Honors College 2014-2019 Strategic Plan

Mission
The mission of the Honors College at East Carolina University is to prepare tomorrow’s leaders through the recruitment, engagement, and retention of exceptionally talented students of character in a diverse intellectual living-learning community and to challenge them to attain high levels of academic achievement.

Commitment 1: Maximize Student Success

University Action 1.1: We will aggressively support the ECU Honors College and build it into one of the top programs nationally. We will secure a naming endowment for the EC Scholars program and increase the funding for awards by 10 percent annually.

Unit Objective 1: Deliver an innovative curriculum.

Metric:
1. Amount of new resources for curriculum implementation awarded to the Honors College and collaborating departments, schools, and colleges.

Unit Action:
1. Development of annual “state of the college” message to include statement of needs, justifications, and overall progress toward infrastructure goals.

Unit Objective 2: Build a diverse multi-disciplinary student body.

Metric:
1. Number of recruitment activities which engage a diverse pool of students in the Honors College pipeline.

Unit Action:
1. Identify goals – to be identified by an analysis of aspirational peer institutions – for the quality and quantity of recruitment initiatives directed toward building diversity in the Honors College student body.

Unit Objective 3: Become a national exemplar among Honors Colleges.

Metric:
1. Number of presentations, published articles, and leadership positions in relevant organizations.

Unit Action:
1. Annual coordination and reporting of a budgetary analysis to identify opportunities for greater efficiency and assure resources are connected to core and emerging priority areas and increased visibility for the College. This will also be used to inform collaborations with other units and the identification of public/private partnerships.

Unit Objective 4: Grow the endowment and value of the EC Scholars award to provide a full-ride merit scholarship that is competitive with aspirational peer institutions.

Metric:
1. Fundraising activity by all appropriate advancement and Honors College personnel – number of proposals and solicitations; number and value of gifts; number of fully endowed EC Scholars awards.

**Unit Actions:**
1. Collaboratively develop fundraising portfolios with University Advancement for appropriate personnel.
2. Work with the corporate and foundations relations office within University Advancement to develop measurable fundraising activity goals.

**Unit Objective 5:** Engage with the ECU Foundation, University Advancement, and the Honors College Advancement Council to cultivate, solicit, and steward private support.

**Metrics:**
1. Fundraising and engagement activity for the Honors College.
2. Number of new members to the Honors College Polaris Society.

**Unit Action:**
1. Develop and execute a refined plan to stipulate the roles, responsibilities, and measurable goals to be associated with the Honors College Advancement Council, Honors College Major Gifts Officer, and appropriate Honors College personnel.

**Commitment 2: Serve the Public**

**University Action 2.1:** We will inspire our students to be engaged citizens and leaders. We will expand service-learning, undergraduate research and creative activity across our entire campus.

**Unit Objective 6:** We will promote undergraduate research and creative activities that contribute to ECU’s mission.

**Metrics:**
1. Number of activities offered to Honors College students that promote academic enrichment including undergraduate scholarship experiences on campus and around the world.
2. Amount of new resources identified to support research, creative activity, and other academic programs in the Honors College.

**Unit Actions:**
1. Invest in and design a portal for use in collecting and documenting student and faculty accomplishments.
2. We will document student and faculty accomplishments and contributions to the community as part of our goal of becoming a national model.

**Unit Objective 7:** Design and implement a mechanism to acknowledge and document community partnerships through which Honors College students contribute service, leadership, entrepreneurship, and community-based research.

**Metric:**
1. Number of organizations partnering with the Honors College to offer engagement experiences to students.

**Unit Actions:**
1. Identify an appropriate information management system.
2. Identify private funding to develop a recognition program that will engage and celebrate local and regional partnerships among non-profit, for-profit, and community organizations.

**Commitment 3: Lead Regional Transformation**
University Action 3.11: We will model healthy lifestyles for the region. We will be a leader in workplace wellness. We will revise and expand the ECU faculty/staff wellness program and increase participation by 5 percent annually.

**Unit Objective 8:** Integrate wellness experiences into the Honors College curriculum and programming model.

**Metric:**
1. Number of wellness activities hosted by the Honors College.

**Unit Action:**
1. Introduce wellness activities into the delivery of Honors sections of HLTH 1000, Honors College leadership lecture series, EC Scholars programming, and the Honors College living-learning programming series.