

Strategic Planning Community Meeting



December 15, 2022

Our Promise. Our Plan.

ECU 2023-28 Strategic Refresh Plan



At ECU, we believe it is our responsibility to ensure the health and wellbeing of the citizens of our region and beyond. This is how we define the greater good that lies out there and that we collectively seek with our teaching, with our research, and with our service.

Capture Your Horizon is our strategic plan for 2017–2022. It reflects our mission and serves as a proclamation of our commitments to the challenges set forth by the UNC system in its strategic plan, *Higher Expectations*. We acknowledge the metrics established by the system, and have aligned them with the values that define our university. This publication outlines our mission, commitments, and stewardship. It also emphasizes the distinctiveness of our contributions and the metrics by which we will measure the distance traveled as we move toward that horizon and the greater good that resides there.

<https://strategicplan.ecu.edu/ecu-2023-28-strategic-refresh-plan/>

ECU Strategic Planning Committee



Sharon Paynter

Acting Chief Research and Engagement Officer (co-chair)



Ravi Paul

Chair of Management Information Systems - College of Business (co-chair)



Rob Tempel

Associate Dean for Extramural Clinical Practices - School of Dental Medicine



Zach Loch

Chief Information Officer



Aisha Powell

Chair-Staff Senate; Assistant Director, Advising Center - College of Business



Anne Ticknor

Chair of the Faculty; Professor - College of Education



LaNika Wright

Associate Vice Chancellor for Health and Well-Being; Director of ECU Student Health Services



Ying Zhou

Associate Provost of Institutional Planning, Assessment, & Research



Kristen Springer-Dreyfus

Director - Institutional Assessment

We are working with stakeholders throughout the ECU community to refresh the current strategy



Strategic Planning Committee

Purpose: Provides regular input throughout the strategic refresh, gives feedback on planning documents, advises on day-to-day operations, serves as key point of contact for AGB team

Members:

- Co-Chairs – Sharon Paynter and Ravi Paul
- Selected Divisional Representatives
- Staff Senate Chair (or designee)
- Faculty Senate Chair (or designee)
- IPAR representatives

Responsibility:

“Authors” of the strategic plan – meet regularly to incorporate inputs and recommend changes

Advisory Committee

Purpose: Provides input during each phase of the strategic refresh process, works with AGB team to steer the planning process to meet the diverse needs of units throughout ECU

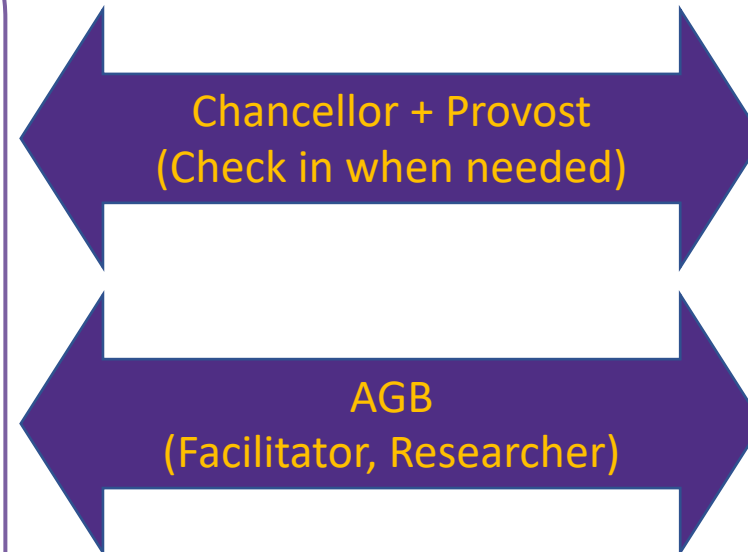
Members:

University-wide representation including one appointment from each member of the Dean’s Council, as well as a leaders from specific units such as: Academic Operations, Human Resources, ITCS, Campus Operations, Athletics, Marketing & Communication, External Affairs/Strategic Initiatives, Office of Equity & Diversity, Undergraduate Student

(SGA), Graduate Student (SGA), Student Affairs, University Advancement, etc.

Responsibility:

Provide broad perspective related to the strategic plan and consider implementation steps and process



Entire Campus Community: Ideas, Buy-In, & Implementation
Input received through surveys, open forums, and meetings

Strategy Refresh Approach

Assessment

- Review existing assessment material and document in SWOT format
- Benchmark key data
- Review strategic plans

Summarized SWOT & Benchmarking Data

Fall 2022

Visioning

- Conduct feedback meetings
- Survey community for feedback on mission, vision and values
- Identify key strategic initiatives

Finalized Strategic Plan; Strategy Roadmap

Implementation & Unit Communication

- Establish go-forward plan with timelines, and deliverables
- Create next steps for strategy implementation & unit-level strategic alignment

Guidelines for Communicating Strategy

Spring 2023

The work builds off of past strategy inputs

Chancellor Rogers Conducted 43 Listening Tours (Pirate Perspectives)

ECU organized responses into excel content, coding results

AGB team consolidated key insights from responses into summary slides

Drafted SWOT, mission, and vision statements along with Executive Leadership and Strategic Planning Committee

Sharing draft strategy statements with Advisory Committee and Community

Our goal is to create clear and concise strategy statements to guide actions - A "Strategy Refresh"

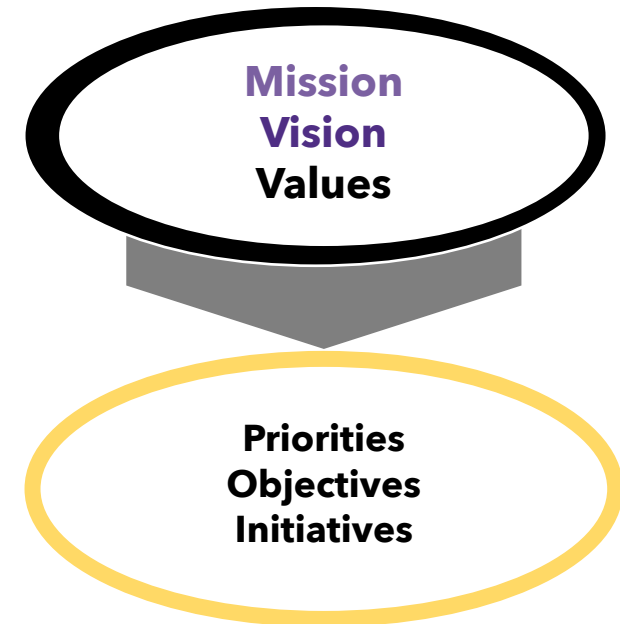
Mission Statement

Statement which specifies a firm's purpose or "reason for being" and the primary objective toward which the firm's programs & plans should be aimed. Statement specifying the firm's key constituents and how the firm will serve them. It must be clear and understood.
It "makes you proud."

Vision Statement

Statement describing what the firm strives to be at some future time. It should be specific and motivating.
It "makes you excited."

The T-Shirt Theory (Strategy on one page)



Draft Strategy Statements

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

The ECU Community is invited to provide feedback on the draft statements



[ECU Draft Strategy Statements Feedback Link](#) or use QR Code Below

Providing feedback on the content presented during this meeting will help drive the strategic refresh process forward. We will record your responses and analyze them to assess the progress of the strategic refresh.

Please respond today or no later than Sunday, January 15, 2023 at 12:00pm.

