

AGENDA
University Affairs Committee
November 21, 2019

- I. Approval of Minutes – September 12, 2019
- II. Review of Operational Metrics
- III. Action Items
 - A. Conferral of Degrees
- IV. Informational Items
 - A. Freshmen Recruitment Marketing Approaches
 - B. Student Research Presentation
- V. Closed Session



University Affairs Committee

November 21, 2019

Agenda Item: I. Approval of September 12, 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
September 12, 2019 – Main Campus Student Center Room 253

All Board Members were in attendance

Others ECU Leaders in attendance: Chancellor Dan Gerlach, Ron Mitchelson, Jeff Popke, Jay Golden, and Virginia Hardy

Mr. Joyner opened the meeting at 1:30pm 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

- Enrollment Update - Provost Mitchelson shared some of the strategies and metrics that we have done and will be doing. He introduced Stephanie Whaley, the new AVP and Director for Undergraduate Admissions. Dr. Mitchelson said he will be discussing the first-year class at the BOT in November as well as what marketing strategies we are using. In February, AA will focus on transfer students. And in April there will be a focus on graduate programs related to recruitment strategies.
- Fall Enrollment Update from Census Data – overall very positive. All three areas where we had drops last year went up this year. He introduced Dr. Ying Zhou for the report from Census Day (August 30th). Our total enrollment went down by only 65 students, which is much better than we anticipated. We have seen an increase of our part-time students over the last couple of years (currently 83% are full time students). The first-time freshman number from census day was 4,366, which is the third largest incoming freshman class at ECU ever. She also reviewed our status on applications for first year, transfer and graduate. Our retention rate last year was 80.8% and this year its 81.8%. There was some discussion about ways to address some of our areas of focus.

Student Affairs – Virginia Hardy

- Student Sanctioning Update – Dr. Hardy shared that this was a follow up presentation from the request from Vince Smith at the July meeting. Leila Faranesh, director of Student Rights and Responsibilities, presented about the process for how students are sanctioned related drugs. Leila shared the two primary provisions in the student code of conduct. In NC there are six different categories (schedules) for drugs and range from most dangerous to least severe (schedule 1 is higher risk and schedule 6 for lower risk). The chart shared include examples of each schedule and risk to addiction. Leila explain the range of sanctions in two categories: administrative and educational. Examples of administrative sanctions include suspension, bans, expulsion, deferred suspension and administrative suspension. Educational sanctions could include multiple educational programs, drug testing, referrals to campus resources and more. Leila shared a rubric about sanctions related to drugs. One main component is whether or not the student was possessing vs. distribution and trafficking, which is often provided by law enforcement. Just because they receive a distribution charge from law enforcement

doesn't always mean we find them with a distribution charge. Most of our cases don't end up in suspension. She shared the numbers of cases and those found to be responsible in the last four years. We had five expulsions in 2017-18 related to one case that involved trafficking drugs. Suspension appeals are reviewed by the Vice Chancellor for Student Affairs and expulsion appeals are reviewed by the Board of Trustees.

Research, Economic Development and Engagement

- Reducing Debt thru Undergraduate Research – Student loan debt is the second highest consumer loan debt behind mortgages in the US. Another issue is graduation rates – the more they are involved with undergraduate research the higher their academic success and higher post-graduation employment. Research also empowers life skills such as professional communications, exploring career directions, and more. We are striving to become a leader for providing mentored research for our students and this will address many of the key issues mentioned above. Faculty are excited about this connection and engagement.

Meeting Entered Closed Session at 2:31pm

Meeting reconvened at 2:59pm

Adjourned at 3:01pm



University Affairs Committee

November 21, 2019

Agenda Item: II. Review of Operational Metrics

Responsible Person: Ron Mitchelson
Interim Chancellor

Action Requested: Information

Notes: N/A



University Affairs Committee

November 21, 2019

Agenda Item: III. A. Conferral of Degrees

Responsible Person: Ron Mitchelson
Interim Chancellor

Action Requested: Action

Notes: N/A



University Affairs Committee

November 21, 2019

Agenda Item: IV. A. Freshmen Recruitment Marketing

Responsible Person: Stephanie Whaley
Asst. VC & Director of Admissions

Clint Bailey
Director of Marketing Strategy

Action Requested: Information

Notes: N/A



University Affairs Committee

November 21, 2019

Agenda Item:	IV. B. Student Research Presentation
Responsible Person:	Jay Golden Vice Chancellor, Research, Economic Development & Engagement
Action Requested:	Information
Notes:	N/A



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November 21, 2019

Agenda Item:

V. Closed Session

Responsible Person:

Max Joyner
Committee Chair

Action Requested:

Notes:

N/A