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:

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

</div>

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**
  - o 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**
  - o 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.
  - o 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.
  - o 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.
  - o 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**
  - o 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	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	19,467	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	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)	(274)	(266)	(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	227	292	236	
				Monthly +/-	207	(76)	(141)	39	(151)	(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	7,513,788	$57,685,727
				+/-	27,572	4,281,251	(845,551)	62,718	1,932,011	(1,145,748)	(1,397,448)	(2,730,738)	453,991	2,306,342	4,859,930	(425,224)	7,379,106
				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	7,379,105	$7,379,106
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	2,511,959	$36,318,225
				+/-	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	(1,695,717)	9,655,715
				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	9,655,716	$9,655,715
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	$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	924,628	$9,787,929
				+/-	72,050	668,828	187,859	48,402	98,414	122,939	(294,301)	(434,527)	152,069	437,906	1,448,522	(266,224)	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	$2,241,936
Housing Contract Commitments — Fall 2020 First-Time First-Year Students	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	(3)	516	510	527	557	632	507	519	763	1,068	1,068

KPI	Measurement	Prior Year	Target	Variance	Target	July	August	September	October	November	December	January	February	March	April	May	June	Total
												FY2021						
New Freshman Applications	Number of new freshman applications submitted	22,567	22,567	Monthly Plan	22,567	0	290	895	11,769	4,044	1,716	1,918	989	581	234	93	38	22,567
				Monthly Actual		34	376											
				Monthly +/-		34	86											
				YTD Plan		0	290											
				YTD Actual		34	410											
				YTD +/-		34	120											
New Freshman Enrollment Deposits	Number of enrollment deposits paid by new freshman	4,834	4,438	Monthly Plan	4,438	0	0	65	153	222	282	547	694	873	1,448	433	117	4,834
				Monthly Actual		0	0											
				Monthly +/-		0	0											
				YTD Plan		0	0											
				YTD Actual		0	0											
				YTD +/-		0	0											
New Transfer Applications	Number of new transfer applications submitted	3,195	3,195	Monthly Plan	3,195	0	0	98	169	176	127	401	419	405	410	525	465	3,195
				Monthly Actual		4	60											
				Monthly +/-		4	60											
				YTD Plan		0	0											
				YTD Actual		4	64											
				YTD +/-		4	64											
New Transfer Enrollment Deposits	Number of enrollment deposits paid by new transfers	1,635	1,635	Monthly Plan	1,635	0	0	4	21	15	20	108	187	267	313	340	360	1,635
				Monthly Actual		0	0											
				Monthly +/-		0	0											
				YTD Plan		0	0											
				YTD Actual		0	0											
				YTD +/-		0	0											
New Graduate Admits	Number of new graduate admits.	1,858	1,877	Monthly Plan	1,877	10	22	13	52	108	61	165	325	364	255	278	225	1,878
				Monthly Actual		11	16											
				Monthly +/-		1	-6											
				YTD Plan		10	32											
				YTD Actual		11	27											
				YTD +/-		1	-5											
Total Enrollment	Number of registered students	26,794	27,062	Plan	27,062	0	0	0	0	0	0	0	0	4,658	14,714	2,029	5,661	27,062
				Actual		0	0											
				+/-		0	0											
				YTD +/-		0	0											
Sponsored Awards	Sponsored awards, excluding ECUP and SoDM contracts	$57,685,727	$53,842,864	Plan	$53,842,864	5,706,472	4,589,112	4,389,027	3,637,421	2,667,985	3,336,409	3,725,211	4,319,466	3,334,960	3,215,040	6,424,686	8,497,075	53,842,864
				Actual		15,182,604												
				+/-		9,476,132												
				YTD +/-		9,476,132												
Research Awards	Research awards	$36,318,225	$43,159,112	Plan	$43,159,112	4,574,167	3,678,519	3,518,136	2,915,667	2,138,591	2,674,383	2,986,037	3,462,378	2,673,222	2,577,097	5,149,870	6,811,046	43,159,112
				Actual		5,425,192												
				+/-		851,025												
				YTD +/-		851,025												
F&A Awarded	Sum of indirect cost of sponsor awards awarded	$9,787,929	$9,983,965	Plan	$9,893,965	1,048,600	843,278	806,511	668,399	490,259	613,086	684,531	793,729	612,820	590,784	1,180,576	1,561,391	9,893,965
				Actual		1,600,050												
				+/-		551,450												
				YTD +/-		551,450												
Housing Contract Commitments Fall 2020 First-Time First-Year Students	On campus housing contract commitments (Jan-Jun)	4,082	4,250	Plan	4,250								500	450	675	1,375	1,100	150	4,250
				Actual														
				+/-														
				YTD +/-														
Counseling Center Visits	Annual Visits	11,068	10,500	Plan	10,500	450	700	1,300	1,300	1,200	400	650	1,300	1,300	1,200	400	300	10,500
				Actual		467	786											
				+/-		17	86											
				YTD +/-		17	103											

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
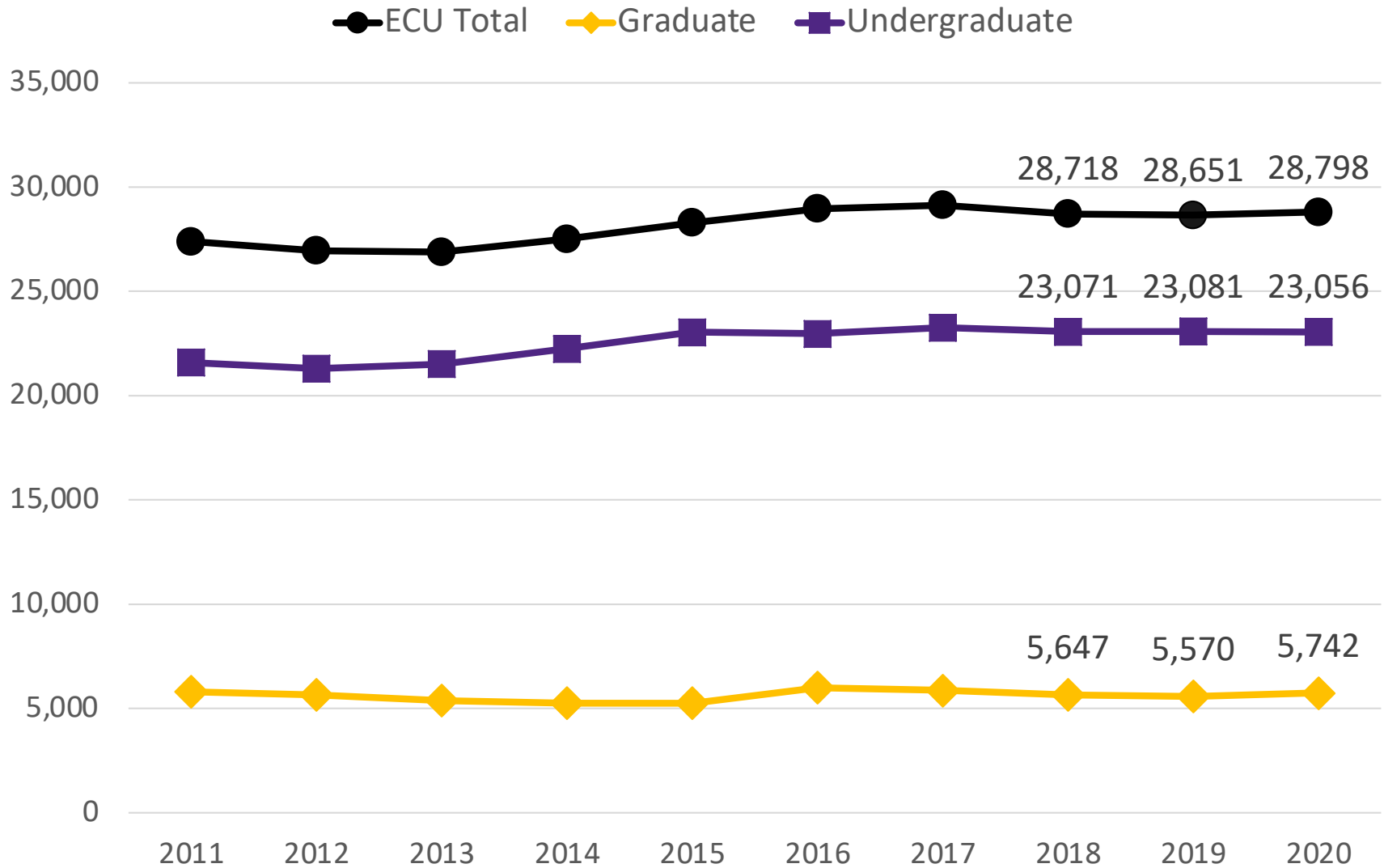
ECU

Total Enrollment Trend: Fall Semesters

Legend: ECU Total · Graduate · Undergraduate

ECU Total: 28,718 28,651 28,798

Undergraduate: 23,071 23,081 23,056

Graduate: 5,647 5,570 5,742

Years: 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Total Enrollment Trend: Fall Semesters

Legend: ECU, NC State, UNCC, UNC-CH

Y-axis values: 20,000 / 22,000 / 24,000 / 26,000 / 28,000 / 30,000 / 32,000 / 34,000 / 36,000 / 38,000

X-axis values: 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019

Data labels: 36,304 (NC State), 29,615 (UNCC), 28,643 (ECU)

ECU
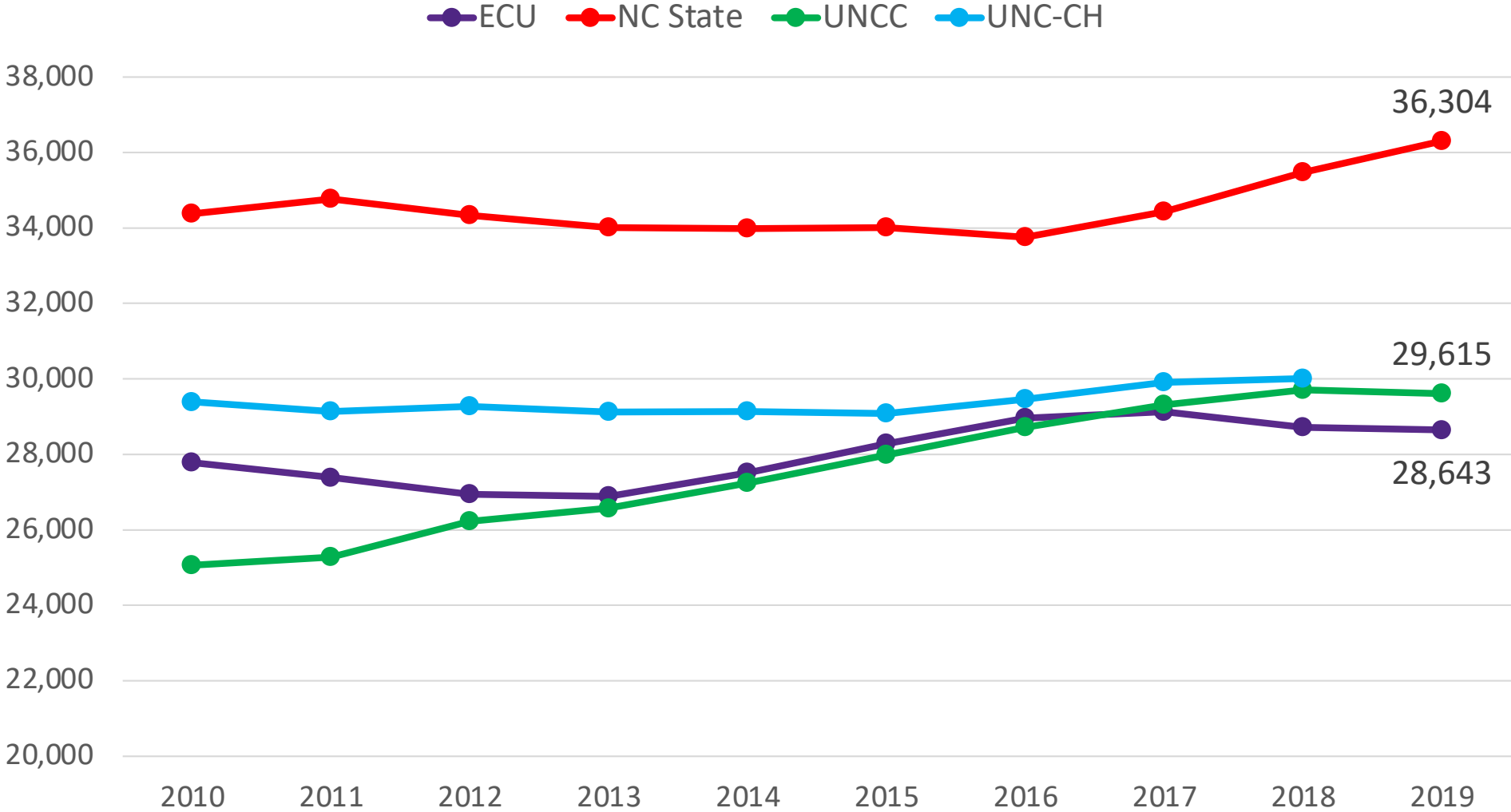
Student Population: Fall 2020
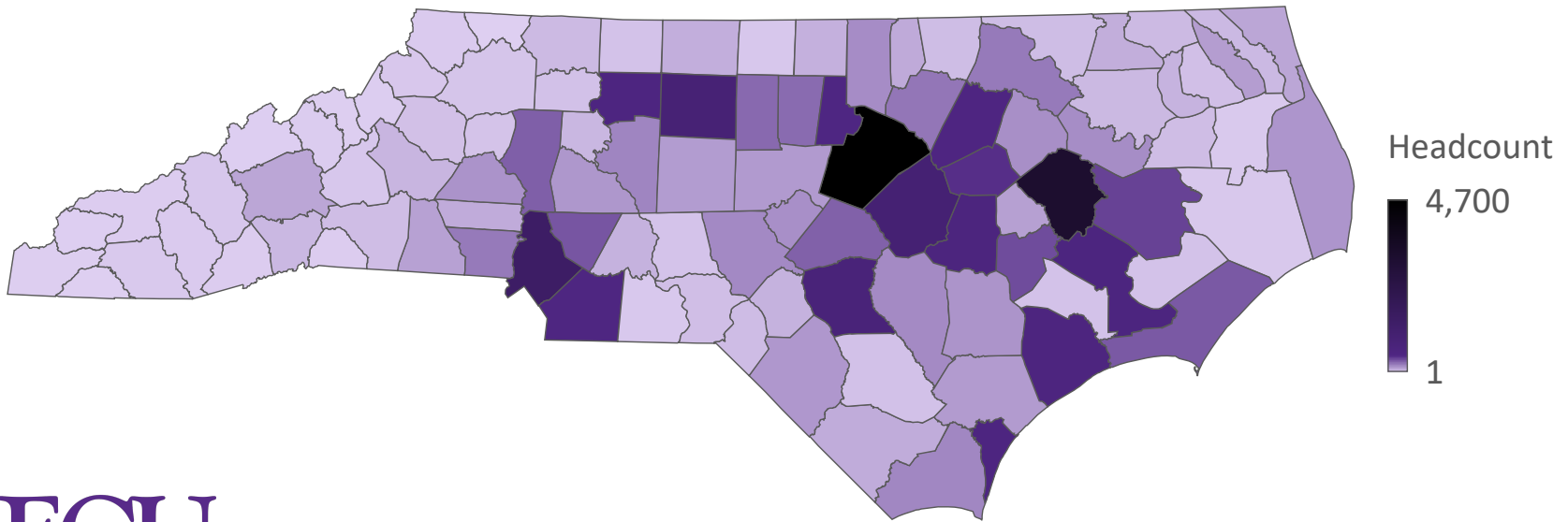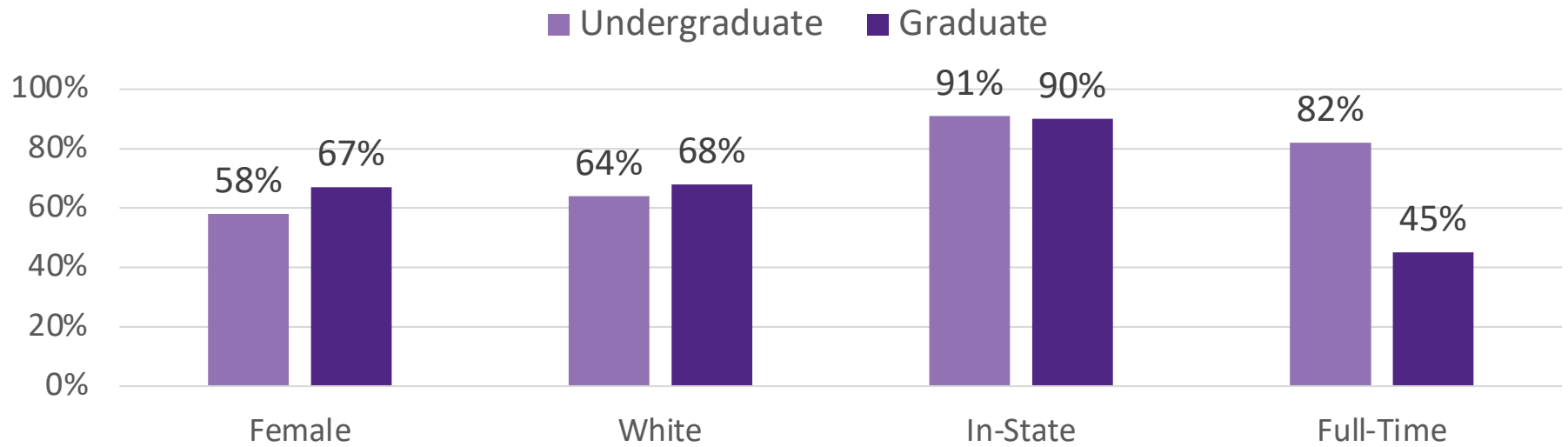
Rural and Low-Income Undergraduates
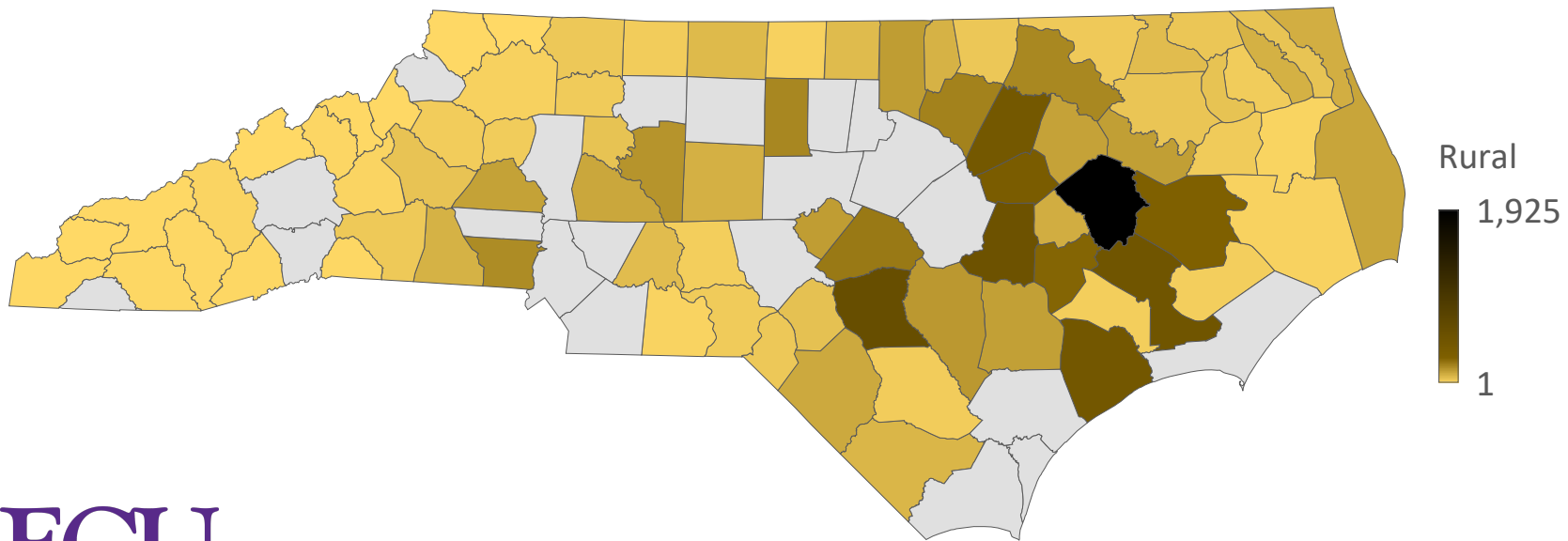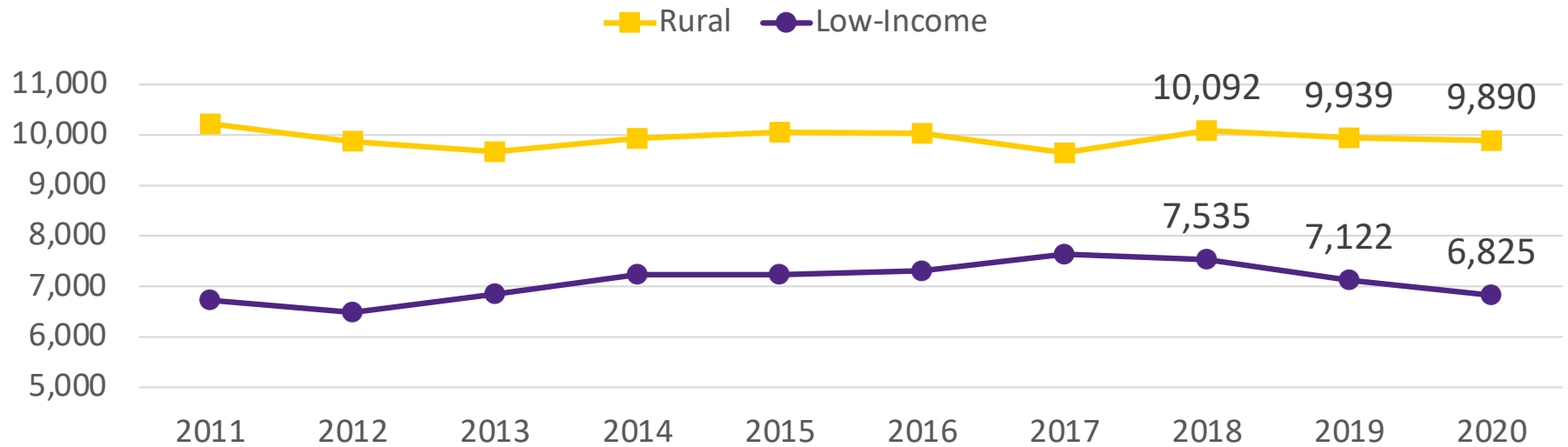
Includes in-state bachelor's degree-seeking undergraduates only.

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**

ECU

New Freshman Profile

Average Unweighted High School GPA

Year	GPA
2015	3.27
2016	3.27
2017	3.25
2018	3.29
2019	3.31
2020	3.33

Average SAT Total Score

Year	Score
2015	1061
2016	1056
2017	1113
2018	1122
2019	1121
2020	1094

Average ACT Super Score

Year	Score
2015	22.9
2016	22.8
2017	22.4
2018	22.7
2019	22.4
2020	22.1
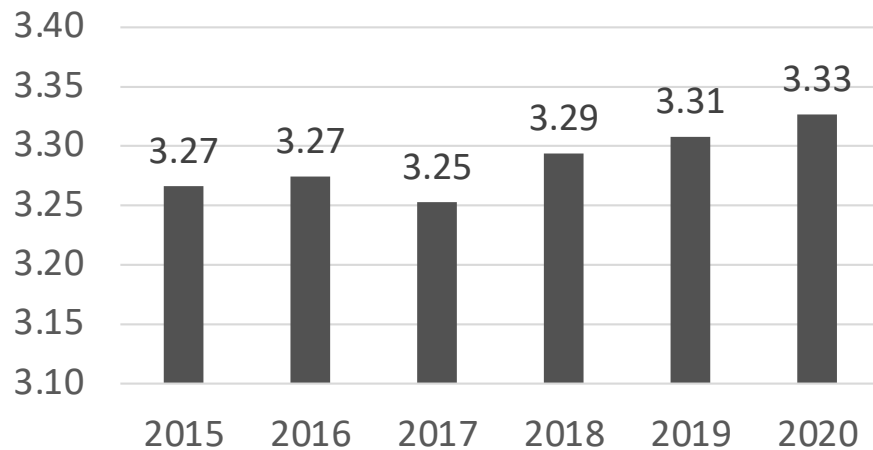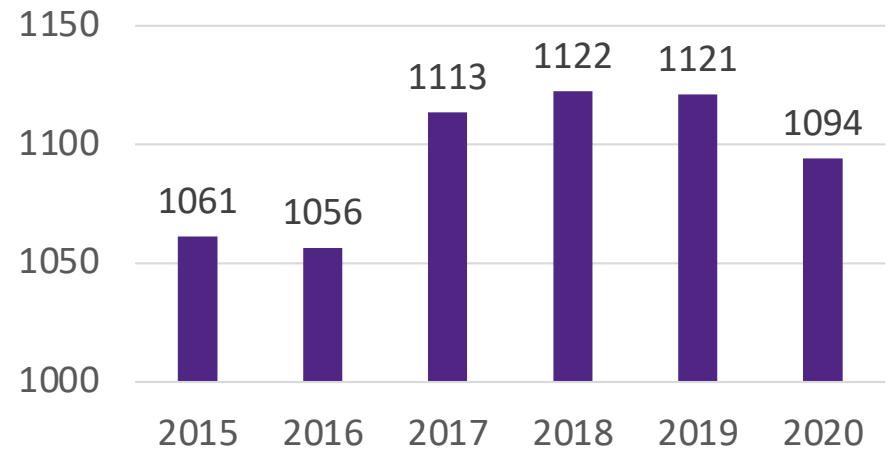
- High school GPA includes only those unweighted GPAs on 4.0 scale.
- The increase in SAT scores beginning Fall 2017 reflects change in SAT test.
- SAT and ACT includes only those scores that were used in the admissions decision.

ECU
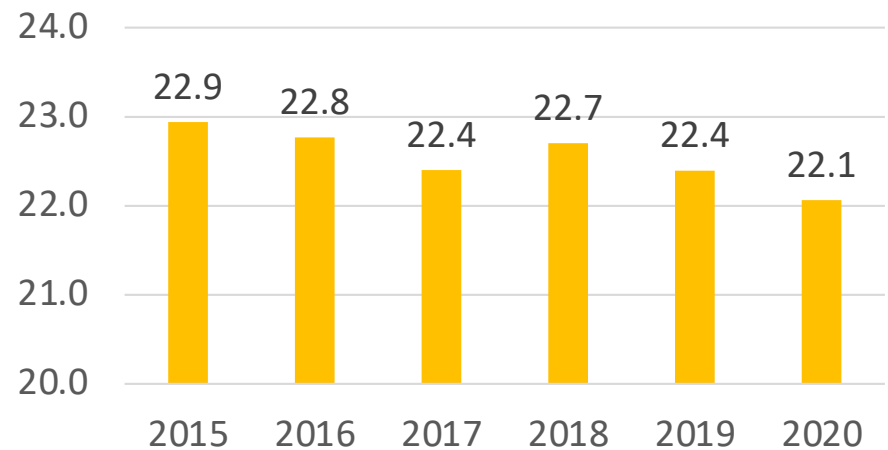
Beginning 2018, the UNC-SO now uses SAT Super Score (as opposed to SAT Composite Score) for reporting ACT scores to IPEDS.

Freshman Application and Matriculation

Legend: Applied, Admitted, Enrolled

Applied values: 20,313 (2020), 19,235 (2019), 17,499 (2018)

Admitted values: 17,859 (2020), 15,141 (2019), 14,384 (2018)

Enrolled values: 4,175 (2018), 4,364 (2019), 4,144 (2020)

Years: 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020

Y-axis: 0, 5,000, 10,000, 15,000, 20,000, 25,000

ECU
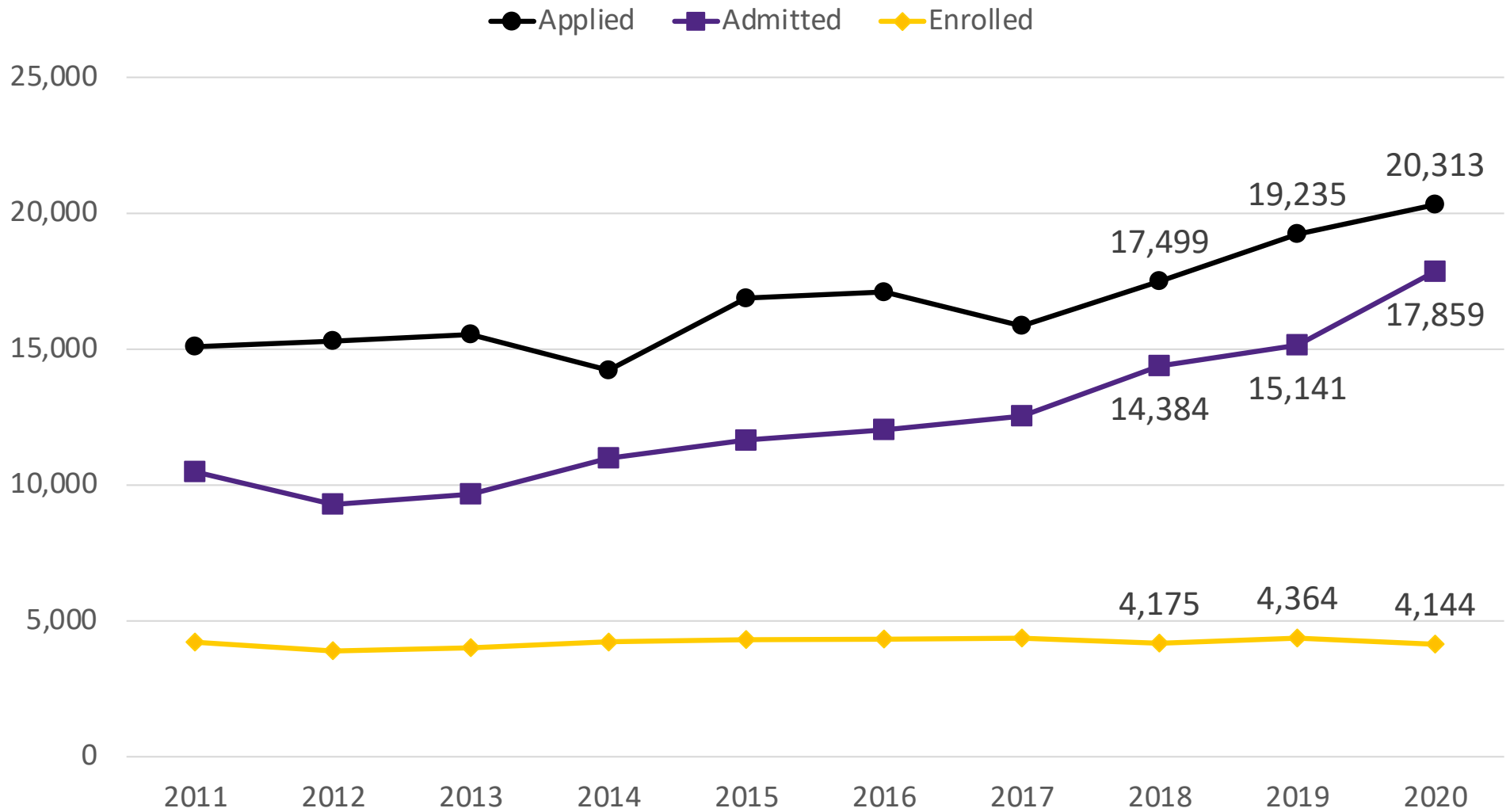
Transfer Application and Matriculation
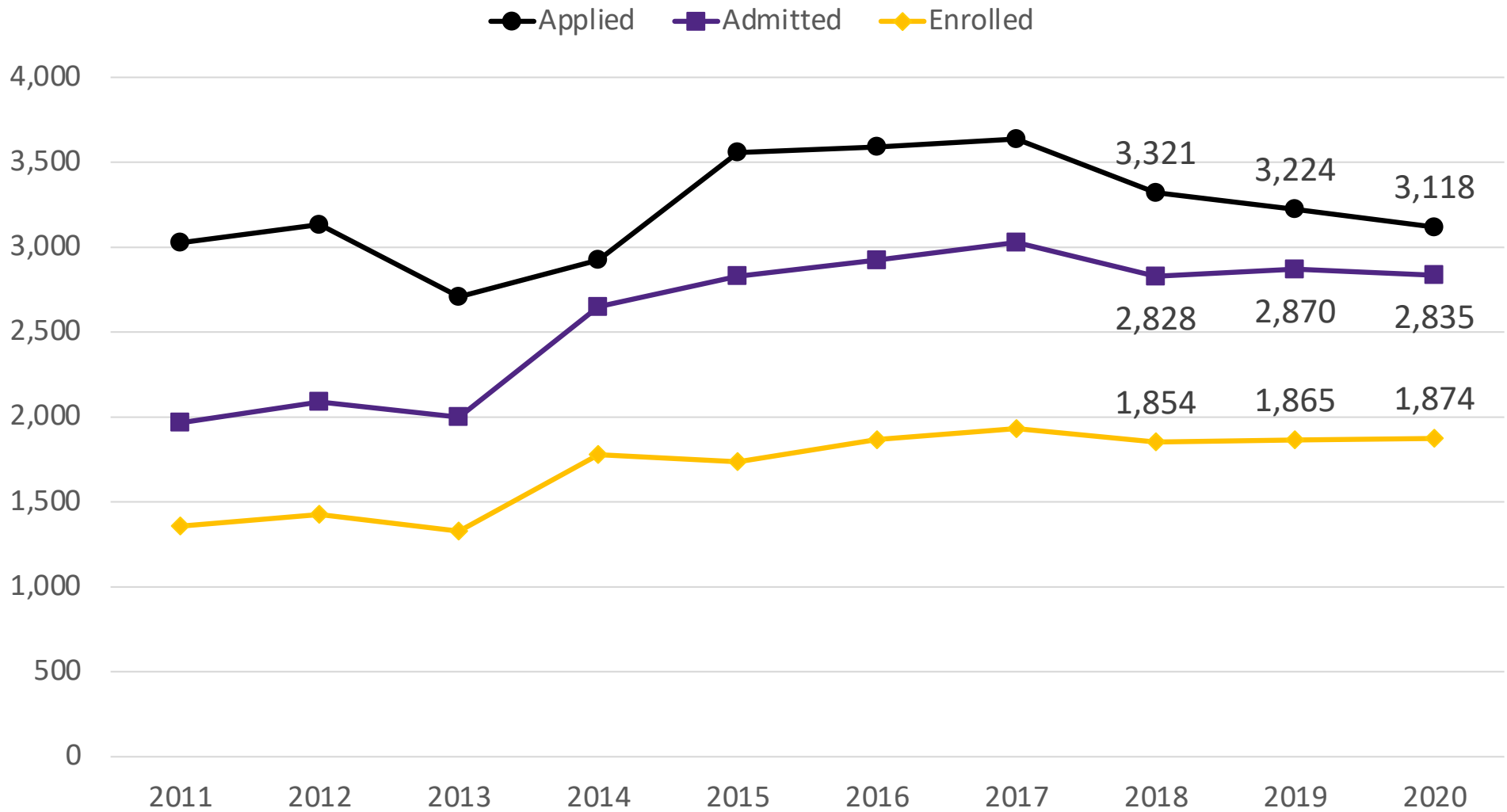
Graduate Application and Matriculation
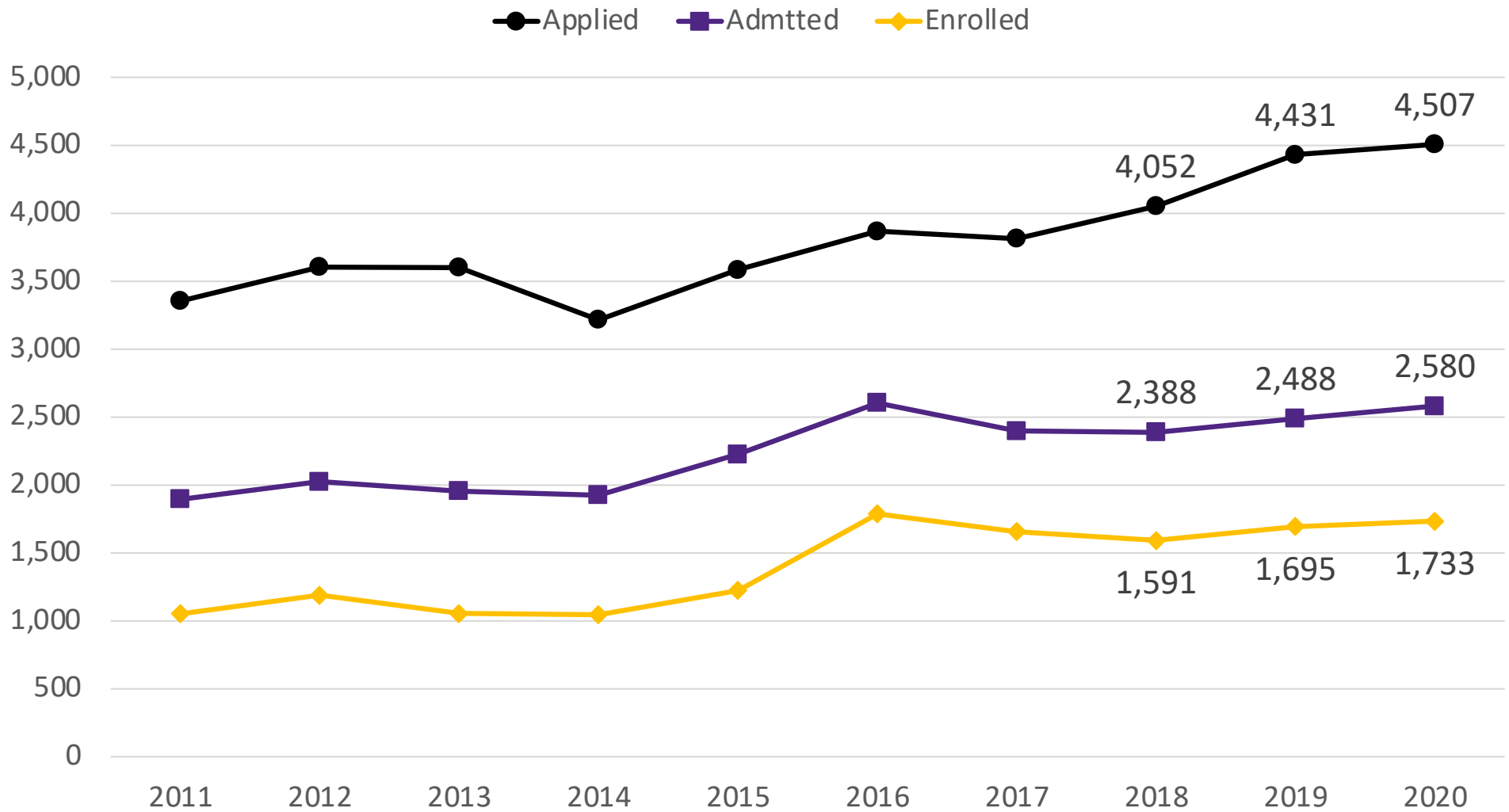
Excludes medical, dental, and graduate non-degree. Prior to 2016 excludes post-baccalaureate certificate.

Five-Year Graduation Rate
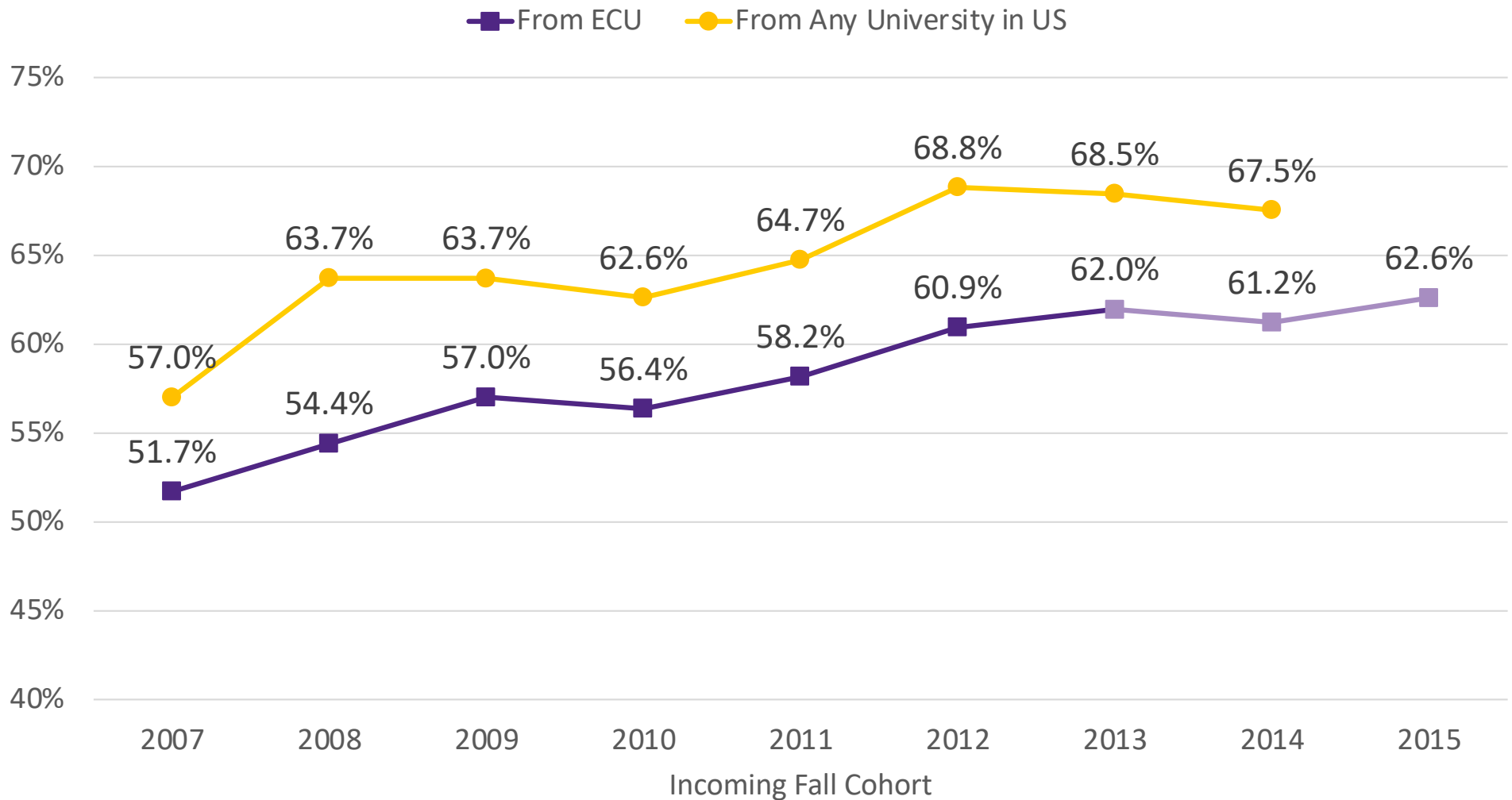
"From any Accredited Institution" as reported by UNC-SO. "From ECU" as reported to IPEDS. 2013, 2014, 2015 cohort rates are preliminary.

First-Year Retention Rate
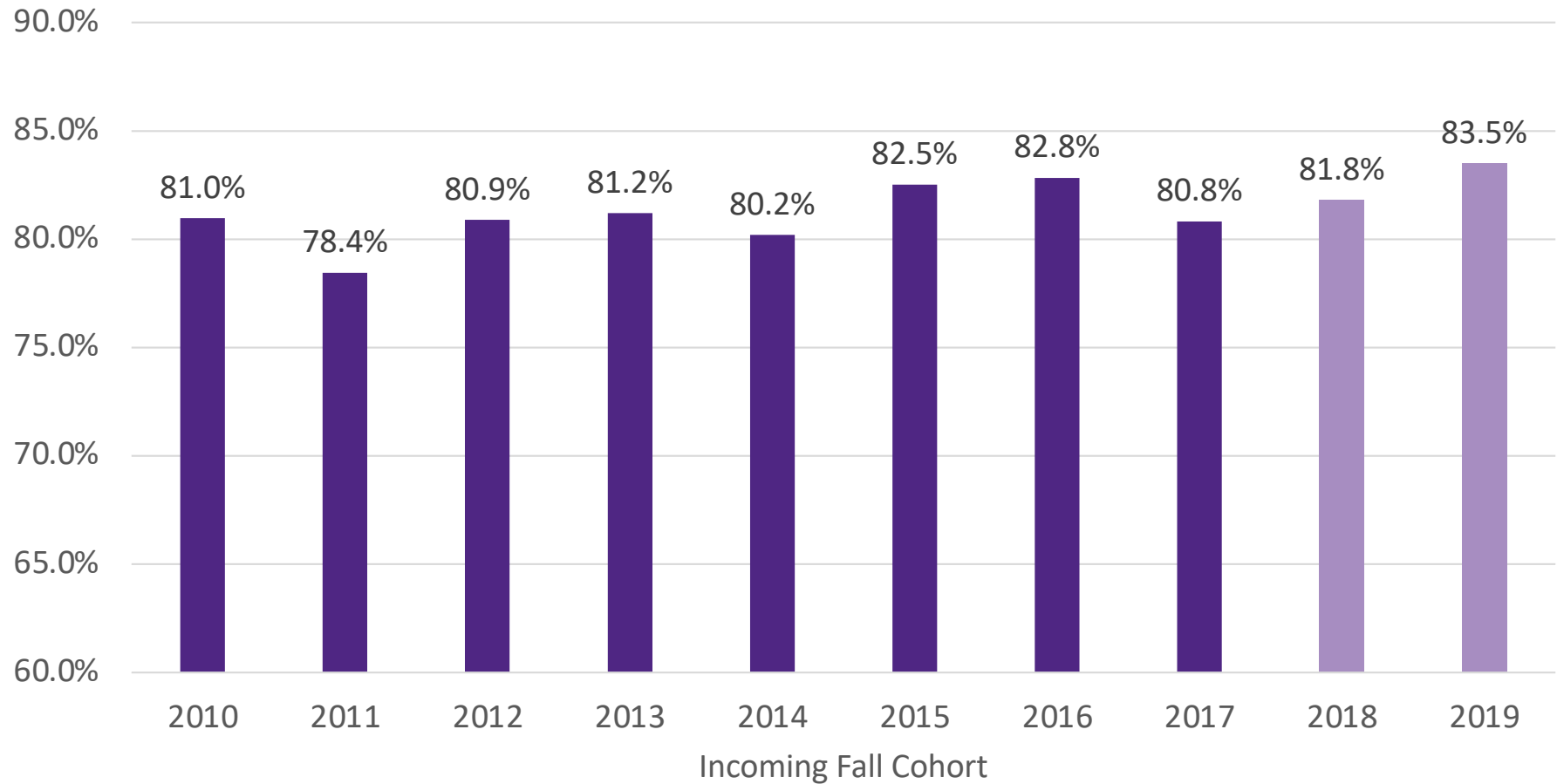
As reported to IPEDS. 2018 and 2019 cohort rates are preliminary.

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
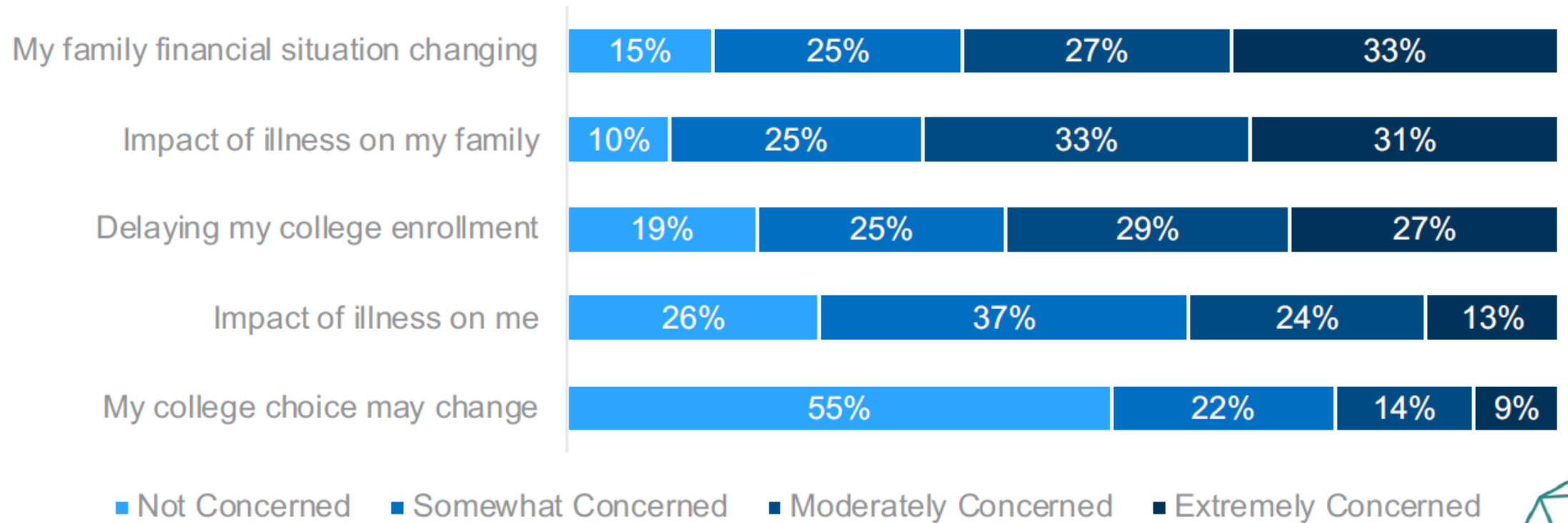
Niche Poll of High School Students

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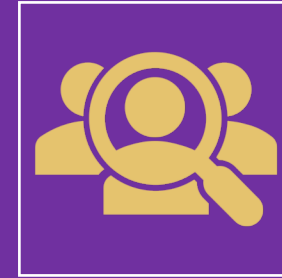
68% now rely more on college search sites, student reviews, and social media for their college search and decision making

ECU

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

Going Virtual:
Investing in Technology

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

Traditional Marketing & Communications

Email

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!

meme-generator.com

Questions?