AGENDA
ECU Board of Trustees
Health Sciences Committee
Mendenhall Student Center, Trustee Suite
Thursday, November 20, 2008
12:00 noon

I. Approval of Minutes (October 29, 2008)  Action

II. Health Sciences Division – Dr. Horns  Discussion
   A. General Health Sciences Division Overview
   B. PCMH Update – Ms. Dianne Poole, Executive Vice President
   C. College of Allied Health Sciences Update & Presentation – Dr. Thomas
   D. Plans for Future HS Committee Meetings

III. Health Sciences Informational Updates  Information
   A. College of Nursing
   B. Laupus Health Sciences Library
Call to Order:

Mr. Hill called the meeting to order at 8:00 a.m. Mr. Hill officially welcomed Dr. Jim Hupp, the new Dean of the Dental School.

Approval of Minutes:

Mr. Hill presented the motion to approve the September 2008 minutes. Motion was approved by Mr. Brody and was second by Mr. Greczyn. The minutes were unanimously approved.

Brody School of Medicine Update:

ECU Physicians Strategic Planning – Dr. Rotondo

Dr. Rotondo presented a summary of the ECU Physicians Strategic Plan. He presented the vision and mission statements as well as its core principals. This plan is clearly directed at the practice plan of ECU Physicians and is in concert with the BSOM mission. The process emerged as a product of the ECU Physicians Board in conjunction with the faculty at large. Over a series of
months (May – October) the initial work began with holding 3 (90 minute) blitz sessions where there was open discussion. Once the sessions were completed they were able to produce a document and send it to the Board for editing and critiquing. Once the Board reviewed and edited the document it was then submitted to the Interim Dean, Dr. Horns, for review. Four town hall meetings were held for faculty at large reviews which included the clinical science and basic science faculty. The document was also sent out for at-large reviews by a broad base of individuals which included faculty and staff. Once those reviews were completed the Board made additional edits and submitted it to Dean Cunningham for approval.

The mission and vision statements are keys to the development of the plan. The mission statement of the BSOM:

- ECU Physicians improves the health and well being of the citizens of eastern North Carolina and beyond. We deliver high quality health care for our patients and provide exemplary clinical education for medical students, residents and other health care professionals.

The vision statement of the BSOM:

- ECU Physicians will be the regional health care provider of choice through the provision of the highest quality of care and the best in dynamic and responsive service. It will be the most comprehensive and predominant multi-specialty group in eastern North Carolina and achieve regional, national, and international acclaim through innovative health care delivery and contributions to medical knowledge.

The core principals are very important as they describe who we are and what we are all about. The core principals include:

- Patients come first
- We conduct ourselves with thoughtful stewardship
- Leadership through innovation guides us
- Enterprise thinking prevails
- Success of our practice leads to success of our mission
- Partnerships and alliances are key to our success
- Outstanding health care delivery and high quality education are mutually beneficial
- We use research to challenge and improve our practice

Strategic goals: 4 P’s

- Patients – Create a family and patient-centric practice and learning environment
- People – Attract, develop, and retain an outstanding and diverse clinical faculty
- Programs - Build programs based on our core strengths
- Practice - Develop the practice to achieve dominance in the market
The next step is the tactical development and execution of the plan. The chairs have been challenged to think about multidisciplinary tactics which will get us to each of our strategic goals. Dr. Cunningham recognized the Board’s work and showed his support for the plan. He noted that it is our responsibility to go into the execution mode. His plan is to create an organizational structure that will make these actions become a reality. His job is to adopt the plan and make it move forward. There will need to be some adjustments at the BSOM. He plans to put together a team of individuals to help conceptualize those specific areas that have been identified. Each of the clinical chairs will also share the responsibility to objectively indicate to us that their component of the strategic plan is moving in the appropriate direction.

ECU Physicians Budget:

Mr. Jowers reported that the financial performance continues to improve compared to recent years. For September, results are better than the prior year due to increased professional fees, chemo revenue, and contract revenue. ECU Physicians earned $11.2 million during September in operating revenue while spending $11.3 million on operating expenses for a net loss of $100,000. Operations results are better than prior year due to increased professional fees and chemo revenue. Non-operational results are better due to timing of auxiliary overhead expense. As of this fiscal year the BSOM has experienced a $2.4 million net loss which is more than $2 million better than last year. We are trying to hold down our expenses and increase cash revenues. Positives are that professional fees are up to 9.5%, chemo revenues are up 49.1%, and investment incomes are also up 68%. Personnel expenses are down 0.1% and capital spending is down 18.0%. The auxiliary tax that we pay to the University was paid in 2008 in one lump sum and this year we will spread that over the 12 month period. Some things we need to work on are contract revenue and other operating revenue. Things that we are looking to improve are making sure our physician services are accurately charged and documented. We also want to make sure our patient referrals are taken care of within ECU Physicians. Another area that we have to work on is the lag period which is the period between when the patient received services and when the charge was captured. They are working with the departments to make sure billing is done and all the documentation on the bills is correctly reflected. Plans are to have next year’s budget in place by June. We need to have at least 6 months of working reserves in place. Our goal is to have $60 to $65 million in reserve. Dr. Horns noted that work is well underway to work on relief efforts. The University has recognized that we need to continue the relief efforts that were in place some time ago and Chancellor Ballard has asked that we put together a 5 year plan to reduce the auxiliary tax on the practice and better manage some of the other taxes that are currently in place. Also, we are looking a better managing the way some things are funded off the practice plan which could be off set from other sources.
UNC/BSOM Expansion – Dr. Cunningham reported that we have the largest class ever at the BSOM with 76 students. Plans are well underway with the medical school expansion. We have hired the consultants, DJW Associates, that will help us with planning for the expansion and they should engage in the process sometime in November. BSOM is continuing to engage in conversations with agencies in the east. Southeastern AHEC and New Hanover Regional Medical Center is very interested in a relationship with us in medical school expansion. BSOM will conduct a pilot project with Southeastern AHEC in Fall 2009. A meeting was held with UNC Chapel Hill SOM where we discussed medical school expansion and clinical collaboration including the Lineberger Cancer Center relationship, diabetes relationship, and our clinical database relationship. Indigent care was also discussed. Alan Mabe from UNC GA attended the meeting and it is evident that UNC-GA is going to support the indigent care request and that the requests will come in as a partnership. Dr. Horns noted that the price tag for the medical school expansion has increased and we have been encouraged to continue the planning but the timeline may need to be stretched out. We will continue to work with UNC-Chapel Hill as a partnership in this endeavor.

BSOM Faculty Attrition – Dr. Cunningham shared the faculty attrition data from FY 2002-03 through FYTD 2008-09. Departures for FY 07-08 were 53 (47 resigned, 5 were at the end of their contract, and 1 retired). Exit interviews are being held with our faculty. This information is being brought to the attention of the Department Chairs to make sure there are things that we can do within the departments to retain our faculty. There are benchmarks that we can use nationally that we can benchmark against. Our goal is to recruit the brightest and best to eastern North Carolina.

Brief Updates: Mr. Jowers

ENSA - Progress is being made and the goal is to have this up and running November 2. Five physicians have signed on and staff have also signed on. Leases are being signed and are in place.

Endoscopy Center - Joint venture with PCMH and ECU is progressing and plans are to have the equipment in place on the 3rd floor of Moye Medical by the end of December and begin with patient care around January 5th.

Patients First – The completion of the first two series of the survey has been completed and the third series will begin in December. The Patient First Committee is determining what we need to do to make our patients want to come back and to make them happy. They are developing the survey more and this will continue to be an ongoing process.

With no further business, the meeting adjourned at 9:55 a.m.
The College of Nursing is an academic unit of the Health Sciences Division of East Carolina University. The College serves as a center of excellence for leadership in nursing, professional nursing education, research, service, and our faculty practice within a multicultural, underserved and rural region. We offer baccalaureate and master’s degree programs which have special program options for registered nurse and post-masters students, as well as a PhD in nursing program.

**MISSION**

The College of Nursing is dedicated to educational excellence in the preparation of professional nursing leaders who provide expert clinical practice and management in dynamic, challenging and interdisciplinary health care environments. The College values diversity and community partnerships, supports academic freedom and shared governance, fosters creativity and technological innovation and provides an environment for advancement and dissemination of research.

**ENROLLMENT**

<table>
<thead>
<tr>
<th>Program</th>
<th>Fall 2008 data</th>
<th>Students</th>
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<tbody>
<tr>
<td>Bachelor of Science:</td>
<td></td>
<td>506 clinical students / 868 Pre-clinical students</td>
</tr>
<tr>
<td>Master of Science:</td>
<td></td>
<td>457 students</td>
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<tr>
<td>RN-BSN Studies:</td>
<td></td>
<td>116 students / 44 pre-nursing</td>
</tr>
<tr>
<td>PhD:</td>
<td></td>
<td>29 students</td>
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<tr>
<td>TOTAL:</td>
<td></td>
<td>1108 students / 912 pre-nursing students</td>
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**PROGRAMS**

- Bachelor of Science in Nursing (BSN)
  - RN-BSN Studies
- Master of Science in Nursing (MSN)
  - Adult Nurse Practitioner*
  - Family Nurse Practitioner*
  - Neonatal Nurse Practitioner*
  - Nurse Midwifery*
  - Clinical Nurse Specialist*
  - Nurse Anesthesia*
  - Nursing Education*
  - Nursing Leadership
  - Alternate Entry MSN
  - RN-MSN Studies
  * Post-master’s certificates offered as well
  Doctorate of Philosophy in Nursing (PhD)

**ADMINISTRATION**

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FACTS

- Originally established as the School of Nursing at ECU in 1959. The first students were admitted in 1960. The CON is ECU’s oldest professional school.
- The School of Nursing was first approved by the North Carolina Board of Nurse Registration and Nursing Education in March 1961 and received initial accreditation from the National League of Nursing in the fall of 1964. Accreditation has been maintained since that time.
- East Carolina University was authorized to offer a Master of Science degree in Nursing in 1977. In 1982, the National League for Nursing accredited the master’s program.
- The School of Nursing received DHHS grant funds to establish a nurse-midwifery program in 1991. It is the only midwifery program in North Carolina.
- In May 2001, the school was granted permission by the University of North Carolina Board of Governors to establish a doctorate of philosophy in nursing degree.
- In January 2004, the school was granted permission by the North Carolina Board of Nursing to offer an Alternate Entry MSN option. This option is the only MSN-based alternate entry option in North Carolina.
- The CON holds active membership in the National League for Nursing Accrediting Commission, the American Association of Colleges of Nursing, and the Council on Collegiate Education in Nursing (CCEN).
- The CON has 114 faculty and 40 staff members.
- The CON has grown tremendously and boasts more than 5500 alumni worldwide.
- The School is known for innovative outreach efforts designed to increase access to nursing education for place-bound nurses in rural areas. For over 25 years, the School has offered both the RN-BSN and the MSN program in off-campus sites. The RN-BSN and seven MSN concentrations are offered online.
- August 2007, the East Carolina Center for Nursing Leadership became an ECU official center, as well as the first nursing leadership center in NC. The ECCNL’s mission is to mobilize nurses to be effective partners and leaders in creating healthier communities in eastern North Carolina. The Center has received funding from the ECU BB&T Leadership Center, the Robert Wood Johnson Foundation, and Duke Endowment.
- In October, 2007 the School of Nursing received college designation status.
- The College of Nursing has received the Richard R. Eakin Distinguished Professorship, a newly endowed chair funded by the C.D. Spangler Foundation, Inc.
- The Golden Lamp Society has been established to recognize individuals who give a minimum of $100 for two or more consecutive years to the College of Nursing and the inaugural members were recognized at Homecoming 2008.

DISTINCTIONS

- June 2006, The School received the Bayada Award for Technological Innovation in Nursing Education & Practice from the Bayada Corp. ECU’s team wrote a software program that allows student midwives to track their clinical experiences in the field. This software has been patented and sold to a commercial entity.
- July 2006, the nurse-midwifery education program received 10-year accreditation. The Board of Review of the Division of Accreditation of the American College of Nurse-Midwives granted accreditation without recommendations for 10 years.
- Summer 2006, the School moved into the new Health Sciences Building on the ECU medical campus. This 86,000 square foot facility has eight concept integration labs, 5 high fidelity patient simulators and 3 medium patient fidelity simulators.
- July 2007, the School received a $282,330 grant (renewable for three years) from HRSA to study increasing the number and diversity of nurse practitioners in rural NC.
- July 2007, the School received a $50,000 grant from NC Area Health Education Centers (AHEC) to collaborate with a community college on the use of simulation in the classroom.
- The college is offering a 45-hour, 15 week NEED (Nursing Education Educator Development) program online for faculty in N.C. to fulfill the new NC Board of Nursing requirement for nurse instructors.
- The Bariatric Nursing Consortium, which includes faculty from East Carolina University’s College of Nursing and nurses from Pitt County Memorial Hospital, has won the 2007 Magnet Prize. The Magnet Prize is one of the most prestigious national awards given by the American Nurses Credentialing Center for cutting-edge nursing research and practice.
- East Carolina University College of Nursing faculty members Drs. Martha Raile Alligood and Frances R. Eason have been inducted as fellows into the Academy of Nursing Education by the National League for Nursing. They were among 41 fellows from 33 schools of nursing across the country inducted as outstanding nurse educators.
- Summer 2008, College of Nursing faculty offered Nursing 4220: Perspectives in International Community Health Nursing in Guatemala, South America, as a community health elective course.
- July 2008, Dr. Martha Engelke received a national award by The National Association of School Nurses for her research project, “Case Management for Children with Chronic Illnesses”. The research is funded by a grant from The Kate B. Reynolds Charitable Trust.
- September 2008, the college became a National League of Nursing Center of Excellence.
November 21, 2008

Greetings from the Laupus Library

Teaching Innovations Implemented During Fall Semester 2008

Laupus Library has begun exploring new ways to educate our users as well as modifying tried and true practices. Successful endeavors include “Drop-In” classes, “Research First Aid”, “How Do I?” pages, plus newly updated help sheets and tutorials. (Use statistics noted by * are for the period August 1 to October 29, 2008).

Information Services Liaison Librarians chose to adopt a very flexible model for classes. During the fall semester, several classes were offered as “Drop In” classes to accommodate the busy schedules of users by identifying the most needed classes, and setting up several days and times for each class (including evenings). No registration is required, but a reminder system is in place. Promotion is done through email, posters within the library, One Stop, and a sign at the entrance of the library on the day of the class. Since the semester began, 36 people have attended the drop in classes*, up from 9 attendees the previous semester.  
http://www.ecu.edu/laupuslibrary/classes.cfm

Laupus and Joyner Libraries have teamed up to produce “Research First Aid”, a podcast program that comes out once every two weeks and highlights a resource or service available at both libraries. So far this semester, the page has received 525 hits*. This does not include people that have signed up for the RSS feed and received the episodes in their RSS readers.  
http://www.ecu.edu/laupuslibrary/researchfirstaid.cfm

The library has developed “How Do I?” pages to deal with frequently asked questions such as finding electronic books or how to use the American Psychological Association Style Manual. To date, these pages have been accessed 1,499 times* this semester.

As the number of distance education programs and the demand for online materials increase, so have efforts to provide online help sheets and tutorials. These materials provide step by step instructions for using the core resources. The help sheets are provided in PDF format, and tutorials are presented in Flash video files. For fall semester, these materials have been viewed 718 times*.

Laupus and Joyner Libraries Partner on Upgrade of Integrated Library System

For more than 10 years, Laupus and Joyner Libraries have used the Horizon ILS system to provide users access to databases of library holdings and circulation services. As with all such systems, technology advances require periodic updates. Such is the case with our venerable old Horizon system. Additionally, the Horizon parent company was recently purchased by Sirsi/Dynix, one of only three major ILS software companies still serving the library industry.  After a thorough analysis of products...
and services currently available to academic libraries, the decision was made to stay with Sirsi/Dynix. Work has begun on converting to the new system which will include new approaches to operations not previously technically possible between the two libraries. Three modules will be installed including the Circulation module, the Acquisitions (Book Catalog) and the Serials (Journal Holdings) module. In the spirit of the Virtual Library, the Laupus and Joyner catalogs will be merged and operated as a unified database. The two new servers required for the systems upgrade will both be housed at the University’s server farm for enhanced security and operational efficiencies. Plans currently call for testing the new system in April and taking the system live in May 2009, prior to 1st summer session. Also of critical importance is the cost savings to be realized by working with Sirsi/Dynix to treat this conversion as an update to existing systems rather than a completely new installation. This will result in significant project savings.

**Laupus Library Presents a High Profile at Regional MLA Meeting**

Laupus Library Faculty was well represented at the Mid-Atlantic Chapter Meeting of the Medical Library Association, October 20-22 in Morgantown, West Virginia. *When Constellations Align: The Library Leads a Biomedical Communications Technology Service*, authored by Dorothy A. Spencer and Susan N. Simpson was presented by Mrs. Simpson. *Bridging the Gap and Building Relationships: Successful Outreach to Family Medicine* was authored and presented by Katherine Rickett. *Places to Go & People to See: Growing and Maintaining a Strong Liaison Program* was authored and presented by Susan N. Simpson and Roger G. Russell. Two posters were also presented: *Nueva Vistas: A New Electronic Resources Page* by Amy Blevins, Rebecca Bass and Jeff Coghill and *Crossing the Great Divide: Reconnecting With Our Users* by Kathy Cable, Katherine Rickett and Jason Cottle. In addition, Susan Simpson, Roger Russell and Jeff Coghill also served on various program planning committees for the Meeting. Attendance at this year’s regional meeting was strongly encouraged as travel support to the Medical Library Association’s Annual Meeting scheduled for Honolulu in May 2009 will be severely restricted due to budget constraints.

**ILLiad to Migrate to Web Hosting**

Laupus Library uses ILLiad software to manage interlibrary lending and document delivery services for our users. Historically, these services were managed on locally hosted servers maintained by the library’s IT Systems department. In compliance with ECU’s PACE initiative, we continue to rethink locally maintained server usage with the overall goal of reducing duplication among the various university IT departments and the cost of server operations. The library’s IT Systems group recently recommended moving all ILLiad web pages, database and document files off library servers onto servers hosted by Atlas Systems, Inc. Atlas would be responsible for the initial setup and configuration of the server, installing upgrades, performing general server maintenance, and troubleshooting server-related ILLiad issues. We will still be responsible for the web pages so we can design them to match ECU’s web template.

Currently, ILLiad operates on three servers: SQL database server, storage server, and web server. Moving ILLiad to Atlas Systems, Inc. will eliminate the need to operate these functions locally and lead
to consolidation and further reduction of the number of servers needed for library operations. Transferring ILLiad support from our employee’s workload will also allow us to dedicate more time to new projects. Annual cost savings for equipment and personnel are projected to be at least $2,000 over local hosting.