AGENDA
University Affairs Committee
April 11, 2024

I. Approval of Minutes – February 15, 2024  Action

II. Operational Metrics  Information Only

III. Conferral of Degrees  Action

IV. Regional Transformation: Painting Eastern North Carolina Purple and Gold  Information

V. Closed Session
AGENDA ITEM

I. Approval of Minutes – February 15, 2024 ................................................................. Dave Fussell
   Committee Chair

Situation: Approval of the minutes from the joint meeting of the University Affairs Committee and
the Committee on Strategy and Innovation on February 15, 2024 is required.

Background:

Assessment:

Action: This item requires a vote by the committee.
Minutes from the JOINT MEETING of the Committee on Strategy & Innovation and the University Affairs Committee

February 15, 2024 – Main Campus Student Center and Online Meeting

The JOINT MEETING of the Committee on Strategy & Innovation and the University Affairs Committee of the ECU Board of Trustees met in person on Thursday, February 15, 2024.

Committee members present from the Committee on Strategy and Innovation:

Van Isley    Vanessa Workman    Carl Rogers
Javier Limon  Tom Furr (joining virtually)
Jeffrey Roberts  Scott Shook (joining virtually)

Committee members present from the University Affairs Committee:

Javier Limon    Vince Smith
Jeffrey Roberts    Vanessa Workman
Jim Segrave    Tom Furr (joining virtually)

Other Board members present:

Jason Poole    Cassie Burt

Guest:

Andrew Kelly, Senior Vice President for Strategy and Policy, UNC System Office

Trustee Jeff Roberts, Vice-Chair of the Committee, convened the meeting at 12:02PM. Chairman Roberts read the conflict-of-interest provisions as required by the State Government Ethics Act and asked if anyone would like to declare or report an actual or perceived conflict. None were reported.

I. Roll Call

Chairman Roberts called roll and a quorum was established.

II. Approval of Minutes

Chairman Roberts asked for the separate vote and approval of the minutes from the November 30, 2023 meetings of the Committee on Strategy & Innovation and the University Affairs committee. Each committee motioned to approve their minutes and received seconds. All were in favor.
Minutes from the JOINT MEETING of the Committee on Strategy & Innovation and the University Affairs Committee

February 15, 2024 – Main Campus Student Center and Online Meeting

Action Item

The minutes from the November 30, 2023 meetings of the Committee on Strategy & Innovation and the University Affairs Committee were each approved with no changes.

III. Operational Metrics

Board members were encouraged to reach out to Provost Coger with any questions about the updated operational metrics for the University Affairs Committee available in board materials.

IV. Return on Investment

Provost Coger introduced the first informational topic for the joint meeting, a presentation on the recent Return on Investment (ROI) Study submitted by the Board of Governors to General Assembly in November 2023. Dr. Coger thanked ECU’s IPAR team for their work in assisting the System Office with ECU data in the completion of this report and introduced Dr. Andrew Kelly, Senior Vice President for Strategy and Policy at the UNC System Office, who gave the committees a presentation: “ROI for ECU Graduates: Measurement, Drivers and Policy Implications.”

Dr. Kelly outlined the goals of his presentation for the committees: to share the increasing concern about the value of higher education, to overview the ROI efforts of the UNC System, to take a closer look at ECU ROI, and to discuss next steps and policy implications for the system and our institution.

Dr. Kelly began by discussing the relatively recent shift in public opinion regarding the value of a college education and the reasons for that shift, including the rising student costs and incurred debt. He described the basics in measurement for the ROI study and some general findings from the study and also spent some time discussing the shift nationally toward value-based accountability, including federal regulations to be implemented in 2025 and 2026.

Dr. Kelly shared more about the legislative mandate associated with the study and it’s guiding principles, and informed the committee of the firms SO partnered with in the study: Deloitte, Burning Glass and rpkGroup. The results of the study are reflected in three dashboards: ROI to Student // ROI to State // Institutional Context, and today’s focus in discussing ECU’s outcomes from the study is on Student ROI.
Dr. Kelly reviewed some data from ECU, noting especially that 96% of undergraduate programs and 92% of graduate programs at ECU were found to have positive ROI and noted that as a great report card.

Dr. Kelly then paused to take a few questions and spent a moment discussing limitations of the study, including a reminder that the study was based only on student completers, the inability of the data to track an individual who left the state, and the inability to account for those not working for a period of time. He also shared his thoughts on the reasons behind this study being commissioned.

Chancellor Rogers took a moment to thank Dr. Kelly and to share his enthusiasm for the work, noting the opportunity to improve and the many dimensions of this data and the results of the study.

Another question posed to Dr. Kelly was how we are or how we can go about communicating ROI to the public. Dr. Kelly noted this as a “next step” and acknowledged that this is a key challenge for higher education across the board, how to make the best tool for consumers to use. He mentioned seeking examples of success in this space in other states like Georgia and Texas, the investigating of relevant partnerships (CFNC, etc) or channels like existing relationships with schools/advisors. He also shared that he anticipates a longer-term strategy of shifting to a world where students don't feel like they in fact have to choose between pursuing employment and pursuing education.

Lastly, Dr. Kelly discussed the next steps and policy implications. He reiterated that he views the study as positive and a win for the system generally, with ECU’s results in particular being a good report card. He shared that the BOG included a transmittal letter outlining the set of actions to be taken by the Board, the president and System Office, and the chancellors of each constituent university in response to the report’s findings. Those actions include an immediate review by chancellors and other university leaders of low-ROI programs, the provision of machine-readable program-level datasets, a review of academic policies related to program approval and review, and development of data-sharing agreements with state and federal agencies. Dr. Kelly reviewed key questions for institutional leaders and how ECU (and the system office) should be moving forward.

Committee members had a few more questions for Dr. Kelly, including whether SO takes a holistic look what employers are looking for as well as what actions besides potential removal of low ROI programs were possible. Dr. Kelly reiterated the desire not to cut programs based soley on the ROI results and the need to seek improvement of those programs, as well as SO’s commitment to review and publish data/summaries more regularly at the system level to help institutions identify areas for opportunity and noted there was “much more of the onion to peel” in terms of how the data would be reviewed and what actions would result.
VI. Advancing ECU’s Tech Transfer Deliverables via NC Innovation

Acting CREO Dr. Sharon Paynter began by thanking her team for their behind the scenes work on the presentation shared today. She described the concept of tech transfer for anyone new to the space and noted the importance of supporting Tech Transfer at ECU in its partnership with NC Innovation. Dr. Paynter also shared a little about the history of tech transfer in higher education, and gave several specific faculty members’ examples of this work happening at ECU already and how they interface with the Office of Licensing and Commercialization at ECU, which currently manages 148 active patents and 55 active licenses.

Dr. Paynter shared the five benchmarks to measure success in tech transfer, and showed the committee a little bit of where ECU’s performance in these areas measures up to our peers. She continued by discussing the ways in which ECU can benefit and succeed as a partner with NC Innovation. She described more about the need that NC Innovation seeks to address, which is the broadening gap between incoming research dollars and the lack of commercialization activities, and mentioned a few areas needing improvement in order for ECU’s innovation success to grow.

Members of the Committee on Strategy & Innovation were adjourned from the meeting before further business was conducted by the University Affairs Committee.

VII. Intercollegiate Athletics Report

Trustee Roberts asked Provost Coger to present the Intercollegiate Athletics Report. Dr. Coger reminded the committees that this is an annual UNC Policy requirement and that with BOT support, ECU will submit this report to the System Office in March. The report includes a review of student-athlete course clustering and no irregularities were found in the review.

VIII. Closed Session

Trustee Workman made a motion that the committee go into closed session to consider personnel related matters. Motion was seconded. All in favor.

At 1:56PM the Committee went into closed session.

In closed session, the committee approved two personnel related items: the conferral of tenure for Dr. Chad Morris in the Department of Anthropology and the approval of a petition
Minutes from the JOINT MEETING of the Committee on Strategy & Innovation and the University Affairs Committee

February 15, 2024 – Main Campus Student Center and Online Meeting

for political activity for Dr. Bob Edwards in the Thomas Harriot College of Arts and Sciences, who is seeking election to the Pitt County Commissioners. Both of these items were referred to the full board consent agenda and were approved on Friday, April 12.

The committee returned to open session at 2:00 p.m. and the meeting was adjourned.

Respectfully submitted,

Madeleine Bade Griffith, Office of the Provost
AGENDA ITEM

II. University Affairs Operational Metrics

Dr. Robin Coger
Provost & Senior Vice Chancellor
for Academic Affairs

Situation: Presentation of the metrics monitored by the University Affairs Committee.

Background:

Assessment:

Action: This item is for information only.
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<th>Measurement</th>
<th>Prior Year</th>
<th>Target</th>
<th>Variance</th>
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- **Sponsored Awards**: $45,584,144 / $3,000,000
- **Research Awards**: $40,957,400 / $3,500,000
- **F&A Awarded**: $12,103,062 / $17,500,000
- **Fighting Hokies**: 3,715 / $12,066
- **Counseling Center Visits**: 6,897 / 7,935
- **Total Counseling Visits**: NA / 9,085
AGENDA ITEM

III. Conferral of Degrees

Situation: The ECU Board of Trustees should confer the degrees of those qualified candidates.

Background: The ECU Board of Trustees has the authority and responsibility to confer the degrees for candidates who have been approved by the Chancellor and Faculty Senate.

Assessment: Proposed Motion:
“I move 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 3, 2024.”

Action: This item requires a vote by the committee and a vote by the full Board of Trustees.
AGENDA ITEM

IV. Regional Transformation: Painting Eastern North Carolina in Purple and Gold.

Dr. Sharon Paynter
Acting Chief Research & Engagement Officer

Dr. Stephen Moysey
Professor, Department of Geological Sciences and Director of the Water Resources Center
Thomas Harriot College of Arts and Sciences

Dr. Jessica Cooke-Bailey
Associate Professor, Center for Health Disparities Research and Department of Pharmacology and Toxicology
Brody School of Medicine

Mrs. Lauren Howard
Associate Director of Intercultural Affairs and Dir. of the Center for Leadership and Civic Engagement

Dr. Dennis McCunney
Director of Intercultural Affairs

Ms. Iyaira Williams
ECU Student

Ms. Heather Joyner
Vice President of Operations and Programs
Boys and Girls Club of the Coastal Plain
ECU Alumna

Situation: This session will focus on ECU’s regional transformation strategy.

Background: Each spring ECU faculty, staff, and administrators get a front row seat as they tour communities, industrial sites, and public agencies across eastern North Carolina. The Purple and Gold Bus Tour provides participants a chance to learn about the culture, geography, and challenges across our region. Programs like the Purple and Gold Bus Tour expose the community to ECU – how it helps build value in our brand, amplifies our impact, and connects what we are doing in research and classrooms to opportunities around us.

Our region is also transformed by our students. During their time at ECU many students engage in service-based engagement opportunities via the Center for Leadership and Civic Engagement (CLCE). During these experiences students build their commitment to civic engagement and community service. For many, this commitment to service extends into their lives as alumni, and those alumni aid in transforming our region through service to their communities.
Assessment: The University Affairs Committee will receive a presentation that includes an overview of the Purple and Gold Bus Tour program and hear about the experience from two faculty members. Additionally, the committee will hear from staff members from the CLCE, a student leader, and a community partner from the Boys and Girls Club of the Coastal Plain about service opportunities at ECU that enhance civic engagement and transform our region.

Action: This item is for information only.
Welcome to the Purple and Gold Bus Tour Overview

Over the course of two days each spring, ECU faculty, staff, and administrators board a bus to tour communities and industries across eastern North Carolina. The goal is to immerse participants in the culture, geography, history, economy, and assets of the places surrounding Greenville and the ECU campus. The purpose of the tour is to encourage mutually beneficial research and scholarship between the university and external partners.

Tour Details
The goals of the tour are for participants to:

• Engage as an interdisciplinary cohort
• Become more acquainted with eastern North Carolina
• Develop a research agenda that aligns with university strategic priorities and regional needs
• Model the university’s commitment to student success, public service, and regional transformation
• Learn about the university’s research structure, supports, and programs.

Participant Information
• Bios and pictures are provided for each participant on the bus tour
• Bio and pictures for all ECU leadership and REDE staff who are on the bus

REDE Initiatives
• Information on each of the programs and offices within Research, Economic Development and Engagement (REDE)
• Definitions for community engagement through learning, scholarship, and public service

Information on Our Stops
• Demographic information for each county
• Highlights of community engaged successes by each county
• Bios and pictures of each speaker we will hear from
• Brief overview of each town in which we are visiting
• Site specific resource pages
• Pages for notes

Information on the Other 29 Eastern NC Counties
• Demographic pages are included for all other 29 eastern NC counties.

A digital copy of a tour notebook is uploaded annually and can be found at REDE.ECU.EDU/BUSTOUR. Participants use this binder as a reference when writing grants, to track down demographic data for projects, and to reach out to those they networked with during their time on the bus tour.
DEPARTMENT HISTORY

• In 1989, under the leadership of Prof. Judy Baker in the College of Health and Human Performance, ECU created the Student Volunteer Program to organize students to assist with the number of volunteer projects around Pitt County. The office existed within the Department of Health Education and Promotion.

• In 2000, the Student Volunteer Program was renamed as the Volunteer and Service-Learning Center (VSLC). The office was moved into the Office for Emerging Academic Initiatives and reported to the Associate Provost for Academic Affairs.

• In November 2011, the VSLC transitioned from Academic Affairs to Student Affairs. The center was placed within the Department of Student Involvement & Leadership (SIL) because of its emphasis on engagement opportunities for students. VSLC also began working closely with the Faculty Senate Service-Learning Committee on curricular and faculty development activities.

• In June 2015, the VSLC merged with the Center for Student Leadership and Engagement. The newly created office took on a temporary placeholder name - Leadership and Service-Learning. In January 2016, the Center for Leadership and Civic Engagement (CLCE) was officially formed.

• In January 2019, CLCE was placed within Intercultural Affairs along with the Dr. Jesse R. Peel LGBTQ Center, the Ledonia Wright Cultural Center, and the Women and Gender Office. Student Veteran Services joined Intercultural Affairs during the Fall 2021 semester.

FUNDING SOURCES

• Student Activity fee and two priority funds (Hunger Initiatives Fund and the Student Volunteer Fund)

• Grants (Parent and Family Programs, Andrew Goodman Foundation, and NC Campus Engagement)

CORE OBJECTIVES

• Develop Leadership Identity

• Foster Active Citizenship

• Provide Experiential Learning

STAFFING

• Associate Director for Intercultural Affairs and Director of CLCE, Lauren Howard

• Senior Assistant Director, Alex Dennis

• Graduate Assistant, Jada Barnes

• Administrative Assistant for Intercultural Affairs, Val Rutledge
SIGNATURE PROGRAMS/EVENTS

• Alternative Break Experiences
• Chancellor’s Student Leadership Academy
• Community Partnership support
• LeaderShape Institute
• Williams-Ross Purple Pantry/Hunger Initiatives
• Pirates Give (Days of Service, MLK Day, etc.)
• Pirates Vote
• Service-Learning course support

AWARDS AND RECOGNITIONS

• 2020 Presidential Election: Gold Campus (70-79% Student Voter Engagement)
• 2021 NC Collegiate Hunger Challenge 1st Place, $10,000
• 2022 NC Collegiate Hunger Challenge 3rd Place, $3,000
• 2022-23 Washington Monthly Top 40 Voter-Engaged Campus
• 2023 NC Campus Engagement Souper Bowl Food Drive Winner, $1,000
• 2023-24 ALL IN Campus Democracy Challenge - Voter Friendly Campus

KEY CONNECTIONS TO SA DEPARTMENTS

• Campus Living
• Campus Recreation and Wellness
• Dean of Students Office
• Student Life Units and Departments
• Office of Student Transitions

KEY CONNECTIONS EXTERNAL TO SA

• Community Partners in the local Greenville area as well as surrounding areas of Pitt County
• Faculty and academic units within Arts and Science, Business, and Engineering and Technology
• GivePulse, service management system
• NC Campus Engagement
• Truist Center for Leadership Development
AGENDA ITEM

V. Closed Session ................................................................................................................................. Dave Fussell
Committee Chair

Situation: The committee requests to go into closed session to consider personnel related matters.

Background: It is the policy of the State of North Carolina that closed sessions shall be held only when required to permit a public body to act in the public interest as permitted in Chapter 143 of the North Carolina General Statutes.

Assessment: The committee will go into closed session:

- To prevent the disclosure of confidential information under N.C. General Statutes §126-22 to §126-30 (personnel information) and the federal Family Educational Rights and Privacy Act; and

- To consider the qualifications, competence, performance, character, fitness, or appointment of prospective and/or current employees and/or to hear or investigate a complaint or grievance by or against one or more employees

- To consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.

Action: This item requires a vote by the committee.