand the EC Scholars Program and distinguish it from the Honors Program.</p>
	Support the transition of low-income and underserved from high school to college (p. 17)* <i>Trio grant</i>	Create the Office of Pre-College Programs. * <i>Trio grant</i> + <i>Gear Up grants</i> <i>Total \$190,000</i>	<p>1.1 Create and implement focused pre-college programs.</p> <p>1.3 Develop a “summer bridge” program.</p> <p>2.7.6 Increase the capacity of the student counseling services.</p> <p>2.9 Enhance student financial and operational support to improve retention and graduation</p>
	Establish an early college program (p. 17)	Open the Early College High School.	
	Increase Access Scholarships (p. 17) * <i>5M endowment</i>	Expand Access Scholarships * <i>5M endowment</i>	
		Community College Transfer Office * <i>Cost \$180,000</i>	<p>1.5 Create Community College Liaisons</p> <p>1.6 Increase integration and cooperation with Community Colleges, other UNC Schools, and UNC Online.</p> <p>2.7.5 Establish a transfer student resource office. The creation of a support office to include:</p> <ul style="list-style-type: none"> <li>• transfer student advising</li> <li>• transfer student orientations</li> <li>• liaison with local community colleges</li> </ul>
		Upper Coastal Plains Partnership	
		Develop a Center for Instructional Design for Distance Education	<p>1.4 Continue to expand our statewide outreach through distance education programs.</p> <p>3.4 Enhance and improve our position as the predominant</p>

			<p>provider of online and off-campus education in the UNC-system and the state.</p> <p>3.4.1 Identify ways to create and improve cross-college and cross-faculty collaboration in all aspects of distance education instruction including, but not limited to, instructional design, identifying and implementing software and other emerging technologies, workshops, course administration, and similar factors.</p> <p>3.4.2 Ensure our programs are clearly reflected on the UNC Online website and that the “handoff” to the ECU website is accurate and up-to-date.</p> <p>3.4.3 Assess the regional, statewide, and national need for distance education courses and degrees as well as assessing ECU’s capacity and ability to provide.</p> <p>3.4.4 Strategically increase the number of distance education courses and degrees offered, consistent with resource and faculty availability as well as need.</p> <p>3.4.5 Pursue increased coordination with community colleges.</p> <p>3.4.6 Improve and restructure our support operations (in particular admissions, financial aid, registrar, and cashier) to ensure we are meeting the operational needs of a population that will likely not step foot on campus.</p> <p>3.4.7 Create an internal funding model that supports off-model programs and courses, both for credit and not-for-credit.</p> <p>3.4.8 Evaluate how to more efficiently and effectively provide distance education instruction while maintaining academic integrity and ensuring student learning.</p> <p>3.4.9 Require academic units to establish clear expectations for course quality and student learning outcomes and to measure and continuously improve on</p>
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			<p>those standards.</p> <p>3.4.10 Support appropriate integration of online learning technologies and techniques into campus-based courses.</p> <p>3.4.11 Continue and expand our efforts to reach and serve military populations with our online offerings.</p>
		21 <sup>st</sup> Century Literacy Skills Initiatives.	
		<p>Science, Technology, Engineering, Math</p> <ul style="list-style-type: none"> <li>. Center for Science &amp; Math Research</li> <li>. Regional Talent Initiative</li> <li>. Experiential Learning with Technology &amp; Innovation</li> <li>. Innovative Design Lab</li> </ul>	
		<p>Biomechanics and Robotics Exploration for IT Literacy and Skills in Rural Schools</p> <p><i>*Existing Program</i></p>	
		<p>Outreach Service for Excellence in Rural Education.</p> <ul style="list-style-type: none"> <li>. Rural Education Institute</li> <li>. Middle Grades Math Initiative</li> </ul> <p><i>*cost \$70,000</i></p> <ul style="list-style-type: none"> <li>. Master of Arts in Teaching</li> </ul> <p><i>*Funds sought from Noyce Foundation and federal TEACH grants</i></p> <ul style="list-style-type: none"> <li>. Latino Initiative</li> </ul>	
		AmeriCorps Project HEART	
		<p>NC Consortium for Education Policy Research &amp; Evaluation</p> <p><i>*Anticipated annual cost \$425,000</i></p>	

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2. The Leadership University	Endow chairs in leadership for all ten colleges and schools <i>*Build 10M endowment (p. 21)</i>	ECU BB&T Center for Leadership.	
	Host annual leadership conference <i>*Supported by 1M endowment (p.21)</i>		
	Support a leadership minor in Arts & Sciences, courses in the College of Business, and a distinguished speaker series on leadership (p.21)		
	Expand Chancellor's Leadership Academy. <i>*2M endowment. P.23)</i>	Chancellor's Leadership Academy	
	. Develop ECU's Center for Student Success. <i>*5M endowment.</i> . Support study abroad and international experiences <i>5M endowment. (p.23)</i>	ECU Leadership & Service Collaborative.	See Section above on ECU Tomorrow's Committed to Student Learning and Success
		ECU P-12 Leadership Initiative	
		ECU Outreach Scholars Academy <i>*\$100,000 and a faculty line committed- start fall 2008.</i>	
		Office of Sustainability . Sustainability Internship Program .Sustainability Officer	
		Target Leadership/Service Opportunities for Middle-School Students <i>*Will work closely with the Office of Pre-College Programs</i>	
		Center for Nursing Leadership	
		Graduate Education, Leadership &the Workforce for a New Economy	3.1 Support Doctoral and Masters programs without directly or indirectly causing a material negative impact on undergraduate programs, undergraduate teaching, or

			<p>university mission.</p> <p>3.2 Establish and implement program financial and capacity metrics and standards</p> <p>3.2.1 Develop a common income/expense document and require all current programs to complete the document based on current enrollment.</p> <p>3.2.2 Require all current programs to determine a capacity analysis.</p> <p>3.2.3 Require all proposed degree programs to prepare an income/expense analysis and a capacity analysis and use these documents as essential parts of the approval process.</p> <p>3.2.4 Use the income/expense analysis and the capacity analysis in decision-making.</p> <p>3.2.5 Classify existing and new graduate programs by resource intensity and establish differential evaluative processes.</p> <p>3.3 Assess the efficiency and effectiveness of current academic support structures and operations for graduate education.</p> <p>3.3.1 Improve the amount of graduate student support funding and improve the efficiency and timeliness of the processes to allocate these resources.</p> <p>3.3.1.1 Support creation of programs and initiatives to increase the diversity of our graduate student population.</p> <p>3.3.1.2 Determine and disseminate tuition waiver and graduate assistant allocations to programs by November or December for the following Fall.</p> <p>3.3.1.3 Programs provide Financial Aid with information concerning student-specific financial support no later than May 15 for students expected</p>
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			<p>to be enrolled for the following fall.</p> <p>3.3.1.4 Permit programs to maintain the flexibility to assign full or partial assistantships and tuition waivers.</p> <p>3.3.1.5 Permit programs to maintain the flexibility in work tasks of GA's appropriate to the teaching, research, and service missions of the department and its programs.</p> <p>3.3.1.6 Require full waivers and GA's in programs where student quality is dependent on providing a nationally-competitive level of student support.</p> <p>3.3.1.7 Encourage and evaluate innovative ways to increase tuition remissions.</p> <p>3.3.1.8 Require current programs to identify the top three constraints to growth. These might include the number of tuition waivers, level of assistantship dollars, laboratory or other space, clinical requirements, number and/or quality of faculty, attaining a qualified pool of student applicants, having sufficient library resources, and related factors.</p> <p>3.3.1.9 Increase awareness across ECU of Academic Common Market programs and devise methods to strategically use those programs to (1) increase the quality of our student body and (2) stretch our tuition waiver amounts.</p> <p>3.3.2 Encourage the Graduate School Administrative Board and individual graduate programs to re-evaluate the minimum standards for admission to the Graduate School and to degree programs.</p> <p>3.3.3 Set overall growth and enrollment targets for graduate education.</p>
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3. Economic Prosperity in the East	Create Regional Partnerships (p.27)	. ECU Outreach Svc . Sustainable Industry Outreach Svc +Associate *Associate sought from reallocation of internal funds	
	Assist the university in developing companies and taking products to market (p.27)	. ECU Outreach Svc. . Innovation Outreach Associates *Pilot positions in place & permanent funds sought from reallocation of internal assets.	
	ECU increasing investment and innovation and research.		2.6 Create an undergraduate research stipends for qualified students
	Become the 3d largest research university in the UNC system *Exceed 100M in external support for programs. (p.29)	ECU Millennial Campus	
	Invest in interdisciplinary research centers to support region's growth in health care, tourism, education, marine trades and biotechnology. (p.29)	. ECU Millennial Campus. . Innovation Outreach Svc . Sustainable Industry Outreach Svc	
	Develop applied, translational, and externally focused research that emphasizes the economic and physical health of our citizens. (p.29)	Community Enhancement and Economic Transformation Initiative. *Pursuing funding from North Carolina Department of Commerce (\$5M)	
		Precision Marketing Initiative Growing Targeted Industry Clusters *Currently funded at \$100,000 per year from Wake County and \$500,000 one time funding from state economic development partnership.	
		ECU Center for Municipal Management & Innovation. *Office of Economic Development will lead this effort and has raised and committed \$30,000 in private seed money.	

		Outreach & Engagement Directory/Repository	
		Coastal Hazards and Economic Development . Center for Water Resources on the Coastal Plain . Center for Coastal Biological Resources and Climate Change . North Carolina Coastal Hazards Decision System . Coastal Studies Institute	
		Chancellor's Industry Roundtable. <i>*Funding from Internal and External sources</i>	

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4. Health Care & Medical Innovation	Expand the BSOM class size 10%-50% (p.33)	Expand BSOM first year class size from 72-120.	
	Add 5 new medical specialties (p.33)	Add 5 new medical specialties	
	Extend clinical services to every county in eastern NC (p.33)		
	Complete the Heart Institute (p.33)		
	Build the School of Dentistry (p.33)	Build a Dental School and ten regional dental health clinics	
	Build a Family Medicine Center (p.33)	Build a Family Medicine Center	
	Expand biomedical and health-related funding to 75M annually (p.35)	<ul style="list-style-type: none"> <li>. Establish the Health Disparities Research Institute</li> <li>. Expand Pediatric Healthy Weight Research &amp; Treatment Center</li> <li>. Establish the Hispanic Community Development Center Research Collaborative and Tillery Wellness Project.</li> </ul>	
	Establish BSOM-East as a primary care satellite in one of the rural areas of eastern NC (p.35)	Establish the Bernstein Community Health Center	
		Establish the Agromedicine Institute	
		Establish the Center for Global Hearing <i>*Initial funding provided by \$98,000 donation, fund raising underway from private donors.</i>	
		Establish Operation Re-Entry	
		Establish Partnerships for Health Care Workforce Development. <i>*RN to BSN 3 year budget \$508,000 and 2+2 BSN Cohort 3 year budget \$207,000</i>	

		Establish Center of Excellence in Cardiovascular Research and Care	
		Establish School of Public Health.	

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5. The Arts, Culture, and the Quality of Life	Build a world-class Center for Visual and Performing Arts (p.39)	Build a world-class center for Visual and Performing Arts	
	Develop & attract exhibits and performances that will enhance Greenville's standing as an arts and culture community (p.39)		
	<ul style="list-style-type: none"> <li>. Leverage our expanding student population to support positive development in downtown Greenville (p.39)</li> <li>. Extend our physical presence into downtown using new and renovated buildings for university purposes (p.39)</li> </ul>	<ul style="list-style-type: none"> <li>. Establish Inter-generational Center. <ul style="list-style-type: none"> <li>• <i>Currently operating</i></li> </ul> </li> <li>. Support renaissance of downtown Greenville</li> </ul>	
	Expand the football stadium and improve other facilities (p.41)	Execute a proposed 50M expansion of the stadium	
		Establish center for Diversity and Inequality Research. <i>*Over \$665,000 in private money pledged plus \$75,000 from Arts &amp; Sciences. Additional matching funds from GA expected.</i>	
		<ul style="list-style-type: none"> <li>. Establish Center for Sustainable Design</li> <li>. Establish Innovation Design Lab</li> </ul>	

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