East Carolina University honors the values that have guided us in the past. We will sharpen our focus on these values as we look to the future.

OUR VALUES

Scholarship. We will be a community where intellectual freedom, scholarly discipline, and the rigorous pursuit of knowledge thrive.

Leadership. Our students, faculty and staff will demonstrate leadership in their professions and communities.

Service. We will work toward solutions to the challenges of our region, state, and nation.

Discovery. We will harness the skills and knowledge of our faculty, staff, and students to create a brighter tomorrow for North Carolina.

OUR MISSION

To be a national model for student success, public service, and regional transformation, East Carolina University:

Uses innovative learning strategies and delivery methods to maximize access;

Prepares students with the knowledge, skills, and values to succeed in a global, multicultural society;

Develops tomorrow’s leaders to serve and inspire positive change;

Discovers new knowledge and innovations to support a thriving future for eastern North Carolina and beyond;

Transforms health care, promotes wellness, and reduces health disparities; and

Improves quality of life through cultural enrichment, academics, the arts, and athletics.

OUR COMMITMENTS

ECU’s strategic plan positions the university as a leader in academic excellence, economic development, public service, discovery, and diversity. It is derived from our mission statement and is organized around three commitments.

Maximize Student Success

The success of our students is the ultimate measure of East Carolina. We will support excellence, expand opportunity, and celebrate achievement.

Serve the Public

Service has always been at the heart of this university. We will inspire the next generation of leaders to carry this spirit of service into their professional lives. We will be engaged with the needs of eastern North Carolina and beyond.

Lead Regional Transformation

The past, present, and future of this university are closely aligned with the region it calls home. We see the challenges of eastern North Carolina and accept them as our own. Through partnership, leadership, and discovery, we will be a force for progress and growth.

We will keep these commitments while being good stewards of the resources entrusted to us.