



AGENDA
University Affairs Committee
September 9, 2021

- I. Approval of Minutes – April 22, 2021
- II. Review of Operational Metrics
- III. Informational Items
 - A. Coastal Research During the Pandemic
Mike Van Scott
Interim Vice Chancellor
 - B. Greenville ENC Alliance & Intersect East
Brad Hufford
Greenville ENC Alliance
 - C. Fall Enrollment Update
Grant Hayes
Interim Provost & Senior Vice Chancellor
for Academic Affairs
 - Ying Zhou
Director, IPAR
 - D. Honors College Update
David White
Dean of the Honors College



**University Affairs Committee
September 9, 2021**

Agenda Item: I. Approval of Minutes - April 22, 2021

Responsible Person: Leigh Fanning
Committee Chair

Action Requested: Approval

Notes:

University Affairs Meeting – Board of Trustees - April 22, 2021

- **Metrics**
 - **Academic Affairs – Grant Hayes**
 - Fall 2021 goals are trending well. April 1 was application deadline – we broke records for submitted and completed applications. We have 21,699 completed applications with still some more to be finished with supporting documents – this is a record by more than 2,000. We have held 15 of the 17 Admitted Students Days (last two are Friday). This has been a major collaborative experience by all divisions. Advising and orientation will be key programs to ensure we stay on target. Transfer applications are trending about 200 ahead of last year. Transfers tend to take action a bit later so our portal for transfers will stay open through June 28. PIER will open for May 14 and that is when incoming first year students can register. For graduate students admits, we are ahead of last year as well.
 - **Research – Mike Van Scott**
 - Research – sponsored programs is up (\$14.7 million) and some research awards are down (\$1 million), but that is not a concerning issue for ECU. He shared a month by month comparison for sponsored programs from 2013 to 2021 and the trends are very high and continue to push toward positive growth.
 - **Student Affairs – Virginia Hardy**
 - Housing – on track for housing contracts – April and May are high volume months for contracts. We actually have a lot of students that live on campus (about 500) are applying to return this fall.
 - Counseling visits for the spring are on target – there are some fluctuations during certain months, but not significant for concern. Many students are sharing that they like the teletherapy option, but others do not. We are diving into this and see what we should continue doing and how we should tweak it going ahead.
- **Action Items**
 - **CONFERRAL OF DEGREES - MOTION – Tucker Robbins made motion for conferral of degrees, seconded by Max Joyner – approved without dissent.**
 - **Faculty Senate Resolution Revisions #19-69 and #19-70**
 - These two resolutions have been reviewed by OUC and the Chancellor - **MOTION – Tucker Robbins made motion for conferral of degrees, seconded by Max Joyner – approved without dissent.**
- **Artificial Intelligence in the Admissions Process**
 - Chancellor Rogers introduced a topic regarding investing in digital technologies and we should utilize this to move our student success mission forward. Chat Bot, AI, and virtual tutors and teaching assistants are the type of topics that ECU needs to be involved in and seeing where we can be involved. We have already started using Chat Bots here at ECU.
 - Stephanie Whaley shared the latest ways ECU Admissions is using AI for our processes.

- AI is a computer program that automatically learns, improves and performs tasks in a way that resembles what we consider human intelligence. This gives us real time communication options 24/7 with those that have questions.
- ECU partnered with Admit Hub for this front-line support. When a question comes in, if the Chat Bot is certain of the answer it responds in two seconds. If not certain, it sends the message to a human and when the human responds the Chat Bot learns from the response and grows more intelligent.
- Stephanie shared some of the communications (two per month) that are sent to admitted students. The early communications discuss fun facts, trivia and traditions. ECU Admissions also uses nudges to align with deadlines like scholarships and FAFSA.
- More than 6,000 students initiated a message to PeeDee on their own and outside of the campaign pushes. These happen 24/7 and the Chat Bot is answering about 97% of the questions initiated by the student.
- Topics for the questions include Housing, FAFSA, Academics, Services, Financial Aid and Admissions. This feature allows us to better utilize human staff time too.



**University Affairs Committee
September 9, 2021**

Agenda Item: II. Review of Operational Metrics

Responsible Person: Grant Hayes
Interim Provost

Virginia Hardy
Vice Chancellor for Student Affairs

Mike VanScott
Interim Vice Chancellor - REDE

Action Requested: Information

Notes:



**University Affairs Committee
September 9, 2021**

Agenda Item: III. B. Greenville ENC Alliance & Intersect East

Responsible Person: Merrill Flood
Director of Planning & Development

Brad Hufford
Greenville ENC Alliance

Action Requested: Information

Notes:

LEASING BEGINS ON NATION'S FIRST PACESETTER INNOVATION HUB LOCATED IN GREENVILLE, NORTH CAROLINA

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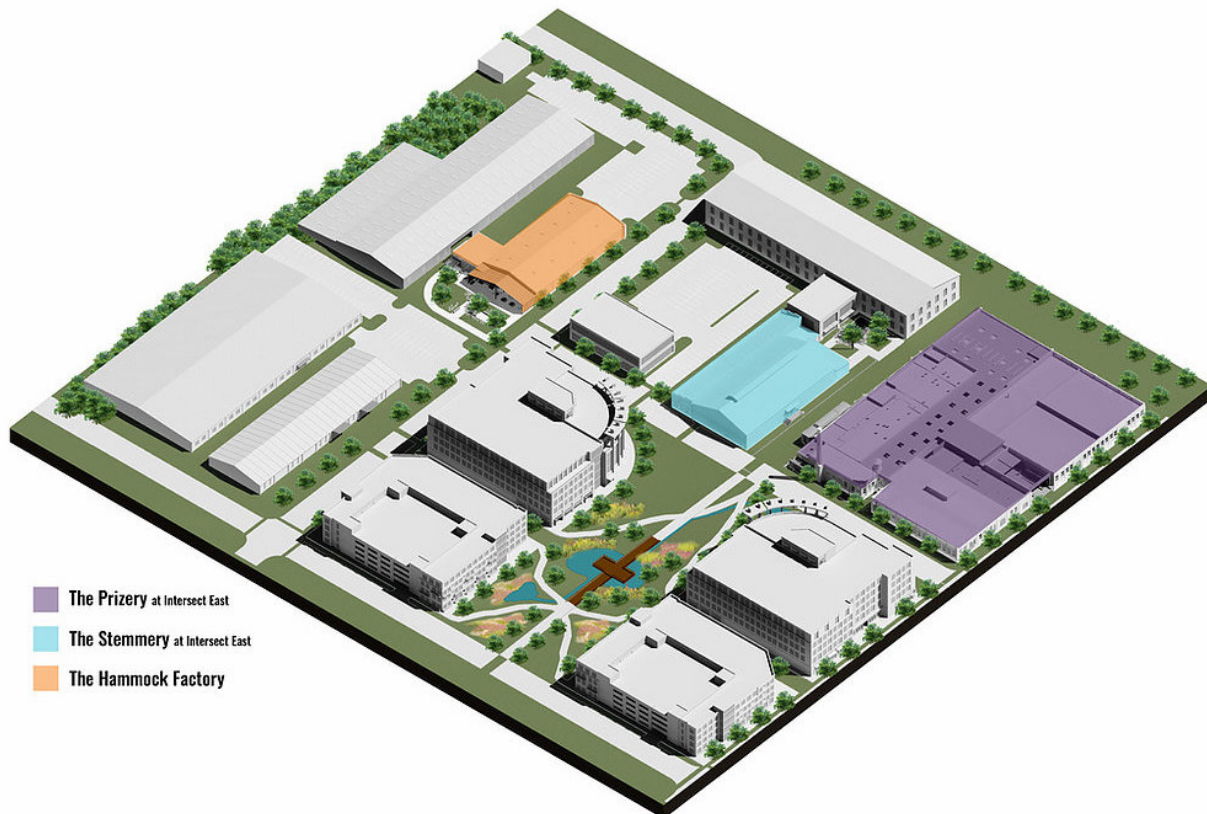
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GREENVILLE, North Carolina - A state-of-the-art innovation campus being developed in North Carolina will be the first of its kind nationwide. Leasing for [Intersect East](#), a public-private partnership between East Carolina University and Elliott Sidewalk Communities, has begun as construction is expected to start by the end of 2021. The unprecedented campus will utilize historic buildings and warehouse space on 19 acres at the corner of Evans and Tenth Streets in downtown Greenville.

“Intersect East will be the nation’s first Pacesetter Innovation Hub,” said developer Tim Elliott. “We’ll have an urban, mixed-use campus product downtown that integrates research, industry, housing, culture, and office space all in one package.”

Elliott is the managing partner and chief visioning officer for [Elliott Sidewalk Communities](#). As the lead developer and project manager for Intersect East, he is eager to see how this project can impact economic development in the eastern region of North Carolina.



“Greenville has incredible assets. There is a university that’s 30,000 students strong, a medical research institution, several pharmaceutical corporations, a regional airport, abundant access to waterways, not to mention plenty of room to grow,” said Elliott. “Intersect East will be the development project that brings all of these economic assets together in harmony.”

The concept of a [Pacesetter Innovation Hub](#) will create a vibrant and innovative environment that marries academia, business, and downtown living. The partnership between ECU and Elliott Sidewalk Communities expands ECU’s [innovation and research campus](#), commonly referred to as the millennial campus. Merrill Flood, the director of millennial campus planning and local

community affairs for ECU, works as part of the team that leads efforts to develop the network for the university's innovation campus. He says Intersect East is being strategically planned as an area that stimulates discovery, innovation, and collaboration by ECU faculty, staff, and students with businesses, industries, and other partner organizations located within Greenville and eastern North Carolina.

“Innovation campuses extend the knowledge and talent of universities into the community to continue servicing the area and solving the challenges faced by the partners identified,” explained Flood. “This campus will continue to transform and prepare Greenville and the surrounding region for the future in the areas of research, advanced manufacturing, workforce development, and talent retention.”



The millennial campus, along with Intersect East, will focus on commercializing research discoveries that benefit regional industries. The campuses feature state-of-the-art labs and collision spaces that foster interaction and stimulate new ideas.

“Innovation campus developments serve as catalysts that grow economic opportunity and prosperity in communities where located,” said Flood. “Intersect East will attract economic investment from industries and businesses that seek to advance their specific product through innovative design and discovery.”

Across the intersection from Intersect East is ECU's newest facility, a \$90 million building dedicated to life sciences. The 141,500-square-foot [Life Sciences and Biotechnology Building](#) features four stories with wet bench and computational laboratory spaces for researchers across a variety of academic disciplines.

“The adjacency and proximity will result in shared innovations in the areas of advanced manufacturing and transfer of technologies between the Life Sciences and Biotechnology Building and Intersect East campus,” said Flood. “The two areas are tactically placed to promote collaboration to outside partners of ECU in a true urban campus network environment.”



According to ECU, the ultramodern building will be home to the university's department of biology with researchers and experts in the fields of biotechnology, bioprocessing, biophysics, biofuels, imaging and sensor development, and environmental engineering.

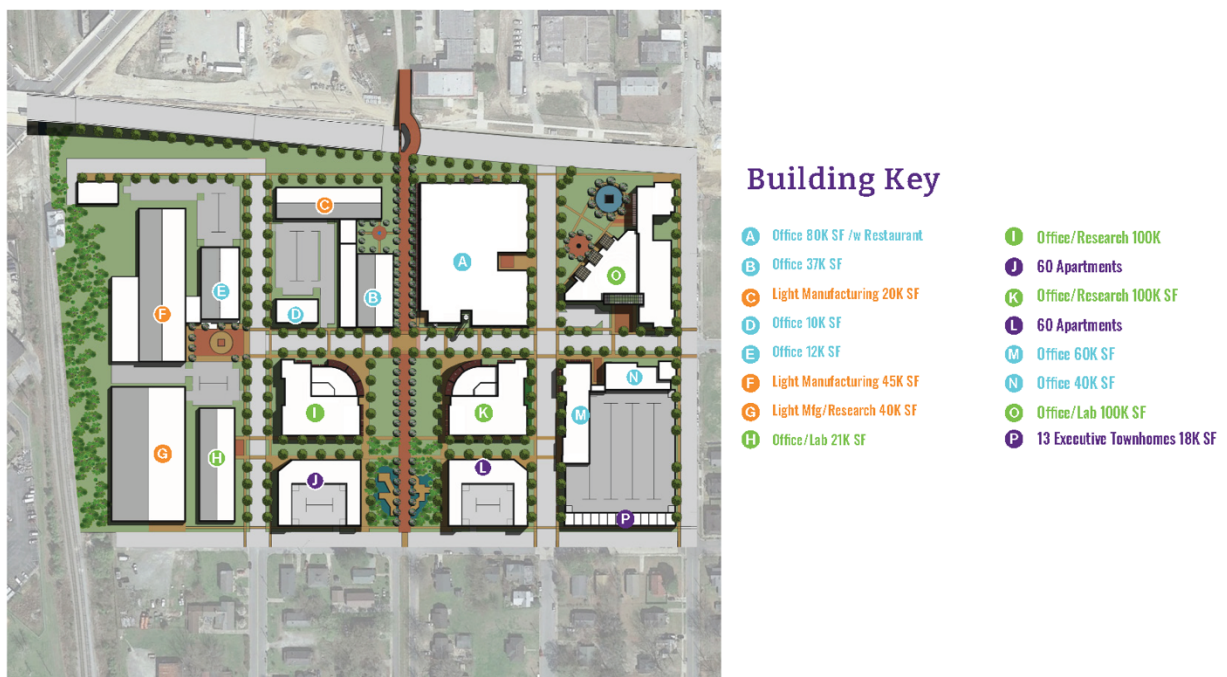
“This unique public-private partnership is where investment meets development,” said Brad Hufford, vice president of business development at the [Greenville Eastern North Carolina \(ENC\) Alliance](#). “Having this type of R&D space in our community will help us market Greenville to industries around the world.”

The Greenville ENC Alliance is an economic development organization focused on [attracting new business](#), additional investment, and higher paying jobs to Greenville and Pitt County. The organization targets the advanced manufacturing, life sciences, and medical device/supplies industries due to the area’s existing workforce, resources, and cost structure that allow them to prosper and succeed.

“The vision for Intersect East will put Greenville on the map for office headquarters and laboratory projects that historically have not looked at our community,” said Hufford.

The Greenville ENC Alliance’s business development team is currently working with Elliott Sidewalk Communities to find tenants for more than 875,000 square feet of space for Class A office, light manufacturing, and research and development.

“Intersect East will build off of the history of tobacco in our community and demonstrate the transition to the science and high-tech jobs of the future,” shared Hufford. “We’re looking forward to assisting with the placement of tenants in this dynamic and one-of-a-kind space.”



Phase 1, which is [now leasing](#), includes the Prizery, Stemmary, and Hammock Factory buildings. Just outside their doors will be on-site dining options, as well as a green space that fosters community and promotes innovation exchange. The Prizery is a one-story building with 72,000 square feet of Class A office/mixed-use space. Nearby is the Stemmary, offering two floors of Class A office space that totals 32,000 square feet. The Hammock Factory is a one-story building that includes 12,000 square feet of premium office space. Looking ahead to Phase 2, Station East will be available to pre-lease in January 2022. This four-building industrial property space is a combined 103,000 square feet. Additionally, Station East has an outdoor green space and walkable options to grab coffee, breakfast, and lunch.

“Intersect East is unique in that this isn’t just a space for white lab coats. We believe that there are champion regional businesses that will benefit from this innovative and convenient location,” said Elliott. “In the eastern North Carolina region, we’re not yet known for our research and innovation. That’s all about to change thanks to Intersect East in Greenville’s center city area.”

The site connects ECU to the bustling Dickinson Avenue Arts District, which has several more historic buildings and local landmarks. Along with office and research space, Intersect East also has luxury living options, restaurants, markets, and generous green spaces that offer gracious and convenient living.

“In addition to the industry aspect, we add in the concepts of where you live, where you work, where you learn, and where you play. This will allow Intersect East to differ from other innovation campuses in North Carolina and along the East Coast,” shared Elliott. “While others focus solely on work, we have so much more in Greenville. This is where work meets urbanity, greenery, and entertainment – just a few steps away from Intersect East.”

To learn more about Intersect East and potential leasing opportunities, visit its website: www.intersecteast.com

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Research and Innovation Campus Project Update

Board of Trustees

University Affairs Committee

September 9, 2021



Intersect East Project Highlights 2021

- First acre tract leased by Elliot Sidewalk Communities (ESC) on April 1, 2021 as specified in the executed project development agreement
- Final approvals obtained from the NC Council of State on June 1, 2021 along with property transfer closing documents approvals (Deed and Final Plat) from the NC Attorney General's office in mid-July 2021.
- Transfer of designated historic properties receiving NC Mill Historic Tax Credit allocations occurred August 12, 2021, paving the way for start of construction.
- Working with the local delegation of the NC General Assembly to extend NC Mill Tax Credits. The drafted Bill introduced extends the deadline for completion of construction on buildings with the credits for January 1, 2025. Final approval of this Bill is anticipated as part of the adoption of the State's Budget.
- ESC has submitted plans for review under the U.S. Secretary of Interior's Standards for Historic Places and NC Historic Preservation Office, preliminary approvals received.
- Construction activities targeted to start this fall.
- ESC is still working under the scenario for a December 31, 2022 construction completion timeline in the event that the NC Mill Tax Credits are not extended.
- Project construction "Kick-Off" event is being planned for October 5, 202, at 11:00 AM, at the Export Leaf building site area.
- Over the next decade, ESC plans to invest \$325 million at the Intersect East Campus.



(Aerial Rendering of the Intersect East Campus, courtesy of Elliott Sidewalk Communities)

Intersect East Project Highlights 2021 continued

- We continue to field requests by industries and companies considering locating to the campus and who want to develop collaboration relationships with ECU.
- Over 20 industries and companies have expressed an interest for locating and partnerships with 10 companies continuing next phase discussions prior to construction activities.
- The College of Engineering and Technology will be the initial ECU presence on campus occupying 10,000 square feet within the Export Leaf building. The College will develop and operate a Smart Manufacturing and Maintenance Facility.



(Interior Campus Rendering of the Intersect East Campus, courtesy of Elliott Sidewalk Communities)

For Additional Information Contact:

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<https://www.intersecteast.com/>



**University Affairs Committee
September 9, 2021**

Agenda Item: III. C. Fall Enrollment Update

Responsible Person: Grant Hayes
Interim Provost & Senior Vice Chancellor
for Academic Affairs

Action Requested: Information

Notes:



**University Affairs Committee
September 9, 2021**

Agenda Item: III. D. Honors College Update

Responsible Person: David White
Dean of the Honors College

Action Requested: Information

Notes: