Agenda
Academic Affairs and Student Life Committee
September 24, 2004

**Academic Affairs**

Approval of Minutes from July 13, 2004 Meeting

AA Staff Reorganization (See Attached)

Enrollment Report (See Attached)

Update on Budgetary Items (Oral Report)

  Henry Peel and Don Joyner

**Student Life**

Campus Security Updates

Fall 2004 Move In Report
Minutes of the
Meeting of the Academic Affairs and Student Life Committee
East Carolina University Board of Trustees
July 13, 2004

Attending: Steve Ballard, William H. Bodenhamer Jr., David Brody, Robert J. Greczyn Jr.,
Robert O. Hill Jr., Michael W. Kelly, Dan V. Kinlaw, J. Fielding Miller, Garrie Moore, Shannon
and Margaret C. Ward

Absent: Willie C. Martin

The following is a summary of the items discussed and the actions agreed on at the Academic
Affairs and Student Life Committee meeting held from 8:35 until 9:30 a.m. on July 13, 2004, in
Mendenhall Student Center:

In Mr. Martin’s absence, Mr. Greczyn opened the meeting.

Dr. Smith provided an update on the following items from the Division of Academic Affairs:

• Dr. Rick Niswander has been appointed Dean of the College of Business. Dr. Smith thanked
  former Dean Ernie Uhr for his service.
• Another dean search is in its final stages.
• Thirty-nine students make up the university’s first engineering class. Dr. Smith distributed a
  profile of the class.
• Seventy to ninety new faculty positions are expected this year.
• Dean Marilyn Sheerer, accompanied by Chancellor Ballard and Dr. Smith, recently traveled
to Texas for “Teaching America’s Future.” East Carolina was one of only 15 universities
invited to participate in the conference.
• Reports from the Academic Affairs Collaborative Teams are included in the handouts for the
meeting.
• The Academic Affairs professional staff is being reorganized.

Dr. Smith introduced Dr. Thomas Powell who gave a presentation from the Office of
Admissions:

• Freshman orientation is in progress. To date, 3106 students and their parents have been
  oriented this summer.
• The Admissions Office has revamped its publications and follow-up materials, and the new
  admission packet received a CASE gold medal award.
• The 2004-5 entering class is comprised of 3450 entering students, which is the same
  number as last year. The students’ average SAT score and GPA are 1050 and 3.47,
  respectively, which shows a marked improvement over the averages of 15 years ago.
• Initiatives for top-end students, including the Honors Program and the Succeed Sooner suite
  of accelerated programs, have increased that population.
• Initiatives like recruiting in New England keep the percentage of out-of-state students close
to the university’s limit of 18 percent.
• Dr. Powell has hired a multilingual 2003 ECU graduate to recruit in Europe.
• East Carolina is the fastest growing university in the UNC system.

Mr. Bodenhamer asked how many of the 3450 entering students will live on campus. Dr. Powell said that about 90 percent of these students will live in the residence halls. Mr. Bodenhamer asked how many residence hall units are available. Dr. Moore said that the capacity is 5500. Mr. Talton said that two families have spoken positively to him about the university’s orientation program. Mr. Kinlaw said that Don Joyner was very helpful to a family friend. Dr. Powell said that this kind of personal attention and “small school feel” is one of the university’s strengths. Mrs. Ward asked if this advantage will continue with the expected growth. Dr. Powell said that the university’s culture is firmly established. Dr. Smith noted that much of this growth will be through distance education. Mr. Showfety said that he hopes that direct communication to parents will continue to improve. Dr. Moore said that the university communicates with parents regularly.

Dr. Smith introduced Drs. Rosina Chia and Elmer Poe who gave a PowerPoint presentation on global academic initiatives. The virtual international classes spearheaded by Drs. Chia and Poe have attracted the interest and support of the UNC Office of the President and the US State Department. Dr. Chia noted that the university could be featured in McDonald’s worldwide advertising for the 2008 Olympics. Mr. Talton thanked Drs. Chia and Poe for their efforts and said that this is one of the most exciting programs at ECU in the past years.

Dr. Moore noted that Dining Services has received three national awards.

Dr. Moore said that his team continues to improve and expand campus safety initiatives. He said that they will do all that they know to do to improve safety on campus. Dr. Moore said that he is serving on a UNC committee for campus safety.

Dr. Moore introduced two new staff members: Todd Johnson, Associate Vice Chancellor for Housing and Dining, and Michelle Lieberman, Director of Neighborhood Relations.

Ms. O’Donnell asked how the ID checkers in the residence halls would work. Dr. Moore said that there will be a person stationed in the halls to randomly check IDs.

Mr. Greczyn asked about the no-tolerance drug policy. Mary Lou Antieau said that communication of the policy is clear and frequent. She said that the university is being proactive since serious violence often is related to drugs. Ms. O’Donnell asked if the appeal process will be through the student judicial system. Ms. Antieau said that it would be.

The Trustees approved the minutes of the May 7, 2004, meeting.

Respectfully submitted,

Carla L. Jones
The division organization & staff should be flexible and fluid to meet the needs of a growing and expanding university.

The Vice Chancellor’s staff:
- works at a strategic level to facilitate the direction and operations of East Carolina University.
- assists in the implementation of the strategic direction for the division and the university
- assists academic units in meeting their strategic directions.

<table>
<thead>
<tr>
<th>Vice Chancellor for Academic Affairs</th>
<th>Senior Associate Vice Chancellor for Academic Affairs</th>
<th>Associate Vice Chancellor for Academic Programs</th>
<th>Associate Vice Chancellor for Academic Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jim Smith, Interim</td>
<td>Henry Peel</td>
<td>Rita Reaves</td>
<td>Elmer Poe</td>
</tr>
<tr>
<td>Leads the division</td>
<td>Serves as a member of Academic Executive Council</td>
<td>Serves as a member of Academic Executive Council</td>
<td>Serves as a member of Academic Executive Council</td>
</tr>
<tr>
<td>Facilitates Academic Executive Council consisting of Sr. Associate Vice Chancellor, Associate Vice Chancellor for Academic Programs, Associate Vice Chancellor for Academic Outreach</td>
<td>Serves as member Academic Cabinet</td>
<td>Serves as member Academic Cabinet</td>
<td>Serves as member Academic Cabinet</td>
</tr>
<tr>
<td>Participates regularly with Academic Cabinet which includes members of Academic Executive Council plus Assistant Vice Chancellor for Budget and Associate Vice Chancellor for Personnel</td>
<td>Academic Affairs Personnel</td>
<td>OP Policy</td>
<td>Academic Affairs liaison with ITCS</td>
</tr>
<tr>
<td>Represents division in all chancellor level committees such as Chancellor’s Executive Council and Chancellor’s Cabinet</td>
<td>Academic Affairs Communications</td>
<td>Program Development</td>
<td>Continuing Studies &amp; Distance Education</td>
</tr>
<tr>
<td>Leads meetings of Academic Deans</td>
<td>Liaison to Graduate School</td>
<td>Liaison to IPRE for academic planning (programs &amp; facilities)</td>
<td>International Affairs &amp; Global Projects</td>
</tr>
<tr>
<td>Collaborates with other Vice Chancellors in other divisions</td>
<td>Serves on Chancellor’s Executive Council and Chancellor’s Cabinet</td>
<td>Liaison to Institutional Effectiveness for Assessment</td>
<td>Teaching and Learning Through Technology</td>
</tr>
<tr>
<td>Supervises college deans and director of Academic Library Services</td>
<td>Direct Reports: Dianna Lowe, Joe Gaddis, Linda Ingalls, Don Joyner, Tom Powell, Rose Mary Stelma, Angela Anderson, Sue Martin, Carla Jones</td>
<td>Faculty Professional Development</td>
<td>Academic Affairs Web Coordination</td>
</tr>
<tr>
<td>Direct Reports: Henry Peel, Rita Reaves, Elmer Poe, Dorothy Muller, Darryl Davis</td>
<td>Direct Reports: Dianna Lowe, Joe Gaddis, Linda Ingalls, Don Joyner, Tom Powell, Rose Mary Stelma, Angela Anderson, Sue Martin, Carla Jones</td>
<td>Liaison for Graduate Program Development &amp; Assessment</td>
<td>Military Programs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Liaison with Faculty Senate</td>
<td>Community College liaison</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Service Learning</td>
<td>Direct Reports: Rosina Chia, Clayton Sessoms, Steve Duncan, Charles Lyons, TLT assistant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Academic Programs (Honors, Scholars &amp; Undergraduate Research; Early Math Placement; University Writing Program)</td>
<td></td>
</tr>
</tbody>
</table>

**Special Assistants to the Vice Chancellor**

**Darryl Davis, Special Assistant to the Vice Chancellor**
- Automated Personnel System (Project liaison: Peel and Reaves)
- Facilitate Academic Affairs Banner Implementation (Project liaison: Peel and Poe)
- Facilitate on line catalog creation (Project liaison: Reaves)
- Facilitate web based academic advising capabilities (Project liaison: Reaves & Peel)
- Academic Affair’s Economic Development Initiatives—especially boating industry (Project liaison: Poe)

**Dorothy Muller, Special Assistant to the Vice Chancellor**
- Work with selected school systems to offer ECU courses (similar to UNC-G-Fast Forward). (Project liaison: Peel and Poe)
- Succeed Sooner (Project liaison: Peel)
- Coordinate UNC in Washington Program (Project liaison: Poe)
- Coordinate large class redesign project: (Project liaison: Reaves)
- Academic Liaison for facilitating Grant submissions (Project liaison: Reaves)
- Coordinate Teacher/Scholar symposium (Project liaison: Reaves)
- Coordinate new faculty orientation effective fall 2005 (Project liaison: Reaves)

**Discussion**
- Discussed with Deans: July 21, 2004
- Complete discussion with Academic Affairs Staff: July 24, 2004
- Endorsed by Chancellor Ballard: July 30, 2004
- Effective: August 2, 2004
## Fall 2004: Census Day
### September 8, 2004

### East Carolina University

**Preliminary Enrollment Comparison**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Headcount</th>
<th>Res SCH</th>
<th>Credit Hours</th>
<th>Percent Comparison to Preliminary Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fall 2004</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Preliminary Totals</td>
<td>22,766</td>
<td>283,052</td>
<td>21,756</td>
<td>270,000</td>
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<tr>
<td>Fall 2003 (September 2003)</td>
<td>21,452</td>
<td>266,660</td>
<td>21,900</td>
<td>260,000</td>
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<tr>
<td>Percent Change</td>
<td>1.04%</td>
<td>2.42%</td>
<td>-1.64%</td>
<td>0.30%</td>
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<tr>
<td><strong>All Students</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Headcount</td>
<td>22,474</td>
<td>279,542</td>
<td>21,900</td>
<td>260,000</td>
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<tr>
<td>Less First Prof</td>
<td>21,972</td>
<td>258,242</td>
<td>21,900</td>
<td>260,000</td>
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<tr>
<td>On Campus</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>19,576</td>
<td>261,686</td>
<td>19,900</td>
<td>260,000</td>
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<tr>
<td>Less First Prof</td>
<td>19,284</td>
<td>258,176</td>
<td>19,900</td>
<td>260,000</td>
</tr>
<tr>
<td>Undergraduate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>16,521</td>
<td>234,600</td>
<td>16,744</td>
<td>234,294</td>
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<tr>
<td>Freshman</td>
<td>4,996</td>
<td>73,239</td>
<td>5,058</td>
<td>72,383</td>
</tr>
<tr>
<td>Sophomore</td>
<td>3,755</td>
<td>54,121</td>
<td>3,837</td>
<td>54,347</td>
</tr>
<tr>
<td>Junior</td>
<td>3,429</td>
<td>49,334</td>
<td>3,432</td>
<td>48,690</td>
</tr>
<tr>
<td>Senior</td>
<td>4,283</td>
<td>57,381</td>
<td>4,409</td>
<td>58,179</td>
</tr>
<tr>
<td>Visitor/Unclassified</td>
<td>58</td>
<td>525</td>
<td>63</td>
<td>536</td>
</tr>
<tr>
<td>Graduate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3,055</td>
<td>27,986</td>
<td>3,158</td>
<td>26,609</td>
</tr>
<tr>
<td>Less First Prof</td>
<td>2,763</td>
<td>23,376</td>
<td>2,858</td>
<td>22,998</td>
</tr>
<tr>
<td>First Professional</td>
<td>292</td>
<td>3,510</td>
<td>300</td>
<td>3,611</td>
</tr>
<tr>
<td>Masters</td>
<td>2,045</td>
<td>19,094</td>
<td>2,140</td>
<td>18,885</td>
</tr>
<tr>
<td>PhD/EdD</td>
<td>288</td>
<td>1,956</td>
<td>269</td>
<td>1,802</td>
</tr>
<tr>
<td>Other</td>
<td>430</td>
<td>2,526</td>
<td>450</td>
<td>2,311</td>
</tr>
<tr>
<td>DE Students</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>4,177</td>
<td>21,366</td>
<td>4,172</td>
<td>17,771</td>
</tr>
<tr>
<td>DE Only</td>
<td>3,190</td>
<td>17,624</td>
<td>2,899</td>
<td></td>
</tr>
<tr>
<td>Registered On Campus</td>
<td>987</td>
<td>3,742</td>
<td>1,273</td>
<td></td>
</tr>
</tbody>
</table>

(1) "Other" includes audit-only students and students who did not have a defined enrollment status.

(2) These data include funded and non-funded totals.

**Institutional Planning, Research, and Effectiveness**

(JWK)
Distance Education
@ East Carolina University

- 26 Masters programs  11 BS/BA programs  most on-line  many innovative
- Programs are located in colleges with VCAA oversight and leadership
- Critical areas addressed: teacher education, human health, technology and economic development
- DE serves residents of eastern North Carolina with 73% of students east of I-95
- 150 DE faculty and 72,000 SCH in 04/05 (Budget 99/00 was $2.8M & budget 04/05 will be $29.1M)
- Projected growth of 100,000 SCH in 05/06 and 120,000 in 06/07 – Student pools remain untapped
- ECU is the acknowledged leader in DE in the UNC system ($11.4M of system's 04/05 $14M expansion)
- Blackboard based with an appropriate diversity of other tools used and supported
- Outstanding infrastructure and support for innovative online courses that create community
- ECU’s distance education students
  - Average Age 36 (54% are 35 or older)
  - Gender 68% women
  - Marital Status 62% are married
  - Dependents 85% have 2 or 3 children at home
  - Why in college? 13% promotion, 21% change careers, 21% required for job, 26% personal, 19% other
  - Why DE? 49% schedule, 29% distance, 11% prefer DE, 11% other
- Opportunities
  - DE addresses critical needs in eastern North Carolina – student pool remains untapped
  - President Broad just provided an additional $400K to education for DE at ECU
  - UNC system looks to ECU for leadership in DE technology and pedagogy
  - Creating ‘real time’ courses with students in class on campus and at a distance via DE
- Challenges
  - Creating the ‘community of learners’ in online classes and facilitating communications
  - Transitioning to new version of Blackboard and ADA requirements
  - Funding lags enrollment increase by 2 years (in terms of ability to hire new faculty)
  - Full funding is not provided by Office of the President ($11M this year instead of $19M)
- Contact Jim Smith (smithja@mail.ecu.edu) or Elmer Poe (poee@mail.ecu.edu)

Graduate Programs
MAEd in Art Education
MBA
MS in Criminal Justice
MA in English / Technical and Professional Communication
MAEd Elementary Ed
MAEd Health Education
MBIT – 4 programs
MAEd Instructional Technology
MS Instructional Technology
Master of Library Science
MM Music Education
MS Nursing
MS in Nutrition
MS Occupational Safety
MS Physician Assistant
MA in Psychology
MAEd Reading
Master of School Administration
MAEd Special Ed
MAEd in Science Ed
Masters Social Work
MS Speech-Language Pathology
MS Voc Ed/ Information Technologies

Undergraduate Programs
BS in BK Teacher Education
BS in Communication
BS Elementary Ed
BS in Health Information Management
BS in Health Services Management
BS Industrial Technology
BS in Information and Computer Technology
BSBE Information Technologies
BS Nursing
BS Physician Assistant
BS Business
Campus Security Updates

**Color cameras at each residence hall entrance** - All the cameras are online and running, since the first day of the semester. Police are recording all camera activity and monitor random cameras. They have also installed cameras on select parking areas as part of the project as well.

**Student Door and ID Check Teams** - This project is mainly an awareness-raising project, active during the first two weeks of school. Student staff have been checking ID at random residence hall doors during evening hours; the program has gone well.

**Student Residence Hall Security Patrol in cooperation with ECU police** - are in process of hiring staff and expect to have the teams in place by mid-September. These teams will check for propped doors and other security problems on the hall exteriors, and support student escorts.

**Lighting Upgrades** - Campus Living is in the process of upgrading the outdoor lighting around several residence halls, including the breezeways of Scott and Belk. Work on this project should progress through the fall semester.

**Entry Door Changes** - Campus Living has limited student entry to the building to two or three doors, instead of as many as 5-6 doors in some halls. This flows students through key door locations allowing for better observation by other students and staff of the traffic entering the hall.
### Summary of Total Housing (as of 9/1/04)

<table>
<thead>
<tr>
<th>DISTRIBUTION OF FALL HEADCOUNT ENROLLMENT BY TYPE OF HOUSING</th>
<th>MEN</th>
<th>WOMEN</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residence Hall</td>
<td>1969</td>
<td>2967</td>
<td>4936</td>
</tr>
<tr>
<td>Married Student Housing</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Fraternities and Sororities</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Residence Hall Occupancy

<table>
<thead>
<tr>
<th>RESIDENCE HALLS</th>
<th>CAPACITY</th>
<th>PERCENT OCCUPIED</th>
<th>ACTUAL MEN</th>
<th>ACTUAL WOMEN</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aycock</td>
<td>488</td>
<td>94.3%</td>
<td>215</td>
<td>245</td>
<td>460</td>
</tr>
<tr>
<td>Belk</td>
<td>495</td>
<td>85.9%</td>
<td>194</td>
<td>231</td>
<td>425</td>
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<tr>
<td>Clement</td>
<td>387</td>
<td>95.9%</td>
<td>0</td>
<td>371</td>
<td>371</td>
</tr>
<tr>
<td>Cotton</td>
<td>261</td>
<td>94.3%</td>
<td>0</td>
<td>246</td>
<td>246</td>
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<tr>
<td>Fleming</td>
<td>170</td>
<td>95.9%</td>
<td>43</td>
<td>120</td>
<td>163</td>
</tr>
<tr>
<td>Fletcher</td>
<td>417</td>
<td>88.5%</td>
<td>161</td>
<td>208</td>
<td>369</td>
</tr>
<tr>
<td>Garrett</td>
<td>308</td>
<td>97.7%</td>
<td>149</td>
<td>152</td>
<td>301</td>
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<tr>
<td>Greene</td>
<td>387</td>
<td>95.6%</td>
<td>0</td>
<td>370</td>
<td>370</td>
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<tr>
<td>Jarvis</td>
<td>134</td>
<td>95.5%</td>
<td>53</td>
<td>75</td>
<td>128</td>
</tr>
<tr>
<td>Jones</td>
<td>432</td>
<td>94.9%</td>
<td>141</td>
<td>269</td>
<td>410</td>
</tr>
<tr>
<td>Scott</td>
<td>489</td>
<td>96.9%</td>
<td>474</td>
<td>0</td>
<td>474</td>
</tr>
<tr>
<td>Slay</td>
<td>195</td>
<td>90.8%</td>
<td>117</td>
<td>60</td>
<td>177</td>
</tr>
<tr>
<td>Tyler</td>
<td>472</td>
<td>84.5%</td>
<td>161</td>
<td>238</td>
<td>399</td>
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<tr>
<td>Unstead</td>
<td>287</td>
<td>94.1%</td>
<td>95</td>
<td>175</td>
<td>270</td>
</tr>
<tr>
<td>White</td>
<td>392</td>
<td>95.2%</td>
<td>166</td>
<td>207</td>
<td>373</td>
</tr>
<tr>
<td><strong>TOTAL FALL 2004</strong></td>
<td><strong>5314</strong></td>
<td><strong>92.9%</strong></td>
<td><strong>1969</strong></td>
<td><strong>2967</strong></td>
<td><strong>4936</strong></td>
</tr>
<tr>
<td><strong>TOTAL FALL 2003</strong></td>
<td><strong>5303</strong></td>
<td><strong>95.0%</strong></td>
<td><strong>2022</strong></td>
<td><strong>3020</strong></td>
<td><strong>5042</strong></td>
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