

EAST CAROLINA UNIVERSITY 1991-1992 ANNUAL REPORT

INTRODUCTION

After the severe budgetary challenges of 1990-91, 1991-92 for East Carolina University has been a year of gradual movement toward recovery, interspersed with several very positive events and opportunities which at once speak well for the university and indicate significant achievements in the continuing enhancement of the institution's effectiveness.

That the university is responding responsibly to continuing financial challenges is indicated by the fact that strategic and operational planning objectives were used and will continue to be used in the formulation of budget requests and in budget allocations throughout the university. Opportunities provided by flexibility legislation were and continue to be an important positive feature in this process.

That the university continues its growth and vitality in the area of academic programs is indicated by the fact that fourteen new programs were authorized for planning, including the PhD in medical biophysics and the PhD in speech pathology and audiology. Also included were six new master's degrees, one certificate of advanced study, and five new bachelor's degrees.

That the university's institutional effectiveness, including academic program development responsibilities and budgetary accountability, is firmly demonstrable is indicated by the fall report of the highly successful National Council for Accreditation of Teacher Education (NCATE) five-year reaccreditation of the university's thirty-six graduate and undergraduate teacher education programs and by the commendations received in the spring from the Southern Association of Colleges and Schools (SACS) Reaffirmation Committee. One SACS commendation was for the extraordinary nature of the self-study enterprise and for the thoroughness of a review in which reality and aspirations were finely balanced. There were neither recommendations nor suggestions from SACS in the central areas of academic programs, planning, and budget processes. Several of the few recommendations received concern the Joyner Library, which has been the top funding priority for several years. Clearly, such

results from these comprehensive peer reviews, especially when coupled with the results from the recent Liaison Committee on Medication Education (LCME) review in medicine, speak in the highest terms for what is being accomplished at East Carolina University. As we move through the decade, these good results, even in such times of financial constraint, indicate a strong foundation for future achievement.

TRUSTEES AND ADMINISTRATION

Trustees D. Wayne Peterson, J. Craig Souza, and Robert A. Ward, respectively, were unanimously re-elected as chairman, vice chairman, and secretary. The Faculty Senate elected officers at the last meeting of the academic year in April: John C. Moskop (medicine) was re-elected as chair; Patricia Anderson (education) was re-elected as vice chair; and, Jeff Jarvis (music) was elected as secretary. Also continuing in a leadership position for 1992-93, Kenneth R. Wilson (sociology) was re-elected as chair of The University of North Carolina Faculty Assembly.

In the Division of Health Sciences, Harold Jones was appointed as dean of the School of Allied Health Sciences. In the Division of Academic Affairs, Gary Lowe was appointed as dean of the School of Social Work, Diana Henshaw was appointed as director of continuing education and summer school, Alan Schreier was appointed as director of sponsored programs, and Dorothy Clayton was appointed as coordinator of faculty development.

ACADEMIC AFFAIRS

In a year still affected by budgetary challenges, the Division of Academic Affairs has especial cause for celebrating the accomplishments of its students and faculty. At the May 1992 graduation ceremony, two outstanding graduates received the University Award, the highest honor for a graduating senior. Recipients were Marc David Cook and Diane Michelle Pearson. The award recognizes excellence in the classroom, exemplary leadership, and community service.

During this academic year, 3,011 students successfully completed degree requirements. Of the 702 graduate degrees, 4 were doctors of philosophy in the health sciences and 70 were doctors of medicine. Fall 1991 enrollment was a record 16,690.

ECU's goal of relevant expansion of doctoral programs is being carefully and successfully addressed, as indicated above, with two new doctoral programs approved for planning. Such planning will continue with the involvement of directors of the libraries, the membership of the Educational Policies and Planning Committee of the Faculty Senate, and other consultations as careful judgments about resources are made and prudent planning for master's degrees and undergraduate degrees continues. Also, the vice chancellor for academic affairs' support for research and creative activity continued, with increased funds being awarded for research/creative activity grants and stipends.

The university's commitment to distinctive undergraduate education continues to be illustrated by alumni teaching excellence awards and excellence in advising awards. Outstanding professors Margaret Capen (business) and Donald Sexauer (art) were honored at the opening faculty convocation when they received the Robert L. Jones and the Robert and Lina Worthington Mays Alumni Association Awards for teaching excellence. John Richards (education), Carol-Ann Tucker (HPERS), and Peggy Wood (allied health sciences) received outstanding adviser awards. Support by the vice chancellor for academic affairs for teaching excellence also continued, with nine grants and stipends awarded for innovative teaching, with continuing liaison with the Teaching Effectiveness Committee of the Faculty Senate. A task force on advising and an ad hoc committee on academic regulations met throughout the year. A review of the honors program and a review of general education objectives and assessment are in process and this work will enhance undergraduate education at the university as results are implemented.

The appointments of Gary Lowe, Diana Henshaw, and Dorothy Clayton, mentioned above, will improve the coordination and quality of academic programs and will continue the division's emphasis on faculty development and delivery of a high quality of service to the state and region.

When seen in conjunction with the division's contributions to the university's success in research and creative activity, reported below, the achievements in academic program development, teaching excellence, and public service clearly indicate the successful commitment of the Division of Academic

Affairs to the mission and strategic goals of the university. That the NCATE reaccreditation was so successful and that the SACS visit brought no recommendations or suggestions in the areas of academic programs, student learning assessment, or academic planning confirms, through peer review, that such commitment has achieved genuine results to date and will serve as a strong base for the coming decade as we strive for continuing distinctive undergraduate educational results in concert with prudent advance in appropriate areas of doctoral education.

HEALTH SCIENCES

Significant activities within the Division of Health Sciences during this reporting period include the recruitment of Dr. Harold Jones as dean of the School of Allied Health Sciences effective March 1992. A former graduate of the Department of Rehabilitation Studies, Michelle Lambert, was named "Counselor of the Year" in the State of North Carolina and the eight-state Southeast Region of the United States. Meta Downes, a faculty member in the Department of Speech-Language and Auditory Pathology, received the highest honor award from the North Carolina Speech, Hearing, and Language Association.

The Division of Health Sciences received approval to plan the two new doctoral degrees mentioned above. The doctoral degree in medical biophysics is being developed in conjunction with the Department of Physics at the university. The School of Medicine conferred its first MD/PhD degree upon Joseph West Paul.

Several School of Medicine administrators were appointed during the reporting period. Dr. Jack Brinn became chairman of the Department of Anatomy and Cell Biology; Dr. D.E. Darnell Jones was named associate dean for graduate medical education; and Ms. Gwendolyn Lee-Tyson was appointed director of the Center for Student Opportunities.

Consistent with its mission, the School of Medicine continues its excellent record of producing primary care and family physicians, with 20 percent of this year's graduating class entering family medicine and over 54 percent entering primary care disciplines.

Through a consortium with the other three medical schools in the state, the school received a three-

year grant totaling \$500,000 from the Josiah Macy, Jr. Foundation to develop a new method for assessment of clinical competency. Dr. Stephen Willis of the East Carolina University Department of Family Medicine is the North Carolina Medical Schools Consortium coordinator for this program.

The School of Nursing received continuing five-year approval with no recommendations during its accreditation review visit by the North Carolina Board of Nursing in February 1992. The school also received pre-accreditation by the American College of Nurse Midwifery and admitted its first students in the Nurse Midwifery Program. A flexible option, entitled "ReNew," for practicing registered nurses who return to school to earn the baccalaureate degree in nursing began this year and has been enthusiastically received.

A master site plan for the medical center was completed this year, including recommendations for a new ambulatory clinical facility and plans to relocate the Schools of Allied Health Sciences and Nursing to the west campus.

RESEARCH

As a comprehensive university offering doctoral studies, East Carolina's accomplishments in research continue to accrue. Research, scholarly, and creative activity in the arts and sciences, in the health sciences, and in the other professional schools continue to be significantly on the increase. The amount of external funds for research and scholarly activities has grown from \$1.2 million in 1980 to \$6.1 million in 1991, a 500 percent increase. Funding agencies include NIH, NSF, NASA, NEH, Army Research Office, Office of Naval Research, NC Biotechnology Center, pharmaceutical companies, Sea Grant (NOAA), Texas Gulf, Inc., National Marine Fisheries, United States Department of Education, North Carolina State Math and Science Network, Glaxco, Inc., Health Resources and Services Administration, Kellogg Foundation, and the Z. Smith Reynolds Foundations, just to name a few.

While research and creative activities continue in all disciplines, four areas of focus are evident: basic and applied biomedicine, coastal and marine resources, science and math education, and health education.

There were a total of 309 grants and contracts, including all activities, awarded to East Carolina faculty in the past fiscal year, with a dollar amount of \$13,589,003, an increase of 3.2 percent over the previous year. The increase in the number of awards was 21.2 percent.

Faculty in academic affairs received awards of \$3,962,823. This included \$1,323,968 for interdisciplinary research and service activities carried out by faculty affiliated with the Institute for Coastal and Marine Resources, the Center on Aging, and the Developmental Disabilities Intervention and Research program. The total for health sciences was \$9,235,322. Also, \$173,515 was awarded for grants shared between academic affairs and health sciences and \$217,343 was for awards for public service administered through institutional advancement.

Awards for research, scholarly, and creative activities come from all categories of support as would be expected in a university devoted to fostering the quest for knowledge and the best basis possible for professional practice. The commitment to research expressed in the university's strategic plan is well-evidenced in these results and a growing basis for further success is clearly present.

STUDENT LIFE

In the Division of Student Life, the 1991-92 year was highlighted by major changes in personnel, by the continued efforts in the improvement of student facilities, and by the implementation of a new program for staff development.

Completing the reorganization and realignment of services in the division, a dean of student development was hired, resulting in the consolidation of programs and services that focus on assisting students in their transition and progress within the university. Three new departments were established: health promotions and wellness; student leadership development; and mental health.

In March, Ms. Carolyn Fulghum, assistant vice chancellor for student life and director of university housing, retired after thirty-three years with the state, thirty of those years being with the university. On March 12, 1992, Dr. Larry Smith, assistant vice chancellor for student life and director of minority affairs, died after an extended illness. Searches have been initiated and individuals will be hired in these

positions this summer. Also, Dr. James McCallum, director of Student Health Services, plans to retire in mid-summer.

Renovations and refurbishing of university residence halls continues, with the lounges and recreation areas of Scott, Aycock, Tyler, and Belk Halls completed in the early fall. Work was started in the late spring to complete student room renovation in Scott Hall. The design phase of the comprehensive renovation and added construction for Slay and Umstead Halls has been completed and work will begin in spring 1993. The renovation of the Croatan Snack Shop has been completed. The construction drawings for Todd Dining Hall, a new 625-seat cafeteria, are nearing completion, with ground breaking scheduled for early fall. Planning continues for the student recreation center and construction is anticipated to begin early in 1993.

In keeping with the goals established in the unit plan as part of *STRATEGIES FOR DISTINCTION*, a comprehensive staff development program has been initiated. Funding has been identified and two task forces have been appointed, one on trends and critical issues and one on job skills. Programs and training opportunities are being developed and a comprehensive offering will begin in the fall.

BUSINESS AFFAIRS

During the past year, the Division of Business Affairs continued to make significant progress implementing the objectives established through the university's strategic planning process. Emphasis was placed on improved and expanded support services, attention to a wide variety of facility needs, and greater efficiency in daily operations. To assist the campus in meeting future challenges, a design firm was engaged to develop a comprehensive facilities master plan. This plan will provide for orderly growth of the campus over the next twenty years as it addresses such topics as land use, academic space needs, transportation and parking, and utility distribution systems.

The university was selected as a special responsibility constituent institution under flexibility legislation and has, therefore, acquired more direct control over resources and more authority in purchasing and in personnel management. The implementation of this flexibility was one of the major

tasks assigned to the division. As a result, the university was able to save resources by actively managing personnel vacancies in relation to the highest priority operating needs. The Financial Review and Evaluation Team (FRET) met monthly and developed management information that greatly assisted the campus to better employ its resources and more effectively meet challenges.

Academic and administrative computing advanced dramatically. Administrative computing has begun the migration of applications onto a "single platform," concurrent with the acquisition of a new IBM ES 9000 processor. After comprehensive analysis, study, and consultation, the university is ready to proceed with the next approval steps for the implementation of a state of the art fiber-optic network that will greatly enhance the capabilities of the institution in the area of voice, data, and video technologies, thereby increasing greatly the capability of the campus to serve the students and the region in the coming decade.

A number of major construction projects are in varying stages of planning, design, and implementation. Todd Dining Hall and dormitory renovation were mentioned above. The new student recreation center and the expansion of Joyner Library are progressing toward the release of construction bids. A major repair to Ficklen Stadium and renovation of Mingos Coliseum are also under design. As a result of a study performed by the Department of Education's Office of Civil Rights, numerous barriers to handicapped access were identified and remedied. Also, expansion of auxiliary services continued, with a self-operated vending machine program producing revenue exceeding expectations and a new centralized mail service now in the initial stages of implementation. The Student Stores, based on record-setting sales of \$4.2 million, was able to contribute \$185,000 for scholarships to the university, up nearly 25 percent from last year.

INSTITUTIONAL ADVANCEMENT AND PUBLIC SERVICE

Planning and refocusing were the watch words in the Division of Institutional Advancement for the past year, as the division moved forward to achieve objectives under the university's strategic plan and to assist in providing funding for the priorities and objectives in that plan across the university. In

addition to their regular responsibilities, the advancement and alumni offices were involved in the planning phases for the university's first major campaign. At the same time, the offices involved in community and economic development outreach --the Regional Development Institute, the Center for Applied Technology, the Small Business and Technology Development Center, and the Chancellor's Forum-- have responded to budget stresses created by last year's legislative reductions with a renewed focus and commitment to their clients. Though hit hard by budget cuts, these offices have completed a very ambitious and productive series of projects as their annual reports show in detail.

Unaudited figures indicate that total giving to the university will surpass \$7 million for the second consecutive year and that alumni and donors are expressing greater confidence in the university's ability to provide outstanding opportunities for students and to find solutions for a number of the critical issues facing society today. The leadership demonstrated by trustees and the boards of directors of the three university foundations has been critical in this success. The advocacy and support of highly active and responsible community leaders have been paramount in the university's effort to increase private support and, thereby, to enhance the academic quality of the university.

The advancement and alumni offices completed the conversion to an integrated computer system that links alumni records with gift processing and accounting, which will enhance development. Gifts in the university's internal giving program increased 14 percent to \$244,000, even with no salary increases. Mr. and Mrs. Robert A. Ward of Burlington gave a beautiful brick home which sits across tree-lined Fifth Street in front of the university, thus providing a distinctive facility for housing visitors and guests. The university's Parents Association, jointly sponsored by the Divisions of Student Life and Institutional Advancement enjoyed an outstanding year of growth. The Peach Bowl victory was a joyful experience for many of the university's 65,000 alumni. Alumni participation in events increased by 7 percent and participation in activities such as the 50th Year Reunion Class were at all-time highs.

Alumni professional societies and small alumni organizations were especially active and represent excellent future opportunities. This program had been coordinated by Assistant Director Audrey H.

Strickland. Mrs. Strickland and her family were killed in a tragic plane crash in May. As a means to express their thanks and appreciation for her leadership, the professional societies have created an annual awards program that will offer The Audrey H. Strickland Professional Society Award for Excellence for the professional society that most effectively fulfills or surpasses its annual objectives for providing outstanding service to its constituencies.

ATHLETICS

The Department of Athletics saw its share of academic honors as well as athletics honors in 1991-92. Swimmer Marc Cook, a two-time national Academic All-American, received the prestigious University Award and was named as the outstanding senior for the university chapter of Phi Kappa Phi Honor Society. Marc was also honored as the department's most outstanding male scholar-athlete, while women's basketball team-member Toina Coley was named outstanding female scholar-athlete. Toina also received All-Academic team honors in the Colonial Athletic Association. Football team-member Keith Arnold was one of seven NCAA Division 1-A players to receive an NCAA post-graduate scholarship. Laura Crowder was named to the national Academic All-American team for softball and district academic All-American awards went to Keith Arnold (football), Ken Burnette (football), and Paul Childress (men's basketball). Paul and teammate Antii Jokinen were named to the CAA All-Academic team for men's basketball. Golfer Doug Hoey was one of thirty-nine NCAA Div. I golfers selected as an All-American Scholar.

East Carolina's football team went 11-1, winning the 1992 Peach Bowl and finishing the season ranked ninth in the nation. All-American linebacker Robert Jones was one of three finalists for the Butkas Award and quarterback Jeff Blake finished seventh in the Heisman Trophy voting. The women's basketball team won the regular season Colonial Athletic Association title and named ECU alumna and Hall of Fame member Rosie Thompson as its new head coach. Men's basketball had Lester Lyons named to the All-CAA team and Anton Gill selected to the All-Rookie squad. ECU claimed its fifth CAA golf title in six years.

The softball team went 42-16, setting a new school record for wins in a season. Shortstop Laura Crowder set two new NCAA records, and pitcher Jenny Parsons led the nation in wins. Brian Irvin became the most decorated athlete in men's track, earning his sixth All-America honor at the NCAA Championships.

The SACS Reaffirmation Committee, which visited ECU in March, had the first full-time member in the history of SACS assigned solely to evaluate athletics. The athletic department earned a commendation from that committee for being well-managed and well-integrated into the life of the institution.

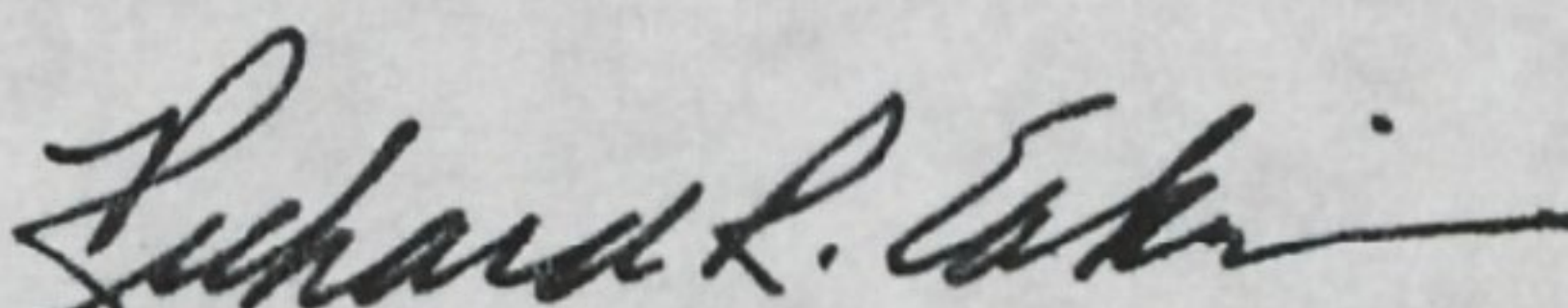
CONCLUSION

With the dedication and expertise of faculty, staff, and administrators and the continuing support of the general administration, the board of governors, the board of trustees, and the many friends of the university, East Carolina University continues to move forward on a strong foundation. This foundation has been strengthened this year by successful academic programming and related, fiscally relevant, and well-recognized strategic planning in all university divisions.

By successfully nurturing these processes in these past two years of financial challenge, we at East Carolina University continue our responsible stewardship of the state's educational resources at the same time as we prepare to take prudent advantage of future improvements in the economic climate.

That our SACS Reaffirmation Committee commended the positive outlook demonstrated by all members of the university community as well as the mutual respect individuals within the community display toward one another is no accident. It is that outlook, combined with a like spirit from so many who actively support this university, which is the best guarantee that East Carolina will continue to aspire to even greater accomplishments.

Respectfully submitted,



Richard R. Eakin, Chancellor