

East Carolina University

University Values

What we do at ECU, and the way we interact with others, is underpinned by the following four values. All students, staff and Council members are expected to embrace these values in the conduct of their work, study and service to the University and in their interactions with our external partners

- Integrity – being ethical, honest and fair
- Respect – considering the opinions and values of others
- Rational Inquiry – motivated by evidence and reasoning
- Personal Excellence – demonstrating the highest personal and professional standards.

University Mission

To be a national model for student success, public service and regional transformation, East Carolina University:

- Uses innovative learning strategies and delivery methods to maximize access
- Prepares students with the knowledge, skills and values to succeed in a global, multicultural society
- Develops tomorrow's leaders to serve and inspire positive change
- Discovers new knowledge and innovations to support a thriving future for eastern North Carolina and beyond
- Transforms health care, promotes wellness, and reduces health disparities, and
- Improves quality of life through cultural enrichment, academics, the arts, and athletics.

We accomplish our mission through education, research, creative activities, and service while being good stewards of the resources entrusted to us.

University Commitments

East Carolina University is resolute in honoring the values that have propelled its success over more than a century. As we consider our future, we focus on three commitments that we have identified as critical to our continued growth.

- Student Success
- Public Service
- Regional Transformation.