

AGENDA

University Affairs Committee

- I. Approval of Minutes – Action

- II. The Power of Partnerships
 - a. Recruitment & Retention
 - i. Impact of Residential Life
 - ii. The Pirate Experience
 - iii. Academic Success

 - b. Research as a Workforce Development Strategy



**University Affairs Committee
September 15, 2022**

Agenda Item: I. Approval of Minutes - April 28, 2022

Responsible Person: Dave Fussell
Committee Chair

Action Requested: Action

Notes:

University Affairs Meeting – Board of Trustees
April 28, 2022
Main Campus Student Center

BOT Committee Members Attending: Leigh Fanning (chair), Chandler Ward, Tom Furr, Jeff Roberts and Vince Smith.

Other BOT members attending: Jim Seagrave, Scott Shook

Meeting started at 2:34pm.

Ms. Fanning opened the meeting at 2:34pm by reading the conflict of interest statement as well as the Jurisdiction Review and Conduct Statement for University Affairs.

Meeting from the February 10, 2022, UA meeting were approved without dissent

- **Operational Metrics**

- Research Metrics – Mike Van Scott – we have exceeded our goal for the last two years and are on track for passing that this year
- Student Affairs – Virginia Hardy – We are continuing to see students as the semester ends and throughout the summer even with less staff. We will be trying to recruit more counselors for the fall.
- Student Affairs – Virginia Hardy – housing is lagging a bit behind but have between March 30th and April 25th we have 2,436 housing commitments. Returning students will have the option for single rooms soon and we are focusing of options for transfer students too. If they have paid their deposits, we are letting them pick their rooms now.
- Academic Affairs – Grant Hayes – As of Monday, April 25th we are down (year to date) by 3.9% in applications (most all of this is in-state students). Out of state new freshman applications are up. New freshman enrollment deposits are down 7.4%, transfer applications are down 8%, and transfer deposits are down 10%. New graduate admits are down 21 students and overall enrollment is down 260 students (18,560).

- **Agenda Item**

- **Student Enrollment and Recruitment Update – Stephanie Whaley**
 - She shared some information about our Admitted Students Events (Pirates Aboard) – 1,240 in Fall 2021 and 1,900 in Spring 2022. We had about 6,000 total guests in March 2022. We also hosted multiple Admitted Student Fridays and Hoist the Colors events with 499 students attending those events, which gave us a 48% increase for admitted student events from last year to this one.
 - Stephanie shared the various ways to communicate with students in many ways (emails, texts, social media, digital, videos, etc.). Tik Tok has been an added element for outreach. Digital advertising is stepping up and have options for things like Hulu and Roku.

- ECU has been doing Yield Encouragements with things like No Quarter Flags, License Plate Mailers, Yard Signs and T-Shirts.
 - We expect to see the largest bump over the weekend around May 1st. There are 7,000 fewer high school seniors graduating in NC – so to be only a couple hundred behind is pretty impressive.
- **Intercollegiate Athletics Survey Report**
 - Provost Hayes gave options for questions about the report which was provided in the board materials. No questions.
- **Conferral of Degrees**
 - “I move that the candidates for degrees, as approved by the Chancellor and the Faculty Senate, be authorized for conferral at the annual Spring Commencement on Friday, May 6, 2022.”
 - **MOTION – Chandler Ward made motion for conferral of degrees, seconded by Jim Seagrave – approved without dissent.**
- **Center for STEM Education Designation**
 - Mike Van Scott followed up on the board materials report to remove the designation of “center” related to STEM education. He believes are taking resources away from the STEM programs and the request is to remove the designation
 - **MOTION – Chandler Ward made a motion to remove the center designation and move the program to the College of Education. Vince Smith seconded the motion. Approved without dissent.**
- **Patents and Commercialization**
 - Chancellor Rogers offered opening remarks about how ECU is improving in these categories. Marti Van Scott explained more about the specifics at ECU. The three categories include intellectual property, industry testing and licenses. Many of our research endeavors are multidisciplinary in nature which is a trend we need to continue to do as go forward. We are pushing beyond just having new inventions or patents created but are also looking to make sure they are functional and worthy of the funding support each receives. We have gone from having one start up business every other year to multiple per year.
 - Carlisle Rogers talked about the future for innovation. Topics include natural resources, digital, educational, collaborative IP, biomedical accelerator, and reagents. He shared examples of issues in North Carolina (skin cancer, west Nile virus, opioids and athlete health) and how we have faculty members combatting these issues and have all created startups.
- **Pirate Entrepreneurship Challenge Student Winner**
 - Michael Harris from the Miller School talked about the Entrepreneurship Challenge being created but is open to the entire campus. More the 375 teams have received more than \$400,000 in prizes in 5 years. He introduced the winner

of the year five challenge. The student winner, Jamarus Payton, shared his story and how he won the challenge. He created Carolina Chicken and Waffles and talked about how the concept came to being. The mobile idea allows his company is to reach more diverse communities in eastern NC. He is looking to expand and partner with breweries and grow his franchises in Wilmington, Rocky Mount, Jacksonville, Greenville, and other areas.

Moved to Closed Session at 3:38pm

Returned from Closed Session at 3:44pm

Meeting Adjourned at 3:45pm



**University Affairs Committee
September 15, 2022**

Agenda Item: I. The Power of Partnerships

Responsible Person: Dr. Robin Coger
Provost

Dr. Virginia Hardy
Vice Chancellor for Student Affairs

Action Requested: Information

Notes:

Recruitment and Retention

- Impacts of Residential Life
- The Pirate Experience
- Academic Success



**University Affairs Committee
September 15, 2022**

Agenda Item: I. B. The Power of Partnerships

Responsible Person: Dr. Sharon Paynter
Chief Research Officer

Action Requested: Information

Notes:

B. Research as a Workforce Development Strategy