

Strategic Planning Process
Preliminary & Advisory Phase
Work Group Establishment

External Environmental Analysis Work Group

Membership:

- Chair
- 7 Faculty members
- 1 Staff member
- 1 Member of the Board of Trustees
- 1 Alumnus
- 1 Outside community leader

Please nominate individuals who have expertise or strong interest in evaluating one or more of the following types of external forces: economic, social, demographic, technological, political, legal, and competitive. Each nominee should be committed to considering such matters from the broadest possible university-wide perspective.

Institutional Values Work Group

Membership:

- Chair
- 4 Faculty members
- 2 Staff members
- 1 Member of the Board of Trustees
- 1 Alumnus

Please nominate individuals who have expertise or strong interest in survey techniques, statistical evaluation of survey results, or values assessment in general.

Strategic Planning Advisory Group

Membership:

- Chair
- 7 Faculty members
- 2 Staff members
- 1 Student
- 1 Member of the Board of Trustees
- 1 Alumnus

Please nominate individuals who have the qualities of intellect and personality to sustain a broad and well informed university-wide perspective.

MEMORANDUM

TO: Faculty Senators

FROM: Educational Policies & Planning Committee

DATE: October 7, 1988

SUBJECT: Addendum to the October 11, 1988, Faculty Senate Agenda

The attached Mission Statement is an addendum to the October 11 Agenda, Item V.B.
This will be considered for acceptance at the October 11 meeting.

Attachment

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October 6, 1988

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EAST CAROLINA UNIVERSITY MISSION STATEMENT

PREFACE

The University Mission Statement expresses the University's primary functions. It is the basis for University, College, School, Unit, and Curricula planning documents, and so determines the results expected by the University. Together with the long- and short-term goals expressed in planning documents, the Mission Statement defines the University's character, guides its actions and activities, and directs the development of criteria for periodic evaluation.

GENERAL MISSION

East Carolina University is a comprehensive regional institution committed to education, research, and service. Its mission is to provide its present and emerging constituencies the means to pursue knowledge and its applications. The University's programs endeavor to cultivate scholarship, advance knowledge, resolve problems, and promote beneficial public service. Through them the University seeks to address the challenges of an interconnected world. Undergraduate, graduate, and post-graduate programs emphasize education, research, and creative activity in the liberal arts, the sciences, and the professional disciplines. The University's educational, research, and service activities are available to those constituencies it can best serve given its resources, strengths, and priorities.

EDUCATIONAL MISSION

The University's fundamental educational goal is to provide its students with a substantive general education, and to enable its student and other constituencies to secure disciplinary and multidisciplinary knowledge. Through instruction and other educational activities, the University is committed to develop each student's ability to discover, evaluate, and communicate knowledge, to make informed decisions, and to recognize a decision's ethical dimensions. Its educational activities undertake to impart a sense of responsible citizenship and to nourish an understanding of the interdependencies of humankind and the environment. They should enhance individual potential, and foster a lifelong commitment to learning, self-discipline, and physical and mental well-being. The University strives to serve students who can benefit from its educational activities, and to meet the educational needs of the Mid-Atlantic region.

### RESEARCH MISSION

The University's primary research mission is to advance knowledge, to encourage creative activity, to resolve disciplinary and multidisciplinary problems, and to provide an empirical basis for professional practice. The University supports pure and applied research in those areas particular to its character. Applied research also aims to benefit constituents in geographical regions the University can serve effectively. Traditional and non-traditional creative activities propose to enrich culture, knowledge, and understanding. Through its faculty, staff, and students, and its material and information holdings, the University intends to be a productive resource for research and creative activity.

### SERVICE MISSION

The University's service mission is to provide leadership in the pursuit of educational, research, and cultural goals. Coequally, the University resolves to be responsive to its members and to furnish public services that guide and support the cultural, economic, educational, health, and social aspirations of the people of eastern North Carolina, and of other regions it can benefit. The Institution's medical clinics, libraries, theaters, museums, and its athletic and other facilities provide important resources for continuing public service.

### NATURE OF THE UNIVERSITY COMMUNITY

The University endorses academic freedom and expects academic integrity on the part of faculty, students, and staff. It promotes shared governance and mutual respect. The University cherishes excellence and values the contribution of each member of the community. It guarantees equality of opportunity without regard to religion, race, national origin, sex, age, or handicap.

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EAST CAROLINA UNIVERSITY HISTORY STATEMENT

Chartered by the North Carolina General Assembly in 1907, East Carolina University has evolved from a normal school to East Carolina Teachers College to East Carolina College to a comprehensive, multipurpose university. The institution received authorization in 1929 to initiate graduate programs and conferred its first Master of Arts degree in 1933. The college obtained permission in May 1941 to institute liberal arts programs to match its existing teacher education curricula.

Gathering ever increasing support from the people of eastern North Carolina, the college established a record of service in the region. By the 1960's, it emerged as North Carolina's third largest institution of higher learning. During the decade eight professional schools were established. The General Assembly recognized this evolution and changed the institution's name to East Carolina University, effective July 1, 1967. Thereafter followed continuing advance and expansion of the University's academic programs and services to assure its ability to meet regional and national needs. On October 30, 1971, the General Assembly restructured public higher education in North Carolina, making the University a constituent member of the University of North Carolina. The initial class of the four-year medical school began its studies in the autumn of 1977. In April 1979, the development of five Ph.D. degree programs in sciences basic to medicine began, and the first Ph.D. degree was awarded in 1983.

The University presently consists of nineteen departments within the College of Arts and Sciences, ten professional schools, the General College, the Graduate School, and the Division of Continuing Education.

PROPOSED CALENDAR: RESEARCH/CREATIVE ACTIVITY COMMITTEE 1988/89

|                                                                                                            |                             |
|------------------------------------------------------------------------------------------------------------|-----------------------------|
| Presentation to Faculty Senate<br>of Call and Proposal Applications                                        | October 11, 1988            |
| Call for Proposals                                                                                         | October 11, 1988            |
| Meeting                                                                                                    | October 27, 1988, 4:00 p.m. |
| Deadline for Proposal submission                                                                           | January 19, 1989, 4:30 p.m. |
| Committee Members Pick Up Proposals<br>and Rating Forms from Senate Office                                 | January 23, 1989            |
| First Rating of Academic Year 1988/89<br>Proposals Due in Senate Office                                    | February 3, 1989            |
| Meeting: Receive Ranking for First<br>Ratings for Academic Year 1988/89<br>Proposals and Discuss Proposals | February 9, 1989            |
| First Ratings of Summer 1988<br>Proposals Due in Senate Office                                             | February 16, 1989           |
| Meeting: (if necessary) Continue<br>Discussion of Academic Year Proposals                                  | February 23, 1989           |
| Meeting: Receive Rankings of First<br>Ratings for Summer 1988 Proposals<br>and Discussion                  | March 9, 1989               |
| Final Ratings of Academic year 1988/89<br>Proposals Due in Senate Office                                   | March 16, 1989              |
| Final ratings of 1988 Summer Proposals<br>Due in Senate Office                                             | March 23, 1989              |
| R/CAC to Send Recommendations for<br>Academic Year 1988/89 and Summer 1988<br>to V.C. for Academic Affairs | March 24, 1989              |
| Faculty notified of Grants Awards                                                                          | Prior to April 25, 1989     |
| List of All R/CAC Grant Awards<br>to Faculty Senate                                                        | April 25, 1989              |