

Comprehensive Standard 3.4.2 Continuing Education/Service Programs

The institution's continuing education, outreach, and service programs are consistent with the institution's mission.

Compliance Judgment: In compliance

Narrative

The motto of East Carolina University (hereafter, ECU) is [servire](#)—to serve, and recent recognitions reaffirm our commitment to that motto. East Carolina University has been a member of the [North Carolina Campus Compact](#) since 2003 and is recognized for its work in civic engagement. In recognition of accomplishments in community and public service, in 2008 the Carnegie Foundation [awarded ECU the Community Engagement Classification](#). Then, in 2010 ECU was invited to join the [National Outreach Scholarship Conference](#), the first non-land grant to become a [member](#) of NOSC.

East Carolina University performs service to the community through continuing education, volunteerism, and service consistent with its [mission statement](#) (approved by the UNC Board of Governors on November 13, 2009) and [ECU Tomorrow](#):

To serve as a national model for public service and regional transformation by:

- Preparing our students to compete and succeed in the global economy and multicultural society [Strategic Direction: Education]
- Distinguishing ourselves by the ability to train and prepare leaders [Strategic Direction: Leadership]
- Creating a strong, sustainable future for eastern North Carolina through education, research, innovation, investment, and outreach [Strategic Direction: Economic Development]
- Saving lives, curing diseases, and positively transforming health and health care, and medical innovation [Strategic Direction: Health, Health Care, and Medical Innovation]
- Providing cultural enrichment and powerful inspiration as we work to sustain and improve quality of life [Strategic Direction: Arts, Culture and Quality of Life]

The narrative for [Comprehensive Standard 3.3.1.5: Public Service Related to Mission](#) includes additional information regarding the outcomes and impact of outreach and public service. This 3.4.2 report describes a representative selection of offered noncredit continuing education and outreach programs, and concludes with a summary of how these programs support the mission of the University. It should be noted that each of these programs may address more than one strategic direction.

Continuing Education

Continuing Education includes learning experiences that extend the knowledge of an individual. The [Office of Continuing Studies](#) in the Division of Academic Affairs serves as a bridge between the student at a distance and the academic and administrative units of the university. The office supports the university in maintaining ECU's leadership role in the areas of distance and technology-enhanced learning both in and beyond our region. Continuing Studies partners with major units of the university and encompasses Summer School, Distance and Extension Education, Continuing Professional Education (CPE), the Testing Center, Summer Study Abroad, the Lifelong Learning Program, and Military Outreach.

This report concentrates on the three units which focus on non-credit continuing education courses and outreach programs: Continuing Professional Education (CPE), the Lifelong Learning Program, and the Military Outreach Office.

[*Continuing Professional Education's*](#) major role is to respond to the educational needs of professionals and other adults in our service region and beyond. CPE provides access to non-credit, face-to-face and online learning opportunities for professional, intellectual, and personal growth. CPE staff develop programs in-house or in partnership with on-campus departments and/or professional organizations in the community. The classes are taught by university faculty and highly qualified external experts within related fields.

In addition, CPE administers programs awarding continuing education units (CEUs) and provides administrative and logistical support to programs of other units of the university. CPE activities include managing annual meetings for professional associations, providing week-long institutes for non-profit organizations, and hosting leadership forums for the community. East Carolina University has managed several programs for nearly three decades, for example, Ethnic Health and Health Disparities, Risk Management Association-ECU Commercial Lending School, and Substance Abuse Clinical Intervention. Conferences include the 2011 Recreation and Parks Planning Workshop and the NC Distance Learning Association Virtual Conference.

The [*Lifelong Learning Program*](#) is an outreach initiative for adults 50 and older. Courses have focused on health issues, North Carolina history, world affairs, music, writing, photography, art, travel, cultural issues, environment, great literature, book discussions, gardening, and other areas of interest to members.

The [*Military Outreach Office*](#) provides military service members a single contact point for bringing educational programs to military students. ECU staff and faculty assist military students with educational counseling, tuition questions, and residency concerns, as well as special issues that can arise due to military deployments. ECU also maintains regular office hours on local military bases.

Therefore, continuing education programs at East Carolina University support the mission statement of the university, "To serve as a national model for public service and regional transformation."

Outreach

Outreach focuses on the application and provision of institutional and faculty intellectual, creative, and problem solving resources for the benefit of the community. Outreach activities may be paid or unpaid; the decision about compensation is typically made jointly between the specific community and the ECU units, and is based on community resources and ECU's unit funding formula.

This narrative includes representative examples of outreach demonstrated by the following units: the Office of Engagement, Innovation, and Economic Development (OEIED); ECU-TV; the College of Business's Bureau of Business Research; the College of Allied Health Sciences' Jean Mills Annual Health Symposium; the College of Fine Arts and Communication's School of Music; the Brody School of Medicine's Children's Development Service Agency; the College of Human Ecology's Child Development Lab; and the Division of Student Affairs' Campus Recreation and Wellness initiative.

ECU's [Office of Engagement, Innovation and Economic Development](#) (OEIED) programs include the Municipal Management and Innovation Initiative and the Precision Marketing Initiative that partner ECU faculty with local, regional, and state economic developers to move from the initial stages of strategic planning to complex interactions with a community's prospective client companies in areas such as Advanced Learning Technologies, Coastal and Marine Sciences, and Health Care.

[ECU-TV](#) is a 24/7 noncommercial television channel (on Greenville Suddenlink Cable Channel 99) featuring scientific, scholarly, arts, and sports programming produced by experts in their fields. ECU-TV programming offers information in a wide range of subject areas that contribute to a lifelong pursuit of learning, to future developments in science and technology, and to an appreciation for art, drama and music. Examples of educational programs include Saxophone Ensemble, Health Disparities, Wear Red 2011, End of Life, and History of Medicine.

College of Business: The [Bureau of Business Research](#) has been in existence for over 20 years. It provides applied economic data and forecasting services to businesses, governments, and individuals throughout eastern North Carolina and the state.

College of Allied Health Sciences: The [Jean Mills Annual Health Symposium](#) provides allied health professionals continuing education and networking opportunities. Annual symposia are presented by the ECU College of Allied Health Sciences in collaboration with the ECU Medical and Health Sciences Foundation, the Pitt Memorial Hospital Foundation, and the Eastern Area Health Education Center. The purpose of the Symposia is to bring attention to critical health care issues facing minority populations and to seek solutions for these issues. The [Symposium is evaluated](#) annually and results used to plan the next Symposium.

College of Fine Arts and Communication: The [School of Music](#) sponsors a variety of concerts and festivals open to the public and the ECU community. Examples include the Billy Taylor Jazz Festival, the Four Seasons Chamber Music Festival, the New Music Festival, and the ECU Guitar Festival and Workshop.

The [Children's Development Services Agency](#) (CDSA) is supported through the ECU Department of Pediatrics, the Brody School of Medicine. Formerly the Developmental Evaluation Clinic (DEC), the CDSA has been grant-funded from the Department of Health and Human Services for over 40 years. Pediatric students have rotations with the developmental pediatrician at the CDSA; psychiatry residents participate with early intervention case managers to gain an understanding of the home environments of clients. The CDSA also has branch offices in Goldsboro and Washington to better serve the families within the seven-county area. The CDSA works directly with the Early Intervention Branch, Department of Public Health, North Carolina Division of Health and Human Services on compliance and quality indicators (both federal and state-established indicators) throughout the year. The [CDSA guiding policy](#) and [CDSA Annual Report](#) is published and available to the communities it serves.

College of Human Ecology: The [Child Development Laboratory](#) (CDL) is an inclusive model program that provides services for children from infancy through preschool. The CDL is accredited by the Academy of Early Childhood Programs, a division of the National Association for the Education of Young Children (NAEYC) and holds a five-star rated license from the North Carolina Department of Human Resources, Division of Child Development. The CDL is also a certified Developmental Day site which provides services to children with disabilities. Enrollment is open to university families as well as to children from the surrounding community.

Within the [Division of Student Affairs, Campus Recreation and Wellness](#) (CRW) provides a variety of programs and services available to Student Recreation Center members and their dependents, dependents of non-member faculty/staff, and individuals within the local community. Examples of [Youth and Family Programs](#) include Parents' Night Out, Wall/Tower Day, and Adventurous Pirate Kids. CRW also features the opportunity to customize group parties for the climbing wall and swimming pool. A highly successful [Summer Camps](#) program has grown from about 200 slots to 900, thereby serving youth in the community and bringing in more than \$80,000 in revenue each year.

These are only a few examples of the many outreach programs at East Carolina University that support ECU's mission by providing an array of resources for the benefit of the community.

Service

Service includes volunteerism, co-curricular, and extracurricular service. These types of service occur across the university, and representative examples are the Volunteer and Service Learning Center, the Student Government Association, the Graduate Student Association, and diverse ECU faculty volunteer service.

The mission of the [Volunteer and Service Learning Center](#) (VSLC) is to engage students in effective volunteer and service-learning activities to strengthen communities, promote an enduring commitment to civic responsibility, and enhance students' academic experience beyond credit based engagements. A full description of the Service Learning component is included in the narratives of compliance for 3.3.1.1 and 3.3.1.5. This description focuses on student volunteers who perform service which involve and benefit the community, but the students are not awarded academic credit for services rendered.

The VSLC staff assists student volunteers with finding sites for volunteerism and extra-curricular service, facilitates national days of service and service trips, implements service initiatives, and tracks service hours performed and reported by students. According to the application for the [President's Higher Education Community Service Honor Roll](#), ECU students volunteered for a total of 230,000 hours. Examples of student projects include Red Cross blood drives, Pirate Fest (a celebration of NC history), and ECU Reads/Writes/Counts (a program providing tutoring for emerging readers and counters at local elementary schools). These programs provided by the VSLC provide the ECU community with means of achieving the institution's mission statement of modeling public service and transforming the region.

Within the Division of Student Affairs, the [Student Government Association](#) supports student clubs within academic majors. These clubs provide co-curricular service to the community. For example, the [Student Occupational Therapy Organization](#) sponsors walkers for *Autism Walks* where students also staff a table to educate parents on activities and services appropriate for children with autism. The [Student Health Information Management Organization](#) raises funds for charity and assists with meals at Ronald McDonald House.

ECU faculty provide diverse volunteer service to the general external community and to their professions. According to 2011/2012 [Sedona](#) data (the database used to report annually on faculty activities), faculty service to the community involved 948 unique events of other community service, 106 different civic positions held and 263 unique community presentations at community meetings.

Continuing education, outreach, and service programs: Alignment with ECU's Strategic Directions

Noncredit continuing education, outreach, and service programs support [ECU's mission](#) of public service and regional transformation. In the following table, "Strategic Direction" refers to one or more of the five strategic directions through which ECU actualizes its mission: Education, Leadership, Health, Culture and Economic Development. This table identifies selected offices offering noncredit continuing education, outreach or service programs and links these initiatives to one of ECU's specific strategic directions.

Selected Offices Offering Noncredit Continuing Education, Outreach, or Service Programs	ECU's Strategic Direction
<p>Joyner Library provides extensive collections include more than 1.9 million volumes, 2.1 million pieces of microfilm, 400 databases, and 61,000 print and online serial subscriptions. Community users may register and obtain borrowing privileges.</p> <p>The Center for Science Math and Technology Education Newsletter (now Center for STEM Education) describes educational outreach including a lending library, Science Olympiad, and a STEM Girl's Conference.</p> <p>Voyages of Discovery is a lecture series that advances the spirit of the liberal arts and its exploration and discovery that is open to ECU and the citizens of North Carolina.</p>	Education
<p>ECU's Regional Training Center focuses on the prevention of substance abuse among children through working with the eastern counties of the state to start anti-substance abuse coalitions.</p> <p>ECU Physicians provides superior care to patients of all ages at the medical center, in Greenville and throughout the region.</p> <p>Speech, Language and Hearing Clinic offers community patients comprehensive and state-of-the-art services related to speech, language, hearing and balance.</p> <p>Marriage and Family Therapy Clinic offers marriage and family therapy services to</p>	Health

<p>the public, and helps to bridge the gap between theory and practice and provides a unique service to the Greenville community and surrounding area.</p> <p>Rainbow Services is a summer camping experience for children with cancer or hemophilia and their siblings.</p>	
<p>After School Arts Program offers theatre arts and dance experiences on a weekly basis to students at Wahl-Coates Elementary School, Sadie Saulter Elementary School, and Eppes Middle School.</p> <p>The Wellington B. Gray Gallery provides educational programming for students and the community through six to eight exhibitions each year and numerous symposia and lectures by visiting artists and curators.</p> <p>SRAPAS Performing Arts brings internationally acclaimed musicians, dancers and other performing artists to the community at reasonable prices.</p>	Culture
<p>Center for Natural Hazards Research promotes research and analysis that ultimately reduces the harm caused by natural forces to life, communities and the environment.</p> <p>Financial Wellness Institute is designed to introduce basic personal finance to ECU students, the university community, and beyond.</p> <p>Center for GI Science is a regional resource for innovative geospatial technology and technical expertise.</p>	Economic Development
<p>EC Center for Nursing Leadership develops leadership behaviors that promote partnership and collaboration among undergraduate and graduate students, faculty, and practicing nurses in NC.</p> <p>The College of Computer Science and Technology's Leadership Center works with East Carolina University's Career Center to help our students gain employment, give them experiences in</p>	Leadership

career development, and enhance their leadership potential through training and special events.	
---	--

Center for Student Leadership & Engagement is dedicated to building intentional opportunities for students to create positive sustainable change, impacts the community, and helps students change the world.	
---	--

Quality Improvement

All ECU programs participate in strategic planning, evaluation and quality improvement programs as further discussed under 3.3.1.5. Reporting units complete an assessment plan resulting in continuous program evaluation and necessary modifications. In addition, each year ECU units produce annual reports that summarize how and to what extent the unit achieved its goals, as congruent with both the unit and the ECU mission. Examples of annual reports include: [Research and Graduate Studies](#), [CITE Report](#), and the [Division of Continuing Studies 2008 Report](#).

Summary

The mission of ECU is to be a national model for public service and regional transformation through the university's five strategic directions in education, leadership, health, economic development, and culture. The examples provided illustrate how the university accomplishes its mission through continuing education, outreach, and service programs.

Documentation

Reference Title	Location
After School Arts Program	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/After%20School%20Arts%20Program.pdf
Award Community Engagement Classification	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Award%20Community%20Engagement%20Classification.pdf
Bureau of Business Research	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Bureau%20of%20Business%20Research%20(BBR).pdf
Campus Recreation and Wellness	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Campus%20Rec%20and%20Wellness%206-15-11.pdf
CDSA Annual Report	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/CDSA%20annual%20report%202009.pdf
CDSA Guiding Policy	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/CDSA%20guiding%20policy.pdf
Center for GI Science	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Center%20for%20GI%20Science.pdf
Center for Natural Hazards Research	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Center%20for%20Natural%20Hazards%20Research.pdf
Center for Science, Mathematics and Technology Education Newsletter	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Center%20for%20Science,%20Mathematics%20and%20Technology%20EducationNewsletter.pdf
Center for STEM Education	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Center%20for%20STEM%20Education%20(Formally%20CSMTE).pdf
Center for Student Leadership and Engagement	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Center%20for%20Student%20Leadership%20and%20Engagement.pdf
Child Development Lab	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Child%20Development%20Lab.pdf
Children's Developmental Services Agency	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Children%27s%20Developmental%20Services%20Agency.pdf
CITE Report	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/CITE%20Report%202010-2011[1].pdf
Comprehensive Standard 3.3.1.5	https://collab.ecu.edu/cmte/sacs/Compliance%20Readiness%20Council%20Reports/ComprehensiveStandard3.3.1.5.docx
Continuing Professional Education	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Continuing%20Professional%20Education

	on%206-15-11[1].pdf
Division of Continuing Studies Report	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Division%20of%20Continuing%20Studies%202008%20report.doc
Division of Continuing Studies	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Division%20of%20Continuing%20Studies.pdf
EC Center for Nursing Leadership	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/EC%20Center%20for%20Nursing%20Leadership.pdf
ECU Physicians	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/ECU%20Physicians.pdf
ECU Tomorrow	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/ECU%20Tomorrow%20Our%20Strategic%20Directions.pdf
ECU TV	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/EcuTv.pdf
Financial Wellness Institute	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Financial%20Wellness%20Initiative.pdf
Gray Gallery	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Gray%20Gallery.pdf
Jean Mills Annual Health Symposium	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Jean%20Mills%20Annual%20Health%20Symposium.pdf
Joyner Library	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Joyner%20Library%20-%20ECU.pdf
Leadership Center	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Leadership%20Center.pdf
Leadership Series	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Leadership%20Series.pdf
Lifelong Learning Program	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Lifelong%20Learning%20Program.pdf
Marriage and Family Therapy Clinic	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Marriage%20and%20Family%20Therapy%20Clinic.pdf
Military Outreach Office	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Military%20Outreach%20Office.pdf
Mission Statement	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/ECU%20Mission%20Statement.pdf
North Carolina Campus Compact	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/North%20Carolina%20Campus%20Compact.pdf
Office of Continuing Studies	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Office%20of%20Continuing%20Studies.pdf
Office of Engagement, Innovation and Economic Development	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Office%20of%20Engagement,%20Innovation%20and%20Economic%20Development.pdf

	ation%20and%20Economic%20Development.pdf
President's Higher Ed Community Service Honor Roll	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/President%27s%20Higher%20Ed%20Community%20Service%20Honor%20Roll%20Fall%202011.pdf
Rainbow Services	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Rainbow%20Services.pdf
Regional Training Center	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Regional%20Training%20Center.pdf
Research and Graduate Studies	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Research%20and%20Graduate%20Studies.pdf
School of Music	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/School%20of%20Music.pdf
Sedona	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Sedona.pdf
Servire	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Servire.pdf
Speech, Language and Hearing Clinic	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Speech,%20Language%20and%20Hearing%20Clinic.pdf
SRAPAS Performing Arts	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/SRAPAS%20Performing%20Arts.pdf
Student Government Association	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Student%20Government%20Association.pdf
Student Health Information Management Association	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Student%20Health%20Information%20Management%20Assoc_.pdf
Student Occupational Therapy Association	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Student%20Occupational%20Therapy%20Association.pdf
Summer Camps	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Summer%20Camps.pdf
Symposium Evaluation	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Symposium%20Evaluation.docx
Volunteer and Service Learning Center	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Volunteer%20and%20Service%20Learning%20Center.pdf
Voyages of Discovery Lecture Series	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Voyages%20of%20Discovery%20Lecture%20Series.pdf
Youth and Family Programs	https://collab.ecu.edu/cmte/sacs/CorrespondingDocuments/3.4.2/Youth%20and%20Family%20Programs.pdf