AGENDA
Board of Trustees
University Affairs Committee
November 29, 2012

I. Approval of Minutes (September 20, 2012) Action

II. Closed Session
   A. Faculty Appeal (10 minutes)

III. UNC Strategic Planning Advisory Committee
   A. Update from Chancellor Ballard (15 minutes)

IV. Academic Affairs
   A. Conferral of Degrees (5 minutes) Action
   B. Retention Discussion (40 minutes)
      • Office of Retention/Advising Services
        Dr. Jayne Geissler and Dr. Austin Bunch
      • Student Assessment Data
        Vice Chancellor Virginia Hardy

V. Student Affairs
   A. Student Center Update (15 minutes)
   B. SGA Service Efforts (10 minutes)

VI. Research and Graduate Studies
   A. Technology Transfer and Entrepreneurial Initiatives (15 minutes)

VII. Other
   A. Prayer and Pledge Discussion (10 minutes)
Minutes of the Meeting of the
University Affairs Committee
East Carolina University Board of Trustees
September 20, 2012 at 3:00pm
Mendenhall Student Center – Room 221

Attending: Robert Brinkley (chair), Bob Lucas, Justin Davis, Edwin Clark, Bobby Owens, Austin Bunch, Virginia Hardy, and Steve Ballard

Meeting began 3:15pm

Mr. Brinkley opened the meeting by reading the conflict of interest statement.

Mr. Brinkley called for the University Affairs Committee to enter into Closed Session to address two agenda items.

- CLOSED SESSION MOTION
  - Mr. Brinkley moved that we go into Closed Session:
    - To prevent the disclosure of confidential information under N.C. General Statutes §126-22 to §126-30 (personnel information) and the federal Family Educational Rights and Privacy Act;
    - To consider the qualifications, competence, performance, character, fitness, or conditions of appointment of one or more prospective and/or current employees and/or to hear or investigate a complaint, charge, or grievance by or against one or more individual employees; and
    - To consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.

The minutes from the previous meeting were approved.

Student Affairs – (Virginia Hardy)

- New Drug Policy and Code of Conduct
  - Dr. Hardy provided information about a June 15, 2012 amendment to the UNC GA policy on drugs, specifically Schedule 1 type drugs. We can now look at mitigating and/or extenuating circumstances as a part of the decision making process. That will require us to make some changes to the Student Code of Conduct. This may mean that all violations will not result in expulsion of a student. Mitigating situations can impact the decision. Dr. Hardy reminded the board that any student expelled from one UNC School can’t enroll in another UNC school.

- Student Affairs Assessment Report
  - This will be coming forward in the next couple months. It will be a part of the closing the loop process to show how Student Affairs is working on student retention and student development through our initiatives and programs.

- Proclamation: Celebrating 50 Years of Desegregation at ECU
  - In 1962, Laura Marie Leery become the first black student at ECU (50 years ago). Dr. Andrew Best and Dr. Leo Jenkins helped drive this desegregation on campus as well as in the community. We are beginning a yearlong celebration from October through April 2013 to recognize the desegregation of ECU. We are asking for a formal proclamation to be considered for the celebration and recognition of the 50-year mark.
    - Bob Lucas made a motion to approve the proclamation, as it will be presented to the board. Edwin Clark seconded the motion and the committee approved the motion.

Academic Affairs (Austin Bunch for Marilyn Sheerer)
College Rankings Update (Len Rhodes)

- Len Rhodes, Director of Institutional Research, shared information from the most recent US News and World Report rankings. (Handouts). From the online programs, ECU ranked fairly well in several areas including, but not limited to, undergraduate degrees with student services and technology, graduate nursing programs, and graduate business programs. The second handout had to do with the US News and World Report for national universities. ECU is tied with six other schools at 199 out of 205. Len said there has not been much movement at all from any schools, let alone the schools in North Carolina. UNC Greensboro, Chapel Hill, NC State and UNC Charlotte did not move in either direction more than five spots. Mr. Brinkley said this information is influential to many people who look at them, but these are not things that are going to deter us from doing what we do well and fulfilling our mission.

Enrollment Update (John Fletcher)

- Dr. Fletcher shared the updated numbers with the board as of Sept. 18th:
  - 26,933 for total enrollment
  - 21,248 for undergraduate
  - 5,223 for graduate
  - 319 in BSOM
  - 104 Dental Medicine

- In regard to graduate enrollment declines, there have been a couple of specific areas that are seeing some decline including graduate education and others. There is also a changing perception of what types of careers are available in certain fields.

- Freshman class. Completed applications increased. Accepted a few more students this year than last year. Freshmen class slightly up despite overall UG down.
- 17% out of state.
- Average test score. 1050, which is slightly lower. Above national and state averages.
- 3.66 weighted high school GPA. Highest for ECU.
- Transfer students 1419, slightly up
- Retention 78.4%. A factor was the increase of minimum standards (1.6 to 1.8). New Pirate tutoring location and math programs (plus required Fr. housing) mentioned as items of focus.

Research and Graduate Studies –

Chancellor’s Task Force on the Office of Sponsored Programs and the Office of Grants and Contracts 2011-12 Final Report

- Kenny Flowers recognized for national award.
- Grants and Contracts and Sponsored Programs task force. RGS division is a service division and serves as a bridge.
- Our goal is to get to $50 million in funding. We aren’t there yet, but we are getting there.
- Response to concerns –
  - Improving efficiency and effectiveness, especially with OSP, requires specific leadership and excellent skills in personnel management – in response Marti Van Scott is taking that lead on an interim basis while a full search is done.
  - Need for an organizational specialist to evaluate each office.
    - Process mapping project to visualize flow of information and approvals within and between OSP, OGC and other campus units.
  - There are insufficient resources dedicated to proposal development.
    - Office of Research Development – Ernie Marshburn has reallocated duties. Highest priority budget requests are for new two new positions in research development.
  - Training and Resources
• The website has been redone with template updates and linkages. A review of the site will be done through a focus group on Sept. 25th.
• There are two external funding training programs developed
  o External funding 101 for PI’s and External Funding 101 for Departmental Support Associates.

  ▪ Streamline the processes required by HR to grants and contracts.
  • Kathie Hall and Nonie Garcia are heading up a 12 person team to analyze and recommend improved process. “Standard Operating Procedure: Procedure for Establishing and Recruiting New Grant Funded Positions”
  • We have lost F&A money over the years because of flaws and breakdowns in the system.

  ▪ Evaluate other offices that affect the efficiency of research.
  • HIPAA compliance is essential and complicated – Approvals have been very slow processes.
    o Research Compliance Analyst position created for BSOM Office of Compliance and will report to Director, Micki Jernigan.
  • Clinical trials needs further evaluation
    o Strengthening of Clinical Trials Office, BSOM – creation of a new administrative position to stimulate CT activities.
  • Task Force recommends a more collaborative approach between compliance office and PIs.
    o Increase capacity of the Office of Research Compliance Administration. Assistant Director (ORCA) position created – search is underway.

Meeting Ends at 5:00pm
These minutes contain confidential information and are not meant for distribution.
The University Affairs Committee of the ECU Board of Trustees met in closed session on September 20, 2012 at 3:15 p.m. Two student expulsion appeals were presented to the committee for consideration.

After consideration, two motions were made. They are as follows:

**Motion 1:**

Mr. Clark moved that the Committee reconsider its prior decision in the matter of the appeal by former student Adam Hoyle regarding his expulsion from East Carolina University and, upon such reconsideration, remand the matter to the Vice Chancellor for Student Affairs with the request that she offer Mr. Hoyle the opportunity to submit evidence of mitigating factors, if any, that were present at the time of the misconduct that is the basis of his expulsion; I move further that the Committee ask the Vice Chancellor to reconsider her decision in the matter, taking into account such evidence of mitigating factors as may be consistent with the policies of the University of North Carolina as amended in June 2012 by the UNC Board of Governors and further to communicate her decision upon reconsideration to the student, notifying him of the opportunity to appeal that decision to the ECU Board of Trustees.

This motion was approved with no negative votes.

**Motion 2:**

Mr. Clark further moved that the Committee ask the Vice Chancellor for Student Affairs to offer to any student with a pending expulsion appeal the opportunity to submit evidence of mitigating factors, if any, that were present at the time of the misconduct that is the basis of his or her expulsion, and to reconsider her decision in such matter, taking into account such evidence of mitigating factors as may be consistent with the policy of the University of North Carolina as amended in June 2012 by the UNC Board of Governors and further to communicate her decision upon reconsideration to any student who submits such evidence, notifying him of the opportunity to appeal that decision to the ECU Board of Trustees.

This motion was approved with no negative votes.

Upon completion of these matters, the committee returned to open session.

Respectfully submitted,

Megan Ayers
ECU BOARD OF TRUSTEES
UNIVERSITY AFFAIRS COMMITTEE

November 29, 2012

CLOSED SESSION MOTION

I move that we go into Closed Session:

1. to prevent the disclosure of confidential information under N.C. General Statutes §126-22 to §126-30 (personnel information) and the federal Family Educational Rights and Privacy Act;

2. to consider the qualifications, competence, performance, character, fitness, or conditions of appointment of one or more prospective and/or current employees and/or to hear or investigate a complaint, charge, or grievance by or against one or more individual employees; and

3. to consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.
Conferral of Degrees

I move that the candidates for degrees, as approved by the Chancellor and Faculty Senate, be authorized for conferral on Friday, December 14, 2012 at the annual Fall commencement.
### Transfer Student Success Conference

East Carolina University’s Office of Student Transitions hosted a statewide Transfer Student Success Conference on September 19 at the Greenville Hilton. The event, developed in collaboration with University of North Carolina General Administration, was intended to share best practices and provide a network and learning community for people across the system working with transfer students. The decision to hold the conference arose from an increase in transfer student population paired with a need to better understand the diverse population and needs of transfer students. There were 190 in attendance with representation from 17 UNC campuses including School of the Arts, 1 private school, 13 community colleges, the NC Community College system, and 10 from UNC GA.

### Student Veterans Services

The Student Veterans Resource Office provides a seamless transition for student veterans both academically and socially by assisting them in becoming fully integrated into the ECU community. This overarching goal consists of three components: educating, equipping, and engaging. The Student Veterans Resource Office will provide assistance and connections to campus resources for student veterans through the following services:

- Co-Chairing the Student Veterans Oversight Committee
- Coordinating efforts between campus liaisons
- Providing information on VA benefits specific to individual needs
- Offering a Student Veterans Orientation
- Giving referrals to the correct campus or community resource
- Assisting in navigation of the campus and its bureaucracy
- Including students in workshops and social events throughout the year
- Offering a section of FY Seminar specifically designed for student veterans
- Assisting in the transition from military to student-life including but not limited to:
  - Student Veteran Newsletter
  - Student Veteran Resource Guide
  - Mentoring and other programs of support
- Working with Office of Faculty Excellence to provide faculty training on the needs and challenges of Student Veterans
- Initiating a Veterans Alumni Chapter in collaboration with ECU Alumni Affairs
- Initiating a Student Veterans Advocate Award
- Research and evidence-based strategies to best serve Student Veterans at ECU

### Career Center

**Health Career Fair – October 4, 2012** – The Heart Institute had 44 organizations in attendance from organizations that ranged from hospitals, health care agencies from North Carolina and throughout the US and Caribbean. Approximately 200 students attended from majors that included: Athletic Training, BioChem, Business, Exercise Physiology, Family and Community Services, Finance, Health Information Management, Molecular Biology, Nursing, Occupational
Therapy, Physical Therapy, Physicians Assistants, Psychology, Recreation and Recreation Therapy. 88% of the employers participating were very satisfied with the caliber of student attendees.

**The Career and Graduate Fair – October 11, 2012:** Greenville Convention Center. 142 companies and graduate schools were represented. Approximately 650 students attended from 72 academic majors throughout ECU. **Approximately 10% of attendees were alumni.** Employers came from throughout the United States to identify candidates that could potentially intern or be considered for full time career opportunities. Other attendees included 39 graduate and professional schools throughout the country. 85% of organizations attending found this event to be worthwhile. Organizations attended primarily recruited students from all majors. A great cross section of organizations that ranged from High Technology, Manufacturing, Banking, Retail, Construction, Consulting, Hospitality, Insurance, Health Care and Travel and Tourism participated in the event.

**Spring Career and Education Fair will be March 20, 2013.** We will be hosting the Spring Event in Minges Coliseum and The Murphy Center. We are very excited to bring organizations back to the campus.

**POP Thursday – This event features employers on the front porch of the Career Center in an informal atmosphere where companies share internship and career related information on opportunities inside the organization.** Fall POP employers have been: Convergys, Vanguard, Harnett County Schools, Teach for America, AXA Advisors and Target Corporation.

**Information and On Campus Interview sessions**- For several years now there have been limited efforts to connect students with interviews with employers on the ECU campus. Beginning in the summer intentional work has resulted in an increase in real connections for students with real opportunities. The following organizations have provided information or on campus interviews through the ECU Career Center: CSX, Brasfield & Gorrie, LLC, Walt Disney Company, James G. Davis Construction, AXA Advisors, Target Corporation, The Select Group, Forrester Construction, Kiewit Infrastructure, James G. Davis Construction, Best Distributing Company, United States Department of State, Teach for America and the Peace Corps.

**HIRED –** The ECU practice interview program with volunteer professionals throughout the country give their time to conduct practice face to face and telephone interviews with current ECU students. The Fall semester included 350 practice interview sessions.

**Belk Hall Replacement Project**

The Belk Hall Replacement project is progressing through the design development phase. The initial plans for the facility have approximately 720 students residing in two buildings on the former Belk Hall site. These buildings will be the new home of the living learning communities at East Carolina University and will provide several features unique to the needs of these communities. For example, there will be a multipurpose public event facility that will seat 200 for formal banquets or 350 for public lectures, that can also be divided into three classrooms to support the learning needs of the community. In addition to that space there will be soundproof music practice rooms, a cyber café area, several quiet reading lounges for study, and multiple private and semi-private courtyard spaces for student enjoyment and programming. An outdoor pool between Tyler Hall and the new living learning buildings will provide a special space for students to enjoy, adding greatly to the appeal of the project.
CENTER FOR STUDENT LEADERSHIP & ENGAGEMENT

HIGHLIGHTS FOR FALL 2012

VISION: Our vision is to create a premier center for the study and integration of leadership practices that fosters and sustains a culture of engagement, learning and civic responsibility for all students.

MISSION: The mission of the Center for Student Leadership and Engagement (CSLE) is to provide opportunities, support and experiences, in alignment with ECU’s Integrated Leadership Framework, for students to engage in the leadership process by developing competencies, building meaningful relationships and enhancing personal growth.

OVERVIEW: The Center for Student Leadership & Engagement (CSLE) has made substantial progress throughout the fall 2012 semester. After redesigning the vision and mission of the office to better align with that of the division and university’s vision and strategic goals, the office took a critical look at all of the programs and services offered by CSLE. As a result, CSLE made significant structural changes to enhance the leadership programs and opportunities for the students of East Carolina University. Below you will find a snapshot of some of the signature programs.

ELITE PIRATES: Elite Pirates are now a cohesive group responsible for representing ECU as the Leadership University. These ten students, chosen based on their commitment to scholarship, leadership and service work as leadership liaisons for the Division of Student Affairs. In addition, they work closely with the Greenville Chamber of Commerce in providing service to the local community and are responsible for organizing and implementing ECU’s first Social Justice Symposium, being held on November 17, 2012.

FOOD FOR THOUGHT: As a part of our gender based leadership initiative, this program is a monthly event in which a woman keynote speaker discusses her accomplishments, obstacles, professional endeavors, and the development of life skills such as balance, ethical decision making, and civic engagement. Faculty, staff and students are invited and lunch is provided. Marion Blackburn served as our first female speaker in October, providing insights from her life and experiences to a group of students and staff.

LEAD WEEK: The second annual LEAD week was held September 10th -14th, 2012. This week focused on the five pillars of ECU’s Integrated Leadership Framework: Knowledge, Relationships, Ethics, Well-Being and Service. The week culminated in a visit from one of the leaders in the Civil Rights Movement, Dr. Franklin McCain. His dynamic presentations to members of the ECU community reminded us all of our power to make a difference in our world.

WALTER AND MARIE WILLIAMS LEADERSHIP AWARD PROGRAM: The program was redesigned so that from selection to completion of their first year at ECU, the 20 WLAP recipients follow a curriculum aligned with ECU’s Leadership Framework. These students explore leadership in a myriad of ways including but not limited to living in Jarvis Leadership Hall, participating in leadership programs throughout the university, attending COAD 1000 together and serving the community.

ECU, Economic Development and Technology Transfer

Ron Mitchelson, Interim VC R&GS
ECU Board of Trustees
Cumulative U.S. Patents Issued

Median = 4 per year
Cumulative Licenses Executed

Median = 2 per year

Cumulative License Revenue (‘000 $)

Median = $400k per year
FACULTY INDUCTED
ECU becomes charter member of National Academy of Inventors

May 2012
ECU spin-off firm develops app for heart patients

GREENVILLE, N.C. (10/18/12) — People with implanted cardiac defibrillators can have some peace-of-mind thanks to a new smartphone application developed by experts at East Carolina University.

An ECU spin-off company, Quality of Life Applications, or QOL Apps Inc., is making its ICD Coach application available in the Apple iPhone Store.

ICD Coach, which costs $4.99, is a mobile phone application with a multimedia educational purpose for cardiac patients with implantable cardioverter defibrillators, or ICDs. The app will educate patients about information and strategies that will allow them to achieve a desirable quality of life, despite heart disease.
Eastern Region
Bio Competitive Positioning Analysis

Prepared For:
PITT COUNTY
DEVELOPMENT COMMISSION

October 18, 2012

BIGGINS LACY SHAPIRO & COMPANY
2. Enhance the Vertical Entrepreneurial Support Ecosystem

- Pitt County has had limited success recruiting large life sciences companies to the region. An enhanced effort focused on growing indigenous companies could result in long-term, sustainable benefits to the county, though the horizon for implementation and subsequent realization of success based on the initiative will necessarily need to be long term.

- To grow the number of start-up businesses and boost the viability of existing small businesses in Pitt County and the region the PCDC should become a leader in efforts to build the kind of supportive ecosystem that will encourage ECU and BSOM researchers to become life sciences entrepreneurs. These efforts should be assigned resources at least equal to that devoted to attracting life sciences jobs and investment.
Eastern NC Entrepreneurship Summit

The Innovation Ecosystem

NC Biotechnology Center
Eastern Region
Pitt County Development
City of Greenville
Greenville Utilities
Greenville SEED
ECU

New Venture Development:
How to be a Hometown Hero

Randy Goldsmith, PhD

East Carolina University
ECU’s Middle School Innovator’s Academy

Brianna Micham’s “Diving Buddy”
CAMPUS Connectivity Will yield Innovation