Board of Trustees University Affairs Committee Meeting
February 15, 2018
Agenda

I. Approval of November 9, 2017 Minutes  Action

II. Academic Affairs
   A. FERPA Policy (5 min)  Action
   B. Raise Me (10 min)  Information
   C. Lab School Update  Information

III. Closed Session
Agenda Item: I. Approval of Nov. 7, 2017 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
November 9, 2017 at 11:30am
East Carolina Heart Institute

Board Members Attending: Mark Copeland (chair), Max Joyner, Edwin Clark, La’Quon Rogers, Deborah Davis, Bob Plybon, Jason Poole, Vern Davenport, Kieran Shanahan, Vince Smith and Kel Norman.

Others ECU Leaders in Attendance: Cecil Staton, Ron Mitchelson, Virginia Hardy, Jay Golden, and John Stiller

Mr. Copeland opened the meeting at 11:33am 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 – Jay Golden

- Licensing, Commercialization and New Ventures – With the mandate to increase our expenditures, ECU has moved forward aggressively with plans for how we support our region. One area of discussion focuses on the future of tech transfer and the realistic expectations for how Tech Transfer should operate. Many of the big time Tech Transfer schools, such as Stanford, don’t really have the major monetized impacts that most people think they do. What about ECU? The Miller School of Entrepreneurship will fit beautifully into this plan and the growth of the research and innovation campus will give us great opportunities. As we move forward, we are trying to shift paradigms for new ventures and economic development. Dr. Golden asked if ECU is ready to shift to create a model where our students are fully prepared to grow businesses that can serve our region. Not just research and technology, but also to roll out, implement and sustain business opportunities, including service opportunities, in our region. He said ECU should be asking some important questions:
  - Can we find ways where ECU can support troubling companies that are needed so that they can survive and grow?
  - Can we help companies that want to move here and create jobs for our area and release the IP rather than having them run through a Tech Transfer? Another question is do we release all IP’s to the students? In many cases those that have released the IP to companies have seen more money coming back than they did via Tech Transfer.
  - A new initiative is the creation of a Decision Sciences Center for Rural Prosperity to leverage big data and analytics to make better economic development and health decisions.

- This topic will continue at the next board meeting.

Student Affairs – Virginia Hardy

- Greek Life Update – She introduced John Mountz, director of ECU Greek Life, for the presentation to talk about the local and national scene related to Greek Life. John introduced the ECU Greek Life staff and a few student leaders that were present.
  - Mountz said ECU’s Greek Life community continues to grow and remains one of the largest in the state. He shared that national headquarters are becoming more focused
on risk management and swift decision-making. John shared some of the national trends where student deaths have occurred such as at LSU, Clemson and Penn State. Many of these schools are acting much quicker now to take action for issues related to alcohol and hazing and they are suspending chapters more quickly. He stated there is some pending federal legislation that could add hazing to the required Clery reporting.

- At ECU, we are seeing an increase in the number of reported incidents. This is an expected increase as we have tried to encourage parents, roommates, friends, chapter members and others to report situations that they suspect. This way we can investigate to see if there is validity to the report. ECU currently has six chapters that are currently under Cease and Desist orders (five of them placed by the national headquarters). He shared some of the new and expanding partnerships that have helped the Greek Life community including education and training around risky behavior, hazing and alcohol use, among them ECU’s Office of Student Rights and Responsibilities.

- On the positive note, John shared a billboard that is on Highway 264 that shows the number of service hours and dollars raised from Greek Life students. (3,100 service hours and $61,000 raised in 2016-17).

- Three Greek students shared their experiences about being in Greek Life and how it has impacted their respective college experiences, risk management and leadership.

**Academic Affairs – Ron Mitchelson**

- **Finish in Four Progress** – Dr. Mitchelson provided an update on the university approach to get our students to graduate in four years. Finish in Four is the name of the program. We have seen our highest retention rate numbers and we have seen the success gap between genders decreasing. These are good early indicators and we have much more to go. ECU is currently 7% higher in the ranking of actual vs. predicted graduation rate by the US News and World Report. Our BS in University Studies degrees program has been very successful. We are also working to get most of our degree programs down to 120 hours so that we can help them graduate. Degree Works is another mechanism that is helping students stay on track with a four-year plan. He shared that we have been researching and mapping the pathways students take from entry to graduation and seeing where they might have problems. Understanding where these students go as they move through the system also helps us to strategically plan for future years to better serve the students. Dr. Mitchelson shared some of the connections to SAS and IBM that will help us to connect our data and information and pair that with advisors and faculty.

- **Tenure Recommendations**
  - Dr. Mitchelson made a recommendation of promotion and tenure posthumously for Rebecca Faye, from the College of Business, who died in a car crash this past year.

  - **ACTION** – Mr. Rogers made a motion, seconded by Ms. Davis and approved without consent.

- **Conferral of Degrees** –

  - **ACTION** – Mr. Rogers made a motion, seconded by Ms. Davis and approved without consent.

**Policy**

- **BOG Policy Updates**
  - Donna Payne shared three items
- **Title IX** – BOG has a work group working on processes and ECU has officials involved with this group. This aligns with the removal of the 2011 Dear Colleague Letter from DOE. We are currently standing firm with what we have been doing pre-2011 until the work group provides any guidance, if any.

- **Governance Policy** recommended a policy for Free Speech on campuses. This was in response to legislation made this year. Discussion could revolve around how campuses could be mandated to handle and address those that interfere with the free speech rights of others.

- **Data Security** – BOG has sent out a draft policy that will mandate that we have a data security policy and an officer that manages this. An interim policy could come out soon with a permanent plan to follow. It’s very privacy oriented rule. There will be a lot of resources dedicated to this over the next three years.

Meeting Adjourned at 12:38pm
Board of Trustees
University Affairs Committee
February 15, 2018

Agenda Item: II. A
FERPA Policy Revision

Responsible Person: Donna Gooden Payne
University Counsel

Action Requested: Approval

Notes: N/A
Summary of Revisions to FERPA PRR

The following revisions were made to POL 02.40.01, Family Educational Rights and Privacy Act:

1. Minor editing and stylistic edits;
2. Revised definition of “Eligible Student” in paragraph 2.1 to remove minors in attendance at the ECU Lab School for application of this regulation;
3. Created a “limited use directory information” category (paragraph 2.3) to permit ECU to use student images and likenesses captured in photographs, videos, and other media in University publications hosted or maintained by, on behalf of, or for the benefit of the University (paragraph 5.1.2);
4. Added paragraph 4.2.3 to permit the University, in certain circumstances, to provide a student with copies of their student records, and charge for those copies, in lieu of permitting an in-person inspection and review; and
5. Added paragraph 5.5 to permit the University to withhold the disclosure of educational records for up to one year after a student’s death “as a courtesy to the families of recently deceased students” unless consent of the next-of-kin is obtained.
1. Introduction.

The University administers student educational records in accordance with the provisions of the Family Educational Rights and Privacy Act, also known as the Buckley Amendment or FERPA. This regulation provides that an eligible student has a right of access to student educational records maintained by the University or any department or unit within the University, subject to certain exceptions which are outlined in this regulation. This regulation also protects the confidentiality of personally identifiable information in student records. Except to the extent allowed by applicable law, personally identifiable information contained in a student educational record will not be disclosed. A copy of this regulation is maintained by the University Registrar. All members of the campus community should be thoroughly familiar with this regulation and comply with its provisions.
1.1. In compliance with the Family Educational Rights and Privacy Act of 1974, it is the policy of the University that eligible students have the following rights in regard to official educational records maintained by the University or any department or unit within the University. Subject to certain exceptions, the main rights of students are:

1.1.1. The right to inspect and review education records,

1.1.2. The right to request to amend their education records if they believe it contains information that is inaccurate, misleading, or in violation of the student's rights of privacy, and

1.1.3. The right to limit the disclosure of their education records.

1.2. School officials are required by University policy to complete annual FERPA training, and to complete an acknowledgement that they treat all information to which they have access, other than directory information, as protected and confidential.

2. Definition of Terms.

2.1. Eligible student (also herein referred to as “student” or “students”) is any person who has reached 18 years of age or is or has been in attendance at the University at any age (as an undergraduate, graduate, professional, early college or visiting student) and regarding whom the University maintains education records. This regulation does not apply to students under 18 years of age attending a laboratory school operated by the University. The Chancellor shall issue a regulation or similar University policy statement regarding the FERPA rights and obligations of laboratory school students.

2.2. Education records is any record (in handwriting, print, tapes, film, computer, or other medium) provided by a student to the University for use in the educational process and/or any record from which a student can be personally identified except: sole possession notes, law enforcement or campus security records solely used for law enforcement purposes, records relating to employees of the institution (unless employment is contingent upon school attendance), records made by a physician, psychiatrist, psychologist, or other recognized professional in his or her professional capacity, in connection with treatment that are disclosed in connection with that treatment, and records obtained after a person is no longer a student (e.g. alumni records).

2.3. Directory information at East Carolina University consists of a student’s name, address (including e-mail address), telephone listing, date of birth, major field of study, participation in officially recognized activities and sports, dates of attendance, weight and height of athletic team members, degrees and awards received and most recent previous educational agency or institution attended by the student. Photographs, videos, or other media containing a student’s image or likeness (collectively, “student images”) are designated by the University as “limited use directory information.”

2.4. School official is a person employed by the University in an administrative, supervisory, academic or research, or support staff position, including student workers, and volunteers as determined by the Office of the University Registrar.
2.5. Legitimate educational interest is a demonstrated "need to know" by those officials of an institution who act in the student's educational interest. They include: faculty, administration, clerical and professional employees, student workers, and other persons who need student record information for the effective functioning of their office or position. The following criteria shall be taken into account in determining the legitimacy of a University official's access to student's records:

2.5.1. The official must seek the information within the context of the responsibilities that he or she has been assigned; and

2.5.2. The information sought must be used within the context of official University business and not for purposes extraneous to the official's area of responsibility to the University.

3. Annual Notification.

3.1. East Carolina University shall send a written notice of FERPA rights to every enrolled student at the beginning of each fall semester. The Office of the University Registrar is responsible for preparing and delivering the Annual Notification.

3.1.1. This Annual Notification includes: the student's rights mentioned above in Section 1.1, the right and steps for a hearing if request to amend record is denied, as enumerated in Section 6, below, and the right to file a complaint with the Family Policy Compliance Office. It will also include the definition of a "school official" and an "educational interest" and conditions under which a record will be released.

3.1.2. The Annual Notification is sent to students via ECU e-mail (the official means of communication) after census day for any given fall semester.

4. Student Right to Inspect and Review Their Records.

4.1. Rights to inspect. Students have the right to inspect and review their official educational records, files, and data, maintained by the University and directly related to the student and not related to other students.

4.1.1. Documents that are not considered education records, and therefore are not subject to inspection include: sole possession notes, law enforcement or campus security records, employment records (unless employment is contingent upon student status), certain records relating to treatment by physician, psychiatrist, psychologist, etc.

4.2. Requesting inspection. Students should direct their request to inspect the records to the Office of the University Registrar. The custodian shall provide access to the records during regular business hours.

4.2.1. The university will comply with the request from a student to review his or her records within a reasonable time, but in any event not more than forty-five days after the request is made.

4.2.2. Accommodations may be made for students to review their education records if circumstances make on-site inspection impractical due to geographic distance. In these
instances, records may be sent to an institution near the student for an opportunity for the student to review the record.

4.2.3. If exceptional circumstances exist, or circumstances exist which effectively prevent a student from exercising their right to inspect and review the records as provided in Section 4.2.1 or 4.2.2, the University may provide copies of the records. The office providing the copies may charge a reasonable fee for each copy, but will not charge a fee to search for or retrieve the records in question.


5.1. Directory Information.

5.1.1. ECU may disclose directory information without student consent.

5.1.2. Use and disclosure of limited use directory information will be restricted to publication in official University publications or on social media sites or websites hosted or maintained by, on behalf of, or for the benefit of the University.

5.1.3. Students may block disclosure of their directory information. To block disclosure of directory information, a student must file a Non-Disclosure Form with the Office of the University Registrar by the official census date as listed on the academic calendar for the current term of enrollment. These blocks must be renewed each term.

5.2. Written Consent Required.

5.2.1. ECU may not disclose the education records of a student to other persons unless that student has given consent in writing, unless otherwise permitted by the federal regulations.

5.2.2. The consent must specify the records or information to be released, the reasons for the release, and the identity of the recipient of the records.

5.3. Written Consent not Required. ECU may disclose information from the student's record without the written consent of the student in the following situations:

5.3.1. In compliance with a court order or subpoena;

5.3.2. Requests from school officials who have a legitimate educational interest in the information;

5.3.3. Requests from other departments or educational agencies who have legitimate educational interest in the information, including persons or companies with whom the University has contracted (such as an attorney, auditor, collection agent, and the National Student Clearinghouse);

5.3.4. Requests from officials of other colleges or universities at which the student intends to enroll or has enrolled provided the student is furnished a copy, if he or she so requests, so that he or she may have an opportunity to challenge the contents of the record;
5.3.5. Requests in connection with a student's financial aid;

5.3.6. Requests from parents of a dependent student as defined in Section 152 of the Internal Revenue Code of 1986;

5.3.7. Requests from appropriate persons in connection with an emergency, if the knowledge of such information is necessary to protect the health or safety of the student or other persons; or

5.3.8. When additional circumstances exist that permit the release without student consent, consistent with applicable regulations.

5.4. Procedures for Protecting the Privacy of Student Information in Electronic and Social Media Enrolled in Distance or Correspondence Courses or Programs. 5.4.1. East Carolina University recognizes the importance maintaining the privacy and security of student identity and student records in an environment of computer networked, digital records storage. ECU is diligent in protecting the security, confidentiality, integrity and availability of all student records including student identity. The University employs strict, standard security measures, policies, standards and guidelines in our ongoing effort to protect information resources, including student records. Student personal information is protected through a variety of measures, including the administration of policy and security practices that govern the PirateID and passphrase associated with accessing ECU's PiratePort Portal, and other services that support the educational process at ECU. Students are required to have a strong passphrase that is resistant to "hacking." Students must reset their passphrase every 90 days and not reuse the account's previous six passphrases. When students use their PirateID and passphrase to access information through PiratePort and the University's learning management systems, their login credentials are encrypted for additional security. All mission-critical University systems, including student records, are maintained on network servers in the University's enterprise data center. The enterprise data center employs layered security controls and physical access controls. Users of information systems are prohibited from accessing data or programs for which they are not authorized.

5.4.2. In addition, it is the policy of the University that faculty, staff and instructors only use electronic products that are compliant with privacy safeguards, and approved in accordance with the University's social media policy, Reg 08.10.02. section 3.

5.5 FERPA's protection of personally identifiable information in a student's education records ends at the time of a student's death. As a courtesy to the families of recently deceased students who were enrolled at the time of death, the University generally will not release information from their education records for one year without the consent of the deceased student's next-of-kin.


6.1 Informal Resolution. If a student believes his/her education record is inaccurate or misleading, the first step is to discuss the concern with the University Registrar or designee. Contact that office at 252-328-6747. If the University Registrar or designee does not agree with the student, the University Registrar or designee will inform the student of the right to a formal hearing.
6.1.1 Note: This does not apply to grade disputes (although it may be used to correct a clerical error in grades).

6.2. Formal Hearing Request. Students may request a hearing to challenge the content of his or her education record on the grounds that the information contained in the education records is inaccurate, misleading or in violation of the privacy rights of the student.

6.2.1 Students must request a formal hearing within 30 University business days from the date the student is informed by the University Registrar or designee of the decision not to revise the education records. The request must be in writing, and must be delivered to the Associate Provost for Enrollment Services, to whom the University Registrar ultimately reports.

6.3. Hearing Procedures. The Associate Provost for Enrollment Services, upon receipt of the written request, shall either hear the case personally or designate a hearing committee.

6.3.1 Committee Composition. The committee will include one representative from the University Registrar's Office or designee other than the one who has denied the request, two faculty members and two students.

6.3.2 Scheduling of Hearing. Within a reasonable period of time after the request for hearing, the student shall be informed of the date, place and time of the hearing.

6.3.3 Conduct of Hearing. The student may present evidence relevant to the issues raised and may be assisted or represented at the hearing by one or more persons of his/her choice.

6.3.4 Decision. The person or committee hearing the case shall decide it solely on the basis of the evidence presented at the hearing. The decision shall be in writing, delivered to all parties, and will summarize the evidence and state the reason(s) for the decision. If the decision is in favor of the student, the education records will be amended accordingly. If the decision is unsatisfactory to the student, he or she may place with the education record a statement commenting on the information in the records or setting forth any reasons for disagreement with the decision. Such statements will be maintained as part of the student's education record and released with the record anytime it is disclosed to third parties. The challenge to be considered in such a hearing may extend only to the material in the respective University file; it may extend to the correct recording of a grade but not to the appropriateness of the grade.

7. Procedure for Filing an Official Complaint with the Family Policy Compliance Office.

7.1. A student has the right to file a complaint at any time with the U.S. Department of Education. However, it is expected that the student normally would exhaust the available administrative remedies for relief according to the University grievance policy procedures before filing such a complaint.

### Policy
POL02.40.01

### Title
Family Educational Rights and Privacy Act (FERPA or Buckley Amendment)

### Category
Academic Affairs

### Sub-category
Registration and Records

### Authority
Board of Trustees

### History
1974 Act passed into law; 2009 Act revised; Placed in University Policy Manual after EXPEDITED REVIEW, transitioned without substantive change from prior version, January 29, 2013. [Revised X].

### Contact
Office of the University Registrar, 252-328-6747, regis@ecu.edu

### Related Policies
- UNC Policy Manual, 700.2 (R)
- REG08.10.02, Social Media Use

### Additional References
- Faculty Manual, Part V. Section I.A. Access to Student Education Records
- ECU's University Catalogs

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5. Disclosure of Records

5.1. Directory Information

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5.3.3. Requests from other departments or educational agencies who have legitimate educational interest in the information, including persons or companies with whom the University has contracted (such as an attorney, auditor, collection agent, and the National Student Clearinghouse);

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5.3.7. Requests from appropriate persons in connection with an emergency, if the knowledge of such information is necessary to protect the health or safety of the student or other persons; or

5.3.8. When additional circumstances exist that permit the release without student consent, consistent with applicable regulations.

5.4. Procedures for Protecting the Privacy of Student Information in Electronic and Social Media

Enrolled in Distance or Correspondence Courses or Programs.

5.4.1. East Carolina University recognizes the importance maintaining the privacy and security of student identity and student records in an environment of computer networked, digital records storage. ECU is diligent in protecting the security, confidentiality, integrity and availability of all student records including student identity. The University employs strict, standard security measures, policies, standards and guidelines in our ongoing effort to protect information resources, including student records. Student personal information is protected through a variety of measures, including the administration of policy and security practices that govern the PirateID and passphrase associated with accessing ECU’s PiratePort, and other services that support the educational process at ECU. Students are required to have a strong passphrase that is resistant to “hacking.” Students must reset their passphrase every 90 days and not reuse the account's previous six passphrases. When students use their PirateID and passphrase to access information through PiratePort and the University's learning management systems, their login credentials are encrypted for additional security. All mission-critical University systems, including student records, are maintained on network servers in the University's enterprise data center. The enterprise data center employs state of the art layered security controls and physical access controls. Users of information systems are prohibited from accessing data or programs for which they are not authorized.

5.4.2. In addition, it is the policy of the University that faculty, staff and instructors only use electronic products that are compliant with privacy safeguards, and approved in accordance with the University’s social media policy, Reg 08.10.02. section 3.

5.5. FERPA’s protection of personally identifiable information in a student’s education records ends at the time of a student’s death. As a courtesy to the families of recently deceased students who were enrolled at the time of death, the University generally will not release information from their education records for one year without the consent of the deceased student's next-of-kin.

6. Procedure to Correct Records

6.1 Informal Resolution. If a student believes his/her education record is inaccurate or misleading, the first step is to discuss the concern with the University Registrar or designee. Contact that
office at 252-328-6747. If the University Registrar or designee does not agree with the student, the University Registrar or designee will inform the student of the right to a formal hearing.

6.1.1 Note: This does not apply to grade disputes (although it may be used to correct a clerical error in grades).

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6.2.1 Students must request a formal hearing within 30 University business days from the date the student is informed by the University Registrar or designee of the decision not to revise the education records. The request must be in writing, and must be delivered to the Associate Provost for Enrollment Services, to whom the University Registrar ultimately reports.

6.3. Hearing Procedures. The Associate Provost for Enrollment Services, upon receipt of the written request, shall either hear the case personally or designate a hearing committee.

6.3.1 Committee Composition. The committee will include one representative from the University Registrar’s Office or designee other than the one who has denied the request, two faculty members and two students.

6.3.2 Scheduling of Hearing. Within a reasonable period of time after the request for hearing, the student shall be informed of the date, place and time of the hearing.

6.3.3 Conduct of Hearing. The student may present evidence relevant to the issues raised and may be assisted or represented at the hearing by one or more persons of his/her choice.

6.3.4 Decision. The person or committee hearing the case shall decide it solely on the basis of the evidence presented at the hearing. The decision shall be in writing, delivered to all parties, and will summarize the evidence and state the reason(s) for the decision. If the decision is in favor of the student, the education records will be amended accordingly. If the decision is unsatisfactory to the student, he or she may place with the education record a statement commenting on the information in the records or setting forth any reasons for disagreement with the decision. Such statements will be maintained as part of the student’s education record and released with the record anytime it is disclosed to third parties. The challenge to be considered in such a hearing may extend only to the material in the respective University file; it may extend to the correct recording of a grade but not to the appropriateness of the grade.

7. Procedure for Filing an Official Complaint with the Family Policy Compliance Office,

7.1. A student has the right to file a complaint at any time with the U.S. Department of Education. However, it is expected that the student normally would exhaust the available administrative remedies for relief according to the University grievance policy procedures before filing such a complaint.

Board of Trustees
University Affairs Committee
February 15, 2018

Agenda Item: II. B. Raise Me

Responsible Person: Chris Locklear
Vice Provost for Academic Success

Action Requested: Information

Notes: N/A
Board of Trustees
University Affairs Committee
February 15, 2018

Agenda Item: II. C.
Lab School Update

Responsible Person: Laura Bilbro Berry
Director of Teacher Education

Action Requested: Information

Notes: N/A
Board of Trustees
University Affairs Committee
February 15, 2018

Agenda Item: III. Closed Session

Responsible Person: Mark Copeland
Committee Chair

Action Requested:

Notes: N/A