

MEMORANDUM

TO: ECU Faculty and Staff
FROM: Dr. Brandon A. Frye, Ph.D.
DATE: August 9, 2023
SUBJ: Student Affairs Communications to Campus – Student Engagement

Dear ECU Faculty and Staff,

This is the second of three communications from the Division of Student Affairs to ECU faculty and staff. The first message shared mental health, well-being, and other student support services. Our final message will be on August 10 focusing on campus employee benefits available within the Division of Student Affairs.

The Student Success Continuum features four major themes: Connect, Motivate, Invest and Finish Strong. We start the year encouraging our new and returning students to get connected to ECU through programs, activities, and events, but also to consider joining one of our 400+ student organizations. Research shows the more a student connects with their university and establishes a sense of belonging the greater the chances of retention and student success.

We also want our faculty and staff to feel that connection to ECU and explore ways to become engaged with students early in the academic year. We invite you to please drop by any of the opportunities below.

Included here is information with website links related to:

- Opening Weekend
- The Pirate Experience
- HOiST – Helping Our Students Thrive
- Freedom of Expression at ECU

Opening Weekend

Opening Weekend is designed to provide meaningful opportunities for students to BUILD community, CONNECT with new friends, and engage through events and activities outside the classroom. The fall semester welcome back traditions include the following events:

- August 18 – Raid the Rec
- August 19 – Pirate Palooza
- August 20 – New Student Welcome at Minges Coliseum
- August 20 – First Year Photo at Dowdy-Ficklen Stadium
- August 21 – Greek Fest 2023

The Pirate Experience

The Pirate Experience (ECU's student experience) is designed to provide meaningful opportunities for students to BUILD community, CONNECT with new friends across the campus, inside and outside of the classroom. ThePirateExperience.ecu.edu is the online community which helps students stay connected and in the loop on the great opportunities at ECU!



- Find a campus club, organization, or recreational program.
- Connect and serve with local nonprofit organizations to have an impact on various social issues.
- See a full list of student-centered events happening around campus.

If you are interested in learning more or even becoming a student organization advisor, visit the [Department of Student Engagement](#) website.

Student Success Hubs

The Center for Student Success is excited to share a new collaborative initiative that will begin this fall, focused on highlighting student success resources and services through reimagined programming and cohesive marketing to engage our students. The hubs on the first floor of the Main Campus Student Center are being rebranded as the Student Success Hubs, each featuring a unique service that contributes to holistic student success. Within the Student Success Hubs, students will find:

- Financial Wellness, offering one-on-one financial coaching, group presentations, and programs covering a wide range of topics including budgeting, managing credit, student loan repayment, and saving/investing, led by our Financial Wellness Peer Educators
- Career Services, providing drop-in services like resume review, interview preparations, connection with potential employers, and promotion of signature Career Service events
- Well-Being, featuring comprehensive services and programming where students can discover useful campus resources, explore programs and special events, and experience evidence-based methods to improving overall well-being and increase life satisfaction through the support of trained Well-Being Ambassadors

Throughout the year, the Student Success Hubs will also promote key partnerships with academic resources and supports, building a network of services that addresses all aspects of student success. We look forward to the ongoing development of this new initiative, and we appreciate the continued support of our campus community!

HOiST: Helping Our Students Thrive

HOiST, a partnership between the Student Affairs Center for Student Success, Office of Faculty Excellence and University Writing Center, provides resources and highlights programs and services while allowing for consultation and referral recommendations with faculty and staff.



- HOiST began in 2020 and has been successfully hosted for the past two and a half years with virtual and in-person options. Visit the [HOiST website](#) under the “Partnering with Student Affairs” section for more information about this year’s programming!
- Topics for Fall 2023 include:
 - Chat GPT and other AI Tools: How to Integrate Successfully on Campus—September
 - Student Burnout and Stress in the Classroom—Late September
 - Health-Promoting Campus and Strategies: What Techniques Translate to the Classroom—October
 - Financial Well-Being and Resources for Our Campus—Mid November

Freedom of Expression:

ECU continues to be a statewide and national leader in support of and education on freedom of expression and civil discourse with student affairs educators. East Carolina has been named one of the top 60 Free Speech Friendly institutions in the nation by Foundation for Individual Rights in Education (FIRE) in 2020 through 2023 and one of the top three Freedom of Expression institutions in the North Carolina by the Raleigh News & Observer in 2019. Visit the [Freedom of Expression Website](#) for more information.

- **Support and Education**
 - Training and support are provided for all student organizations and staff by the Student Affairs AVC/Deputy for Free Speech and ECU Police Dept; Please reach out them prior to organizing any activity.

- **ECU Creed Week**

- Occurs each spring semester, connects concepts of civil discourse and freedom of expression with the tenants in the Creed of diversity, responsibility, and citizenship.

Events during the year may include:

- Cupola Conversations
- North Carolina Civility Summit

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