Chancellor’s Division 2014-2019 Strategic Plan

Mission
The mission of the Chancellor’s Division is to serve as a catalyst for the core values of scholarship, leadership, service, and discovery among our faculty, staff, students, and the broader university community. The division seeks to inspire and promote student success, public service, and regional transformation that is sustainable while recognizing and celebrating the strengths and integrity of our diverse community.

The Chancellor's Division manages activities that are central to ECU's mission, provides leadership in the allocation of resources, anticipates higher education and environmental trends, and advocates for transparency, accountability and monitoring of university assets in support of ECU’s strategic plan.

Commitment 1: Maximize Student Success

University Action 1.4: “We will radically improve accessibility for key student populations.”

Unit Objective 1: Support strategies to diversify enrollment.

Metric:
1. Measure changes in enrollment data and diversity of identified key student populations: transfer, veterans and active-duty military, and part-way home students.

Unit Actions:
1. Assist managers/supervisors with navigation of regulatory requirements to reduce barriers to accessibility.
2. Develop a communications strategy that supports recruitment of key student populations.

University Action 1.6: “We will be a national model for campus safety and the safest campus in the UNC system.”

Unit Objective 2: We will ensure that our policies align with best practices for campus safety.

Metrics:
1. Increase in the number of policy statements developed or revised in compliance with federal, state, system, and institutional requirements.
2. Presentations of best practices at conferences and participation in national panels with a focus on campus safety.

Unit Actions:
1. Identify best practices for campus safety.
2. Review, revise, and/or develop statements of policy that are responsive to best practices as well as regulatory and reporting requirements.

Commitment 2: Serve the Public

University Action 2.2: “We will be a national model for developing the leadership of faculty, staff, and students through engaged research and service.”

Unit Objective 3: Create a signature approach to engaged scholarship through a collaborative, interdisciplinary, and comprehensive model that addresses large, systemic community issues.

Metrics:
1. Number of partnerships created as a result of this new phase.
2. Publications, conference presentations, community dialogues, and feedback.

Unit Actions:
The Office of Public Service and Community Relations will:
1. Create a new phase of the Engagement and Outreach Scholars Academy that will embolden our regional partners, faculty, and staff to address the needs of the community.
2. Collaborate with partners to secure project funding.
3. Develop partnerships that include faculty, staff, students, and community stakeholders to identify and address large, systemic community issues.
4. Engage the faculty and staff in the creation of a model for public service shared governance.

University Action 2.6: “We are recognized as an “Engaged University” by the Carnegie Foundation, and our recent C. Peter Magrath Community Engagement Award from the Association of Public and Land Grant Universities signifies our national ascent. We will continue on this course by assuring that all ECU programs are committed to outreach and demonstrate that commitment through action. We will identify and invest in engagement programs that align with educational and research programs of the university. We will inventory and align faculty expertise and facilities with regional needs. We will be designated as an Innovation and Economic Prosperity University by the Association of Public and Land Grant Universities.”

Unit Objective 4: We will inspire and honor engagement across campus, with external partners, and associated stakeholder groups.

Metrics:
1. Measure adoption of standard definitions of “regional transformation,” “outreach,” “engagement,” and “service” that are accepted and utilized by the campus community and are used to guide research, teaching, and engagement.
2. Achieve Innovation and Economic Prosperity University designation by the Association of Public and Land Grant Universities.

Unit Actions:
1. Add a “Spotlight on Servire” section to the chancellor’s newsletter to highlight faculty and staff who are engaged in regional transformation, outreach, and engagement.
2. Lead a series of conversations with a diverse group of community partners, faculty, staff, and students that will result in agreed-upon definitions of “regional transformation,” “outreach,” and “engagement.”
3. Through the Office of Public Service and Community Relations, create an award for faculty and staff who are engaged with community partners in high-impact projects and programs that are an extension of their professional duties. This recognition allows us to honor our faculty and staff, discover new programs, and enhance partnerships throughout the region.
4. Create a Community Engagement Workgroup to identify areas of focus, opportunities for engagement and partnership with external stakeholder groups.

Commitment 3: Lead Regional Transformation

University Action 3.1: “We will create a new Millennium Campus, and we will develop the business structures and practices needed to interact and innovate efficiently with our partners in the public and private sectors.”

Unit Objective 5: We will collaborate with other divisions to achieve the Millennial Campus designation and support the growth of partnerships with the public and private sectors.

Metric:
1. Achieving the Millennial designation and growth in the number of associated partnerships.
Unit Actions:
1. Support the divisions of Academic Affairs, Health Sciences, and Research and Graduate Studies in the development of a Center of Excellence in partnership in pharmaceutical manufacturing.
2. Engage the CEO roundtable in generating support for these partnerships.
3. Provide legal and compliance services to mitigate risks and remove barriers to such development.

University Action 3.3: “We will dramatically expand ECU’s research enterprise.”

Unit Objective 6: Increase in mission-driven research that leverages the state’s investment in our institution.

Metric:
1. Measure increase in policy and process changes that support public/private partnerships, patents, technology transfer, and total research dollars.

Unit Actions:
1. Collaborate with appropriate university units to align our policies and processes with best practices.
2. Advocate for appropriate infrastructure to support the expansion of mission-driven research.