

## College of Education 2014-2019 Strategic Plan

### **Mission**

The mission of the College of Education is the preparation of professional educators and allied practitioners, including professionals in business information systems, counseling, electronic media, and librarianship. Significant to this mission is a strong commitment to three important related areas, all of which are realized through partnerships and other endeavors. These three areas are:

1. the encouragement and nurturing of professional growth for educators and allied practitioners at all levels and in all areas of the educational endeavor;
2. a continuing emphasis on and support for scholarship and research/creative activity; and
3. service in all areas of professional education.

Critical to such commitment is the promotion of effective teaching; staff participation in the improvement of schools; and, in concert with other state agencies, the development and creation of educational policy for North Carolina.

### **Commitment 1: Maximize Student Success**

**University Action 1.2: We will be a national leader as a “best value” in undergraduate and graduate education. We will aggressively grow programs that support this goal. We will establish competency-based requirements for all degree programs while reducing the average debt carried by students who graduate within four years. We will be a leader in the assessment of learning outcomes and the use of innovative teaching strategies. Faculty will lead examination and pursue needed reforms of general education requirements that will be a model for others to follow.**

**Unit Objective 1:** Be a national model for teacher preparation, leader preparation, and education professionals and continue to strengthen academic quality.

#### **Metrics:**

1. Recognition of program and or unit accomplishments on a national scale, such as national accreditation, national specialized professional association accreditation, and national awards.
2. Annual reporting of degree and certificate program unit assessment plans.

#### **Unit Actions:**

1. Increase contributions to forums that help shape the national dialogue on improving education.
2. Enhance field experiences of teacher candidates, leadership candidates, and educational professionals throughout their preparation programs using innovative strategies such as service learning, video grand rounds, co-teaching, and instructional coaching.

**Efficiency:** Support teaching, research, and service within and across each department by working towards an equitable and efficient distribution of resources (i.e., time for research, money, graduate assistants) and expectations (i.e., teaching loads and service).

**Collaboration:** The College of Education serves as the coordinating unit for national accreditation with the Council for Accreditation of Educator Preparation, organizing efforts across five colleges at the University, including the College of Human Ecology, College of Health and Human Performance, Thomas Harriot College of Arts and Sciences, College of Fine Arts and Communication, and College of Allied Health Sciences.

**Collaboration:** In order to enhance field experiences, the College of Education will develop interdepartmental collaborations such as the one between program areas and educational leadership to provide coaching for interns.

**University Action 1.4: We will radically improve accessibility for key student populations. We will grow transfer enrollment by 5 percent each year. We will be the top university in North Carolina for active military and veterans. We will establish targeted programs supporting seamless transitions to ECU for active military, veterans, and transfers. We will encourage the return of “part-way home” students to complete their degrees.**

**Unit Objective 2:** Strengthen and diversify the College of Education undergraduate and graduate candidate population through targeted recruitment of and new support mechanisms for retention of the student populations identified below and increase each of these targeted student populations by 5% over the course of the plan:

- Community college transfer students
- Military and veteran students
- Distance education students
- Students from minority populations

**Metrics:**

1. Increase undergraduate and graduate enrollment in each target population.
2. Increase undergraduate and graduate degree completion in each target population.

**Unit Actions:**

1. Increase targeted recruitment approaches by maximizing partnerships with school districts, outreach to high school students, and partnerships with community colleges.
2. Implement new support structures and intensive advising throughout programs of study to retain and graduate candidates, including community college transfers, minority and military veteran population, and distance education students.

Diversity: Increasing targeted recruitment approaches through these innovative partnerships will advance the goal of increasing diversity in the College of Education.

**Commitment 2: Serve the Public**

**University Action 2.5: We will be a portal to serve the lifelong learning needs of North Carolina and our region. We will target professional development, continuing education, and lifelong learning opportunities that support the needs of the region’s people and businesses.**

**Unit Objective 3:** As a strategic partner, lead regional transformation by preparing education professionals to develop an educated workforce that will attract and support business and industry.

**Metric:**

1. Success stories about regional partnerships.

**Unit Actions:**

1. Build partnerships with businesses, education and allied professionals, and community leaders to capitalize on North Carolina’s educational opportunities and address challenges (e.g., poverty, illiteracy, digital divide).
2. Use faculty expertise to provide professional development for regional partners and faculty related to North Carolina’s educational challenges.

**Commitment 3: Lead Regional Transformation**

**University Action 3.6: We will secure ECU’s position as a leader in addressing North Carolina’s educational challenges.**

**Unit Objective 4:** The College of Education will expand access to education through strategic and innovative developments in distance education.

**Metric:**

1. Annual reporting of degree and certificate program unit assessment plans related to distance education and e-learning focusing on the COE strategic learning outcome for program recruitment and retention.

**Unit Actions:**

1. Complete an analysis of the College of Education's current e-learning and distance education needs and use the results to develop a comprehensive e-learning and distance education plan.
2. Leverage faculty expertise in e-learning and distance education to improve program and student learning outcomes and to provide professional development to regional partners and faculty.

**Unit Objective 5:** The College of Education will grow innovative and market driven graduate programs to meet the needs of education partners.

**Metric:**

1. Success stories about the development and/or implementation of innovative graduate programs.

**Unit Action:**

1. Create innovative graduate programs such as certification and non-licensure programs, stackable credentials, and off campus graduate programs.