



ECU 2023-2028 Strategic Plan Campus Open Forum

Strategic Planning Committee



Zach Loch
Chief Information Officer



Ravi Paul
Co-Chairperson
Professor & Department
Chairperson
Management Information Systems
College of Business



Sharon Paynter
Co-Chairperson
Acting Chief Research and
Engagement Officer



Aisha Powell
Chair of Staff Senate
Assistant Director
Advising Center
College of Business



Kristen Springer-Dreyfus
Director
Institutional Assessment



Rob Tempel
Associate Dean for
Extramural Clinical Practices
School of Dental Medicine



Anne Ticknor
Chair of the Faculty
Professor
College of Education



LaNika Wright
Associate Vice Chancellor
Health and Well-Being
Director of ECU Student Health
Services



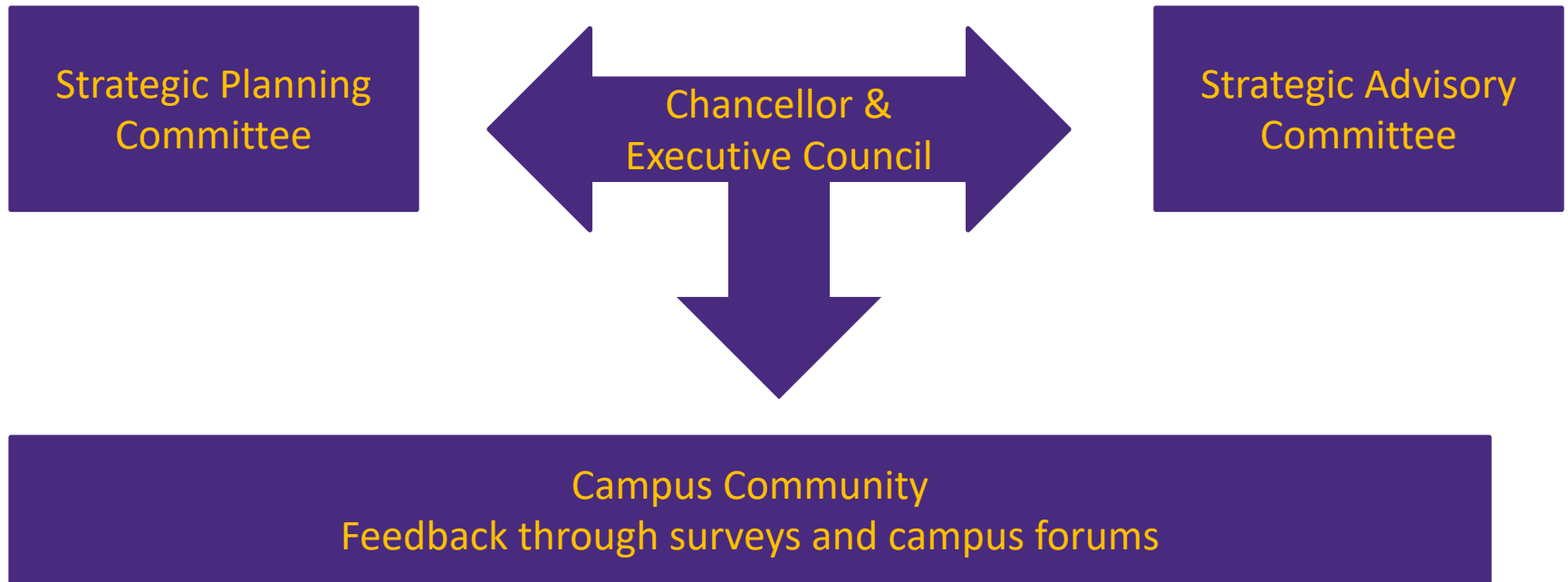
Ying Zhou
Associate Provost
Institutional Planning,
Assessment, & Research

Strategic Advisory Committee



	Student Success (M1)	Public Service (M2)	Regional Transformation (M3)	Social and Economic Mobility (V1)	Workforce Success (V2)	Rural Health and Well-Being (V3)
Strategic Planning Committee Lead	Anne Ticknor	Zach Loch	Rob Tempel	Kristen Dreyfus	Aisha Powell	LaNika Wright
Advisory Committee Members	Greg Abeyounis Caroline Bevillard Ryan Bonnett Allen Guidry Jeremy Tuchmayer Margaret Turner	Griffin Avin Jan Lewis Marianne Montgomery Maggie Pafford Jamie Smith	Elizabeth Ables David Griffith Elizabeth Hodge Eric Houston Daniel Shirley	Savannah Boyd Lee Grubb LaKeshia Forbes Karson Nelson Jon Rezek	Jonathan Coleman Kathy Cox Jeff Dozier Garrett Killian TJ Mohammed Keith Wheeler	Michelle Brooks Leigh Cellucci Leslie Cofie Todd Hickey Shannon Powell Marlena Rose

Stakeholder Input



Strategy Refresh Approach



August 2022 – March 2023

March 2023- May 2023

Strategic Plan Priority Statements

University Motto

Servire: To Serve

Mission Priorities

Student Success (M1)

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

**77%
agree**

Public Service (M2)

We dedicate our efforts with a community lens in mind and a goal of becoming more engaged citizens.

**75%
agree**

Regional Transformation (M3)

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

**69%
agree**

Vision Statement

Future Focused. Innovation Driven.

Vision Priorities

Social and Economic Mobility (V1)

Through innovative teaching and research, we will be an engine of access and advancement for all learners.

**80%
agree**

Workforce Success (V2)

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

**76%
agree**

Rural Health and Well-Being (V3)

We will improve health access, sustainability, and outcomes for rural communities.

**84%
agree**

Note: Agree = Strongly or Somewhat Agree

Guiding Definitions

Mission Statement

Specifies an organization's purpose or "reason for being"

Vision Statement

Describes what the organization strives to be in the future

Values

Guiding principles, beliefs, and ways an organization interacts

Student Success Subcommittee

Chairperson

Anne Ticknor – College of Education

Members

- Greg Abeyounis – University Advancement
- Caroline Bevillard – Athletics
- Ryan Bonnett – Student
- Allen Guidry – College of Education
- Jon Rezek – Office of Global Affairs
- Jeremy Tuchmayer – Division of Student Affairs
- Margaret Turner – Honors College

Mission Priority 1: Student Success

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

- Objective M1.1: Strengthen graduation, retention, and belonging while closing equity gaps
- Objective M1.2: Expand access to and opportunities for transformative experiences and experiential learning
- Objective M1.3: Align university programs to meet the demands of a dynamic, innovative economy and an evolving workforce

Public Service Subcommittee

Chairperson

Zach Loch – Information Technology & Computing Services

Members

- Griffin Avin – Sustainability
- Jan Lewis – Academic Library Services
- Marianne Montgomery – College of Arts and Sciences
- Maggie Pafford – School of Dental Medicine
- Jamie Smith – News Services

Mission Priority 2: Public Service

We focus our efforts with the community in mind and to achieve goals that enable us to be more engaged citizens.

- Objective M2.1: Strengthen community partnerships and opportunities to serve the public good
- Objective M2.2: Increase public engagement with and access to educational offerings
- Objective M2.3: Grow external sponsorship to support community engagement activities

Regional Transformation Subcommittee

Chairperson

Rob Tempel – School of Dental Medicine

Members

- Elizabeth Ables - Department of Biology
- David Griffith – Department of Coastal Studies
- Elizabeth Hodge - College of Education
- Eric Houston - Information Technology & Computing Services
- Daniel Shirley - Vocal Studies

Mission Priority 3: Regional Transformation

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

- Objective M3.1: Strengthen the regional workforce
- Objective M3.2: Expand and enrich external partnerships
- Objective M3.3: Advance regional economic prosperity and sustainability

Social & Economic Mobility Subcommittee

Chairperson

Kristen Dreyfus – Institutional Planning Assessment
Research

Members

- Savannah Boyd – Student
- Lee Grubb – College of Business
- LaKeshia Alston Forbes – Office of Equity and Diversity
- Karson Nelson – Office of the Chancellor
- Jon Rezek – Office of Global Affairs

Vision Priority 1: Social and Economic Mobility

Through innovative teaching and research, we will be an engine of access and advancement for all learners.

- Objective V1.1 Increase enrollment and completion rates of underserved populations through a lens of affordability and accessibility
- Objective V1.2: Expand online course and program offerings
- Objective V1.3 Expand curricular and non-curricular workforce development programs aimed at upskilling and reskilling

Workforce Success Subcommittee

Chairperson

Aisha Powell – College of Business

Members

- Jonathan Coleman – Student
- Kathy Cox – Graduate School
- Jeff Dozier – Employee Relations
- Garrett Killian – IT Enterprise Info Systems
- TJ Mohammed – CET Technology Systems
- Keith Wheeler – Research Economic Development and Engagement

Vision Priority 2: Workforce Success

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

- Objective V2.1: Increase support and utilization of student, faculty, and staff well-being resources.
- Objective V2.2: Take measurable steps to embed diversity, equity, and inclusion practices throughout ECU's systems and processes.
- Objective V2.3: Prepare professionals with the knowledge and competencies required for successful career journeys.

Rural Health and Well-being Subcommittee

Chairperson

LaNika Wright – Student Health Services

Members

- Michelle Brooks – Brody School of Medicine
- Leigh Cellucci – College of Allied Health
- Leslie Cofie – Health Education and Promotion
- Todd Hickey – ECU Health
- Shannon Powell – College of Nursing
- Marlena Rose – Laupus Health Sciences Library

Vision Priority 3: Rural Health and Well-Being

We will improve health access, sustainability, and outcomes for rural communities.

- Objective V3.1: Strengthen educational opportunities and academic programs to meet the needs of a rural population
- Objective V3.2: Expand access to healthcare and wellness options
- Objective V3.3: Collaborate with community partners to foster comprehensive well-being



Question and Answer Session