



University Affairs Committee Meeting
 September 6, 2018
 Agenda

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|------|--|-------------|
| I. | Approval of July 12, 2018 Minutes | Action |
| II. | Research, Economic Development and Engagement | Information |
| | A. Introduction of Executive Director of Innovation & New Ventures - Mr. Mark Wdowik | |
| | B. De-establishment of the Institute of Coastal Science & Policy | Action |
| | C. Name change for Center for Sustainable Tourism, Natural Resources, and Build Environment TO Center for Sustainable Energy and Environmental Engineering | Action |
| III. | Student Affairs | |
| | A. Student Appellate Conduct Process | Information |
| | B. Greek Life Task Force Update | Information |
| IV. | Academic Affairs | |
| | A. Enrollment Update | Information |



**Board of Trustees
University Affairs Committee
September 6, 2018**

Agenda Item:	I. Approval of July 12, 2018 Minutes
Responsible Person:	Mark Copeland, Chair
Action Requested:	Approval
Notes:	N/A

Minutes of the Meeting of the
University Affairs Committee
East Carolina University Board of Trustees
July 12, 2018 at 12:00pm in Harvey Hall

Board Members Attending: Full Board Attendance

Others ECU Leaders in Attendance: Cecil Staton, Ron Mitchelson, Virginia Hardy, Donna Payne, Phyllis Horns

Mr. Miller (sitting in for Mr. Copeland) opened the meeting at 12:00pm by reading the conflict of interest statement as well as the Jurisdiction Review and Conduct Statement for University Affairs.

The minutes from the previous meeting were approved.

Academic Affairs – Ron Mitchelson

• **Part VIII – Faculty Manual Revision**

- Dr. Mitchelson explained that this relates to personnel policies and procedures related to faculty at most every phase of employment. The goal is align this with the tenure statements in Part IX of the Faculty Manual and to avoid unnecessary redundancy. The major changes were outlined in Board materials, but some highlighted included a clear expectation of engagement for all probationary faculty and tenured faculty; the responsibility of faculty in the life of the unit; and the alignment in Part VIII with the salary language.
- **MOTION – made by Jordan Koonts and seconded. Approved without dissent.**

• **Enrollment Management Task Force (EMTF) Update – Mitchelson with Chris Locklear**

- Chris walked through the timeline for the Enrollment Management Task Force. He shared this this Task Force is picking up from the 2014-15 Task Force efforts. The plan from that EMTF projected ECU to be at 30,000 by Fall 2019. The new charge for the EMTF has five and ten year enrollment forecasts, targets and strategies. The target for recommendations and a report to the Chancellor is set for mid-Spring 2019. Chris added the ECU has partnered again with Ruffalo Noel Levitz to assist with our planning efforts. There are six working groups that are gathering data and information to feed the larger EMTF for better planning and structure toward a full report.
- Provost Mitchelson shared that NC growth of enrollment is expected to flatten over the coming years. The growth from 2011-2016 shows 44% of the growth in NC is related to Wake and Mecklenburg county. And the largest growing counties in NC are not in rural communities, which goes against or commitment to grow enrollment in rural communities. He added if we stay the same with what we are doing today, we will see a decline in enrollment beyond 2025. We have to operate differently, which is why we have gone to using a Common Application, using AdmitHub (an AI platform that answers questions for incoming students) and RaiseMe (a micro-scholarship program to incentivize and financially reward high school students for their course work). We have also signed a partnership with 16 community colleges for Co-Admittance, which will help us build pathways and avenues for new students to come

to ECU.

Research, Economic Development and Engagement (REDE) – Jay Golden

- Jay shared some divisional reorganization. Ted Morris will be leading the development with the Millennial Campus. We expect to see a growth of business partnerships and future jobs that ECU will be a large part of creating.
- New Ventures and Innovation – New director, who is starting at ECU soon, will lead the Micro-Business community. These are cohorts of students (about 60 in the first cohort) to develop micro-businesses with hopes that the students can start their own businesses in our area after they graduate. Students will be able to come to ECU, graduate and be better prepared to start and operate businesses in eastern North Carolina.

Meeting Adjourned at 12:43pm



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Agenda Item:	II.A. Introduction of Executive Director of Innovation & New Ventures – Mr. Mark Wdowik
Responsible Person:	Jay Golden, Vice Chancellor for Research, Economic Development and Engagement
Action Requested:	None
Notes:	N/A

NEWS RELEASE

East Carolina University News Services

Contact: Matt Smith, ECU News Services, smithmatt17@ecu.edu

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ECU taps executive director for Innovation and New Ventures

GREENVILLE, N.C. (08/XX/2018) – Mark Wdowik has been named the inaugural executive director for the newly created Office of Innovation and New Ventures at East Carolina University.



Wdowik joins ECU after a national search led by the university's Division of Research, Economic Development and Engagement.

The Office of Innovation and New Ventures oversees the university's rapidly expanding efforts to discover, develop and commercialize ideas and inventions cultivated by ECU's students, faculty and partners.

As the office's executive director, Wdowik is responsible for leading ECU in its mission to become a national model of how to support student creativity and innovation. This includes growing and maturing the university's new micro-business program and developing impact investment funds to support innovation and new venture creation at ECU through a philanthropic fund and a potential for a for-profit, equity-based investment fund.

"We want to continue to support a culture of creativity, design, entrepreneurship and innovation at ECU, building upon the great achievements and successes of the Miller School of Entrepreneurship as well as the offices of Community Engagement and Research and Regional Economic Development within REDE," Wdowik said. "Creating vibrant commercialization and hands-on business development opportunities for students, faculty and partners is an area many universities struggle with. However, that provides ECU a real opportunity to move quickly and excel in this space for the benefit of the people in eastern North Carolina."

Wdowik is tasked with helping grow the university's micro-business program. The recently launched program will guide students through four years of entrepreneurship, innovation and business training at ECU, with students creating a business plan before executing their strategy in eastern North Carolina counties during their senior year. The program aims to provide needed services to rural regions, while providing students a systematic, mentor-led commercialization opportunity.

Additionally, Wdowik will explore the potential of an ECU impact investment fund to further support the development and commercialization of ECU's innovations. Successful investment funds have previously been established at universities throughout the U.S. and abroad, including

funds at New York University, the University of California and MIT. In 2016, at least 44 college-focused funds had been established.

“We’re receptive to all new ideas,” Wdowik said. “We’re not here to say ‘No’; we’re here to say ‘Yes, let’s find a way to make it work – whatever the ideas may be.’ That’s the message I want our students, faculty and partners to hear.”

Wdowik joins ECU after a 20-plus year career in innovation development in higher education. Wdowik has extensive experience with technology transfer, commercialization, economic development, investment funds, industry partnerships, new product development, and startups. He also worked in the private sector as the president and CEO of Critical Dimensions Inc., a consulting firm that helped small to large multinational corporations develop business strategies, form strategic partnerships and refine financial strategies.

Wdowik earned both his Bachelor and Master of Science degrees in electrical engineering from the University of Illinois. He holds two patents and has most recently served as the chair of the board of for the Colorado Venture Capital Authority – managing two \$25 million venture capital funds on behalf of the state of Colorado. Likewise, he served as chair of Innosphere – a state-wide new business incubator formed in partnership between Colorado State University and the city of Fort Collins.

“As the only university in the state with a medical school, a dental school and a college of engineering, ECU has an unrealized potential to generate intellectual property that can be commercialized,” said Dr. Jay Golden, vice chancellor for REDE. “ECU has taken steps to provide outstanding resources for our students, faculty and partners who are interested in building businesses and helping communities thrive in eastern North Carolina. Mark will continue that trend, while providing even more opportunities for those partnering with ECU to capitalize on their novel ideas.”

A focus on innovation

ECU has made a conscious effort to increase opportunities for students, faculty and partners to work with the university to find commercialization pathways.

The university established the Miller School of Entrepreneurship in 2015 fueled by a \$5 million commitment from Raleigh-based Captrust CEO J. Fielding Miller and his wife, Kim.

ECU recently launched plans for its millennial campus, with a focus on combining university resources with private companies.

The university is also building a 25,000 square-foot innovation hub – chartered thanks to a \$2 million dollar commitment to the College of Business from donors Van and Jennifer Isley – that will allow students from business, engineering, technology and art backgrounds to collaborate on product innovation, design and entrepreneurship.

Additionally, ECU is planning to construct a data analytics center that provides students, faculty and regional communities with advanced data and visualization technology to solve economic,

health and educational disparities in eastern North Carolina as part of its Rural Prosperity Initiative after joining forces with Cary-based SAS.

In 2015, ECU was designated as an Innovation and Economic Prosperity University by the Association of Public and Land-grant Universities. The distinguished international recognition acknowledges and celebrates institutions that have greatly contributed to the growth and development of their region through economic engagement. ECU is one of just 58 institutions in North America to hold this designation.

Learn more about the Office of New Ventures online at <https://rede.ecu.edu/innovation/>. Contact Wdowik by email at wdowikm18@ecu.edu or by phone at 252-737-5558.



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Agenda Item:	II.B. De-establishment of the Institute of Coastal Science & Policy
Responsible Person:	Jay Golden, Vice Chancellor for Research, Economic Development and Engagement
Action Requested:	Approval
Notes:	N/A



To: Jay Golden, Vice Chancellor for Research, Economic Development, and Engagement
From: David Griffith, Director of the Institute for Coastal Science and Policy *DG*
Ron Mitchelson, Provost *R.M.*
Date: May 24, 2018
Re.: De-establishing the Institute of Coastal Science and Policy

The Institute of Coastal Science and Policy (ICSP) was established in 2001 to integrate social, natural, and engineering sciences for research, teaching, and outreach related to coastal and marine phenomena. The Institute is comprised of university faculty, staff and students dedicated to conducting interdisciplinary research, integrating social, natural, and engineering sciences to investigate and educate people about issues of critical importance to coastal and marine environments in North Carolina and around the world. The Institute houses the Coastal Resource Management PhD Program, and currently has 17 faculty members with expertise in anthropology, biology, ecology, economics, engineering, geography, geology, social psychology, outdoor recreation and tourism. Faculty have worked with coastal stakeholders, managers and scientists around the world to address challenges involving coastal science, policy, and management; and in FY17 Institute faculty generated over \$3 million in extramural grants and contracts, served over 1000 students and life-long learners, and published 39 manuscripts. After 17 years of successful operations, ECU is requesting that ICSP be discontinued as a UNC-institute, effective immediately upon approval by the ECU Board of Trustees.

Two recent events have led to the request to discontinue the Institute. In 2015, ECU became the administrative home for the Coastal Studies Institute (CSI); and in 2018, ECU created a Department of Coastal Studies to advance interdisciplinary coastal research and act as the academic home for the Coastal Resource Management PhD Program. The functions originally performed under ICSP have been distributed between CSI and the new Department, negating the need for ICSP to exist from this point forward. The faculty jointly appointed to ICSP will return to their academic home, from which they can form new alliances with CSI and the new Department.

Thank you for considering this request.



**Board of Trustees
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A.	Agenda Item:	II.C. Name change for Center For Sustainable Tourism, Natural Resources, and Build Environment TO Center for Sustainable Energy and Environmental Engineering
	Responsible Person:	Jay Golden, Vice Chancellor for Research, Economic Development and Engagement
	Action Requested:	Approval
	Notes:	N/A

Request for Name Change

Current Name: Center for Sustainable Tourism, Natural Resources, and Built Environment

Proposed Name: Center for Sustainable Energy and Environmental Engineering

Rationale:

The new name is aligned with the new strategic plan of the center, the college and the university. The center received 4 research awards from EPA and all are related to energy and environment. So, the new name will give clearer view about the center activities. Also, the new name with a focus on energy and environmental engineering will allow more partnerships with the industry.

ECU Centers and Institutes Committee recommendation:

_____ Approve _____ Disapprove _____ Other

Jay Golden, Chair,
Centers & Institutes Committee

Date

Chancellor recommendation:

_____ Approve _____ Disapprove _____ Other

Cecil Staton, Chancellor

Date

ECU Board of Trustees recommendation:

_____ Approve _____ Disapprove _____ Other

Kieran Shanahan, Chair

Date



**Board of Trustees
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September 6, 2018**

A.	Agenda Item:	III.A. Student Appellate Conduct Process
	Responsible Person:	Virginia Hardy, Vice Chancellor for Student Affairs
	Action Requested:	None - Informational
	Notes:	N/A



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A.	Agenda Item:	III.A. Student Appellate Conduct Process
	Responsible Person:	
	Action Requested:	None - Informational
	Notes:	N/A



**Board of Trustees
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A.	Agenda Item:	IV.A. Enrollment Update
	Responsible Person:	Ron Mitchelson, Provost and Senior Vice Chancellor for Academic Affairs
	Action Requested:	Approval
	Notes:	N/A