



University Affairs Committee Meeting
November 1, 2018
Agenda

- I. Approval of September 6, 2018 Minutes Action

- II. Academic Affairs
 - A. Exception request - 120 credit hour policy Action
 - B. Conferral of Degrees Action
 - C. Honors College Update Information

- III. Research, Economic Development and Engagement
 - A. Research , Economic Development and Engagement Update Information
 - B. Undergraduate Research Process Information
 - *3 minute research presentation



**Board of Trustees
University Affairs Committee
November 1, 2018**

Agenda Item:	I. Approval of Minutes - Sept. 6, 2018
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
September 6, 2018 at 11:30am at ECHI

Board Members Attending: Full Board Attendance

Others ECU Leaders in Attendance: Cecil Staton, Ron Mitchelson, Virginia Hardy, Donna Payne, Mark Stacy, Crystal Chambers

Mr. Copeland opened the meeting at 11:30am 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.

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

- Introduction of Mr. Mark Wdowik as the new Executive Director of Innovations and New Ventures
 - Jay introduced Mark to the BOT and explained the focus of Innovations and New Ventures. He comes from Colorado State to ECU and will look to create micro-enterprises throughout the region.
 - Mark shared some of his initial plans for the office and the micro-enterprise program and funds. This is about putting together teams of students and partnering them with our 29 counties to create these enterprises. We hope to create between 25-50 new opportunities each year. Our students are primed to make a difference in the region and help them succeed and grow. This may also help keep our students in the region after graduation too. Mark shared that they are looking to generate some funds (between \$500,000 - \$1 million) to start with small investments and later grow this into a larger financial commitment. There is a great interdisciplinary approach that includes the Miller School of Entrepreneurship as well as already existing relationships and partnerships with other academic schools/departments.
- De-Establishment of the Institute of Coastal Science and Policy
 - This is a request from the Centers committee at ECU to de-establish the institute.
 - **MOTION – Motion was made by Jordan Koonts and seconded by Deborah Davis and the motion was approved without dissent**
- Name change for Center for Sustainable Tourism, Natural Resources, and Build Environment to Center for Sustainable Energy and Environmental Engineering
 - **MOTION – Motion was made by Jordan Koonts and seconded by Vern Davenport and the motion was approved without dissent.**

Student Affairs – Virginia Hardy

Dr. Hardy shared that the process has now changed and the BOG has removed itself from the appeal of expulsions. Less than one half of 1% of cases in the last three years have gone to

suspensions and expulsions. She introduced Leila Faranesh, interim director for the Office of Student Rights and Responsibilities.

- Student Appellate Conduct Process
 - Leila walked through three charts that demonstrate a work flow for how cases are managed through the sanction and appeal process. She shared that if a case has a possible sanction of suspension or expulsion, the case goes to a Conduct Board Hearing comprised of three students, a faculty and staff member. If a sanction of suspension is handed down, the student can appeal. If there is a direct threat to the campus, a student can be administratively suspended and has five days to appeal. For expulsion, the student can appeal too. The appeal goes to the Vice Chancellor for Student Affairs and the appeal could then go to the Board of Trustees.
 - Leila shared data from the last four years. We have had 166 suspensions and 11 expulsions. We had 29 of those cases appealed. She shared the data breakdown each year for suspensions and expulsions. She shared that 26 of the appeals were upheld; two were modified and one is still pending review.

Academic Affairs – Ron Mitchelson

- Enrollment Update
 - We had a bit of a drop with fall enrollment this fall. We had a 1.4% reduction for headcount and student credit hour dropped 2.4%. We will likely receive a \$5 million reduction in budget, which means that we will receive that amount less in state appropriations. Our costs won't go down, but we will have less money coming in.
 - Other institutions are coming into the south and seeking out college eligible students and factor in the number of college eligible students nationwide has gone down by more than a million and this has a factor on all enrollment. Not just ECU, but all schools. The best way to describe this is that the market has been disrupted. We also have other schools that have created a performance agreement with a commitment to rural and low-income students. He shared that a follow up report will come back to the Board in November.
 - Dr. Ying Zhou shared some of the data following ECU's Census Day. Total headcount is a final number, but all other numbers are preliminary.
 - Total Headcount for Fall 2018 = 28,718 students at ECU
 - Freshman headcount = 4,175 (-4%)
 - Transfer = 1,854 (-4%)
 - Masters students (-9%)
 - Undergraduate enrollment went down .8%
 - Graduate enrollment went down 3.7%.
 - Undergraduate details
 - 57% female
 - 90% in-state
 - 66% white
 - 85% full time.
 - Over the past five years, ECU has enrolled 11-12% of in-state degree seeking undergraduates as low-income and 16-17% of rural students in the UNC System.
 - First-time, First-year student profile
 - GPA increased from 3.73 to 3.83.
 - SAT and ACT scores have held consistent.

- For undergraduate applications, we had an increase in applications in the past year and most are likely out of state.
- Our yield rate was about 29%.
- For Transfer, the applications dropped by 400 apps with an acceptance rate of 84%.
- Graduate applications did go up but the enrolled number decreased. Of good note, our five year graduation rate has gone up by 11% since 2007.

Meeting Adjourned at 12:42pm



**Board of Trustees
University Affairs Committee
November 1, 2018**

Agenda Item:	II. A. Exception request 120 credit hour policy
Responsible Person:	Ron Mitchelson Provost
Action Requested:	Approval
Notes:	N/A

DATE: October 15, 2018

TO: ECU Board of Trustees

FROM: Ron Mitchelson, Provost and Senior Vice Chancellor for Academic Affairs

SUBJECT: Exception Requests to 120-Credit-Hour Policy for Undergraduate Degrees

Dear Board of Trustees:

In January 2018 the UNC Board of Governors amended their policies and regulations on Fostering Undergraduate Student Success, as detailed in the UNC Policy Manual, chapter 400.1.5 and 400.1.5[R]. One resulting mandate is that all four-year baccalaureate degree programs require no more than 120 semester credit hours, unless an exception is granted by the institution's Board of Trustees and the UNC Board of Governors.

To comply with this new policy, ECU has been working to reduce undergraduate program credit hours and to determine whether any programs require an exception. After deliberation across all ECU colleges and schools, only two programs (of approximately 35 with excess hours in February 2018) are making a request for exception: the BSN in nursing and the BS in engineering.

The BSN in nursing is requesting a minimum requirement of 125 semester credit hours to avoid negative impact on the program's ability to meet national standards and graduate well-prepared nurses in an increasingly demanding workforce. ECU is committed to high-level, quality education that prepares students to pass the national registered nurse (RN) licensure exam and allows graduates to engage in everyday life and death situations. Eight UNC institutions have prepared a joint memo to petition the UNC Board of Governors for an exception; each institution will submit the joint memo with their request.

The BS in engineering also is requesting a minimum requirement of 125 semester credit hours. The 125-hour request represents a reduction of 3 credit hours to place ECU in a competitive position with other UNC institutions, as requested by the ECU Academic Council. This reduction was accomplished by using one required math course as a general education elective, in accordance with ECU policy. Three UNC institutions (ECU, NCSU, and WCU) of five total are requesting credit hour exceptions.

We respectfully request approval of these requests for exception for the BSN in nursing and the BS in engineering. Upon approval, we will submit our requests to the UNC Board of Governors for final decision.



**Board of Trustees
University Affairs Committee
November 1, 2018**

Agenda Item:	II. B. Conferral of Degrees
Responsible Person:	Ron Mitchelson Provost
Action Requested:	Approval
Notes:	N/A



**Board of Trustees
University Affairs Committee
November 1, 2018**

Agenda Item:	II. C. Honors College Update
Responsible Person:	David White Dean of the Honors College
Action Requested:	Information
Notes:	N/A



**Board of Trustees
University Affairs Committee
November 1, 2018**

Agenda Item:	III. A. Research, Economic Development and Engagement Update
Responsible Person:	Jay Golden Vice Chancellor for Research Economic Development and Engagement
Action Requested:	Information
Notes:	N/A



**DIVISION OF RESEARCH,
ECONOMIC DEVELOPMENT
& ENGAGEMENT**

**UPDATE & PROGRESS
REPORT**




Dr. Jay S. Golden, Vice Chancellor

WHY IS OUR DIVISION CRITICAL FOR THE MISSION & FUTURE OF ECU?

HOW ARE WE GOING TO DELIVER?

WHAT IS OUR PROGRESS TO DATE?



DIVISION OF RESEARCH,
ECONOMIC DEVELOPMENT
& ENGAGEMENT

Dr. Jay S. Golden, Vice Chancellor

Office of the Chancellor


Cecil Staton, DPhil
Chancellor

James Hopf
Chief of Staff

Christy H. Daniels
Assistant to the Chancellor

Students
23,718

Faculty & Staff
6,336



ATHLETICS
UNIVERSITY COUNSEL
COMMUNICATIONS
AUDIT
EH&S
BOARD OF TRUSTEES
BOARD OF GOVERNORS

UNIVERSITY ADVANCEMENT
Chris Dyba
Vice Chancellor

Alumni & Foundations

ADMINISTRATION & FINANCE
Sara Thorndike
Vice Chancellor

HR, Risk Mgt.
Parking, IT

STUDENT AFFAIRS
Virginia Hardy, PhD
Vice Chancellor

Dean of Students, Greek
Life, Campus Living,
Student Organizations,
Transit, Student Govt. etc.

PROVOST & SR. VICE CHANCELLOR ACADEMIC AFFAIRS
Ron Mitchelson, PhD
Sr. Vice Chancellor


T/TT Faculty = 764
Total Students = 23,912

COLLEGES
Arts & Sciences
Business
Education
Engineering & Technology
Fine Arts & Communication
Health & Human Performance
Honors College

SCHOOLS
Entrepreneurship
Graduate School
Hospitality & Leadership
Art & Design
Communication
Music
Theater & Dance

OTHER
Integrated Coastal Programs
Innovation Early College High School
ECU Community School
Joyner Library

ACADEMIC COUNCIL



**“ECU One”
Philosophy**

+
“Fiscal Responsibility”

*We could not afford to
duplicate the
centralized efforts in
each College & School*


VICE CHANCELLOR RESEARCH & REGIONAL TRANSFORMATION
Jay Golden, PhD
Vice Chancellor

T/TT Faculty = 302
Total Students = 4,806

COLLEGES
Allied Health
Nursing

SCHOOLS
Medical
Dental

OTHER
Dental Clinics
Laupus Library



DIVISION OF RESEARCH,
ECONOMIC DEVELOPMENT
& ENGAGEMENT


Dr. Jay S. Golden, Vice Chancellor

Office of the Vice Chancellor

Jay S. Golden, PhD
Vice Chancellor

Michael Van Scott, PhD
Sr. Associate Vice Chancellor

Margaret Macready
Executive Assistant



LOCAL GOVERNMENT AFFAIRS
ADMINISTRATIVE SERVICES
DIVISIONAL MEDIA
FEDERAL RELATIONS
COUNCILS & COMMITTEES OF THE VICE CHANCELLOR

RESEARCH ADMINISTRATION & COMPLIANCE
Michael Van Scott, PhD
Program Lead

INSTITUTIONAL INTEGRITY, COMPLIANCE & REGULATORY AFFAIRS
Vacant
Executive Director
Fam Martin
Exec. Assistant
Stephanie Stalls
Support Associate

INFORMATION TECHNOLOGY
Shaun Reece
IT Specialist

ANIMAL CARE (IACUC)
Yup Michan
Chair, IACUC
Jane Davenport
Admin, IACUC

EXPORT CONTROL
Tony Rowe
Director

INSTITUTIONAL REVIEW BOARD
Suzanne Sparrow, Dr
Human Res. Protection

CONFLICT OF INTEREST/ETHICS
Deb Elek,
Associate Director

Michael Haberstroh
Program Specialist

RESEARCH ADMINISTRATION
Julie Barber Cole
Director

RESEARCH ADMIN COMPLIANCE
Shelly Carpenter
Compliance Monitoring

BILLING MANAGEMENT
Melinda Smith
Management Officer

DISTRIBUTED RESEARCH HUBS (POST-AWARD)
Janice McCowan
East Campus

PRE-AWARD
vacant
Sr. Sponsored Officer

TRAINING
Rick Smiley
Outreach Officer

RESEARCH INSTITUTES
Coastal Studies
E. Carolina Diabetes & Obesity
N.C. Agromedicine
Small Business
Rural Education

RESEARCH FIELD STATIONS
Sylvan Heights Bird Park
Jennette's Pier
Sheet of Research Vessels

STRATEGIC RESEARCH ADVANCEMENT
Vacant
Program Lead

ACADEMIC AFFAIRS RESEARCH
UNDERGRADUATE RESEARCH (GECU)
Mary Farwell, PhD
Asst. Vice Chancellor

POST-DOCTORAL RESEARCH (GECU)
HEALTH SCIENCES RESEARCH
Kathy Verbanac, PhD
Asst. Vice Chancellor

PROGRAM SUPPORT
Heather Christman
Program Specialist

NATIONAL SECURITY & INDUSTRY INITIATIVES
Keith Wheeler
Executive Director

RESEARCH CLUSTERS
Biomaterials & Bioengineering
Big Data for Health Solutions
Environment & Natural Resources
Health Behavior
STEAM Innovations

MILLENNIAL R&D / INNOVATION CAMPUSES
Ted Morris, PhD
Program Lead

DEVELOPMENT TEAM
Joe Gaines
Director

INNOVATION & NEW VENTURES
Mark Wdowik
Program Lead

RESEARCH ENTERPRISES
John Ciannamusa
Business Develop.

ADMINISTRATIVE SERVICES & TECH. DEV. CENTER
Ariana Billingsley
Director

RURAL PROSPERITY INITIATIVES
Sharon Paynter, PhD
Program Lead

ECONOMIC GROWTH COLLABORATION
Vacant/Pending
Director

REGISTRATION & COMMERCIALIZATION
Marti Van Scott
Director

REGISTRATION & COMMERCIALIZATION
Caryle Rogers
Licensing Associate

REGISTRATION & COMMERCIALIZATION
vacant
Post-Doc Scholar

REGISTRATION & COMMERCIALIZATION
Lucretia Davis
Admin. Support

REGISTRATION & COMMERCIALIZATION
Ariana Billingsley
Director

REGISTRATION & COMMERCIALIZATION
Robert Barker
Program Specialist

REGISTRATION & COMMERCIALIZATION
Hallee Hawkins
Program Specialist

REGISTRATION & COMMERCIALIZATION
Chayenne Leggett
Program Specialist

REGISTRATION & COMMERCIALIZATION
vacant x 2
Program Specialist

REGISTRATION & COMMERCIALIZATION
Lisa Sheppard
Admin Support

REGISTRATION & COMMERCIALIZATION
vacant
Research Scientist

REGISTRATION & COMMERCIALIZATION
vacant
Fellow

REGISTRATION & COMMERCIALIZATION
Janine Pascual, PhD
Research Scientist

REGISTRATION & COMMERCIALIZATION
Student Research Cohort

REGISTRATION & COMMERCIALIZATION
Future Director

REGISTRATION & COMMERCIALIZATION
Cassie Keel
Program Specialist

REGISTRATION & COMMERCIALIZATION
ENGAGEMENT @ OUTER BANKS CAMPUS
Future Director

REGISTRATION & COMMERCIALIZATION
ADMINISTRATIVE SUPPORT
Vacant

REGISTRATION & COMMERCIALIZATION
ECONOMIC DEVEL. ACADEMY
Charles Hayes
Fellow

WHY IS OUR DIVISION CRITICAL FOR THE MISSION & FUTURE OF ECU?

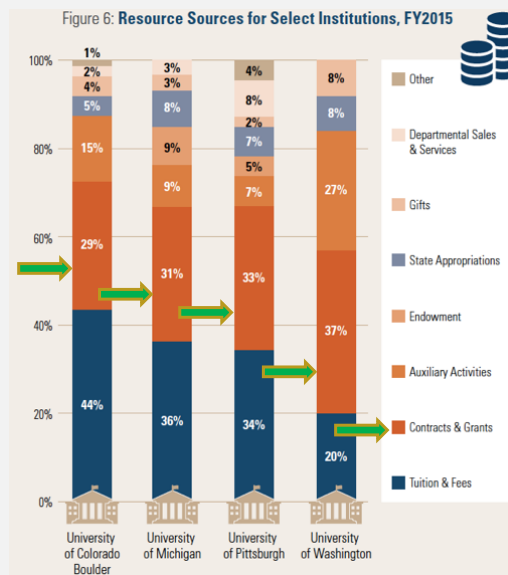
FINANCIAL HEALTH & REPUTATION

5

SUPPORT UNIVERSITY FINANCES

Agency Grants

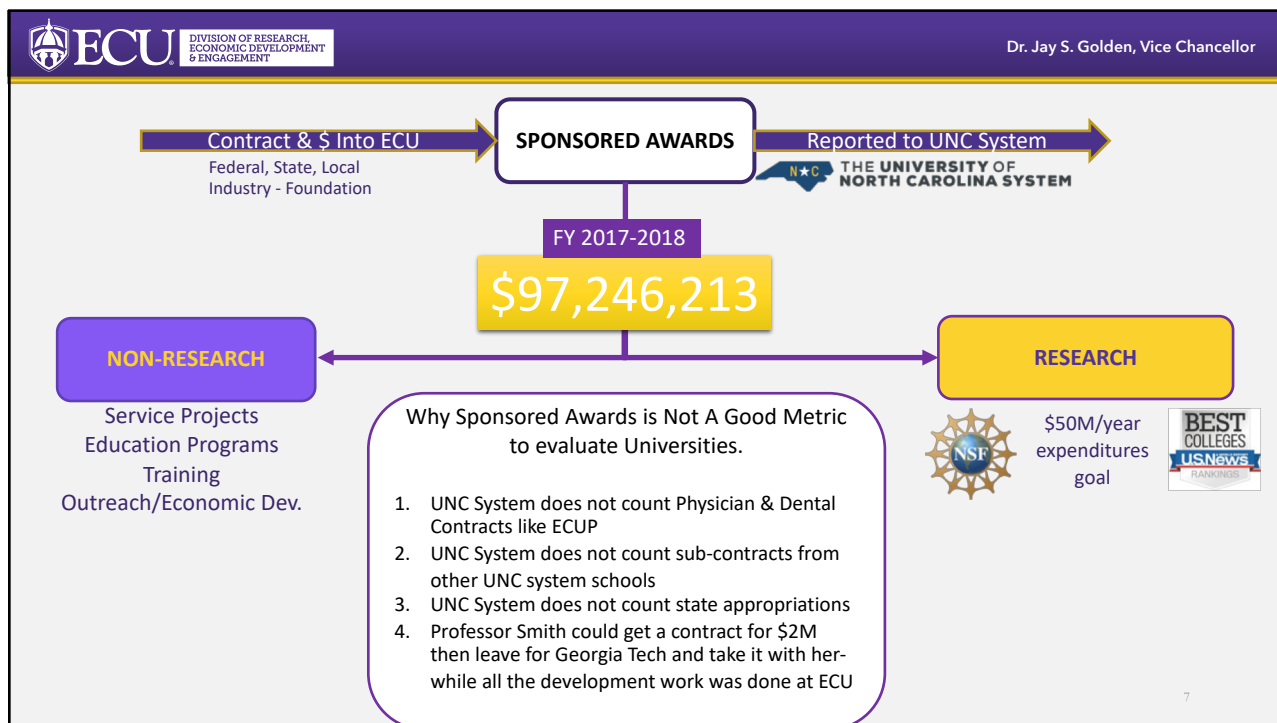
- Indirect costs (revenues) provide non-state funds to off-set costs for staff, ECU facilities & equipment
- Funding & tuition remission for students
- Summer salary supplements for 9-month faculty - reduces loss of faculty & recruiting
- Grants can pay for needed equipment for researching & teaching
- Can off-set some other salaries



Industry Partnerships

- Sponsor buildings, centers and laboratories
- Sponsor research themes and clusters
- Provide scholarships, internships for students
- Donate equipment & in-kind services
- Entry into boards (donors)
- Global experiences for students

6



ECU will "double" Research

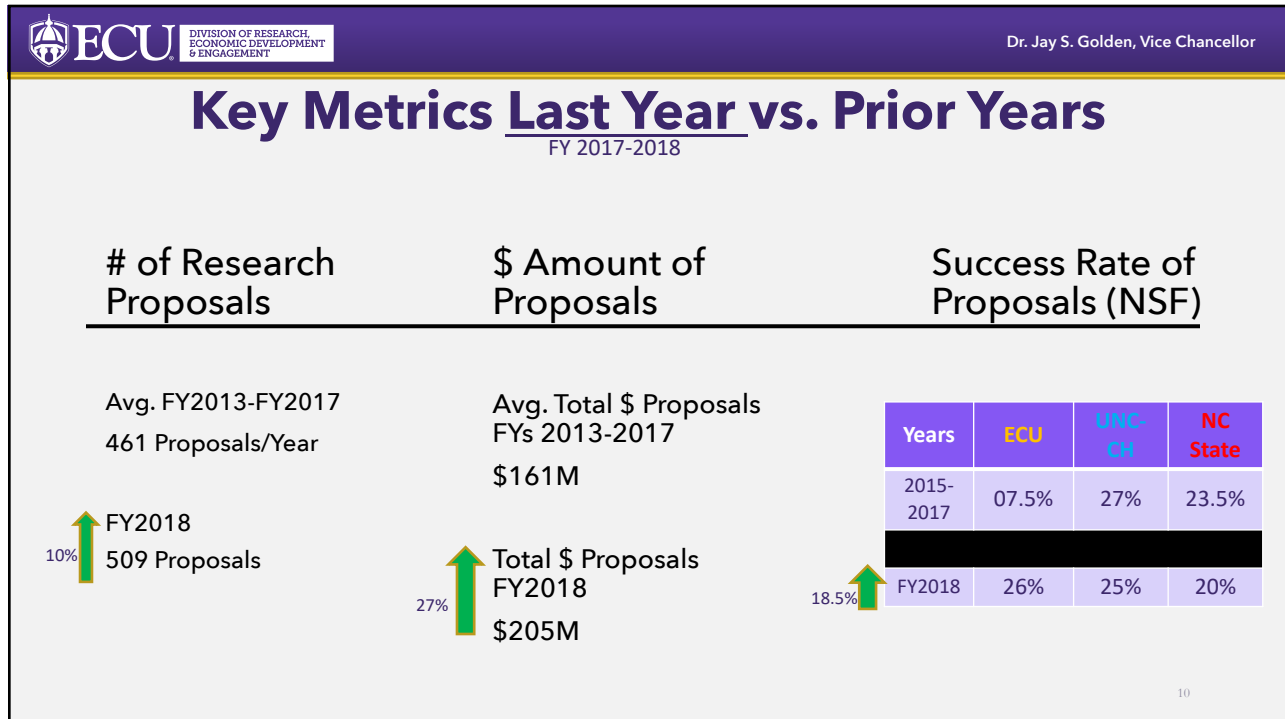
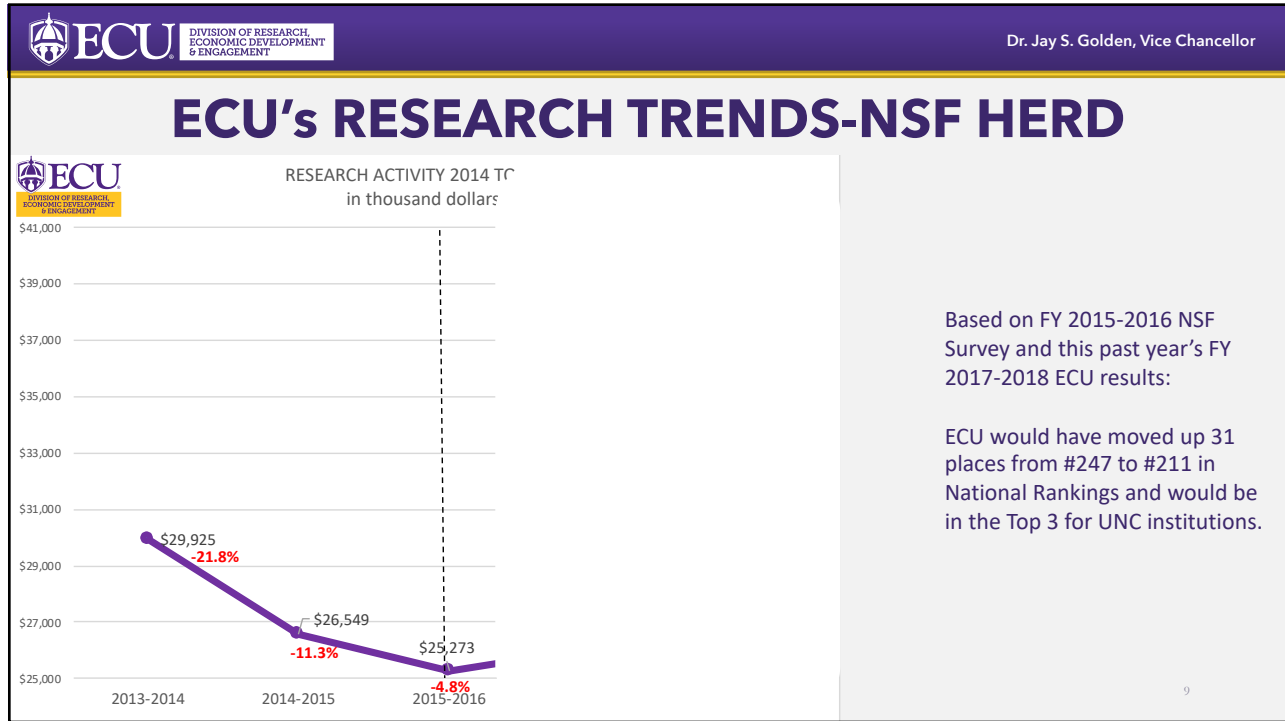


RESEARCH EXPENDITURES
\$50M/YEAR 2022

Top 3 in the UNC System

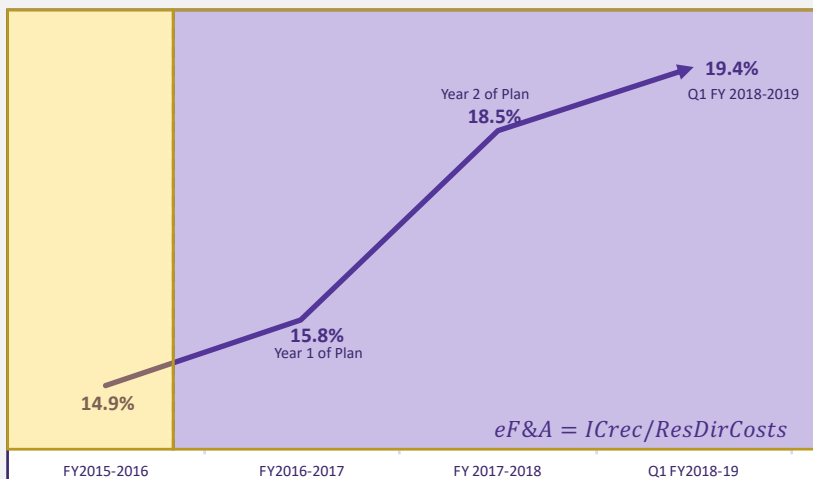
Top 10 fastest growing national Public Universities in Research





INDIRECT COSTS RECOVERY

Current Negotiated Rate 47.5% - renegotiating
 \$100,000 direct costs + \$47,500 indirect costs recovery =
 \$147,500 budget



Why is this important?

If our total sponsored research direct costs are \$50M/year

* note we want this # to continue to increase

@15% eF&A = \$7.5M

@25% eF&A = \$12.5M

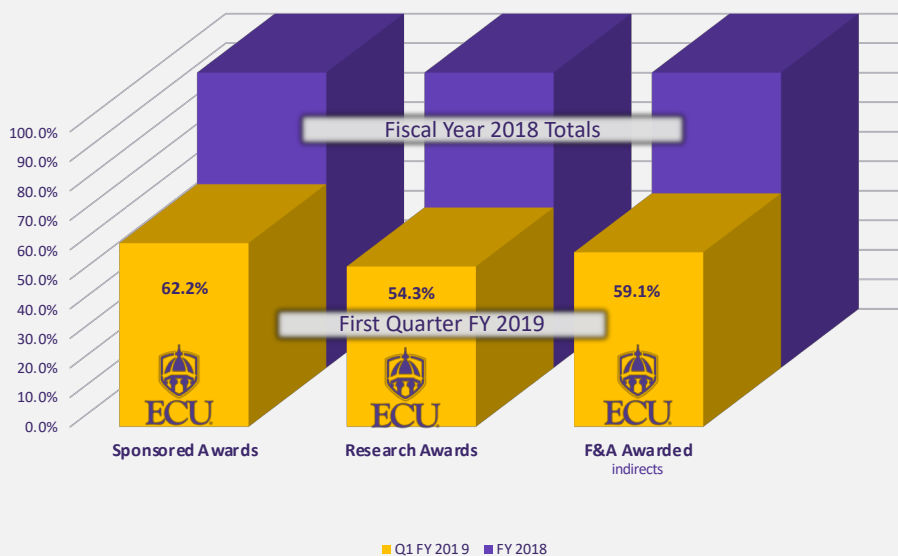
In FY 2017-2018

Arts & Sciences = 29% (only unit above 20%)

4 units 10%-18%

4 units < 10%

VERY STRONG START OF FY 2019



LONGER-TERM GROWTH & FINANCIAL SUSTAINABILITY

Important to note how ECU's new large awards are counted and contribute to longer-term sustainability.

Example: The recent College of Education's \$9.7M award

- not included in Q1 awards
- has to be counted / divided by the years of the award. Ie. Authorized year 1 for ~ \$1.94M.
- So for the next 5-years we will bring in ~\$1.94M in sponsored awards
- And, for the next 5-years we will have additional F&A income to the university

13

WHY IS OUR DIVISION CRITICAL FOR THE MISSION & FUTURE OF ECU?

REGIONAL TRANSFORMATION

14

NEW OFFICE OF: NATIONAL SECURITY & INDUSTRY INITIATIVES

ECU will be in the top 3 of UNC System Schools in DOD research
 NC State: \$28.1M/year
 UNC-CH: \$14.9M/year
 NC A&T-\$3.4M/year
 \$9M=top 100 Universities

Top focus is on developing National Centers @ ECU in partnership w/ DOD & Agencies

Stepping up efforts re: Federal Relations

National Security Initiatives



Capt. Keith Wheeler, USN
Executive Director



Brandon Morrison, PhD
Director, Industry Initiatives



Jim Menke, Master Chief
Director, Military Initiatives

Office of National Security and Industry Initiatives

Industry's Gateway into ECU for Discovery & Innovation

Research



- Partner with leading researchers
- Join industry research consortiums
- Learn of emerging technologies & strategies
- Solve real-world issues

Innovation



- Products, packaging, manufacturing and logistics innovations
- Vibrant entrepreneurial ecosystem @ ECU
- Technology development
- Commercialize new technologies

Talent



- Student internships
- Student team research projects
- Workforce development and recruitment
- Advisory councils and sponsorships

Infrastructure



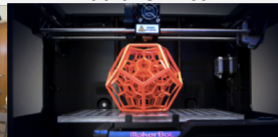
- Millennial Campus
- ECU @ Outer Banks
- ECU Big Data Collaboratory
- Research Labs
- Research Centers & Institutes



Advanced Mfct. Institute



3-D Printing & Additive Mfct.



Collision Space for Innovators



Economic Growth Collaboratory



17

WHY IS OUR DIVISION CRITICAL FOR THE MISSION & FUTURE OF ECU?

STUDENT ENROLLMENT

18

ECU DIVISION OF RESEARCH, ECONOMIC DEVELOPMENT & ENGAGEMENT Dr. Jay S. Golden, Vice Chancellor

Forbes The Best Small Places For Business And Careers 2017 RANKING

Morgan Stanley Congratulations to this year's Forbes Top 250 Wealth Advisors. See who made the list

Greenville, NC **Greenville, NC** Greenville, NC Metropolitan Statistical Area Next #30 >

At a Glance
 Population: 177,500
 Major Industries: Education, Health care
 Gross Metro Product: \$8.9 B
 Median Household Income: \$42,369
 Median Home Price: \$153,000
 Unemployment: 5.1%
 Job Growth (2016): 0.7%
 Cost of Living: 10% below nat'l avg
 College Attainment: 31.6%
 Net Migration (2016): 170

Forbes Lists:
 #29 Best Small Places for Business and Careers
 #65 in Cost of Doing Business
 #84 in Job Growth
 #41 in Education

Eaton Vance
 Thu, 18 Oct 2018 14:25:00 -0400
Tax-loss harvesting: An opportunity amid the calamity
 Seattle - Ask most investors, and they'll tell you October 8-12 was a no good, horrible, very bad week.

https://adclick.g.doubleclick.net/pcs/click?vai=AKAOisuogAnDraniXotbJpztLUPLu ttGpE4PR xuuwll CoZwpBf5OxopfM559C3 BSy5wIWA-Y7yOR8BDL785eik5-IAK6dvxbwNnujvzNIPJou3GipouTMMWkehud84N2hZo&ajs=AMf-YRv

ECU DIVISION OF RESEARCH, ECONOMIC DEVELOPMENT & ENGAGEMENT Dr. Jay S. Golden, Vice Chancellor



**Director,
LOCAL GOVERNMENT AFFAIRS**

- Merrill Flood
- Assistant City Manager-Greenville
- ECU alumnus

20

Uptown 209 E. 5th Street



1. Locating Division of Research, Economic Development and Engagement
2. Approximately 70 staff/students plus 40 meeting chairs = 110 persons
3. Will take over the registrars office after they move.

REDE: Office of Innovation & New Ventures

ECU will be: Nationally Ranked for Innovation & Entrepreneurship



WE'RE ONE OF THE BEST

#TopColleges2018

ECU will be #1 in North Carolina for

Small Business Start-Up's

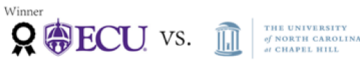





New Student Micro-Enterprises

Drives Student Enrollment & Millennial Campus Programming



ECU DIVISION OF RESEARCH, ECONOMIC DEVELOPMENT & ENGAGEMENT Dr. Jay S. Golden, Vice Chancellor

ECU vs. Other System Schools Most Recent Results

<p><u>License Income / \$1M</u> Research Expenditures</p> <p>Winner</p> 	<p><u>Invention Disclosures / \$1M</u> Research Expenditures</p> <p>Winner</p> 
<p><u>Issued Patents / \$1M</u> Research Expenditures</p> <p>Winner</p> 	<p><u>Patent Applications / \$1M</u> Research Expenditures</p> <p>Winner</p> 
<p><u>Startups / \$10M</u> Research Expenditures</p> <p>Winner</p> 	<p><u>Licenses / \$1M</u> Research Expenditures</p> <p>Winner</p> 

ECU DIVISION OF RESEARCH, ECONOMIC DEVELOPMENT & ENGAGEMENT Dr. Jay S. Golden, Vice Chancellor

MICRO-ENTERPRISE PROGRAM





Community Needs
Succession Plan
Pan-ECU Students
Miller School
ECU Faculty
External Advisors

Software to Connect

Consulting Teams, Internships



Microenterprises Created

Isley Innovation Hub



Miller School, Eng. & Tech. + other colleges, REDE & External Advisors

ECU
Microenterprise Fund



Millennial Campus

WANT YOUR INPUT ON A "CONCEPT"

For profit venture-like fund of \$2M - \$20M to invest in high growth, high ROI ECU-related startups

- Sits external to the university
- Requires multiple for-profit corporations + 501(c)3 **Research Corporation** for operational & liability concerns
- Tranched investments of \$500K or less
- Executive Committee drives investment decisions
- Due diligence process managed by ECU staff through external corporations
- Requires internal approvals & establishment of external, associated entities



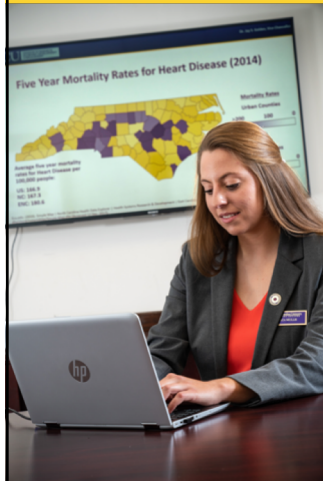
25

WHY IS OUR DIVISION CRITICAL FOR THE MISSION & FUTURE OF ECU?

**STUDENT SUCCESS @ ECU
AND AFTER GRADUATION**

26

ECU will “double” mentored undergraduate research experiences



ECU will have more undergraduate researchers than any other school in North Carolina.

*Provides funding for students
Provides important project management & communication skills
ECU graduates will be more competitive in the job market*





**Board of Trustees
University Affairs Committee
November 1, 2018**

Agenda Item:	III. B. Undergraduate Research Progress - 3 min. research presentation
Responsible Person:	Jay Golden Vice Chancellor for Research Economic Development and Engagement
Action Requested:	Information
Notes:	N/A