Mission
To provide high quality instruction, research, outreach and engagement programs that enable our students to achieve their career goals and that promote a strong, sustainable future for our region. We provide access to experiential technology-intensive education that meets the needs of our region, state and nation. Our programs are enhanced through student, faculty and staff engagement with business, industry and the community.

Commitment 1: Maximize Student Success

University Action 1.2: We will be a national leader as a “best value” in undergraduate and graduate education. We will aggressively grow programs that support this goal.

Unit Objective 1: Increase enrollments in graduate programs over the next five years with a total 15% overall gain.

Metrics:
1. Percentage increase in enrollment in each graduate degree program
2. Number of new proposals to Authorize Planning and to Establish New Graduate Degree Programs

Unit Actions:
1. We will implement a strong marketing campaign focused on the value and accessibility of our degrees and we will make adaptations to our current programs that promote their marketability and are attractive to prospective students and future employers, such as pursuing Professional Science Masters (PSM) designation for appropriate master’s degree programs.
2. In collaboration with other disciplines across campus and other UNC-System universities to efficiently and effectively deliver the new degree programs, we will identify and develop new graduate programs in high-demand areas in the engineering and technology fields, including areas such as Engineering Science, Technology Management, Data Science, and Project Management.

University Action 1.3: We will improve retention and graduation rates. We will retain and graduate students at a rate that is consistently higher than our peers.

Unit Objective 2: Improve retention and graduation rates in the college over the next five years.

Metric:
1. Trend data on retention rates, time to degree, and student hours at graduation

Unit Actions:
1. We will examine factors of courses identified as having exceptionally high D/Fail/Withdrawal (DFW) rates and redesign them based on findings. We will track the course enrollment rates to ensure improvement.
2. We will improve advising and early intervention actions, and collaborate with Academic Advising to identify factors influencing attrition, and apply as appropriate, best practices in improving retention and graduation rates for all College programs.

University Action 1.4: We will grow community college transfer enrollment by 5% each year.

Unit Objective 3: Increase community college transfer enrollment in the college by 5% per year.

Metric:
1. Percentage increase of North Carolina Community College transfer students in all degree programs.
Unit Actions:
1. We will collaborate with Community Colleges to identify barriers for transferring into the College and we will remove those barriers when possible to assure smooth pathways for transfer students.
2. We will seek resources to grow the BSIT degree completion program to 600 majors.

Commitment 2: Serve the Public

University Action 2.5: We will be a portal to serve the lifelong learning needs of North Carolina and our region. We will target professional development, continuing education, and lifelong learning opportunities that support the needs of the region’s people and businesses.

Unit Objective 4: Increase our involvement in efforts that support professional development and lifelong learning opportunities for the region’s people and businesses.

Metric:
1. Number of CITE projects and Professional Development courses offered by the College and those offered in collaboration with the College of Business (baseline 2014 data/increase by 20% by 2019).

Unit Actions:
1. We will increase faculty and student engagement with regional businesses and industries to providing relevant professional development opportunities for their employees through Center for Innovation in Technology and Engineering (CITE) projects and Professional Development courses offered by the College.
2. We will collaborate with the College of Business to offer in-demand professional development opportunities for regional business and industry.

Commitment 3: Lead Regional Transformation

University Action 3.1: ECU will be “open to business.” 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: Participate in the development and operation of the new Millennium Campus.

Metrics:
1. We will track faculty and student projects that support the Millennium Campus designation and submit annual reports to OIED.
2. Number of new entrepreneurial initiatives in the region that we have supported

Unit Actions:
1. We will increase faculty engagement with industry through CITE and other departmental outreach efforts.
2. We will collaborate with other ECU units, including the Colleges of Business, Fine Arts and Communication, and Arts and Sciences, and local Economic Development Organizations to provide support for innovation and entrepreneurial activity in our region.

University Action 3.3: We will dramatically expand ECU’s research enterprise by investing in the people, tools, and facilities needed to conduct mission-driven research. We will seek solutions to the challenges of our region, including the treatment of health issues such as obesity and diabetes, securing a sustainable future for our coastal communities, and assisting the military by providing support and solutions to those currently serving and our veterans. As a result of our passion for this regional mission, we will grow ECU into the third-largest research institution in the UNC system.

Unit Objective 6: Expand our research and external funding productivity in the College, including the Center for Sustainability, by 5% per year.
Metric:
1. We will track external funding projects and gather impact stories and information related to economic development and grants annually.

Unit Actions:
1. We will increase the amount of engineering laboratory space dedicated to research, with a focus on supporting externally-funded projects.
2. We will expand activities of the Center of Sustainability.

University Action 3.6: We will secure ECU’s position as a leader in addressing North Carolina’s educational challenges.

Unit Objective 7: Expand support for PK-12 STEM education in the region.

Metric:
1. We will track annual involvement in PK-12 STEM initiatives, measuring the number of students involved.

Unit Action:
1. We will expand regional involvement in PK-12 STEM initiatives by increasing support in current initiatives such as STEM girls, STEM day, and robotics competitions, and actively engaging with PK-12 STEM educators to improve STEM education in the region.

University Action 3.7: We will boost sustainable economic development in eastern North Carolina with the growth of our Center for Sustainability.

Unit Objective 8: We will increase support for sustainable economic development in eastern North Carolina that promotes a sustainable future.

Metrics:
1. Number of grant submissions that support the activities of the Center for Sustainability.
2. We will track the student and faculty projects related to sustainable economic development to tell the story in an annual report.

Unit Actions:
1. We will expand grant submissions that support the activities of the Center for Sustainability.
2. We will collaborate with the College of Business and other partners to create entrepreneurship opportunities related to sustainable economic development.

University Action 3.8: We will expand our engineering program with enrollment of at least 1,000 students. We will share our engineering expertise with the region to solve wide-ranging problems in health, advanced manufacturing, and the environment. We will ignite innovation and technology development through integration of engineering and the health sciences. We will prioritize support for our new graduate program in biomedical engineering.

Unit Objective 9: Expand the undergraduate engineering program and graduate program in biomedical engineering.

Metrics:
1. Number enrolled in the engineering undergraduate program and graduate biomedical engineering program.
2. Percentage increase of traditionally under-represented groups enrolled in engineering programs (total).

Unit Actions:
1. We will expand recruitment efforts to increase traditionally under-represented groups in the field of Engineering by 5% over the next 5 years.
2. We will implement an expanded recruitment program with a College staff member who engages directly with high schools, future students, and parents in the Engineering and Technology disciplines. Enhanced efforts will help increase enrollments in the engineering program to 1,000 students and 35 students in our graduate biomedical engineering program.

**Unit Objective 10:** Increase efforts to help solve regional problems in health, advanced manufacturing and the environment.

**Metric:**
1. We will track external funding of student and faculty projects to tell the story of innovation and technology developments in the region in an annual report.

**Unit Action:**
1. We will work collaboratively with our industry partners and other Colleges and Schools to increase funded research and new technology development activities in health care, advanced manufacturing, and the environment over the next five years.