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 Priorities

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*