



**AGENDA**  
**Committee on Strategy and Innovation**  
**September 28, 2023**

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|------|---|---|
| I.   | Approval of Minutes, April 27, 2023                     | Tom Furr<br>Committee Chair   |
| II.  | ECU's Commitment to Student Success<br>Panel Discussion | Sharon Paynter<br>Acting Chief Research<br>Officer  |
| III. | Carnegie Update   | Jeannine Manning Hutson<br>Chief Communications<br>Officer and Director of<br>University Communications<br><br>Scott Ochander<br>Chief Leadership Strategist<br>and Partner<br>Carnegie<br><br>Kevin Kirk<br>Director of Client Success<br>Carnegie |



**AGENDA ITEM**

- I. Approval of Minutes .....Tom Furr, Committee Chair

**Situation:** Approval of the minutes from the April 27, 2023.

**Background:** N/A

**Assessment:** N/A

**Action:** This item requires a vote by the committee.

**Minutes**  
**Committee on Strategy and Innovation**  
**April 27, 2023**

The Committee on Strategy and Innovation met in regular session on Thursday, April 27, 2023. A quorum of committee members was established.

The first item on the agenda was a recap from the Chancellor on ECU's Strategic Plan refresh, entitled Future Focused, Innovation Driven. The plan has gone through the initial phase and is now moving into the next phase of development. ECU's commitment to being a national model for student success, public service, regional transformation has not changed. This plan is intended to be the intersection of ECU's mission, vision, and values. Vision priorities include social and economic mobility, workforce success, and rural health and well-being. Now units will have the opportunity to really put their mark on this plan. Special thanks to Strategic Plan co-chairs Sharon Paynter and Ravi Paul, and all the faculty and staff who have spent a lot of time on this plan.

This committee also heard a legislative update from ECU's legislative liaisons Michelle Brooks and Karson Nelson. The committee was educated on how the System Office establishes its budget and policy agenda, as well as the State Budget Process. Ms. Brooks and Ms. Nelson reviewed the BOG approved priorities for FY 2023-25 as well as the status of the House, Senate, and Governor's budgets. ECU is grateful for the generosity thus far from the House and Governor's version, although there is a long way to go! Special thanks to Michelle and Karson for their work advocating for the UNC System and ECU in Raleigh and beyond.

The committee also heard an ECU Health Update from Dr. Mike Waldrum. The committee was pleased to have ECU Health Board Chair and former ECU Board Chair Bob Greczyn in attendance yesterday. Dr. Waldrum's update included the work of the Joint Operating Committee, or "JOC," the core elements, and milestones of the integration as well as the timeline of work. The highlight of the meeting was getting to meet and hear from Ryan Dickerson, a 3<sup>rd</sup> year medical student in the Brody School of Medicine, Class of 2025. Ryan is one of four Brody Scholars in his class. The Brody Scholars is a prestigious award allowing students to progress through the curriculum without the worry of debt while engaging in formative mentoring and learning opportunities. Ryan has had the opportunity to teach students in the DPT and CRNA programs as part of his training and is conducting research into lab-based learning practices in an effort to improve the learning experience for future students.

The committee had no action items.

Respectfully submitted,  
Megan Ayers  
Assistant Secretary to the Board of Trustees

**AGENDA ITEM**

- II. ECU’s Commitment to Student Success: Opportunity in a Time of Great Change ..... Robin Coger  
Provost  
Sharon Paynter  
Acting Chief Research and Engagement Officer

**Situation:** ECU delivers on its commitment to student success through coordinated programming aimed at propelling students along an academic pathway to graduation and, ultimately, employment. In a time of great change in the higher education industry, programs that foster the combination of transferable “soft skills” alongside technical knowledge are well-poised to meet employer demands. Innovative partnerships between universities, industry, and community-based organizations – both in the public and private sectors – can create learning opportunities beyond classrooms to build student competencies in workplace environments.

**Background:** High impact practices – paid internships, participation in faculty mentored research teams, experiential learning – are well established as critical components of a meaningful and valuable college experience. Some studies (National Association of Colleges and Employers, 2019) have shown that as many as 70 percent of students received job offers after completing internships. Strada Education Foundation released a 2022 report showing that paid internships increase first-job salaries by \$3,000 and improve student confidence about their careers. Internship programs give employers opportunities to bring in new ideas and perspective and establish meaningful relationships with higher education institutions. University-industry partnerships can also enable companies and public sector organizations opportunities to generate cutting edge research and innovation in addition to providing proximity to talent pipelines that improve workforce sustainability.

**Assessment:** The goal of this panel presentation is to demonstrate East Carolina University’s commitment to student success from the time a student begins their academic journey through graduation and employment. Panelists will share their experiences and insights gained through internship programs, research teams, and other experiential learning opportunities. The panel includes a current student who has completed professional internship experiences, a faculty member who supervises experiential learning opportunities, an industry partner who hosts interns, and a recent alumnus whose experiential learning opportunities led to post-graduation employment.

**Action:** This item is for information only.

**AGENDA ITEM**

III. Carnegie Presentation .....Jeannine Manning Hutson  
Chief Communications Officer &  
Director of University Communications

**Situation:** Presentation of Carnegie’s analysis, findings

**Background:** Carnegie, a national recognized higher education marketing and strategy group, was engaged by the university to conduct research related to enrollment marketing materials and to ECU’s place in the competitive higher education landscape. Focus was on the following questions:

- Who ECU says it is
- Who the unbiased market perceives ECU to be
- What positions ECU’s competitors are claiming to be in the marketplace and
- Recommendations that provide clear direction on using the opportunities in front of ECU

**Assessment:** Using the reputation strategy overview information, including competitive analysis and ECU’s personality archetype, university messaging from enrollment marketing materials to social media posts will begin to integrate the “persona” of the institution.

**Action:** This item is for information only.

# Understanding the Archetypes

We are global leaders in the application of archetype theory for organizations and teams

Humans understand other humans better than anything else. We are genetically wired to relate our experiences, desires, and preferences to human personality. Our understanding of "Self" drives how we behave and interact with the world. At Carnegie Dartlet, we tap into that DNA and help organizations, places, and teams with attraction through the science of human connection. Nine distinct, color-named archetypes have been developed, tested, and refined over the last 15 years.



## INNOVATOR | YELLOW

*Brilliant and forward-thinking*

Driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress. Causes people to feel awe and amazement.



## SOPHISTICATE | PINK

*Sophisticated and refined*

Driven by experience, elegance, and beauty in all forms. Delivers excellence, finesse, and vitality. Values poise, intentionality, and beauty. Causes people to feel desired and important.



## EXPLORER | GREEN

*Adventurous and inquisitive*

Driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Value investigation, curiosity, and trailblazing. Causes people to feel intrigued and emboldened.



## COMPETITOR | MAROON

*Resilient and tenacious*

Driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work. Causes people to feel triumphant and inspired.



## CREATOR | ORANGE

*Creative and imaginative*

Driven by self-expression and artistry. Delivers something new that encourages creativity. Values originality, ideation, and new concepts. Causes people to feel constructive and expressive.



## ACHIEVER | BLUE

*Powerful and assertive*

Driven by growth and being a frontrunner. Delivers stability, pride, and strength. Values power, influence, and accomplishment. Causes people to feel confident and in control.



## PROVIDER | PURPLE

*Supportive and selfless*

Driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.



## REBEL | SILVER

*Daring and rebellious*

Driven by challenging and redefining the norm. Delivers empowerment, change, and boldness. Values independence, guts, and breaking with convention. Causes people to feel unrestrained and fearless.



## ENTERTAINER | RED

*Energetic and enthusiastic*

Driven to entertain and cause others to get excited. Delivers fun and the desire to amuse and uplift. Values energy, playfulness, and enjoyment. Causes people to feel exhilarated and happy.



## BEIGE

*Generic and confused*

Beige, though not considered a personality archetype in the model, is still an important consideration. Beige indicates one of two things: a completely neutral personality expression, or one that attempts to do everything at once.