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

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Stakeholder Input

Strategic Planning Committee

Chancellor & Executive Council

Strategic Advisory Committee

Campus Community Feedback through surveys and campus forums
Strategy Refresh Approach

Assessment
- SWOT analysis
- Benchmarking
- Case studies

Visioning
- Stakeholder conversations
- Community surveys
- Identify key strategies, objectives, and metrics

Implementation
- Develop timelines and deliverables
- Unit level alignment

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

Source: ECU stakeholder survey data, 01.27.2023; n=719
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
• LaKesha 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