

Chancellor's Office Unit Plan 1990 - 1993

VISION STATEMENT

The Chancellor is responsible for providing overall vision and direction for East Carolina University in concert with faculty governance, advice and counsel from the Board of Trustees, and the policies and processes of the University of North Carolina General Administration and Board of Governors. The primary role of the Chancellor is to project and implement the University's mission, to provide leadership based on the principles of collegiality, and to make effective use of state resources. The Chancellor's role also involves enhancing the University's reputation, extending its services, and ensuring the quality of its curriculum, faculty, staff, and students.

In assuming the roles and responsibilities of office, the Chancellor focuses and directs the energies and talents of the University's senior administrative officers in the implementation of policies, processes, and procedures which guide and govern the administration of the University. Assisting the Chancellor, and reporting directly to the Chancellor, are the vice chancellors for academic affairs, business affairs, health sciences, institutional advancement, and student life. The Chancellor's staff consists of, but is not limited to, the following personnel and related areas of prime responsibility:

Executive Assistant to the Chancellor - Provides assistance in all facets of administration, governance, constituent relationships, and communication.

Director of Planning and Institutional Research - Provides assistance in the allocation of human, financial, and physical resources through university-wide processes for planning, budgeting, and institutional research.

Assistant for Equal Opportunity - Maintains and promotes fairness, equity, and tolerance throughout the University community with emphasis on affirmative action.

Athletics Director - Maintains and promotes an athletics program which is built upon the principles of competition, integrity, and human development.

University Attorney - Furnishes legal advice and prepares written legal opinions and documents; serves as liaison between the University and the Office of the Attorney General and the General Administration of The University of North Carolina on legal matters; and is the central repository for University documents pertaining to active, pending, or prospective lawsuits against the University.

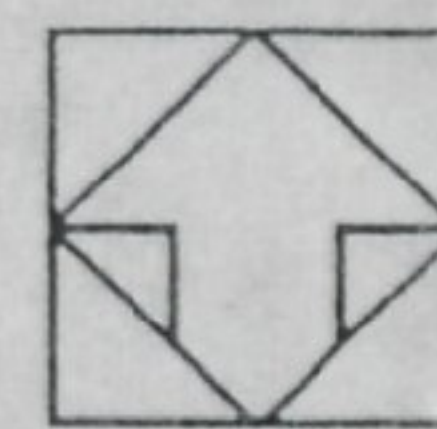
Internal Auditor - Examines and evaluates on an independent basis all financial records and administrative procedures for purposes of ensuring conformance and compliance with legally prescribed policies and processes.

During the planning period, the Chancellor, assisted by the administrative staff, will focus on advancing the University to doctoral status, improving student quality, enhancing overall institutional effectiveness, and creating a university culture and climate that draws its strength from the rich mosaic of people throughout the University community.

PRIORITIES FOR ACTION

1. Achieve distinction in undergraduate education

- a. Establish rigorous performance standards in all areas of the University, with rewards for excellence based on regular evaluations of individual faculty, staff, and students and continual assessment of programs
- b. Create an environment and university culture that attracts and retains pre-eminent faculty, promotes intellectual interchange between students and faculty, and maximizes student learning
- c. Achieve excellence within the University of North Carolina system regarding graduation rates, including those for student-athletes



2. Strengthen the commitment to excellence in teaching

- a. Reassess the usefulness of the student opinion survey administered by the Office of Planning and Institutional Research in cooperation with the vice chancellors for academic affairs and health sciences and the Teaching Effectiveness Committee

3. Develop a university culture based on respect for individual rights and human diversity

- a. Provide a comprehensive educational program to influence the overall culture of the University toward respect for individual rights and human diversity
- b. Develop publications and other materials focused at the recruitment of minorities and women
- c. Monitor and improve recruitment advertising, with a particular focus on special groups
- d. Work with the Committee on the Status of Women to develop a plan for offering services to faculty, staff, and students for dependent care
- e. Expand management information, such as the Fact Book, relative to women and minority demographics
- f. Assure that all University policies and regulations are free of gender bias
- g. Develop a racial harassment policy

4. Expand doctoral programs

- a. Seek approval from the Board of Governors of the University's revised mission statement which articulates East Carolina University as a doctoral-granting institution
- b. Seek approval from the Board of Governors for the establishment of doctoral programs identified in the academic unit plans

5. Strengthen the commitment to research, scholarship, and creative activity

- a. Provide guidance to promote close and imaginative working relationships between the University and industry that will nurture the development of new knowledge while maintaining the integrity and independence of the University

6. Improve teacher education and stimulate improvement in public schooling

- a. Participate actively in efforts to stimulate public school reform through such activities as Project EAST (Eastern Alliance for Schools of Tomorrow) and the Chancellor's Forum

7. Recruit and support academically proficient and talented students

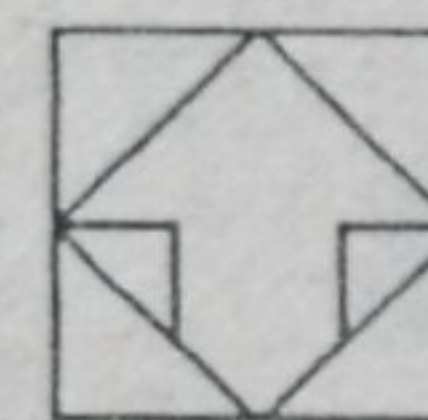
- a. Participate in the recruitment of outstanding students from across the state and in other states
- b. Expand scholarship opportunities for academically gifted student-athletes, particularly in the non-revenue and women's sports programs

8. Advance the university effectively to external publics

- a. Articulate the academic achievements of the University through accurate and timely communication with internal and external constituencies
- b. Strengthen relationships with sister institutions through the scheduling of athletic contests and sharing of information

9. Develop and use expanded information resources

- a. Use electronic mail to communicate with administrators on campus and at other campuses across the country
- b. Enhance management information reports to support planning, budgeting, and decision-making
- c. Plan for a new organizational unit responsible for coordinating campus information resources



Strategies for Distinction

10. Provide effective stewardship of the University

- a. Establish a formal budget calendar and process that links the strategic plan to resource allocations
- b. Evaluate the adequacy and effectiveness of the University's system of internal control over its resources
- c. Develop annual internal audit plans
- d. Engage in the practice of preventive law in order to focus on initiatives that the University can take before actual legal disputes arise
- e. Seek greater faculty involvement in student-athlete recruitment efforts
- f. Establish a centralized data base for all University policies and regulations
- g. Strengthen leadership development and team building among University administrators
- h. Allocate University space in accordance with the strategic plan
- i. Perform an analysis of faculty supply and demand by department in cooperation with academic affairs and health sciences
- j. Obtain accreditation from Southern Association of Colleges and Schools, National Council for Accreditation of Teacher Education, and other appropriate accrediting agencies
- k. Replace the administrator-staff survey with other appropriate evaluation mechanisms
- l. Assess the effectiveness of the institution in carrying out the strategic plan by implementing a formal mechanism for monitoring progress towards stated goals and priorities
- m. Make assessment a university-wide responsibility and assure that the results of assessment are used to improve the University's programs and activities