

FACULTY SENATE ANNOUNCEMENTS

March 29, 2011

The Chancellor has **approved the following resolutions** from the February 22, 2011 Faculty Senate meeting:

- 11-08 Revisions to the *ECU Faculty Manual*, Part VI. General Personnel Policies, Section I. Employment Policies, Subsection C. Employee Involvement in Political Candidacy and Office Holding.
- 11-09 Faculty advice on Administrator Evaluation of Chancellor.
- 11-10 Curriculum matters contained in the [January 13, 2011](#) University Curriculum Committee minutes.
- 11-11 Resolution on Budget Matters.
- 11-12 Revisions to the *ECU Undergraduate Catalog*, Academic Regulations, Subsection During Schedule Change Period.
- 11-13 Approval of Foundation Curriculum Course for Arts, [THEA 2015](#).
- 11-15 New Section to the *ECU Faculty Manual*, Part V. Academic Information, entitled Policy to Remove Foundation Curriculum Credit.
- 11-17 Revisions to the *ECU Faculty Manual*, Part V. Academic Information, Section I. Academic Procedures and Policies, Subsection B. Application for Graduation.
- 11-19 Revisions to the *ECU Faculty Manual*, Part VI. General Personnel Policies, Section I. Employment Policies, Subsection L. Travel and Expense Allowances
(with editorial revision deleting phrase "out of state and out of country").
- 11-20 Revisions to the *ECU Faculty Manual*, Part VI. General Personnel Policies, Section VII. Other Policies, Subsection B. Weapons Policy.
- 11-21 Request to rename the [Department of Counselor and Adult Education](#) to Department of Higher, Adult, and Counselor Education, within the College of Education.
- 11-22 Request to rename the [Lean Six-Sigma Certificate](#) to Lean Six-Sigma Black Belt Certificate, within the Department of Technology Systems, College of Technology and Computer Science.
- 11-23 Request to establish an [Interdisciplinary Minor in Linguistics](#), within the Department of English, College of Arts and Sciences.
- 11-24 Request to rename [SPED-MAEd Licensure Certification in Mental Retardation Program](#) to SPED-MAEd Licensure Certification in Intellectual Disabilities Program, within the Department of Curriculum and Instruction, College of Education.
- 11-25 Request for a new [Health Information Technologies Concentration](#) in the Bachelor of Industrial Technology Degree, within the Department of Technology Systems, College of Technology and Computer Science.
- 11-26 Request for [Discontinuation of the Pathology Assistant Certificate Program](#), within the Department of Pathology and Laboratory Medicine, School of Medicine.
- 11-27 Request for [Discontinuation of the Bachelor of Arts degree in Studio Art](#), within the School of Art and Design, College of Fine Arts and Communication.

2. Thanks to the Faculty Senate Alternates who agreed to serve as **Tellers** today.
3. Academic Committee Chairs are reminded that **Committee Annual Reports** are due in the Faculty Senate office by May 1, 2011.
4. **Speaking privileges** have been granted to Donna Payne, George Bailey, Rick Niswander, Maggie Ohara, David Weismiller, Paul Gemperline and members of all standing academic committees reporting today.
5. Faculty members are reminded that on April 1 Chancellor Ballard will call for candidates for the prestigious **Oliver Max Gardner award**. A copy of the University's nomination procedures is available at: <http://www.ecu.edu/cs-acad/fsonline/customcf/committee/aa/maxgardneraward.htm>.
6. We are missing the following academic units' **reporting of 2012/13 Faculty Senate representation**: Business, Chemistry, English, Health and Human Performance, Political Science, and Sociology. Please forward this information to the Faculty Senate office at facultysenate@ecu.edu as soon as possible.
7. A preliminary **call for nominations** for the *Board of Governors Award for Excellence in Teaching, Board of Governors Distinguished Professor for Teaching Award, East Carolina Alumni Association Outstanding Teaching Award and Robert L. Jones Teaching Award* will be distributed soon to all academic unit heads. Nomination materials will be due September 1 and portfolios due November 1. Information on the different award nominating procedures are available at <http://www.ecu.edu/cs-acad/fsonline/aa/academicawards.cfm>.
8. Faculty interested in periodically receiving issues of **The Chronicle of Higher Education** are asked to call the Faculty Senate office at 328-6537 and place their name on a list for distribution.
9. Recipients of the **2011 ECU Lifetime and Five-Year Achievement for Excellence in Research and Creative Activity Award** are listed below. Each recipient will receive a cash award and will conduct a special public seminar to showcase his research during Research and Creative Achievement Week, April 4-8, 2011. The ECU community, family, friends and general public are invited and encouraged to attend these open presentations.

Lifetime Achievement Award
 - William Joel Meggs, Professor, Department of Emergency Medicine, Brody School of Medicine
Five-Year Achievement Award
 - Jason E. Bond, Professor, Department of Biology, Thomas Harriot College of Arts & Sciences
 - T. Chris Riley-Tillman, Associate Professor, Department of Psychology, Thomas Harriot College of Arts & Sciences
10. The 2010-11 **Scholar-Teacher Awards and Symposium** is scheduled for Thursday, April 7, 2011 from 12-3:00 in the Mendenhall Student Center.
11. Following the Scholarship Workshop last month, the Student Scholarships, Fellowships, and Financial Aid Committee has worked with the Financial Aid office to provide an online list of **University Scholarships available to students** at: <http://www.ecu.edu/cs-acad/financial/scholarbycollege.cfm#a4>.

12. Several important **university-wide celebratory activities** are occurring on Tuesday, April 26, 2011. ECU now uses this date to celebrate Founders Day since March 8, the actual date, almost always falls during the week of spring break. This also serves as the day for our second annual University Awards Day, a ceremony for honoring and recognizing outstanding faculty, staff and students with the university's top awards for teaching, research, service, and leadership. On occasion we will also hold other celebratory events – this year there are two. We are hopeful that you can join us for any or all of these events. The events are:
1. Awards Day at 9 a.m. in Hendrix Theatre.
 2. The dedication of the Freedom Wall and Memorial Walk in honor and memory of students, staff and faculty who have served in defense of the nation at 11 a.m. at the current site of the Victory Bell adjacent to Christenbury Gymnasium.
 3. The re-opening celebration of the Mamie Jenkins Building as the new home of the ECU Honors College at 2 p.m.
13. Chancellor Ballard has announced several more **budget forums** across campus that will provide an opportunity for faculty, staff and students to hear more about the State's budget situation as well as gain information on how ECU plans to respond to the budget demands.

April 4, 2011 at 3:00 - Harriot College of Arts and Sciences in Bate 1032

April 12, 2011 at 4:00 - College of Human Ecology in Rivers Building, 102

April 27, 2011 at 3:00 - College of Health & Human Performance in Belk 1501

14. University Budget Committee Report to the Faculty Senate (distributed electronically prior to the meeting.)

The State of North Carolina continues to work on closing the large budget gap for the 2011-2012 fiscal year. While the most recent data from the Fiscal Research Division of the NC General assembly shows that revenues are slightly ahead of projected values to this point, the State still faces a large budget deficit in the second half of the biennium beginning in July 2011. The majority of the more than 3 billion dollar deficit is the result of the disappearance of Federal stimulus fund, and the scheduled loss of the temporary 1% sales tax increase that together were largely responsible for closing theP multibillion dollar budget gap for this current fiscal year. With these realities, it is likely that the UNC system and ECU will yet again face substantial cuts in state appropriations in the coming budget year.

The budget that Governor Purdue proposed is now being considered and debated by the NC General Assembly. Under the Governor's proposed budget, which many consider a best case scenario, the UNC system would face a substantial base budget cut of around 8% to be shared among the constituent institutions. However her proposed budget preserves enrollment growth funding, and additional funding for the Dental School. What remains uncertain is what the final budget results will be after it works its way through the General Assembly. At this time, there is concern that the ultimate reduction to the base budget could be higher, and that enrollment growth funding could be curtailed. The magnitude of any authorized increases in tuition and fees can help offset budget cuts to some degree, but again the amount the General Assembly will authorize is not known. The magnitude of required budget cuts will also depend on the willingness of the Legislature to continue the temporary increase in sales tax either in whole or in part. After April 15th, there will be more precise data on which to forecast revenues for the next year, but also the possibility that there may be reversions if final tax revenue is not as expected. At this time, the University continues to work on ways to meet the projected cuts.

The UBC has also been participating in interviewing candidates to fill the position of Vice Chancellor for Administration and Finance during their visits to campus. We have met with two of the candidates so far, with the remaining visits scheduled in the next 10 days.

Expanding REACH NC (Research, Engagement and Capabilities Hub) to Rural NC Campuses – Proposal Description

Statement of Opportunity

Through the UNC Tomorrow initiative in 2007, citizens across North Carolina told UNC's sixteen public universities we need to communicate their resources and expertise to wider audiences. UNC's commercialization and start-up partners have echoed this same message during our current innovation development and transfer initiative – clearly stating that to help our state's economy and grow our research and economic development impacts, our institutions must convey to audiences all over the world the knowledge, skills, and competitive advantages resident throughout our state. UNC has heard the call and is responding with a new tool that no other state possesses – a comprehensive database of university expertise and intellectual property. REACH NC positions us to engage with other academic and R&D partners and communities at unprecedented levels.

REACH NC (Research, Engagement and Capabilities Hub) is a searchable portal to provide access to economic developers, private companies, government leaders, universities and others for information on the expertise of university personnel or entire units (Figure 1). Expertise profiles are automatically generated using publications, sponsored research awards, intellectual property, and course descriptions and may also include consulting or community engagement capacity (Figure 2). The beta site, which includes nearly 5,500 NC State and UNC Chapel Hill expertise profiles at this time, has been favorably received. Duke University recently committed to have approximately 3,200 of its researchers profiled in REACH NC. *Still, the portal must expand to include UNC institutions statewide in order to most fully impact economic transformation in our state.*

Statement of Need

REACH NC funding needs are two-fold: 1) one-time fees to license the vendor technology and create the expert profiles, and 2) ongoing database subscription and maintenance fees to the vendor and to the Renaissance Computing Institute (RENCI) for project/data management and visualizations.

We request \$200,000 from Golden LEAF to support the one-time costs to add nearly 3,200 new REACH NC expertise profiles of faculty from five rural or rural-serving UNC institutions: Appalachian State, East Carolina, Elizabeth City State, UNC Pembroke, and Western Carolina. Funds will support the manual disambiguation and natural language processes performed by Collexis, the vendor, in order to create the profiles. Once the profiles are included in REACH NC, they can be used to access potential collaborators in research, problem solving, shared assets (equipment or facilities), and economic development.

Golden LEAF funds will be highly leveraged. UNC General Administration funded the NCSU/UNC Chapel Hill pilot project at \$582K and, in further support of statewide expansion of the portal, will contribute up to \$300K as match against other contributions towards the one-time start-up costs. Duke University has committed \$150K towards the development of the site and will also make one-time and annual payments to complete and maintain their faculty profiles. To fulfill the three-year agreement with the vendor, REACH NC participating entities will support the annual costs for subscriptions and maintenance. A request has been made to TUCASI to support RENCI's data management and development of add-on visualizations and reports for economic developers. After three years, with clear value-added benefits, we will advance the project through either increased campus support or a request for recurring state funds.

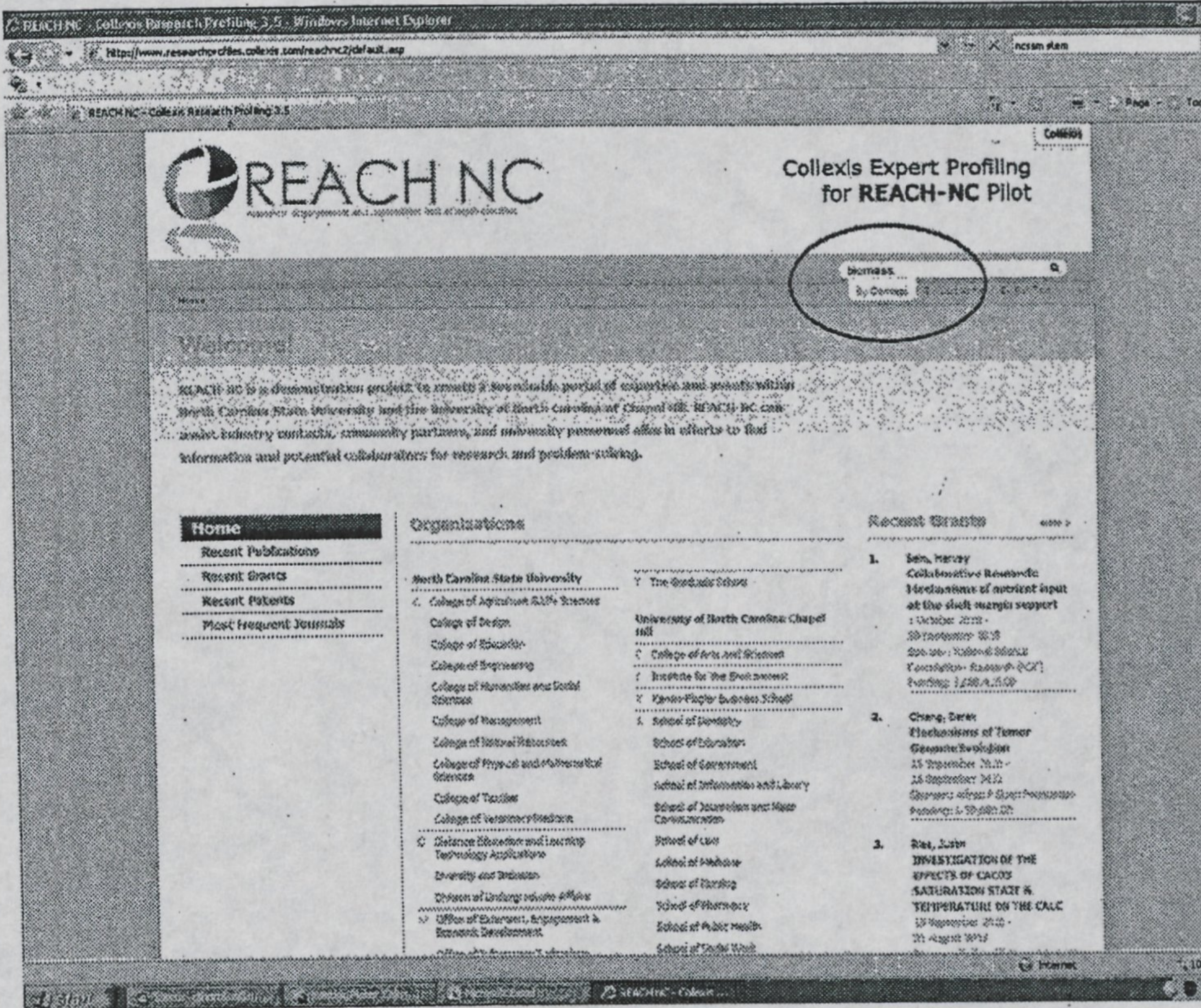


Figure 1. REACH NC beta homepage and concept search

Figure 1 shows the current homepage for the beta site. The two beta campuses and their colleges are partially visible in this screenshot. The keyword "biomass" has been entered in the top right search bar. REACH NC allows for search by concept, by last name or by full text (i.e. a user pastes text from an article or other source into REACH NC which mines profiles for relevant experts). The search for the concept biomass will prompt the user to select a category (biomass feedstocks, production, etc.) and to add refining search terms as desired.

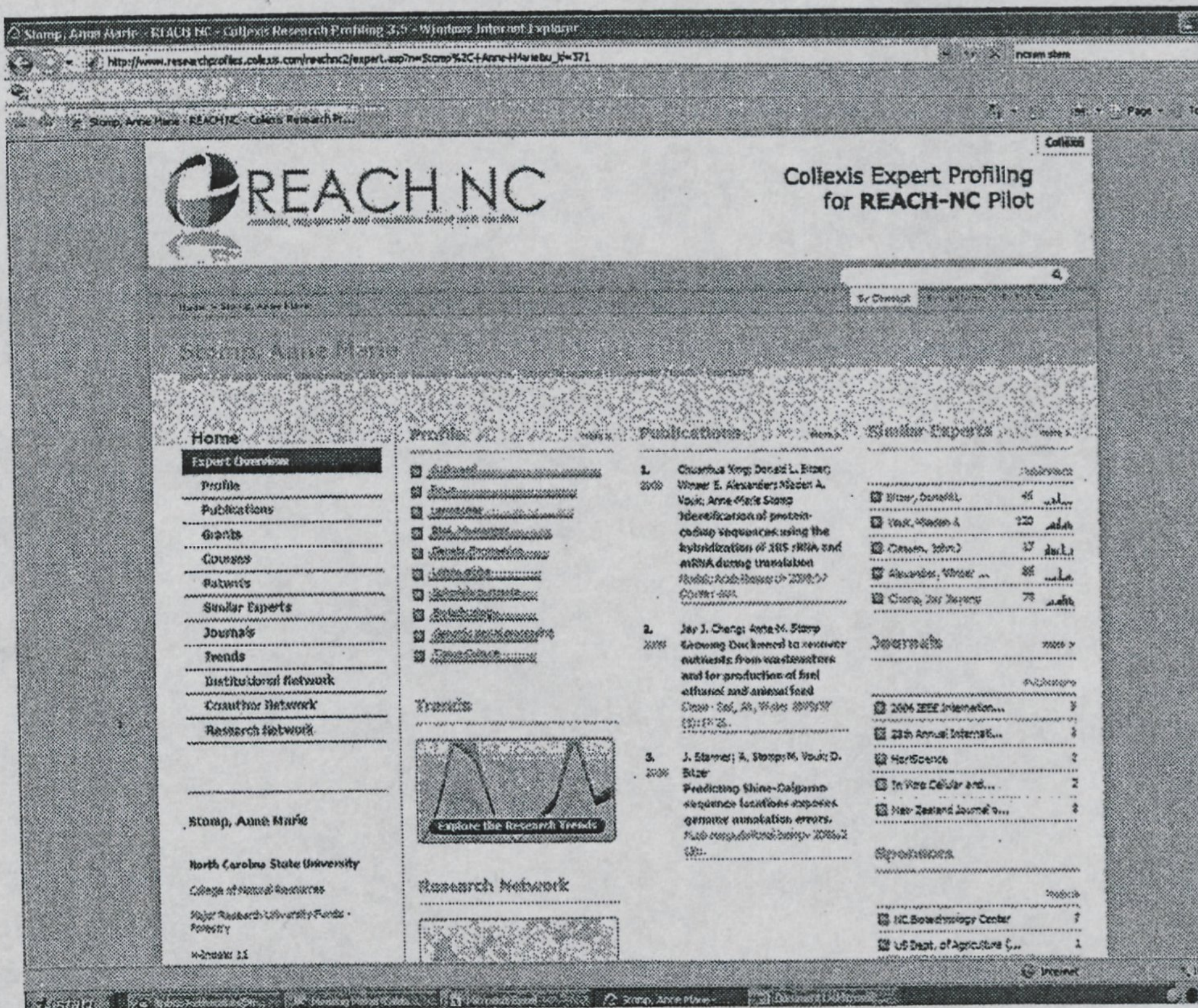


Figure 2. Sample profile (partial) in REACH NC

Once satisfied with the refined search terms, the REACH NC user can browse the expert profiles returned as a match. Figure 2 shows a typical expert profile. The blue bars are a snapshot of the individual's overall expertise, with ability to drill down into supporting information. While not all visible in this screenshot, the profile page allows the REACH NC user quick access to an expert's publications, grants, courses, intellectual property, and insights into her collaborative network and related experts.

Geographic Area and Population Served

The five UNC institutions whose faculty expertise profiles would be added to REACH NC with this funding are located in some of the most economically distressed areas across the state. For example, according to the 1990 and 2000 census and the most recently available American Community Survey poverty data for the three year period ending in 2008, fifteen counties in North Carolina exhibited persistent poverty across two or all three time periods; with exception of one, those counties are serviced by UNC Pembroke (Fayetteville Labor Market Area) and East Carolina University (Greenville Labor Market Area).

Benefits to Population Served

REACH NC is positioned to help campuses and local communities *identify and communicate strengths and facilitate partnerships*. By profiling the faculty expertise that resides at these five universities, surrounding communities will be positioned as never before to take advantage of the cumulative expertise resident at these local institutions. As fully envisioned, REACH NC will provide local industries and economic developers, as well as those in the NC Department of Commerce with a distinct competitive advantage, using custom reports, maps, and other visualizations to better understand statewide capacities that can be drawn upon to answer

- Where can experts be found to help with a technology challenge?
- Which schools produce students with the skills employers are seeking?
- What institutions have facilities and equipment for specialized R&D tasks?
- Who can accompany us as a subject matter expert on a prospective client visit?

Project Outcomes and Implementation

The main outcome will be the generation of an estimated 3,200 new expert profiles within REACH NC and the expansion of the tool's utility beyond the Triangle. The creation of profiles occurs in a series of steps, which have been piloted by NC State and UNC Chapel Hill. The campuses will prepare a data feed with personnel information for all to be profiled. The vendor then matches these names to publications in the SCOPUS database and performs any disambiguation (removing duplicate names, etc.). The vendor then associates sponsored awards with these individuals using data available through the UNC system's RAMSeS database. The campus then supplies course data and verifies intellectual property data obtained from SCOPUS. Once these initial datafeeds are complete, the campus then works to verify and, if necessary, correct the profiles with its faculty. These processes can move quickly once data is prepared and submitted to the vendor; NCSU and UNC Chapel Hill submitted data feeds in late March 2010, and initial profiles were available a month later and completed in September 2010. SCOPUS (publications) and RAMSeS (sponsored research) data feeds are refreshed automatically on a weekly basis. Campuses will provide or allow web services to access updated personnel, course, and IP data on a 2-3x/year schedule.

Roles of Project Collaborators

The REACH NC beta site was developed through the collaborative efforts of UNC General Administration, NC State, UNC Chapel Hill and the Renaissance Computing Institute (RENCI) and in partnership with Collexis (an Elsevier company). The NC Biotechnology Center, NC Partnership for Economic Development, and NC Department of Commerce, among many others, provided insights to the beta development as well as several use cases for future enhancements. Internal and external stakeholders must continue to advise us to maximize the development, use and impact of REACH NC.

Expected Outcomes

The primary outcome of this project will be the expansion of REACH NC statewide via the creation of expert profiles for faculty and key personnel at the following UNC institutions

- Appalachian State University (824 FTE)
- East Carolina University (1630 FTE)
- Elizabeth City State University (165 FTE)
- UNC Pembroke (293 FTE)
- Western Carolina University (325 FTE)

The creation of the profiles and expansion of REACH NC will result in short-term impacts (1-3 yr), including:

- Increased awareness of university expertise by local, regional and statewide stakeholders
- New collaborations in research, innovation, and community engagement
- Visibility of expertise portal to differentiate NC from other states competing for jobs

The creation of the profiles and expansion of REACH NC will result in long-term impacts (4-6 yr), including:

- Successful business retention and attraction cases aided by REACH NC data
- Increased sponsored research dollars and activity at the less research-extensive campuses located throughout the state

UNC General Administration will use the following criteria to evaluate and track progress towards completion of the campus profiles:

- Has each campus created the personnel file and submitted it to the vendor?
- Has the vendor created the initial profiles and completed the disambiguation process?
- Has each campus checked the number of profiles generated against its master personnel list?
- Has the web service document been updated pull data from RAMSeS into REACH NC from these five campuses?
- Has each campus created the course data file and submitted it to the vendor?
- Has each campus created the intellectual property file and submitted it to the vendor?
- Has each campus pursued and completed a comprehensive on-campus review strategy?

The most immediate and direct way that NC citizens and communities will realize economic benefit from this project is through the time-saving efficiencies they will realize from this comprehensive and real-time view of local and statewide expertise. New collaborations (academic-industry-government) that result from REACH NC data and insights are expected to aid in business retention and attraction and to bring new R&D dollars into the state.

Faculty Officers Meeting with Chancellor and Academic Council

Thursday, March 24, 2011, 2-3 pm, 203 Spilman

AGENDA

- Faculty Senate Agenda for March 29, 2011 (copies will be provided at meeting)
- Ranking of University Quality Enhancement Plan (QEP) Topics
- Budget and Academic Program Considerations Committee
(Involvement of Educational Policies and Planning Committee, University Budget Committee and Faculty Senate)

Chancellor Ballard and Vice Chancellor Horns will not be in attendance.