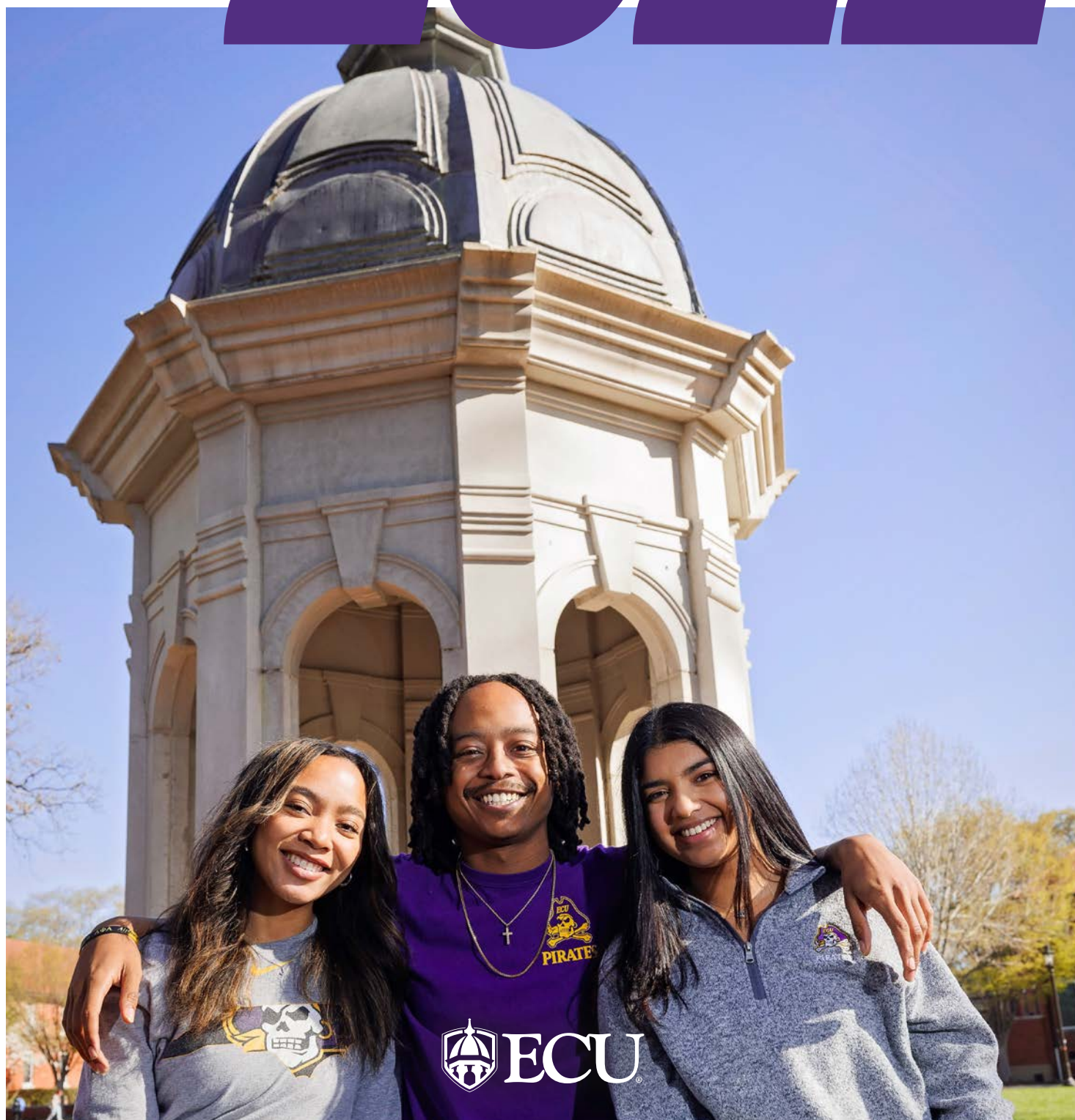


East Carolina University® Leadership Profile

VICE CHANCELLOR FOR
STUDENT AFFAIRS SEARCH

2022



For those who share a

PASSION FOR SERVICE,

ECU's motto is

SERVIRE — "TO SERVE."

Our 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.

Our Commitments

MAXIMIZE STUDENT SUCCESS

The success of our students is the ultimate measure of our university. We will support excellence, expand opportunity and celebrate achievement.

SERVE THE PUBLIC

Service is at the heart of this university. We will inspire the next generation of leaders to carry this spirit of service into their professional lives. We will demonstrate this commitment to service to benefit communities in rural North Carolina and beyond.

LEAD REGIONAL TRANSFORMATION

We embrace the challenges and resources of eastern North Carolina. We recognize that transformative leadership requires us to engage globally. Through partnerships and discovery, we will be a force for rural progress and growth to achieve global impact.



OUR STORY

History

East Carolina University has grown from a small teachers-training school to a large research institution with global influence.

1907-1921

ECTTS – East Carolina Teachers Training School

1922-1950

ECTC – East Carolina Teachers College

1951-1966

ECC – East Carolina College

1967-PRESENT

ECU – East Carolina University



Today

ECU is developing tomorrow's leaders today by preparing students with 21st-century skills to meet present-day challenges and build a brighter future, transforming our region and beyond through our research, creative activity, innovation and public service.

- ECU is a large public doctoral university with a primarily residential undergraduate student body and a community engagement designation.
- ECU has a professional dominant graduate education profile and expansive opportunities for undergraduates.
- ECU is home to a rich Division I athletics tradition and thriving fine arts programming that provide opportunities for student engagement and holistic development.
- ECU is the only UNC System university with a medical school, dental school and college of engineering at the same institution, the synergies of which provide a dynamic for biotechnology innovation and entrepreneurship.

Enrollment

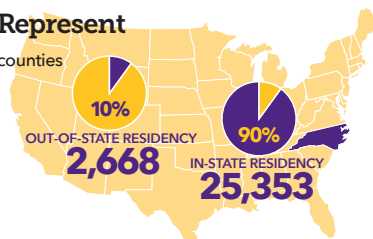


ECU Students Represent

All **100** North Carolina counties

45 states plus the District of Columbia

68 countries





Campus Facts

- More than 6,500 faculty, staff and graduate assistants worked together to support ECU in 2022.
- ECU consists of approximately 1,617 acres, with 396 of those on Main Campus and 214 on the Health Sciences Campus.
 - 14.8 acres comprise eight dental medicine community service learning centers
 - 129 acres at the North Recreation Complex
 - 650 acres on West Research Campus
 - 213 acres at the Coastal Studies Institute in the Outer Banks
- 219 facilities are utilized in support of daily operations.
 - 186 state-owned buildings and 33 leased facilities (January 2020)
- Total core expenses were in excess of \$875 million in 2021.



Building the Future

Celebrating its third anniversary in January 2022, the **Main Campus Student Center** is the living room for the student population. The facility is home to dining, Dowdy Student Stores, the Dr. Jesse R. Peel LGBTQ Center, cultural centers, lounges, study rooms and a gaming center. The 220,000-square-foot center is LEED certified and received the 2019 Award for Excellence in Structural Engineering from the Structural Engineers Association of North Carolina.

Also designed to meet LEED standards, the 75,000-square-foot **Health Sciences Campus Student Center** provides recreation and wellness space, dining options, and study and meeting rooms. The Health Sciences Campus Student Center opened in 2017 and is one of the few stand-alone student centers on a health sciences/medical campus in the country.



The **Life Sciences and Biotechnology Building** (pictured above) opened in December 2021. The \$90-million, four-story building with over 141,000 square feet of space is the new home of the Department of Biology and ECU researchers.

The **Isley Innovation Hub** is a 14,500-square-foot building where industries and students will collaborate on product innovation and entrepreneurship.



ECU Total Economic Impact

\$2.5 billion* *on North Carolina*

27,131 jobs** *supported in North Carolina*

\$1.7 billion *overall economic impact on eastern North Carolina*

Visitor Spending in Eastern North Carolina

\$36 million *supporting 569 jobs*

Student Spending Statewide

\$371.5 million *supporting 4,305 jobs*

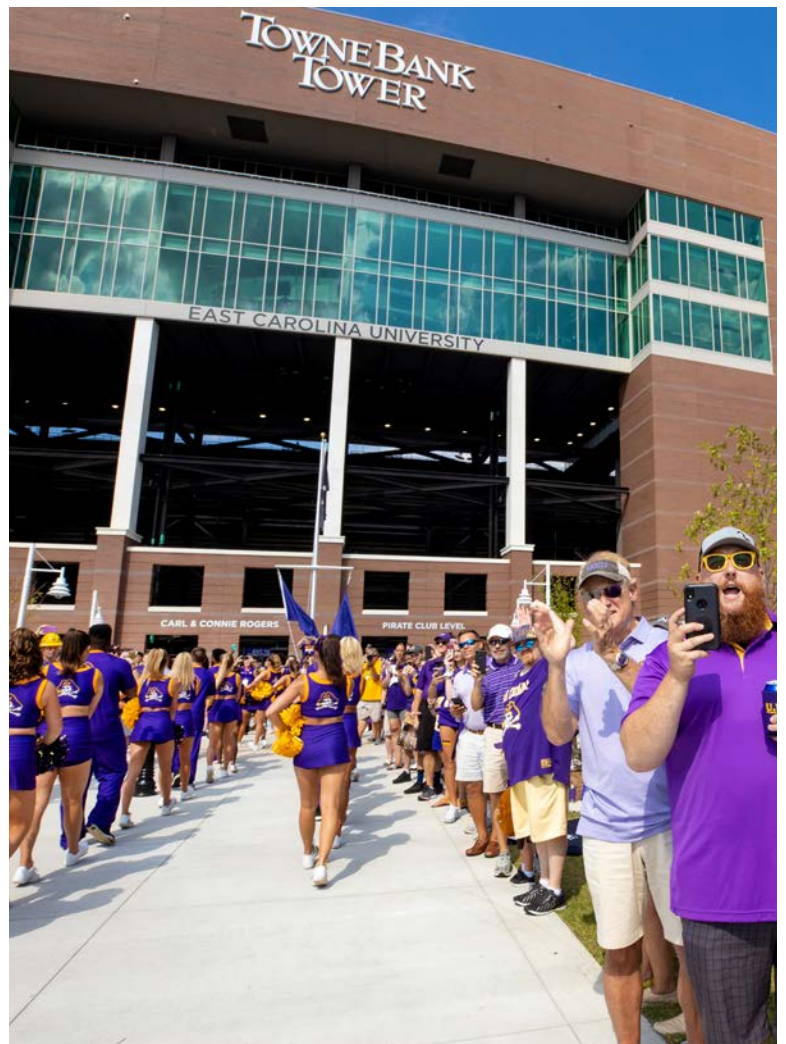
ECU Alumni Dividend Economic Impact on North Carolina

\$75.5 million *supporting 535 jobs*

Data compiled and originally published pre-COVID

** 2018 activities and spending by students, visitors and graduates*

*** 2018 operations, student and visitor spending, alumni dividends*



Academic Excellence

PRINCETON
REVIEW

BEST 387 Colleges (2022)

TOP 50 Home of the Miller School of Entrepreneurship, ECU is among the top 50 undergraduate entrepreneurship programs in the country (2022).

MILITARY
TIMES

BEST FOR VETS (2021)

U.S. NEWS
& WORLD
REPORT

#107 Among Public National Universities (2022)

#213 Among National Universities (2022)

#55 For Social Mobility (2022)

WASHINGTON
MONTHLY

#78 Among National Universities (2021)

#26 For Bang for the Buck (2021)

BEST COLLEGES FOR STUDENT VOTING (2021)

COLLEGENET

TOP 10% Social Mobility Index (2021)

NEWSWEEK

#1 in NC America's Top Online Colleges (2022)

#6 in US America's Top Online Colleges (2022)

Access and Affordability

80% of first-time, full-time undergraduates receive financial aid

35% of undergraduate students are Pell Grant recipients

Alumni

179,000+ living alumni

86 countries

Notable alumni represent ECU in business, the arts, the military, STEM, health care, education, athletics and more.

Diversity and Inclusion

30% of students are from racially and ethnically underrepresented populations (Does not include non-permanent residents and race/ethnicity unknown)

27% of total faculty/staff are racial/ethnic minorities

3x Hispanic student population has more than tripled in the last decade

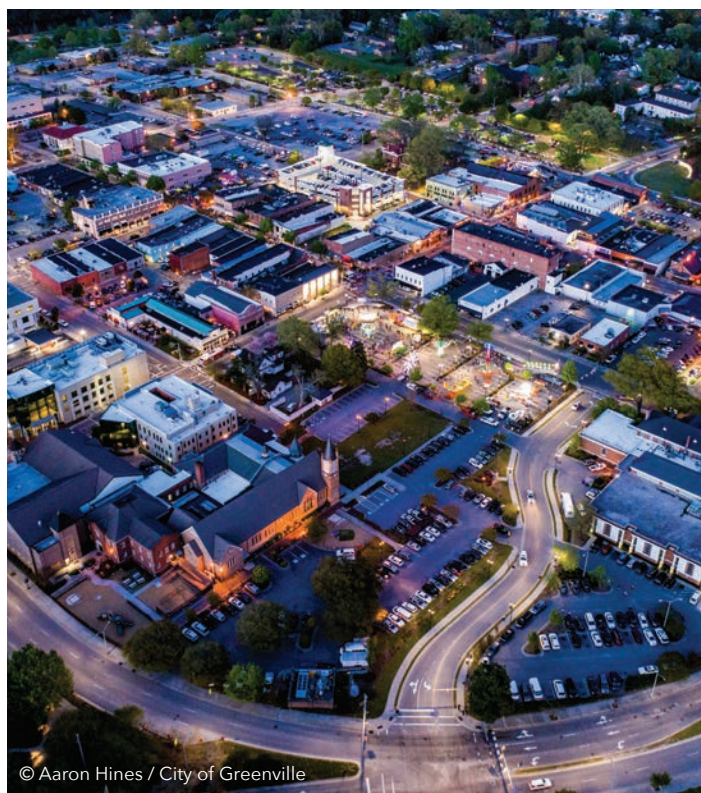
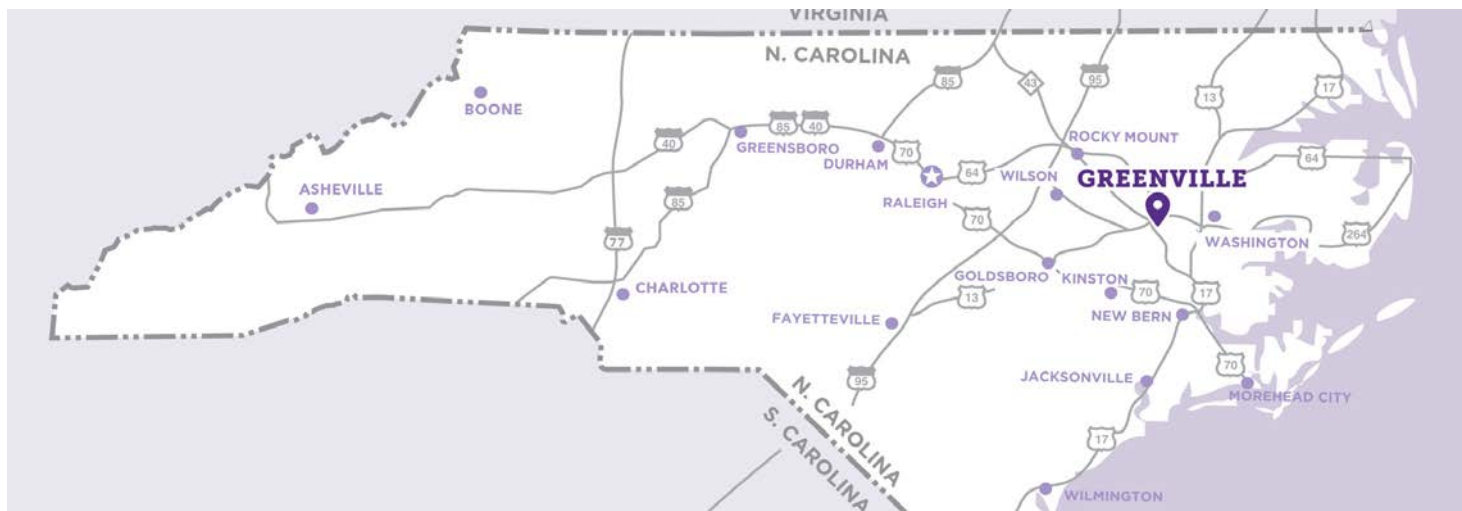
10x ECU is a 10-time consecutive recipient of the Insight Into Diversity Higher Education Excellence in Diversity Award

The **Dr. Jesse R. Peel LGBTQ Center** is the largest center of its kind in the UNC System.

Our Home

Greenville is widely recognized as the thriving cultural, educational, economic and medical hub of eastern North Carolina. While retaining our Southern charm and hospitality, Greenville has grown into the 10th-largest city in the state and is now a thriving, small metropolitan city of nearly 100,000 in the heart of Pitt County.

Located close to ECU's Main Campus, a vibrant uptown district is home to diverse art, music, food and festival offerings and features an increasing number of unique, locally owned businesses, galleries, shops and restaurants. Greenville is centrally located in eastern North Carolina, a region whose coastal environment provides a backdrop for tourism, water sports and wildlife viewing. The Outer Banks to the east can be reached within a few hours' drive, and Raleigh to the west is a couple hours away.



STUDENT EXPERIENCE

Life on Campus

Our on-campus living affords each resident with a supportive and learning-centered environment in three campus communities inclusive of 16 residence halls.

- 5,730 student-residents on campus
- 19 living learning communities (LLCs)
- LLCs comprise 870 residential students



A Gallup survey of ECU alumni showed higher levels of engagement in the workplace than undergraduate alumni nationally.

41%

of ECU alumni said they were well-prepared for life after graduation, compared with 29% of college alumni nationally.

60%

of ECU alumni strongly agreed that their undergraduate education was worth the cost, 10% higher than national comparison groups.

ECU's Center for Leadership and Civic Engagement educates students about how to be responsible, engaged citizens and inspires them to be involved in their communities and our democracy as agents of change.



ECU is one of more than 230 campuses in 37 states and the District of Columbia designated as a "Voter Friendly Campus" through 2022.



ECU earned a Gold Seal at the ALL IN Democracy Challenge Awards Ceremony for Excellence in Student Voter Engagement in the 2020 Presidential Election.



\$190 million

investment in living and dining in the last decade, including:

Ballard Hall

which opened in 2015 as Gateway Hall and was renamed Steve and Nancy Ballard Hall in 2020, supports several LLCs and includes study facilities on each floor, plus an artists' workroom.

3

high-rise residence halls in the West End neighborhood have been renovated since 2016.



Crowdfunding Campaign

The first-ever LGBTQ crowdfunding campaign was conducted in celebration of the 10th anniversary of the Dr. Jesse R. Peel LGBTQ Center. The campaign set a record for the university, raising just over \$36,000 (against an original goal of \$15,000).

First-Generation Students

ECU has received the First-Gen Forward designation, a national honor for commitment to first-generation student success. The Center for First-Generation Student Success, an initiative of NASPA and The Suder Foundation, announced the 2020-21 cohort that included ECU. Selected institutions receive professional development, community-building experiences and a first look at the center's research and resources. Through this opportunity, ECU will continue to improve experiences and outcomes for first-generation students.

Wellness Hubs

The Financial Wellness Hub provides financial education, coaching and resources that empower our students to make better decisions, foster better relationships and build better communities.

The ECU Well-Being Hub allows students and staff to discover the five elements of well-being (career, social, financial, physical and community), explore resources to help one thrive, and live a healthy lifestyle full of purpose, resilience and vitality.

Maximize Student Success

Student engagement continues to grow on campus with 375* official student clubs and organizations.

**Many clubs/organizations temporarily transitioned to inactive status due to the pandemic.*

VIRTUAL ENGAGEMENT

Programming in 2020-21 shifted to a virtual format utilizing platforms such as Instagram Live, Facebook, Microsoft Teams, Webex and Zoom.

PARENT PARTICIPATION

19,700 total users on Parent and Family Portal

PARENT AND FAMILY GRANT PROGRAM

Provided by an engaged group of parent-donors, the Parents Fund Grant Program awarded \$8,000 to supporting programs across campus working to support students. A committee of parent-volunteers read applications and decided where the funds should be allocated.



Social Media Report

Total Number of
Followers



Total Number of
Posts



Infographic prepared by Melissa Allay (Student Affairs Assessment, Research, and Planning) with data provided by Emily McLamb (Student Affairs Communications).

Serve the Public



3,849 *Total Student Service Hours for 2020–21*
295 *Number of Students Recording Hours*

National Days of Service

(Fall Day of Service, Make a Difference Day, MLK Day of Service, Earth Day of Service)

436 *service hours*
218 *volunteers*
27 *community partners served*

Alternative Break Experience

(fall only — no spring break offered)

60 *service hours*
6 *participants*
(students and staff)
3 *community partners*

Turkeypalooza

46 *turkeys/meals donated, including more than 1,200 pounds of food*

Campus Kitchen

29.5 *service hours*
4 *volunteers*
230 *meals served*
1 *community partner*
(JOY Soup Kitchen)

Purple Pantry

268 *total visits*
81 *Pirate Packs*
8,807 *pounds of food*

Homecoming Food Drive

17,596 *pounds of food donated to be shared between Purple Pantry and local food bank*



East Carolina University partnered with **161** *local community partner organizations.*



Lead Transformational Change

More than \$852,000 raised in pledges, cash, sponsorships and estate gifts for the Division of Student Affairs in 2020-21.

PIRATE NATION™ GIVES DAY 2021

- Division generated **\$24,172.34**
- **\$19,000** increase over Pirate Nation Gives 2020
- Division had **81** first-time donors

ACADEMIC YEAR HIGHLIGHTS (2020-21)

- Career Services posted 7,498 positions located in the state of North Carolina that supported economic development and showcased partnerships with hiring organizations throughout the region.
- Campus Living, in partnership with University Wastewater Water-Based Epidemiology, represented one of a handful of universities using wastewater of residence halls to determine viral presence of COVID-19.
- Student Involvement and Leadership (SIL) created a diversity, equity and inclusion committee in response to unjust treatment of minoritized communities within the U.S., providing opportunities for dialogue and discourse, accountability and increased visibility within the ECU community.



PARTICIPATION NUMBERS ON CAMPUS

Campus Recreation and Wellness visitors

95,718* from August 1 – April 30

*2019-20 comparison **454,756**

Main Campus Student Center

2020-21		
Date	Amount per Month	Daily Average
20-Jul	9,466	305
20-Aug	128,711	4,152
20-Sep	42,532	1,418
20-Oct	62,587	2,019
20-Nov	35,650	1,188
20-Dec	6,477	209
21-Jan	54,359	1,754
21-Feb	69,644	2,487
21-Mar	85,607	2,761
21-Apr	76,897	2,563
21-May	30,110	971
21-Jun	26,598	886
TOTAL	628,638	

Health Sciences Campus

2020-21		
Date	Amount per Month	Daily Average
20-Jul	2,261	75
20-Aug	7,196	232
20-Sep	10,176	339
20-Oct	7,369	238
20-Nov	5,466	182
20-Dec	2,123	68
21-Jan	4,193	135
21-Feb	6,638	237
21-Mar	7,470	240
21-Apr	7,403	246
21-May	4,995	161
21-Jun	6,083	202
TOTAL	71,373	

2019-20 comparison:

MCSC Daily Average 3,522

HSC Daily Average 1,370

DEPARTMENTS AND FACILITIES

The Division of Student Affairs at East Carolina University comprises more than three-dozen units, departments and offices staffed by over 300 employees who serve students throughout campus.

Division of Student Affairs

- Assessment, Research and Planning
- Business Administration
- Campus Activities and Events
- Campus Living – Housing Operations/Residence Life
- Campus Recreation and Wellness
- Career Services
- Center for Counseling and Student Development
- Center for Leadership and Civic Engagement
- Central Reservations Office
- Dean of Students
- Dining Services
- Disability Support Services
- Dr. Jesse R. Peel LGBTQ Center
- ECU Transit
- Financial Wellness Hub
- First Year Programs
- Fraternity and Sorority Life
- Intercultural Affairs
- Ledonia Wright Cultural Center
- Off-Campus Student Services
- Office of Parent and Family Programs
- Pirate Media 1
- Student Affairs Administration
- Student Affairs Development
- Student Affairs Divisional Communications
- Student Affairs Technology Services
- Student Centers
- Student Engagement
- Student Government Association
- Student Health Services
- Student Involvement and Leadership
- Student Organizations
- Student Rights and Responsibilities
- Student Transitions/Orientation
- Student Veteran Services
- Transfer Student Services
- University Ticket Office
- Victim Services
- Women and Gender Office

Student Centers

The Main Campus Student Center is a 220,000-square-foot facility that is home to Dowdy Student Stores and other retail spaces, a 14,000-square-foot-ballroom, the Black Box Theater, the 24-foot-by-42-foot Pirate™ Vision digital display, six dining options, the Dr. Jesse R. Peel LGBTQ Center, the Ledonia Wright Cultural Center, a gaming center, multiple lounges and study rooms, and more.

The 75,000-square-foot Health Sciences Campus Student Center is the first stand-alone student center on a medical campus in North Carolina, as well as one of the few in the United States. This multipurpose facility houses various student services, activities and a full-service recreation and wellness center.



Campus Living and Dining Services

ECU is home to 16 residence halls in three distinctive campus neighborhoods; 19 living learning communities; and more than 25 dining venues from dining halls to food trucks.



Recreation Centers

The Richard R. and JoAnn M. Eakin Student Recreation Center on Main Campus is a 150,000-square-foot facility with six basketball courts, a rock-climbing wall, an adventure center, indoor and outdoor pools, a weight-and-fitness area, an indoor track, three racquetball courts, three multipurpose studios, an athletic training facility, and multiple zones designated for health of body and mind.

The Health Sciences Campus Recreation Center provides 25,000 square feet of recreation and fitness space. The two-story open-concept facility accommodates a variety of athletic activities, lectures, banquets and other events. Offerings include small-group training, group-fitness classes, functional cross-training, intramural sports and special-event reservations.

Recreational Complexes

The North Recreational Complex, located 10 minutes from Main Campus, features eight multipurpose activity fields, a challenge course, trails, six acres of water for fishing and boating, a sand beach, fitness equipment and more.

The Blount Recreational Sports Complex is home to intramural and club sports, some challenge course groups and special events.



ROLE OF THE VICE CHANCELLOR FOR STUDENT AFFAIRS

Senior Leadership

The Division of Student Affairs is one of five divisions at East Carolina University. The vice chancellor for student affairs reports directly to Chancellor Philip Rogers and serves on the Chancellor's Executive Council.

ECU seeks an entrepreneurial, collaborative and forward-thinking student-centered administrator who will serve as a key partner and subject matter expert on the university's senior leadership team to champion student experiences and well-being initiatives.

This innovative thought leader will provide strategic and visionary leadership as a co-architect of the enriched and modernized student experience in partnership with Academic Affairs.

Creator, Collaborator and Leader

The Division of Student Affairs provides programs and services that optimize student learning and leadership; builds a safe, supportive and welcoming campus community; fosters the emotional growth and personal development of students; and makes a positive contribution to the overall student experience.



The Division of Student Affairs aligns with ECU's missional commitments of student success, public service and regional transformation demonstrated through our divisional values of student centered, integrity, service, excellence, respect and inclusion.

Student Affairs works closely with the provost and senior vice chancellor for academic affairs to continue the integration of student-related programs and services and partnerships with traditional and emerging academic affairs programs to promote academic and student-centered connections.

Inclusive

In addition, the division seeks to enrich our students' lives by creating an inclusive and welcoming environment that fosters an appreciation for lifelong learning, individual responsibility and human diversity. Programs anticipate students' developmental needs throughout their collegiate experiences and promote students' development by fostering a community of learning, which encourages individual student involvement and participation.

The Vice Chancellor Will:

- Oversee the development and successful completion of policies, strategic plans and operational execution within the Division of Student Affairs.
- Make and implement thoughtful and timely decisions, managing resources effectively and obtaining additional resources from external sources.
- Maintain the administrative, budgetary and accountability functions of all departments within the division.

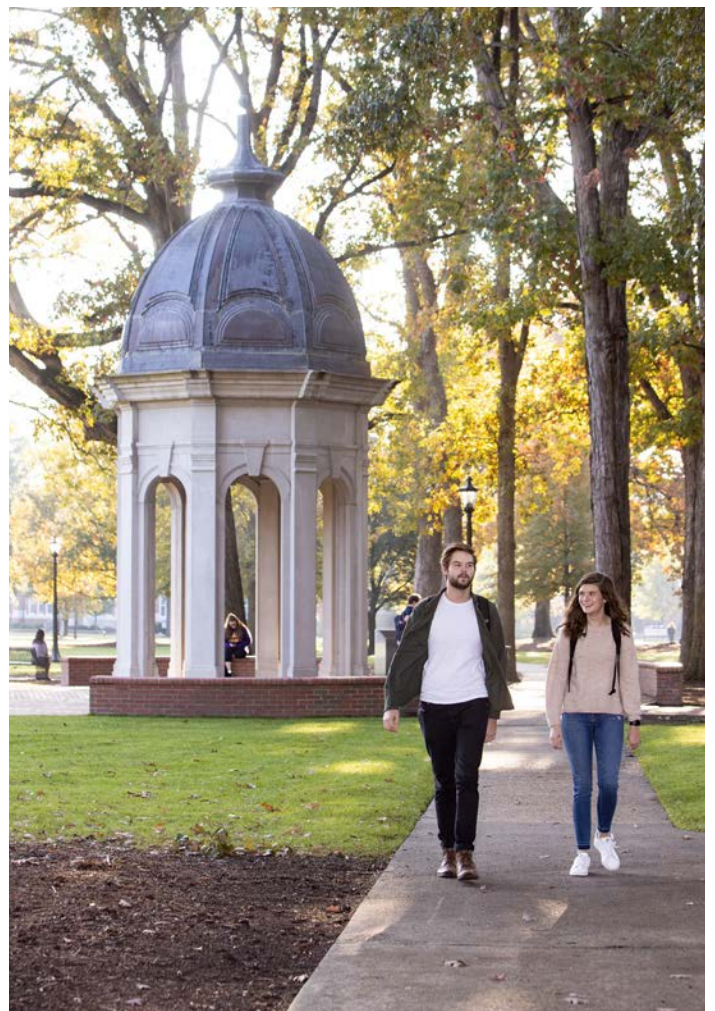
- Be proactive in promoting equity for all members of the community and foster an environment of diversity and inclusion.
- Evaluate operations, staff, programs and activities to ensure all areas of the division are efficient and effective in meeting goals.
- Ensure division staff have the experience and skills to support the division's goals, including effective hiring, staffing and performance management.
- Work with the chancellor, chief of staff, other vice chancellors and the university's senior-level executive team in prioritizing and executing initiatives in accordance with the university's strategic plan.
- Foster constructive and collaborative relationships with all divisional units across the university.
- Establish collaborative working relationships with particular groups such as the business community or the public schools and represent the division to the university community and external constituencies.
- Engage in consistent, transparent and strategic communications with key student affairs constituencies, as well as build trust among key stakeholder groups with respect to the best practices, policies and activities that guide contemporary student affairs and university life activities/functions.
- Embrace and lead with a spirit of innovation and adapt to emerging environmental factors as the national/international field of higher education evolves to meet student needs.
- Participate in professional associations and professional development opportunities.

Procedure for Candidacy

TO APPLY OR NOMINATE:

For best consideration, please send a letter of interest and CV/resume to ecuexecutivesearch@northcarolina.edu by June 20, 2022.

The position will remain open until filled, and the search will be carried out with full confidentiality; candidates will be notified before their references are contacted. If you have any questions, please contact Lynn Duffy, senior associate vice president for leadership development and talent acquisition, UNC System Office, at lsduffy@northcarolina.edu.



East Carolina University is an equal opportunity employer and, in compliance with federal and state laws and university policy, is committed to providing equal educational and employment opportunities for all persons without regard to age, color, national origin, race, religion, disability, veteran status, sex, sexual orientation or gender identity. Individuals from traditionally underrepresented populations are encouraged to apply.