



East Carolina University®

Tomorrow starts here.®



Building Communities, Advancing Scholarship

A NATIONAL MODEL FOR STUDENT SUCCESS,
PUBLIC SERVICE, AND REGIONAL TRANSFORMATION



FULFILLING A MISSION

From leading art projects at local community centers (cover) to coordinating nutrition-focused programs (above) to volunteering with youth in outreach programs (right), the students, faculty, and staff of East Carolina University make the institution's motto, *Servire*—"To Serve"—come to life.

Servire

Servire. It is a Latin term meaning "To Serve." At East Carolina University, it encompasses a long-standing mission.

Since its founding in 1907, East Carolina has kept service at the forefront of its undertaking to make life better. Today, ECU serves as a national model for student success, public service, and regional transformation through six strategic directions. We define public service broadly as ECU faculty, staff, and students working to improve communities in eastern North Carolina and beyond. This work involves communities and benefits communities as it also advances scholarship by linking theory and practice across a wide range of academic disciplines. This work occurs through engagement and outreach activities, course work, and service to the community.

Public service—ECU's term for community engagement—is woven into the fibers of the institution. East Carolina long ago adopted *Servire* as its motto. Each day, our university carries out that maxim through engagement initiatives that touch and affect our community. Our students, faculty, staff, and senior leaders all are integral parts of our community, and our community is an integral part of who we are at ECU.

ECU's strategic plan emphasizes the importance of service, and the university continues to gain recognition for its support of the region, including acknowledgment through the Carnegie Community Engagement Classification. By virtue of the University of North Carolina General Administration's (UNC GA) strategic plan, *Our Time, Our Future*, our university is directed to serve the people of North Carolina.

ECU is a pillar in eastern North Carolina, an area that has a historic dependence on extractive sectors such as fishing, farming, and forestry. The economic base has shifted from dependence on the land to opportunities in manufacturing, retail, tourism, and the military. Our primary 40-county region of impact (east of Interstate 95) includes 26 counties identified as tier-one counties (least developed, according to the North Carolina Department of Commerce), with unemployment in most cases above 10 percent and poverty rates typically ranging between 20 percent and 30 percent. Within this rural and dispersed economic environment, ECU continues to be an access university, dedicated to serving students from North Carolina and focused on degrees that result in employment and regional growth.





Deborah Thomson, an associate professor in the East Carolina University School of Communication, takes ECU students into the community as puppeteers to talk with children about healthy lifestyles. The puppets are just one way that Thomson and colleagues have fostered service-learning, a teaching strategy that links community service to classroom study and reflection.

STUDENT Success



More than 100 students in East Carolina University's Honors College contributed to a service day in August 2013 during which they pulled weeds, mopped floors, picked up trash, entertained elderly residents and children, and led science demonstrations.

Student success embraces the multiple dimensions of students' academic and personal development, including acquiring the knowledge, social skills, and understanding of their own ethical values, well-being, and role in the community to become engaged citizens.

Community engagement affects students in various facets of campus life, including formal course work, research, and service. Community partners and ECU faculty provide students opportunities in community-based learning. Community-based

learning is a way to meet course objectives and help students develop a sense of engagement and social responsibility. This type of learning empowers students as learners, teachers, and critical thinkers while providing service to the community. Students report that they develop leadership and citizenship skills and better understand the relevance of their academic course work.

ECU's 26,887 students study in programs in 11 degree-granting colleges and schools. Students here benefit from partnerships through community-based learning such as internships, service-learning, capstone projects, and fieldwork. In 2013–2014, 10,231 students worked with communities through community-based learning, service-learning, internships, and capstone courses.

MAKING THE CONNECTION

Academic service-learning is a way of teaching and learning in which faculty members complement students' course-based learning with community-based projects completed on behalf of a nonprofit or community group. Critical reflection helps

students to make the connection between their community-based experiences and class content, enhancing their learning while providing meaningful assistance to the community. In other words, service-learning helps students to learn more while doing good.

ECU academic programs place students in internships, fieldwork, cooperative education, and practice-based experiences. These learning experiences occur in community sites that provide real-world experience and prepare students for the challenges they will face as they enter today's competitive job market. Internships involve an exchange of services for experience between the student and an organization with on-the-job training.

Cocurricular activities are linked to more than a single course and extend a curriculum to out-of-classroom experiences for students. They enhance student learning and contribute to student success by supporting faculty and staff with creative, curriculum-driven programs, resources, and events that occur outside the classroom.

Beyond simply fulfilling the expectations of an instructor or advisor, engaged students create voluntary and self-directed connections. When students are embedded within a community of engagement practice, many easily shift their understanding of engagement from a learning mode dependent on faculty leadership to an agential or entrepreneurial approach, driven by their own perceptions, critical analysis, and purpose.

Continuing to excel in talent preparation, ECU provides access to postsecondary education. Initiatives in this area include the College of Education's SECU Partnership East 2+2 degree-completion program, as well as the Brody School of Medicine and the School of Dental Medicine programs related to access to health care and degrees.

ECU actively promotes talent development through continuing education and continuing professional development. For example, the Latham Clinical Skills Network is a partnership between the College of Education and North Carolina practicing teachers. Preparing job-ready students and up-to-date working professionals increases rural capacity. ECU's Talent Enhancement and Capacity Building program, funded by the North Carolina Department of Commerce, provides capacity-building grants to local governments and partnering nonprofit organizations for training, technical assistance, and community-development projects.



During their time at East Carolina, students encounter numerous opportunities in and out of the classroom aimed at developing them academically and personally as engaged citizens.

Community-based learning is a way to meet course objectives and help students develop a sense of engagement and social responsibility. This type of learning empowers students as learners, teachers, and critical thinkers while providing service to the community.



The ECU School of Dental Medicine Community Service Learning Center in Ahoskie exemplifies the dental school's vision to improve the health and quality of life of all North Carolinians by creating leaders with a passion to care for the underserved and by leading the nation in community-based, service-learning oral health education.



Camp Hope is a summer camp for children with sickle-cell disease. Operated by the Brody School of Medicine at East Carolina University, the camp is an example of a university-community partnership that brings unique services and programs to people facing particular health issues.

PUBLIC Service



Almost every child at Building Hope Community Life Center in Greenville created his or her own bubble for a mural on an outside brick wall. The center is a faith-based nonprofit organization designed to help at-risk students from local schools stay on track academically, while giving them social and spiritual support and infrastructure for success. ECU became involved through the university's Engagement and Outreach Scholars Academy.

Public service occurs when ECU faculty, staff, and students work to improve communities in eastern North Carolina and beyond. This work involves and benefits communities as it also advances scholarship by linking theory and practice across a wide range of academic disciplines.

At ECU, community-based research is an essential part of public service. In this type of research, the community is viewed as an equal partner. ECU prepares faculty and students for this type of research through the Engagement and Outreach Scholars Academy. A key focus is on collaborative interactions with community, and the research results in a mutually planned and beneficial exchange, exploration, and application of knowledge, information, and resources. In five years, EOSA alumni have developed 58 partnerships in 21 counties in eastern North Carolina, along with partners across the state, in Maine, and in Denmark.

ECU students are part of these research teams, and this type of research contributes to student learning. Student Christine Gurganus is a recipient of the EC Scholars award, the most prestigious scholarship offered at East Carolina University. She is among those who have served on a research team.

"Before joining this research team, I was not familiar with the subject of sustainable practices," she says. "Now I recognize the three aspects of sustainability: economics, environmental, and social. I had always associated sustainability as being solely interested in environmental issues as opposed to a culmination of issues. Through this project, I have cultivated an interest in possibly combining sustainability and engineering.

"Not only has this project opened my eyes to the world of sustainability, it taught me valuable researching methods."



East Carolina's College of Health and Human Performance has partnered with Pitt County Schools in developing the Partnering for Prevention program, aimed at improving athletes' health and safety by providing licensed athletic trainers to serve the district's high schools.



The Cardiovascular Health Assessment program in ECU's College of Health and Human Performance began in 1983 and has expanded its scope over three decades while retaining its chief purpose—detecting early signs of heart disease and mitigating cardiovascular risk through a personalized wellness follow-up plan. Much of the activity in the lab comes from contracts with police forces, including the city of Greenville's, and other organizations. Pictured above are Hassan Aden, chief of the Greenville Police Department, and Jessica Van Meter, coordinator of the program.

JOINING CAMPUS AND COMMUNITY

East Carolina focuses on issues particularly prevalent in eastern North Carolina. For example, ECU addresses health disparities by providing community-based health services and research that focus on ways to improve health equity. Faculty and students implement summer camps such as Camp Needles in the Pines (for children with diabetes), Camp Hope (for children with sickle-cell disease), Camp Rainbow (for children with cancer or hemophilia), and Camp WholeHeart (for children with congenital heart defects). In partnership with the community, they run free clinics at the Greenville Community Shelter and the Grimesland Free Clinic and provide health services through a partnership with Greene County Health (the Bernstein Center), the Communication Sciences and Disorders hearing and audiology clinic, and the Navigate Counseling Clinic and Rover mobile unit. The annual Mills Symposium showcases community-campus research partnerships related to reducing health disparities.

The public service performed through community-campus partnerships focuses on the well-being and success of school-age children. Snack Rx is designed to have an impact on children and to make food healthy and appealing. Taking the fresh food mission a step further, A Time for Science contributed a vegetable garden to the program so that the children can manage and gather healthy foods. FoodMASTER provides opportunities for students in grades 3–5 to learn science and math concepts through cooking,

gardening, and nutrition. Partnerships at the Third Street Community Center and the Lucille W. Gorham Intergenerational Community Center offer after-school activities focused on academic success, health, and fitness.

Community-campus partnerships address issues arising from unexpected events. The Partnering for Prevention program, a partnership between ECU and Pitt County Schools, was partially created in reaction to the 2008 death of a J. H. Rose High School football player who died from suffering two concussions in roughly a 48-hour span. This athletic training partnership places ECU graduate students enrolled in athletic training on athletic fields during sports events.

Partnerships also focus on continuing education for community professionals. The Nursing Leadership program promotes nursing leadership development by providing consultation, research partnerships, and educational services for community nurses. ECU faculty and students worked with local educators to train them to use VizZle, a multipurpose software product that provides special educators a digital resources and evaluation system for children with autism.

ECU faculty and students volunteer in the communities of eastern North Carolina and beyond. Some 11,000 students worked with 303 community partners to provide more than 153,200 hours of volunteerism and service-learning in Pitt County and 29 other counties and 13 states.



A dozen mayors from towns connected by the Roanoke River in North Carolina are collectively marketing their region, spurred by a two-year grant project combining talents from East Carolina University and the Mid-East Resource Conservation and Development Council. The initiative is designed to study business opportunities and to create a ripple effect in the local economy. Pictured above are Paige Viren, ECU assistant professor of recreation and leisure studies and affiliate faculty member in the Center for Sustainable Tourism, and James Hoggard, mayor of Windsor.

REGIONAL Transformation



An antistuttering device developed at East Carolina University is now also being marketed and distributed to people with Parkinson's disease to assist them with speech. The SpeechEasy, marketed by Janus Development Group, is a portable device that fits in or behind the ear and can help people who stutter to speak more fluently. Studies have shown that the use of an auditory delay and/or a change in pitch can help increase the intelligibility of speech in those with Parkinson's disease as well.

Regional transformation occurs when faculty, staff, and students align, link, and leverage regional assets to achieve measurable strategic outcomes through open and shared leadership networks within and outside ECU. Community-campus partnerships can result in a more competitive region and healthy communities that attain economic,

educational, environmental, cultural, and entrepreneurial goals to improve the vitality and quality of life.

East Carolina's innovation and economic prosperity accomplishments build rural capacity, enhance regional health, and improve the local environment.

The university partners with education, industry, government, military, and community partners to provide 1) community development and regional leadership; 2) cluster-based economic development; and 3) innovation, entrepreneurship, and small-business support.

ECU builds rural capacity by working with small businesses in rural areas, enhancing business plans and business skills. Examples of this place development include efforts of the Small Business Technology and Development Center, the Center for

Innovation in Technology and Engineering in the College of Engineering and Technology, the Small Business Institute in the College of Business, and the Entrepreneurial Initiative. Each provides unique services designed to work with community partners on improving the success of their businesses. Rural businesses face unique needs, and ECU is well-positioned to understand and address those needs.

FINDING INNOVATIVE SOLUTIONS

Community-campus partnerships are critical to finding innovative solutions to community problems. Discoveries uncovered through this type of community-based research have practical applications as they are rooted in the "real world." In terms of technology development and commercialization, ECU annually produces five U.S. patents, licenses four new products or services, and spins out two start-up companies.

ECU's innovators have made a difference, using technology and expertise to address health issues in a way that meets the unique needs of a rural population. Cardiac Risk Assist takes the newest risk assessments and recommendations from the American Heart Association and puts them in an easy-to-use mobile platform. The SpeechEasy is an in-the-ear fluency device used to reduce stuttering through varied pitch and delayed sound. Hearing loss assessment becomes accessible in rural areas via web-based biotelemetry. ICD Coach, which costs \$4.99, is a mobile phone application with a multimedia educational purpose for cardiac patients with implantable cardioverter defibrillators, or ICDs. ECU's Center for Telepsychiatry was selected in 2013 by the state of North Carolina to provide psychiatric services to underserved (mostly rural) areas using innovative delivery methods. Ultimately, 80 counties in North Carolina will be served from the center's Greenville location.

The 41 counties east of Interstate 95, ECU's primary impact area, consist of coastal plain and tidewater environments. The area contains large tracts of forest and farmland. The terrain is permeated with rivers, streams, wetlands, swamps, and estuaries. Therefore, ECU has focused its (coastal) environmental role in three areas: sustainable tourism, natural resource sustainability, and innovations related to a healthy built environment.

The Center for Sustainability: Tourism, Natural Resources, and the Built Environment advances research, education, and outreach aimed at affecting changes in business practices, public policies, and individual behaviors. The program draws upon emerging sustainability sciences ranging from the physical to the social to address complex environmental issues.



In partnership with Miles Media, ECU faculty and students developed the Travel Care Code and implemented it with ECU's club sports teams. The code is a list of 10 simple, environmentally conscious action steps aimed at reducing the negative impact of travel and visitor-related activities.

ECU has been instrumental in working with communities on hurricane preparedness, including annual symposia. The Institute for Coastal Science and Policy provides ECU and our region with an integrated platform for understanding and adapting to environmental issues within the coastal plain. Natural and social scientists focus on interactions of the region's people with their natural environment, such as fisheries, preservation and restoration, wetland ecology, environmental impacts of coastal zone development, coastal climatology (hurricanes, storm surge) and geology (coastal erosion and shoreline change), and the many challenges that lie ahead associated

with sea-level rise and community adaptation. ECU researchers utilize grant funding to study the impact of climate change on the coast, the effectiveness of interventions for limiting exposures to environmental pests, and processes for planning healthy communities.

The North Carolina Agromedicine Institute's goal is to reduce fishers', farmers', and foresters' injury and illness and to identify practical solutions and effective educational approaches that can be of benefit daily to the end user. The institute offers programs including AgriSafe, AgrAbility, a certified logger program, and Risk Mitigation.



Operation Re-entry is a research initiative that supports military service personnel, veterans, and their families by bringing together researchers and projects that focus on the concerns and needs of returning servicemen and servicewomen. East Carolina University received a grant from the federal Substance Abuse and Mental Health Services to help equip its existing Operation Re-Entry van with satellite communication and other technology to take medical, psychiatric, and behavioral health services to veterans and their families where they live.

Programs



East Carolina University advances its legacy of service through a wide variety of partnerships and projects focusing on student success, public service, and regional transformation. These endeavors involve vital contributions from many university entities and community partners. For more details, please contact the director of public service and community relations at ECU at 252-737-1377.

A TIME FOR SCIENCE NATURE AND SCIENCE LEARNING CENTER

The center increases science literacy and environmental appreciation in eastern North Carolina and enhances environmental research.

ALTERNATIVE SPRING BREAK

The Alternative Spring Break program places teams of college students in communities to engage in community service and experiential learning.

CAMP WHOLEHEART

Camp WholeHeart is a summer camp for children with congenital heart defects.

CAMPUS KITCHEN

This program is a collaboration between university and community partners to provide meals from food that goes unused by the university's dining facilities.

CITE

The primary—and ongoing—task for CITE is to develop ECU College of Engineering and Technology resources that are willing and able to provide training to industrial and business clients. CITE provides training and project resources through a partnership with the North Carolina Community College System when the system requires resources for specialized training.

COMMUNITY HEALTH CLINICS AND BERNSTEIN CENTER

The clinics and center provide primary health care, dental care, and pharmacy services for low-income people in Pitt County and surrounding counties.

EAST CAROLINA CENTER FOR NURSING LEADERSHIP

The center collaborates to promote nursing leadership development by providing consultation, research partnerships, and educational services. It also coordinates all Future of Nursing statewide initiatives to transform the health of North Carolina citizens.

EAST END ELEMENTARY

The partnership between East Carolina's Campus Recreation and Wellness and Volunteer and Service-Learning Center and East End Elementary in Martin County is designed to promote wellness educational opportunities for local school children, as well as provide after-school tutoring services.

ENGAGEMENT AND OUTREACH SCHOLARS ACADEMY

The Engagement and Outreach Scholars Academy increases participants' knowledge, motivation, and capacity to secure research funding and conduct scholarly engagement within engagement, outreach, and curricular engagement. The academies allow key external stakeholders to partner with ECU faculty and improve the quality of life for eastern North Carolina and beyond.

FOODMASTER

The FoodMASTER program develops a STEM educational module using food.

HUMAN PERFORMANCE LABORATORY

The Human Performance Laboratory at East Carolina University conducts a cardiovascular health assessment program that measures cardiac health of local and regional police officers.

LATHAM CLINICAL SCHOOLS NETWORK/STATE EMPLOYEES' CREDIT UNION PARTNERSHIP EAST

This program provides a network in which public schools and East Carolina can collaborate to seek to enhance recruitment, retention, and renewal of teachers from preservice to in-service; to provide quality field placements and clinical experiences for teacher education candidates; to facilitate the implementation of innovative practices and new initiatives in both public schools and universities; and to provide continuous professional development for public school and university partners.

LUCILLE GORHAM INTERGENERATIONAL COMMUNITY CENTER

The Lucille Gorham Intergenerational Community Center engages the West Greenville community in revitalization efforts including after-school programs for youth, health programs for all members, and a community garden.

NORTH CAROLINA AGROMEDICINE INSTITUTE

This program helps North Carolina farmers and others in multiple ways, including EPA mandate compliance, preventative occupational health screenings, medical referrals, personal protection equipment, agricultural health and safety education, health-care provider training, disability assistance, peer support and service provider networks, and development and implementation of an entry-level training program for logging operators.

OFFICE OF INNOVATION AND ECONOMIC DEVELOPMENT

The Office of Innovation and Economic Development at ECU conducts programs focusing on innovation by students in the Pitt County Schools system.

OPERATION RE-ENTRY NORTH CAROLINA

This program addresses the resiliency, rehabilitation, and reintegration concerns of military personnel, veterans, and their families, as well as the military, VA, and civilian health-care providers who care for them.

PARTNERING FOR PREVENTION

This program improves athletes' health and safety by providing licensed athletic trainers in Pitt County high schools and administration of the Pitt County Schools' athletic training program.

PEDIATRIC HEALTHY WEIGHT RESEARCH AND TREATMENT CENTER

The center engages in multiple programs aimed at improving the health and well-being of young people in eastern North Carolina.

SMALL BUSINESS INSTITUTE

The purpose of the Small Business Institute is to provide specialized on-site business consulting for small-business clients while providing an in-depth experiential learning opportunity for ECU business students.

SNACK RX

Snack Rx is a community-campus partnership focusing on the well-being and success of school-age children and is designed to make food healthy and appealing.

TALENT ENHANCEMENT AND CAPACITY BUILDING PROGRAM (TECB)

The Talent Enhancement and Capacity Building program (TECB) is an innovative partnership between ECU and the North Carolina Department of Commerce designed to provide technical assistance, training, project support, and financial resources that help local governments and nonprofit organizations build capacity, increase competitiveness, and enhance community and economic vitality.

TAP-IT, VIZZLE RESEARCH

This project incorporates technology to measure the learning progress of children with autism.

THIRD STREET COMMUNITY CENTER

The Third Street Community Center is a nonprofit organization focusing on empowerment and capacity-building in a way that brings dignity and a hopeful future. Core strategies to achieve that mission include youth development, arts advocacy, and business development. The ECU Division of Student Affairs partners with the Third Street Community Center to offer service-learning opportunities for students, one-time volunteer opportunities, and an AmeriCorps VISTA for 2013–2014.



The Snack Rx program is an example of a university-community partnership focused on improving lives.



**Office of Public Service
and Community Relations**

102 Whichard Building

Mail Stop 310

East Carolina University

Greenville, NC 27858

252-737-1377

www.ecu.edu/pcsr

