The Division of Student Affairs and East Carolina University are in the midst of one of the most demanding and challenging times in the institution’s 107-year history due to unprecedented growth and transition.

In 2016, we will have a new University of North Carolina System president and a new ECU chancellor when Dr. Steve Ballard ends his successful 12-year tenure in June.

Factor in that 2014-15 was the seventh consecutive year ECU sustained a state budget cut and it would be easy to hang our heads. But the Division of Student Affairs has embraced the challenges accompanying change and is setting sail for greater horizons.

In 2014-15, even the face of our campus has changed. Gateway Residence Hall, the home to 14 of ECU’s 17 Living Learning Communities, was completed and positively changed the visual landscape of College Hill.

The two new Student Centers project completed the planning phases in 2014-15 and now transition into a multi-year construction phase. The end result will be the creation of a “living room” for our students on the Health Sciences and Main campuses.

With our record student enrollment exceeding 28,000 students, Student Affairs is thrilled to share that our student engagement has also never been higher. ECU offers more than 400 official student organizations and clubs producing more than 150,000 engagement hours of activity and service.

In 2014-15, the Division of Student Affairs also launched its five-year Strategic Plan, which reflects our core values while providing the framework needed to activate our mission and accomplish our intended goals.

The comprehensive plan guides the division’s work and maintains alignment with the ECU institutional strategic plan and the university’s three commitments: Maximize Student Success, Serve the Public and Lead Regional Transformation.

This annual report will showcase and demonstrate the ways in which Student Affairs has operationalized the three university commitments with great success.

Dr. Virginia Hardy
Vice Chancellor for Student Affairs
EAST CAROLINA UNIVERSITY
STUDENTS

27,511
TOTAL STUDENT BODY

22,252
UNDERGRADUATE STUDENTS
60% Female | 40% Male | 30% Minority

WE ARE STUDENT AFFAIRS!

29 DEPARTMENTS

303 EMPLOYEES
268 Full Time | 45 Temporary

MISSION
Student Affairs provides programs and services that optimize student learning and leadership, builds a safe supportive and welcoming campus community, fosters the emotional growth and personal development of students, and makes a positive contribution to the overall student experience.

VISION
Student Affairs fosters an environment where all students achieve their academic and personal goals.

VALUES
• Student Centered
• Integrity
• Service
• Excellence
• Respect
• Inclusion
Pirate Palooza is a long running tradition, held on the football field at Dowdy-Ficklen Stadium, that kicks off each fall semester with activities, entertainment, games, and free food.
The success of our students is the ultimate measure of our university. We will support excellence, expand opportunity, and celebrate achievement.

Student Engagement continues to grow on campus with more than 400 official student clubs and organizations. In addition, attendance at programs and events is at an all-time high in Student Affairs.

**STUDENT PARTICIPATION IN 2014-2015**

- **Campus Living Programs**: 17,828
- **Intramurals**: 12,679
- **Barefoot on the Mall**: 5,000
- **Pirate Palooza**: 4,803
- **Orientation Sessions**: 4,546
- **Wellness Passport**: 3,500
- **Halloween Havoc**: 3,400
- **New Student Welcome and Convocation**: 3,200
- **Greek Life**: 2,618
- **Career Fairs**: 2,235
- **Beach Fest**: 1,928
- **Spring Fest**: 1,650
- **LGBT Office Major Events**: 1,145
- **Polar Bear Plunge**: 1,067
- **Club Sports**: 4
Student Affairs departments provide support to our students in so many ways beyond programs and events.

3,168,775 transit passenger trips

10,609 passenger trips on SafeRide

80,873 miles covered on 203 motor coach trips

17 total Living Learning Communities

6,015 students studied in the dining halls to prep for final exams

5,757 Residence Advisor meetings with students

4,630 exams offered by Disability Support Services

ECU’s new transit motor coaches have transported more than 200 student clubs, teams and organizations across the region in 2014-15.
The success of our students is the ultimate measure of our university. We will support excellence, expand opportunity, and celebrate achievement.

Student Affairs also provides significant experiential opportunities for students with specific course credit, leadership, research or financial impacts associated.

5,065 job and internship opportunities provided by Career Services

STUDENT WORKERS WITHIN THE DIVISION

1,426 students were paid

$3,221,585 in compensation

Student Employees per area
• CRW - 423
• Campus Living - 385
• Transit - 210
• SIL - 177
• Student Media - 138

GRADUATE ASSISTANTS

26 students were paid

$180,244 in compensation

Graduate Assistants per area
• CRW – 9
• SIL – 7
• Career Services – 7

Career Services are available to all students from the first year on campus beyond graduation for services such as resume writing, interviews, and career fairs (www.ecu.edu/career).
Alternative Break Experience - 50 students spent their spring break performing more than 2,000 service hours in five different cities and states. Each Alternative Break Experience focused on social justice topics such as homeless, hunger, and cultural awareness (www.ecu.edu/altbreaks).

<table>
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<tr>
<th>Event</th>
<th>Service Hours</th>
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<tr>
<td>MLK Day of Service and ECU Reads Social Justice Day</td>
<td>3,750</td>
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<tr>
<td>Community service hours performed by 115 Campus Rec students</td>
<td>3,258</td>
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<tr>
<td>Community service hours performed by 26 Club Sport teams</td>
<td>2,600</td>
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<tr>
<td>Community service hours performed by Greek Life students</td>
<td>5,000</td>
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<tr>
<td>Hours served by 100 ECU Ambassadors</td>
<td>558</td>
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<th>Total Service-Learning Academic Course Designations</th>
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<td>2013-14 = 20</td>
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<td>2014-15 = 47 (+235%)</td>
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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 demonstrate this commitment to service by being engaged with the needs of eastern North Carolina and beyond.

EAST CAROLINA UNIVERSITY PARTNERED WITH 178 COMMUNITY AGENCIES IN 2014-15.

Student Affairs continued to focus on collaborative service efforts with the groups below and many others across the region.

- Intergenerational Community Center
- Food Bank on Eastern NC
- Little Willie Center
- Operation Sunshine
- East End Elementary
- Ronald McDonald House
- JOYS Community Center
- Greenville Community Shelter
- Golden Living Center

Student Activities and Organizations, Volunteer and Service Learning, partnered with the Food Bank on Eastern North Carolina and Campus Kitchen to collect a total of 44,146 pounds of food.
Ledonia Wright Cultural Center hosted two of the original Freedom Riders as well as held three community-wide events designed to encourage the local community “to revisit the history of civil rights in America and to reflect on the ideals of freedom and equality that have helped bridge deep racial and cultural divides in our civic life.” 2015-16 will be the 40th Anniversary of the LWCC.

COMMUNITY YOUTH IMPACTS

• Campus Living – hosted program called Kids4Science - encouraged underserved elementary and middle school students in the Greenville area to attend college and seek careers in the STEM fields.

• Campus Living – Creative Science Fair for Little Willie Center, Boys and Girls Club, and Foster Children’s program.

• NPHC organizations continue to partner with local schools to help change the community. Programs such as Kappa League and Pharaohs allow students to work with young children and educate them through programs and mentoring opportunities.

CONTRIBUTIONS

1,641 pounds of clothing collected by Campus Living from Give and Go Collection Boxes

217 volunteers from Campus Dining provided more than 1,900 meals to local community members in need
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.

STUDENT AFFAIRS GIVES BACK

$1.3M
Generated in revenue from Campus Recreation and Wellness facilities and equipment usage
- Club Sports - $976K
- External/Community Events - $250K
- Equipment Usage/Rentals - $71K

$125K
Governor’s grant received to create Collegiate Recovery Community at ECU

$89,011
Donated from Greek Life to local and national philanthropies

$12,458
Awarded from the Students Treasure Chest to assist students with emergencies

$5,200
Raised at the Corporate and Leadership Awards / 40 Under 40 Awards banquet which supports the Student Affairs Fund for Excellence

$3,300
Raised for the Center for Family Violence Prevention with the production of the Vagina Monologues (Collaboration from Student Rights and Responsibilities and the LGBT Resource Office)
DIVISION OF STUDENT AFFAIRS

Assessment, Research and Retention
Campus Dining
Campus Living
Campus Recreation and Wellness
Career Services
Center for Counseling & Student Development
Central Reservations Office
Dean of Students
Disability Support Services
Greek Life
Intergenerational Community Center
Leadership and Service-Learning
Ledonia Wright Cultural Center
LGBT Resource Office
Parent and Family Programs
Off-Campus Student Services
Student Rights and Responsibilities
Student Transitions
Student Activities and Organizations
Student Government Association
Student Health
Student Media
Student Involvement and Leadership
Technology Services
Transit
Transfer Services
Veteran Services

Learn more about East Carolina University Division of Student Affairs

www.ecu.edu/studentaffairs