Honors College 2017-2022 Strategic Plan

Unit Mission: The mission of the Honors College at East Carolina University is to prepare tomorrow’s leaders through the recruitment, engagement, and retention of exceptionally talented students of character in a diverse intellectual living-learning community and to challenge them to attain high levels of academic achievement.

Commitment 1: Maximize Student Success

University Goal 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.

Unit Objective 1: By 2022, we will enroll high achieving first year full time students in each entering class. We will enroll and retain 800 students in the Honors College. Invitations to apply to the Honors College will be sent to students with a minimum 1270 SAT or 27 ACT score and at least a 3.5 unweighted or 4.0 weighted high school GPA.

Metrics:
1. Honors College total enrollment will be 800 students.
2. Funding for HC programming and scholarships to support recruitment and retention efforts will increase by 5% per year.

Action:
1. Recruit a high achieving and diverse population of students to the Honors College by hosting recruiting events on campus (academic days, sophomore days, diversity days) and partnering with Admissions on statewide recruitment. Recruiting and marketing efforts will focus on reaching not only juniors and seniors, but younger high school students, including freshmen and sophomores.

Unit Objective 2: By 2022, we will secure a naming gift for the EC Scholars Program which will allow EC Scholar recipients to receive full merit scholarships.

Metrics:
1. Secure a naming gift for the EC Scholars program valued at $12-15 million and continue annual and endowed fund raising for other Honors College needs resulting in a total of $20 million by 2022.
2. Provide a cost of attendance scholarship to each EC Scholar.*

Action:
1. Engage with the ECU Foundation, University Advancement, and the Honors College Advancement Council to identify top prospects with the capacity to support this naming initiative

University Goal 1.7: We will reflect a global workplace and society by diversifying our faculty, staff, and students. We will increase international students, provide U.S. students with more
opportunities to study abroad, increase those with competency in a second language, and significantly expand the number of global classrooms to connect diverse cultures to instructional opportunities.

**Unit Objective 3:** Increase the number of Honors College students from traditionally underrepresented racial populations (URP) by 20%. Traditionally underrepresented racial populations include students who self-identify as African American, American Indian, Hispanic, or Two or More Races.

**Metric:**
1. The number of URP Honors students will increase by 20% in 2022 as compared to 2017.

**Actions:**
1. Building upon our existing relationships with admissions officers, guidance counselors, alumni, parents, and pipeline programs, and using data and information from admissions and testing centers, we will target URP with specific and appropriate recruitment initiatives.

**Unit Objective 4:** By 2022, we will increase the number of Honors College students who study abroad by 20%.

**Metrics:**
1. Secure at least $10,000 in additional funds for the College’s Michael Bassman Study Abroad Endowment
2. Double the number of HC study abroad educational experiences supported financially, administratively, and through curricular initiatives.

**Action:**
1. Engage with the ECU Foundation, University Advancement, and the Honors College Advancement Council to cultivate, solicit, and steward private support for the Bassman Fund.

**Commitment 2: Serve the Public**

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

**Unit Objective 5:** By 2022, we will develop and sustain internal and external partnerships offering unique personal and professional development and promoting innovative experiences to at least 200 HC students annually.

**Metric:**
1. The number of internal and external partnerships required to provide internships, fellowships, and other opportunities for at least 200 HC students annually.

**Unit Action:**
1. Reorganize HC freshman colloquium series to develop and sustain key partnerships to develop and sustain internships, fellowships, and other student experiences.
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: Increase financial support for student research/entrepreneurship and innovative efforts to $10,000 per year.

Metrics:
1. Increase the number of Honors students who present their research at professional meetings by 10% per year.

Action:
1. Engage with the Division of Research, Economic Development, and Engagement and the regional business and industry community to create and support research and creative opportunities for Honors College students. Engage the ECU Foundation, University Advancement, and the Honors College Advancement Council to cultivate, solicit, and steward private support for student research initiatives.

University Goal 3.4: We will enhance the campus-wide culture of innovation at ECU by leveraging our assets including the Miller School of Entrepreneurship.

Unit Objective 7: Support the development of a Certificate in Design Thinking available for HC students that will include Honors Colloquia and Honors Capstone courses. We will increase our Innovation and Design Lab internship program by 100% and develop other opportunities for our students to engage in innovation and entrepreneurship activities in business and industry.

Metrics:
1. The Certificate in Design Thinking will be available for students.
2. Increase the number of local and regional internships available to HC students by 100%.

Action:
1. We will utilize existing relationships with the Office of Economic Development, the IDL, and other campus partners to enhance and expand innovation opportunities for HC students.