AGENDA
Committee on Strategy and Innovation
September 28, 2023

I. Approval of Minutes, April 27, 2023
   Tom Furr
   Committee Chair

II. ECU’s Commitment to Student Success
    Panel Discussion
    Sharon Paynter
    Acting Chief Research Officer

III. Carnegie Update
     Jeannine Manning Hutson
     Chief Communications Officer and Director of University Communications
     Scott Ochander
     Chief Leadership Strategist and Partner Carnegie
     Kevin Kirk
     Director of Client Success 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.
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 3rd 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.

**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.

**EXPLORER | GREEN**
Adventurous and inquisitive
Driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Values investigation, curiosity, and trailblazing. Causes people to feel intrigued and emboldened.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.