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A LETTER FROM DR. VIRGINIA D. HARDY

The East Carolina University Division of Student Affairs is proud to present its annual report for 2012. This year was one of refinement for the division as it completed and launched a new 2011-2014 strategic plan, and the organizational chart was revised.

As part of our ongoing evaluation efforts, each office/department in Student Affairs has compiled information on its accomplishments, continuing challenges, mission, and goals. In this report, we have highlighted a few of the many activities that we have undertaken.

The Division of Student Affairs is comprised of 29 distinct departments and units, programs and student services. Efforts made by the directors and staff in each department have made positive contributions to the overall success and development of our students by offering quality services and educational programming.

Student Transitions and First Year Programs successfully hosted 8,250 attendees (students and their family members) to the summer and transfer orientations and boasted an aggregate of 1,200 students who participated in the co-curricular events of ECU Pirate Read.

Marketing and Communication completed 660 requests for web design, graphic design, video coverage and productions, photography and press releases. This included more than 85 video projects which were carried out by one professional staff member and a small number of students.

These are just a couple of examples of the division’s successes made possible by the hard work and commitment of our dedicated educators.

This document is a compilation of the annual reports of all of the division’s departments. For more information, please contact the Office of the Vice Chancellor of Student Affairs; 112 Spilman Building; (252) 328-6541. Thank you for taking the time to review our accomplishments. We look forward to continuing to support our students at East Carolina University.
STUDENT AFFAIRS MISSION STATEMENT

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 AND VALUES

Vision

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

Values

Student Affairs achieves excellence by adhering to the following core values:

**Student Centered:** We remember that students are central to our mission. Through collaborative partnerships and comprehensive programs and services, we cultivate opportunities that promote lifelong learning, academic success, leadership and personal development.

**Integrity:** We maintain open and transparent communication within the division, with students, faculty/staff and other constituents. Integrity is exhibited when our actions are in alignment with our mission and values with honesty, respect, personal responsibility and fairness.

**Service:** We are dedicated to serving students and the University community as we contribute to the mission, goals, and values of the University. We value community and provide opportunities for students to be active and responsible members of the campus and global community.

**Excellence:** We strive to provide high quality, value-added service and educational programs. We distinguish ourselves by staying abreast of current and future issues and trends and maintaining a standard and expectation for quality and excellence in all that we do.

**Respect:** We treat each individual with high regard, appreciation, and courtesy. We honor the contributions of individuals, departments, tradition, theory and practice.

**Inclusion:** We value the uniqueness of people and perspectives. We promote diversity by promoting respect and civility, providing accessible programming and services, and cultivating a community that is inclusive. This includes a focus on collaboration and partnerships.
STUDENT AFFAIRS SERVICES TO STUDENTS AND THE ECU CAMPUS COMMUNITY

STUDENT CENTERED

- Assist students in the successful transition to college.
- Provide a comprehensive intramurals, clubs sports, and fitness programs, focused on the positive development of the student athlete and on providing campus community recreational sports and events.
- Design and foster opportunities for leadership development.
- Provide opportunities for recreation, wellness and leisure time activities.
- Create opportunities for students to expand their aesthetic and cultural appreciation.
- Ensure the orderly and efficient administration of residence life and provide a living environment for students that is safe, clean and well maintained.
- Facilitate the opportunity for participation in student clubs and organizations.
- Advocate student participation in institutional governance.

EXCELLENCE

- Provide opportunities for students to engage in volunteer and service learning activities.
- Conduct research, provide and interpret information about students during the development and modification of institutional policies, services and practices.
- Provide a variety of academic support services to students (e.g., tutoring, mentoring, developmental courses).
- Help students clarify career objectives, explore options for further study and secure employment.
- Encourage faculty-student interaction in programs and activities.
- Provide evidence based programming for all students.

RESPECT

- Assume leadership for the institution’s response to student crisis.
- Encourage development of positive interaction among students and a sense of community within the institution.

INCLUSION

- Advocate and help create ethnically diverse and culturally rich environments for students.
- Provide services that support the educational, career, social and recreational objectives of students with disabilities.
- Provide opportunities for students to engage in volunteer and service-learning activities in order to strengthen communities, promote an enduring commitment to civic responsibility, and enhance the academic experience.

INTEGRITY

- Support and advance institutional values by developing and enforcing behavioral standards for students.
- Provide effective and judicious management of Student Affairs resources.

SERVICE

- Provide health services for all registered students.
- Provide personal and educational counseling services to students.
- Serve as a resource to other members of the University community in their work with individual students and student groups.
OFFICE OF VICE CHANCELLOR FOR STUDENT AFFAIRS

DIVISION OF STUDENT AFFAIRS EXECUTIVE COUNCIL

Vice Chancellor for Student Affairs
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<table>
<thead>
<tr>
<th>Department</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>Student Health Services</td>
<td>Jolene Jernigan</td>
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<tr>
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<td>140 Student Health Services</td>
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2011-2012 PUBLICATIONS/POSTERS


2011-2012 GRANTS

- A grant was awarded to Student Health Services by the Department of Health Education and Promotion for tobacco use prevention, cessation and awareness. The grant was from NCDHHS for $50,000. (SHS)
- A grant was awarded to Transit to help pay for Hybrid bus. The grant was from ARRA in the amount of $100,000. Transit received the bus in late November 2011 and began using the bus Spring 2012.

2011-2012 PRESENTATIONS

- Stansbury, C. (2012, February). *Video production team leader during major plenary sessions*. Presented at the CASE District III Conference for Marketing and Communications, Atlanta, GA.
- Cloutier, J. (2012, March) *Doing the legwork of transforming lives: Three models for supporting service-learning courses*, Presented at the Gulf South Summit, Hattiesburg, MS.

• Hank B. & Presenter, Smith, K. (2012, March). *Keep your team racing and revving your students’ engines.* Presented at the Southern Regional Orientation Workshop (SROW), Charlotte, NC.


• Gretchen Brockmann, (2011, November). Professional Development, Division of Student Affairs, Greenville, NC.


• Miller W. (2011, July). *Promoting a positive and professional image: From backpack to briefcase and How to navigate to and thru a placement conference.* Presented at ACUHO-I STARS College, New Orleans, LA.


• Joyner, K. (2011). Health Information Technology. Pitt Community College Health Information Technology, Greenville, NC.


**STUDENT LEARNING DOMAINS & CHARACTERISTICS**

During 2011-2012, Student Affairs embarked upon a strategic direction to develop a comprehensive division-wide assessment plan. The division has a new strategic plan, including an assessment plan, with established outcomes. Each department has been charged with developing learning outcomes for all programming.

**TEACHING**

*Campus Living*

- Nine Student Affairs instructors from Campus Living teaching COAD 2001.
• Ten Student Affairs Instructors from Campus Living teaching COAD 1000.

Campus Recreation & Wellness
• Instruction of EXSS 2727 (Football Officiating) and EXSS 4002 (Basketball Officiating) during the fall and spring semesters respectively.
• Numerous guest presentations for COAD 1000 class and guest presentation for COMM 2030 class.
• Instruction of KINE 1114, Exercise Leadership; adjunct faculty; one section fall and one section spring and instruction of KINE 1110, Physical Activity and Weight Management; one section fall and one section spring.
• Conducted 17 fitness area orientations for academic classes.
• Provided guest instruction to RCLS Facility Management courses.
• Assisted Maritime History course with training at the SRC pool.
• Provided CPR and First Aid Training(s) for the Child Development Lab.
• HLTH 2500 (4 sections); HLTH 3501; HLTH 3502 fall and spring courses.
• NUTR 3535; Assisted with supervision of 52 nutrition students for community outreach expo.

Counseling & Student Development
• Two Student Affairs educators from counseling and student development taught COAD 1000, REHB 2003 AND HLTH 3502
• Numerous COAD 1000 guest lectures by staff on topics such as Time Management, Stress Management, Developing Healthy Self-Identity in College, etc.

Disability Support Services
• Taught five sections of ASLS (American Sign Language Studies) 2020, two sections of ASLS 2030 and one section of COAD 1000.

Marketing & Communications
• Two Student Affairs educators taught COAD classes
• One Student Affairs educator taught Media Relations class to Family and Community Nutrition Seniors (2 Day session including mock interviews)
• Media Relations Training for ECU Police Department (officers and support staff) as well as some Pitt Sheriff’s Office deputies. This was a part of their mandatory training for credit.

Student Involvement & Leadership
Greek Life:
• Two Student Affairs educators from Student Involvement and Leadership taught COAD 1000.

Center for Student Leadership & Engagement:
• One Student Affairs educator from the Center for Student Leadership & Engagement taught COAD 1000.

Student Legal Services
• SGA risk Management presentations
Dean of Students

- Taught three graduate levels courses: COAD 6404, COAD 6406, COAD 6482
- Three DOS staff members taught COAD 1000 in the fall.

ADVISING

Campus Living

- Sarah Meiser, ASB Advisor, 10 students; Up til Dawn, 21 residents; Umstead Hall Government, 19 students
- Gret Brockmann, ASB, 20-26 students
- Steven Foley, ASB, 10 students; Aycock Hall Government, 45 students
- Brandon Thompson, RHA Committee, 14; ASB, 10 students; SACURH delegation, 18; Fletcher Hall Government, 30 students
- Blaire Trevil, National Society of Leadership for Success, 10 students, Fetish Ink
- Sydney Grammel, Jones Hall Government, 20 students; RHA Committee, 8
- Michelle McVicker, ASB, 10 students; NRHH, 15 students; Clement Hall Government, 18 students
- Charles Clency, RHA Committee, 75
- Adam Nelson, Beta Theta Pi Chapter, 35
- Mandy Messerli, NCARH delegation, 11; RHA Committee, 9; Scott Hall Government, 14 students
- Verónica Rodríguez Rivera, Greene Hall Government, 12 students
- Holly Bowen, ASB, 10 students; NRHH, 15 students; CHS Hall Government, 11 students
- Jamie Butler, Tyler Hall Government, 6 students
- Michael Rager, RHA Committee, 7; Garrett Hall Government, 18 students
- Trapper McLean, Belk Hall Government, 11 students
- Waz Miller, NRHH Central Advisor (15)
- William McCartney, Residential Scholar Advisor

Campus Recreation & Wellness

- Alpha Tau Omega Fraternity
- Uprise College Ministry
- Nine club sports organizations (rugby, mixed martial arts, bass fishing, swimming, paint ball, lacrosse, woman’s volleyball, equestrian and dance)
- Beta Theta Pi Fraternity (financial advisor)
- CRW Advisory Committee
- Healthy PIRATES Peer Education Student Organization
- ECU Relay for Life Student Organization
- Colleges Against Cancer Student Organization
- The Pirate Academy

Center for Counseling & Student Development

- Advisor to Yoga Club - Diane Bradshaw (club met four times this year).
- Advisor to Alpha Phi Alpha Fraternity - Derrance Hughes (17 member fraternity that meets weekly, estimate of three hours devoted weekly to advising role).
- Collaborated with NAMI (National Alliance on Mental Illness) to assist in NAMI group being formed at ECU
Office of Student Rights and Responsibilities

- OSRR staff continues to advise the Conduct Board, the Student Leadership Team, and the Academic Integrity Board. This year, the Conduct Board membership included 29 students, eight staff members and six faculty members. The Academic Integrity encompasses a separate group of 12 faculty members.
  - Members of both Boards underwent the new member selection process in the spring. They participated in fall extensive fall training and continued to be developed throughout the academic year via in-service sessions. OSRR staff met with the student members of the Conduct Board each Thursday to expand their knowledge of University policies, investigative and evaluative skills, as well as content knowledge about subjects such as domestic violence, substance abuse, police arrest procedures, sexual assault, and others.
  - In addition to Thursday meetings, the Conduct Board Student Leadership Team attended weekly meetings with advisors. The Leadership Team is especially trained on the inner workings of the conduct system and keeps in close contact with the advisors on matters related to respondent cases and the management of the Board.
  - Under the tutelage of their advisors, Conduct Board members and the Student Leadership Team created and implemented Code of Conduct Week during the fall semester. Board members staffed tables for three days at West End Dining Hall and the Wright Plaza in an effort to raise students’ awareness about the Code and the potential consequences of violating it. They also made several presentations to their peers in the residence halls about the Code of Conduct and the conduct process. During the Code of Conduct Week, the student body was encouraged to sign a banner pledging to abide by the Code. The banner hung in the Mendenhall Student Center for the duration of the academic year.
- The student members of the Conduct Board participated in Homecoming activities to raise the awareness of their existence. They also were involved with Bystander Intervention Programming. Further, they developed passive programming to discourage students from owning and using fake IDs.

Dean of Students

- DOS staff met with students and sometimes their families to assist them with various issues and concerns regarding University life. Over 873 students were served by the DOS office.

Marketing & Communications

- Chris Stansbury: Adviser to the Inline Club Hockey team, Cara Friez: Supervised and advised six Campus 31 Television student staff, Travis Bartlett: Advised The East Carolinian layout and ad design students as well as the SA Marketing and Communication and Heather Wilkinson advised the SA Marketing graphic designer and the student photographer.
- Terrence Dove: African American Male Mentors Program

Student Involvement & Leadership

Greek Life:

- The Greek Life staff advised 37 organizations and more than 1,600 students this past year.

The Ledonia Wright Cultural Center:

- Advised Emerging New Talent (ENT) which had 15 active members. Featured Program: Open Mic Nite(s) and advised Asian Student Association (ASA) which had 30 active members. Featured Program: Treasures of the East
Finance and Administration:
- Adeea gave a dozen Event Planning Workshops that were attended by around 100 students.
- Dean Smith taught Finance 3004 (Corporate Finance) in the College of Business and presented on personal finance for four Coad classes. He also co-presented lectures on personal finance and the university financial process for staff. He volunteered at the HIRED program to train students on interviewing skills. He co-chaired the Student Affairs Professional Development Committee which this year expanded to 16 programs. Additionally, he mentored a graduating student helping him in getting a job (he is now employed.) and he has worked on the PPC project by creating a user friendly data base of university employees in academic programs.
- Tracy Demar taught COAD 1000 and she also conducted eight funding workshops that were attended by around 50 students.

Center for Student Leadership & Engagement:
- ECU’s Circle of Omicron Delta Kappa, National Leadership Honor Society offered a variety of programs this year. Some programs were exclusive for members while others were open to the student body. Advising for this organization was done by the Center for Student Leadership and Engagement staff members throughout the Fall, 2011 semester.
- ECU Chapter of Golden Key achieved gold standard again this academic year for their commitments to leadership, professional development, service within the community and outreach in recruitment practices to prospective members. Advising for this organization was done by the Center for Student Leadership and Engagement staff members throughout the Fall, 2011 semester.
- Student Government Association: In 2012, the associate director of the Center for Student Leadership & Engagement was hired. This job description includes serving as an advisor to SGA.

Volunteer and Service-Learning:
- COAD 1000 with a cohort of the VSLS’s FOCUS students
- 27 service-learning orientations to 1131 students
- New faculty orientation to 35 new members of ECU
- Introduction to the VSLS was presented to 511 students in several classes.

Student Government Association:
- The Associate Director for the Center for Student Leadership & Engagement advised the Student Government Association and assisted them in all aspects of their functions as student leaders on the campus of East Carolina University.

Mendenhall Student Center Operations advised the Intercollegiate Bowling Club and the Light Campus Ministry.

Student Transitions & First Year Programs
- Two Student Affairs educators from OSTFYP advised Beta Theta Pi, Pirate to Pirate Mentoring Program, Tau Sigma and Thrift Me Pretty (new organization).

Career Center
- Collaborated, planned, and implemented 355 student-centered programs and class presentations, reaching a total of 18,732 individuals.
• Partnered with the Office of Student Involvement and Leadership to develop and launch a career leadership conference. The one day mini-conference featured an employer panel, workshops on career and leadership development, and an interactive, three-course etiquette luncheon.

• Collaborated with the Office of Greek Life and Student Affairs Marketing to educate students on effective use of social media in the job search process. The event was selected as a Premiere Divisional Thematic Program. A total of 54 students attended the event, 21 in person and 33 either live online or through a recorded link that was hosted on The Career Center’s website.

• Hosted 17 on-campus employer and information sessions and panel discussions to provide students with direct access to employers. A total of 1,111 students, alumni, faculty and staff attended these events.

• Presented five interactive etiquette dinner programs to 295 students to equip them with social skills to succeed during professional conduct dining and networking events.

• Offered six “just in time” resume blitzes in academic buildings to review and critique student resumes prior to Career Fairs.

• Presented 225 classroom presentations at the invitation of faculty on topics including career exploration, resume and cover letter writing, interviewing strategies, and job searching, reaching 6,858 current ECU students.

**CAMPUSS PRESENTATIONS AND TRAININGS**

*Dean of Students*

• Presentations to Faculty and Staff Senates, Academic Deans and Directors, New Faculty Orientation, and other faculty and staff regarding DOS services and how to recognize and report concerning behavior.
  o Estimated 650 faculty and staff participated

• Presentations/Debriefing following Hurricane Irene, Campus Lockdown and student death(s).
  o Estimated 150 faculty, staff and students participated

*Disability Support Services*

• **ADA Training** for 70 grounds workers (this was the first time an outreach was made to this particular group)

• **Human Resources Supervisors Bootcamp** 30 – 40 supervisors per session three times per year

• **Eight is Great Time Management Plan & Three Step Study Plan** was presented to the Advising Collaborative, Counseling Center Staff and at the NC AHEAD Spring Conference, total of 125 participants

• NC AHEAD Spring Conference **Students with Mental Health Disabilities on College Campuses**, 60 participants

• **True Colors**, Counselor Education Graduate Students, 20 participants

• **True Colors Facilitator Training**, Counselor Education Graduate Students, 20 participants

• **Ever-ready Wellness**, Nursing & Allied Health Staff, 30 participants

• **Orientation Leader Training**

*Marketing & Communication*

• Media Relations Training/Presentation to College of Human Ecology Faculty- Spring 2012

*Campus Recreation & Wellness*

• Provided numerous officials’ training presentations.
• Provided CRW informational presentations at Freshmen Orientation, Transfer Orientation, RA Training, ECU Dental School, Graduate Student Orientation and COAD classes.
• Adventure staff taught a class for the Honors College Wilderness Writing classroom on outdoor ethics and expedition behavior.
• Staff served as a guest lecturer for numerous courses to include: COAD 1000, RCLS 2000, Health 1000, KINE 2000, RCTX class, and the Exercise Majors Club (re: CRW programs, volunteering, the fitness job market, development plans for students, and more).
• Led Basic True Colors Training at the request of ECU Human Resources.
• Sam Combs and Suzanne McDonald presented the Personal Fitness and Available Resources workshop for the Student Affairs Continuing Career Development committee. (March 2012)
• Presented The Office Workout as requested by the CRW Membership team for Faculty/Staff on the Health Sciences Campus
• Presented Principles of Fitness as requested by the Student Health Center and the Wellness Living Learning Community for students in an SHS Weight Loss class (Oct. 2011, Feb. 2012) and a COAD 1000 class (Fall 2011) respectively.
• Eric Gardner presented the Interactive Teambuilding session, as part of the ECU Student Affairs Continuing Career Development Series.
• Eric Gardner presented Leadership and Followership: Walking the Tightrope session, ECU iLEAD Conference.
• Revitalization Skills Workshop.
• Numerous residence hall presentations.
• Presented at Resident Advisor Trainings.
• Provided ECU Athletics with presentations as follows: Nutrition Lifeskills, ATOD Lifeskills, Sexual Health Lifeskills.

Student Health Services
• 2 COAD 1000 classes.
• Herdman, J. (2012, April). Anemia Academic Class Presentation. ECU PA Program, Greenville, NC.
• George, D. (2011, October). Radiation Safety Presentation. AHEC Program Number: WMH104 Wayne Memorial Hospital, Goldsboro, NC.
• George, D. (2011, October). Recognizing Contrast Media Reaction Presentation. AHEC Program Presentation Number: OMH100, Jacksonville, NC.

Student Involvement & Leadership
• The Center for Student Leadership and Engagement conducted multiple presentations for COAD 1000 on topics such as Student Involvement and Leadership, True Colors, Shiver Me Timbers,
Get More Done, Personality & Motivation, Leadership Styles, How to Communicate When You Don’t Relate, Take The Lead and Service First.

- The Center for Student Leadership and Engagement provided the following organizations trainings/workshops for: Allied Health Services, In-Service Student Health Services, Sigma Gamma, Wellness Living and Learning Community, Commuter Student Luncheon, Allied Health Sciences students, Voices for Victims Student Organization, Alpha Kappa Psi, Teen Leadership Day at ECU, Chi Sigma Iota, RA’s-Campus Living, Gamma Sigma Sigma, STEPP Program, EXSS Graduate Students.
- Topics of these trainings/workshops included: Effective Communication, Comfort, Resolution, Strengths Quest, Get More Done: A Pirates Guide to Life and Time Management, 3D Presentations- Design, Discover, Deliver, Team Building and How to Create A Vision.

Student Transitions & First Year Program
- The Orientation Assistants and orientation staff had a week-long intensive training program. Some of the components included leadership skill development, campus information, and training on the various orientation responsibilities and are led by Karen Smith and Hank Bowen. Twenty-five orientation assistants and one intern participated.
- Mentors for the Pirate to Pirate Mentoring Program underwent a two-hour mentor training which was led by Hank Bowen. Seventy-five students participated in the training.
- Karen Smith presented the “W Curve” to the UNIV 1000 committee. Sixteen committee members were present.

Center for Counseling and Student Development
- 260 total outreach programs, including academic, alcohol and other drugs, campus service, mental health education and prevention, and promotion of CCSD services. The vast majority of these programming efforts were for students, with several for faculty/staff and parents.
- Several guest lectures in other classes as part of outreach programming (Stress and Weight Management, High Anxiety Public Speaking, various Psychology classes, Sociology, Counselor Education, etc.).

Student Legal Services
- Mediations for Greek Life organizations
- Shipmates Program Presentation
- Student Leadership Conference presentation
- Reading Circle
- Threat Assessment training
- Presented to over 45 COAD 1000 classes on legal and safety issues. Teach for credit COAD 1000 class during Fall semester.
- Presentations to Women’s studies classes (3 classes x 30 students).
- Presented at commuter lunch/learn (2 sessions)

Campus Living
- Brandon Thompson, Presentation: It's About Time: Utilizing Best Practices to Retain African American Males In Higher Education, North Carolina Housing Officers (NCHO), November 2011
- Gretchen Brockmann, Professional Development, Divisional Student Affairs, November 2011
• Brandon Thompson, Presentation: Doing Our Part: Utilizing Best Practices to Retain African American Males In Higher Education, South Eastern Association of Housing Officers (SEAHO), February 2012
• Janet Johnson, Focus Group Training, Spring 2012
• Blaire Trevil, Intro to Theory (Non-SA), Fall 2011
• Waz Miller, Presentation: Promoting a Positive and Professional Image: From Backpack to Briefcase, Association of College and University Housing Officers- International (ACUHO-I), STARS College, July 2011
• Waz Miller, Presentation: How to Navigate For and Through a Placement Conference, Association of College and University Housing Officers- International (ACUHO-I), STARS College, July 2011
• Sydney Grammel, Introduction to Student Development Theory, ECU, Spring 2011

Off Campus Student Services
• Sponsored a webinar addressing Off-Campus Students Behavior and Community Relations. This webinar was attended by 20 university staff and faculty as well as City of Greenville employees, community and neighborhood leaders.

Assessment, Research and Retention
• Hill, K.E. (2012). Assessment: The big picture. Presented at East Carolina University, Greenville, NC.
• Hill, K.E. (2012). Using student learning and development theory. Presented at East Carolina University, Greenville, NC.
• Hill, K.E., Lewis, E.T., Steele, J., & Johnson, J. (2011). Focus groups for assessment purposes. Presented at East Carolina University, Greenville, NC.

STUDENT PARTICIPATION IN RESEARCH AND SCHOLARLY/CREATIVE ACTIVITIES

Support for student research is a campus value that is expressed in our Mission and Vision statements and widely shared in practice. Student engagement in programs and services delivered by Student Affairs is a hallmark of student engagement and leadership development on campus. Each year, countless numbers of students contribute to the planning and delivery of quality co-curricular learning opportunities for students through presentations and workshops delivered on and off campus. Specific markers of student excellence in this regard are included below.

Marketing and Communications
• Marketing:
  o Six video production students were employed and received course credit.
  o Received Honorable mention for news broadcast and sports.
• Technology Systems:
  o Technology Services employs one student worker who performs a variety of technical functions to include software programming, workstation support, and general support for departmental projects.
Stephen Wright was recognized for the “Pillar of Respect” during The Pillars of Creed Week

**Student Health Service**
- Provided clinical rotations for three medical residents, three nurse practitioner students, three pharmacy interns, four health education interns and two nutrition graduate students.

**Student Transitions & First Year Programs**
- There are three undergraduate students who were employed in OSTFYP throughout the school year and summer.
- Twenty-five undergraduate students were hired to be Orientation Assistants. Their duties were to assist with the orientation program by leading small groups, helping with check in, making guests feel welcome, and more. There were 80 applicants for the 25 Orientation Assistant positions.
- A Graduate Assistant worked in the office to assist first year programs. The GA served as the editor for the COAD textbook, providing revisions and edits to the new chapters. She also served as the editor for the majority of publications produced by OSTFYP. The GA also collected and formatted information for the flash drive that is given to incoming students. During orientation, the GA served a key role of support in the orientation satellite office in Brewster and in other aspects of the program.
- OSTFYP hosted a NODA (National Orientation Directors Association) Intern throughout the summer whose duties were to assist with the Family Orientation program and the Orientation Assistant training. The intern was a student at the University of West Georgia pursuing a Professional Counseling Masters Degree with a desire to work with higher education/first year programs.

**Campus Recreation and Wellness**
- CRW student worker received the Eunice E. Green scholarship from the College of Nursing; recipient of the Dowdy Student Stores Cheerleading Scholarship; Dean's List (fall); Chancellor's List (spring); elected Nursing School Class Representative; ECU College of Nursing Leadership Council; chosen as speaker on the “So You Wanna Be a Nurse” panel; East Carolina Cheerleading Team Captain; chosen for Pirate Profile
- CRW student worker received the North Carolina Dietetic Association Foundation Scholarship; awarded Department of Nutrition Science Outstanding Senior; accepted into ECU Masters of Science/Dietetic Internship program to begin Summer 2012; Chancellor’s List (fall and spring); Graduated Summa Cum Laude in May 2012
- CRW student worker received the Delta Zeta Vice President of Programming of the Year Award and the Delta Zeta ‘Dream Girl’ Award and was inducted into Sigma Alpha Pi National Society of Leader
- CRW student worker received the 2011-2012 Non Resident Tuition Remission Scholarship and was selected for the Chancellor’s List in the Fall; received the 2012-2013 RCLS Mike Bunting Scholarship, 2012-2013 Non Resident Tuition Remission Scholarship, 2012-2013 North Carolina Recreation and Parks Fred Fletcher Graduate Scholarship and was on the Dean’s List Spring 2012.

**Ledonia Wright Cultural Center**
- LWCC collaborated with the College of Business and the GE-IMLP Program to develop an internship pipeline with diverse candidates. This relationship began in 2010. The internship is
very competitive and selects undergraduates throughout the country. This year ECU student (for the first time) was offered and accepted an internship.

VICE CHANCELLOR FOR STUDENT AFFAIRS OFFICE

MISSION STATEMENT

The Office of the Vice Chancellor for Student Affairs facilitates, implements, and assesses Student Affairs planning strategies, allocates resources, and administers and coordinates comprehensive student programs and services related to student growth and development to create a learning environment where all students have the opportunity to succeed.

ACCOMPLISHMENTS

Student Affairs experienced a successful year in the planning, improvement, and implementation of its programs and services. We continued to develop our division from both the assessment and professional development perspectives. Our strategic plan was completed in the Fall of 2011 and launched with a grand celebration in January 2012. The plan includes division wide outcomes based on five priorities identified by the division and aligned with the University’s strategic directions.

There were several hires and new developments within the senior leadership and organizational structure of the division. The interim position of Executive Director of Student Affairs Administration was developed and recruited to assist the Vice Chancellor in carrying out the administrative duties of the office. Moreover, the division underwent a review and revision to its organizational structure. Some of those revisions include the move of Parents Service from OSTFYP to DOS and the repositioning of Transit which now falls under Campus Living.

Similar to all other divisions on campus, Student Affairs continued to experience the pains of budget cuts. Even with its reallocation of resources and streamlining of operations, the division maintained the high quality of the programs and services it offered. Highlights of departmental activities include the following:

In addition to developing three new Living and Learning Communities for Biology, Business and Nursing, Campus Living planned and received approval for the implementation of the Structured for Success program which will be piloted Fall of 2012. This behavior modification program will serve as a support for residential students caught violating ECU’s drug policy.

ECU Transit was awarded a $100,000 grant from the NC Department of Energy that was used to purchase a hybrid bus that went into service in January of 2012. The bus achieves 25% improved fuel economy. Keeping with the theme of investments that ensure efficiency, Transit went live with its new GPS system which, since February, allows the office of Transit to track when the buses will arrive at their desired location. One last improvement worth mentioning is ECU’s purchase of property located at 10th and Easy Streets. Transit has been occupying a facility on N. Memorial Drive that is in dire need of repair, but come Fall of 2012, it will be moving to this newly purchased property on Easy Street in Greenville.

Student Affairs continued to advance the culture of collaboration within and without the division. This past spring, SA educators from various departments planned and hosted a dinner for select
faculty to highlight current research projects and scholarly endeavors, with the goal of encouraging interest and partnership of faculty.

Another area where we continue to make great strides is in the area of professional development. The SA Continuing Career Development Committee planned and implemented sixteen workshops with topics as varied as “Legal Issues and Liability in Student Affairs,” “Yoga and Stress Management,” “The Glass is Half Full- Drink Up!” and “Higher Education Budget Process.” These programs continue to receive high praise from attendees who represent divisions from across the campus.

CHALLENGES
- Managing the state budget restrictions while maintaining quality programs and services
- Managing the auxiliary budgets so that student services are covered
- Documentation/Establishing evidence of SA impact on student success, retention and graduation
- Further developing and maintaining communication within the division

GOALS
- Continue implementation of the strategic plan
- Align resources with priorities and critical needs/areas
- Secure support and funding for the Student Center-East and Student Center-West
- Cultivate an environment where scholarly activity occurs with publications in referred journals and national professional presentations.
- Build on the existing collaborations with faculty and seek to start new ones
- Strengthen co-curricular programming.
- Successfully recruit for vacant leadership positions within the division.
- Diversify SA educators across the division, with a focus on racial diversity.

ASSESSMENT, RESEARCH AND RETENTION

MISSION STATEMENT
Student Affairs Assessment, Research and Retention (SAARR) champions a culture of evidence and improvement within the Division of Student Affairs in support of student learning, development and success. SAARR provides leadership to increase the institution’s knowledge about students, the educational environment, and institutional effectiveness to continuously improve student programs and services, and does so through service in support of outcomes-based assessment, data driven decision-making, strategic planning, student-focused research, and professional education.

ACCOMPLISHMENTS
- Assessment Consultation: SAARR provided individual consultation with 28 Student Affairs departments meeting at minimum three hours and up to ten hours over the course of the academic year in support of meeting Institutional Effectiveness standards and completing annual assessment plans by June 1, 2012.
- Directed process for development of 2011-2014 Student Affairs Strategic Plan and coordinate ongoing measuring, monitoring, and reporting.
- Provided significant and extended leadership on working groups for the 2013 reaffirmation of accreditation in the Southern Association of Colleges and Schools. Oversight of 11 of 70 principle standards and coordinated assessment review/feedback for 73 assessment units.
- Professional Development Assessment Processes completed in support of SASP Priority 3: Strengthen Professional and Personal Development
- Division Asset Mapping Project resulting in initial summary report, a data file stored on the student affairs SharePoint and shared with the Continuing Career Development Committee
- Developed ongoing continuing career development assessment strategy.
- Developed and implemented assessment focused professional development opportunities per ACPA Assessment Skills and Knowledge Standards:
- Facilitated Qualtrics training for Student Affairs educators via Faculty Excellence – 22 SA educators participated in workshops.
- Conducted three sessions offered as part of Continuing Career Development Series: Understanding Assessment, Using Student Learning and Development, Effective Survey Development – high value and high satisfaction ratings.
- Offered focus group training in fall 2011 followed by formation of Divisional Focus Group Team. Demand will lead to additional training early in 2012 autumn semester.
- Pilot project completion in Year 1: Co-principal investigator on $750 seed grant to establish a developmental mentoring program for retaining African American males in college; program model is being utilized to establish mentoring programs for other under-represented and underserved student populations.
- African American Male Mentoring Program (AAMMP) Steering Committee directing pilot program implementation and evaluation. Wrote mentoring toolbox materials and coordinated assessment processes.
- Assisted with development of 3MP grant proposal to UNC-GA (40,000+)
- Launched a comprehensive approach to LGBT assessment supporting SASP Priority 1: Enhance Success and Inclusion of all Students
- Hosted Webinar “LGBT on Campus: 3 Critical Issues to Consider in 2012” - 37 participants, 29 follow-up responses on participants’ ideas for improving the environment for LGBT students at ECU analyzed and report disseminated.
- Facilitated LGBT Café Conversations - 22 participants. Formative inquiry resulted in set of recommendations for action and report constructed.
- Developed and completed an assessment plan for the LGBT Resources Office: Outcomes focused on Student Leadership Development, Student Program Learning, and Resource Office Value
- Assessment Projects and Report Generation:
  - Convocation survey planning and consultation, observation assessment
  - Pirate Palooza iPad pulse survey and report, observation assessment, post-event student
  - Briefings for Board of Trustees, Faculty Orientation, Faculty collaborations,
  - Student Media professional development surveys: graduating seniors and returning leaders
survey construction (did not administer due to technical issues), staffing survey and report
  o Midnight Madness iPad pulse survey and report, post even survey and report, staffing survey and report
  o Pirate Read survey and Report
  o OSTFYP CAS self-study instrument analysis – could not complete due to lack of staff participation
  o Professional Development Interest Survey and Report
  o FoE institutional data analysis and survey analysis
  o African American Male Success Inquiry Report 50+ pages based on existing institutional and national benchmarking data
  o Sophomore Rally at the Rec iPad survey and report
  o SGA Student Fee Survey construction
  o Williams Scholars retention report
  o Barefoot iPad pulse survey and post event survey construction and reports
  o AA Male Mid-year summary report
  o Monthly Assessment in Action Briefings
  o Marketing Ticketing System satisfaction survey
  o Marketing Framework satisfaction survey
  o Student Success Funding RFP inventories
  o Individual skills and talents survey construction
  o Student Success Models development
  o Bias Assessment Institutional Benchmarking
  o Assessment Retreat post event survey and report
  o Divisional “How it all Fits” Graphics and presentations
  o Pirate Summer Read instructor and student surveys and reports
  o Polar Bear Plunge iPad survey and report
  o Sophomore Resource Fair report
  o COAD 1000 Survey Report.

CHALLENGES

- Assuring SAARR is adequately staffed with personnel qualified to accomplish the mission and goals of the Division and the Office per CAS Standard 4.1: Human Resources and SACS comprehensive standard 3.9.3: Adequate Qualified Staff – standards are not met relative to size of Division and scope of assessment priorities. This unmet standard has had a direct negative impact on the Director of SAARR relative to extant time contributions, project management, and ability to complete backlogged projects.

- In support of enhancing institutional effectiveness per SACS comprehensive standard 3.3.1.3: Assessment, several Student Affairs Departments need additional focused improvement to meet acceptable quality standards for overall assessment plans: Transit, OSTFYP, Student Legal, Marketing-Student Media – Technology, SIL (although positioned well for 2012-2013). Student Legal and Marketing have made good steps forward. Transit and aspects of OSTFYP are a concern given non-compliance with agreed upon next steps.

- Overhaul and develop new SAARR website: It is critical that an interactive on-line presence be established for the office in order to facilitate resource access and development and information visibility/dissemination. This has been delayed with respect to limited knowledge and skill of
SAARR Administrative Assistant assigned to this project and the staff turnover that occurred in SA Marketing thus delaying this project.

- There is a need for developing a project request management system to be included on the new SAARR website, thereby creating a system for improving efficiencies and institutional effectiveness. This should be modeled after the Institutional Research adhoc request portal.

GOALS

- **Outcome 1 goal - Assessment Leadership Infrastructure:**
  - Develop and implement next steps of SAAT leader development and phased SA educator service.
  - Develop work teams around major assessment strategies.

- **Outcome 2 goal – Assessment Strategic Planning:**
  - Implement 2012-2013 projects outlined in the three priority white papers.
  - Advance the nine assessment objectives outlined in the Divisional strategic plan.
  - Establish external program review process and schedule for Division/departments.

- **Outcome 3 goal – Assessment Professional Development:**
  - Develop assessment manual/workbook
  - Develop and implement assessment toolbox series

- **Outcome 4 goal – Outcomes & Data Driven Decision Making:**
  - Continue to address gaps identified in unit meta-analysis.
  - Advance comprehensive assessment strategy work for – LLC, alternative breaks, community engagement, SLAP, Adventure programs, LGBT peer mentors, thematic programs, and program review process for division
  - Continue to advance Common Data Needs Project in collaboration with Margot Neverett (Institutional Research) and others to operationalize the common data needs plan and identify other mechanisms for demonstrating how SA programs/activities/services/etc. impact retention and graduation.

- **Outcome 5 goal – Research:**
  - Establish a collaborative, interdisciplinary research project between student and academic affairs.
  - Work with SA educators to help with research idea exploration and publishing.
  - Write and submit at least one grant from the assessment office and/or in collaboration with another SA department.
  - Human Resource and Office Resource Support: Address and reconcile personnel, budget, and project management support mechanisms in order to facilitate achievement of SASP Priority 5: Increase and Responsibly Manage Resources for Sustainability and meeting the baseline CAS and SACS standards outlined in the challenges section.

SPECIAL RECOGNITION AND SERVICE

- EPA Grievance Review Committee, 2011-present
- Student Affairs Executive Council, 2010-present
- Institutional Effectiveness Executive Council, 2010-present
- University Strategic Planning Executive Council, 2010-present
- SACS Academic and Student Support Services Working Group, Chair, 2010-present
- SACS Compliance Certification Council, 2010-present
- SACS Quality Enhancement Plan Steering Committee, Council, and Writing Center Team, 2011-present
- Colleges Guides and Rankings Working Group, 2011-present
• Student Affairs Innovative Programs Planning Council, 2012-present
• Foundations of Excellence Self Study Steering Committee, Improvement Committee Co-Chair, 2010-present
• Structured for Success Planning Team, Campus Living Learning Community, 2011-present
• African American Male Mentoring Program (AAMMP) Steering Committee, 2011-present
• Midnight Madness Committee, 2010-present
• Pirate Palooza Committee, 2010-present
• Student Affairs Thematic Programming Working Group, 2011-2012
• Peer Institutions Task Force, 2010-2011
• African American Male Success Inquiry, Co-chair, 2010-2011
• Director for Volunteer and Service-Learning Center Search Committee, Chair, 2012
• Reviewer of Student Learning Paper Proposals for 2012 Annual Convention, Association for the Study of Higher Education
• Student Affairs Assessment Leaders, Advancement Committee, 2011-present
• Task Force for Recreation & Athletics, Directorate Member 2009-2011, American College Personnel Association
• Greenville American Red Cross, Fundraising for Hurricane Relief, 2011

CAMPUS LIVING

MISSION STATEMENT

Campus Living actively contributes to the mission of the University by providing housing services and programmatic offerings to serve the needs of the undergraduate students at East Carolina University. Campus Living seeks to enrich the lives of our students by providing them a clean, safe and secure educational living environment where all residential students can reach their full academic and personal potential.

ACCOMPLISHMENTS

• Implemented a new method for ongoing RA/GA development, where staff could “create” their own in-service and put their own professional development into their hands by proposing they attend a program/lecture on campus, complete a service project (supporting our institutional motto “servire”), or an opportunity they complete themselves like working with a Career Services representative on their resume.
• Provided January RA training for newly hired staff that stretched out over two half days as opposed to one full day allowing greater attention during sessions and less of the feeling that they were getting “too much info”.
• Visited the University of NC-Wilmington in July to promote team building amongst the ECU staff as well as be exposed to and inspired by other colleagues in a university setting.
• Visited NCSU to see their First Year Experience Programs and Living Learning staff and programs. We also dialogued and shared our current programs with them.
• Established and implemented two full ASB (Alternate Spring Break) trips that were successful and impactful to our students. Eleven students went to East Polk County, FL and worked with Habitat for Humanity. Nine students went to Atlanta, GA and helped with the Global Soap Initiative, Books for Africa, the Atlanta Community Food Bank, Hosea Feed the Hungry and the Community Gardens Initiative.
• Expanded the Quiet Study program in the Dining Halls. See Attachments 1-3.
• Offered group tutoring in collaboration with the Pirate Tutoring Center, during Fall of 2011 in the newly created Jones multi-purpose room.

• Developed plans for three new learning communities to begin in Fall of 2012. These include Biology, Business and Nursing.

• Developed a plan and ascertained approval from all levels of the University administration to implement Structured for Success in Fall of 2012. This program will serve as a safety net, support and behavior modification program for students who decide to stay at ECU under intrusive advising rather than be removed for a Zero Tolerance violation.

• Implement the Structured for Success program to provide academic support for students at risk involved in drug related incidents.

• Occupancy Management: While our occupancy was slightly lower than originally budgeted larger based on freshman class size, our department maximized our available spaces by temporarily using Tyler in the fall before taking it offline for renovation in the spring.

• Tyler Hall Closing for Renovations: Campus Living staff successfully worked with the Neighborhood Services Office and the Residence Life team to transition the Tyler Hall residents into other housing. Then we embarked on an eight month renovation to complete the work on Tyler Hall interior and exterior.

• RoomSync Use in Roommate Selection: Housing Operations investigated, contracted and set up a new roommate matching service – RoomSync. While we are still collecting data, it appears this service increased our number of roommate requests and hopefully student satisfaction.

• SBI and room conditions review: Housing Operations transitioned our Summer Building Inspection (SBI) team from a group made up of housekeepers into a student lead and staffed team. This team is more flexible in terms of hours and operation, and the quality of room conditions at opening appeared improved. We also changed how we did opening room condition reporting with students- inspecting the room three times- SBI, housekeeping, and last the RA. Then e-mailing students a report to return if there were any issues or concerns eliminating the paper report filed by the student. This change decreased paperwork, and improved check-in time. There does not appear to be a higher level of room damage or appeals of charges with this change.

• Campus Living is in the process of expanding our electronic key access system into Campus Dining locations to improve access control and key accountability.

• Completed the 5th Annual Cultural Fest.

• Completed second annual Parental Outreach Letters to students under 18 years of age, regarding FERPA.

• Campus Living presented 2303 total programs within the residence halls during the 2011-12 academic year. This included:
  o 132 alcohol-related programs
  o 104 current affairs programs

• Thematic programs
  o Bullying 75
  o Social Media 44
  o Student Development 47

• Fall 2011 semester total attendance at programs was 19,606 participants
  Spring 2012 semester total attendance at programs was 13,492 participants

CHALLENGES

• Assuring the ability to plan in advance in order to ascertain quality speakers and get major dates on the campus calendar. We need a way to reserve space more than just a few months in advance.
• Collaborating with the Academic and Support Center to create an academic liaison program for the residence halls was not real productive. Some advisors did not “buy in” to this approach and Pirate Tutoring center backed out of an agreement to place a tutoring center on the Hill mid-year.

• Communicating aspects of the RA Contract to new staff before they arrive to sign their employment paperwork for the following year. There were lots of questions and surprises for incoming staff this year regarding key aspects of the contract.

• Implementing Freshman Residency: Tying our occupancy even more firmly to the freshman class size has required increased communication and planning with the Enrollment Management team. Managing returning student occupancy will have to remain flexible as the new student class varies even with advanced planning. The Belk Hall demolition and replacement will create some particular challenges to Occupancy Management in future years.

• Our Housing Management Software: To provide our students with the highest level of service; we need housing software that is flexible and able to speed our communications with the students. We are in the process of a gap analysis of our current Housing Management Software (CBORD) and getting information about the software’s development cycle. We are also doing initial inquires with outside vendors and benchmarking other institutions to see what programs are available in the marketplace currently.

GOALS

• Require returning RAs to attend training first, and therefore support our vision and tenets of the strategic plan; we are developing leaders and mentors in our staff teams.

• Develop a user-friendly operations manual for our LLC partners. This would include information such as: how we select RAs; resident check-in, hall amenities, important policies, and staff roles.

• Update the RA class syllabus and experience to make it more RA self-development centered, tie class concepts into floor and hall communities in order to benefit the residents too, and add more interactive components.

• Create a departmental assessment calendar and list of assessment instruments.

• Provide outreach to age 17 and under residents to ask about needs, issues and adjustment. If the interest is there, this “safety net” will meet and provide support for the full year.

• Partner with Student Involvement and Leadership to collaborate and implement a “merged” version of Culture Fest and the Taste of ECU.

• Create new training modules for experienced staff that makes them think about their role as a leader and what kind of mentorship they can provide, encouraging them to consider the legacy they leave and the impact they can have on the shape and tone of the staff team and the students in their halls.

• Specifically define and utilize pre and post assessments with FX and QUEST communities.

• Establish some general training outcomes and an assessment tool to ensure the work we are doing with RAED is effective and meets its intended purposes.

SPECIAL RECOGNITION AND SERVICE

• Sarah Meiser, Divisional Career Development Committee
• Gret Brockmann, Divisional Innovative Program Committee, ACUHO-I Program Committee Transfer Advisory Team, Sophomore Planning Team, Coordinator/Search/Search Team, RELI Faculty, June 2011
• Steven Foley, SEAHO Program Committee, Thematic Programming Study Buddy, NCHO Professional Development Committee, Strategic Planning: Sustainability, Pirate Academy Planning Committee, Divisional Communication & Marketing
● Brandon Thompson, NCHO Professional Development Committee, Staff Senate, AAMMP Mentoring Program
● Blaire Trevil, Delta Sigma Theta, Residential Scholars Committee
● Sydney Grammel, Department Student Appreciation Celebration Committee, Staff Senate
● Michelle McVicker, SEAHO, Academic Workshop Liaison, Tower Wars
● Charles Clency, AAMMP, ACPA, SEAHO, Midnight Madness, King & Queen, Polar Bear Plunge
● Adam Nelson, Magnolia Arts Council, Thematic Programs, Alcohol, Tobacco & Other Drug Committee
● Mandy Messerli, Residential Scholars Committee, ECU Campus Kitchen Board, Campus Living & Dining Appeals Committee, Divisional Thematic Programming
● Verónica Rodríguez Rivera, Sigma Lambda Gamma Sorority, Inc., ALMAS
● Holly Bowen, ECU Athletic Council Member, Residential Scholar Committee,
● Jamie Butler, Delta Sigma Theta Sorority, Inc. Payton Production Company
● Janet Johnson, Presbyterian Church Personnel, Student Affairs Assessment Team, AA Male Mentor Program Committee
● Waz Miller, Elmhurst PTA, Vice President; ACUHO-I STARS, Faculty and Committee Member; OPE Minority Friends Network Steering Committee, Girls Scout Leader, Jarvis UMC Administrative Board & Family Ministry Committee, ECU Blood Drive Committee, Pirate Academy Committee

CAMPUS DINING

MISSION STATEMENT

The mission of dining services is to have a comprehensive dining program that provides quality and affordable food service; to encourage and promote the campus residential life and educational experience; project a positive campus image and the University’s sense of community to all visitors, faculty, staff and students. To provide nutritional education and provide a safe and comfortable dining experience which operates efficiently and with fiscal integrity while also contributing to the economic impact of our region.

ACCOMPLISHMENTS

● Worked with ARAMARK to survey student users about campus services in April 2012.
● Assisted ARAMARK with MarketMATCH, a University wide assessment of dining services offered which will map out the next 7-10 years of possible food choices and programming for Campus Dining.
● Implemented TOGO program, which encourages the use of reusable food container and aluminum beverage bottle at Todd and West End Dining Halls, resulting in the removal of more than 145,000 Styrofoam traditional containers from trash and recycling.
● Expanded the number of days of study halls offered in our two Dining Halls for students to have a space to study for exams in both the fall and spring semesters.
● Increased the number of wireless connections in Dining Halls to accommodate the increasing number of students using the spaces as study halls.
● Improved customer service in all dining locations by developing a new secret shopper program designed to touch all dining locations, with the assistance of faculty, staff and students.
GOALS

- Meet or exceed increased revenue projections of 5% while managing expenses in light of rising overhead and energy costs.
- Maintain fiscal integrity by reducing the number of audit findings on annual Campus Dining audits.
- Continue to improve customer service in all dining locations by using the secret shopper program designed to touch all dining locations, with the assistance of faculty, staff and students.
- Implement benchmark sustainability initiatives.

SPECIAL REGONITION & SERVICE

- Joyce Sealey – served on SALT (Student Affairs Leadership Team) and assisted with Plunge into Purple (ECU Stars Committee). She is also a member of NACCU (National Association of Campus Card Users) and NACUFS (National Association of College and University Food Services).

OFF-CAMPUS & COMMUNITY LIVING

MISSION STATEMENT

The department of Off-Campus Student Services works with students on a group and one-on-one basis to bring fine points to light and to explain and teach the mindset needed for successful living away from the University residence halls.

ACCOMPLISHMENTS

- The department hosted a Fall Semester luncheon with our Off-Campus Partners and Campus Living Administration that was designed to introduce the Campus Living Administration and address questions and concerns from Off-Campus Partners and their relationship to ECU. This outreach program will continue this fall with the committees formed with both apartment managers and campus staff working together on key issues. *In these meetings and discussions we are focusing on issues such as student retention and safety.*
- Improving Outreach to Students: The department focused this year as a key goal (goal: to raise web traffic by 5%) and will continue to focus this upcoming year on outreach to students. Two totally new programs and a revision of current programs highlight these efforts.
- Developed and produced with a collaborative team an ongoing transit poster campaign bringing awareness to student art projects from Student Media and other areas called “ARRRT.” Also, developed and produced ongoing monthly transit poster campaign (2 posters each month) addressing key issues for off campus students to match student needs during the year and connecting with key student programs.
- Spring poster topics:
  - February – Healthy Relationships
  - March - Reading your lease before you sign
  - April - Conservation
  - May - Summer - OCSS Office Information
- Upcoming topics for this fall
  - August- Look for the “Take Heed” Book – Welcome back!
  - September- Civility and Good Sportsmanship
CHALLENGES

- Providing access to services: The department moved in both functional area and physical office space. While the web site is an important resource and still accessible, OCSS knows it is important to have a physical presence on campus as a resource for students. The new location will require the department to focus on outreach and creative ways to reach our target population.
- Understanding the current student needs. It has been a while since we have reviewed the needs of this population in an organized way. This fall the department will host a series of focus groups on the needs of the off-campus student population with the support of student affairs assessment.

GOALS

- Increase web traffic on the OCSS and Campus Partners (Apartment Search/Info) website by 5%: We met this goal. We plan to continue this web traffic growth by outreach programs and marketing the site as a valuable student resource.
- Increased student participation in programs: Program attendance was down significantly due to a number of factors- use of a new program location, restart of the OCSS listserv and marketing issues.
- Infuse all aspects of the student experience with opportunities for leadership development through the Pirates Treasure program: The programs (end of fall and spring semesters) occurred, but student participation was down. We plan to work with the city and the Center for Volunteer and Service Learning to revitalize this long standing program.

SPECIAL RECOGNITION & SERVICE

- Wayne Newnam was a volunteer and assisted with 22nd Annual Battle of Plymouth Living History Weekend, on April 27-29, 2012

CAMPUS RECREATION & WELLNESS

MISSION STATEMENT

Campus Recreation and Wellness supports and encourages balanced, healthy lifestyles for the diverse ECU community by providing leadership development through educational and recreational programs. CRW is committed to providing exemplary student leadership experiences, enhancing individual potential, developing responsible citizenship, and fostering a lifelong commitment to learning skills associated with physical, social, emotional, and mental well-being.

Campus Recreation and Wellness works with students and in collaboration with faculty and staff to accomplish this mission by providing high quality, data driven, health education and promotion services, programs and facilities.
ACCOMPLISHMENTS

- Expansion of the first year of the Wellness Living Learning Community to include the development of the second year mentoring program.
- Completion, marketing and programming of Phase II of the North Recreational Complex.
- Summer Camps: Filled all sessions again with an approximate $25,000 profit from 2011. Enrollment consisted of 892 slots filled within 21 camp sessions.
- Intramural Sports participation increased with more than 5,300 unique individuals participating almost 42,000 times.
- Fifteen Club Sports teams traveled to compete in regional and/or national championships during the 2011-12 year with Golf and Dance winning titles and several other clubs placing in the top three.
- Club Sports teams generated $85,765 through fundraising activities.
- Club Sports home games/events generated a total of $462,067 in revenue for the Greenville community.
- Club Sports participation reached an all-time high with 970 individuals involved in the program.
- Successfully recruited and trained faculty and/or staff advisors for approximately 40 Club Sports organizations.
- Implemented budget hearings for all Club Sports organizations to determine allocations for the Fall 2012 semester. Each organization submitted an electronic budget and then provided a 10-20 minute presentation detailing and justifying their needs.
- Worked collaboratively with SA Marketing to Develop Integrated Marketing Plans for all program areas within CRW.
- Completed marketing assessment projects benchmarking practices of 14 established campus recreation professionals and conducting a Secret Shopper study of various program areas with 60 students from a COMM 2030 class.
- The Adventure Program filled and ran 100% of trips in the spring semester and 97% of trips in the fall, which established a record high for participation percentage.
- Adventure increased rental equipment revenue more than 50% from the previous record set in 2006-2007($5,247) to $7,875.
- Adventure increased climbing wall participation 33% over the previous academic year and established a new record (5,510 uses).
- Implemented Faculty/Staff Target Fitness Programs (October Fit Fest; Aqua Fitness; Noon Fitness for Faculty & Staff; Rewards & Recognition Week; Physical Activity Labs)
- More than 700 participated in Pirate Fit incentive programs fall and spring editions.
- Completed fitness class promotional videos and equipment education videos to encourage students to get more involved with physical activity and reduce fear of classes and equipment that are unfamiliar to them.
- Team Training provided 127 programs to a record number of 3,372 participants this year – a 14% increase from 2010-2011. This included 38 new/1st time groups/organizations.
- Team Training achieved average participant ratings of 6.3-6.7 (out of a high of 7) on course evaluations for team training programs provided to over 1,800 adult participants.
- The SRC had a 15% increase in Guest Passes sold at Customer Services.
- Developed and finalized the CRW Business Plan.
- Trained personnel on the CSI system for boat house equipment check-out and financial transactions.
- Updated all American Red Cross (ARC) instructors to the new format which results in students/employees being able to receive ARC cards/certifications in a much more efficient manner, and within 7 – 10 business days.
• Coordinated over 203 separate trips for both CRW staff & constituents. Breakdown: 34
  Professional Staff member trips to Professional Development Conferences; aided Assistant.
  Director for Club Sports in coordinating 114 Club Sport team trips; aided Assistant. Director for
  Adventure in coordinating 35 APC trips for both Student Staff Training and customers; aided
  Assistant. Director for IM’s/Youth & Family in coordinating 22 trips for both Intramural Officials
  participating in Extramural tournaments at other universities and Youth & Family during the
  2011 CRW Summer Camp.
• Assisted the following groups to hold events/classes/camps at NRC:
  o Hospitality Management
  o Business Services
  o Biology
  o Marketing Strategy class
  o Math Department
  o RCLS department
  o International Affairs
  o Athletics – soccer, track, women’s/men’s basketball
  o Marching Band
  o Science Olympiad
  o Pitt County youth soccer & lacrosse
  o Pitt County Community Schools (various programs)
  o Greek Week & various Greek organizations
  o RHA
  o Muslim Student Association
  o Black Student Union
  o Transit
  o Aramark
  o Victory Campus Ministries
  o Army & Air Force ROTC
  o Native American Organization
  o NPHC
  o ECU Ambassadors
  o Wellness Living & Learning Community
  o Young Life
  o Various Residence Halls
  o Office of Rights and Responsibilities

CHALLENGES
• Inability to import One Card photos into the CSI system for identification and safety of our
  students and members.
• Effectively collaborate with SA Marketing to provide adequate marketing for all CRW programs
  with the lack of full-time marketing staff.
• Limitations on the size and capacity of the SRC may limit the growth and expansion of CRW
  programs and services as well as HHP/Kinesiology offerings for academic credit.
• Determining an appropriate student fee funded allocation amount for the club sports program as
  the number of clubs and level of activity increases (currently at 60%).
• Ensuring appropriate approval and procedural adherence with respect to use of university spirit
  marks for club sports apparel.
• Developing an appropriate protocol for addressing growing concern related to concussion
  management for CRW.
• Website and Social media maintenance, continuity and consistency.
• Parking access for the Student Recreation Center.
• Providing quality maintenance, repair, and inspections for two challenge course locations.
• Meet increased demand for team training programming while still maintaining quality
  experiences and safety.
• Meeting the health and recreational needs of the students, faculty and staff on the Health Sciences
  campus without any facilities for programming.
Increasing and maintaining SRC membership sales with challenges such as the Umstead Act limitations, lack of parking, lack of child care and difficult economic times.

Staffing and facility oversight for the SRC and NRC. The NRC closes from October – March, other than for special events/activities. Hiring and retaining quality staff that will not receive hours during this time frame is difficult.

With the needed expansion of the SRC, the future development of the NRC, and the development of the West Campus recreation facility, additional revenue is essential to maintain the current level of programs and services; thus a fee increase will be needed for 2013-2014.

With the Master Plan options for the Blount Complex, identifying funding to relocate the existing softball fields to the North Recreational Complex is paramount.

GOALS

- Create a positive and dynamic working relationship between Campus Recreation and Wellness and other areas of the Division of Academics and Student Affairs.
- Promote the development of healthy lifestyles, social and physical well-being, and leadership skills through participation in sports and recreational activities.
- Through small group experiences, utilize adventure activities as a means for personal growth, discovery of natural places and connections to the University.
- To provide experiential education and physically active opportunities to promote fitness and enrich the lifestyles of the ECU community and its affiliates.
- Design Campus Recreation and Wellness programs and services through an evidence based process of planning, implementation and assessment.
- Provide safe and aesthetically pleasing environment and a variety of facilities for programming and participation for all CRW activities and programs.
- Assess freshman retention through targeted programming.
- Provide students with personal and professional development and valuable leadership opportunities.

SPECIAL RECOGNITION AND SERVICE

- Contributed to the COAD 1000 text by writing the wellness chapter.
- The NRC was featured in the Architectural Showcase in the June 2012 Athletic Business magazine as one of 27 outstanding college/university recreational facilities across the country.
- Five officials attended a National Basketball Championship with two student officials being named “All-American” officials.
- Thirteen student intramural sports officials were selected for regional or national extramural competitions.
- Brandon Knox and Franklin Baker were selected from the Club Sports program as Boxing “All-Americans” finishing 2nd and 3rd in the national tournament respectively.
- Environmental Health and Safety (EHS) safety committee members
- ECU-Greenville-Pitt County Road Race committee members
- Parking Citation Appeal Committee SA Representative
- Kronos Implementation Committee
- FX Takes the Rec, King & Queen of the Halls
- SA Division Kick Off and End of the Year Celebrations
- ECU Master Planning Committee
- Student Union Planning Task Force
- Campus Tuition and Fees Committee
- Centennial Awards for Excellence Committee Chair
- Advisory Board Department of Nutrition Science, ECU
in their weight classes.

- Mark Parker was selected as an official for the 2011 NCHSAA Football State Championship game.
- Healthy PIRATES student selected as one of 12 national advisory council members for BACCHUS Peer Education Network.
- Staff selected as First Student Affairs Spirit Award Winner.
- Staff selected as Honorary Golden Key Member.
- Received recognition award from East End Elementary School for community service.
- Staff recognized by multiple students in the 2011-2012 Senior Survey as “the person who made the most significant positive contribution to his/her education.”
- Numerous service awards (30-years, 15, and 10).
- CRW student staff leadership research selected for poster presentation at the 2012 NIRSA conference.
- Served on the ECU Staff Senate, 2nd year and Chair of the Communications and Marketing Committee, and continuing to develop the Gail Jordan Scholarship Fund; Service to the UNCGA Staff Assembly, member of the Staff Development Committee to develop the Janet B. Royster Staff Senate Scholarship Fund.
- Members of ECU orientation and ECU Open house committee
- Pirate Palooza member and Co-Chair
- Midnight Madness members and Co-Chair
- Polar Bear Plunge, Beach Fest committee and Spring Fest Committee members and Chair
- ATOD, LPAN and Pirate Read
- University Athletic and Policy Committee
- ACT-WEL Employee Wellness
- Leadership Certificate Task Force
- Leadership Advisory Council
- Campus Kitchen Advisory Board
- Nutrition and Physical Activity Partners for Pitt County
- Community Garden Advisory Committee for Pitt County
- Café Conversations (Strategic Planning)
- Foundations of Excellence committees
- Family and Siblings weekend committee members
- ECU Start committee member and Chair
- Faculty and Staff Awards and Recognition week committee member
- University environment committee
- Served as Chair for the City of Greenville’s Bicycle Pedestrian Commission
- Co-chair for SA Continuing Career Development committee
- Planning committee member for the 2012 Pirate Career Connection Conference
- Student Staff Appreciation and Training Committee
- SA Convocation Committee and SA Innovative Program Council members and Chair
- SALT and SAAT members
- SA Focus Group team member
- Pirate Academy committee member
- Office of Rights and Responsibilities Conduct Board committee member

**CAREER CENTER**

**MISSION STATEMENT**

The Career Center's primary mission is to assist and guide students in their career quest. We help students understand how to manage their careers and how to effectively market themselves in whatever endeavor they may choose. We accomplish this through maintaining and growing our partnerships with all of our constituents. The end result will be satisfied employers/stakeholders constituents and well prepared and educated students.
ACCOMPLISHMENTS

- Increased internship and job postings on the PirateJobs database by 95.4% and student usage by 408.3%.
  - PirateJobs is a full- and part-time job and internship database in which employers and Career Coaches/ Counselors can post jobs and internships for ECU students and alumni. Students can apply for the positions via the website as well as submit resumes, applications, and other support materials.
- Developed standardized assessment procedures to improve The Career Center’s collection of data.
- Enhanced collaborative relationships with internal and external constituents. The Career Center collaborated with 99 constituents throughout FY12.
- Completed the search for a Director of The Career Center. Successfully hired a Director who joined the university in November.
- Filled positions of Career Counselor/Coach, Recruiting Program Specialist.
- Accessed and increased The Career Center involvement with the Alumni Association and the Parents Council by engaging volunteers for HIRED program.
- Partnered with Health and Human Performance, the College of Human Ecology and the College of Arts and Sciences to create Career Center satellite offices.
- Successfully lobbied and received approval to direct $1.00 of student fees to support specific Career Center programs to increase student initiatives to broaden employment and career opportunities for ECU students.
- Collaborated with the ECU College of Business Center for Students Success to include resume guidelines for business students in Career Center Success Guide.
- Conceptualized and collaborated with the Student Leadership and Engagement office to create ECU’s first Student Employee Career Conference.
- Partnered with ECU Advancement – Alumni Programs to host the first Alumni Career Fair in collaboration with eight other colleges and universities in the Southeast. For this first time event held in Chapel Hill, NC we proudly had 75+ ECU alumni to attend.
- Instituted walk-in hours for the main office in the spring of 2012 to provide students with immediate and short term access to personal career counseling.

CHALLENGES

- Assure adequate staff to student ratio as suggested by our guiding professional organization the National Association of Colleges and Employers to enable adequate direct student support services and support to the University.
- Build adequate and sufficient employer relationships to grow university internship and full time career options for students.
- Survey and analyze current and future funding resources in light of limited funds from the State. Identify new funding resources within a department that operates primarily with State resources and consider partnerships with other Student Affairs and University resources to maximize student career services.
- Collect and report First Destination information of ECU graduates.
- Merge and migrate data from one Career Management System (PirateJobs) to a new system (ECU CareerNET).
- Analyze current physical space in the main office and satellite offices to accommodate expanded services and programs: Career Coaching/Counseling, practice interviews, corporate internship and full time job interviews, training spaces, SKYPE, telephone and panel interviews, employer recruitment events and career education group sessions.
• Hire a Business Services Coordinator to fill a current vacancy and recruit and hire any additional staff positions that may be created or vacated.
• Improve standardized monthly reporting of counselor activities.

GOALS
• Create and implement POP (Pirates on the Porch) on Thursday afternoons to provide students an opportunity to network and interact with employers in an enjoyable atmosphere.
• Escalate departmental and individual employer outreach to increase internship and full time career opportunities (minimum of 40 new active employers).
• Grow staff to meet minimum standards based on university enrollment including permanent full time staff, graduate assistants, interns, and practicum students.
• Conceptualize and reorganize HIRED (The Career Center practice interview program) to increase student reach and expand methods beyond face to face interviews to include phone and electronic options.
• Reorganize Career Coaches/Counselors academic liaison partnerships to more equitably manage staff caseloads and provide students with greater access to college-specific counselors.
• Enhance student connections with services and career opportunities through implementation of CSO Interfase Career Management System, the development of ECU CareerNET, and SKYPE video conferencing and interview technology.
• Utilize technologies to improve efficiencies within the department.
• Develop an annual Professional Etiquette Dinner that is open to all current ECU students.
• Relocate Career Fairs to campus to increase student and faculty access.
• Collaborate with ECU constituents to conceptualize a plan for tracking ECU students and their First Destination following graduation.
• Provide faculty, students, and employers with effective standardized guides to manage and coordinate academic internships
• Partner with the Office of Student Involvement and Leadership to develop and launch the university’s second annual career leadership conference. The one day mini-conference to feature an employer panel, workshops on career and leadership development, and an interactive, three-course etiquette luncheon.

SPECIAL RECOGNITION & SERVICE
• The career center has a professional affiliation with the following organizations:
  o NACE – National Association of Colleges and Employers
  o NCACE – North Carolina Association of Colleges and Employers
  o ACPA-American College Personnel Association
  o SoACE-Southern Association of Colleges and Employers
  o NCCDA-North Carolina Career Development Association
  o NCCA- North Carolina Counseling Association
  o ACA – American Counseling Association
• Catrina Davis received the American Education Research Association (AERA) Division J Travel Award on 3/4/2012
• Patrick Roberts received the ECU Division of Student Affairs Emerging Professional Award on 5/16/2012
• Jessie Langley received the NC Association of Colleges & Employers (NCACE) Presidential Recognition Award on 5/3/2012
Jessie Langley received the ECU Student Affairs Campus Organization/Dept. Recognition for Premiere Thematic Program: "Update Your Status" on 5/16/2012.
Carol Woodruff served as the College of Fine Arts and Communication keynote speaker at ECU Excels on 2/4/2012.
Catrina Davis served on Sophomore Resource Fair and Maynard Teaching Scholars Interviews totaling 62 service hours.
Carol Woodruff served on the etiquette presentation to raise funds for Baby Colt, Summer Read Committee, Convocation Committee, Commencement, Student Veterans Support Program, Audit Interview, Divisional Innovative Program Council Deep, totaling 15 service hours.
Jessie Langley served on the Family Feud Event, NCACE Board Activities, State Government Internship Council Meeting, SAVICA Committee Service, totaling 68 service hours.
Karen Thompson served on Sophomore Planning, Search Committee, Awards and Recognition, SAVICA, Greek Awards Dinner, CHE Chairs totaling 49 service hours.
Patrick Roberts served on Pirate Palooza, AAMMP Mentor, ACPA Conference Volunteer, Greek Awards Dinner, PC3 Co-Chair, totaling 15 service hours.
Larry Donley served as Soccer Coach for Chico Middle School and Flag Football Coach totaling 102.5 service hours.
Melissa Allay served on Test Administration totaling 24 service hours.
Nadirah Pippen served on a Community Action Agency totaling 8 service hours.

DEAN OF STUDENTS

MISSION STATEMENT
The Office of the Dean of Students advances the educational mission of East Carolina University and the Division of Student Affairs by facilitating students’ knowledge, understanding, and utilization of institutional resources by providing a critical support structure and out-of-class learning opportunities that enrich the overall ECU student experience.

ACCOMPLISHMENTS

- The Dean of Students Office staff worked with 646 students and their families resolving issues, furnishing referrals, and addressing behavioral safety concerns.
- A Deputy Title IX Coordinator (for students) role was established to assist students with equity grievances.
- Information about ECU Cares, Don’t Cancel That Class, and the East Carolina Creed was sent out to the campus.
- “Don’t Cancel That Class” was piloted.
- “Pirate Safety” was piloted in the fall 2011 semester.
- Weekly Case Conferencing was implemented.
- Evaluations were obtained after all programs and presentations.
- Surveys were established to determine learning outcomes for student office visits related to University policies or problem solving/developmental issues, Creed Week, and faculty presentations.
- Presentations conducted by DOS staff on University policies, ECU Cares, any relevant general topic, (e.g. current student trends, reporting process for students of concern, etc.).
- Workshops developed and presented on student behavior, safety, etc. to faculty/staff.
- Third Annual Creed Week celebrated.
• Lunch with the Dean meetings were held with undergraduate and graduate student groups to discuss their university experience.
• A Dean of Students unit-wide planning team for assessment and strategic planning was implemented and has resulted in an assessment plan for 2012-2014.

CHALLENGES
• Stable budget, however adding staff in 2012 will create funding issues. Specifically needed is full-time salary for a case manager, operating budget, conference and related travel allowance.
• Additional office space needed, as staff will be sharing an office in 2012-2013.
• Completion of redesign of DOS website has been ongoing.
• “Student Development Programmer” needed to promote effective student development theory rather than “stand-alone” problem solving.
• Case management support needed for the addition of Title IX and continued growth of UBCT / EIAT.
• ECU Alert is an “Opt-In” program which limits communications during severe weather and lockdown situations.

GOALS
• A top goal for DOS is to implement high usage of TracDat, which is a product designed by Nuventive. It is an institutional assessment tracking system. TracDat holds all assessment plans and reports which include student learning and administrative outcomes, assessment methods, criterion for success, results and actions steps. Concise reports can be generated within the system to assist with planning and program improvement. In addition to annual assessment reports, TracDat is also being used for strategic planning purposes and holds all strategic action plans.

SPECIAL RECOGNITION & SERVICE
• Division or University-wide or UNC System Committees:
  o SAAC (Student Academic Appellate Community): Roeder
  o FoE: Roeder, Sweet Turner
  o SACS: Roeder, Sweet
  o TRAC (Tuition Refund Appeals Committee): Sweet
  o UBCT (University Behavioral Concerns Team): Lewis (Chair), Gore, Turner
  o EIAT (Early Intervention and Assessment Team): Lewis (Chair), Gore, Turner
  o ATOD (Alcohol, Tobacco & Other Drugs) Roeder
  o University Out-of-State Tuition Appeals Committee: Gray
  o Retention and Graduation Committee: Roeder
  o ECU-City/Community Development Group: Roeder
  o University Policy Development Committee: Roeder
  o Greek Alumni Alliance: Roeder
  o Athletic Appeals Committee: Roeder
  o Admission Appeals Committee: Roeder, Sweet, Turner
  o SA Assessment Team: Turner, Lewis
  o Admission Falsification Committee: Roeder, Sweet, Turner
  o Athletics Student Advisory Committee: Roeder
  o Baldrige Committee: Sweet
  o Suspension Review Committee: Lewis
  o Student Affairs Professional Development Committee: Gore
- Student Affairs Thematic Programming Committee: Sweet (Chair)
- Student Affairs Awards Committee: Sweet (Chair)
- Structure for Success Committee: Roeder

- Professional activities or affiliations
  - ACPA
  - NASPA
  - Phi Kappa Phi
  - Omicron Delta Kappa
  - Sigma Sigma Sigma
  - Omega Psi Phi
  - Alpha Omicron Pi
  - NASW
  - NCCPA
  - Fraternity & Sorority Assessment Coalition
  - National PanHellenic Conference (Southeastern Area Advisor)
  - Long Range Planning for National PanHellenic Conference (Chair)

- Community involvement
  - ECU-City/Community Development Group: Roeder
  - Greek Alumni Alliance: Roeder

STUDENT LEGAL SERVICES

MISSION STATEMENT

Student Legal Services is committed to assisting students in increasing retention and graduation rates. We do so by providing a legal advisory service that scaffolds the student in preventative education, that supports student development by fostering student centered learning. Student Legal Services provides education and assistance through legal advisement, educational opportunities, and mediation services.

SPECIAL RECOGNITION & SERVICE

- University-wide ECU or UNC System Committees:
  - Strategic rankings Task Force
  - Cell phone drive through ECU to assist the Family Violence Center of Pitt County.
  - Assisted with orientations at opening greeting booths and closing booths
  - Dawn taught one COAD class
  - Apartment collaborative efforts; provided materials about department to complexes on the Off Campus website.
  - Dawn was a graduation volunteer coordinator for Spring Commencement
    - Assisted the Criminal Justice department by hosting three interns this year
  - SLS was a drop off point for Operation Santa
  - Dawn volunteered to be a Pirate academy volunteer when the program is implemented
  - Dawn assisted with Midnight Madness
  - Peter helped design and narrated the “Pirate Safety Module” for all incoming Freshmen
STUDENT RIGHTS AND RESPONSIBILITIES

MISSION STATEMENT

The Office of Student Rights and Responsibilities (OSRR) staff fosters student growth by promoting students’ awareness and understanding of their rights and responsibilities as community members, addressing student conduct and creating developmental learning opportunities, and engaging students in ethical decision-making.

ACCOMPLISHMENTS

- OSRR collaborated with the Faculty Senate on the newly revised Academic Integrity Policy, which was successfully implemented in the fall 2011 semester. Office staff worked diligently to make all appropriate changes in the flow of the process and its practical application revising office operations, forms, the database, the training manual, educational outreach, and revamping recruitment and training for the Academic Integrity Board.
- Per upper administration’s request, OSRR researched, developed, and vetted a new definition of disciplinary probation, which is to be implemented in the fall 2012 semester. OSRR facilitated multiple conversations with various stakeholders on this matter.
- The office also created a sanctioning rubric to accommodate a stricter interpretation of disciplinary probation. Once the new definition is adopted in the fall, the aim is to assign probation as a sanction more sparingly. The rubric has been developed in order to ensure fair and equitable assignment of the sanction among the 18 conduct administrators on campus.
- OSRR worked on making necessary revisions to the Student Code of Conduct and its process. The revisions have been approved and are in the process of being developed as a PRR.
- The primary function of OSRR is to address alleged student misconduct on- and off-campus, which falls within the purview of the Student Code of Conduct. OSRR also serves as a central depository for academic integrity cases and a facilitator of related appeal processes.
- This year, there were a total of 3,225 cases adjudicated within the ECU conduct process (this number includes housing contract violations). The total number of cases heard includes new referrals as well as cases carried over from the previous reporting period, which were resolved during the current reporting period. There were 2,431 unique incidents that resulted in conduct hearings – some incidents involved more than one student.
- There were a total of 3,968 charges that were adjudicated throughout the conduct process (this number includes housing contract violations) involving 2,698 unique students. Some of these charges stemmed from incidents occurring prior to June 1, 2011.
- There were a total of 2,986 charges filed against respondents under the Student Code of Conduct stemming from incidents occurring during the reporting period.
- There were a total of 2,922 charges adjudicated by conduct administrators under the Student Code of Conduct. Some charges stemmed from incidents occurring prior to this reporting period.
- The following sanctions were assigned to respondents, who violated the Student Code of Conduct.
- There were a total of 3,882 reports filed within the conduct process. Not all incidents were converted into a case.
- The below is a break-out of cases by conduct administrator or board. Note that some cases might have been adjudicated at multiple levels or by OSRR and Campus Living together resulting in a greater apparent frequency of cases than the base number of cases.
- Although OSRR has been functioning almost paperlessly over the last three years, this academic year Ms. Harrelle and her student staff were able to scan all prior non-suspension conduct records...
into the Maxient database. Significant progress has been made in scanning remaining suspension and expulsion conduct records.

- OSRR staff advertised the Student Code of Conduct throughout campus via a poster campaign to raise awareness among students of its existence; the same was done with weapons posters to educate the community that it is illegal to have weapons on campus. The office website was revised to reflect the new academic integrity process and on-line violation submission forms were created to aid faculty in reporting cases. Additionally, an on-line programming request form was incorporated into the website to automate requests for OSRR presentations.
- OSRR has been working with University attorneys, the Dean of Students Office, the Campus Living Department, and the Office of Equity, Diversity and Community Relations on adjusting the University response to sexual assaults in light of the Title IX Dear Colleague Letter.
- Ms. Harrelle performed 2,751 conduct record checks for various University and community entities.
- Ms. Harrelle completed the mandated review of all personnel files.
- OSRR staff fields an average of 632 phone inquiries per month from various stakeholders. On average, 57 students stop by per month without appointments. The majority of the phone calls are answered by Ms. Harrelle and the student workers.
- As a result of last year’s collaboration with the Pirate Tutoring Center, OSRR developed a system of reaching out to faculty who report a disruptive student through Starfish. OSRR offers assistance in addressing the behavior and in interpreting the Academic Disruption Policy.
- OSRR staff collaborated with various entities on- and off-campus in order to increase communication regarding conduct issues concerning various entities. OSRR reached out to Air Force ROTC and developed a system of informing ROTC when their cadets are charged with a Code violation.
- Dr. Olszewska developed a connection among representatives of the City Code Enforcement office, the TRUNA neighborhood, and the Off-Campus Student Services Office in order to encourage collaboration among them to better address issues relating to students living off-campus.
- Pictures and information about students who are banned through the conduct process from campus, its parts, or specific individuals have been converted into electronic form. Ms. Harrelle converted the paper ban book into an Excel document accessible to OSRR staff via the Pirate Drive making the information more secure and user-friendly.

GOALS

- Continue discussions on redefining University response to sexual assaults under Title IX. Write guidance on how to handle cases reported to OSRR.
- Educate the campus community about new definition of disciplinary probation and its consequences.
- Develop a system of notifying pertinent entities about their student leaders being placed on disciplinary probation.
- Implement new changes to the Student Code of Conduct.
- Raise awareness among students about the negative effects of hazing via an educational campaign.
- Implement Phase II and III of the Bystander Intervention passive programming.
CHALLENGES

- After the resignation of an assistant director, OSRR attempted to fill this void with two graduate assistants; however, the departure still put additional responsibilities on other staff members, who were already working to capacity.

SPECIAL RECOGNITION & SERVICES

- OSRR staff was actively involved in the following committees and working groups:
  - Maggie Olszewska was involved in the following committees: Admission Falsification Committee, Admission Safety Committee, University Behavioral Concerns Committee, University Behavioral Concerns Committee, Early Intervention and Assessment Team, Safe Zone Advisory Board, Suspended Student Review Committee, Suspended Student Review Committee, Student Affairs Professional Development Task Force, Student Affairs Leadership Team, Dean of Students Leadership Team, Student Affairs Mission/Vision/Values Task Force (Chair), Thematic Programming Committee (Co-Chair), and Safe Communities Coalition of Pitt County (Board of Directors).
  - Debrohah Moody was involved in the following committees:
    - Foundations of Excellence, Baldridge National Quality Award Committee, Student Affairs Assessment Team, Student Affairs Marketing Team, Alcohol, Tabaco, and other Drugs Task Force, Student Affairs Web Page Design Task Force, Director of Enrollment Services Search Committee, and Assistant Director for Greek Life Search Committee (Chair).
  - Karen Singer was involved in the following committees:
    - Pirate Academy Planning Team, Student Affairs Assessment Team, and Alcohol, Tabaco, and other Drugs Task Force.
  - Melissa Scott was involved in the following committees:
    - Student Affairs Marketing Team and the ECU Police Department Hiring Board.
- OSRR staff maintains affiliation with national organizations, such as the Association for Student Conduct Administration, American College Personnel Associate, and Associate of College and University Housing Officers International. Mr. Sininger serves as the Coordinators for the ASCA Gay Lesbian Bisexual Ally Group and is a member of the ACPA C3 Committee. Ms. Moody served as a program reviewer for the 2012 ACPA annual conference.
- Office staff continues to assist their colleagues by providing volunteer support at events such as graduation, Pirate Palooza, Freshman Convocation, Halloween Week, Pig Pickin’, open houses, and answering phones before the impending hurricane. Office staff also served as mentors in the Career Services HIRE Program and the Quest Program.

CENTER FOR COUNSELING AND STUDENT DEVELOPMENT

MISSION STATEMENT

The Center for Counseling and Student Development’s mission is to enhance personal growth through developmental, preventative, and remedial programs and services designed to facilitate skill development, acquisition of knowledge, and understanding of self and others.
ACCOMPLISHMENTS

- The Center’s largest accomplishment continued to be our clinical service to ECU students, particularly considering our decrease in staff this past year. The Center saw a greater number of unique students and had a greater number of overall clinical appointments as compared to last year. When considering data related to clinical time *per clinical staff FTE*, the Center excelled in providing clinical services to ECU students. Data related to clinical services are under the ‘advising/counseling’ section.
- The Center established a satellite office on West Campus at Laupus Library. This project required significant time, energy, and staffing from the Center, resulting in the Center providing clinical service to Health Sciences students that better met their scheduling and timing needs.
- The Center hired and integrated 2 new/reclassified positions this past year:
  - Office Manager – Robin Boyd and Staff Counselor / Outreach Coordinator – Lauren Thorn.

CHALLENGES

- Increasing our group therapy offerings and number of clients seen via group therapy.
- Filling 4 vacated staff counselor positions with experienced clinicians. Four staff members left this past year and the Center struggled in finding experienced, licensed clinicians to fill these positions.
- Increasing our programmatic outreach to include regular offerings to the University community (such as once monthly or bi-weekly programs).
- Meeting the demands on the Center due to the loss of staff. Due to decreased staff, the Center focused its efforts in meeting the clinical/counseling needs of ECU students, which resulted in other demands and goals for the year receiving less emphasis.

GOALS

- Create a new position focused on establishing a training program for ECU graduate students in mental health programs.
- Fill remaining staff counselor positions with clinically experienced and licensed (or readily license-eligible) mental health professionals.
- Increase group therapy offerings and numbers of students treated via group therapy.
- Increase programmatic outreach to include proactive offerings to the University community.
- Evaluate, refine, and further develop CCSD Standard Operating Procedures.
- Establish a fully electronic means of obtaining client information at initial contact.
- Obtain re-accreditation following Center’s in-person visitation in September, 2012 by International Association of Counseling Services.
- Grow our satellite office on West Campus.
- Improve efficiency of intake process to decrease wait time for an initial appointment.

SPECIAL RECOGNITION & SERVICE

- Summarize noteworthy committee, special assignments/ responsibilities (division, university-wide, UNC system, state, national)
  - Dr. Matt Dwyer was involved in the Early Intervention and Assessment Team, Foundations of Excellence Roles & Purpose Co-Chair, SACS Working Group 3.3.1.3, SACS Working Group 3.4.9, Student Affairs Awards Committee, Suspended Student
Review Committee, Tuition Refund Appeals Committee, University 1000 Development Committee and the University Behavioral Concerns Team.

- Bob Morphet was involved in the Admissions Appeal Committee, Alcohol, Tobacco, and other Drug Team Chair, Applications Safety Committee, Applications Safety Committee, and the Structured for Success Steering ad-hoc Committee.

- Hillary Liles was involved in the Alcohol, Tobacco, and other Drug Team and the Student Affairs Assessment Team.

- Derrance Hughes was involved in the Assistant Director of Greek Life Search Committee, and the Student Affairs Career Assessment Committee.

- Dr. KS Stanley was involved in the Bias Assessment and Response Task Force Member, LGBT Resource Office Advisory Board - Dr. KS Stanley and the Safe Zone Leadership Team.

- Lauren Thorn was involved in the Premiere Programming Development, and the Sophomore Planning Committee.

- Dr. Lorena Gonzalez was involved in the Student Affairs Assessment Team, and the Student Affairs Thematic Programming Committee.

- Dr. Kisler–van Reede was involved in the Student Affairs Messaging Committee, and the Student Health Insurance Group Committee.

- List professional activities or affiliations.
  - American Psychological Association, American Counseling Association, Association for the Coordination of Counseling Center Clinical Services, Association for University and College Counseling Center Directors, NC Psychological Association, National Association of Social Workers, National Latina/o Psychological Association, Professional Association of Rehabilitation Counselors and Psychologists for Social Responsibility

- List noteworthy community involvement.
  - Alpha Pharaohs Mentoring Program - Derrance Hughes
  - School of Social Work Field Education Community Advisory Committee – Hillary Liles

STUDENT HEALTH SERVICES

MISSION STATEMENT

The mission of the Student Health Service is to provide a quality program of primary health care services relevant to the needs of eligible members of the University Community. These services shall include personal health care, health promotion and education, consultation, and educational experiences for advanced level graduate students pursuing careers in the health professions. The Student Health Service staff provides expert consultation to the University in matters of the health of the student body and the University Community.

Student Health Service believes that for a campus community to be truly healthy, it must be guided by the values of multicultural inclusion, respect, and equality. Intolerance has no place at an institution of higher learning. Student Health Service supports all individuals regardless of race, regional or national origin, age, gender, religion, disability, illness, or sexual orientation.

ACCOMPLISHMENTS

- Implemented the pilot project Fast Track STI screening. From July 1, 2011-December 31, 2011 Fast Track increased overall screening by 20% and freed 449 provider slots (112.25 hours of provider time).
• Interfaced of QSI to Medicat allowing the two systems to work together to further automate prescribing practices, saving pharmacy staff time and decrease error.
• Implemented Self Check-in Kiosks, increases confidentiality for students and automates the registration process, captures personal and historical information that students might not otherwise divulge.
• Created successful weight loss program whose growth has promoted collaboration with Health and Human Performance to produce research data for possible publication in the future.
• Partnered with Dr. Alice Richman from Health Education and Promotion on an HPV Research Project to determine if education increases the number of students that receive the vaccine and have been awarded 600 free vaccines from Merck Pharmaceuticals.
• Received full three year accreditation by the AAAHC.

CHALLENGES

• Assuring adequate space for treatment and work up rooms to maintain appropriate clinical services for the campus population.
• Assuring adequate provider to student ratios as suggested by Sunbelt Benchmarking Survey to maintain adequate clinical services for the campus community. SHS has not increased provider staff positions in the past 15 years. The benchmark for universities with 20,000-30,000 students have an average of: 7 physicians (SHS has 5 FTE); 7 nurse practitioners (SHS has 3FTE); 1-2 Pas (SHS has 2 9mo. FTE). Assuring adequate compensation to hire and maintain an adequate number of professional staff to provide optimal clinical services for students and the university community. Low salaries make it difficult to hire and maintain physicians, PAs, NPs, nurses and other health care support staff.

GOALS

• Medicat Project Development
  o QSI interface with Medicat
  o Self-registration
• Trend to Wellness
  o Weight loss program-develop collaboration with H&HP
  o Smoking cessation- administer grant
  o Obesity PDCA phase 2
  o MRSA study phase 2
  o Complete Asthma PDCA
• Major Project Development - Evaluate viability to establish a dental clinic- on hold indefinitely may need to remove from goals
  o Renovation – blind hallway into 2 work up rooms/carpet/flooring
  o Obtain picture ID for One Card Office for EMR
  o Oversight of SHIP
  o Ongoing preparation for AAAHC survey 2014
  o Complete new web page
  o Revise Report of medical History and automate
  o Continue to develop relationship with Resource Office and GLBTSU
  o Re-establish marketing efforts and develop a marketing plan
• Communication
  o Newsletter- monthly
  o Staff-meetings-monthly
  o Memo’s- as needed
Focus groups - Clinical Information Systems

Staff/professional development/Student Education

- Provide 17 CME programs, topics determined through needs assessments and PDCA outcomes
- Develop method to capture learning outcomes for HIC class
- Evaluations obtained after all programming
- Re-established Passport tours
- Increase number of staff teaching/lecturing

Assessment

- Staff needs assessment - annually and used to determine CME topics
- Benchmarking - ACHA pap and STI, Sunbelt Survey
- Trac dat updated regularly
- QI studies - all departments monthly

Utilization/cost

- Decrease profit loss
- Continue to increase efficiencies
- Monitor productivity/benchmark with ACHA 2010 Study

Workplace Learning

- Professional Rotation - NP and medical students, medical residence
- PCCC Health Information Management student rotation
- Health Education Internships
- Nutrition internship
- Pharmacy intern

SPECIAL RECOGNITION & SERVICE

- FoE Organizational Dimension
- TRAC
- Tuition and Fees
- ECU Health Information Management (HIM) Advisory Committee
- Pitt Community College’s Health Information Technology (HIT) Advisory Board
- Campus Living Appeals Committee
- Housing review Team
- Peace.Love.Pirates.Cure
- ECU Infection Control Committee
- ATOD (Alcohol, Tobacco & Other Drugs
- American Red Cross Blood Committee
- UBCC (University Behavioral Concerns Committee)
- EIAT (Early Intervention and Assessment Committee)
- Meal for Ronald McDonald House
- Angel Tree
- Salvation Army
- Relay for Life
- Children’s’ Miracle Network
- Humane Society
DISABILITY SUPPORT SERVICES

MISSION STATEMENT
The mission of Disability Support Services (DSS) is to ensure individuals with disabilities have access to programs and services of the University in compliance with federal and state laws which protect the rights of individuals and disabilities.

ACCOMPLISHMENTS
- Administered 2,984 exams in the Testing Center, an almost 3% increase from last year
- Continued to support the Student Affairs strategic direction regarding inclusion through the support and services provided by our office.
- Completed the year with minimal (< 5) informal complaints and one formal complaint (Office of Civil Rights) that resulted in no finding of discrimination against the complainant by the University.

CHALLENGES
- Continuing to experience periods during the semester, particularly mid-terms and finals when space for students to take exams is exhausted.
- Dealing with increasingly complex disabilities including deficits in social behavior and moderate to severe emotional and medical health issues.

GOALS
- Remove physical and attitudinal barriers and to ensure that no individual is discriminated against, denied the benefits of, or excluded from participation in any program or service of the University.
- Serve as the first point-of-contact regarding disability issues.
- Provide reasonable accommodations and services to individuals with disabilities.

SPECIAL RECOGNITION & SERVICES
- Advising Collaborative
- Commencement Committee, Convocation Committee, Orientation Committee, Parking & Transportation Committee, Pitt County Committee on the Employment of Persons with Disabilities, Residency Advisory Committee, Space Allocation Committee, University Behavioral and Concerns Committee, University Web Oversight Committee, Veterans Affairs Committee.
- Early Intervention Assessment Team, Enterprise Risk Management Team, Housing Review Team, Student Affairs Assessment Team, and Student Affairs Leadership Team.
- Facilities Plan review group, and Football Operations group.
- Greenville Chorale Society Board of Directors, Pitt County Schools, and High School Literary Judge.
- STEPP Advisory Board
- Weekly Volunteer at Joy Soup Kitchen
MARKETING AND COMMUNICATION

MISSION STATEMENT:

The Office of Student Affairs Marketing and Communication collaborates with Student Affairs units and personnel as well as other university constituents to raise awareness and interest in student-centered programs and services, as well as increase attendance and participation. In addition, the office assists divisional units with market research, develops marketing frameworks, enhances social media presence and identifies opportunities to track and assess communication and marketing for program and/or event effectiveness.

The services available include, but are not limited to graphic design, website development, as well as videography, photography, marketing framework/planning, press releases and related training. Through structured systems development and maintenance, Student Affairs Office of Technology Services shall provide; integrated, stable, and reliable technology-based solutions that support the business needs of the Division of Student Affairs and East Carolina University. Student Media engages students in real-life, hands-on practical training in a learning laboratory while providing news, information, entertainment and literary expression to the campus community.

ACCOMPLISHMENTS:

Marketing and Communication

- Completed 660 requests through the ticketing system pertaining to web design and edit, graphic design, video coverage and productions, photography and press releases. Completed approximately 200 additional direct requests that were made outside of the ticketing system. This was accomplished with a vacancy in the position of a second full time graphic designer for most of the year.
- Continued to collaborate with Academic Affairs units. Of the 870 total requests made, 47 requests were made for AA website edits, changes and/or builds were made and completed. Some of this work also included additional photography and graphic design. Four requests were made for graphic design campaigns. There were 110 requests made for LCD graphics created and/or posted.
- Completed more than 85 video projects during the last academic year. This is an incredibly high volume of requests and projects to be completed by one professional member and a small number of students.

Student Media

- The East Carolinian placed second in Best College Newspaper in the Southeastern Journalism Conference, winning a total of three overall media awards and five student staff awards.
- Campus 31 TV placed second in Best College TV Station and the student manager placed fifth for television journalist in the Southeastern Journalism Conference.
- WZMB successfully accomplished a total of 16 live remotes on and off campus, which includes collaboration with Academics, Campus Rec & Wellness, Campus Dining, SAB, Dowdy Bookstore, and Little Willie Center.
- Rebel 53 claimed the Crown Award. This is among the top literary awards given out in the country.
Office of Technology Services

- Piratedrive - Reorganized the Student Affairs department Piratedrive share structure to enhance administration capabilities and security access to shares.
- WZMB Redundancy Project - Developed a redundant computer system to assist in the case of a system crash. The radio station can now be back up and running in minutes, rather than weeks as it would take before, in the case of a crash.
- In Car Video System – Set up a wireless process that automatically offloads recorded videos as officers return to the police department parking lot.
- Digital signage milestone – Recently installed the 100th screen of digital signage across campus.
- Completed the 2011-12 computer replacement cycle.
- Decentralized Fire Alarms – Upgraded fire alarm equipment per this year’s fire inspections recommendations.
- Expanded the Titanium Scheduling System to be used in Counseling, Dean of Students, Psych Clinic and Disability Support Services.
- Established security scan and DRP (disaster recovery plan) testing schedules

CHALLENGES

Marketing and Communication

- Social Media: Provides a constant challenge of keeping up with and determining the best way to utilize it.
- Short staffed due to turn over.
- Last minute requests continue to be made not allowing adequate time for design/production and communication to the audience.
- Influx of requests at peak times causing a bottleneck and having to limit projects.
- Educating people on being proactive in their marketing missed the mark and was interpreted as market sooner, which we promoted, but clients still did not request materials to be designed far enough ahead of the actual rollout to allow us to go through a design process.

Office of Technology Service

- Keeping pace with services while moving to and from Cotten over the summer.
- Maintaining a high level of customer service during a position vacancy and resources needed to provide coverage during a staff member’s maternity leave.
- Being proactive instead of reactive with under-staffing in regards to our camera security and alarm panel systems.
- Keeping up with the pace of technology while we are increasing our effort in monitoring servers and proactively working to mitigate security risks.

Student Media

- Physical location for most of Student Media in the Self Help building is a major challenge. The students and staff are supposed to have the pulse of campus, but aren’t located on campus. This continues to be among the top challenges.
- Seek ways to improve technical communication through advance technology and software between each medium.
- Help cross-reference skills in print, broadcast and web.
- Focus on TEC’s circulation pick up and returns of newspapers each Tuesday and Thursday during the fall and spring semesters and Wednesdays during the summer.
- Focus on the traffic peaks of TEC website.
• Audit the return of Expressions and Rebel.
• Track the hits of Campus 31 programs through social media and YouTube subscriptions/followers.
• Track the number of increase sales of the Buccaneer.
• Track the spikes of WZMB.

GOALS

Marketing and Communication
• Create a project/event calendar so we can be proactive and reach out to units about creating materials ahead of time to ensure we have ample time to design and produce materials.
• Communicate more with the clients about how long their project will take to produce and estimate a turnaround time.
• Develop a survey for the client when a ticket has been closed to assess our work, customer service and the process.
• Transitioning and implementing social media and regular content within the Student Affairs site.
• Be aggressive with social media and collaborating with other units who have accounts to make sure SA is engaging students regularly.

Student Media
• Create a data sheet to monitor the number of papers delivered to each rack, replenishment of each rack and returns of each publication on Tuesday and Thursday during the fall and spring semesters and Wednesdays during the summer.
• View the analytics of The East Carolinian website to determine how to increase traffic to the site on non-production days.
• Expressions:
  o Increase the visibility through intense marketing of medium.
• Rebel:
  o Increase the visibility through intense marketing of medium.
• Buccaneer:
  o Increase the visibility through intense marketing of medium and sales campaign.
• WZMB 91.3 FM:
  o Create a data sheet to monitor the timeframe of spikes, social media, and YouTube subscriptions and followers.
  o Develop a better marketing plan to reach the student body effectively and in a timely manner.

Technology Systems
• Develop future plan for camera security system to improve management capabilities and video retention.
• Migrate from our locally hosted Resource25 system to the externally hosted 25Live system.
• Add UNC Coastal Studies Institute and Dental School to R25Live.
• Support the technical needs of The Career Center migrating to a new information management system.
• Migrate Medicat from the Dell blade environment to a virtual machine environment to upgrade software and mitigate risk in disaster recovery scenarios.
• Replace alarm receiver to allow communication over the network instead of analog phone lines. Research ways to make this system more centrally manageable. Update panic alarms to work with the new receiver.
• Work to wire (where feasible) some of our wireless panic systems to improve reliable communication.
• Implement TitaniumW server to allow the Counseling Center to collect information on the students they serve.
• Enhancements to the digital signage emergency notification process – Working with vendor and ITCS.
• Continue “Talk A Phone” replacement of blue light phones.
• Security Cameras at Dental School remote clinics.
• Hire Technology Support Analyst.
• Hire Network Technician to assist security system hardware and infrastructure needs.

SPECIAL RECOGNITION & SERVICE

Marketing & Communication
• **Chris Stansbury**: Named to Logistics Board for CASE Conference for 2012-13.
• University Marketing and Communication Committee – Chairperson
• Student Affairs Executive Council and Leadership Team
• Board of Trustees – University Affairs Committee – Assistant to Committee Chair
• Academic Deans and Directors
• Student Affairs Strategic Planning Committee
• Servire Society – Vice-Chair
• University Web Oversight Committee
• Marketing Chairperson involved in the Orientation Committee, Plunge into Purple Committee, Family Weekend Committee, Pirate Palooza Committee, Midnight Madness Committee, and the Barefoot on the Mall Committee
• Covenant Methodist Church
  • Church Council – Secretary – two terms (2010-present)
  • Infant Nursery (2011-present)
• East Carolina Hockey Association
  • Jr. Pirate Hockey Board Member (2011-present)
• Greenville City Parks and Rec
  • Youth Flag Football Head Coach (fall 2011)
  • Youth Baseball Head Coach (spring 2012)
• **Greg Hedgepeth**: Completed the Leadership Academy, taught COAD 1000, and was involved in the following committees/groups:
  • Web Oversight Committee, Web Working Group Committee, African American Male Mentoring Program Steering Committee, Foundations of Excellence Diversity Dimensions Committee, Student Affairs Threat Assessment Committee, CommonSpot Users Group, and the Mendenhall Student Center Emergency evacuation team
• **Cara Friez**: IT Content Director for the College Broadcasters Incorporated Board.
• **Heather Wilkinson**: Member of the SA Leadership Team, the University Marketing and Communication Committee, and the Inclusion and Success for All Students Committee.
• **Mike DeMar**: Participated in the Common Spot User’s Group and the Web Working Group.

Office of Technology Service
• Terrence Dove was on the Judicial Board and AAMMP.
- Yalanda Davis was on Kingdom Citizen.
- Brad Simons was on the ITPC – Identity Theft Protection Committee and the Security and Emergency Planning Committee.
- Mike Thompson was on the Web Oversight Committee Working Team.

STUDENT INVOLVEMENT AND LEADERSHIP

MISSION STATEMENT

The Department of Student Involvement and Leadership compliments the academic mission of East Carolina University through diverse programs and services that encourage students to create communities, be involved, and explore leadership opportunities.

ACCOMPLISHMENTS

Greek Life
- Greek Life has seen tremendous growth over the past year (see attachment)
- Greek Life students are achieving at higher rates than non-Greek students (see attachments)
- Retention for Greek Life students in 2011 was 94% verses non-Greek students whose retention rate was 80.7%.
- Graduation rate for Greek Life students in 2011 was 35.3% verses non-Greek students whose graduation rate was 31.2%.
- Greek Life now knows where our students are from, their socio-economic status (as determined by Financial Aid), and their high-school academic measurements.
- Greek Life filled the Assistant Director position for a direct adviser to the National Pan-Hellenic Council and Multicultural Greek Council.
- The National Pan-Hellenic Council and Multicultural Greek Council were recognized for having the largest representation at the Southeastern Greek Leadership Summit.
- The PanHellenic Council had the largest number of women go through Sorority Recruitment in its history (448)
- The PanHellenic Council sororities boasted an average GPA of 3.1 in spring 2012.
- The Interfraternity Council grew from 493 in spring 2011 to 703 in spring 2012. Fraternity average size went from 33 per chapter to 41 per chapter. In addition, IFC added two chapters.
- The Multicultural Greek Council added a South-Asian Interest Sorority and a Native American Interest Fraternity.
- The National Pan-Hellenic Council held a very successful annual step show which sold out 48 hours in advance and grossed over $19,000.
- Greek Life held its 5th consecutive presidents retreat. This is 100% funded by a Greek Alumni through the ECU Foundation.

Ledonia Wright Cultural Center
- Developed the African American Male Mentoring Program (See attachment). Reestablished Hispanic Heritage and Native Heritage Month Celebrations with associated cultural student organizations.
- Established and supported a collaborative signature Black Heritage Event (Black Heritage Ball-Feb).
- Developed a successful Diversity Candidate Pipeline Program with GE through the College of Business (1st time in 3 years).
Center for Student Leadership & Engagement

- The Center for Student Leadership and Engagement hired a director and associate director, both starting at the beginning of Spring semester 2012.
- Redesigned and updated the Center for Student Leadership and Engagement’s website to reflect the programs and initiatives of the office to be in alignment with other departmental websites.
- Restructured the selection process for some of the signature groups within the Center for Student Leadership and Engagement including the Walter and Marie Williams Leadership Awards Program, Elite Pirates, Student Leadership Assistants and the Parent’s Council Student Leadership Scholarship.
- Restructured the foundation of the Center for Student Leadership and Engagement by:
  - Developing a new vision and mission for the office that is in alignment with the University and Student Affairs strategic plans, values and missions.
  - Organized programmatic initiatives into thematic areas that include Collaborations through leadership learning, identity development, Activism for Social Change, Competency Building and Peer Leadership.
- Developed and implemented the Parent’s Council Student Leadership Scholarship. Recipients completed a leadership curriculum which included the creation and execution of their own personal leadership action plan.

Volunteer and Service-Learning

- ECU~WRITES
  - Students – 432 (Fall 180/ Spring 252)
  - Hours - 2214 (Fall 778.5/Spring 1435.5)
- Campus Kitchen at ECU
  - Meals served: 1,310
  - Special meals: 154
  - Volunteers: 393 (85 unique volunteers)
  - Volunteer hours: 973.50 (recorded hours)
  - Total pounds of food intake: 839.50
- T.R.I.P.S. - Turning Responsibility Into Powerful Service (T.R.I.P.S.) is a student-led program within the VSLC. The program began as response to Hurricane Katrina and the disaster relief work that was needed in the area as a result. The T.R.I.P.S. program provides ECU students with the opportunity to engage in meaningful service work during Spring Break. While the type of service work may vary, the program is designed to introduce students to disaster relief service efforts. During the 2011-2012 academic year, students traveled to Ocala, FL, Birmingham, AL, Tacoma, WA, and Costa Rica, Central America.
  - 1,103 students participated in service-learning

Student Government Association

- There was an increased voter turnout of a total 200 people and there were over 2,500 votes.
- Increased civility amongst candidates in the election process.
- Secured a consistent SGA Advisor.
- Started the revision of the SGA Constitution and By-Laws.
- Accomplished an enhanced Appropriation process.
- Started Town Hall meetings in residence halls.
Finance and Administration

- OrgSync created a paperless approval process that both increased turnaround time and increased customer service through an interactive web-based process. This process has continued to work very well for our students and staff. The SGA Appropriations Committee replaced the annual funding of student organizations, a process which was financially wasteful, inefficient and lead to poor customer service. Over the year, the students on this committee have continued to refine this process. The new process has been very well received by students and also has served as a valuable teaching tool for the students on the committee in terms of learning proper fiscal management. The Student Affairs Professional Development Series was started to meet the needs of Student Affairs in terms of human resources development but quickly morphed into a university resource. It grew to 16 programs this year. After ten plus years we have finally moved into the design phase of the new student centers. While final approval to build is still forthcoming, this is a significant achievement. In addition, we hired six staff members. We added LWCC and VSLC to our department.

Student Activities and Organizations

- Outstanding Events:
  - Big Booty Bingo (avg. 250-300 students each bingo night)
  - Days of Relaxation (Fall and Spring)
  - Get a Clue (Fall and Spring)
- Outstanding Advising:
  - Homecoming (record number in attendance at various events)
  - Maintenance of SAB advisement despite staffing changes
  - Appropriations Committee
- Achievements:
  - Collected and compiled ECU’s first composite roster of students involved in student organizations. 297 registered organizations (83% of those registered in 2011-2012) reported 9,721 unique total student members, which is 36% of the student body, and 45% of FTE students. The total number of members (non-unique) reported was 14,060. Having initiated this as a process for registered student organizations, we will be able to collect this information annually, track student involvement on campus, and eventually, track specific data regarding students that are involved.
  - Worked closely with the Allied Health and Dental Colleges to train and prepare student leaders.
  - Successfully collaborated with the Volunteer and Service Learning Center to combine Get a Clue and the Fall Service Opportunities Fair.
  - Recognized 60 new student organizations.
- General Student Support:
  - Continued work on the solicitation policy.
  - Offered five developmental programs for student organization leaders per semester, including Presidents Round Tables, ILead Conference, Leader to Leader summits, and workshops on motivation, conflict resolution, and time management.
  - Number of marketing requests fulfilled: 169.
  - Maintenance of service through Tracy’s transition out.
- Student Activities Board
  - Travis Porter (1,450)
  - Movie Attendance (16,000+)
  - Rocky Horror Picture Show (500)
  - Barefoot on the Mall (6,000)
CHALLENGES

Greek Life
- Greek Life must focus and meet student needs in one-on-one meetings and positive adviser interaction.
- Greek Life must continue to develop programs that are effective but that do not over-program our students.
- Greek Life must find a way for chapters to report philanthropy and service so the Greek Life staff can assess and track these as key performance indicators.
- Greek Life organizations are still comparing the Greek experience at ECU to other universities. Many of these universities have major problems and we should not emulate or consider these as examples to strive towards.
- Greek Life must find alumni advisers who are committed to every chapter.

Ledonia Wright Cultural Center
- A lack of high profile programs to attract various student populations.
- Instability of LWCC staffing positions as related to the unit structure.
- Accurately utilizing Assessment Methods as measures of accomplishment from a historical perspective.

Center for Student Leadership & Engagement
- While staff transitions provided a wealth of new opportunities, some not even realized yet, the office turnover led to some inconsistencies in programs and lapses in execution.
- Tracking participants was challenging. Transitioning staff created an environment void of accountability and/or accurate tracking measures. As such, an inconsistent program log yields very little reliable information about the number of students exposed to the Center throughout the 2011-2012 academic year.

Volunteer and Service-Learning
- Equipping the VSLC with adequate staff to provide programming and high quality customer service.
- Collaborating with the University Service-Learning Committee during its transition to a faculty senate committee.
- Adapting to policies and procedures and management style of Student Affairs.
- Spanning the boundaries of Academic Affairs and Student Affairs.
- Lacking consistent, meaningful communication between VSLC staff and supervisor.

Student Government Association
- Further updating the election process to allow more students to be involved in running for office.
- Securing a format for a judicial board to serve as a check and balance mechanism for SGA.
- Ensuring that students recognize that they are members of the Student Government Association.
- Consistently marketing the SGA image.

Mendenhall Student Center Operations
- Taking the lead and making continuous efforts obtain frequent and constant follow up information from ECU Facilities, which is necessary when working on projects that impact the campus community and the daily operations of the facility. Had to be made in order to find out information about the status and to keep the projects moving along the timeline. This has been
mainly due to ECU Facilities having long term staff vacancies which made it difficult to gain follow up information and status reports when needed and to meet project deadlines.

- Updating information on the ECU website due to organization and/or physical location changes around campus is not always immediate and that impacts the ability to give accurate information to callers and visitors to the facility. The student center is one of the prime locations people use as a resource to seek out information regarding the campus community (inquiries such as telephone numbers, office and department locations, camps, event-related information, etc.)

**Student Activities and Organizations**

- Losing a staff member and transitioning responsibilities to remaining staff.
- Extending the level of skill and awareness built around OrgSync among first-year users in 2010-2011 to new users in 2011-2012.

**GOALS**

**Greek Life**

- Greek Life must develop a Greek student’s experience survey, to be done annually to see what impact we are having on students.
- Greek Life needs to develop a more in depth adviser training for both experienced and new advisers.
- Increase the quality of all-Greek programming to include monthly or bi-monthly all Greek topics.
- Ongoing refinement and development of the before mentioned areas.

**Ledonia Wright Cultural Center**

- Develop cultural student groups to program collaboratively.
- Continue to develop the African American Male Mentoring Program to serve as a model for future mentoring opportunities.
- Assess the effectiveness of the Alternative Fall Break Trip.
- To become an integral part in selective college curriculums (College of Business, African/African American Studies Program).

**Center for Student Leadership & Engagement**

- Develop instrument(s) that measure leadership learning in the context of the Center’s Programmatic Initiatives.
- Increase the understanding and practice of using ECU’s Integrated Leadership Framework for curricular, co-curricular and extra-curricular activities, programs and/or initiatives throughout campus.
- Enhance the presence of leadership learning on West Campus.
- Creation and implementation of programs and initiatives that align with ECU’s Integrated Leadership Framework and the strategic priorities of ECU.
- Develop a consistent and reliable tracking system for identifying unique and reoccurring student participants.
- Implementation of phase one of the Leadership Certificate.
- Increase the number of collaborative partners in student and academic affairs.
- Provide a voice for ECU as the Leadership University in a National context.
**Volunteer and Service-Learning**

- Community Impact: Building sustainable partnerships Meta-analysis of existing data - send key questions to community partners on how to enhance partnerships Economic impact.
- Service Experience data collection process: Enhance data collection process in service experience, focusing on measuring student learning outcomes.
- Foster a commitment to service across all sectors of the student population: 1) Increase engagement of underrepresented student groups in service. 2) Create marketing strategies and activities to increase underrepresented student participation in service.
- Enhance student learning through service and service-learning: 1) Students will demonstrate knowledge and sensitivity to social issues and diversity. 2) Student can apply leadership skills as they address community needs.

**Student Government Association**

- Develop assessment tools to measure SGA officer learning.
- Vote on the new SGA Constitution and Bylaws.
- Conduct SGA meetings to create more cohesiveness within the Student Government.
- Reestablish Shipmates Program as a leader development mechanism for the Student Government Association.
- Develop instruments to capture the impact of SGA appropriations.
- Increase election turnout to at least 15% of the student body.
- Create two signature SGA programs.

**Mendenhall Student Center Operations**

- Continue to improve and enhance areas of the facility (furniture, equipment, etc.) so that the environment is inviting and welcoming to visitors and that we meet all of their needs while using the facility.
- Continue to keep safety as a priority- keep facility safe by having frequent inspections and adhering to the State and University safety policies and practices; routinely practice safety procedures by training staff and students for lockdowns and emergency evacuations and conducting personal safety procedures for students and staff (i.e., ladder safety, BBP training, harness safety, CPR).
- Continue to monitor the security of the facility and maintain practices that help to keep it secure (ECU One card access, security cameras, reporting incidents of theft, secure offices and meeting rooms when not in use).
- Continue to conduct student staff training with emphasis on customer service skills which is a key component to their training, to know their roles as employees and to know their specific job duties.

**Student Activities and Organizations**

- Continue to compile a composite roster, earlier in the academic year. Collaborate with IPAR to learn about the students who are involved.
- Offer trainings on necessary information (OrgSync, Event Planning, Funding, etc.) in a manner that is considerate of student time.
- Maintain quality of service during a transitional period.
- Extend services and attention to continue support for newly recognized student organizations.
SPECIAL RECOGNITION & SERVICE

Greek Life
- The National Pan-Hellenic Council and Multicultural Greek Council received the best attendance award at the Southeastern Greek Leadership Summit.
- Keith Tingley received the “Outstanding Professional in Risk Management” award given by the Fraternity Insurance Programming Group (FIPG). Only two professionals are named annually.

Center for Student Leadership & Engagement
- Laura McMaster, Director
  - LGBTRO Task Force
  - ATOD (Alcohol, Tobacco, & Other Drugs) Taskforce
  - LeaderShape® National Lead Facilitator
  - American College Personnel Association-Commission for Student Involvement Directorate Member
  - American College Personnel Association-Commission for Student Involvement Leadership Education Chair
  - International Leadership Association
  - International Leadership Association International Conference Program Reviewer
  - National Association of Student Personnel Administrators
  - National Association of Student Personnel Administrators National Conference Program Reviewer
  - National Clearinghouse for Leadership Programs
  - National Coalition of Leadership Programs
- Patrick Edwards, Associate Director
  - Director, Volunteer and Service Learning Search Committee
  - National Association of Student Personnel Administrators
  - National Association of Student Personnel Administrators Assessment Conference Program Reviewer
- Ira Lawson, Graduate Assistant
  - Chancellors Leadership Advisory Council
  - ATOD (Alcohol, Tobacco, & Other Drugs) Taskforce
  - Chancellor’s Roundtable
  - Search Committee, Student Involvement & Leadership
  - Student Affairs Focus Group Team
  - AMEXCAN- Latino Community Group
  - Hope Lodge of Greenville, NC
  - CGSA- Communication Graduate Student Association
  - National Collegiate Leadership Association
  - Alpha Sigma Phi
  - Campus Kitchen at ECU was nominated for Centennial Award in Ambition
  - University Service-Learning Committee
  - Servire Society Committee
  - Public Service Working Group
  - Campus Kitchen Program at ECU, Advisory Board
  - American Red Cross Blood Committee
  - Community Unity Breakfast Committee
  - Pitt Resource Connection, Advisory Board
  - North Carolina Campus 10th Anniversary Planning Committee
Volunteer and Service-Learning
- Campus Kitchen at ECU was nominated for Centennial Award in Ambition
- University Service-Learning Committee, Servire Society Committee, American Red Cross Blood Committee, Community Unity Breakfast Committee, Community Unity Breakfast Committee, and the North Carolina Campus 10th Anniversary Planning Committee
- Public Service Working Group
- Campus Kitchen Program at ECU, Advisory Board, and Pitt Resource Connection, Advisory Board

Student Government Association
- Finished revising the SGA Allocation process, which provided more accountability and funding for student organizations. This funding helped enhance the student experience for over 1900 students who travelled to conferences and many more were impacted through organization activities.
- Shipmate Program – Leadership Program that is open to Freshmen designed to cultivate student leaders and to inform them of SGA and how to get involved with the organization
- New Election process allowed 12 officers to engage in leadership development and governance teaching them new skills and giving them a unique experience in the election and sanctioning process

Finance and Administration
- Tuition and Fee
- Continuing Career Development
- Pirate Read
- HIRED Program
- MSC Construction
- Pirate Palooza
- Midnight Madness
- SALT
- SA New Employee Orientation
- SA Strategic Planning
- Assessment
- Plunge into Purple
- Family Weekend

Mendenhall Student Center Operations
- 16 ECU students competed in the ACUI Region 5 Recreation & Leisure Programs February 3-5, 2012 held at Virginia Tech. ECU students won a total of 11 medals in competitions. One student will be representing ECU and ACUI Region 5 at the National 9-ball competition to be held this summer. ECU also won the 2012 ACU Region 5 traveling trophy for competition and sportsmanship.
- University Conservation and Awareness Committee Member-Melanie Bunch
- University Solicitation Committee Chair-Melanie Bunch
- Midnight Madness Committee Member and Logistics sub-committee chair-Melanie Bunch
- Special assignment to oversee the relocation project of the Student Affairs Student Services offices located within the Laupus Library-Melanie Bunch
- Plunge into Purple (WOW)- Audra Thomas
Student Activities and Organizations

- Tracy DeMar
  - Pirate Read Committee Member
  - Sustainability Committee

- Justin Janak
  - Student Affairs Assessment Team (SAAT) Committee Member
  - Innovative Program Council Committee Member

- Emily McLamb
  - Pirate Palooza Co-Chair
  - Midnight Madness Co-Chair
  - Innovative Program Council Committee Member
  - SAB Advisor of the Year Award Recipient

- Austin Robey
  - Servire Society Selection Committee Chair
  - Student Activities Assistant Director Search Committee Chair
  - Center for Student Leadership and Engagement Associate Director Search Committee Member
  - Campus Recreation and Wellness Club Sports Assistant Director Search Committee Member
  - Campus Kitchen ECU Advisory Board Member

- Krista Wilhelm
  - ECU Pirate Academy Co-Chair
  - NC Lead Conference Co-Chair (held at ECU)
  - ECU Campus Kitchen Advisory Board Member
  - COAD 1000 Freshman Seminar Instructor
  - Center for Creative Leadership Golden Leaf Scholarship Program Coach
  - ACUI I-LEAD Conference, Curriculum Review
  - ACUI I-LEAD Conference, Small Group Facilitator
  - North Carolina College Personnel Association President

STUDENT TRANSITIONS AND FIRST YEAR PROGRAMS

MISSION STATEMENT
The Office of Student Transitions and First Year Programs will provide a coordinated, comprehensive approach to enhancing first year and transfer student success and beyond; provide services that will enhance the academic efficiency, effectiveness, and independence of our students; and will provide the necessary supports for families required for improving student satisfaction, academic success and student retention.

ACCOMPLISHMENTS

- Met established goals for overall organization and directions of OSTFYP including new student and transfer orientations, PIP, New Student Welcome and Convocation, COAD 1000, ECU Pirate Read, Parent Services, Family Weekend, Transfer Student Services and new programming for sophomores. Began collaborations across campus by creating subcommittees for each programming area. Subcommittees are made up of SA educators, faculty and students.
- 8,250 attendees at Summer and Transfer orientations (includes students and family members)
- 838 transfer students completed online orientation
• 2011 New Student Welcome and Convocation – 2,000+ new students attended
• ECU Pirate Read – Over 1,150 students participated in multiple co-curricular events including author presentation
• Plunge Into Purple – OSTFYP sponsored or facilitated four of the 46 fall events and 5 faculty lunches. OSTFYP sponsored or facilitated three of the 21 spring events
• COAD 1000 – populated two new Special Topic sections
  o African American Male section – 5 students
  o GLBT section – 14 students
• Collaborated with SIL in offering “the Last Lecture” by Jason Connell. Over 100 students participated in at least one of the four events offered based on Jason’s campus visit.
• Sophomore Transitions – Three new programs were offered this year for sophomores
  o 20 students participated in Rally at the Rec Welcome
  o 16 students and 12 faculty participated in the Faculty/Student “Consider This” Dinner
  o 100 students participated in the Sophomore Resource Fair
• Transfer Student Services
  o 306 students from four community colleges participated in ECU Extends
  o A Tau Sigma Honor Society - ECU chapter is designated with 16 new members participating
  o To date, 236 students have completed the new on-line orientation format and 93% overall agreed that the online orientation is useful and informative
  o Created transfer Advisory Committee that meets twice a year
  o Developed IPN transfer group with 54 current members
• Parent Services
  o 900 family members participated in Fall Family Weekend pre-game buffet
  o Silent Auction held at the first Parents Spring Fling raised $3,531.00 towards Parents Fund (Service/Excellence/Inclusion)
• Increased ECU Parents communications and Social Media users
  o Added 119 followers on newly established Twitter account
  o Added 944 new users on Facebook, 23 new cities, and 8 new countries
  o Created the Compass newsletter which is mailed bi-annually to Parents Fund contributors
• Parents Council
  o 50 new active members participated in events throughout the year
  o 10 ECU students were awarded $1,000 Parent Council Student Leadership Scholarship

CHALLENGES
• Assuring adequate staffing to ensure quality services are provided
• Involving faculty members in our programs and committees. Although we make an assertive effort, it is difficult to get faculty involved in our programs. We will continue to invite them to be a part of programs and committees.
• Waning excitement among committee members. Some committees are waning in excitement and dedication to the task at hand. We will continue to explore ways to motivate and engage committee members, or replace them with new members.
• Establishing OSTFYP as the hub for first year students and the campus community.
• Engaging in current research on first year activities across campus that will produce data to inform our next steps.
GOALS

- Oversee the growth of OSTFYP into a hub for first year student activities on campus including but not limited to providing resources, collaborating across units with programming, and conducting research in collaboration with faculty.
- Develop and implement a program that meets the needs of Student Veterans and the campus community.
- Develop and implement a peer mentoring program for first year students.
- Host Transfer Student success conference for transfer professionals within NC UNC system.
- Publish peer reviewed article utilizing data (GPA trends) that support ECU’s initiatives in supporting transfer student success.
- Develop Transfer Students Living Learning proposal for fall 2013 implementation.
- Present at a national conference for Transfer Students.
- Develop collaborative team of professionals from other universities to discover and document best practices for Transfer Students.
- Conduct research on Transfer Students that will aid in the development of successful programs at ECU.
- Work closely with Leadership and Engagement to engage Transfer Students in leadership opportunities.
- Develop, coordinate, and oversee a separate Parent’s Orientation.
- Institute the Parents Association Membership and fee.
- Develop and grow an active Parent Volunteer Network.
- Collaborate with other campus entities to establish a Family of the Year Essay contest and Award.
- Create a Parent and Family Conversation Calendar.
- Begin a yearly Parent and Family Resource Fair which would bring in, for a fee, e.g. area dentists, automotive repair businesses, etc. to help make families aware of resources they can contact if/when their student is in need.
- Develop an instrument to measure against/compare ECU’s Parent Services office with peer institutions and to also identify our parent population.
- Devote more time to research of Parent Programs and Student Retention as it relates to parental involvement. Act as an ambassador for ECU parents by educating ECU administrators, faculty and staff members on the importance of parental involvement and how to successfully manage their encounters and interactions with parents in a manner that fosters support and inclusion and that most benefits the student.
- Change the name “ECU Parent Services” to “ECU Parent and Family Services” to be more inclusive of our Non-Traditional families.
- Develop “webinars” consisting of guest “speakers” from various ECU departments (Cashier, Registrar, Dean of Students, Campus Living etc.) who agree to be available online for a specific time to field questions from parents/families. The webinars would be advertised and presented to Parents Association members as one of their membership benefits.
- Expand the Compass newsletter to include a “Parent Panelist” group who agree to give answers/opinions to questions related to ECU parent/student issues.
- Revamp and rename the VIPP Program and update and increase the participating businesses. Implement a fee for businesses to participate. Offer “VIPP” as one of the benefits of becoming a member of the Parent’s Association.
SPECIAL RECOGNITION & SERVICE

- Hank Bowen served as Co-Chair of the NC LEAD conference for 300 state-wide student leaders.
- Hank Bowen served on the Executive Leadership Team for the American Heart Association’s Down East Heart Walk.
- Hank Bowen serves as a leadership coach for the Golden LEAF Scholars Program
- Mary Beth Corbin served as co-chair for the UNIV 1000 committee.
- Angela Marshall attended 10th Annual Conference of the National Institute for the Study of Transfer Students in Fort Worth, Texas.
- Karen Smith and Mary Beth Corbin presented “Tips on Using the 2011 Pirate Read in Your Course” to the ECU Office for Faculty Excellence, March 2011.
- Karen Smith served on the following committees: Plunge Into Purple (chair), Orientation Planning (chair), African American Male Retention project, SAL/ SAAT, UNIV 1000, ATOD (Alcohol, Tobacco, and Other Drugs), Summer Read, and Sevire Society.
- Terri Stansbury served on the East Carolina Coalition for Affordable Textbooks. This is an ongoing project carried out by a collaborative group of ECU students (SGA), parents (Parent Services), faculty (Faculty Senate), staff and administrators (Dowdy Student Stores) who work together to develop tangible and effective methods to reduce the overall cost of textbooks for ECU students.
- Terri Stansbury served as Co-Chair of the 2012 ECU Family Weekend Committee

TRANSIT

MISSION STATEMENT

The mission of ECU Transit is to provide transportation services that are safe, dependable and cost effective to the University community, and to facilitate learning and involvement for student success.

ACCOMPLISHMENTS

- Developed standards for on-time performance, mileage intervals between road calls and preventive accidents, vehicle cleanliness, passengers carried per hour and passengers carried per mile, and travel time on fixed routes.
- Purchased a comprehensive software/hardware package to evaluate and track many of the performance standards we wish to measure. The package will include GPS tracking capability, computer aided dispatching and schedule adherence information which will be available to our passengers.
- Continue to research the possibility of receiving grant funding to purchase hybrid buses and to replace units 1991 model or older.
- Internally, ensure that cost effective ways of doing business are utilized throughout the operational structure of the agency.
- Transit accomplished both goals for the 2011 year.
- Goal 1 was accomplished by reviewing our standards of practice for East Carolina University Transit and upholding those values. We met as staff and are now enforcing those daily with all staff. The GPS system was procured with the aid of the East Carolina University Student Government Association. We plan to continue to make this our Goal.
- Goal 2 was accomplished and transit was awarded grant monies for purchase of a hybrid bus. East Carolina University Transit received the bus in late November 2011 and began using the bus
Spring 2012. We also evaluated current revenue streams to discover areas where revenues can be increased or are underutilized.

CHALLENGES

- Hiring of a full-time Safety & Training Manager position to focus on safety initiatives and evaluate/restructure the driver training program.
- Moving to new facility during the beginning of a semester and assuring that Transit continues to operate smoothly during this process.

GOALS

- Maintain standards for on-time performance, mileage intervals between road calls and preventive accidents, vehicle cleanliness, passengers carried per hour and passengers carried per mile, and travel time on fixed routes.
- Continue to research the possibility of receiving grant funding to purchase hybrid buses and to replace units 1991 model or older.
- Internally, ensure that cost effective ways of doing business are utilized throughout the operational structure of the agency.
- Beta testing will be conducted with Transit staff Summer/Fall 2012. Roll out to ECU community Spring 2012.
- Market to ECU community so that they can use system to track bus location.

SPECIAL RECOGNITION

- 128 student employees successfully completed the Defensive Driving Certification course.
- 10 student employees graduated in December and 12 in May with 2 obtaining Master Degrees.
- Transit ROAD-EO at ECU (March 2012), and the ECU Transit Relay for Life team.
- Intra-Collegiate ROAD-EO (April 2012).
- ECU Campus lockdown (November 2011).
- Canned Food Drive, December 2011.
- Dennis Winstead, Interim Safety & Training Manager (April 2012).
  - Sustainability Committee, University Environment Committee resource, Parking & Traffic Committee, Chancellors’ Committee on the Status of Women, Student Affairs Leadership Team, Student Affairs Assessment Team.
- North Carolina Public Transportation Association and Relay for Life.
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