

ECU's Strategic Action Plan 2010-2013, Approved 07.22.2010

Our Mission:

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,
- Distinguishing ourselves by the ability to train and prepare leaders,
- Creating a strong, sustainable future for eastern North Carolina through education, research, innovation, investment, and outreach,
- Saving lives, curing diseases, and positively transforming health and health care, and
- Providing cultural enrichment and powerful inspiration as we work to sustain and improve quality of life.

Approved by the UNC Board of Governors - November 13, 2009

Our Vision:

East Carolina University delivers on the promise of opportunity.

We open doors. We improve lives. We transform the present, and we discover the future. In these ways and more, we serve our community, our state, our nation, and our world as together we reach toward our greatest potential.

Tomorrow starts here.

Our Enduring Values:

East Carolina's success is attributable to continued commitment to the values expressed throughout our first century. These core values are a source of unity. They provide a compass to help direct us through the inevitable tensions we face. They help to define our identity as individuals and as a community.

As we consider all of the shared values that define East Carolina, five are particularly important at this time in our history.

- **Respect:** Respect for others is at the heart of our community.
- **Authenticity:** When East Carolina says it will do something, it will be done.
- **Accountability:** We will be responsible for achieving our mission.
- **Teamwork:** We are one university. We believe in collaboration, and we consistently ask, "What is best for East Carolina University and the people we serve?"
- **Commitment to Serve:** We remain committed to serving our students, region, and state. We recognize potential, actively pursue beneficial opportunities, and work to achieve transformational results.

These values will guide us as we pursue opportunities in our new century.

Our Strategic Directions:

Strategic Direction

Education for a New Century

ECU will prepare our students to compete and succeed in a global economy.

Showcase the global competitiveness of our students and our institution by meeting the challenges of an increasingly global, culturally diverse, and rapidly changing society.

- Advance global awareness through the internationalization of premier curricula, programs, students, staff, and faculty.
- Leverage our global profile to extend partnerships with international universities.
- Empower our future leaders to succeed by offering experiences that enlighten and nurture an understanding of diverse cultures.
- Excel in the development and implementation of holistic approaches to learning that advance the cultural competence of our students.
- Incorporate global awareness into the foundations curriculum and encourage integration into all majors.
- Graduate students who are proficient in information technology appropriate for their discipline.

Prepare students to define and achieve successful civic, professional, and personal lives.

- Prepare students with an understanding of the variety of disciplinary perspectives that form the core knowledge base upon which all other scholarship is grounded.
- Equip students with a strong foundation in the liberal arts as essential for intellectual growth and lifelong learning.
- Develop each student's ability to locate, evaluate, and communicate knowledge, to make informed decisions, and to recognize the ethical dimensions of decisions.

Advance the frontiers of knowledge through investment in basic, applied, and pedagogical research and scholarship.

- Increase research, scholarship, and funding opportunities available to undergraduate and graduate students.
- Substantially increase support for research and graduate programs that are tied to UNC-GA's and ECU's highest priorities, among them STEM.
- Increase external funding to support research that addresses North Carolina's PK-12 challenges.
- Accelerate our efforts to create an environment that is highly conducive to research.

Cultivate a vibrant campus that ensures student access and success in undergraduate and graduate education.

- Enhance the transition for high school, transfer, non-traditional, and community college transfer students.
- Pursue a more aggressive and integrated approach to increasing the number of students who persist through key academic thresholds.
- Lead the State in efforts to define, enhance, and expand the delivery of distance education programs in focused areas.
- Maintain access to high-quality, affordable education by increasing the number and expanding the types of financial aid/scholarship opportunities.
- Increase the number of students who enter and succeed in the science, technology, engineering, mathematics (STEM), and health science disciplines.
- Sustain our commitment to attracting and retaining excellent faculty, staff, administrators, and students.
- Promote student excellence through the integration of academic, co-curricular, and extra-curricular student living and learning experiences.
- Continue to support and promote our graduate programs.

Lead the development of a national model for attracting and preparing quality teachers.

- Increase the number of outstanding teachers who are prepared to teach in North Carolina schools.
- Work collaboratively to develop and implement strategies to increase the number of teaching graduates concentrating in the STEM disciplines.
- Support graduate education and professional development opportunities for PK-16 personnel.

Strategic Direction **The Leadership University**

ECU will distinguish itself by the ability to train and prepare leaders.

Advance our pre-eminence in student leadership development.

- Define and develop opportunities to enhance the discovery and practice of leadership.
- Transform leadership training by preparing opportunities that align to the values of our university.
- Build upon ECU's engagement mission to develop student leaders who serve their communities.

Empower students to lead in the 21st Century as modeled in ECU's Integrated Leadership Framework.

- Offer effective leadership training through the implementation of ECU's leadership framework.
- Infuse all aspects of the student experience with opportunities for leadership development.

Enhance collaboration in Eastern NC by facilitating, inspiring, and influencing positive change.

- Extend leadership development activities to support rural communities and underserved populations.
- Launch mentorship programs aligned to our established leadership development outcomes.
- Develop programs to promote the well-being of self and others.

Gain national recognition for a distinctive and unprecedented approach to leadership development.

- Leverage our Carnegie classification to raise awareness of ECU's innovative model for leadership and engagement.
- Enhance recognition of those who excel in leadership within their respective area of study, profession, institution, and/or contribution to the community.

Strategic Direction **Health, Health Care, and Medical Innovation**

To serve as a national model for public service and regional transformation by saving lives, curing diseases, and positively transforming health and health care.

Explore and implement innovative approaches to health and health care research.

- Increase external funding for health related research.
- Create an approach that integrates basic, clinical, translational, and community based health research.
- Address health issues that face the region by increasing translational research projects that address established priorities.

Create more effective and equitable systems of delivery to address campus, local, regional, and state health needs.

- Develop a culture of evidence-based strategies that promote healthy environments.
- Maximize collaborative efforts to integrate health promotion and health care.
- Expand access to health services for North Carolinians through innovative service models that address major health disparities.

Strengthen academic programs that support health and health sciences.

- Remain responsive to a changing health environment by providing an innovative educational experience for future health providers.
- Expand graduate and post graduate educational programs in health and health care.

Maximize the impact of the Academic Health Center in public and private partnerships.

- Ensure quality oral health through innovative dental medicine education.
- Create sustainable partnerships and financial models for medical care services of ECU Physicians.
- Launch a model for inter-professional education in selected health sciences areas.
- Intensify the focus on workforce capacity in Primary care and rural health.

Strategic Direction **Economic Prosperity in the East**

ECU will serve as a national model for public service and regional transformation by creating a strong, sustainable future for Eastern North Carolina through education, research, innovation, investment, and outreach.

Maximize opportunities to create a knowledgeable, skilled, and adaptable labor force and population.

- Continue to strengthen the foundations curriculum to provide the knowledge and skills needed in the global workplace.
- Enhance the delivery of academic, non-degree, and continuing education opportunities.
- Prioritize and invest in programs that address pressing regional issues.

Lead and foster partnerships that fuel innovation, entrepreneurship, and knowledge transfer throughout the region.

- Enhance support to faculty, staff, and students seeking to discover, develop, transfer, and commercialize knowledge.
- Capitalize upon a collaborative culture to identify, recruit, and nurture creative talent and innovators within the region.
- Enhance inter-disciplinary and multi-disciplinary collaborations and partnerships with industry, education, government, and communities.
- Engage in public-private partnerships that are responsive to job creation.
- Strengthen research and creative productivity, the engine for innovation, entrepreneurship, and economic development for the region.

Position the region as a magnet for talent, creativity, and investment.

- Foster an environment to attract talent, partners, and investment via the implementation of an East Carolina University Millennial Campus concept.
- Expand our leadership in the development of effective regional marketing.
- Contribute to the celebration of regional creativity, culture, and quality of life.
- Enhance social, environmental, and economic vitality by leveraging our core engagement, research, education, and outreach enterprises.
- Build upon our longstanding commitment to facilitate and inform productive public discussion on regional issues.
- Recognize and promote the economic impact of athletics in the region.

Strategic Direction **The Arts, Culture, and Quality of Life**

ECU will provide world-class entertainment and powerful inspiration as we work together to sustain and improve the community's quality of life.

Advance the arts and humanities in supporting a rich and vibrant culture.

- Strengthen regional access to learning opportunities in the arts.
- Present the finest opportunities for students to experience nationally and internationally renowned arts and humanities programs.
- Partner to improve the preparation of PK-12 teachers and support the arts and humanities education in the public schools.

Extend our leadership role in broadening, expanding, and increasing the variety of cultural interests and experiences within the campus and local community.

- Cultivate opportunities for student participation in co-curricular and extra-curricular activities that foster an appreciation for the arts and humanities.
- Enhance the capacity of departments and programs to promote faculty and student creative activity and research.

Transform the lives of individuals and communities by serving as a catalyst for improving quality of life.

- Nurture lifelong partnerships to stimulate the local creative economy.
- Heighten awareness of Greenville's reputation as a destination for visual and performing arts.
- Increase student involvement in curricular, co-curricular and extra-curricular experiences that highlight the region's cultural diversity and heritage in the arts.