College of Engineering and Technology 2017-2022 Strategic Plan

Unit Mission: The College of Engineering and Technology enthusiastically embraces the Three Commitments of the ECU Strategic Plan and the associated Institutional Priorities. The College has three internal priorities that define our mission and guide our investment of time, effort, and resources: maximize student success, enhance academic excellence, and advance research and scholarship – for the benefit of our students, the economy and communities of Eastern North Carolina, and society as a whole.

Commitment 1: Maximize Student Success

University Goal 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.

University Goal 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…]

Unit Objective 1: We will annually maintain or increase the numbers of active military, veteran, and transfer students enrolled in CET degree or certificate programs.

Metric:
1. Numbers of active military, veteran, and transfer students enrolled in at least one course fulfilling a requirement of a CET degree or certificate program.

Unit Objective 2: Each year, we will maintain or increase the numbers of low-income students enrolled in and graduating from CET degree programs.

Metrics:
1. Number of low-income students enrolled in, and graduating from CET degree programs
**University Goal 1.2:** We will improve retention and graduation rates.

**University Goal 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…

**Unit Objective 3:** Each year, we will achieve increases in first-time, full-time freshman to sophomore retention rate in each CET undergraduate degree program and averaged across all CET degree programs.

**Metric:**
1. First-time, full-time freshman-to-sophomore retention rates

**Commitment 2: Serve the Public**

**University Goal 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.

**Unit Objective 4:** We will invest time and effort of faculty and staff to build capacity for research, scholarship, entrepreneurship, and professional service, resulting in annual increases in the numbers of engaged faculty members, undergraduates, and graduate students

**Metrics:**
1. Numbers of faculty members, undergraduates, and graduate students engaged in externally-focused research, scholarship, entrepreneurship, and professional service activities
2. Number of faculty members designated as **CET Faculty Scholars**
3. Number of collaborative research projects, company-focused development projects, and professional service projects involving CET faculty members and students

**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 5:** By 2022, we will increase research and scholarly activity by faculty and students in the college by at least 100%, aspiring to achieve annual research expenditures of at least $3 million by FY 2022.
**Metrics:**
1. Numbers of research- and scholarship-active faculty members, graduate students, and undergraduates
2. Number and value of externally-funded research contracts and grants, value of research expenditures, value of research expenditures reports on NSF HERD survey
3. Numbers of refereed journal publications, proceeding papers at selective conferences, industry- or agency-funded project reports, and patent applications

**University Goal 3.5:** We will emphasize critical workforce needs in the region and beyond, including STEM, K-12 teacher education and healthcare.

**Unit Objective 6:** We will achieve year-to-year increases in undergraduate and graduate enrollments, including undergraduate research-intensive graduate students.

**Metric:**
1. Numbers of enrolled undergraduate, graduate, and research-intensive graduate students.

**Unit Objective 7:** We will increase philanthropic support for CET students, faculty, programs, and facilities as a part of ECU’s Capital Campaign, aiming to raise $13 million by 2022.

**Metrics:**
1. Numbers of engaged alumni, friends, foundations, and corporate supporters
2. Fundraising totals

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

**Unit Objective 8:** We will work with Academic Affairs, the Graduate School, and collaborating academic units to create and build new graduate programs (including data science, mechanical engineering, and coastal engineering) that achieve both regional and global impact. By 2022, we will double the number of approved MS programs in the college and provide all CET faculty access to doctoral programs that can enroll their research-active graduate students.

**Metric:**
1. Numbers of MS and doctoral students enrolled in CET graduate programs and affiliated doctoral programs