

Staff Senate Monthly Meeting
November 10, 2022 at 3:00pm
East Carolina Heart Institute Auditorium

MINUTES

- Call to Order** Aisha Powell, Staff Senate Chair
- Approval of Minutes** Senator Jennifer Jones
October minutes were approved.
- Campus Update** Dr. Chris Locklear, Chief of Staff

A memo has been distributed to faculty and staff seeking members to serve on the ECU Student Conduct Board. The memo provides the purpose of the conduct board, the training, time commitment, how to volunteer, and contact information for the Office of Student Rights and Responsibilities. If you have an interest in serving, please carefully review the memo and respond as requested. As you know, earlier this year Vice Chancellor Hardy announced her retirement, which is effective at the end of the calendar year. As the Chancellor commented during our recent Board of Trustees meeting, Dr Hardy's legacy of excellence and service will endure long after her tenure ends. From her work in the Brody School of Medicine to her many years as Vice Chancellor for Student Affairs, Dr Hardy has lived our commitments and has embodied our motto of service. The search for a new permanent Vice Chancellor is ongoing. There will be opportunities for the campus community to engage with candidates, so whenever those dates and sessions are announced, I hope you will engage in the process. We know it's unlikely that a new permanent Vice Chancellor will be seated before Dr Hardy's departure so there will be an opportunity or a period of interim transition. During the last UNC Board of Governors meeting a summary of the system level results from the 2022 Employee Engagement Survey were reviewed. As a reminder, this is the third such survey with prior results from 2018 and 2020. Subsequently, during our November Board of Trustees meeting, a high-level overview was provided to the board. You can locate the PowerPoint on this topic and the budget, finance and infrastructure materials posted on our Board of Trustees website. The overall results from the 2022 survey include an increase in the overall positivity rate from 58% to 66%. In the board materials, you will note a slide of the top ten statements from our survey results and a slide of the bottom ten statements. While there are improvements since our last survey, there are also still areas of opportunity. In terms of next steps, Vice Chancellors received their divisional data this week from HR and scheduled to update their website within the next week with more information. Prior to the end of the calendar year, HR will present data to this body and to the Faculty Senate. I encourage you to attend the HR session for this body next month to learn more. Another topic out of the last UNC Board of Governors meeting is the expansion of the cap on non-resident undergraduate enrollment. In prior years, the 18% CAP was expanded at Elizabeth City State University to 50%, North Carolina A&T University and North Carolina Central University to 35%, and Fayetteville State University and Winston-Salem State University to 25%. The current proposal is to expand the CAP to 25% for East

Carolina University, UNC at Asheville, UNC at Greensboro, UNC at Pembroke, and Western Carolina University. There was extensive discussion on the topic at the last UNC Board of Governors meeting, but no action was taken. The committee will revisit the proposal during their next meeting. Much of the discussion centered on ensuring we were meeting in state demand and that we had capacity at the campus. For example, no new facilities needed to accommodate this growth and that we would not compromise our admission standards. At ECU we have capacity without new facilities and we're already accommodating in state interest. Also, we have already experienced growth in our out of state student population through intentional recruitment efforts. Two years ago, our out of state percentage for the first-time full-time freshman cohort was at 12%. In this most recent cycle, we approached 17%. We can't expand on this momentum, especially throughout the Mid-Atlantic region with all the demographic headwinds and a disrupted and highly competitive market. The Chancellor supports this proposal as another recruitment tool available to us and pursuing our enrollment goals. We are hosting the UNC Board of Governors November meeting next week. This is the first time since 2016 that ECU has hosted a UNC Board of Governors meeting. With the arrival of the Governors, UNC system leadership and staff, Chancellors from the constituent institutions and our colleagues from across the state, this is a wonderful opportunity to showcase the mission aligned work happening on our campus. In May, the UNC Board of Governors approved a refresh for the systems plan and we can now shape ECU's future over the next five years in ongoing alignment with the systems goals and metrics. Including areas like increasing access, making progress on equity gaps, increase in graduate student success, growing the critical workforce pipelines and increasing research productivity just to name a few. The Chancellor reviews this truly as a refresh because so much of what we already do is critical to our ability to serve the needs of the state in the region. Our Board of Trustees is already reaffirmed our mission statement and our commitments to student success, public service and regional transformation are Evergreen. In our planning process, the Chancellor has challenged the campus community to value and prioritize innovation and coping with the complexities of a changing higher education landscape and charting a course for the next five years, we must embrace a culture of innovation across our organization. To guide the planning work, the Chancellor charged a strategic planning committee. Co-chaired by Dr. Sharon Painter and Dr. Robbie Paul. Chair Powell is also a member of this committee. Recently, a broader advisory committee has been named, and this group will react to draft statements and consider community feedback. Our goal is to have a refresh plan in early 2023, so that we can then focus on alignment with unit plans during the spring semester. Finally, I'm going to close today with a few examples of how we deliver on our mission aligned work already as we consider refreshing our plan. You know that since the Chancellor arrived, he's been clear about the emphasis of extending access to the higher education experience to far more students but also doing it with a commitment to affordability and an eye to the return on the investment made in an ECU degree or credential. Certainly, there are opportunities for continuous improvement, but I think there's also value in us calling out a few highlights to demonstrate that current return on investment. At ECU, almost half of our students majoring in STEM are healthcare related fields. We are the top university for providing health care professionals for our state, including new nurses and new allied health professionals in North Carolina. The Brody School of Medicine continues to be a leader in producing physicians that practice in North Carolina. We remain a national leader in the percentage of graduates choosing careers in Family Medicine, second in the United States and first in North Carolina. We are the leader in providing education professionals for our state. The Miller School of Entrepreneurship is ranked in the top 50 in the United States. We remain North Carolina's leader in online education and have been recognized by Newsweek with the top ten national ranking six in the nation in their 2022 online college rankings. Our four-year graduation rate is at the national average and our five- and six-year graduation rates exceed the national average. These rates have risen over the past decade, and we're committed to continuing this multi-year trend. We are top 10% in the

nation for social mobility and of those students who participated in the first destination study survey, almost 90% are either employed or enrolled in an institution of higher education within six months of graduating. These are just a few examples of us delivering on our mission. Thank you for the many ways that you and your colleagues contribute to the delivering on these commitments. Thank you for your service as a senator.

ECU Student Enrollment

Stephanie L. Whaley, Assistant Vice Chancellor & Director for Admission
Dr. Allen O. Guidry, Interim Assoc. Vice Chancellor for Academic Operations

Undergraduate enrollment includes new students, continuing students, and multiple student types at the undergraduate level. Fall 2022 total undergraduate enrollment was 21,689. That is 774 less than the year before. Fall 2022 we enrolled 3,788 new freshmen. The profile of our first-year student for Fall 2022 – 3.30 unweighted GPA; 3.61 weighted GPA; 17% out-of-state; 41% male; 27% underrepresented in either race or ethnicity; 6% unreported; 1% international students. UNC system has been practicing under a test score waiver so UNC system institutions cannot require test scores for admission. We received the most out of state applications for the first time in the history of ECU. The most vulnerable time for a first-year students is between high school graduation and the first day of classes at their university. This year, we saw numerous campus wide efforts to really focus on making sure that those students felt welcomed. ECU enrolled 1640 transfer student, 135 less that last year, 8% out of state, 28% underrepresented. NC high school graduate numbers will completely rebound this year with an estimated increase of 7000. Virginia is our number one out of state market. We are trying to provide a more intentional focus on adult learners, military students, and online students.

We must begin to diversity and look to new opportunities and new student markets to maintain enrollment. Enrollment consists of bringing students in and retaining those students until graduation. We have those students that were admitted and then we have our incoming class. Some of that yield has to do with the fact that the students didn't have the engagement that helped them connect to ECU. How can we improve our connections with these students? How can we get information in their hands? How can we streamline our systems to make the onboarding process smoother? We need to make sure we leverage contact points in that critical first year as an ECU Pirate to make sure we build a relationship with the student. All hands-on deck means that we are really targeting our market and recruiting to make sure that we are efficiently using resources. What is important is that all pirates engage. Every one of us is an ambassador for ECU. In terms of strategic enrollment, we are focusing on targeted marketing, recruitment, and pipeline building.

Can you tell us why high school GPA is so important to our admissions process?

We want to make sure that we are admitting students that have an academic portfolio for success. What we have found here at ECU is the unweighted high school GPA is the best predictor of if the student can be successful at ECU. We do look at cumulative GPA and all courses taken that are required by the UNC System for enrollment.

As for transfer military students, if English is a barrier, could we omit that requirement or allow them to take it here at ECU?

That is something that we are in the process of examining. The current admission standard comes from our faculty Senate. This information has been shared with them and hopefully it can be investigated in the future. That is just one of the barriers that we are in the process of reviewing.

Do you see Project Kitty Hawk as a useful strategy to increase enrollment for ECU?

I do think that it will be a useful strategy, but it will be one that we approach with a great deal of analysis and scrutiny trying to find out where we best plug in. There are some wonderful opportunities and there is some wonderful spaces for us to really meet some of the workforce demands of the state. ECU is absolutely positioned to be able to be a leader in some of those spaces.

Executive Committee Updates

Staff Senate Executive Committee

On October 24th, the UNC Staff Assembly delegates met on the campus of Elizabeth City State University. We discussed this year's golf tournament where we made over \$93,000. The last time I checked, we had two staff members who apply for that scholarship, and they will announce the actual recipient during the spring semester. Hopefully in the future will be able to increase those applicants so we can have multiple recipients here at ECU. We want to continue that to support the professional and educational development of our staff here at ECU. We also reviewed changes to our health plan, hopefully everybody opted into their enrollment plans for the upcoming year. We discussed recruitment policy, career banding classification and the results of the UNC System Employment Engagement Survey. Rob Weatherly will be sharing those results next month when we have our staff Senate meeting. We would like to congratulate Todd Inman, who was elected the delegate at large for our UNC Staff Assembly. We had the Board of Trustees meeting the last week, on Thursday and Friday. On Thursday, I attended the Board of Trustees Strategy and Innovation Committee meeting. During this time, they had a panel of students and alumni who discussed civil discourse. We heard from Dr. Waldrum, the Dean of the Brody School of Medicine, who provided updates on ECU Health and its branding. I provided a Staff report on Friday, hopefully you guys were able to attend virtually. The next Board of Trustees meeting will be in February. You guys can attend those meetings virtually or in person if you would like. That information is usually posted a week before the actual meeting. We are still seeking nominations for the chair elect position, if any of you guys here in the room would like to nominate yourself or another staff senator, please do that through the nomination process. We'll put that link in the chat. Lastly, as Dr. Locklear mentioned, we will be hosting the UNC Board of Governors here next week and we look forward to having the President and the governor's here on campus and sharing our pirate pride as well as the great things the Senators are doing and the staff here at ECU. If you guys do are looking for an opportunity to provide service or looking to serve on committees of the university, please consider the ECU conduct board. There's a lot of great things that you obtain with that committee, some trainings or great way to network with other campus staff. The Remote work committee has created a website that is kind of a go to place for all things remote work. As far as like forms to fill out, information about it, resources for the tools that are available. The website is complete and waiting on final approvals. Once we have the final approval, I will show it to you guys. A lot of good work went into that committee. I encourage you to check out the website, especially if you are a remote worker because there's a lot of good resources available to supervisors and staff about remote work. During the Board of Trustees meeting, I attended the Budget finance and Infrastructure Committee meeting. Some of the key items that we talked about during that meeting were the building of new buildings, locations, contractors, and approvals. The medical education building is going to be one of the new buildings on West Campus. The location has been approved. It's going to be, in the current parking lot between Brody and Moye Blvd. The new building will connect to Brody for the 1st-7th floors. The renovations to Howell Science building and Mendenhall also discussed and approved at that meeting. There will be a new utility building on West Campus. A parking deck is planned to be on the other side of Brody, which was also approved. There was discussion about EHRA bonuses for retention and sign on. That was all approved to start using those.

The treasurer's report was sent out with the agenda at the beginning of the week. As you can see, we purchased a few supplies on our state fund. The UNC Staff Assembly Fund, you will see that we've kind of got a growing number in that fund. We have submitted those reimbursements back to the UNC system for reimbursement. We are just waiting on those funds to be deposited back into that account and zero it out. As we have further upcoming travel for UNC system events that account will be continued to be utilized. We have not really had any additional changes into our accounts as far as our discretionary or the children of SHRA scholarship. Or the Gale Jordan Memorial scholarship. We did receive a couple of donations that were deposited in our priority fund for the Wellness Walk. We really are appreciative for those supportive funds. In case some may ask, what's the gift admin fee? This is a fee that we're charged when we do those deposits. During the Board of Trustees meetings, I did attend the University Advanced University Affairs. They were talking about reviewing the student success and that it's a core value on most of the campuses and here at ECU, we're constantly discussing, analyzing, and monitoring how we measure and achieve those type of student success. They had a presentation that started off with providing an overview for the high school graduates between the ages of 18 and 30. They also highlighted a few of the programs and strategies that ECU used to support the student success through research and community engagement. They also had an experiential learning panel. This panel has students, faculty, and staff to provide insight, and some of the programs and support offered they highlighted CURE, which is core based undergraduate research experience. This panel included those that have participated in outside research, as well as those that have been program managers. They had people from RISE 29 program as well as fellow internships. Those that have been awarded, and they discussed some of the highlights and the things that they have learned from these experiences and how it enriches our student success. They also covered material about the first-year assessment feedback. This is the first-year assessment is feedback from incoming students on their past experiences and as well as their future expectations as they are transitioning to ECU.

I attended the Athletics and Advancement Committee with the Board of Trustees meeting last week. The Pursuit Gold campaign as of October 24th is \$415.8 million. The ECU Alumni Association has had 41 total events, with 33 of those being since September 1st. I also attended the Audit Enterprise Risk Management, Compliance and Ethics Committee meeting. During that, athletics talked about the NIL legislation (name, image, and likeness). The guidelines are being updated but ECU has already been following the updates that they are getting ready to release. ECU believes in NIL but always wants to protect the student athletes. Dr. Hardy has been working on crisis management with the CARES teams. REDE reorganization was effective July 1, 2022 and the three main pillars are economic and community engagement, research, development and research and administration and compliance. External audits were done. Foundation audits must be done by external firms and are complete. Two are still in the works, but all are clean so far. Internal audit closed 5 engagements working on four and working on a consultation of the policy process. Recommendations have been given to the Chancellor and he has developed a committee to work on the recommendations. Those are my board of trustee updates. The next update I have is the winter coat drive. We will be starting that before our next meeting. The boxes will go out on November 28th and be picked up on December 12th so we can donate it to the school prior to winter break and we plan to place boxes at the same spots that we had school supply drop boxes. Health Science campus food options – they are trying to implement bringing food trucks every Thursday. That's kind of a pilot program to see how successful bringing food trucks onto the side of campus is going to be. Hopefully it has longevity to it because this is a highly requested thing from both students and staff alike. We will throughout this rest of the semester and maybe next semester, see how things can work with implementing it in future days of the week as well. In addition, we talked about President Bonnett's swipe out hunger resolution that was passed last month. This has been brought up with Purple Pantry and a few other organizations and how they would like to see this implemented.

The plan is for everyone who has the purple plan, which is a lot of the on-campus students or many of them. They will have two guest meals that they can donate to the Purple Pantry to give to students who may be able to use them to their advantage if they are food insecure on campus. If you have the pirate bucks or the gold plans, you can donate up to two of your gold meals. This is going to be just a way for students who may have insecurities have another chance to have extra meals that they can save up for an account. They can each request up to five meals to my knowledge, so that is something where we're reallocating resources that students may not use to ones who could benefit from it. In addition, last month we also passed ECU confetti ban resolution, which is just us trying to get the student body as well as our student store to move away from non-biodegradable confetti pieces to biodegradable alternatives. We're doing this to kind of make campus, especially around the mall, a much cleaner environment that is free from litter. We know that this is a big problem among graduation season, which is coming up for all our December graduates. We're currently working with the ECU Dowdy student store to see what options we can bring in that are alternatives. In addition, yesterday we also passed legislation regarding our commissions for the elections. We're going to be going into election season when we return in the spring semester for our next unit body president and student body Vice President as well as all our other representatives. We have also passed our fee increased resolution; the fees are going to be increasing due to inflation and high needs from specifically Campus Rec & Wellness and ECU Transit. Campus Rec & Wellness asked for \$20.00, SGA increased to \$30.00 plus the ECU Transit fee. Board of Trustees voted on \$48, agreed on \$10, SGA negotiated to \$40. Each group would get \$20 each. Campus Dining requested \$9. There was no negotiation. They were also passed with an increase of \$9. That will be everything from my report. Thank you.

Committee Updates

Bylaws Committee – Our primary focus since the beginning of the Senate year has been the plan for succession. If the chair or anybody in the executive committee leaves the Staff Senate, we have a resolution ready to go. We are also thinking about how the bylaws are going to change because of the divisional changes, particularly Academic Affairs and Health Sciences. We kind of know the direction we're going with it and the parts of the bylaws that are going to need to be changed as a result. We've started on the wording of that already and hope to have that ready by next meeting.

Communications & Marketing Committee – We have a social media calendar to keep with all social media postings. We now have an Instagram platform. I hope you're all following; it is ECU Staff Senate. We have promoted the Chipotle fundraiser that is happening on November 15th. We've also been promoting staff emeritus, which the deadline for that is November 30th. Upcoming posts are Pirate Perks, Winter Coat Drive, holiday posts.

Diversity Committee – We've been primarily working on the bystander training with OED and the Faculty Senate. We did the beta test for that this past week. That went well and that should be ready by the spring. That's really all we've been focused on, but we're going to be looking toward our spring events at our December meeting. To follow up with that bystander training, that is a collaboration between Faculty Senate, Staff Senate, and OED. We should have that information out next month and we would love for you to share that with your staff, the faculty members, to attend that. I'm going to even try to connect our whole entire college to this training. If you can't attend because you're busy, maybe trying to make it a whole team affair to attend, we would love if you guys would support this. Coming from us since we did, you know, invest some of our energy and resources into this and we have a great diversity committee who's always trying to create an inclusive environment for all ECU staff members and faculty and the Community.

Human Resource Committee – We are working on Staff Emeritus, right now we have 4 nominations, and our deadline date is November 30th. If you know of anybody that

would be a great nomination for this, please ask them to go ahead and fill out the information and get it turned into as as soon as possible. The recipients receive an award at the Horizons Awards in the Spring.

Membership Committee – Our focus right now is to keep up with people transferring departments and/or leaving the University. Joseph is going to be doing some wellness checks on a few individuals who have missed several meetings in a row.

Leadership & Professional Development – Good afternoon y'all I am providing the update on behalf of Grace, who has gone out on maternity leave. We are working on planning the BALL event. We have narrowed it down to a speaker and are finalizing a couple of dates. We have reserved space in the Main Campus student Center for April 11th and April 12th and will be kind of selecting between those two dates over the next few weeks as we get more details. Then after we continue to finalize those details, we will also begin working on some of our other goals and initiatives that we have set for our committee for the rest of the year, including some of the HR and leadership sessions, partnering with our human resources representatives and having some presentations for Staff Senate in the spring. Keep an eye out for the BALL event save the date and invitation.

Recognition & Rewards Committee – I just wanted to thank everyone for coming out to the Wellness Walk. We estimate that we had between 150 and 200 individuals show up for the Wellness Walk. We had great weather and we really appreciated everybody who came out. If you haven't filled out the survey, if you attended, that would be appreciated. Our next goal is to tackle the Staff Appreciation Week. We are just going to focus completely on the Staff Appreciation week. If anybody has any suggestions or ideas for something, for Staff Appreciation Week, we're very open to ideas. I know last year we had the movie on Sunday, we had zoom backgrounds, we had the cookout/meal and we had discounted tickets to the baseball game.

Scholarship Committee – The scholarship committee is hosting the Chipotle fundraiser next Tuesday from 5:00 to 9:00 PM. It'll be at the Chipotle located right across from the Greenville Mall. I am dropping a flyer in the chat. At the bottom of that flyer, you will see a code. It would be great if you all could utilize that code and order online for pick up. I think they have curbside pick-up as well. The Scholarship Committee is also working on some additional fun. There was a recommendation on doing a golf tournament and the Scholarship Committee met and determined that instead of doing the golf tournament this year, we have been exploring the information that we picked up from a sister institution, an online auction. We'd like to move forward on doing a possible online auction and have that the week of staff appreciation. We would like to see that we all participate as far as senators, getting items for that online auction. One of our sister institutions does 2 online auctions a year and from what we've seen the numbers would be comparable of what we did with Aramark for the year. If you know certain items that would be a prize that someone would like to donate to it, go ahead and start. Now Dana Lopez and our committee has agreed to kind of be our point person as far as collecting those items.

Adjourned

Aisha Powell, Staff Senate Chair

Next Meeting

December 8, 2022 at 3:00pm via Microsoft Teams

Meeting Link

[2022.11.10_Monthly Meeting Recording](#)