



## College of Health and Human Performance 2017-2022 Strategic Plan

**Unit Mission:** The mission of the College of Health and Human Performance is to improve health, well-being, and quality of life. The College seeks to: discover, educate and motivate for a healthy tomorrow.

*Goals are based on current six units of Health and Human Performance (Health Education and Promotion, Human Development and Family Science, Kinesiology, Interior Design and Merchandising, Recreation and Leisure Studies, and School of Social Work)*

### Commitment 1: Maximize Student

**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.

**Unit Objective 1:** By 2022, HHP will increase enrollment of key student populations (i.e., active military, veterans, transfers, and “part-way home” students) by 5%.

**Metric:**

1. Student enrollment (Priority Metric)

**Actions:**

1. HHP will identify community college programs that are compatible with HHP majors and establish articulation/bilateral agreements.
2. HHP advising centers will increase marketing to key student populations through social media/updated web page features and targeted print marketing.

**University Goal 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.

**Unit Objective 2:** By 2022, HHP will increase the students engaged in international experiences by 25% in order to increase the opportunity for students to explore the impact of cultural beliefs and values on people’s perceptions and global issues to foster success in the global workplace and society.

**Metrics:**

1. Number of students involved in international experiences (Priority Metric)
2. Number of international opportunities

**Actions:**

1. HHP will offer Lunch and Learn experiences with Office of Global Affairs to assist faculty in exploring and developing study abroad experiences
2. HHP will create marketing materials to support student recruitment (e.g., student experience videos, study abroad marketing materials)
3. HHP will send at least one college representative to the GPE Virtual Conference every year to increase awareness of best practices related to international collaborations and program improvement.

**University Goal 1.8:** We will expand service learning, undergraduate research, and creative activity across our entire campus.

**Unit Objective 3:** By 2022, HHP will increase the number of undergraduate students instructed by 5% in research methods and involvement in research presentations, creative activities or grants that improve health, well-being, and/or quality of life.

**Metrics:**

1. Number of students who participate in faculty-student scholarship/collaborations (Faculty 180)
2. Number of SCH in HHP undergraduate research courses

**Actions:**

1. Survey units to determine a complete list of all HHP undergraduate research courses whereby research ethics, design, or analysis is the primary focus of the course.
2. Encourage students to participate in Research and Creative Achievement Week through the following venues (a) recommendation by undergraduate program director, (b) announcements from faculty, (c) alignment with course assignment, (d) as part of a thesis or capstone project, (e) directed social media campaigns, and (f) website announcements/digital displays.

**Unit Objective 4:** By 2022, HHP will increase student participation for service-learning by 10% through related activities that improve health, well-being, and quality of life and benefit community partners which allow students to develop personally, academically, and professionally.

**Metric:**

1. Service-learning hours accrued as tracked by Center for Leadership and Civic Engagement

**Actions:**

1. HHP will invite Center for Leadership and Civic Engagement representatives to Fall convocation to inform faculty of service learning process and resources at ECU.
2. HHP awards committee will evaluate the criteria used for the HHP Service award and appropriate weight service learning as a faculty incentive.
3. HHP's UCC Liaison will provide curriculum development support to faculty in seeking Service Learning designation for courses that are routinely offering service learning experiences.

## **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:** By 2022, HHP will increase by 10% the number of professional development, continuing education, or lifelong learning opportunities that align to health, well-being, and/or quality of life for the region.

### **Metrics:**

1. Number of contact hours of professional development, continuing education or lifelong learning opportunities led by HHP faculty or staff (HHP Annual Report from Faculty 180 data-create baseline in 2017-2018 annual report)
2. Number of opportunities offered to the region

### **Actions:**

1. Collaborate with the Division of Continuing Studies to consider ways to increase number of opportunities and formally track metrics.
2. Investigate regional needs through unit chairs to identify potential professional development, continuing education, or lifelong learning opportunities.
3. Identify HHP interdisciplinary educational opportunities through shared regional needs at college retreat.

## **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, rural development, advanced manufacturing, and assisting the military

**Unit Objective 6:** By 2022, HHP will increase faculty-student co-authored scholarship to reflect 20% of all documented research presentations, creative activities or grants in the college.

### **Metric:**

1. Faculty Scholarship (Priority Metric)

### **Actions:**

1. Ensure accurate documentation of student co-authors in Faculty 180.
2. HHP will offer Lunch and Learn sessions focused on faculty-student collaboration and productivity in order to better engage students in faculty research.
3. HHP will explore new theses/dissertations/capstone project options that help facilitate the transition of manuscripts into publishable products.

**Unit Objective 7:** By 2022, HHP will increase research and development grant expenditures to \$5,016,293.00.

**Metric:**

1. Total number of tenured/tenure track faculty in HHP who are a funded primary, lead or co-investigator in relation to the total number of tenured and tenure track faculty in HHP.

**Actions:**

1. Deliver Lunch and Learn sessions that offer professional development on competitive grant writing.
2. Construct a method to assist faculty in creating project concept forms to enhance interdisciplinary collaboration within research clusters and alignment toward external funding sources.
3. Monthly reports will be distributed to chairs to monitor progress toward expenditure expectations.

### **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. *(Priority: Diversity)*

**Unit Objective 8:** By 2022, HHP will increase the representation HHP faculty with diverse backgrounds to 30%.

**Metric:**

1. Recruitment, retention, and promotion of a diverse faculty and staff (Priority Metric)

**Actions:**

1. HHP will provide seminars led by ECU Office of Equity and Diversity (OED) to departments to increase awareness of methods to recruit a search pool of diverse candidates, including HBCUs.
2. Offer Lunch & Learn seminars led by ECU Office of Global Affairs to attract more international post-docs and visiting professors.
3. HHP administration will meet with the US Department of Commerce, Commercial Officer to discuss strategies to increase international marketing of faculty.

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

**Unit Objective 9:** By 2022, HHP will fundraise 14 million dollars to contribute to the comprehensive campaign.

**Metric:**

1. Fundraising totals (by college)

**Action:**

1. Identify and cultivate relationships with new and existing donors.