Agenda
Academic Affairs and Student Life Committee
July 13, 2004

**Academic Affairs**

Approval of Minutes from May 7, 2004 Meeting

Update on Academic Affairs Activities

Admissions Report (Thomas Powell)

Report on ECU’s Global Academic Initiatives (Elmer Poe, Rosina Chia)

**Student Life**

Update on Campus Security Measures

Dr. Garrie Moore’s Appointment to the UNC Task Force on the Safety of the Campus Community
Minutes of the
Meeting of the Academic Affairs and Student Life Committee
East Carolina Board of Trustees
May 7, 2004


Absent: Ian Baer, 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 on May 7, 2004, in the Mendenhall Student Center.

Dr. Smith said that he had with him the list of candidates for graduation on May 8, 2004, as approved by the Faculty Senate. He expected that a motion would be made later in the day with the full Board to confer degrees. He also said that searches are soon to conclude for deanships in the College of Business and the College of Fine Arts and Communication. Chancellor-elect Ballard will become involved in these searches, and candidates should be selected by the time the Board meets in July. He also reported that 77 of the 79 tenure track faculty up for re-appointment were confirmed for next year. He said that he is very proud of the fact that ECU’s new engineering program was approved by the Board of Governors on March 19, 2004, and he thanked Drs. Ralph Rogers and Paul Kauffmann for their hard work in this initiative.

Dr. Rogers then spoke about the new engineering program and said ECU will be different from other universities in the way engineers are trained. ECU’s program will focus on creating generalists who will fill the needs of eastern North Carolina. The program will be on the forefront of creating engineers for the 21st century. ECU is not developing a school of engineering or a college of engineering but a bachelor’s degree in engineering. The courses will be integrated so students will see how the many disciplines within engineering must work together to complete a successful project. The program will begin with a definition of what an engineer is and what the job entails. Dr. Rogers said that the job market is in need of systems engineers, and ECU’s program will provide training in systems analysis. The program will begin with 30 students in the fall of 2004 and will increase the size of the freshman class each year until freshman class size reaches about 100 students per year. By 2010, total enrollment in the program will be between 350 and 400 students. His goal for the program is to reach national recognition in terms of “how we are educating and who we are educating” in engineering. Mr. Talton congratulated Dr. Rogers and said that he has been hearing of the need
for an engineering program at ECU for years and is delighted at the work that has been done to secure the bachelor’s degree. Dr. Smith reminded the Board that there has been a $300,000 appropriation by the General Assembly for the engineering degree program.

Dr. Smith reported that Drs. Rosina Chia and Elmer Poe are to be congratulated for their work on the global academic initiative. They have received attention from the State Department, and in July they will report on their activities to the Board.

Dr. Moore said that in response to growing concerns about safety on campus, he has approved the installation of cameras in all 15 residence halls. A test camera is already installed in one of the dorms. The installation project will cost approximately $400,000. No new funds will be needed for the installation project.

Dr. Moore said that the search has been completed for a new associate vice chancellor for housing and dining. The new vice chancellor will be Mr. Todd Johnson, who comes to ECU from A&T State University where he served as director of Auxiliary Services and business manager.

Dr. Moore cited student organizations which have recently received honors for outstanding work. Among those was the Healthy Pirates Peer Health Educators whose mission is to create an awareness of health issues facing college students. Other awards went to the Student Union for excellence in journalism. These awards came from the Society of Professional Journalists. The awards included third place to The East Carolinian in the Best All-Around Non-Daily category, first place in the Best Student Magazine-Literary category, and first place in the Best Student Magazine-Other category. Finally, Campus Dining Services has been chosen as the 2004 Loyal E. Horton Dining Award recipient by the National Association of Colleges and Universities Food Services. Todd Dining Hall received first place for “Seven Wonders of the World,” named the best special event theme dinner in the nation.

Dr. Moore introduced Cheryl Kite, director of advancement for the Division of Student Life, who brought a motion before the Board to name the recent organization and initiative for past Student Government Association (SGA) presidents the Robert Wright Society of Student Government Association Presidents. Ms. Kite reported on the history of the SGA, and she mentioned the work of several past presidents, including those now seated on the Board of Trustees. Mr. Bodenhamer said that there is significant interest from past presidents to provide funding and support to the university. He said he would like to see the initiative moved forward to the naming committee. Shannon O’Donnell said that she wondered if the organization could also include other SGA past officers. Mr. Bodenhamer responded that the idea was being left open for further
consideration by the organizers. A motion was made to approve the naming of the organization and the motion carried.

Dr. Moore then recognized the president of the ECU Parents’ Council, Charlie Martin. Dr. Moore thanked Mr. Martin for his efforts and said the Parents’ Council is finding ways to support students above and beyond paying tuition.

Dr. Smith summed up the committee’s report by saying there are many important links between Academic Affairs and Student Life and that the units are in contact daily. He envisions further collaborations beginning next school year.

The Trustees approved the minutes of the meeting on March 26, 2004.

Respectfully submitted,

Peggy Novotny
Marketing Coordinator, College of Human Ecology
**Academic Program Development Collaborative Team**

**East Carolina University**

**Date:** July 1, 2004

**Team:**

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<tr>
<th>Appointed Team Members</th>
<th>Team Resource Personnel</th>
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<tr>
<td>Paul Gemperline, Research and Graduate Studies</td>
<td>Bruce Flye, Campus Space Planning</td>
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<td>Bob Thompson, IPRE</td>
<td>Chuck Hawkins, Financial Services</td>
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<td>Paul Tschetter, Graduate School</td>
<td>John Lehman, Research and Graduate Studies, BSOM</td>
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<td>Henry Peel, Academic Affairs</td>
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<td>Catherine Rigsby, Faculty Senate</td>
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<td>Diane Coltraine, Academic Program Development</td>
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<td>Rita Reaves, Academic Program Development, Team Leader</td>
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**Meeting Dates Spring 2004:** January 15; February 3, 13, 20; March 5; April 2, 16; May 7, 21; June 18

**Discussion Topics:**
- Review of the current Academic Program Development Plan
- Formation of a Doctoral Studies Committee to study the cost of doctoral education including tuition remissions, graduate assistantships, research/grant expectations, and the impact on existing programs.
- Guidelines for review and approval of new graduate degree programs.

**Actions Taken:**
- Vice Chancellors Smith, Lehman, and Lewis met with the APD team in April, reviewed responses from UNC-OP regarding recently proposed doctoral programs, and discussed the need to set priorities as to the number and placement of new doctoral programs.
- Developed charts for campus approval procedures for undergraduate, master’s, and doctoral degree programs
- Reviewed new course proposal forms proposed by University Curriculum Committee
- Reviewed proposals to plan and/or establish the following campus-based programs:
  - Notification of Intent to Plan a Bachelor of Science in Sports Studies
  - Notification of Intent to Plan a Master of Science in Construction Management
  - Notification of Intent to Plan a Master of Arts in Communication/Health Communication
  - Notification of Intent to Plan a Bachelor of Science in Geology
  - Request for Authorization to Establish a Doctor of Physical Therapy (DPT)
  - Request for Authorization to Establish a PhD in Health Psychology
  - Request for Authorization to Establish a Master of Arts in Communication/Health Communication
  - Request for Authorization to Establish a Bachelor of Science in Geology
- **Reviewed the following proposals for new Distance Education programs:**
  - Notification of Intent to Plan an EdS in Educational Leadership and Supervision
  - Notification of Intent to Plan a Master of Arts in Health Education
Authorization to Establish a MAEd Elementary Education in Dare County
Authorization to Establish a Master of Science in Social Work in Craven County
Authorization to Establish a Bachelor of Science in Hospitality Management
Authorization to Establish a MAEd in Business Education
Authorization to Establish a BS in Elementary Education (Partnership East)
Authorization to Establish a BS in Special Education (Partnership East)

- Received reports on status of newly proposed programs sent to UNC-OP for approval
  Notification of Intent to Plan a BS in Mathematics (Applied)
  Request to Establish a BS in Mathematics
  Request to Establish a MAEd in Birth-Kindergarten

Actions in Progress:
- Development of budget guidelines for DE program proposals.
- Development of guidelines for program evaluation.
- Development of new program tracking chart to include financial implications, ability to generate external funds, space requirements, and OP concerns.

Recommendations:
- The Notification of Intent to Plan a New Baccalaureate, Master's, or CAS Program or the Request for Permission to Plan a New Doctoral Program should be used for initial campus review of program proposals.
- EPPC should be included in campus review of distance education program proposals.
- Collaborative Team on Academic Program Development will provide written questions and suggestions for program developers with copy to EPPC.

Resource Requirements:
- None at this time.

Next Meeting Date:
  Wednesday, July 14, 1:30 – 3:00 pm, Spilman 203 conference room
Team: Outreach, Distance Education, Information Technology

Team Members' Names:
Elmer Poe (team leader), Clayton Sessoms, Dorothy Muller, Steve Duncan, ITCS representative Joe Norris, Bob Thompson, John Swope, Paul Tschetter, Rita Reaves,

Meeting Date: April 26, 2004

Topics Under Discussion: ECU activities related to the military was the primary topic of discussion at this meeting. Steve Duncan provided a report on the status of programs and led a discussion on ECU efforts.

Actions taken: Considered and approved report by Steve Duncan on the activities of UNC campuses at military bases. Report was sent to the Office of the President

Actions in progress: Plans are being created to consolidate and coordinate the academic outreach efforts of ECU. The resulting operation will reduce duplication of effort, missed opportunities, and miscommunications amongst the stakeholders in our academic outreach efforts.

Recommendations: During the next year ECU should review and renew its efforts on military bases and coordinate its activities with the Office of the President and other constituent institutions. A program to serve the needs of military personnel and their families at bases in North Carolina should be implemented using a variety of delivery modes.

Resource Requirements: No additional resources are required at this time. As the plan unfolds over the next year additional personnel will be needed to assist in recruitment, advising, and teaching.

Next Meeting Date: July 27, 2004
Accreditation and Institutional Effectiveness Collaborative Team

6/29/2004 Minutes (draft)

Attending: Michael Poteat (chair), Rita Reaves, Connie Ciesielski, Robert Thompson, Kris Smith, and John Connelly (for Elmer Poe).

1. Old Business

The committee discussed those issues focused on during the last academic year and particularly issues related to hiring faculty and the maintenance of academic credentials. Two recommendations were developed regarding current hiring practices:

a. The Faculty Senate should review and revise the Faculty Manual in order to make the various responsibilities of unit administrators and the faculty committees involved in faculty appointments more explicit. The role of search committees is not defined, and the practice of forming search committees varies from unit to unit. Also, the ultimate responsibility for the decision about the nature of position to be filled (e.g., area of academic specialty) should be delegated to the unit administrator. The current guidelines are inconsistent. Timelines for search and personnel committee recommendations regarding the hiring of new faculty should be mandated (e.g., the personnel committee should be required to forward a recommendation to the unit head within a reasonable period – e.g., 10 working days – after interviews of candidates are completed).

b. The Faculty Manual should be modified to allow the unit administrator to forward recommendations to hire faculty on a fixed term basis without a recommendation from the unit personnel committee when necessitated by circumstances. For example, the unit administrator should be able to forward appointment recommendations when an unexpected vacancy occurs due to late resignations or enrollment increases and the personnel committee is not on campus. These appointments should be for no longer than a single academic year and re-appointments would require the approval of the unit personnel committee. The unit administrator would also be required to document that an attempt to convene the personnel committee was unsuccessful.

2. New Business

Another set of recommendations were made regarding the development of a more efficient process for entering data into the Personnel Data File and maintaining an adequate database of faculty credentials.
a. The committee recommended that an process audit be conducted by a consultant from outside of human resources and the offices involved with entering and maintaining the PDF.

b. The committee recommended that a team consisting of staff from Academic Affairs, Health Sciences, ITCS, Human Resources, and the consultant (see a.) visit a university that has implemented Banner to determine what must be done to make the transition to Banner successful.

c. The committee recommends that the Vice Chancellor for Personnel in Academic Affairs be explicitly charged with moving the personnel documentation process forward using a centralized database and efficient information technology.

The remainder of the meeting focused on the issues of assessment and program review. The most urgent concern is the Office of the President’s requirements for the reauthorization of distance education programs and which requires that institutions provide demographic data on graduates of distance education programs and graduates of comparable on-campus programs. Universities in the North Carolina system are also required to provide the following information:

6. Describe the procedures used to assess program quality and outcomes. How were the results of assessment used to improve the instructional program, student learning, services, and operations?

7. Compare the results of surveys of student satisfaction in this distance education program with results of surveys of on-campus students in comparable degree programs. If the program is offered off-campus via both individual access and at specific sites, distinguish between satisfaction of students in each type of delivery system.

Dr. Bob Thompson pointed out that a number of the demographic variables requested by OP were not currently available or even adequately defined by OP. Also, while IPRE can provide some information on student satisfaction with programs, the collection of assessment data is the responsibility of the program. Institutional Effectiveness collects and coordinates assessment, but the academic programs must set objectives and measure student learning. Committee members expressed concerns about the adequacies of the data collected and there was some speculation concerning the extension of the assessment requirements to on campus academic programs.

The committee recommended that two actions be taken.
a. Continuing Studies needs to identify a staff member from their unit to be designated as the coordinator of the reauthorization process for distance education programs. John Connelly has provided coordination in the past, but this responsibility has not been officially designated.

b. An ad hoc subcommittee consisting of Bob Thompson, Kris Smith, Rita Reaves, and a representative from Continuing Studies was formed to identify what data are needed for reauthorization and what data can be provided by IPRE from the current databases. The committee will also be responsible for clarifying the definitions of the demographic variables used in the reauthorization report.

It was also suggested that programs be reminded to maintain copies of all data and records for use in future reports for professional and regional accreditation.
Regional and Campus Initiatives Team
East Carolina University

Date: July 1, 2004

Team:

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<tr>
<th>Appointed Team Members</th>
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<tr>
<td>Michael Bassman, Honors</td>
<td>Rita Reaves, Program Development</td>
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<td>Cathy Hall, Faculty Rep</td>
<td>Henry Peel, Administrative Services</td>
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<td>Chris Locklear, Wachovia Partnership East</td>
<td>Carla Jones, Communications</td>
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<td>Dorothy Muller, Regional and Campus</td>
<td>Rick Niswander, Faculty Senate Chair</td>
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<td>Academic Initiatives, Chair</td>
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<td>John Swope, College of Education</td>
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<td>Dot Clayton, Faculty Development</td>
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<td>Steve Duncan, Military Affairs</td>
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<td>Hunt McKinnon, Faculty Senate Rep.</td>
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<td>Clayton Sessoms, Continuing Studies</td>
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<td>Janice Tovey, Faculty Senate Rep.</td>
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<td>Paul Tschetter, Graduate School</td>
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<td>Sue Martin, Student Professional Development</td>
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Meeting Dates Since April 30 Report: May 18; June 10

Discussion Topics:
- Succeed Sooner programs implementation status and marketing: MD/7, Degree in Three, JD/6, High School Summer Scholars, and Integrated and Accelerated Bachelor’s Master’s Degree Programs
- Creation of a partnership between the ECU Department of Criminal Justice and Anglia Polytechnic University to provide opportunity for simultaneous enrollment in the BS in JUST (ECU Degree in Three) and LLB (APU)
- Investigation of Fast Forward and Gates New Schools Project initiatives to provide opportunities for high school students to earn college credit
- UNC and ECU initiatives to improve opportunities for military personnel to pursue college degrees – White Paper presented by Dr. Duncan
- Implementation recommendation for use of ACE guide to award transfer credit (primarily benefit to military students)
- Development of greater communication and articulation with NCCC (North Carolina Community Colleges) to support transfer and enrollment in ECU degree programs, especially online programs such as the BSBA
- Development of ongoing test preparation (LSAT, MCAT) opportunities for ECU students
- Initiatives to enhance undergraduate education: UNC Large Enrollment Course Redesign Initiative, R2R Roadmap to Redesign (FIPSIE), and UNC in Washington

Actions Taken:
- Dot Clayton (Faculty Development) and Sue Martin (Student Professional Development), who are working on RCAIT initiatives, have agreed to participate on the team.
- Continuing Studies provided an LSAT workshop as recommended by RCAIT; ten students participated. Evaluations received indicated the workshop was very helpful and should be continued. LSAT and MCAT materials were ordered and will be placed on reserve in the library for use by students preparing for these tests.
- Team members participated in presentations at area community colleges concerning BSBA online. The College of Technology and Computer Science is developing a proposal for increased articulation with regional community colleges.
- A subcommittee was created to work on development of Fast Forward and/or New Schools proposal(s).
- The Roadmap to Redesign group attended a Baltimore FIPSIE workshop concerning proposals for Phase 2 of the grant proposal process. ECU was one of 40 institutions nationwide selected in Phase 1 of this replication study.
An MD/7 CD was completed and mailed with the Succeed Sooner booklet to 400+ North Carolina high school principals.

The Succeed Sooner Program oriented 17 new students (Degree in Three and MD/7) who entered the university second summer 2004.

**Actions in Progress:**
- The Roadmap to Redesign group is working on the second phase of the R2R FIPSIE award process.
- The subcommittee attended the June 30 meeting of the UNC Large Enrollment Redesign Initiative in Chapel Hill.
- Meetings are being held with areas superintendents concerning Fast Forward and/or New Schools Project initiatives.
- Technology and Computer Science is developing a plan for provision of programs to military personnel.
- The team is developing an implementation plan recommendation concerning transfer of credit from non-regionally accredited institutions through use of ACE guidelines. The proposal will be reviewed at the July meeting.

**Recommendations:**
- June 10, 2004: “The Regional and Campus Academic Initiatives Team supports enthusiastically the creation of an international agreement between East Carolina University and Anglia Polytechnic University of the UK to provide an opportunity for domestic and international students to enroll simultaneously in ECU and APU in pursuit of the BS in Criminal Justice from ECU (Degree in Three) and the LLB in Law from APU. Report with recommendation submitted to Vice Chancellor on June 21, 2004.

**Resource Requirements:**
- Bulk mail costs
- Funding for one course reduction (reassigned time) each for the two departments participating in the large enrollment course redesign initiative

**Next Meeting Date:** July 22, 2004 (2:00 p.m.) tentative

**Program Report to the RCAIT from Degree in Three:** The ECU Degree in Three Program is designed for outstanding students who wish to accelerate their completion of undergraduate education while receiving mentoring and opportunities for exploration of academic opportunities. The initiative began Second Term Summer 2003 with 10 enrolled students. Fifteen additional students joined the program Fall 2003 for a total of 25 students. As of the end of Spring Semester 2004, two students had left the institution; four additional students had left the program because of ROTC summer requirements (1), change of major (1), decision to double major (1), and decision to opt for four-year completion (1).

All 20 students in the program spring semester were in good academic standing with 18 excelling: Chancellor’s List (6), Dean’s List (9), and Honor Roll (3). Students were enrolled in 12 different majors. After one complete year (June 24 to June 24), only one participating student had not met the program hour completion requirement. As of the end of Second Term Summer 2004, the 18 students active and eligible to continue in the program have an average of 50 hours and a gpa of 3.67. Two students have a 4.0 cumulative gpa, and 15 of the 18 have a 3.5 or higher cumulative gpa. Only two of the original 25 students have left the institution: one because of disappointing academic performance and one to transfer to another institution.
The 2004 combination Degree in Three and MD/7 cohort began Second Term Summer 2004 with 17 enrolling students. An additional 12 students are tentatively scheduled to join the program in August as “Fall Starts” bringing the expected participation to 29 students.
Service Learning Team
East Carolina University

Date: May 15, 2004

Team:

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<tr>
<th>Appointed Team Members</th>
<th>Team Resource Personnel</th>
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<tr>
<td>Rita Reaves, Academic Affairs</td>
<td>NC Campus Compact</td>
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<td>Garrie Moore, VC Student Affairs</td>
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<td>Glen Gilbert, Dean Health &amp; Human Performance</td>
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<td>Ron Nowaczyk, Assoc. VC for Community Engagement</td>
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<td>Michael Bassman, Honors Program</td>
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<td>Jason Denius, Volunteer Center</td>
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<td>Rita Gonsalves, Team Leader</td>
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Meeting Dates Spring Semester 2004: January 28, February 11, February 23, March 8, March 23, April 19

Discussion Topics:
- Definition of service learning
- Difference between curricular and co-curricular service learning
- Will service learning be required?
- Mission statement
- Planning
- Outreach
- Faculty Development

Actions Taken:
- We will support both curricular and co-curricular service learning. Classroom based service learning will be called academic service learning
- Service learning will be required for students in the Honors program
- Service learning will not be required for other students at ECU but we would like all students to have the opportunity to take service learning courses
- Procedures for the Honors program were put in place
- A panel discussion was offered for faculty. It was informational and very well attended
- Awareness and interest in service learning is growing as a result of our promotional activities
- The College of Education has included service learning in its strategic plan
- Dean of College of Arts & Sciences has offered to support service learning
- Deans of Health & Human Performance, Human Ecology, and Allied Health offered their support for service learning
**Actions in Progress:**
- Establishing a faculty committee for service learning
- Establishing criteria for service learning courses
- Formulating learning outcomes for service learning

**Recommendations:**
- The team recommends following the model of Writing Across the Curriculum
- The team recommends some faculty incentives in the form of stipends
- The team recommends recognition of faculty who offer service learning courses
- A service learning designation for courses incorporating service learning

**Resource Requirements:**  None at this time

**Next Meeting Date:**  TBA
Division of Student Life Safety & Security Team

Team Members
Todd Johnson, Associate Vice Chancellor for Campus Living & Dining/Chair
Waz Miller, Assistant Vice Chancellor/Director of Res. Life/Assistant Chair
Aaron Lucier, Assistant Director
Wayne Newnam, Assistant Director for Marketing
Joyce Sealey, Director of Dining Services
Janet Johnson, Assistant Director for Judicial Services & Special Projects
Ion Outterbridge, Director for Greek Life
Robert Stroud, Chief of ECU Police
Dr. Lynn Roeder, Assistant Vice Chancellor/ Director for Counseling & Student Development Services
Jonathan Redman, Student Campus Safety Delegate
Maggie Olszewska, Assistant Director

Team Charge:
The Safety and Security Team is charged with the responsible for developing a collaborative and comprehensive strategic Safety and Security plan for the Division of Student Life, with emphasis on the residence halls. Plans will include initiatives which promote education, heighten safety awareness, and create a more secure environment for students, staff, faculty and guests.

Current or Completed Safety and Security Initiatives

Fall 03/Ongoing

Educational programs in Residence Halls focusing on safety: In the 2003/04 Academic year, resident assistants and campus police conducted over 225 educational programs in the residence halls on safety and security.

Panic button alarms at Services Desks and Computer Labs: Emergency panic button alarms were installed at our College Hill Neighborhood Service Desk, Central/West Neighborhood Service Desk, and White Hall computer lab.
Emergency phones in Residence Halls: A RamTech phone is at the main entrance of all Residence Halls, Garret and Jones Halls are equipped with 2 phones.

Spring 04

Installed exit door alarms: Alarms were installed on Belk Hall basement entrance, Jones and Aycock Halls back center doors. The cost for the alarms were $400 - $450 each. Panic bars were installed on the back doors of Galleria (back under the stairway of Jones Hall) and basement exit doors of Fletcher Hall. The cost for panic bars were $450 – $475 each. All work was completed March 2004.

Hired temporary Security Officers: Security Services of America was hired temporarily to patrol all 15 residence halls starting Sunday, March 21, 2004 through Sunday, May 9, 2004; their start time was 9 pm – 6 am. The contractual amount for service was $73,821.44.

Promoted SAFE Ride Program: Housing financed, promoted, and helped managed the safe ride program for campus students, faculty and staff.

Increased Residence Hall Staff security rounds, and visibility: Staffing was increased and issued new safety shirts to improve visibility while performing safety rounds.

Established Security Checkpoints: Security checkpoints were established at the front entrances of all residence halls.

Improved exterior & parking lot lighting: Exterior lights were upgraded in Aycock and Jones Halls.

Trimmed high-risk landscaped areas: Bushes in the rear of Jones and Aycock Halls were trimmed for more visibility.

Limited entrances to each hall to only one: Access entrances were closely monitored and controlled. Each hall was limited to one entrance during the spring semester.

Summer 04

Installed Security Fence/Jones Hall: A security fence was installed near the rear landscape of Jones Residence Hall on Tuesday, June 1, 2004.
**Improved lighting in Residential Communities**: All lighting in high-rises on West Campus were improved. Contractors are currently working on improving lighting in Aycock Hall and residential parking lots.

**Installation of cameras on entrances of all Residence Halls**: Wiring is complete for Fletcher Hall which will be the 1st residence hall to have cameras installed. Garrett and Jarvis Halls are currently having wiring installed. The project due date for camera installation in all residence halls is August 2004.

**2004 – 2005 Safety and Security Initiatives**

**“No TOLERANCE” Drug Policy**: Effective fall 2004, a new “No Tolerance” drug policy will be communicated and implemented. According to policy, any resident found using or possessing drugs or paraphernalia will have their housing contract cancelled immediately and be removed from the residence halls and adjudicated.

**Door Access Security**: The safety and security team will research electronic door security options in the residence halls. Preliminary wiring to support future installation of door access security will be install in all residence halls as part of the camera project.

**Residence Hall Security Patrol Team (Student Staff)**: The safety and security team in collaboration with campus police will expand the current student security patrol team to include checking for propped residence hall doors. This initiative will be funded by housing. Membership will be comprised from each residence hall.

**Re-Assess all hall entrance and egress points**: A study will be performed to evaluate all entrance and egress points of the residence halls. The objective will be to increase access and egress points security.

**Safety and Security Awareness Campaign**: The Campus Living Marketing Team will kick off a new safety and security awareness campaign featuring newsletters, videos, infomercials, and multi media cd’s. The campus TV station will be utilized to run - going commercials on safety and security.

**New Education Programs**: Effective Fall 2004 Housing Resident Assistants will be required to present one educational program per year on safety and security.

**Safety and Security Meetings**: All residence halls will be required to have safety and security meetings within the first two weeks of each semester.

**Safety Awareness Signs**: Effective fall 2004, safety awareness signs will be posted on all residence hall exit doors.
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<td>Todd Johnson</td>
<td>Chair</td>
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<td>Waz Miller</td>
<td>Assistant Chair</td>
<td>328-4926</td>
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<td>Aaron Lucier</td>
<td>Interim Assistant Director</td>
<td>328-2758</td>
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<td>Wayne Newnam</td>
<td>Assistant Director for Marketing</td>
<td>328-4922</td>
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<td>Joyce Sealey</td>
<td>Director of Dining Services</td>
<td>328-4286</td>
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<td>Janet Johnson</td>
<td>Assistant Director for Judicial and Special Projects</td>
<td>328-4925</td>
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<td>Ion Outerbridge</td>
<td>Greek Life</td>
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<td>Maggie Olszewska</td>
<td>Assistant Director</td>
<td>328-6824</td>
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<td>Dr. Lynn Roeder</td>
<td>Assistant Vice Chancellor/Director</td>
<td>328-2691</td>
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<td>Robert Stroud</td>
<td>ECU Police Chief</td>
<td>328-6617</td>
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<tr>
<td>Jonathan Redman</td>
<td>Student Campus Safety Delegate</td>
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Campus Living Safety and Security Campaign

**Campaign Platform**
**Client:** ECU Campus Living
**Objective:** Increase awareness among students, staff, faculty, and parents of campus safety. Inform, persuade, and remind of safety and security protocols.
**Target Audience:** Students, staff, faculty, and parents.
**Central Selling Point:** Campus safety and security is everyone’s responsibility.
**Approach:** Rational and emotional appeals.
**Positioning:** Seriousness of campaign should stand out among other programs.

**Campus Living Safety and Security Campaign**
- Year Long Campaign
- Clearly defined identifier, name, and positioning statement
- “EMPOWERED: Illuminating Campus Safety”

**Areas of Concentration**
- Personal Safety
- Community Safety
- Zero Tolerance
- Fire Safety

**Phase I**
- Campus Living Quarterly Newsletter (mailed to parents)
- Safety and Security Website
- Safety and Security Statements during Orientation Sessions

**Phase II:**
- Zero Tolerance Document to be signed during Check-In
- Posters at entry doors and NSO’s addressing Zero Tolerance and prohibited room items during Move-In.
- Refrigerator Magnets addressing Zero Tolerance and Fire Safety already in rooms during Move-In.
- Door Hangers addressing Personal Safety and Security on all room doors during Move-In.
- Jumbo hanging signs at Check-In locations during Move-In listing prohibited items.

**Phase III:**
- Safety and Security CD-ROM
- CLTV broadcast of Chancellor Ballard’s Safety and Security message to students.
- CLTV production and broadcast of series of Safety and Security promos.
- Year-long coordination of poster series for residence halls, and NSO’s, in conjunction with CLTV broadcast emphasis.
- Year-long utilization of key areas/boards in campus dining facilities as well as Mendenhall to promote Safety and Security.
No Tolerance Policy

East Carolina University is concerned about the welfare and safety of our students. Nationally, drug use is on the rise on college campuses. When illicit drugs are introduced into a community, other criminal behavior tends to increase. To inhibit the increase of crime in the residence halls, Campus Living has adopted a NO TOLERANCE policy.

Any student found responsible for violating either the Campus Living contract or the Student Code of Conduct by illegally using, possessing, distributing, selling and or manufacturing an illegal or counterfeit drug or device(s) used to ingest, distribute, sell and/or manufacture an illegal or counterfeit drug should expect to have his/her residence hall lease cancelled immediately and be sanctioned under the Code of Conduct. A student whose contract is cancelled will be required to move out of her/his residence hall room and forfeit all keys within twenty-four hours of being notified of the outcome of his/her final appeal. Campus Living reserves the right to relocate the student during the appeal process and ban her/him from all halls except the one to which s/he has been relocated.

Allegations involving contract violations are heard by the Assistant Director of Campus Living for Judicials or designee and/or the Office of Student Conflict Resolution (OSCR). If a student does not believe the decision made by the Assistant Director or OSCR is appropriate, the student has the right to appeal. An appeal must be made in writing stating the reason(s) the student disagrees with the outcome or sanction(s) and be submitted to the Associate Director of Campus Living before 5:00 PM on the school day following the day on which the student is informed of the decision. The Associate Director will convene a committee of persons not involved with the initial investigation or decision and review the appeal. The student must be notified of the status of his/her appeal within three school days. If the appeal committee upholds the decision, the student has a final right of appeal to the Associate Vice-Chancellor for Off-Campus Living and Student Judicial Affairs. That appeal must be submitted in writing before 5:00 PM on the school day following the day on which the student is informed of the decision. The Associate Vice-Chancellor must notify the student within three days of his/her final decision.
June 14, 2004

Garrie W. Moore
Vice Chancellor for Student Affairs
East Carolina University
East Fifth Street
Greenville, North Carolina 27858-4353

Dear Mr. Moore:

Thank you for agreeing to serve on the Task Force on the Safety of the Campus Community. This new task force will help shape the course of action the University of North Carolina will take to better ensure the safety of each and every student. I have asked Associate Vice President Robert Kanoy to serve as chairperson for the task force.

The first meeting of the task force has been scheduled for July 1, 2004, from 10:00 a.m. to 3:00 p.m. in the Executive Conference Room at the UNC General Administration Building in Chapel Hill. This initial meeting will determine the direction of the task force and each member's perspective will provide a valuable source of knowledge as the task force moves forward.

If you have questions or need additional information prior to July 1, please feel free to contact Dr. Kanoy at 919-962-1000. I appreciate your willingness to serve on this important task force. I look forward to receiving a report later this fall.

Sincerely,

Molly Corbett Broad

cc: Chancellor Steve Ballard
Associate Vice President Robert C. Kanoy