

AGENDA
University Affairs Committee
September 10, 2020

- I. Approval of Minutes – July 9, 2020
- II. Review of Operational Metrics
- III. Fall Enrollment Update
- IV. COVID Transition & Continuity Update
 - A. Academic Affairs
 - B. Student Affairs
 - C. Research, Economic Development & Engagement



University Affairs Committee
September 10, 2020

Agenda Item: I. Approval of Minutes – July 9, 2020

Responsible Person: Leigh Fanning
Committee Chair

Action Requested: Action

Notes:

University Affairs Meeting – Board of Trustees
July 9, 2020
Virtual Meeting

BOT Members Attending: Leigh Fanning (interim chair), Max Joyner, Vince Smith and Tucker Robbins

Meeting started at 10:15am.

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.

Meeting from the April 2020 UA meeting were approved without dissent

■ **Metrics**

■ **Academic Affairs – Grant Hayes**

- Projecting the enrollment numbers for the fall was harder due to COVID. We, like all other schools, saw delays in the student's next steps will fall in enrollment. We are on point right now to welcome a very healthy freshman class. We had the most freshman applications in ECU history with more the 22,500 applications. We have had fewer numbers of transfer applications and admits during this time as we just couldn't recruit at community colleges. We are only down about 60 transfer enrollment deposits, which we hope will improve. Fall 2020 enrollment in the colleges are all on target with the exception of just a few high demand programs. Our total enrollment is trending toward being up about 6% at this point.

■ **Research – Mike Van Scott**

- COVID is impacting our June/July numbers because we aren't see our normal expenditures as usual. We think we will be trending ok but expect a tail off by the end of the summer.

■ **Student Affairs – Virginia Hardy**

- We feel pretty good with our housing contract commitments, but we do expect to lose some students due to cancellations. These folks are believing that they are doing this because their classes are all online. We hope that they will be back on campus in the spring. As of July 6th, we have 5,579 folks with paid contracts which would put us at capacity.
- For Counseling, we are seeing higher than normal numbers especially with our counselors are doing teletherapy sessions. Students in summer sessions can still get their counseling sessions, but folks not enrolled in the summer can still get some services, but they have to pay \$100 to continue to get services. SGA and SA are working together to see if we can do more to help them.

■ **Return to Campus Highlights**

■ **Academic Affairs – Grant Hayes**

- Fall semester begins on August 10th to lower the risk to the community. We are eliminating Fall Break and ending the semester the day before Thanksgiving. We are trying to eliminate too much travel to and from campus. Spring 2021 will start in mid-January and Spring Break is cancelled again to reduce risks for travel. We are doing two 7.5-week blocks for the fall and spring to give us more flexibility to adjust our academic delivery depending on the pandemic impacts. The Office of Faculty Excellence continues to help faculty with course design and online delivery enhancements. Classroom capacities are being adjusted based on social distancing standards in place. Courses with attendance over 50 students will be moved online to meet the standards. Attendance records will be kept and assigned seating will be utilized.

■ **Student Affairs – Virginia Hardy**

- We will be a bit different in the residence halls such as with the move-in process. We will do this in two waves starting July 22 and run for two weeks. We are having students come in, move in and set up their room, get their keys and then they will leave campus. Each student will get a specific date to return to the hall to start the semester. There will not have visitation in the halls this fall and will not have in-person programming in the halls for the fall.
- For students that test positive or are exposed we have an RFP out to be able to move them off campus to receive the necessary services and health treatments. They will still be able to participate in classes online. The dining halls will be reduced to about 25-50% capacity with social distancing in place. Self-serving areas will be removed, and all items will be given to students from Aramark staff. We will close a few retail spaces to help with management. We will have an app where students can order food in advance and then pick it up at two locations. Seating in the student center will be less so we are providing more space in one of the ballrooms for people to sit. For those students moved off-campus due to illness we provide them with food from Aramark too.
- The Rec Center will open if the governor permits. If not, we will have alternative options to offer programs. Student Activities will have some programs of less than 50 people, but most of the programs will be virtual. The same goes for Greek Life too.
- Transit will have a different look this fall. They will have a one-way entrance and one way exit from each bus. Some routes will be longer which will reduce the number of routes we are offering. Many Pirate Express routes will not run in the fall due to safety and limited drivers. All people on the buses will be required to wear masks.

■ **Research – Mike Van Scott**

- As we review our processes for students going out to do research, we have seen that these environments are pretty controlled, and we are taking special safety precautions and adding responsibility to all involved to be safe. We have committees and planning groups working on plans to stand up the research options again. Part of that is to evaluate when we may need to cease or alter plans

for students. There are multiple phases of review and approval at ECU depending on the level of impact to COVID exposure or persons exposed/positive. All programs will be monitored and logged into our inventory. This will help us track each site and helps us keep a tab on who is where and what they are doing and can help us identify hot spots should they arise. There is also a whistleblower option as well for those wanting to report improper actions or activities.

■ Questions from Board

- How will we handle refunds if we have to go online? Right now we don't have a definitive decision made at this point and we will get guidance from the UNC System to ensure that decision is system-wide.
- For those living on campus and have all classes online, can those students move off campus for the fall? Yes, that is an option for students fully online and we have cancelled those contracts.

Meeting Adjourned at 11:07 am



University Affairs Committee
September 10, 2020

Agenda Item: II. Review of Operational Metrics

Responsible Person: Leigh Fanning
Committee Chair

Action Requested: Information

Notes:

KPI	Measurement	Prior Year	Target	Variance	FY2020												Total	
					July	August	September	October	November	December	January	February	March	April	May	June		
New Freshman Applications	Number of new freshman applications submitted	19,222	19,606	Monthly Plan														
				Monthly Actual	450	1,053	6,206	5,360	1,835	2,436	1,290	837	160	(23)	1	19,605		
				Monthly +/-	290	895	11,769	4,044	1,716	1,948	989	581	234	93	38			
				YTD Plan	450	1,053	6,206	5,360	1,835	2,436	1,290	837	160	(23)	1	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)	(131)	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														
				Monthly Actual	43	138	385	215	634	826	1,198	1,501	177	15	4,892			
				Monthly +/-	22	35	37	67	167	132	132	133	117	14	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	162	167	137	145	142				
New Transfer Applications	Number of new transfer applications submitted	3,269	3,334	Monthly Plan														
				Monthly Actual	69	153	227	155	513	449	453	452	506	357	3,334			
				Monthly +/-	98	169	176	127	401	419	419	403	410	525	465			
				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)	(251)	(266)	(247)	(139)				
New Transfer Enrollment Deposits	Number of enrollment deposits paid by new transfers	1,664	1,697	Monthly Plan														
				Monthly Actual	1	6	22	23	101	264	253	294	399	335	1,698			
				Monthly +/-	4	21	15	20	108	187	267	313	340	360				
				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	64	148	171	181	(63)				
New Graduate Applications	Number of new graduate applications submitted	4,666	4,759	Monthly Plan														
				Monthly Actual	805	602	407	290	414	318	685	321	282	181	255	200	4,759	
				Monthly +/-	1,012	526	266	329	253	279	668	289	222	227	292	236		
				YTD Plan	805	1,407	1,814	2,103	2,517	2,836	3,521	3,842	4,124	4,304	4,599			
				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)	(189)	(220)	(200)	(239)	(160)			
Total Enrollment	Number of registered students	26,581	26,927	Plan														
				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	550,306,622	
				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	7,513,788	557,685,727	
				+/-	27,572	4,281,251	(845,551)	62,718	1,932,011	(1,509,015)	(1,397,448)	(2,179,738)	455,991	2,306,342	4,859,930	(1,652,229)	7,379,108	
				YTD +/-	27,572	4,308,824	3,463,272	3,525,991	5,458,002	4,342,253	2,914,805	184,067	638,058	2,944,400	7,804,329	7,379,105	57,379,108	
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	526,662,510	
				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	2,511,959	536,318,225	
				+/-	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	(16,996,717)	9,655,715	
				YTD +/-	1,094,128	6,526,142	7,837,164	7,079,154	8,698,037	8,776,794	7,927,820	6,607,762	7,270,070	7,663,161	11,351,433	9,655,716	59,655,715	
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	57,545,993	
				Actual	871,803	1,311,985	802,974	558,181	472,328	590,532	227,781	170,839	619,458	888,488	2,348,932	924,628	59,787,929	
				+/-	72,050	668,828	187,859	48,407	98,414	122,939	(284,301)	(147,572)	152,069	437,906	1,448,522	(766,224)	2,241,936	
				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	2,241,936	52,241,936	
Housing Contract Commitments 2020 First-Time First-Year Students	Fall On campus housing contract commitments (Jan-Jun)	4,488	4,488	Plan														
				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	1,375	1,175	1,212	644	605	11,068	
				+/-	100	46	(149)	519	(16)	17	30	75	(125)	12	244	305	1,068	
				YTD +/-	100	146	(14)	518	(51)	527	57	63	507	519	763	1,068	3,068	



University Affairs Committee
September 10, 2020

Agenda Item: III. Fall Enrollment Update

Responsible Person: Ying Zhou
Associate Provost

Action Requested: Information

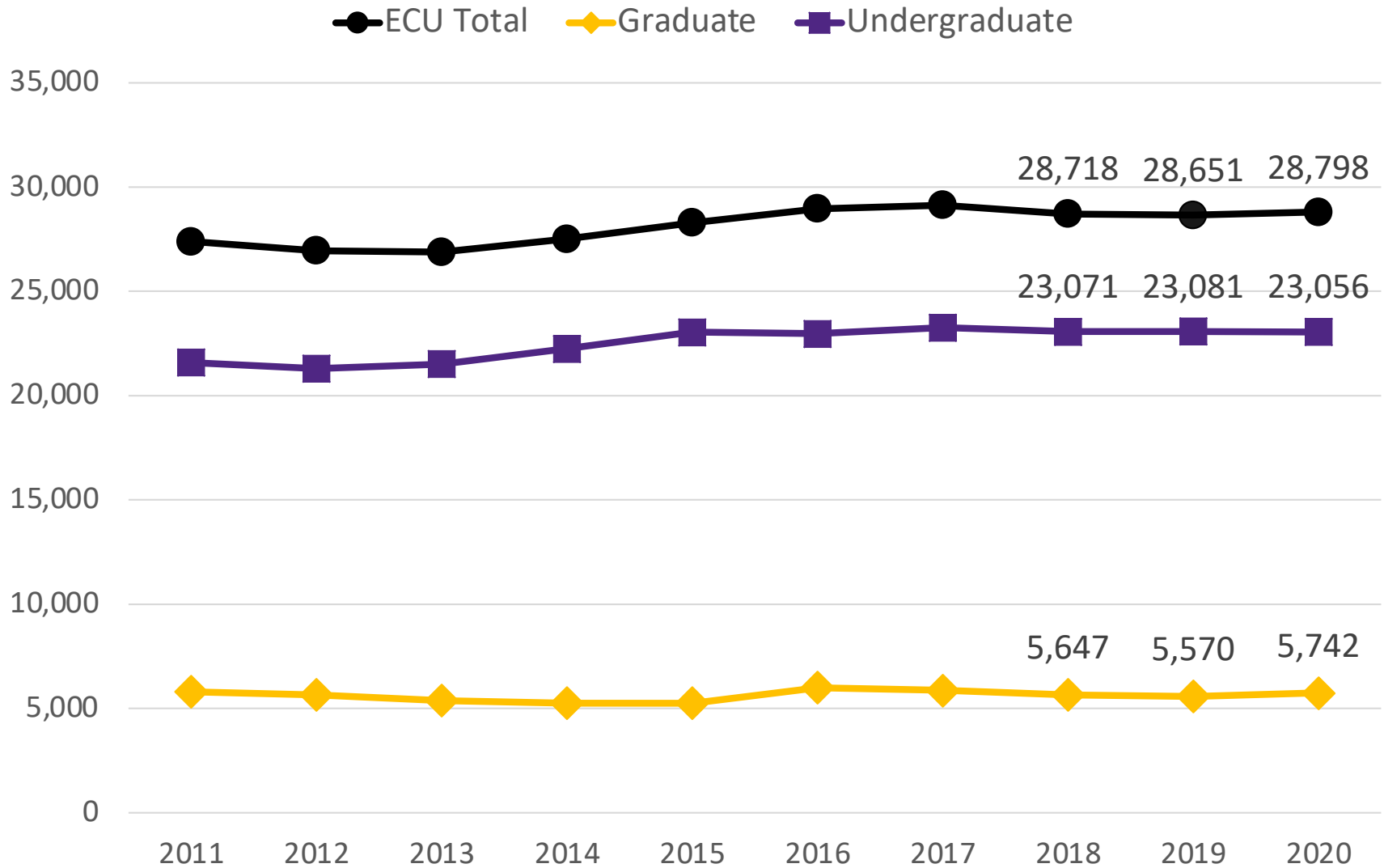
Notes:

Fall Enrollment Update

Prepared for the Board of Trustees
September 2020

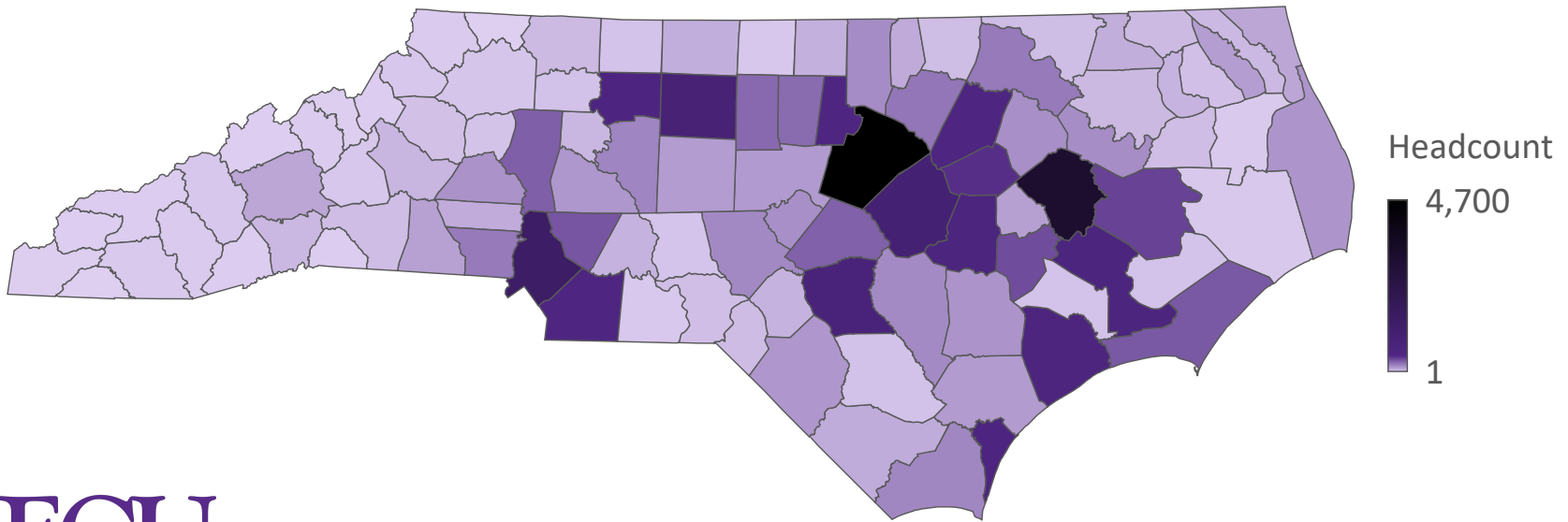
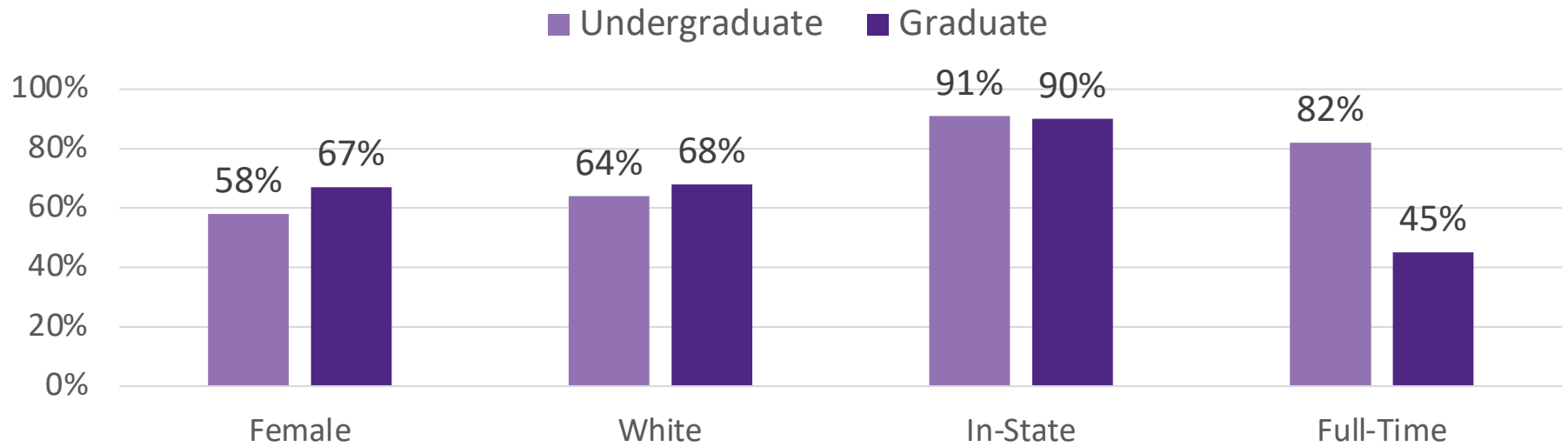


Total Enrollment Trend: Fall Semesters

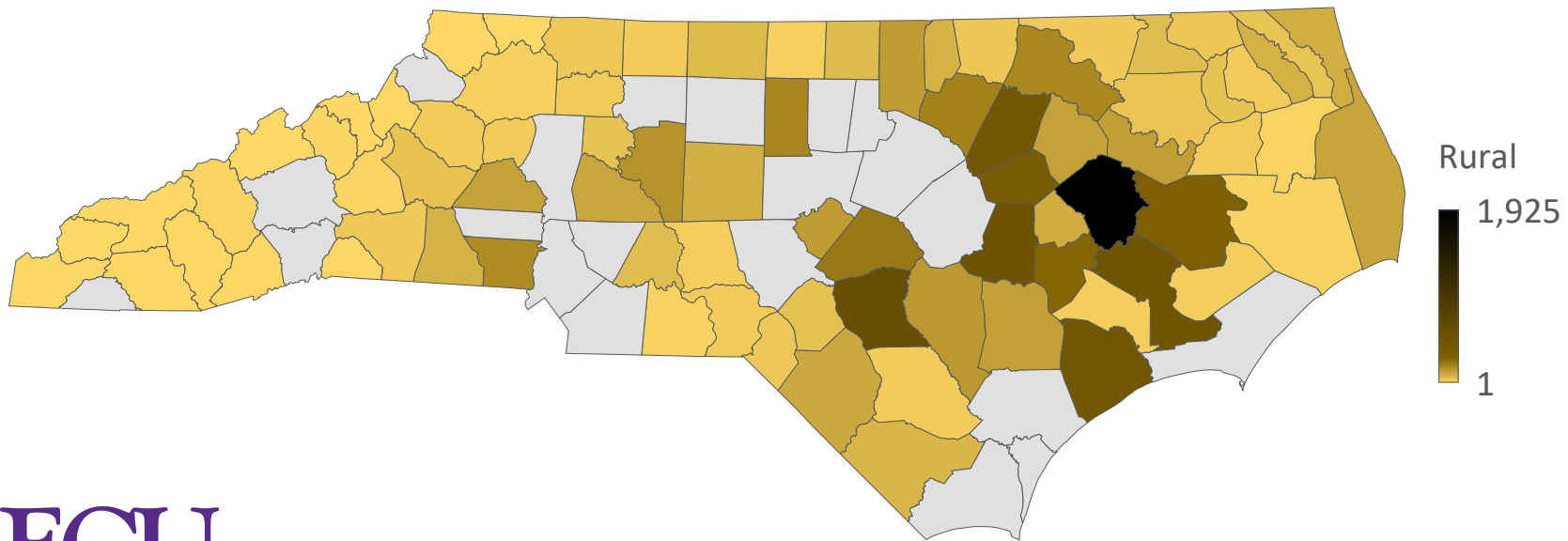
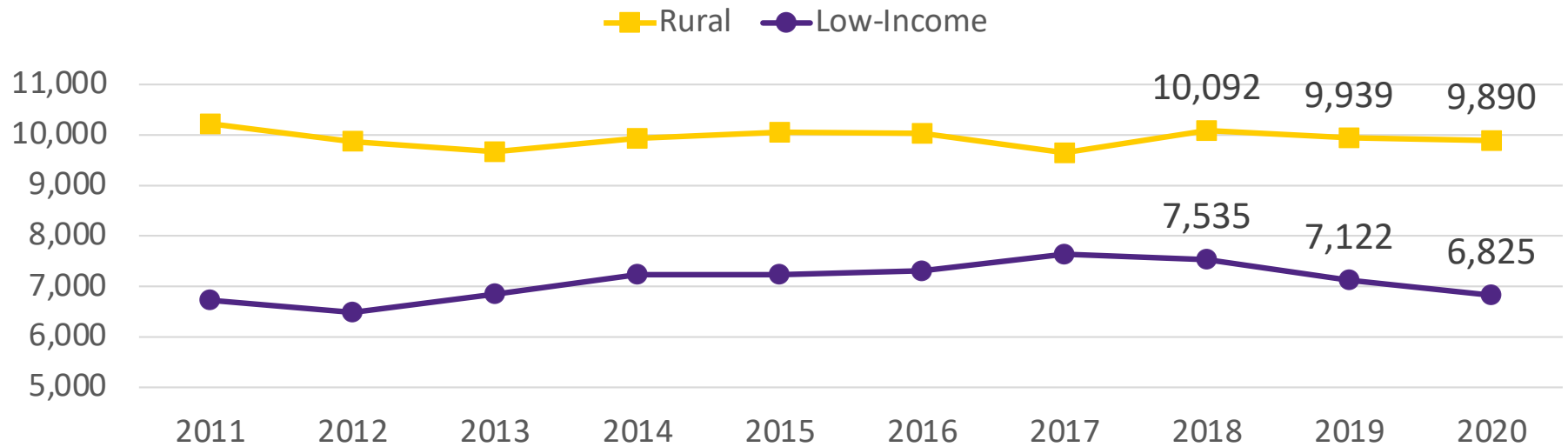


All Fall 2020 data throughout this presentation are preliminary.

Student Population: Fall 2020



Rural and Low-Income Undergraduates



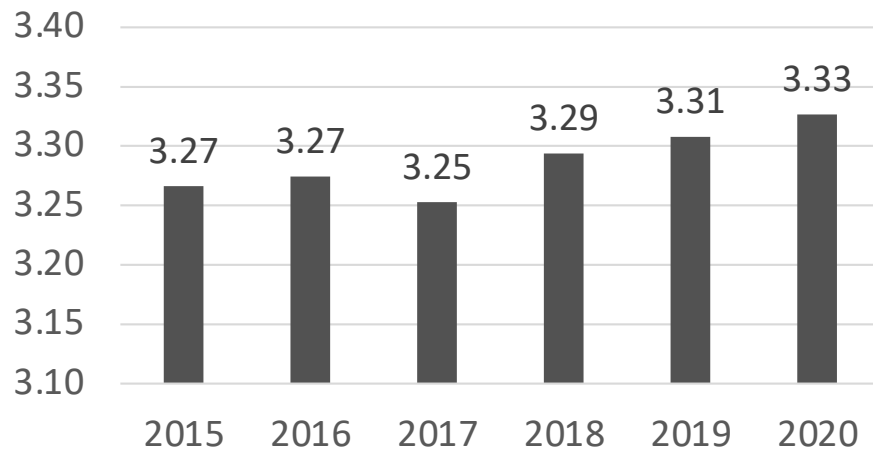
Includes in-state bachelor's degree-seeking undergraduates only.

Fall Enrollment: New Students

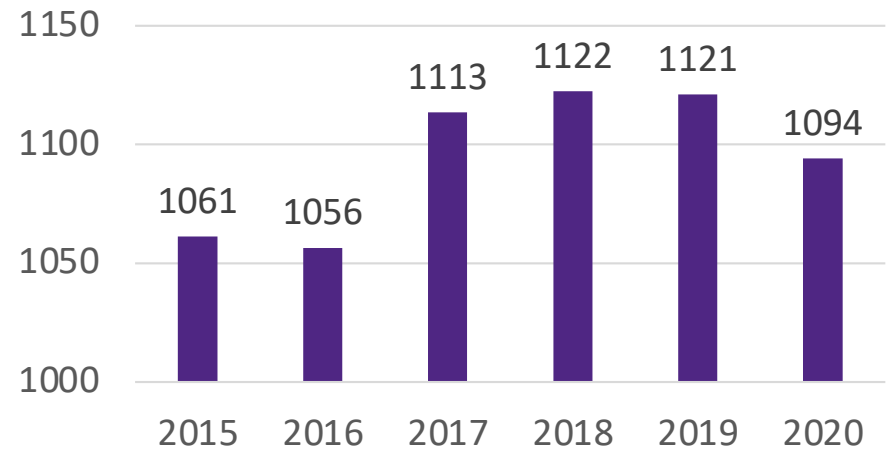
Degree Level	2018	2019	2020
Bachelor's	6,029	6,229	6,018
Freshman	4,175	4,364	4,144
Transfer	1,854	1,865	1,874
Post-Baccalaureate Certificate	176	186	208
Master's	1,186	1,280	1,286
Post-Master's Certificate	23	23	24
Doctoral, Research/Scholarship	128	85	104
Doctoral, Professional Practice	232	269	260
Unclassified	574	767	794
Undergraduate Non-Degree	406	541	611
Graduate Non-Degree	168	226	183
Total New Students	8,348	8,839	8,720

New Freshman Profile

Average Unweighted High School GPA

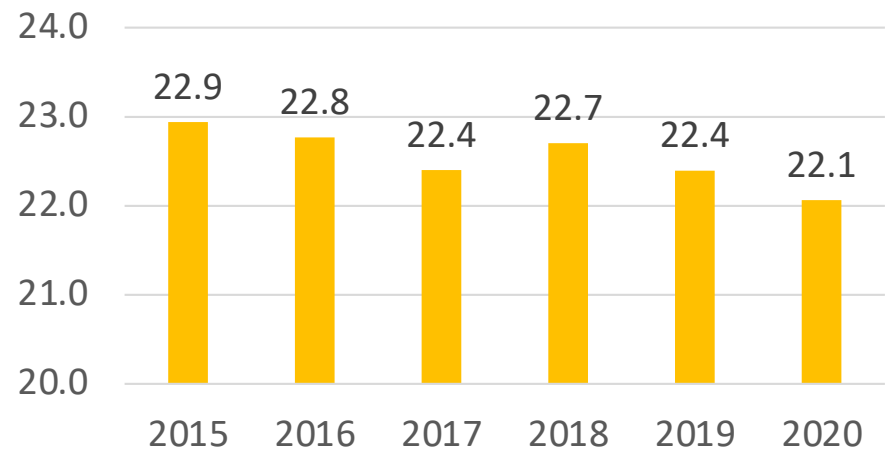


Average SAT Total Score

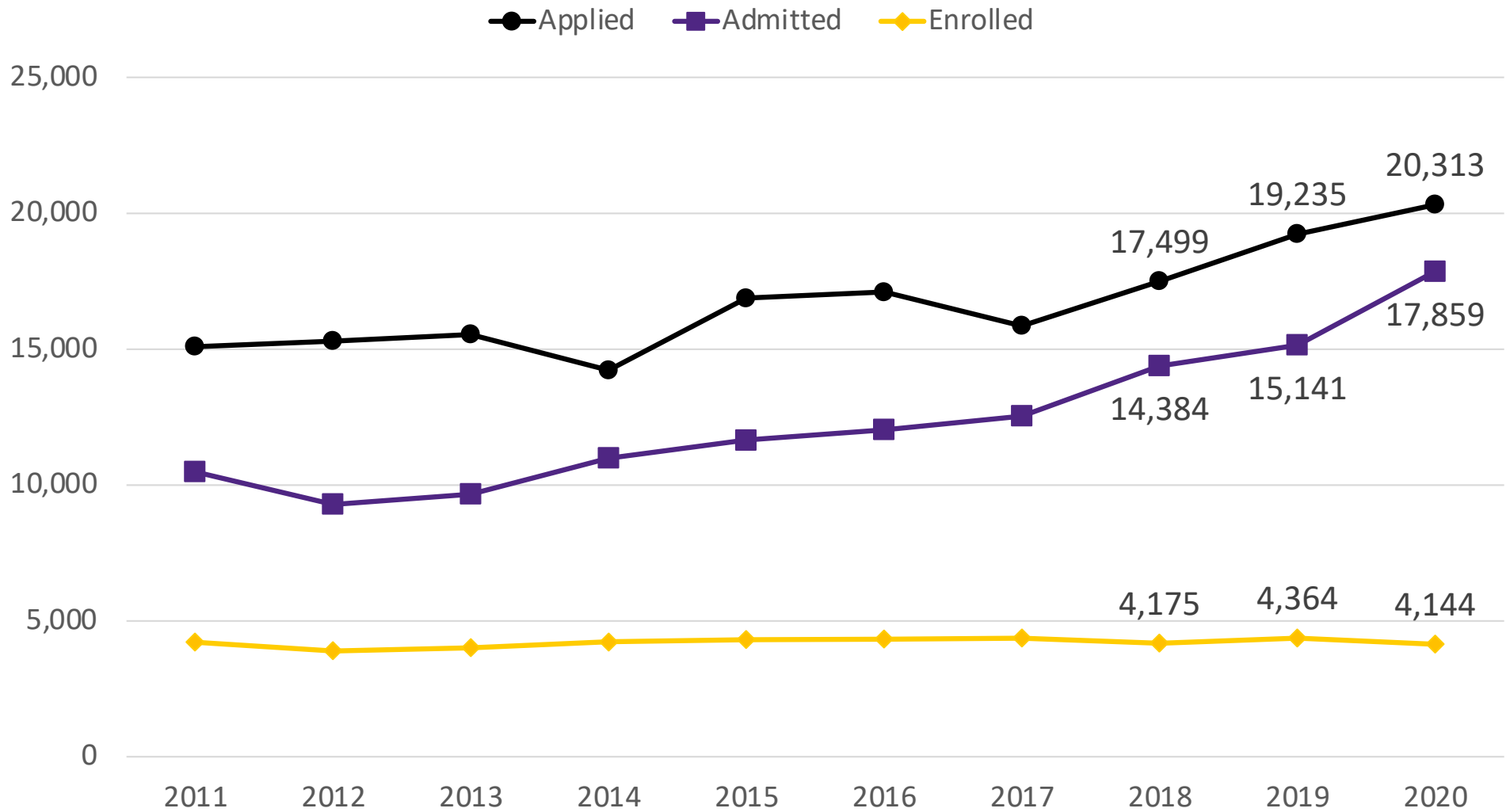


- High school GPA includes only those unweighted GPAs on 4.0 scale.
- The increase in SAT scores beginning Fall 2017 reflects change in SAT test.
- SAT and ACT includes only those scores that were used in the admissions decision.
- Fall 2020 applicants must achieve either a minimum 2.5 weighted high school GPA; or a minimum SAT of 1010 or ACT of 19.

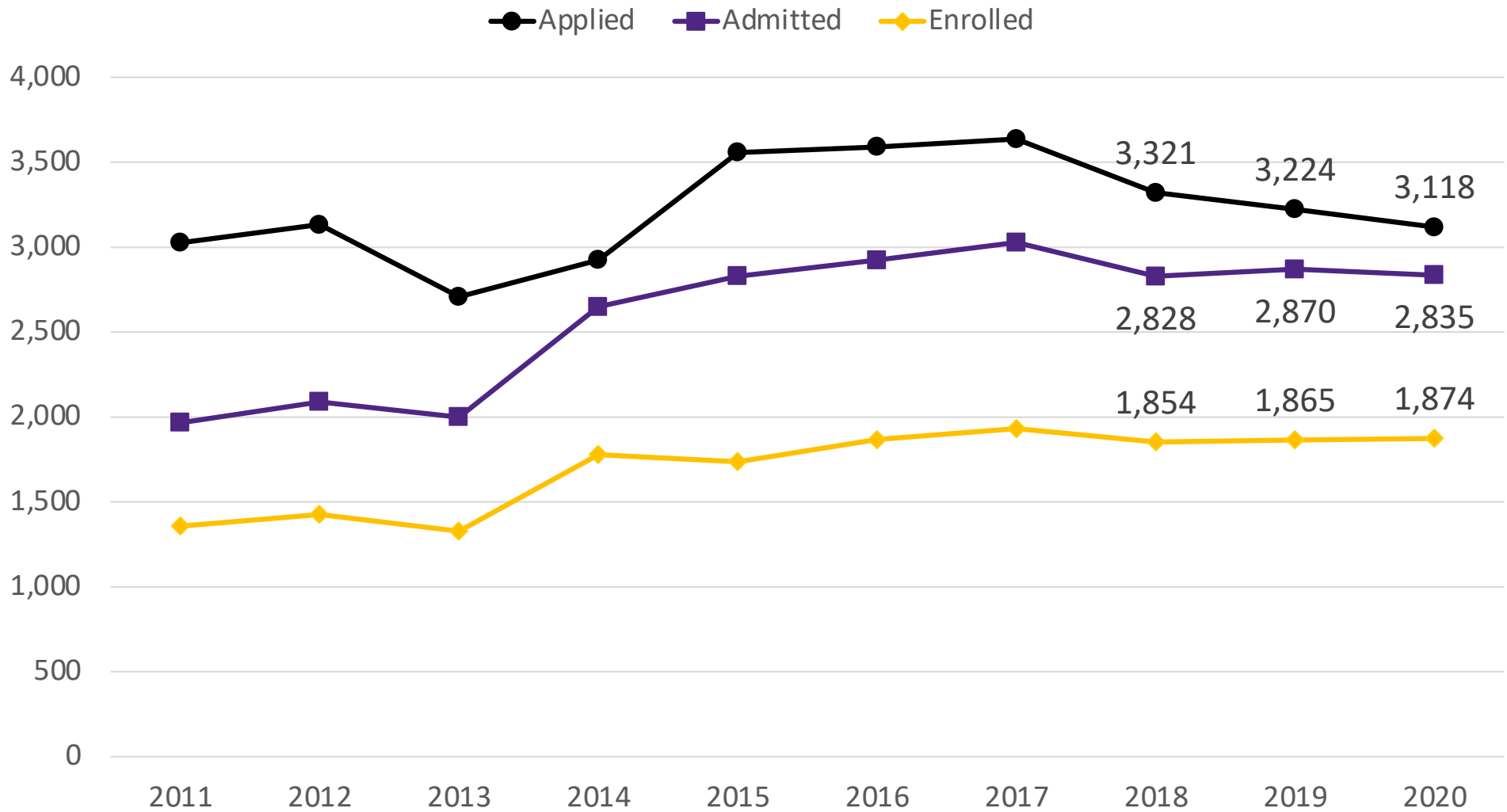
Average ACT Super Score



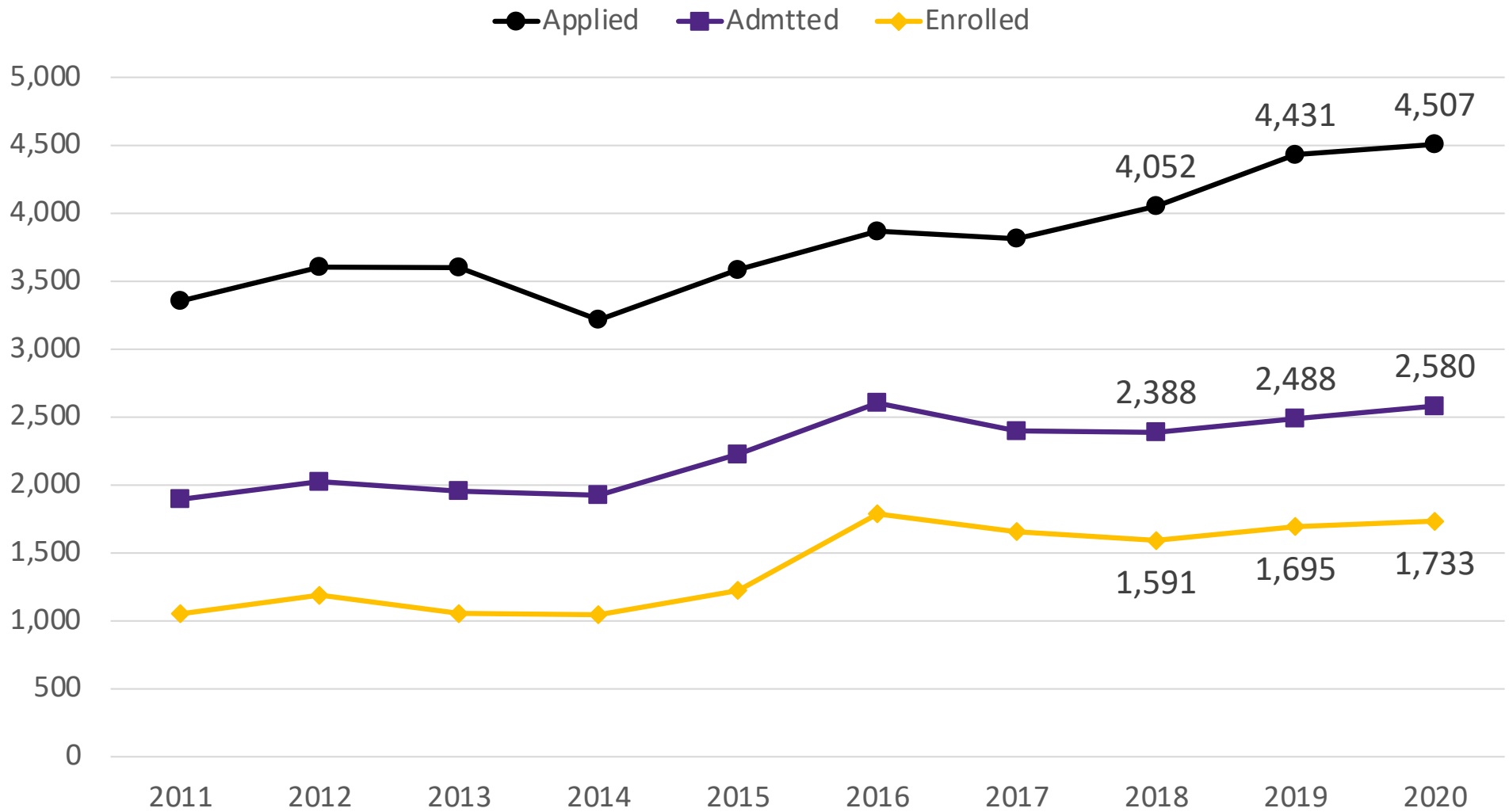
Freshman Application and Matriculation



Transfer Application and Matriculation

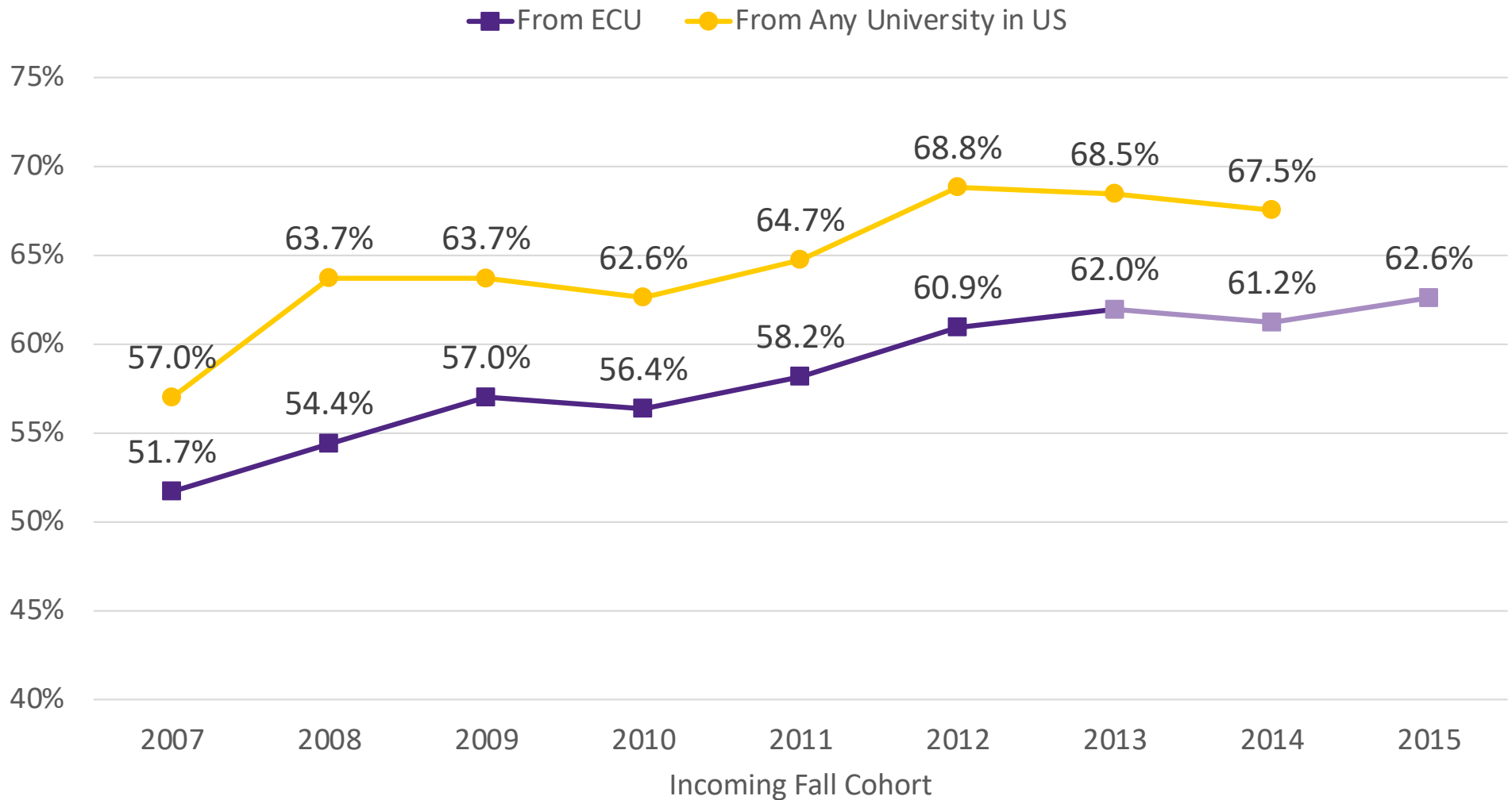


Graduate Application and Matriculation



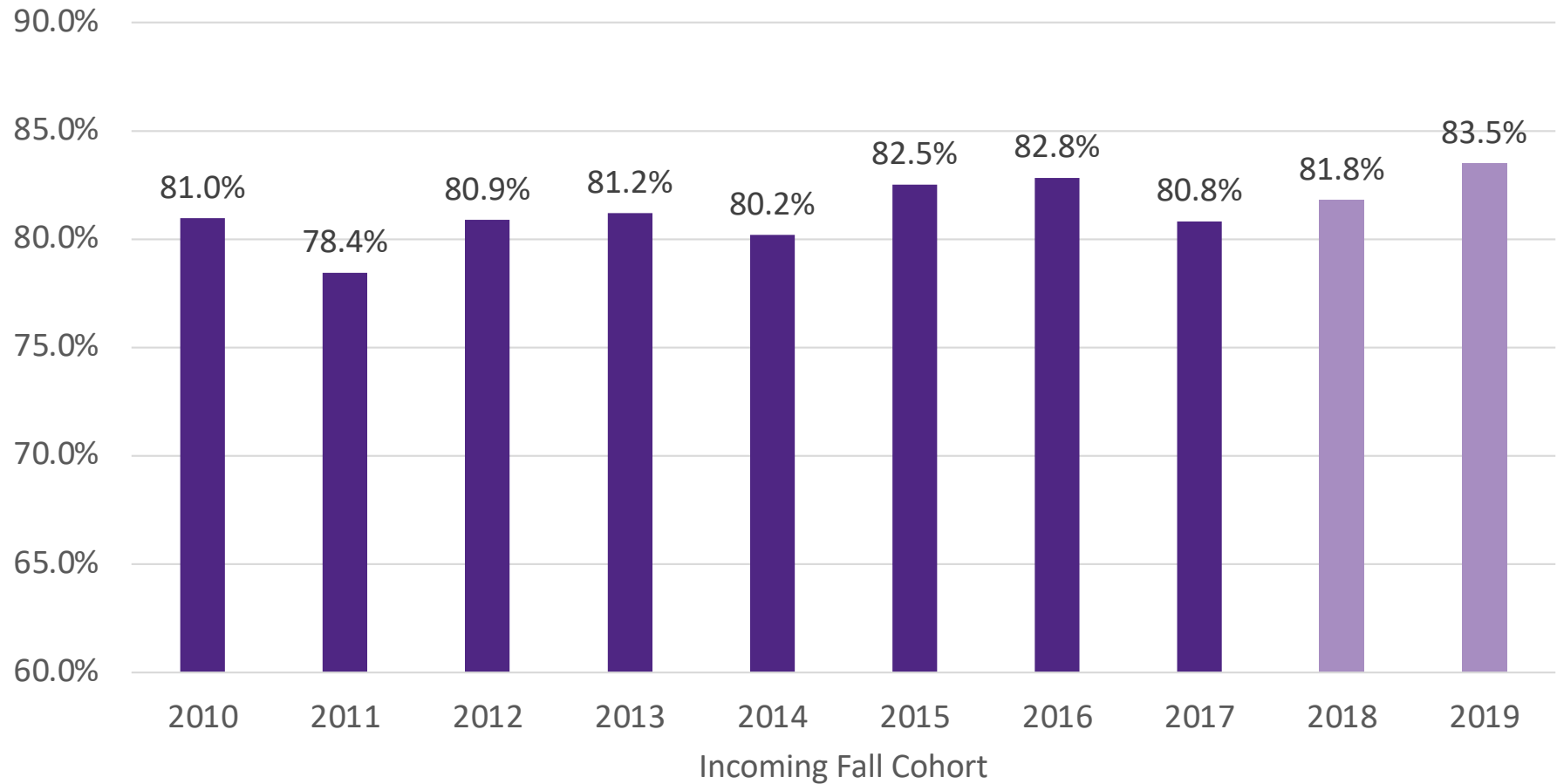
Excludes medical, dental, and graduate non-degree. Prior to 2016 excludes post-baccalaureate certificate.

Five-Year Graduation Rate



“From any Accredited Institution” as reported by UNC-SO. “From ECU” as reported to IPEDS. 2013, 2014, 2015 cohort rates are preliminary.

First-Year Retention Rate



As reported to IPEDS. 2018 and 2019 cohort rates are preliminary.



University Affairs Committee

September 10, 2020

Agenda Item: IV. COVID Transition & Continuity Update

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:

Recruiting in the COVID Era

ECU's Strategies for Success

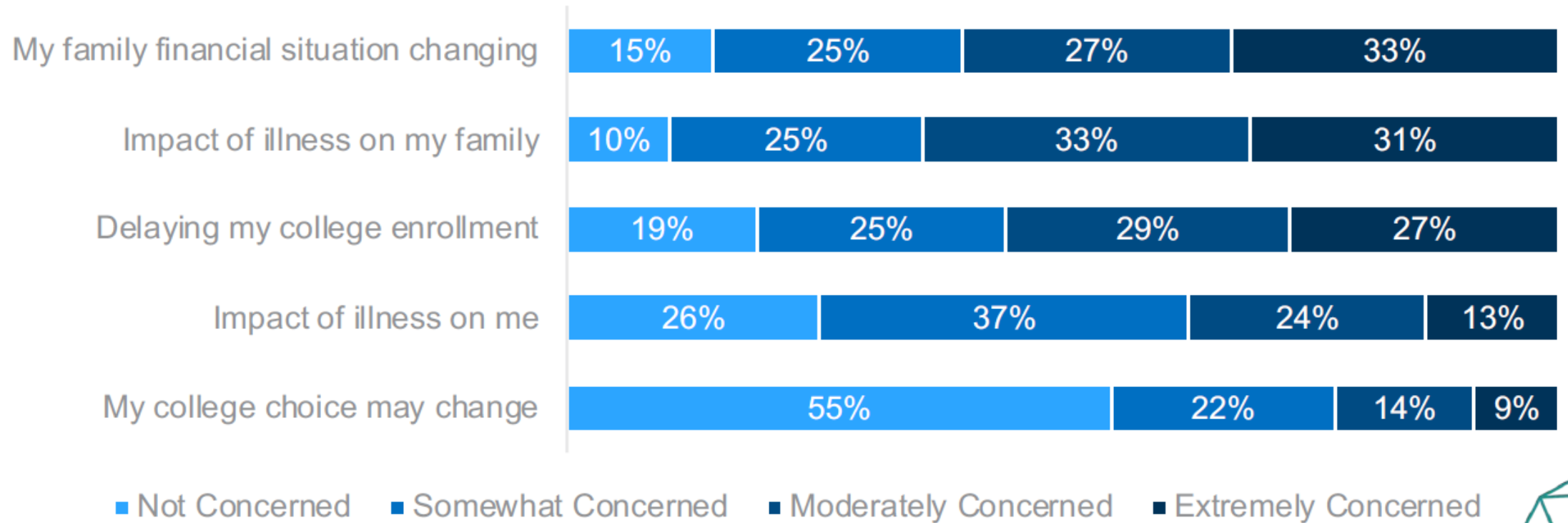
Stephanie L Whaley

Assistant Vice Chancellor & Director for Undergraduate
Admissions



ACT/NRCCUA Poll

As you think about your college choice during this uncertain time, which of the following are you concerned about?



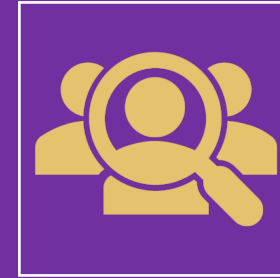
Niche Poll of High School Students



39% of juniors plan to choose a school closer to home than they were going to



100% of juniors are more concerned about being able to pay for their education



68% now rely more on college search sites, student reviews, and social media for their college search and decision making

What this means for ECU?



What this means for ECU?

Revised Freshmen standards

- UNC System 1-year waiver for requiring test scores
 - ECU will take a “test blind” approach
- Requirements
 - Application
 - Essay
 - Official High School transcript

New Transfer Standards

- 2.0 minimum GPA
- Application
- Official College Transcript

What this means for ECU?



Adjustments

Honors College has dropped the test score requirement which will allow for more applicants based solely on GPA.

Test scores will not be required for access to apply for merit scholarships

Extending deadlines



Options

Allowing freshmen to take all online classes

Deferring to a future term

What this means for ECU?

Meeting Financial Need

Articulate	Articulate scholarship and grant opportunities
Revise	Revise our scholarship qualification criteria
Encourage	Encourage the early completion of the FAFSA

Fall 2021 Recruitment Strategies



Going Virtual: Investing in Technology

- Open House Virtual Platform
- Online College Fairs
- Virtual Info Sessions
- High School & Community College Visits



Traditional Marketing & Communications

Email



East Carolina University



Beyond successful

%%firstname%%, East Carolina University is North Carolina's top university for producing new nurses and allied health professionals, educators and business leaders. It is also the only university in the state offering schools of medicine and dental medicine and a college of engineering at the same institution. Our graduates are innovative leaders, ready to take on the challenges of today and seize the opportunities of tomorrow.

ECU takes pride in the personal success of our graduates. For example, our College of Allied Health Sciences leads North Carolina in first-time pass rates on national licensing and certification exams. Beyond individual accomplishments, the impact of student achievement can be seen in the growth and opportunity they create for communities across our state. Apply now and discover what an ECU education can mean for you.

[Apply Now >](#)



East Carolina University



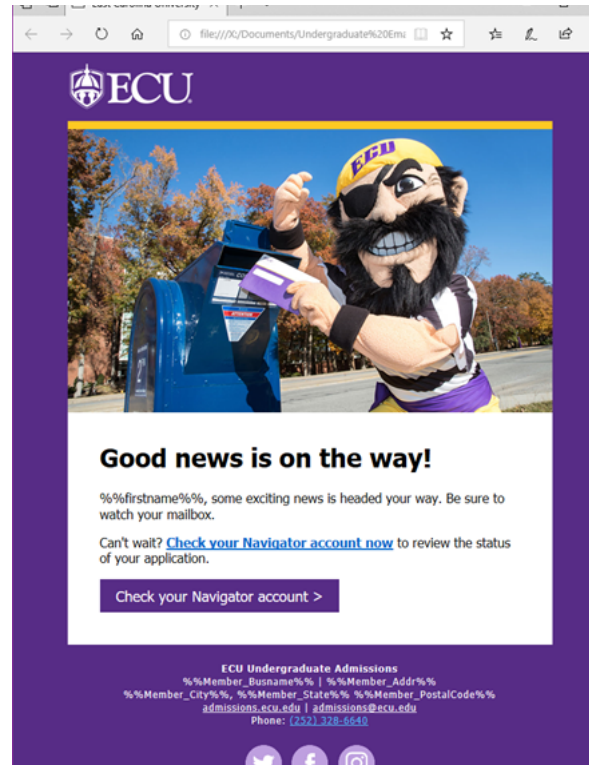
Leadership takes confidence

At East Carolina University, we empower you with the knowledge and skills needed to be a confident leader. In fact, over 90% of graduating seniors indicated that their ECU experience helped them develop as a leader.



With a wide range of [scholarships](#) and [financial aid](#) options available, you can be confident that ECU offers an excellent education at an affordable price.

[Apply Now >](#)

ECU Undergraduate Admissions
%%Member_Busname%% | %%Member_Addr%%
%%Member_City%%, %%Member_State%% %%Member_PostalCode%%
admissions.ecu.edu | admissions@ecu.edu
Phone: 252-328-6649



East Carolina University



Good news is on the way!

%%firstname%%, some exciting news is headed your way. Be sure to watch your mailbox.


Can't wait? [Check your Navigator account now](#) to review the status of your application.

[Check your Navigator account >](#)

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%%Member_Busname%% | %%Member_Addr%%
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East Carolina University



Get an inside look at the College of Engineering and Technology.

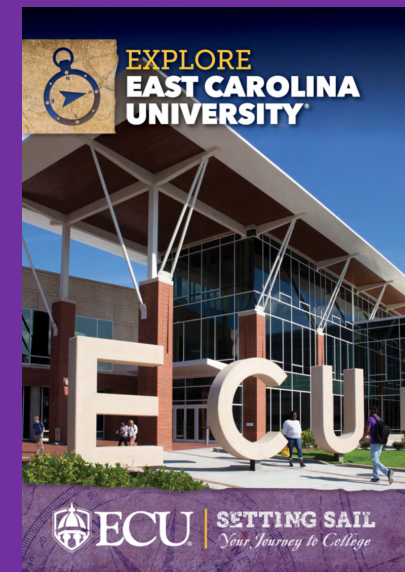
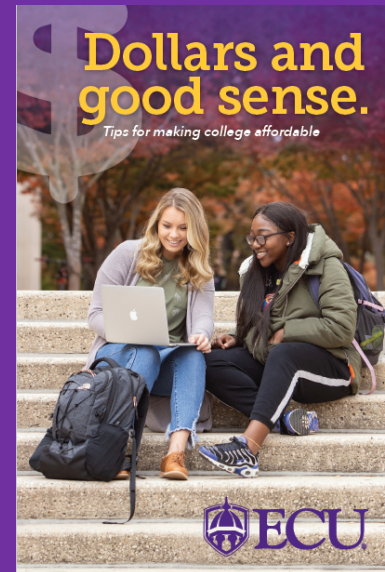
%%firstname%%, are you interested in engineering, technology systems, computer science, or construction management? We invite you to attend one of our two College of Engineering and Technology Academic Days available this fall.

Visit campus for one of these special events hosted by the Office of Undergraduate Admissions in collaboration with the College of Engineering and Technology. Discover ECU through our general admissions information session and campus tour, followed by a College of Engineering and Technology information session and lab tour.

The following dates are available. Click on the date you are interested in to register:

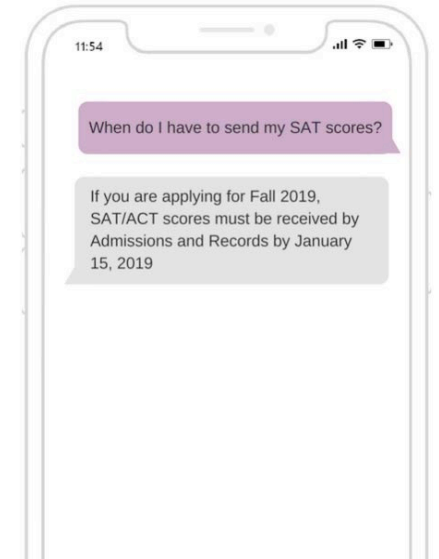
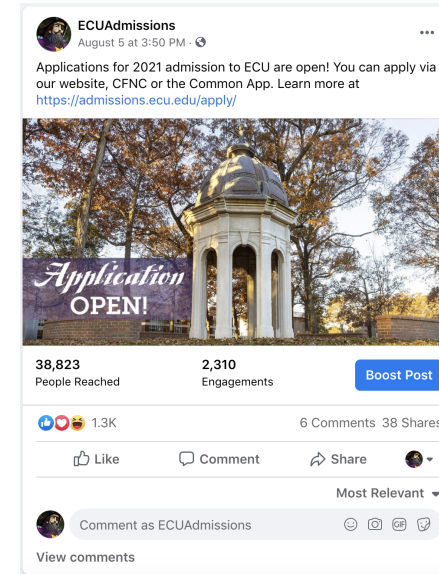
- [Thursday, October 10, 2019](#)
- [Friday, November 1, 2019](#)

Traditional Marketing & Communications: Print



Direct Marketing: Digital

- Snapchat, Facebook, Instagram and Google Ads
- Organic social media posts
 - Instagram & Facebook
- Hashtags
- Texting
- Chatbot





Personalization

- One-on-one virtual appointments with admissions counselors
- Small group high school and community college presentations online
- New Assistant Director for Outreach/Diversity Recruitment
- In-person campus tours



Fall 2021 Goals

- 2% increase in new freshmen
- 1% increase in new transfers

On our way to crush some goals!



Questions

