First Commitment: MAXIMIZE STUDENT SUCCESS

The success of our students is the ultimate measure of our university. We will support excellence, expand opportunity and celebrate achievement.

1.1 We will leverage our leadership in distance education to improve accessibility for key student populations. We will establish targeted programs supporting seamless transitions to ECU for active military, veterans, and transfers. We will encourage the return of “part-way home” students to complete their degrees. We will lead the UNC System in the enrollment and graduation of students from rural counties.

1.2 We will improve retention and graduation rates. We will retain and graduate students at a rate that is consistently higher than our peer-average to achieve a 5-year graduation rate that exceeds 67 percent.

1.3 We will be a national leader as a “best value” in undergraduate and graduate education while minimizing student debt and cultivating an institutional culture of timely graduation. We will develop programs to grow the number of enrolled and graduating low-income students and establish competency-based requirements for all degree programs. We will be a national leader in the assessment of learning outcomes and the use of innovative teaching strategies. Faculty will lead examination of general education requirements and pursue needed reforms that will be a model for others to follow.

1.4 We will reflect a global workplace and society by diversifying our faculty, staff, and students. We will increase the number of international students on our campus. We will provide 25 percent of ECU graduates with study abroad experience and increase scholarship opportunities to improve accessibility. We will increase those with competency in a second language and leverage our success with the Global Partners in Education.

1.5 We will support the ECU Honors College and build it into one of the top programs nationally. We will leverage the impact of the Honors College by doubling its size over the next four years.

1.6 We will field athletic teams that lead in academic achievement, win conference championships, and compete on a national level.

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

1.8 We will expand service learning, undergraduate research and creative activity across our entire campus.
Second Commitment:
SERVE THE PUBLIC

As demonstrated by our motto, Servire, service is at the heart of this university. We will inspire the next generation of leaders to carry this spirit of service into their professional lives. We will demonstrate this commitment to service by being engaged with the needs of eastern North Carolina and beyond.

2.1 We will inspire our students to be engaged citizens and will be a national model for developing the leadership of faculty, staff, and students through engaged research and service.

2.2 We will refine our strengths as an "Engaged University" (as designated by the Carnegie Foundation) and as an Economic Prosperity University (as designated by the Association of Public and Land Grant Universities) to benefit communities in eastern North Carolina and beyond.

2.3 We will be a national leader in the integration of health sciences instructional, research, and clinical programs. We will expand the number of Brody School of Medicine graduates who practice as primary care physicians and we will be ranked as the nation’s top producer of family physicians. We will leverage our network of Community Service Learning Centers to benefit dental health sciences and our patients. ECU will continue to lead North Carolina in the number and the quality of nursing and allied health professional graduates.

2.4 We will grow our Department of Public Health into a School of Public Health. We will emphasize rural population health and research as the principal focus of the school.

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.

2.6 We will establish an innovative Lab School (pre-K through grade 5) in the West Greenville community to improve student learning outcomes through evidence-based best practices, and to provide comprehensive, community-based services.

Third Commitment:
LEAD REGIONAL TRANSFORMATION

We see the challenges of eastern North Carolina and accept them as our own. We recognize that transformative leadership requires us to engage globally. Through partnerships and discovery, we will be a force for progress and growth to achieve regional and global impact.

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.

3.2 We will triple the volume of clinical trials of promising medicines, treatments, and devices and be a national leader in patient-centered outcomes research and community-based behavioral medicine.

3.3 We will grow public-private partnerships through development of the East Carolina Research and Innovation Campus. ECU is “open to business.”

3.4 We will enhance the campus-wide culture of innovation at ECU by leveraging our assets including the Miller School of Entrepreneurship.
3.5 We will emphasize critical workforce needs in the region and beyond, including STEM, K-12 teacher education and healthcare.

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

3.7 We will enrich the quality of life for our students and our region through our strengths in the arts. We will collaborate with local and regional interests to develop a performing arts center.

Our Responsibilities

We will keep these three commitments while being good stewards of the resources entrusted to us. East Carolina University has a long history of achieving excellence while employing public resources in an efficient manner. We recognize and honor the UNC system's strategic plan, Higher Expectations. We will maximize student success, serve the public, and lead regional transformation. We will concentrate our resources to fulfill these commitments. Here are ways by which we will keep our covenant:

4.1 We will embrace an inclusive university community and are committed to recruiting and retaining faculty and staff with diverse backgrounds.

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

4.3 We will control costs and diversify revenue streams.

4.4 We will reward innovation and continuous improvement in processes, technology, business intelligence, and infrastructure.

4.5 We will promote sustainable environments and be a leader in workplace wellness.