

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



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



Agenda Item:	II. Review of Operational Metrics
Responsible Person:	Ron Mitchelson Interim Chancellor
Action Requested:	Information
Notes:	N/A



Fiscal	Year	-2020		
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University Affairs Committee																	
KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
				Plan		450	1,054	6,206	5,360	1,835	2,436	1,290	836	160	(22)	1	19,606
New Freshman Applications	Number of new freshman		19,606	Actual		290	895	11,769									
***************************************	applications submitted	,	,	+/-			(159)	5,563									
				YTD +/-		(160)	(319)	5,244									
	T							440	405			000	4 407	4.504	476	45	
	Number of enrollment			Plan			43 65	118 153	185	215	614	826	1,197	1,501	176	15	4,890
New Freshman Enrollment Deposits	deposits paid by new	4,794	4,890	Actual +/-													
	freshman			+/- YTD+/-			22	35 57									
	1	1		110+/-			22	3/	l	l					1	l	
	1			Plan			69	153	226	155	513	449	453	452	507	357	3.334
	Number of new transfer			Actual			98	169									-,
New Transfer Applications	applications submitted	3,269	3,334	+/-			29	16									
				YTD +/-			29	45									
	1	1		,											1		
				Plan			1	6	21	23	101	264	253	294	399	335	1,697
	Number of enrollment	1.664	1.697	Actual			4	21									•
New Transfer Enrollment Deposits	deposits paid by new transfers	1,664	1,697	+/-			3	15									
				YTD +/-			3	18									
	*				•									•	•		
				Plan	805	602	407	290	414	318	685	321	282	181	255	200	4,759
New Graduate Applications	Number of new graduate	4,666	4,759	Actual	1,012	526	266	329									
New Graduite Applications	applications submitted	4,000	4,733	+/-	207		(141)	39									
				YTD +/-	207	131	(10)	30									
				Plan									10,273	9,478	2,353	4,823	26,927
Total Enrollment	Number of registered	26,581	26,581 26,927	Actual													
	students			+/-													
		l		YTD +/-										l	l	l	
	T			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
	Sponsored awards, excluding			Actual	5,359,260	8,568,964	3,255,217		2,492,760	3,117,284	3,460,550	4,033,776	3,113,930	3,003,885	6,002,731	7,939,012	\$50,300,022
Sponsored Awards	ECUP and SoDM contracts	\$72,074,476	\$50,306,622	+/-	27.572	4,281,251	(845 551)	2,001,404									
	ECOF and SODIM CONTracts			YTD+/-	27,572	4,281,251		2,726,151									
	1			11047-	21,312	4,300,024	3,403,272	2,720,131		!				!	-	!	
	1			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	1,187,369	1,511,105	1,032,100	1,044,031	2,130,302	1,031,443	1,332,033	3,101,440	4,207,070	720,002,310
Research Awards	Research awards	\$37,592,343	2,343 \$26,662,510	+/-	1,094,128	5,434,014	509,022	(613.850)									
				YTD +/-	1,094,128	6.528.142	7.037.164	6,423,314									
	1					-,,	, , , , ,	., .,									
				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
	Sum of indirect cost of	4 0 045 470	4 3545 000	Actual	871,803	1,311,985	802,974	375,992									
F&A Awarded sponsor awards	sponsor awards awarded	ed \$ 9,815,473	3 \$ 7,545,993	+/-	72,050	668,828	187,859	(133,787)									
			l	YTD +/-	72,050	740,878	928,737	794,950									
Housing Contract Commitments Fall On campus housing contract 4,4 2020 First-Time First-Year Students commitments (Jan-Jun)			Plan							419	527	584	1,352	1,456	150	4,488	
		4,488	4,488	Actual													-
				+/-													
		1		YTD +/-											1		
														,			
			10,000	Plan	300	400	1,200	1,000	1,300	500	800	1,300	1,300	1,200	400	300	10,000
Counseling Center Visits	Annual Visits	10,606		Actual	400	446	1,051	1,519		l						l	
=				+/-	100	46	(149)	519									
		1		YTD +/-	100	146		516						l	1	l	



Agenda Item:	III. A. Conferral of Degrees
Responsible Person:	Ron Mitchelson Interim Chancellor
Action Requested:	Action
Notes:	N/A



November 21, 2019

IV. A. Freshmen Recruitment Marketing

Agenda Item:

Responsible Person:	Stephanie Whaley Asst. VC & Director of Admissions
	Clint Bailey Director of Marketing Strategy
Action Requested:	Information
Notes:	N/A



November 21, 2019

IV. B. Student Research Presentation

Agenda Item:

Responsible Person:	Jay Golden
	Vice Chancellor, Research, Economic
	Development & Engagement
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Action Requested:	Information
Notae	NI/A
Notes:	N/A



Agenda item:	v. Closed Session
Responsible Person:	Max Joyner Committee Chair
Action Requested:	
Notes:	N/A