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:
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<th>MIP</th>
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<td>Counseling Center Statistics</td>
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<td>$7,804,329</td>
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### CEO Tracking Sheet
#### Fiscal Year - 2020
#### University Affiliates Committee

#### New Freshman Applications
- **Number of new freshman applications submitted**
  - **Target**: 22,567
  - **Actual**: 22,567

#### New Freshman Enrollment Deposits
- **Number of enrollment deposits paid by new freshman**
  - **Target**: 4,834
  - **Actual**: 4,834

#### New Transfer Applications
- **Number of new transfer applications submitted**
  - **Target**: 3,191
  - **Actual**: 3,191

#### New Transfer Enrollment Deposits
- **Number of enrollment deposits paid by new transfer**
  - **Target**: 1,635
  - **Actual**: 1,635

#### New Graduate Admits
- **Number of new graduate admits**
  - **Target**: 1,077
  - **Actual**: 1,077

### Total Enrollment
- **Number of registered students**
  - **Plan**: 26,794
  - **Actual**: 27,062

### Sponsored Awards
- **Sponsored awards, excluding ECU and SoDM contracts**
  - **Plan**: $57,685,727
  - **Actual**: $53,842,864

### Research Awards
- **Research awards**
  - **Plan**: $56,318,225
  - **Actual**: $50,159,119

### F&A Awarded
- **Sum of indirect cost of sponsor awards awarded**
  - **Plan**: $9,797,292
  - **Actual**: $9,983,944

### Housing Contract Commitments
- **Fall 2020 First-Time First-Year Students**
  - **Plan**: 4,082
  - **Actual**: 4,250

### Counseling Center Visits
- **Annual Visits**
  - **Plan**: 11,968
  - **Actual**: 10,548

### Notes:
- All values are in thousands of dollars ($K).
- Monthly Actual values are compared to Monthly Plan values for each month.
- YTD values are compared to YTD Plan values for each year.
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

- Female: 58% Undergraduate, 67% Graduate
- White: 64% Undergraduate, 68% Graduate
- In-State: 91% Undergraduate, 90% Graduate
- Full-Time: 82% Undergraduate, 45% Graduate

Headcount: 4,700
Rural and Low-Income Undergraduates

Includes in-state bachelor’s degree-seeking undergraduates only.
# Fall Enrollment: New Students

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<thead>
<tr>
<th>Degree Level</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Bachelor's</td>
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<td>6,229</td>
<td>6,018</td>
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<td>Freshman</td>
<td>4,175</td>
<td>4,364</td>
<td>4,144</td>
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<td>Transfer</td>
<td>1,854</td>
<td>1,865</td>
<td>1,874</td>
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<td>Post-Baccalaureate Certificate</td>
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<td>186</td>
<td>208</td>
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<tr>
<td>Master's</td>
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<td>1,280</td>
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<tr>
<td>Doctoral, Research/Scholarship</td>
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<td>85</td>
<td>104</td>
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<tr>
<td>Doctoral, Professional Practice</td>
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<td>Unclassified</td>
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<td>767</td>
<td>794</td>
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<td>Undergraduate Non-Degree</td>
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<td>Graduate Non-Degree</td>
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<td><strong>Total New Students</strong></td>
<td>8,348</td>
<td>8,839</td>
<td>8,720</td>
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New Freshman Profile

- 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.

Beginning 2018, the UNC-SO now uses ACT Super Score (as opposed to ACT Composite Score) for reporting ACT scores in IPEDS.
Freshman Application and Matriculation

- Applied
- Admitted
- Enrolled


- Applied: 17,499, 19,235, 20,313, 14,384, 15,141, 17,859
- Admitted: 4,175, 4,364, 4,144
- Enrolled: 0, 5,000, 10,000, 15,000, 20,000, 25,000
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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Not Concerned</th>
<th>Somewhat Concerned</th>
<th>Moderately Concerned</th>
<th>Extremely Concerned</th>
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<tr>
<td>My family financial situation changing</td>
<td>15%</td>
<td>25%</td>
<td>27%</td>
<td>33%</td>
</tr>
<tr>
<td>Impact of illness on my family</td>
<td>10%</td>
<td>25%</td>
<td>33%</td>
<td>31%</td>
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<tr>
<td>Delaying my college enrollment</td>
<td>19%</td>
<td>25%</td>
<td>29%</td>
<td>27%</td>
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<tr>
<td>Impact of illness on me</td>
<td>26%</td>
<td>37%</td>
<td>24%</td>
<td>13%</td>
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<tr>
<td>My college choice may change</td>
<td>55%</td>
<td>22%</td>
<td>14%</td>
<td>9%</td>
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</table>

Not Concerned  Somewhat Concerned  Moderately Concerned  Extremely Concerned
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

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
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<tbody>
<tr>
<td>Articulate</td>
<td>Articulate scholarship and grant opportunities</td>
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<td>Revise</td>
<td>Revise our scholarship qualification criteria</td>
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<tr>
<td>Encourage</td>
<td>Encourage the early completion of the FAFSA</td>
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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

Beyond successful

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.

Apply Now >

Leadership takes confidence

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 >

Good news is on the way!

Check your Navigator account to review the status of your application.

Check your Navigator account >

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

Applicants, are you interested in engineering, technology systems, computer science, or construction management? We invite you to visit campus on our special events day and learn more about the 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 16, 2014
- Friday, December 1, 2014
Traditional Marketing & Communications: Print
Direct Marketing: Digital

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