Integrated Coastal Programs 2017-2022 Strategic Plan

Unit Mission: Integrated Coastal Programs is dedicated to helping foster and facilitate interdisciplinary scientific exploration, discovery, and education across coastal and marine systems in the engineering, health, natural, physical, and social sciences, to help bring researchers and students together to focus on sustainable use and conservation of coastal resources and sources of vulnerability, and to leverage the knowledge of ECU faculty to provide solution-oriented guidance to those communities and economies dependent on the land-sea interface.

Commitment 1: Maximize Student Success

University Goal 1.7: We will foster a positive campus environment and culture that encourages a diverse, living-learning community to maximize student success.

Unit Objective 1: By 2022, we will increase the standing population of in-residence undergraduate (20+ total) and graduate (10+ total) students, along with 10+ additional visiting students, on the Outer Banks Campus that reflects the diversity of the student body population on main campus.

Metric:
1. Total number of undergraduate and graduate students attending at least one semester at the Outer Banks Campus.
2. Total number of students who visit the campus as part of an independent research project, internship, or other experiential learning activity.

Action:
1. Develop partnerships across multiple departments and colleges to promote the Undergraduate Semester Experience at the Coast, including the Coastal and Marine Studies minor program (COAS).
2. Work with advancement to develop an initiative to raise money for a scholarship fund to help with housing costs for students attending the Undergraduate Semester Experience at the Coast (see Objective 10).
3. Work with Academic Advising & Support to educate ECU undergraduate advisors on student opportunities at the coast.
4. Develop programming on main campus to engage undergraduate students and market opportunities at the coast.
5. Work closely with Integrated Coastal Sciences (ICS) PhD program Director to develop promotional material for PhD program that provides growth in the number of strong applications.
6. Work with relevant graduate program directors to make graduate courses more accessible to students living and working on the coast.
University Goal 1.8: We will expand service learning, undergraduate research and creative activity across our entire campus.

Unit Objective 2: ICP will increase the number of undergraduate students involved in research and creative activity at the Outer Banks Campus or within the Outer Banks community (internships) to more than 20 by 2025.

Metric:
1. Number of undergraduate students who participate in faculty-student scholarship and creative activity.
2. Number of student credit hours (SCH) in DCS undergraduate internship and research courses.

Action:
1. DCS will develop two new courses specific to undergraduate research and internships during the ’20-21 academic year.
2. Work with COAS leadership to better align curriculum with Undergraduate Semester Experience at the Coast and provide course credit for independent research.
3. Encourage and facilitate undergraduate student applications for REDE research funds and participate in Research and Creative Achievement Week.
4. Identify, create, and maintain a list of internship opportunities and contacts for student service learning and use this in our recruitment efforts.
5. Work with leadership and faculty within ECU’s College of Fine Arts and Communication to expand creative activity on the Outer Banks Campus.

Commitment 2: Serve the Public

University Goal 2.5: We will be a portal for professional development, continuing education, and lifelong learning opportunities that support the needs of our region’s people and businesses.

Unit Objective 3: ICP will maintain year-round opportunities for continuing education, and lifelong learning that engages our community and aligns with our research mission.

Metric:
1. Number of lifelong learners that participate in programming at the Outer Banks Campus.
2. Number of K-12 teachers that engage in programming professional development at the Outer Banks Campus.
3. Number of K-12 students that learn about coastal science through ICP programing.

**Action:**
1. Continue to offer the Science on the Sound series, expanding to include a fusion of Art and Science through part of the year.
2. Develop new education programs for lifelong learners, residents and visitors.
3. Continue to hold an Open House each year that includes opportunities to highlight research of ECU faculty on the Outer Banks Campus and on main campus.
4. Develop strong partnership with Dare County Schools and surrounding counties to provide hands-on student education.
5. Create K-12 teacher advisory committee to provide input to our K-12 curriculum development.
6. Work with College of the Albemarle to evaluate partnership opportunities.
7. Expand K-2 education programming to include distance education and webcasting to area schools.
8. Continue to develop new, innovative and educational summer youth camps.

**Commitment 3: Lead Regional Transformation**

**University Goal 3.1:** We will grow ECU into the third-largest research institution in the UNC system by investing in our people, tools, and facilities. We will seek solutions to the challenges of our region, including health issues, coastal community resiliency, advanced manufacturing, and assisting the military.

**Unit Objective 4:** Increase interdisciplinary scholarly activity by faculty and students by more than 500% (baseline in ’19-20 is $271,000), to include external sources of funds in excess of $2.0 million by FY ‘22.

**Metric:**
1. Track annual increases in sponsored research awards (total proposals, awards; NSF HERD expenditures), and contracts.
2. Faculty Scholarship (refereed publications, books, presentations, etc.).
3. Number of internationally oriented research publications, publications with international collaborators, and/or presentations at international conferences, workshops or seminars

**Action:**
1. Continue to invest in faculty and provide a reduced course load (1:1) for more focus on interdisciplinary research.
2. Invest in Coastal Fellow Program to engage faculty from outside of ICP and build the coastal enterprise across campus.
3. Leverage the NC Renewable Ocean Energy Program (NCROEP) to build new partnerships and opportunities for external awards.
4. Initiate monthly Brown Bag series for ICP faculty and staff focused on interdisciplinary research.
5. Provide faculty training by ECU Libraries in how to use the SPIN database to locate funding sources.
6. Offer ICP faculty opportunities to participate in proposal writing workshops.

**Unit Objective 5:** Communicate solution-based science to our communities to help lead regional transformation. ICP will engage the local community and region and present our science in such a way to educate, advise, and guide as needed and requested.

**Metric:**
1. Number of community presentations.
2. Number of requests from community organizations, non-profits, town/county leadership, etc. for science-based guidance and advice.
3. Number of established community partnerships (formal MOU, collaborating on proposal, writing report or fact sheet, etc.) that look to our science to help guide the group.
4. Number of reports, factsheets, etc. developed for community-based projects.
5. Number of consultancies by ICP faculty

**Action:**
1. ICP scientists will lead or participate in at least one community meeting/presentation a year.
2. ICP faculty will report external activities for pay.

**Unit Objective 6:** Leverage the NCROEP to expand research opportunities for ECU. Build the NCROEP into a nationally recognized Center.

**Metric:**
1. Annual increases in sponsored research awards (total awards; NSF HERD expenditures), and contracts directly related to the NCROEP.
2. Faculty Scholarship (refereed publications, books, presentations, etc.) directly related to the NCROEP.
3. Number of partnerships with DOE national labs and other National Centers focused on marine renewable energy.

**Action:**
1. Develop strategic plan for NCROEP.
2. Work to leverage Jennette’s Pier as a national testing facility.
3. Develop proposal to become part of the Atlantic Marine Energy Center.
4. Engage the College of Engineering and Technology (CET) to develop opportunities for undergraduate and graduate students to conduct research affiliated with the NCROEP.

**University Goal 3.6:** We will grow innovative and market-driven graduate programs including data science, mechanical engineering, and coastal engineering.

**Unit Objective 7:** ICS will recruit and retain diverse, highly qualified graduate students to address and to think critically about coastal-focused scientific and engineering challenges that involve the analysis and integration of diverse datasets and their visualization.

**Metric:**
1. Track admissions standards and quantity of graduate applications, the number of application acceptances, trends in actual enrollments, funding sources, annual program graduations, program retention, and job placement after graduation. Track use of data-driven analyses in ICS PhDs via the graduate program’s assessment plan.

**Action:**
1. Work with the Graduate School to document and promote best practices in (a) recruitment, (b) program policies and procedures, and (c) enrollment planning, management, and course scheduling.
2. Develop a strong marketing campaign for recruitment of highly qualified students from diverse backgrounds and trainings, including redesigning the departmental and ICS programmatic websites to attract top students to the program.

**Unit Objective 8:** Work closely with CET Department of Engineering to develop an MS degree in Coastal and Environmental Engineering by 2022.

**Metric:**
1. Progress of the degree request and initiation through the UNC and ECU degree development process.

**Action:**
1. Respond quickly to information requests from CET related to degree development process.
2. Engage DCS faculty throughout process, including the creation of ICS courses that can be cross-listed with the Dept. of Engineering.

**Our Responsibilities**
University Goal 4.1: We will embrace an inclusive community and are committed to recruiting and retaining faculty and staff with diverse backgrounds.

Unit Objective 9: ICP will enhance the diversity of our faculty and staff, with a focus on the recruitment and retention of women and underrepresented minority faculty.

Metric:
1. Recruitment, retention, and promotion of a diverse faculty and staff.
2. The composition of ICP’s faculty and staff will reflect that of the greater ECU community by 2025.

Action:
1. ICP will actively engage ECU Office of Equity and Diversity (OED) prior to the start of any search to increase awareness of best practices for ensuring a diverse candidate pool and to provide necessary training associated with the search process.
2. Regularly (every 3-5 years) analyze unit data on faculty hires, applicant pools, and faculty composition.
3. Regularly (every 3-5 years) survey faculty and staff perceptions of departmental/campus climate and ICP’s responsiveness to inclusion and diversity.

University Goal 4.2: We will launch the largest, university-wide comprehensive campaign in our history.

Unit Objective 10: In 2020, ICP will begin a 5-yr $500,000 fundraising plan to contribute to the comprehensive campaign

Metric:
1. Annual fundraising totals

Action:
1. Work in partnership with University Advancement to identify and cultivate relationships with new and existing donors.