

# East Carolina University.

Throughout our history, the broad missions of teaching, research, and service have guided East Carolina University (ECU). Today, ECU serves as a national model for public service and regional transformation and is passionately committed to creating a strong, sustainable future for eastern North Carolina through education, research, innovation, investment, and outreach.

We fulfill this mission by leveraging the expertise and resources of ECU with education, industry, government, military and community partners to make essential contributions to the community and economic vitality of eastern North Carolina and beyond. As ECU begins a new century, our targeted community and economic development efforts are guided by these six strategic objectives

## **Start, grow and recruit jobs and new enterprises**

ECU received the 2010 Secretary of Defense Employer Support Freedom Award, the highest recognition given by the United States government to employers for their outstanding support of their employees who serve in the Guard and Reserve. Additionally, ECU's Operation Reentry North Carolina is a national research support organization developing unique university/military partnerships to address the resiliency, rehabilitation and reintegration concerns of veterans and their families, as well as the DoD, VA and civilian health care providers who care for them. These are representative of ECU's efforts to fuel and retain the economic impact of North Carolina's military/defense cluster.

## **Fuel knowledge transfer, innovation and entrepreneurship**

ECU's Middle School Innovators Academy (MSIA), a program of ECU's Innovation Design Lab, was awarded the University Economic Development Association's 2011 national Award of Excellence for Talent Development. The MSIA trains young innovators and future entrepreneurs in 1) the visual, translating language of design, 2) leadership of the problem-solving innovation process, and 3) communication of the investment value of their ideas and solutions.

ECU's Entrepreneurial Initiative, in partnership with the North Carolina Eastern Region and the North Carolina Biotechnology Center launched the Eastern North Carolina Entrepreneurship Summit. The event offers tracks supporting entrepreneurs, as well as municipal leaders supportive of community and economic development built around new homegrown business development.

## **Foster regional community development**

ECU's Community Enhancement and Economic Transformation Initiative (CEETI), which helps communities identify and acquire resources, lends assistance with community and economic development projects, and provides administrative/management support for struggling small towns, was awarded the University Economic Development Association's 2011 national Award of Excellence for Leadership and Collaboration.

## **Create a knowledgeable, skilled and adaptable workforce**

ECU is a recipient of the first Higher Education Excellence in Diversity award from INSIGHT Into Diversity magazine, the oldest and largest diversity-focused publication in higher education. The award recognizes U.S. colleges and universities that demonstrate an ongoing commitment to diversity and inclusion. Consistent with our mission, ECU is committed to preparing our students to succeed in a multicultural workplace and global society.

## **Target scholarship and services in distressed communities**

The Association of Public and Land-grant Universities has awarded ECU its prestigious 2012 C. Peter Magrath University/Community Engagement Award for ECU's support of the Lucille W. Gorham Intergenerational Community Center, which provides comprehensive community-based services and care to West Greenville residents.

## **Position the region as a magnet for talent, creativity and investment**

ECU works regularly with partners across the region to support sustainable development of eastern North Carolina's interdependent agriculture, military and tourism industries. For example, the Downtown Goldsboro Development Corporation is collaborating with ECU on the Greater Goldsboro Think Tank initiative, leading a diverse group of Wayne County residents advising Goldsboro officials on Goldsboro's future competitiveness.

The founding, growth, and continued success of East Carolina University are all closely related to our effective response to the critical community and economic development needs of the region and state. When considered in the context of our tradition, resources, and national reputation, these six objectives provide the university with important opportunities for greater service and distinction in the coming decade.