

AGENDA
Committee on Strategy and Innovation
February 12, 2026

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|------|--|-------------|
| I. | Call to Order & Approval of Minutes – November 13, 2025 | Action |
| II. | Mission Priority 1.2 in Practice: Experiential Learning at ECU | Information |
| III. | Adjourn | |



AGENDA ITEM

- I. Call to Order and Approval of Minutes – November 13, 2025..... Tom Furr
Committee Chair

Situation: Approval of the minutes from the Committee on Strategy and Innovation on November 13, 2025, is required.

Background:

Assessment:

Action: This item requires a vote by the committee.

DRAFT MINUTES

Thursday, November 13, 2025, at 11:45 a.m.
Via Videoconference and Panopto Livestream
ECU Main Campus Student Center, Room 249
501 E. 10th St.
Greenville, NC 27858

This meeting of the Committee on Strategy and Innovation was presided over by Committee Vice Chair Jim Segrave. The following committee members, constituting a quorum, were also present in person: Nick Crabtree, Matt Crisp, Van Isley, Jim Segrave, Daniel Walker, Vanessa Workman.

ECU staff present included Chancellor Rogers, Chris Dyba, Chris Locklear, Stephanie Coleman, Sharon Paynter, Megan Kiser, Jeannine Hutson, Chris Buddo, Brandon Frye, Megan Ayers.

I. Call to Order and Approval of the Open Minutes

Committee Vice Chair Segrave called the meeting to order at 11:45 AM on November 13, 2025. The open session minutes from the October 2, 2025, committee meeting were approved by unanimous consent.

II. Agenda Item – Marketing & Branding Update

Chancellor Rogers invited SimpsonScarborough to present to the committee on their work focused on branding and marketing in the competitive higher education sector; the creative concept developed for ECU; the challenges facing universities today; and the importance of building and maintaining a comprehensive brand system and strategy.

- Project update: Jason Simon and Vanessa Theoharis of SimpsonScarborough walked the committee through their findings in the work the agency has done for the university over the past year. In phase 1 they went through a discovery process including reporting, conceptual framework, and marketing scorecard. Phase 2 included brand and creative strategy, and phase 3 will be brand activation.
- ECU's creative platform: SimpsonScarborough focused on boldness: bold color, bold font, bold photography creating warmth and movement. The platform was tested with external and internal audiences with the goal of understanding big-picture experiences. The loyal and bold concept tested well externally. Internally it was striking, energetic, exciting.
- Go-to-market strategy (3-4 year plan): The short term outcome is to affirm and strengthen ECU's position among its key in-state public and private competitors for students and reputation.
- Objectives:
 - Obj 01: positively shift brand perceptions, attitudes, and experiences among all audiences.

- Obj 02: Increase awareness of ECU's research enterprise and impact on rural health, regional economy, and social mobility.
- Obj 3: Increase enrollment, especially among high-ability undergrads and research-focused graduate students.
- Obj 4: Celebrate faculty excellence and boost faculty experience.
- What's next: revise ECU branding guidelines and the style guide
 - Gain buy-in across schools and colleges to unify as one ECU; create internal and external brand voices and maximize results.
 - Activate key aspects of the campaign strategy to reestablish dominance in EC and not lose to any other regional publics in the area.
 - Build stronger connections across marketing, enrollment, and advancement to boost performance.
 - Develop a long-term strategy to address long term regional and national reputation.

There being no further business and without objection, the meeting was adjourned at 12:21 PM

Submitted by:

Kimrey Miko
Office of the Chief of Staff

AGENDA ITEM

I. Mission Priority 1.2 in Practice: Experiential Learning at ECU

Situation: Recent Board discussions have appropriately centered on strategic priorities including enrollment, student success, fiscal health, and ECU Health. For this meeting, there is an opportunity to complement those macro-level conversations by showcasing high-impact examples of ECU students applying classroom learning in real-world settings. These examples illustrate how the university's strategic priorities translate into measurable outcomes and visible impact. This session would reinforce two critical institutional priorities:

1. Advancing real-world student success through transformative experiential learning.
2. Demonstrating program models that align with emerging fiscal realities and workforce demand

Background: ECU's Strategic Plan Mission Priority 1.2 emphasizes expanding access to transformative experiences that improve student success and career readiness. ECU has numerous programs across the university that exemplify this goal at a high level. The committee will hear from three of those areas today.

Black Sail Fund (College of Business) – Led by faculty member Matt Slate, this student-managed investment fund provides immersive experiences in finance, entrepreneurship, and strategic decision-making.

ECU Robotics Team (College of Engineering & Technology) – Fresh off a national competition win, this interdisciplinary team engage in applied engineering through design, testing, complex problem-solving, while developing teamwork, project management skills that directly translate to workforce readiness.

Guatemalan Study Abroad Program (College of Nursing) – Nursing students provide education and care in free clinics while studying abroad, applying clinical knowledge in global health settings. This program combines service, experiential education, and cultural competency, preparing students to practice in diverse and underserved communities.

Assessment: This set of presentations will demonstrate how ECU students translate academic learning into practice, leadership, and service. The session would serve as a strategic narrative bridge: linking institutional priorities to visible student outcomes, reinforcing ECU's value proposition, and showcasing scalable models of experiential education that align with fiscal stewardship and workforce needs.

Action: This item is for information only.