

AGENDA
University Affairs Committee
July 9, 2020

- I. Approval of Minutes – April 2, 2020
- II. Review of Operational Metrics
- III. Return of Pirate Nation
 - A. Academic Affairs
 - B. Student Affairs
 - C. Research, Economic Development & Engagement



University Affairs Committee

July 9, 2020

Agenda Item: I. Approval of Minutes – April 2, 2020

Responsible Person: Leigh Fanning
Committee Chair

Action Requested: Action

Notes:

ECU Board of Trustees
University Affairs Committee
April 2, 2020
Virtual Meeting

All UA Committee Board Members were in attendance.

Other ECU Leaders in attendance: Chancellor Ron Mitchelson, Mike Van Scott, Grant Hayes and Virginia Hardy

Ms. Fanning opened the meeting at 11:00am by reading the conflict of interest statement as well as the Jurisdiction Review and Conduct Statement for University Affairs.

The minutes from the February 6, 2020 meeting were approved without dissent

- **Academic Affairs Metrics - Grant Hayes**

- New student application deadline is extended to April 6. We still have a high number of apps coming in despite the trying time. We are connecting with students that haven't completed their materials to try and get them to the finish line. Provost Hayes shared the new System guideline changes and we have adjusted our freshman standards related to the SAT/ACT being canceled and students not having a chance to re-take. We are also reconsidering some students that were on hold to see if these admissions options will help them
- New freshman enrollment deposits are down so we have extended the deadline from May 1 to June 1. Our counselors are reaching out to high school students and many are just waiting for now, but we are getting some feedback in the last week or so.
- We have strengthened our outreach and communications plans to keep people engaged.
- Transfer apps are trending down – we are holding virtual events with feeder schools to try and get the apps up – these include Pitt, Wake Tech, Craven, Wayne and a few others. We are doing a lot of outreach right now in many different platforms
- New transfer deposits are trending behind last year, but I think they will recover, and we could see what we got last year.
- Graduate applications are down a bit, but we expect to see them recover as well.

- **Research – Mike Van Scott**

- We typically see a mid-year flattening of awards coming in – this is not abnormal – we are seeing an increase delay in awards, which is expected.

- **Student Affairs – Virginia Hardy**

- Housing deposits are declining for the same reasons as admissions. We expect they will go up and recover, but it is not surprising.
- The Counseling numbers for February shows that students were getting services. In March we transitioned to teletherapy to continue to meet with students and are hosting virtual and online sessions to keep students getting served. While not having the face to face sessions, we continue to serve our community as best we can. v

- **Action Items**

- Mike Van Scott – The Center of Applied Psychophysiology – this will transition to a lab and continue to work, but the center designation will be removed as a name.
 - **MOTION – Colin Johnson made a motion – second from Angie Moss – approved without dissent**
- Mike Van Scott – Pediatric Healthy Weight and Treatment Center – we are moving this into the ECU Obesity and Diabetes Institute and reduce the admin overhead and reduces the external review option – all parties are supportive of removing the center name.
 - **MOTION – Colin Johnson made a motion – second from Vince Smith – approved without dissent**

- **Graduate School Presentation – Paul Gemperline – Heidi Terry – Clint Bailey**

- Paul shared that we have seen some progress in our efforts to grow graduate enrollment. The grad student body comprises 18% of our headcount. ECU has 72 certificates, 71 masters and 18 doctoral programs in 11 colleges. Recruiting and admissions of grad students is largely decentralized. 85% of master's students are in NC and 63% are taking grad courses online.
- One challenge is creating a centralized marketing campaign for a largely decentralized operation of programs. We have expanded our approach for outreach and communication strategies. Paul shared some of the financial and administrative challenges for the Graduate School. We continue to build graduate programs that are meeting the demands of employers as well as the rural needs of our students.
- Clint shared some of the marketing strategies for the Grad School which include online ads which generate more than 50,000 click throughs in the last year. The goal is for people to see our marketing and drive them to a contact form that helps us provide information back to them about the programs they are interested in exploring. We are far more targeted with our approach to reach those interested in ECU grad programs, but also location target in North Carolina. We are really going after urban areas but do also target specific occupations and businesses. We are promoting the diverse ECU portfolio in the grad school and at the same time pushing our ECU Online programs. These two campaigns are highly complementary because so many grad programs are online.
- Heidi shared information about the grad admissions funnel and how we move through the funnel from prospective student to becoming a Pirate. Each step forward in the funnel, we get more targeted and more personalized with our messages to them. The volume of communications also goes up as they move through the funnel. We have more than 900 communications templates for emails and physical mail as well as an increased the number of phone calls and text messaging. In 2021, we will do more virtual engagement with Facebook Live and Zoom to help engage and connect with prospective students.
- Heidi shared some of the data that the Grad School is using to drive decision making. One area is evaluating our current UG students and getting them to complete applications to ECU Grad School before they complete the UG degree. We use data like this to make the best use of our time and staff commitment. We are starting to see positive results from our campaigns including total applications and how many of those applicants enrolled. Spring 2020 we had our largest applicant pool and

selectivity was higher too. This translates to our faculty admitting higher caliber students and that gives us a better chance to retain and graduate them.

- Paul talked about some of the prospect information that comes in via inquiries and how we use that to help distinguish populations and provide better information back to them as well as to the colleges and grad programs. We know some folks have stronger connections to ECU (about 60%) and others don't (about 40%). We match our communications to the stronger and weaker connections. The pipeline for grad students is about two years in length – we will continue to approach a comprehensive model that hits people throughout the pipeline.

- **ACTION ITEM – Conferral of Degrees**
 - **MOTION – Colin Johnson made motion for conferral of degrees, seconded by Vince Smith – approved without dissent.**

- **COVID-19 Discussion**
 - **Grant Hayes – Academic Affairs –**
 - Applauded our faculty for making this transition in short time to alternate delivery.
 - We have students with computer and internet issues. We have about 40 laptops that have been checked out to help these students and are working with student requests with internet issues too. Faculty and students are able to create some options for phones where they can use their phone as a hotspot. And many providers are giving this to their customers for free. All these are helping our students.
 - We keep identifying with students that haven't been connected academically since Spring Break. We are reaching out to them and explore the case by case options. We have given students a pass/fail option for many courses as a grading accommodation. Students with access issues to their books, instructors are working with them to see what we can do to help either through the book store or library or by adding portions of textbooks into Blackboard. The UNC Proctoring System was canceled so we are still working through this and finding ways that we can reduce the need for proctoring. For those needing this, we have a system that allows us to that without cost to the student.
 - **Virginia Hardy – Student Affairs**
 - We have 31 students that remained living in the residence halls and they are in Jones Hall – they have dining options in Jones Hall (pick up and leave with already prepared meals).
 - Student Health is still seeing students and helping with prescriptions and seeing patients and testing.
 - We ran the Call Center for 13 days and fielded more than 2,100 calls from students and families.
 - We have about 350-400 students that didn't come back to move out. We mailed their books back to them upon request.
 - CRW is doing virtual and online program offerings for health and wellness. SAB is also engaging students online and social media.
 - Counseling is doing teletherapy sessions with students.

○ **Mike Van Scott – Research**

- We have been connected with the research institutions across the country to make sure we are prepared for what was coming. We are working with students to make sure they have what they need to graduate. We are also trying to reduce costs for when we have to get back up and running at full speed.
- We have about \$10.4 million at risk but we are working with these sponsors to help us keep going. Only three sponsors, that required face to face, have suspended their awards.
- We are following the guidelines for staff and paying staff – we are asking people to provide extra information in their log to ensure compliance. Large institutions are really pushing the federal government to get reimbursed for our expenses.
- The outreach and support for our health professionals has been amazing. From local and regional businesses working with us to help us push through and solve problems.

Meeting Adjourned at 12:09 pm



University Affairs Committee

July 2, 2020

Agenda Item: II. Review of Operational Metrics

Responsible Person: Leigh Fanning
Committee Chair

Action Requested: Information

Notes:



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	837	160	(23)	1	19,605			
				Monthly Actual		290	895	11,769	4,044	1,716	1,918	989	581	234	93	38				
				Monthly +/-		(160)	(158)	5,563	(1,316)	(119)	(518)	(301)	(256)	74	116	37				
				YTD Plan		450	1,503	7,709	13,069	14,904	17,340	18,630	19,647	19,627	19,604	19,605				
				YTD Actual		290	1,185	12,954	16,998	18,714	20,632	21,621	22,202	22,436	22,529	22,567				
YTD +/-		(160)	(318)	5,245	3,929	3,810	3,292	2,991	2,735	2,809	2,925	2,962								
New Freshman Enrollment Deposits	Number of enrollment deposits paid by new freshman	4,794	4,890	Monthly Plan				43	118	185	215	614	826	1,198	1,501	177	15	4,892		
				Monthly Actual				65	153	222	282	547	694	873	1,448	433	117			
				Monthly +/-				22	35	37	67	(67)	(132)	(325)	(53)	256	102			
				YTD Plan				43	161	346	561	1,175	2,001	3,199	4,700	4,877	4,892			
				YTD Actual				65	218	440	722	1,269	1,963	2,836	4,284	4,717	4,834			
YTD +/-				22	57	94	161	94	(38)	(363)	(416)	(160)	(58)							
New Transfer Applications	Number of new transfer applications submitted	3,269	3,334	Monthly Plan		69	153	227	155	513	449	453	452	506	357		3,334			
				Monthly Actual		98	169	176	127	401	419	405	410	405	410	525	465			
				Monthly +/-		29	16	(51)	(28)	(112)	(30)	(48)	(42)	19	108					
				YTD Plan		69	222	449	604	1,117	1,566	2,019	2,471	2,977	3,334					
				YTD Actual		98	267	443	570	971	1,390	1,795	2,205	2,730	3,195					
YTD +/-		29	45	(6)	(34)	(146)	(176)	(224)	(247)	(139)										
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	187	267	313	340	360					
				Monthly +/-		3	15	(7)	(3)	7	(77)	14	19	(59)	25					
				YTD Plan		1	7	29	52	153	417	670	964	1,363	1,698					
				YTD Actual		4	25	40	60	168	355	622	935	1,275	1,635					
YTD +/-		3	18	11	8	15	(62)	(48)	(29)	(88)	(63)									
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	289	222	292	292	236			
				Monthly +/-		207	(76)	(141)	39	(161)	(39)	(17)	(32)	(60)	46	37	36			
				YTD Plan		805	1,407	1,814	2,103	2,517	2,836	3,521	3,842	4,124	4,304	4,559	4,759			
				YTD Actual		1,012	1,538	1,804	2,133	2,386	2,665	3,333	3,622	3,844	4,071	4,363	4,599			
YTD +/-		207	131	(10)	30	(131)	(171)	(188)	(220)	(280)	(233)	(196)	(160)							
Total Enrollment	Number of registered students	26,581	26,927	Plan									10,273	9,478	2,353	4,823	26,927			
				Actual												4,612	14,568	2,009	5,605	
				+/-													(5,661)	5,090	(344)	782
				YTD +/-													(5,661)	(571)	(915)	(133)
Sponsored Awards	Sponsored awards, excluding ECUP 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	2,083,102	1,305,038	3,569,921	5,310,227	10,862,661					
				+/-	27,572	4,281,251	(845,551)	62,718	1,932,011	(1,145,749)	(1,397,448)	(2,730,738)	453,991	2,306,342	4,859,930					
				YTD +/-	27,572	4,308,824	3,463,272	3,525,991	5,458,002	4,312,253	2,914,805	184,067	638,058	2,944,400	7,804,329					
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	995,717	818,904	2,313,751	1,985,150	6,869,719					
				+/-	1,094,128	5,434,014	509,022	41,990	1,618,884	78,757	(848,974)	(1,320,058)	662,308	393,091	3,688,271					
				YTD +/-	1,094,128	6,528,142	7,037,164	7,079,154	8,698,037	8,776,794	7,927,820	6,607,762	7,270,070	7,663,161	11,351,433					
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	227,781	170,839	619,458	888,489	2,348,932					
				+/-	72,050	668,828	187,859	48,402	98,414	122,939	(294,301)	(434,527)	152,069	437,906	1,448,522					
				YTD +/-	72,050	740,878	928,737	977,139	1,075,553	1,198,492	904,190	469,663	621,731	1,059,638	2,508,160					
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						515	424	687	1,371	986	99	4,082				
				+/-						96	(103)	103	19	(470)	(51)	(406)				
				YTD +/-						96	(7)	96	115	(355)	(406)	(406)				
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	1,375	1,175	1,212	644	605	11,068			
				+/-	100	46	(149)	519	(6)	17	30	75	(125)	12	244	305	1,068			
				YTD +/-	100	146	(8)	516	510	527	557	632	507	519	763	1,068	1,068			



University Affairs Committee

July 2, 2020

Agenda Item: III. Return of Pirate Nation

Responsible Person: Grant Hayes
Acting Provost

Virginia Hardy
Vice Chancellor, Student Affairs

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

Action Requested: Information

Notes: Materials can be found on the Return of Pirate Nation website
returnofpiratenation.ecu.edu