Graduate School 2014-2019 Strategic Plan

Mission
The mission of the Graduate School is to maximize student success, serve the public and transform the region through ECU’s graduate programs. The Graduate School leads development and administration of ECU’s graduate programs by:

- Facilitating the development of new and existing programs
- Establishing and implementing effective academic policy
- Recruiting, retaining and graduating high-quality students
- Distributing resources strategically and equitably
- Assuring graduate program quality
- Encouraging and supporting scholarship and creative activity
- Implementing efficient and effective best practices

Commitment 1: Maximize Student Success

University Action 1.2: We will be a national leader as a “best value” in graduate education.

Unit Objective 1: We will provide a portfolio of high-quality graduate programs with a sustainable enrollment of 5000 students by 2019.

Metrics:
1. Increase the number of enrolled graduate students by 1.5% per year
2. Increase the number of graduate applications by 2% per year
3. Increase recruitment of ECU undergraduates

Unit Actions:
1. In partnership with the Academic Council and Colleges, prioritize programs for growth through assessment of student demand, societal need, and student outcomes (student scholarship and placement).
2. Invest graduate assistantship funding and tuition remissions in high priority programs identified above.
3. Increase marketing and recruiting efforts in high priority programs identified above, especially to ECU undergraduates.
4. Systematically track and report placement of ECU graduate students.

Unit Objective 2: We will increase the efficiency of our graduate programs by increasing degree completion rates, shortening time to degree, and reducing the number of low-enrollment course sections.

Metrics:
1. Increase 6-year graduate student degree completion rates by 1% per year.
2. Decrease the graduate student time-to-degree for full-time students by 10%
3. Reduce the number of graduate course sections with fewer that 5 students by 10%

Unit Actions:
1. Develop and conduct faculty workshops on best practices in graduate-student advising and mentoring.
2. Increase training and workshops for graduate student thesis and dissertation writers.
3. Increase offerings of career-oriented workshops on resume writing, marketing job skills, and mock interviews specific to graduate students.
4. Work collaboratively with academic colleges to identify and reduce graduate course sections with low enrollment.

**University Action 1.7:** We will reflect a global workplace and society by diversifying our faculty, staff, and students.

**Unit Objective 3:** We will diversify our graduate student body

**Metrics:**
1. Increase enrollment of international graduate students from 100 to 200 by 2019
2. Increase enrolled graduate students from underrepresented groups from 15.5% to 17%.

**Unit Actions:**
1. Identify international markets with high student demand for ECU graduate programs.
2. Increase centralized marketing efforts to international students.
3. Increase centralized support for and coordination of recruiting efforts of underrepresented groups.
4. Collaborate with the Global Academic Initiative to recruit international graduate students

**Unit Objective 4:** We will increase opportunities for international experiences for graduate students

**Metric:**
1. Increase graduate student participation in global classroom activities to 10% of total students.

**Unit Action:**
1. Work with the Global Academic Initiative, academic colleges and graduate programs to facilitate international research collaborations and create new graduate-level global classes.

**Commitment 2: Serve the Public**

**University Action 2.6:** We will identify and invest in engagement programs that align with educational and research programs of the university.

**Unit Objective 5:** We will increase graduate student participation in community engagement.

**Metric:**
1. Increase the number of graduate students involved in engagement programs by 25%.

**Unit Actions:**
1. Systematically track and report the number of graduate students participating in engagement program offerings.
2. Work with academic colleges, the Office of Public Service and Community Relations, the Office of Innovation and Economic Development (OIED), and its Community and Regional Development (CRD) programs to increase opportunities for graduate student engagement.
3. Reallocate $36,000 in graduate assistantship funds to support graduate student engagement projects.

**Commitment 3: Lead Regional Transformation**

**University Action 3.2:** ECU will grow innovative and market-driven graduate programs that respond to regional challenges and opportunities.

**Unit Objective 6:** We will increase opportunities for graduate students to engage in interdisciplinary research, scholarship, and creative activities across departmental and college boundaries.

**Metrics:**
1. Increase the number of students engaged in interdisciplinary research projects by 10% by 2019.
2. Increase the number of graduate certificates in interdisciplinary data science fields by 5.

**Unit Actions:**
1. Provide centralized support and coordination of graduate programs with interdisciplinary research opportunities.
2. Provide incentive graduate assistantship funding for interdisciplinary graduate student theses and dissertations.
3. Coordinate collaborative efforts of graduate programs to develop interdisciplinary graduate certificates in data science fields.

**Unit Objective 7:** We will collaborate with ECU’s Office of Innovation and Economic Development (OIED) to establish an Integrated Innovation Institute (ECU III) to create integrated innovation clusters that engage the arts, design, engineering, business and medical innovation as a primary catalyst for economic development for our region and beyond.

**Metric:**
1. Establish five integrated innovation clusters by 2019

**Unit Action:**
1. Develop certificate and graduate programs in integrated innovation in consultation with ECU III academic partners.