



IAAC Meeting

MARCH 26, 2025

Agenda

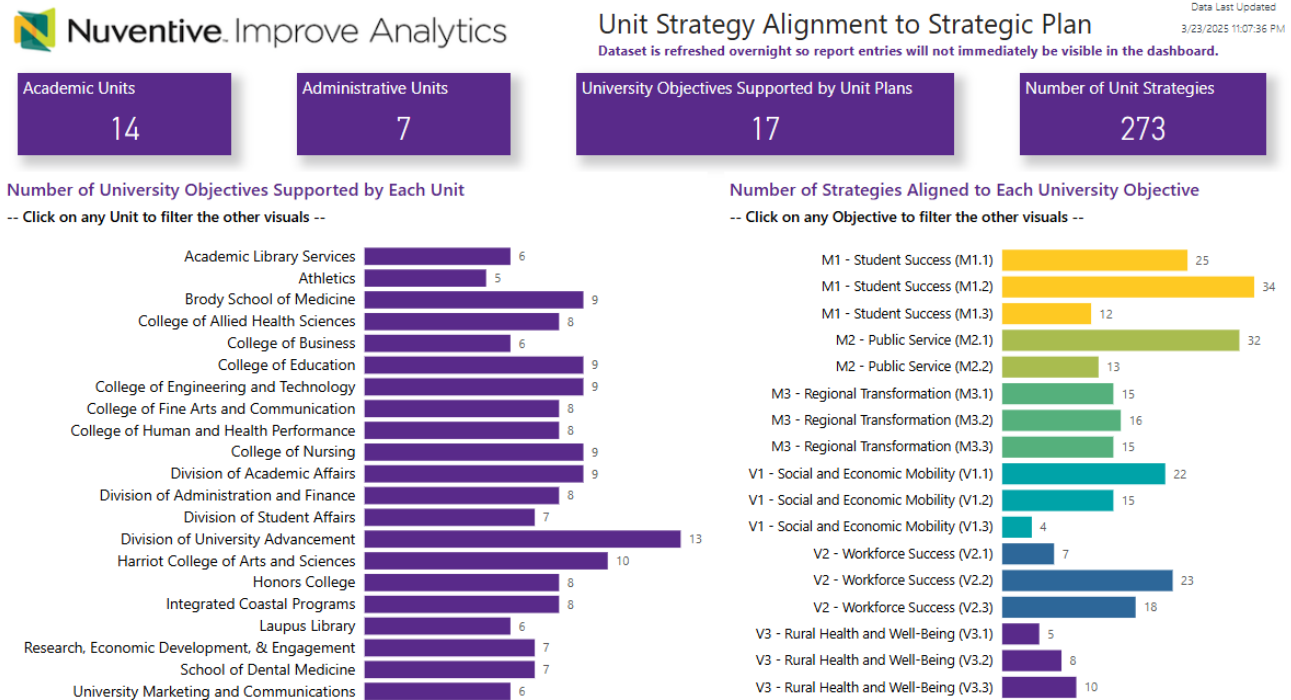
- ▶ Welcome
- ▶ Strategic Planning Update
- ▶ Faculty Workload
- ▶ UNC System ROI Metrics
- ▶ Survey Update
- ▶ Assessment Reporting Update
- ▶ Assessment Review Process
 - ▶ Summary of Institutional Assessment Review Committee (I-ARC) Process Fall 2024
- ▶ General Education Assessment

Strategic Planning

Strategic Alignment Plans and Overviews

Review and Update

- ▶ Review unit alignment plans and overview summaries by April 4th
 - ▶ IA will update plans in Nuventive
 - ▶ Creative Services will update overviews on website
 - ▶ Strategic Plan Dashboard
 - ▶ Data refreshes nightly



2024-2025 Annual Progress Reports

Instructions

- Report on **at least one** Strategy and associated Metric(s) under each Mission and Vision Priority
 - Metric Update
 - Strategy Update

- Select a Strategy Status for **ALL** Strategies
 - A full report is **NOT** expected on all Strategies and Metrics every year.

- Provide an Executive Summary

- Enter report components in Nuventive by **July 31st**
 - Word template will be provided to use for composing report components

Annual Progress Report: Metric Update

- **Metric Update**

- Metric Results (Maximum 250 characters): Summarize the available metric results.
- Metric Status: Type in a Metric Status
 - *Not Started* – Data was not collected on the metric.
 - *Behind Schedule* – Metric progress is slower than expected and target may not be met by 2028.
 - *On Schedule* – Metric is progressing and is expected to meet target by 2028.
 - *Completed* – Metric has met 2028 target, and no further actions required.
 - *Discontinued* – Metric has been discontinued and will not be reported on.

Experiential Learning

Priority: Mission Priority 1: Student Success
Objective: Objective M1.2: Expand access to and participation in transformative experiences and experiential learning.
Strategy: The COB will increase the number of our graduates with significant experiential learning to meet critical workforce needs. (Sales Academy; Immersive MBA)
Strategy Status: Active


Metric	Metric Update
Metric: Number of students enrolled in Sales course (total number in all courses, not unique) 2022-23 Base Line: 386 Target by 2028: 1000 Metric Status: Active	Date Entered: 03/06/2025 Reporting Period: 2024 - 2025 Metric Results (Maximum 250 characters): Metric Status - Based on 2028 Target:
	Date Entered: 03/06/2025 Reporting Period: 2024 - 2025 Metric Results (Maximum 250 characters): Metric Status - Based on 2028 Target:
Metric: Amount of external funding to support the Immersive MBA 2022-23 Base Line: \$0 Target by 2028: \$500,000 Metric Status: Active	Date Entered: 03/06/2025 Reporting Period: 2024 - 2025 Metric Results (Maximum 250 characters): Metric Status - Based on 2028 Target:
Metric: Number of students per year 2022-23 Base Line: 0 Target by 2028: 20/year Metric Status: Active	Date Entered: 03/06/2025 Reporting Period: 2024 - 2025 Metric Results (Maximum 250 characters): Metric Status - Based on 2028 Target:



Annual Progress Report: Strategy Update

○ Strategy Update

- Strategy Status: Type in a Strategy Status
 - *Not Started* – No significant work has been undertaken; The strategy may still be in the planning phase.
 - *Behind Schedule* – The strategy is actively being implemented but progress is slower than expected toward achieving the 2028 target.
 - *On Schedule* – Strategy is actively being implemented with progress being made toward achieving the 2028 target.
 - *Completed* – Strategy has been fully implemented.
 - *Discontinued* – Strategy has been discontinued and will not be reported on.
- Actions Taken: Summarize actions taken on the strategies the unit has begun or continued to implement.
- Analysis and Reflection: Summarize the unit’s interpretation of the metric results, comment on baseline data (if available), and discuss progress towards the target. Also, reflect on the implementation of the strategy and describe successes or challenges encountered.
- Next Steps: This optional field is intended to capture next steps based on the analysis and reflection summary. For example, if a strategy, metric, or target needs to be modified.



Strategy Update
Date Entered: 03/06/2025
Reporting Period: 2024 - 2025
Strategy Status:
Actions Taken:
Analysis and Reflection:
Next Steps (Optional):
Related Documents (Optional):

Annual Progress Report: Executive Summary

- **Executive Summary**

- Reporting Period: 2024-2025
- Key Findings from Annual Progress Report: Following the completion of the unit annual progress report, briefly outline the most important findings, data points, or insights from your report.
 - Successes and Major Accomplishments: Outline Successes and Major Accomplishments
 - Challenges Implementing the Plan: Outline Challenges or Obstacles that were encountered during the implementation of the unit alignment strategic plan
- Next Steps/Planning for Next Year: Based on the Key Findings above, describe actions to be implemented in the next academic year:
 - Major Actions Planned: Describe the continuation/changes to current strategies or implementation of additional strategies in the alignment plan
 - Resource Alignment and Allocation Actions: Briefly describe the Resource Alignment and Allocation process

Annual Progress Report: Resources

Browser address bar: <https://solutions.nuventive.com/platform/essential/Home/Index/ff71b350-6558-451b-9289-4fb9eb863957>

Nuventive Solutions | Welcome, springerk@ecu.edu! | Sign out

- SAMPLE - Strategic Plan



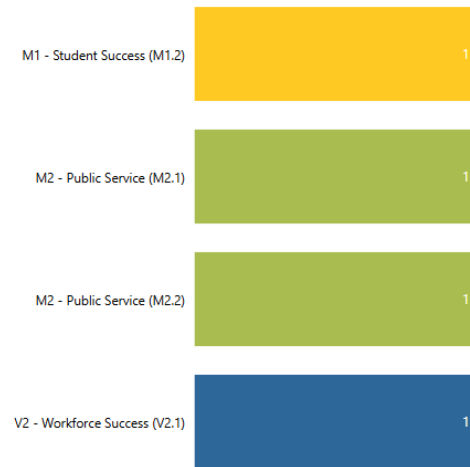
Unit Strategy Details

Data Last Updated
3/23/2025 11:07:36 PM

Dataset is refreshed overnight so report entries will not immediately be visible in the dashboard.

Number of Units with Strategies Aligned to Each University Objective

-- Click on any Objective to filter the table on the right --



Unit	Unit Strategy	Strategy Description
Strategic Plan	02252025 Test Sample	02252025 Test Sample
	Co-curricular Experience	The COB will increase the number of our graduates with significant co-curricular experience designed to encourage diversity of thought. (Student Engagement; Copeland Fellowships)
	Experiential Learning	The COB will increase the number of our graduates with significant experiential learning to meet critical workforce needs. (Sales Academy; Immersive MBA)
	Training and Development Opportunities	The COB will support faculty/staff through training and development opportunities. (Arthur Teaching Fellowship; Staff Professional Development)

Annual Progress Report: Resources

The screenshot displays the Nuventive Solutions interface. The top navigation bar includes the Nuventive logo and the text "Nuventive Solutions". Below this, a breadcrumb trail shows "- SAMPLE - Strategic Plan". A sidebar menu on the left contains the following items: "Strategic Plan Dashboard", "General Information" (with a downward arrow), "Strategic Plan" (highlighted in yellow with an upward arrow), "Strategic Plan & Annual Progress Report", "Executive Summary" (highlighted in yellow), "Mapping", and "Document Library". The main content area features a header "Nuventive. Improve Analytics" and a section titled "Units with Strategies Aligned to Each Objective". Below this, there is a table with the following data:

Unit	Strat
Success (M1.2)	1
Service (M2.1)	1
Service (M2.2)	1
Success (V2.1)	1

Annual Progress Report: Resources

The screenshot displays a web application interface for managing a strategic plan. At the top, a navigation bar shows the current page as 'Strategic Plan > Strategic Plan & Annual Progress Report' with 'CLOSE' and 'SAVE' buttons. Below this is a search bar containing 'Experiential Learning'. A tabbed interface below the search bar has four tabs: 'STRATEGY' (selected), 'METRIC', 'METRIC UPDATE', and 'STRATEGY UPDATE'. A note indicates that an asterisk denotes a required field. The main form contains the following fields:

- Strategy Name ***: Experiential Learning
- Priority**: Mission Priority 1: Student Success
- Objective**: Objective M1.2: Expand access to and participation in transformative experiences and experiential learning.
- Strategy ***: The COB will increase the number of our graduates with significant experiential learning to meet critical workforce needs. (Sales Academy; Immersive MBA)
- Strategy Status ***: Active

On the right side, a sidebar displays two document thumbnails, both featuring the ECU logo:

- Top thumbnail: 'Strategic Plan & Annual Progress Report' with a 'Saved to Z: Drive' button and a partial title 'Unit Strategic Planning Report wi...'.
- Bottom thumbnail: 'Narrative Strategic Plan Report' with the full title 'Narrative Strategic Plan Report'.

Annual Progress Report: Resources

Co-curricular Experience

Strategy Name: Co-curricular Experience

Priority: Mission Priority 1: Student Success

Objective: Objective M1.2: Expand access to and participation in transformative experiences and experiential learning.

Strategy: The COB will increase the number of our graduates with significant co-curricular experience designed to encourage diversity of thought. (Student Engagement: Copeland Fellowships)

Strategy Status: Active

Metric: Number of students engaged in co-curricular activities

2022-23 Base Line: 1820

Target by 2028: 3500

Metric Status: Active

** denotes a required field.*

Date Entered

03/25/2025

Reporting Period



Metric Results (Maximum 250 characters) ⓘ

Metric Status - Based on 2028 Target ⓘ

Annual Progress Report: Resources

Strategy Name: Co-curricular Experience

Priority: Mission Priority 1: Student Success

Objective: Objective M1.2: Expand access to and participation in transformative experiences and experiential learning.

Strategy: The COB will increase the number of our graduates with significant co-curricular experience designed to encourage diversity of thought. (Student Engagement: Copeland Fellowships)

Strategy Status: Active

** denotes a required field.*

Date Entered

03/25/2025

Reporting Period



Strategy Status

Actions Taken

Analysis and Reflection

Next Steps (Optional)

Related Documents (Optional)





Faculty Workload

Faculty Workload Reporting

UNC Policy Manual

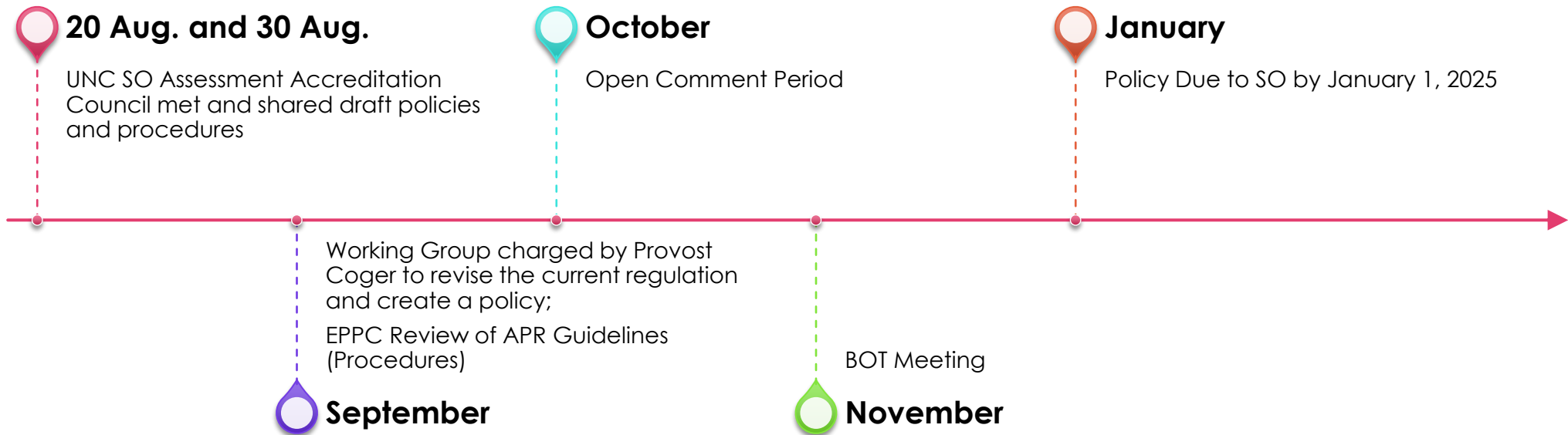
- ▶ Policy on Faculty Workload
 - ▶ 400.3.4
 - ▶ Adopted 07/19/23
- ▶ Regulation on Faculty Workload
 - ▶ 400.3.4(R)
 - ▶ Adopted 01/17/13
 - ▶ Amended 02/20/24

ECU Report to UNC-SO

- ▶ Office of the Provost designee coordinating with college representatives
- ▶ Quantitative data will be available by mid-June

UNC – System
ROI Metrics

Historical Timeline



Policy on Academic Program Planning

- ▶ Institutional 7-year Academic Program Inventory Review (Section V(A)(ii)
 - a. Current and projected student demand, as measured by enrollments in the majors and degrees produced;
 - b. Current and projected workforce demand, as measured by projected job growth and existing data on student employment outcomes;
 - c. Student outcomes, including persistence, graduation, time to degree, and where possible, post-graduation success;
 - d. Program costs and productivity, including research, scholarship, and creative activity and student credit hours produced compared to the number and cost of faculty and staff;
 - e. The contribution of the program to professions that are critical to the health, educational attainment, and quality of life of North Carolinians; and
 - f. Any other considerations identified by the chancellor or by the President.
- ▶ Summary Reports
- ▶ Programs with Specialized/Programmatic Accreditation

Policy on Academic Program Planning

- ▶ Biennial Program Productivity Report – Spring 2025 start (SO requirement)
 - ▶ Key measures including student demand, credentials produced, post-graduation employment and earnings, ROI, and other considerations
- ▶ Biennial State Workforce Scan – Fall 2026 start (SO requirement)
 - ▶ Emerging labor market demands;
 - ▶ Alignment between the System's academic program portfolio and labor market demands;
 - ▶ Trends in employment outcomes for graduates by program of study, and
 - ▶ New and expandable degree and credential programs that would be beneficial to the state

Program Reviews

College of Allied Health Sciences	Physician Assistant Studies	Physician Assistant (MS)	Spring 2025	Specialized Accreditation – ARC-PA
College of Fine Arts & Communication	School of Music	Music (MM) Music (BM) Music Education (BM) Music Education (MM) Advanced Performance Studies (PB) Suzuki Pedagogy (PB)	Spring 2025	Specialized Accreditation – NASM
College of Fine Arts & Communication	School of Art and Design	Art Education (MAEd) Art (MFA) Art (BFA) Art Education (BFA)	Spring 2025	Specialized Accreditation – NASAD
College of Health and Human Performance	Interior Design and Merchandising	Interior Design (BS)	January 2025	Specialized Accreditation – NASAD
College of Engineering and Technology	Technology Systems	Network Technology (MS) Technology Management (MS) Design (BS) Information and Computer Technology (BS) Industrial Distribution and Logistics (BS) Industrial Engineering Technology (BS) Industrial Technology (BS)	2025	Specialized Accreditation – ATMAE
College of Business	1. Accounting 2. Accounting 3. College of Business 4. Finance 5. Management 6. Management Information Systems 7. Marketing and Supply Chain Management	1. Accounting (BSBA) 2. Accounting (MSA) 3. Business Administration (MBA) 4. Finance (BSBA) 5. Management (BSBA) 6. Management Information Systems (BSBA) 7. Marketing (BSBA)	Spring 2025	Specialized Accreditation – AACSB
College of Allied Health Sciences	Occupational Therapy	Occupational Therapy (MSOT)	Spring 2025	Specialized Accreditation – ACOTE

UNC-SO ROI Metrics

Communication Plan: IA staff will reach out colleges

Data Collection Process and Timeline: Programs having undergone ECU APR or specialized accreditation will submit ROI metrics

Data Sources: System Office planning guide

Due Date: September 15th

Data Storage: House in Nuventive?





Survey Updates

Spring 2025 Surveys

- ▶ Survey of Student Opinion of Instruction
 - ▶ Block 1: Feb 20 - 26
 - ▶ Response rate: 29%
 - ▶ Block 2: April 16 - 22
 - ▶ 15-week: April 16 – 29
 - ▶ Reports released to instructors and supervisors on May 13
- ▶ Graduating Senior Survey & Graduate Student Exit Survey
 - ▶ Students who applied to graduate in spring 2025
 - ▶ Survey open early April through commencement
 - ▶ Aggregated results for the academic year published in the IPAR BI App
 - ▶ Department and college level reports available upon request
 - ▶ GSES revisions for 2025-2026

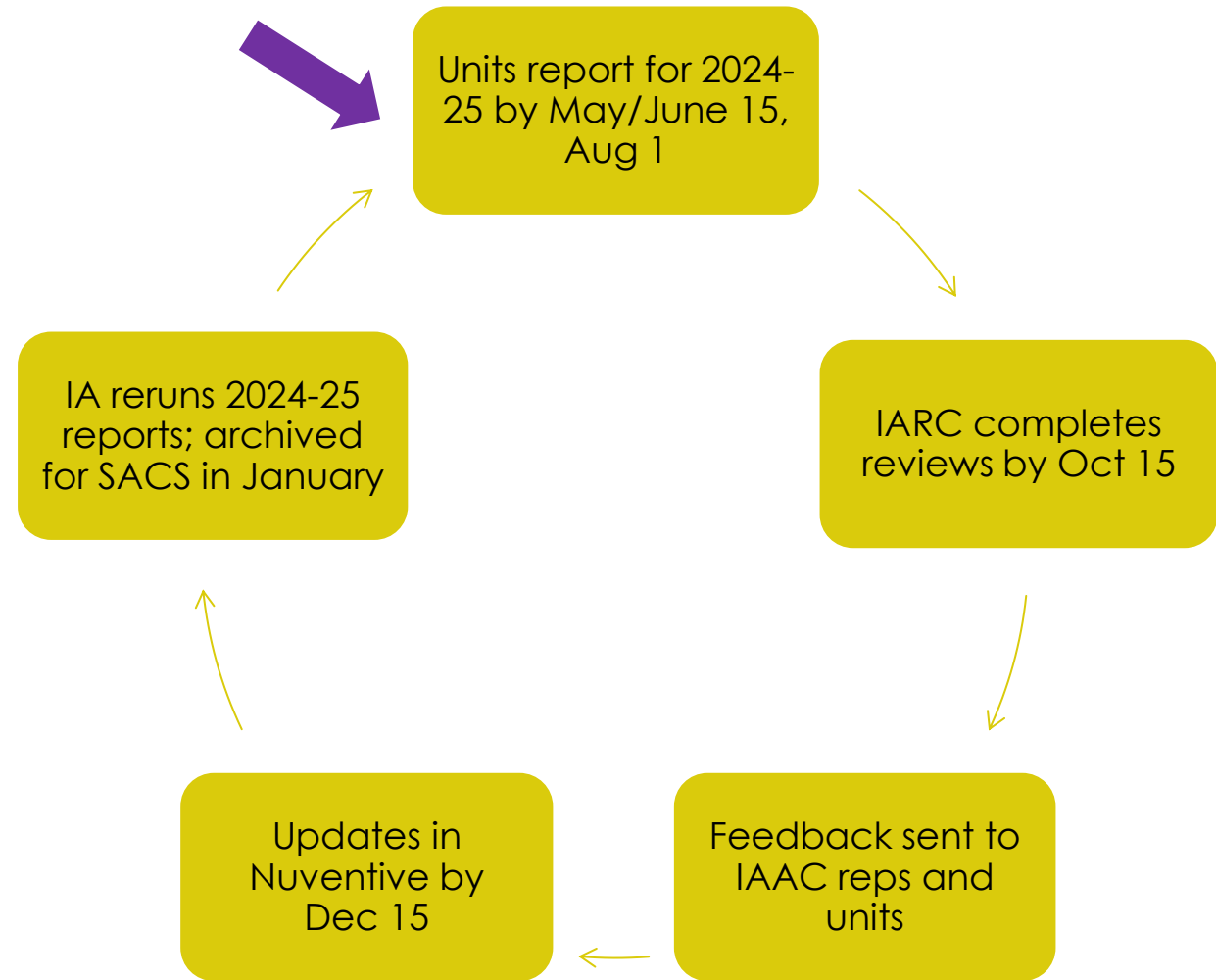
Spring 2025 Surveys

- ▶ Department Chair Survey & Administrator Survey
 - ▶ Faculty evaluate Chairs, School Directors, Deans, Provost, and the Chancellor
 - ▶ Surveys open in early April
 - ▶ Reports released in early May
 - ▶ Excludes any administrator currently undergoing a five-year review
- ▶ National Survey of Student Engagement (NSSE)
 - ▶ Feb 19 – May 12
 - ▶ 7,332 first-year and senior students eligible
 - ▶ Current response rate: 6.3%
 - ▶ Weekly reminders through April 8
 - ▶ Coordinating with Student Affairs on marketing and incentives
 - ▶ Results available in August

Assessment Reporting Update

Steps in the Assessment Reporting Process

We are here!





Summary of Institutional
Assessment Review
Committee Process (IARC)
Fall 2024

Institutional
Assessment
Review
Committee
Fall 2024

- ▶ Number of reports that were reviewed:
 - ▶ 78 educational programs
 - ▶ 28 support units
- ▶ Number of reviewers:
 - ▶ 33 for educational programs (10 were new)
 - ▶ 11 for support units (1 was new)

Reviewers

BSOM

Jhojana Infantes Linares
Rich Franklin
David Eldridge

COB

Shelly Brantley
Scott Dellana
Laura Madden
Ravi Paul
Holly Winkler

IPAR

Cyndi Bellacero
Kristen Dreyfus
Danyell Harmon
Yihui Li
Jeanette Morris
Susan Morrissey

CAHS

Leigh Cellucci
Kenn Pritchard

COE

Rachel Bass
Holly Fales
Kristen Gregory
Sarah Sconyers

HCAS

Kerri Flinchbaugh
Nehad Elsayaf
Ken Ferguson
Kirk Miller
Olga Smirnova

CET

Karl Abrahamson
Page Varnell
Jason Yao

CON

Donna Roberson

Student Affairs

Kathy Hill
Ashleigh Taylor

CFAC

Mary Tucker-McLaughlin

SODM

Daniel Stevens

Chancellor's Division

Kimrey Miko
Kimberly Nicholson

CHHP

Cari Autry
Susannah Berry
Jeff Pizzutilla

Academic Affairs

Jennifer Baysden
Bill Mallett

Summary of IARC Reviews

- ▶ We calculate the percentage of Yes responses by unit (Number of Yes responses divided by possible number of Yes responses).
- ▶ Range from 0% to 100% Yes.
- ▶ Units were then grouped based on the percentage of Yes responses
 - ▶ All Yes responses
 - ▶ 81-99% Yes responses
 - ▶ 60-80% Yes responses
 - ▶ Less than 60% Yes responses

Summary of IARC Reviews

Number of reviews that had:	Educational Programs	Support Units	Total	
All Yes responses	20	7	27	
81-99% Yes responses	19	7	26	
60-80% Yes responses	22	10	32	→ Targeted emails
Less than 60% Yes responses	17	4	21	→ Consultations
Total number of reviews	78	28	106	

Units with all Yes Responses on IARC Review

<p>HCAS Forensic Anthropology UG Cert Global Cross-Cultural Competency UG Cert Criminal Law and Legal Process Minor Film Studies Minor Hispanic Studies MA Statistics G Cert/Minor</p>	<p>COB Accounting MSA Applied Data Analytics UG Cert Entrepreneurship BS Entrepreneurship UG Cert Hospitality Management BS Sustainable Tourism and Hospitality MS</p>	<p>CAHS Counselor Preparation PhD Rehabilitation Counseling MS/RS, MCTS G Certs Health Care Admin G Cert/Health Care Mgmt G Cert Health Informatics and Info Mgmt MS/Health Informatics Cert Physical Therapy DPT</p>
<p>CON Nursing PhD</p>	<p>CHHP Kinesiology MS</p>	<p>BSOM Ethnic and Rural Health Disparities G Cert</p>
<p>AA Institutional Planning, Assessment, & Research Office of Online Learning, Academic Outreach and Academic Innovation</p>	<p>Chan Div Office of University Counsel The Office of the Chancellor</p>	<p>Student Affairs Finance Technology Services Women and Gender Office</p>

Consultations with Institutional Assessment Representative



21 units were targeted for consultation.



IA met with 16 (76%) units in the targeted group. Meetings were virtual and/or by phone. Met multiple times with some units.



IA had consultations with 9 other units not in the target group.



25 units received consultations based on the Fall 2024 reviews.

Use of IARC Review Feedback

	Educational Programs	Support Units	Total
Number of units reviewed	78	28	106
No changes needed	20	7	27
Needed to make updates based on feedback	58	21	79
• Made updates based on the feedback	47 (81%)	19 (90.5%)	66 (83.5%)
• No changes made	11 (19%)	2 (9.5%)	13 (16.5%)

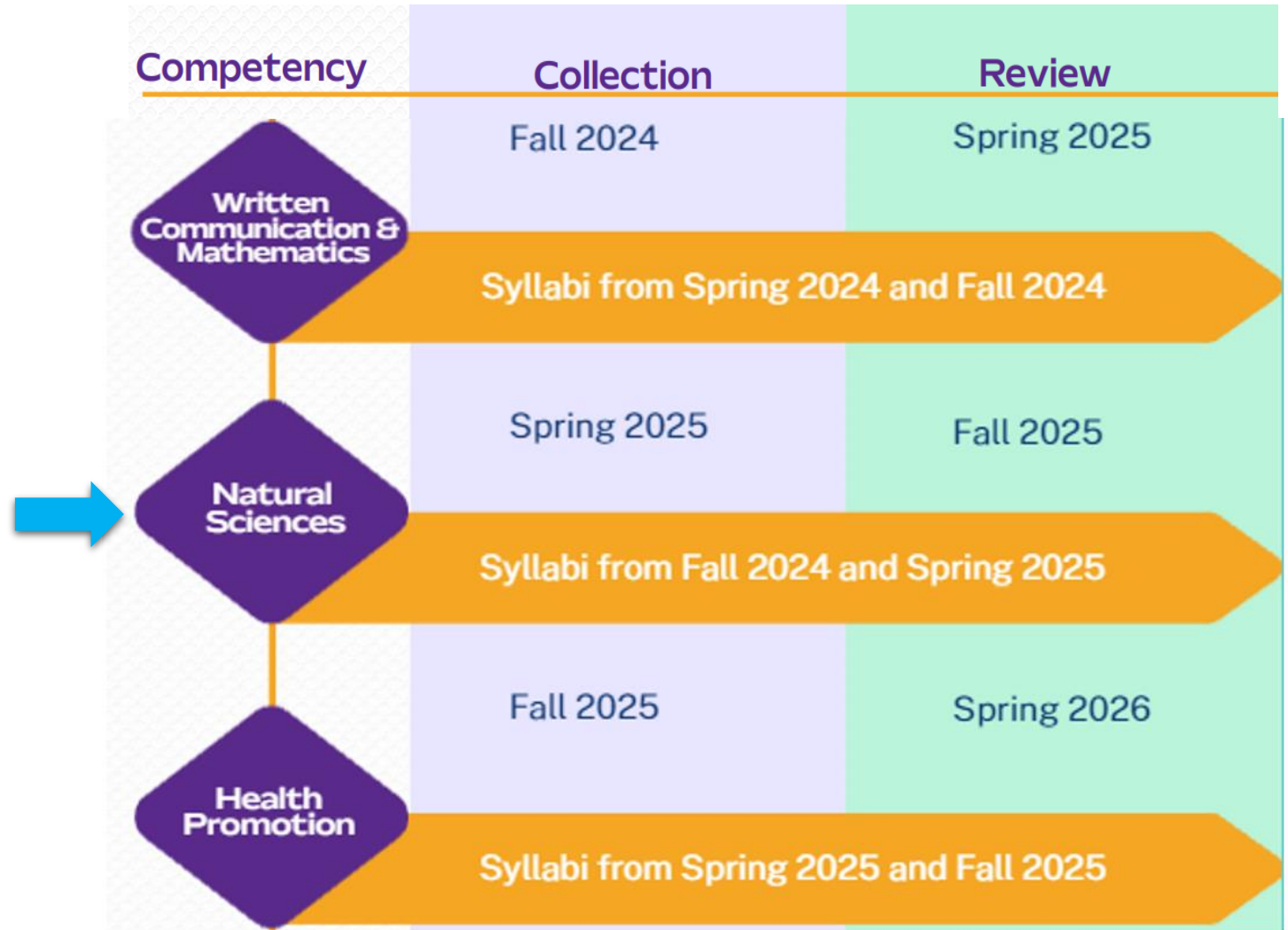
General Education Assessment

Assessment Schedule (Cycle Three)

2024-2025	2025-2026	2026-2027	2027-2028
Data Collection <ul style="list-style-type: none"> Mathematics Written Communication 	Data Collection <ul style="list-style-type: none"> Natural Sciences Health Promotion /Physical Activity 	Data Collection <ul style="list-style-type: none"> Social Sciences Fine Arts 	Data Collection <ul style="list-style-type: none"> Humanities
Review & Action Plan <ul style="list-style-type: none"> Humanities 	Review & Action Plan <ul style="list-style-type: none"> Mathematics Written Communication 	Review & Action Plan <ul style="list-style-type: none"> Natural Sciences Health Promotion /Physical Activity 	Review & Action Plan <ul style="list-style-type: none"> Social Sciences Fine Arts
Implementation of Action Plan <ul style="list-style-type: none"> Social Sciences Fine Arts 	Implementation of Action Plan <ul style="list-style-type: none"> Humanities 	Implementation of Action Plan <ul style="list-style-type: none"> Mathematics Written Communication 	Implementation of Action Plan <ul style="list-style-type: none"> Natural Sciences Health Promotion /Physical Activity
Departmental Progress Reporting <ul style="list-style-type: none"> Natural Sciences Health Promotion /Physical Activity 	Departmental Progress Reporting <ul style="list-style-type: none"> Social Sciences Fine Arts 	Departmental Progress Reporting <ul style="list-style-type: none"> Humanities 	Departmental Progress Reporting <ul style="list-style-type: none"> Mathematics Written Communication

- Include GE courses offered through the Flight Path Program
- Use Canvas Outcomes to enhance data collection efficiency

Syllabi Review Schedule



Welcome to the online home of Institutional Planning, Assessment and Research (IPAR)

IPAR collects, analyzes, warehouses, and disseminates data about East Carolina University. IPAR facilitates and enhances university-wide strategic and operational planning, assessment, evaluation and research activities to ensure compliance with accreditation standards and support high quality institutional decision-making, effectiveness and continuous improvement.



Mission



Institutional Research



Institutional Assessment



Space Planning



Academic Planning



Strategic Planning