

Draft Strategy Statements with Taglines - 12.12.22

University Motto

“Servire: To Serve”

Draft Mission Priorities

Student Success (M1)

We offer transformative experiences for all students during their time at ECU and beyond

Public Service (M2)

We endeavor to be community focused and engaged citizens who address societal challenges

Regional Transformation (M3)

We evaluate our success by the positive development of our community informed by local and global perspectives

Draft Vision Statement

Trusted Leaders in Innovation

Draft Vision Priorities

Social and Economic Mobility (V1)

We will be a teaching and research engine focused on access and advancement for all learners

Workforce Success (V2)

We cultivate a culture of care, belonging, and opportunity for our faculty, staff, learners, and all stakeholders

Rural Health and Well-Being (V3)

We will improve access, sustainability, and outcomes for communities we serve