

**AGENDA**  
**University Affairs Committee**  
**February 6, 2020**

- I. Approval of Minutes – November 21, 2019
- II. Three-minute Thesis
- III. Review of Operational Metrics
- IV. Action Items
  - A. Alcohol Policy
- V. Informational Items
  - A. Transfer Students (Stephanie Whaley and Erica Hoyt)



**University Affairs Committee**

February 6, 2020

Agenda Item: I. Approval of November 21, 2019 Minutes

Responsible Person: Max Joyner  
Committee Chair

Action Requested: Approval

Notes: N/A

Minutes of the Meeting of the  
**University Affairs Committee**  
**East Carolina University Board of Trustees**  
November 21, 2019 – Main Campus Student Center Room 249

All Board Members were in attendance except Vince Smith.

Other ECU Leaders in attendance: Chancellor Ron Mitchelson, Jeff Popke, Jay Golden, Grant Hayes and Virginia Hardy

Mr. Joyner opened the meeting at 10:27am by reading the conflict of interest statement as well as the Jurisdiction Review and Conduct Statement for University Affairs.

The minutes from the September 12, 2019 meeting were approved.

### **Review of Operational Metrics**

- Chancellor Mitchelson discussed the metrics provided in Board materials. We currently have 4,500 more applications submitted, year to date, than last year. We are 381 deposits ahead of last year. The transfer population is in decline across the community college system, but our transfer applications are up. Same for graduate applications. Jay Golden shared some of the awards categories and the corresponding metrics. We are up year to date in sponsored awards, research awards and F&A awarded, and we are surpassing the UNC System target goals. So, while the metrics annual target is down compared to last year we are still doing well. Virginia Hardy shared that the housing contracts are metrics we can share in January and will be able to report this starting in February. For counseling, ECU expects our annual visits to remain stable, above 10,000. We are currently not taking new appointments for the rest of the fall, but we have crisis hours as an option and we are referring those needing appointments to other offices on campus and external to campus too. The Board would like a future report that shows total beds, occupancy and percentage. This could be reported in February and September each year.

### **Conferral of Degrees**

- Chancellor Mitchelson shared that we could have close to 2,300 students eligible for degrees for the fall commencement.
  - **Motion made by Colin Johnson and seconded by Leigh Fanning. This motion was approved without dissent.**

### **Informational Items**

- **Freshman Recruitment Marketing Approaches**
  - Chancellor Mitchelson introduced Stephanie Whaley and Clint Bailey to present on the strategies currently being used on recruitment and enrollment. Over the last ten years, ECU has been among the top three in the UNC System (with UNC CH and NC State) for incoming freshman. Stephanie shared how ECU gets new applicants and this is done through name purchasing from SAT, ACT, etc. ECU was late in the cycle for buying names and recruiting them, so we have moved the cycle back to start recruiting

earlier in the high school career, but also creating touch points for elementary and middle school students too. She shared how the admissions funnel and communication process works through the life of a recruit. A majority of communications from universities are done with email. ECU is looking for new ways to connect with teenagers including text messaging, a more robust website with Degree Explorer, print material and social media. Quantcast measure is another way we can learn about constituent interests, likes/dislikes, purchasing habits and more. Additionally, ECU has more than 40 billboards in NC, SC and VA. We also have print ads in major NC newspapers and Our State magazine and television commercials. Our digital presence is growing with Google Ads, Social Media Advertising and streaming services.

- Stephanie shared the new personal interaction approach for recruiting students. We have more admissions reps (Regional Counselors) across the state including in Charlotte, Winston-Salem/Greensboro and the Triangle. While we focus in North Carolina, we are also focused on out of state markets like Virginia, Pennsylvania, New York, and New Jersey. We are hiring a Virginia-based Admissions Counselor to directly attack our desire to grow in Virginia. Our Admissions Counselors attend college fairs, but also make high school visits and meet with guidance counselors, teachers and administrators. We have enhanced our campus tours process, which includes a designated starting point for our tours being in the Main Campus Student Center. That alone has made a significant difference on the experience. In addition to events on campus, we have created a road show with key ECU leaders to go visit potential students and their families where they live. We have added two new scholarship opportunities. The Beacon Scholars, a \$1,000 per year scholarship, and RaiseMe, a microsolarship program, are key to those looking to pick a college.
  - Clint shared that ECU is looking at the current Customer Relations Management system – this is a key part of how we operate and we may need to explore better ways to do this.
- Student Research Presentation
    - Jay Golden introduced Mary Farwell who introduced an ECU Biology student presentation. Takira Muhammad shared a video she produced about ECU student research. These are peer to peer videos helped to entice other students to understand what they can do at ECU with student research.

Meeting Entered Closed Session at 11:41am

Meeting reconvened at 11:44am

- Mr. Joyner asked to discuss preponderance of evidence at the next Board meeting in February and ECU due process and anonymous accusations protocols. He would also like to understand the relationship between ECU Police and Greenville Police and ensure our students are being treated fairly.

Adjourned at 11:47am.



**University Affairs Committee**

February 6, 2020

Agenda Item: II. Three-minute Thesis  
Student Presentation

Responsible Person: Mike Van Scott  
Interim Vice Chancellor  
Research, Economic Development & Engagement

Action Requested: Information

Notes: N/A



**University Affairs Committee**

February 6, 2020

Agenda Item: III. Review of Operational Metrics

Responsible Person: Grant Hayes  
Acting Provost

Mike Van Scott  
Interim Vice Chancellor  
Research, Economic Development & Engagement

Virginia Hardy  
Vice Chancellor for Student Affairs

Action Requested: Information

Notes: N/A



CEO Tracking Sheet  
Fiscal Year - 2020  
University Affairs Committee

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total			
New Freshman Applications	Number of new freshman applications submitted	19,222	19,606	Monthly Plan		450	1,053	6,206	5,360	1,835	2,436	1,290	836	160	(22)	1	19,605			
				Monthly Actual		290	895	11,769	4,044	1,716	1,918									
				Monthly +/-		(160)	(158)	5,563	(1,316)	(119)	(518)									
				YTD Plan		450	1,503	7,709	13,069	14,904	17,340									
				YTD Actual		290	1,185	12,954	16,998	18,714	20,632									
				YTD +/-		(160)	(318)	5,245	3,929	3,810	3,292									
New Freshman Enrollment Deposits	Number of enrollment deposits paid by new freshman	4,794	4,890	Monthly Plan		43	118	185	215	614	826	1,197	1,501	176	15		4,890			
				Monthly Actual		65	153	222	282	547										
				Monthly +/-		22	35	37	67	(67)										
				YTD Plan		43	161	346	561	1,175										
				YTD Actual		65	218	440	722	1,269										
				YTD +/-		22	57	94	161	94										
New Transfer Applications	Number of new transfer applications submitted	3,269	3,334	Monthly Plan		69	153	227	155	513	449	453	452	507	357	3,335				
				Monthly Actual		98	169	176	127	401										
				Monthly +/-		29	16	(51)	(28)	(112)										
				YTD Plan		69	222	449	604	1,117										
				YTD Actual		98	267	443	570	971										
				YTD +/-		29	45	(6)	(34)	(146)										
New Transfer Enrollment Deposits	Number of enrollment deposits paid by new transfers	1,664	1,697	Monthly Plan		1	6	22	23	101	264	253	294	399	335	1,698				
				Monthly Actual		4	21	15	20	108										
				Monthly +/-		3	15	(7)	(3)	7										
				YTD Plan		1	7	29	52	153										
				YTD Actual		4	25	40	60	168										
				YTD +/-		3	18	11	8	15										
New Graduate Applications	Number of new graduate applications submitted	4,666	4,759	Monthly Plan		805	602	407	290	414	318	685	321	282	181	255	200	4,759		
				Monthly Actual		1,012	526	266	329	253	279	668								
				Monthly +/-		207	(76)	(141)	39	(161)	(39)	(177)								
				YTD Plan		805	1,407	1,814	2,103	2,517	2,836	3,521								
				YTD Actual		1,012	1,538	1,804	2,133	2,386	2,665	3,333								
				YTD +/-		207	131	(10)	30	(131)	(171)	(188)								
Total Enrollment	Number of registered students	26,581	26,927	Plan									10,273	9,478	2,353	4,823	26,927			
				Actual																
				+/-																
				YTD +/-																
Sponsored Awards	Sponsored awards, excluding ECU and SoDM contracts	\$ 72,074,476	\$50,306,622	Plan	5,331,688	4,287,713	4,100,768	3,398,526	2,492,760	3,117,284	3,480,550	4,035,776	3,115,930	3,003,885	6,002,731	7,939,012	\$50,306,622			
				Actual	5,359,260	8,568,964	3,255,217	3,461,244	4,424,771	1,971,535										
				+/-	27,572	4,281,251	(845,551)	62,718	1,932,011	(1,145,749)										
				YTD +/-	27,572	4,308,824	3,463,272	3,525,991	5,458,002	4,312,253										
Research Awards	Research awards	\$ 37,592,343	\$26,662,510	Plan	2,825,794	2,272,488	2,173,407	1,801,219	1,321,163	1,652,160	1,844,691	2,138,962	1,651,443	1,592,059	3,181,448	4,207,676	\$26,662,510			
				Actual	3,919,922	7,706,502	2,682,429	1,843,209	2,940,046	1,730,917										
				+/-	1,094,128	5,434,014	509,022	41,990	1,618,884	78,757										
				YTD +/-	1,094,128	6,528,142	7,037,164	7,079,154	8,698,037	8,776,794										
F&A Awarded	Sum of indirect cost of sponsor awards awarded	\$ 9,815,473	\$ 7,545,993	Plan	799,753	643,157	615,115	509,779	373,914	467,593	522,082	605,366	467,389	450,583	900,410	1,190,852	\$7,545,993			
				Actual	871,803	1,311,985	802,974	558,181	472,328	590,532										
				+/-	72,050	668,828	187,859	48,402	98,414	122,939										
				YTD +/-	72,050	740,878	928,737	977,139	1,075,553	1,198,492										
Housing Contract Commitments 2020 First-Time First-Year Students	Fall On campus housing contract commitments (Jan-Jun)	4,488	4,488	Plan							419	527	584	1,352	1,456	150	4,488			
				Actual																
				+/-																
				YTD +/-																
Counseling Center Visits	Annual Visits	10,606	10,000	Plan	300	400	1,200	1,000	1,300	500	800	1,300	1,300	1,200	400	300	10,000			
				Actual	400	446	1,051	1,519	1,294	517	830									
				+/-	100	46	(149)	519	(2)	(283)	30									
				YTD +/-	100	146	(3)	516	510	527	557									



**University Affairs Committee**

February 6, 2020

Agenda Item: IV. A. Alcohol Policy

Responsible Person: Chris Locklear  
Interim Chief of Staff

Action Requested: Approval

Notes: N/A



## University Alcohol Policy

### *Version 3 (Revision)*

**Policy** POL07.30.04

**Title** University Alcohol Policy

**Category** Finance, Operations and Auxiliary Services

**Sub-category** Facilities

**Authority** Board of Trustees

**History** Issued: 1985. Revised; 1995; Placed in University Policy Manual after EXPEDITED REVIEW, transitioned without substantive change from prior version, March 25, 2013; Revised Interim approved by ECU Board of Trustees October 9, 2014; Revised and approved by the ECU Board of Trustees,

**Contact** Associate Vice Chancellor of Student Involvement & Leadership

**Related Policies** N/A

**Additional References** UNC Code Appendix 1 – Delegations of Duty and Authority to Boards of Trustees: (C. Personnel, XII. Students, XII. Athletics, XVI. Facilities)  
(<http://www.northcarolina.edu/apps/policy/index.php?pg=vs&id=s4210>)

Form for Requesting Permission to Serve Alcohol  
(<http://www.ecu.edu/cro/policiesandProcedures.cfm>)

N.C. General Statute 18B – Regulation of Alcoholic Beverages  
([http://www.ncga.state.nc.us/EnactedLegislation/Statutes/HTML/ByChapter/Chapter\\_18B.html](http://www.ncga.state.nc.us/EnactedLegislation/Statutes/HTML/ByChapter/Chapter_18B.html))

N.C. ABC Commission website (<http://abc.nc.gov/>)

City of Greenville Ordinance No. 358 and 360  
(<http://www.pittcountync.gov/bcc/ordinance/planning/14.pdf>)

ECU REG01.15.11 Possession, Consumption and Sale of Alcoholic Beverages,  
(<https://www.ecu.edu/prr/01/15/11>)

## **1. LEGAL CONTEXT**

The sale, service, possession, and consumption of alcoholic beverages are regulated by North Carolina General Statutes, Greenville City Code and University Policies. All members of the University community are obligated to obey these laws, policies and ordinances. The University does not have the right to alter the laws and ordinances or secure exemption from them. The University may be required to participate in the enforcement of the laws and ordinances.

## **2. DEFINITION OF UNIVERSITY JURISDICTION**

Jurisdiction of the University alcohol policy shall extend to every student currently enrolled for course work at East Carolina University and to currently employed faculty and staff. It shall also extend to properties owned by the University or leased by the University for the University's use.

## **3. LEGAL REQUIREMENTS OF THE STATE OF NORTH CAROLINA**

In summary, North Carolina General Statutes as stated in the Alcoholic Beverage Control laws provide:

### **3.1 Sale of alcoholic beverages**

3.1.1 State law prohibits the sale of any alcoholic beverage on the university campus by any person, organization, or corporation on the campus of the university, except by a hotel, a nonprofit alumni organization with a mixed beverages or special occasion permit, or at a stadium, athletic facility, or arena on campus if approved by the Board of Trustees with an appropriate permit.

### **3.2 Possession and consumption of alcoholic beverages**

3.2.1 It is unlawful for any person less than twenty-one (21) years of age to consume, possess, and/or purchase malt beverages, unfortified wine, fortified wine, spirituous liquor or mixed beverages.

### **3.3 Sale to or purchase by underage person**

3.3.1 It is unlawful for any person to sell or give any alcoholic beverage to a person less than 21 years old.

### 3.4 Aider and Abettor

3.4.1 It is unlawful for any person to aid or abet another in violation of 3.2 above.

### 3.5 Fraudulent Use of Identification

3.5.1 It is unlawful for any person to obtain or attempt to obtain alcoholic beverages by using or attempting to use:

3.5.1.1 A fraudulent or altered driver's license; or

3.5.1.2 A fraudulent or altered identification document other than a driver's license; or

3.5.1.3 A driver's license issued to another person; or

3.5.1.4 An identification document other than a driver's license issued to another person.

### 3.6 Allowing Use of Identification

3.6.1 It is unlawful for any person to allow the use of his or her driver's license or any other identification document by any person who violates or attempts to violate 3.2 above.

### 3.7 Conviction Report Sent to Division of Motor Vehicles

3.7.1 A violation of 3.2, 3.3, 3.4, 3.5 or 3.6 may result in the court filing a conviction report with the Division of Motor Vehicles. Upon receipt of the conviction report the Division may revoke the person's license for a period of one year; there is no limited driving privilege.

## **4. GREENVILLE ORDINANCE**

4.1 **SEC. 12-1-2 CONSUMPTION OF ALCOHOLIC BEVERAGES IN PUBLIC.** (A) Malt beverages and unfortified wine; general prohibition. It shall be unlawful for any person to consume a malt beverage or unfortified wine on any public street in the city or any public place owned, occupied, or controlled by the city. It shall be unlawful for any person to possess an open container of malt beverage or unfortified wine on any public street in the city or any public place owned, occupied, or controlled by the city. (Greenville Ordinance No. 358 and 360)

## **5. UNIVERSITY POLICIES ON POSSESSION, CONSUMPTION, AND SALE OF ALCOHOLIC BEVERAGES:**

5.1 Prohibition on possession, consumption, and sale of Alcoholic Beverages

5.1.1 Possession, Consumption, and Sale of Alcoholic Beverages are prohibited (a) for all persons under the age of 21; (b) in areas of classrooms being used for instructional purposes; and (c) in all other buildings, facilities, and grounds of the University except in instances described in provisions 5.2 below, or in other areas when and as approved by the Chancellor or his or her designee.

5.1.2 In any instance where the sale of alcoholic beverages is allowed in this University Alcohol Policy, the party responsible for the sales must obtain the appropriate N.C. Alcoholic Beverage Commission permit(s), allowing the sale, in advance of the event for use by the University's official catering vendor or other University approved bartenders. It is suggested that such permits must be applied for 45-60 days in advance of the event in order to assure receipt in time for the event to occur.

5.1.3 Events for which an appropriate N.C. ABC permit must be obtained would include, but are not limited to, any instance where alcoholic beverages are sold utilizing a "cash bar" or where a ticket or other form of admission is sold to an event which includes "drink tickets" or the service of alcoholic beverages as part of a meal or reception.

## 5.2 Permitted Possession, Consumption, and Sale of Alcoholic Beverages

**5.2.1 Residence Halls and Surrounding Areas:** Possession and Consumption of Alcoholic Beverages by those 21 years and older are permitted if those persons who use or possess alcoholic beverages shall do so legally as prescribed by the laws of the state of North Carolina, within the regulations of East Carolina University, and in a manner that does not disrupt the lives of others. A student whose conduct is outside these parameters will be subject to university disciplinary proceedings pursuant to the ECU Student Code of Conduct.

5.2.1.1 Students who are 21 years of age or older are allowed to possess and consume in their own rooms or in the room of another resident who is 21 or older. Guests who are 21 or older may consume alcohol only in the room of a resident who is 21 or older. Neither residents nor guests may possess or consume alcohol in the room of any underage resident. Students and guests who are 21 or older and who possess or consume alcohol in a room where an underage guest or resident is also possessing, or consuming alcohol are violating the alcohol policy.

5.2.1.2 Common sources of alcohol (i.e., kegs, party balls, punch bowls, etc.) are prohibited in residence halls or surrounding areas.

5.2.1.3 Residents are not permitted to have a party in their room where alcoholic beverages are served. A party is defined as being more than six people in a room, regardless of age.

5.2.1.4 The resident(s) of the room are responsible for the behavior of the people in the room, including the guests.

5.2.1.5 Manufacturing of alcoholic beverages is prohibited in the residence halls.

5.2.1.6 The possession of alcohol is prohibited in the room of any underage students.

**5.2.2 Non-Residential University Property:** Possession and consumption of alcoholic beverages in nonresidential buildings on University property and areas other than the private rooms in University housing facilities are prohibited except as allowed under provisions of the University Regulation regarding the Possession, Consumption and Sale of Alcoholic Beverages, REG01.15.11.

**5.2.3 Student Organizations:** Student Organization requests for permission must be obtained from the Associate Vice Chancellor of Student Involvement and Leadership. Requests must be made at least three weeks in advance of the event and during the regular office hours.

5.2.3.1 Space reservations must be made with the University Central Reservations Office in the Main Campus Student Center (328-4731) and should be submitted at least three (3) weeks in advance.

5.2.3.2 If the request for Campus Approval of Alcoholic Beverage use is granted, then the Associate Vice Chancellor of Student Involvement & Leadership ensures a copy of the form is provided to ECU Campus Police.

5.2.3.3 An adviser or staff member representing a student organization and approved by the Associate Vice Chancellor must be in attendance for the duration of any function where alcoholic beverages are served.

5.2.3.4 The officers of the sponsoring organization must ensure adequate safeguards are in place for compliance with federal, state, and municipal ordinances and laws and all University policies during events at which alcohol is served or consumed.

5.2.3.5 Alcoholic beverages must be purchased by the sponsoring organization and distributed by a bartender through the university's official catering services.

5.2.3.6 The purchase of alcoholic beverages with student fees is prohibited.

### **5.3 Discipline and Enforcement**

5.3.1 Infractions of the University policy are grounds for University disciplinary actions, which may (at the discretion of the University) be adjudicated at the University level in addition to being adjudicated in the court system.

5.3.2 In circumstances where alcohol is indicated to be contributing factor relating to any violation of any applicable law, policy or regulation, students, faculty, and staff may be required to participate in an alcohol education program.

5.3.3 A person who violates state or local law or University policy while intoxicated remains fully responsible for his or her actions and the consequences thereof. The consumption of alcohol and/or the results of such consumption are never considered to compromise personal responsibility or accountability.

5.3.4 The sponsoring organization and university designated representative shall be responsible for the enforcement of all University alcohol policies and regulations. Failure to comply with any of these policies and regulations may result in a suspension of recognized student organization status and/or student/organization charges under the East Carolina Student Code of Conduct as well as university disciplinary action.

5.3.5 At parties or events held on property within the jurisdiction of the University, violations of the policies set forth in this document may lead to the termination of the event by either a University staff person(s) and/or a Campus Police official(s) and disciplinary action against its sponsor.

5.3.6 Intoxicated/disorderly persons will be barred from entering the University's facilities or will be removed from the facilities according to Campus Police protocol.

DRAFT



**University Affairs Committee**

February 6, 2020

Agenda Item: V. A. Transfer Student Update

Responsible Person: Stephanie Waley  
Asst VC, Director of Undergraduate Admissions

Erica Hoyt  
Assoc. Director of Transfer Services

Action Requested: Information

Notes: N/A