Unit Mission: East Carolina University's College of Business provides an engaging learning environment to the leaders of today and tomorrow while expanding business knowledge and serving our communities. The foundation of our mission is the integration of four critical elements: Think, Value, Communicate, Lead.

Commitment 1: Maximize Student Success

University Goal 1.1: We will leverage our leadership in distance education to improve accessibility to key student populations.

Unit Objective 1: Achieve 17 full-time and 30 part-time student enrollments in the Master of Science of Sustainable Tourism and Hospitality (MS-STH) program by 2022.

Metrics
1. MS-STH and sustainability graduate certificate enrollment
2. MS-STH and sustainability graduate certificate student credit hours
3. MS-STH and sustainability graduate certificate and international student enrollment

Actions (MS-STH)
1. Submit for UNC-GA approval for MS-STH online program
2. Identify and benchmark similar programs
3. Develop learning outcomes
4. Submit for ECU Graduate School approval for Sustainability Graduate Certificate
5. Develop new recruitment programs targeting specific international student populations

University Goal 1.2: We will improve retention and graduation rates.

Unit Objective 2: Improve undergraduate five-year graduation rates of low income and rural county student populations from 57.7 percent to 70 percent by 2022.

Metrics
1. First-time, full-time cohort one-year retention rate and the five-year graduation rate.

Actions (Finish in Five)
1. Identify any significant retention, persistence, and graduation performance gaps for low income and rural county student populations
2. Identify any significant curriculum and support hurdles to timely graduation for low income and rural county student populations
3. Develop recruitment programs targeted at rural county high school students, administrators, and counselors
4. Develop new retention programs targeted at enrolled low income and rural county student populations
University Goal 1.3: We will be a national leader as a “best value” in undergraduate and graduate education.

Unit Objective 3: Increase Master of Science in Accounting (MSA) enrollment to 115 full-time equivalent student enrollments by 2022.

Metrics
1. MSA student enrollment
2. MSA student credit hours

Actions (MSA)
1. Develop new recruitment programs to target student populations
2. Develop new faculty/student engagement programs
3. Increase available funding for recruitment and engagement programs
4. Submit for Graduate School approval a Graduate Management Admissions Test (GMAT) waiver program for specific high-performing student populations

University Goal 1.4: We will reflect a global workplace and society by diversifying our faculty, staff, and students. We will provide 25 percent of ECU graduates with study-abroad experience.

Unit Objective 4: Increase to the number of undergraduate students that graduate with a study abroad experience to 200 per year by 2022.

Metrics
1. Study abroad course enrollment
2. Study abroad scholarship funding

Unit Actions (Study Abroad)
1. Develop new study abroad recruitment programs
2. Develop new giving campaigns to increase study abroad scholarship funding
3. Develop new international partnerships to increase study abroad opportunities

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 5: Increase Research and Professional Services annual gross revenue from external government, business, and non-profit entities to $750,000 by 2022.

Metrics
1. Data Metrics from the NSF Higher Education Research Development Survey (HERD)
2. Research and Professional Services annual gross revenue
3. Continuing education program enrollments

Actions (Research and Professional Services)
1. Develop business and industry partnerships to deliver organization specific workforce professional and personal development programs
2. Develop continuing education programs designed for specific regional workforce needs
Commitment 3: Lead Regional Transformation

University Goal 3.4: We will enhance the campus-wide culture of innovation at ECU by leveraging the Miller School of Entrepreneurship (MSOE).

Unit Objective 6: Increase undergraduate student enrollment to a total of 125 in the Bachelor of Science (BS) in Entrepreneurship degree program and 250 students enrolled in the Entrepreneurship certificate by 2022.

Metrics
1. BS in entrepreneurship student enrollment
2. Entrepreneurship certificate student enrollment

Actions (MSOE)
1. Secure MSOE funding
2. Complete MSOE staffing
3. Submit for UNC-GA approval BS in Entrepreneurship curriculum by Spring 2019 for student enrollment Fall 2019
4. Complete development of the Entrepreneurship Center
5. Increase campus-wide student engagement in entrepreneurship and innovation opportunities leveraging the Pirate Entrepreneurship Challenge and creation of an Entrepreneurship Center

University Goal 3.3: We will grow public-private partnerships through development of the East Carolina Research and Innovation Campus.

Unit Objective 7: Increase annual funded research expenditures to $1 million with $850,000 coming from external sources as reported to NSF HERD Survey by FY 2021-2022.

Metrics
1. Total annual funded research awards
2. Dollar amount of research funded expenditures
3. Data metrics from the NSF Higher Education Research Development Survey (HERD)

Actions (Funded Research)
1. Identify opportunities for funded research for business and hospitality management
2. Develop faculty recognition and incentive programs for specific funded research and scholarship

Our Responsibilities

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

Unit Objective 8: Increase total comprehensive funds raised from $9M to $31M by 2022.

Metrics
1. Total comprehensive funds raised
**Actions (Funded Research)**

1. Continue current rate of giving
2. Develop and deploy campaign to fund School of Hospitality Leadership conference center
3. Develop and deploy campaign to raise additional funds for the Isley Innovation Hub (Building 43)
4. Develop and deploy campaign to name the College of Business