

EAST CAROLINA UNIVERSITY<sup>®</sup>  
**PURPLE & GOLD  
BUS  
TOUR**<sup>™</sup>

An outline map of the state of North Carolina, positioned to the right of the main text.

# Welcome to the Purple and Gold Bus Tour 2024!



This binder provides an overview of our next two days and contains valuable information about the 2024 bus tour. We hope you'll use the information provided to get to know your fellow bus tour mates and to familiarize yourself with the sites and leaders ahead of each stop. Throughout the documents in the notebook, you will see references to ECU's mission and vision statements we have identified as target goals or missions for you to learn about at each stop. We hope that this will help guide you to be more future focused and innovation driven as you think about collaboration within the university and alongside external partners. We have included a copy of ECU's Strategic Plan Refresh on the following page, which lays out in detail the mission and vision statements for you to reference.

## Tour Details

- Addresses and contacts are provided for each stop on the Purple and Gold Bus Tour, including details on where we will be staying.
- The timeline tells you where we will be going and when we expect to depart and arrive at each location. *Please be mindful of the times* as we need to stay on schedule.

## Participant Information

- Bios and pictures for each participant on the bus tour
- Bio and pictures for all ECU leadership and REDE staff who are on the bus

## REDE Initiatives

- Information on each of the programs and offices within Research, Economic Development and Engagement (REDE)
- Definitions for community engagement through learning, scholarship, and public service

## Information on Our Stops

- Demographic information for each county
- Highlights of community engaged successes by each county
- Bios and pictures of each speaker we will hear from
- Brief overview of each town in which we are visiting
- Site specific resource pages
- Pages for notes

## Information on the Other 29 Eastern NC Counties

- Demographic pages are included for all other 29 eastern NC counties.

A digital copy of this binder will be uploaded to [REDE.ECU.EDU/BUSTOUR](https://REDE.ECU.EDU/BUSTOUR) after we return to Greenville. Past participants have used this binder as a reference when writing grants, to track down demographic data for projects, and to reach out to those they networked with during their time on the bus tour.

Should you have any questions about this notebook or the tour, please reach out to any of the REDE staff on the bus, or email our office at [communityengagement@ecu.edu](mailto:communityengagement@ecu.edu).

# Future focused. Innovation driven.

## STRATEGIC PLAN 2023–2028

East Carolina University® remains steadfast in our commitment to be a national model for student success, public service and regional transformation. Through education, research, health care, community engagement, cultural enrichment and more, ECU enhances the quality of life for our students, our state and our world.

Future focused. Innovation driven. is ECU's strategic plan for 2023–2028. A refresh of the university's 2017–2022 strategic plan, it highlights the intersection of ECU's mission, vision and values as we set priorities for advancing the university during the next five years.

## MISSION PRIORITIES

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### Mission Priority 1: Student Success

We offer transformative experiences for all students during their time at ECU and beyond.

- **Objective M1.1:** Strengthen graduation and retention strategies while closing equity gaps to advance opportunity for all.
- **Objective M1.2:** Expand access to and participation in transformative experiences and experiential learning.
- **Objective M1.3:** Align university programs to meet the demands of a dynamic, innovative economy and an evolving workforce.

### Mission Priority 2: Public Service

We focus our efforts with the community in mind and to achieve goals that enable us to be more engaged citizens.

- **Objective M2.1:** Increase public engagement with and access to educational and cultural offerings.
- **Objective M2.2:** Grow external sponsorship to support community engagement activities

### Mission Priority 3: Regional Transformation

We evaluate our success by the development of our region, informed by local and global perspectives.

- **Objective M3.1:** Strengthen the regional workforce.
- **Objective M3.2:** Expand and enrich external partnerships.
- **Objective M3.3:** Advance regional economic prosperity and sustainability.

# Future focused. Innovation driven.

## STRATEGIC PLAN 2023–2028

### VISION PRIORITIES

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#### Vision Priority 1: Social and Economic Mobility

We will be an engine of access and advancement for all learners through innovative teaching, research and creative activities.

- **Objective V1.1:** Increase enrollment and completion rates of underserved populations through a lens of affordability and accessibility.
- **Objective V1.2:** Bolster online course and program offerings.
- **Objective V1.3:** Expand curricular and noncurricular workforce development programs aimed at workforce upskilling and reskilling.

#### Vision Priority 2: Workforce Success

We cultivate a culture of care, belonging and opportunity for our faculty, staff and learners and all stakeholders.

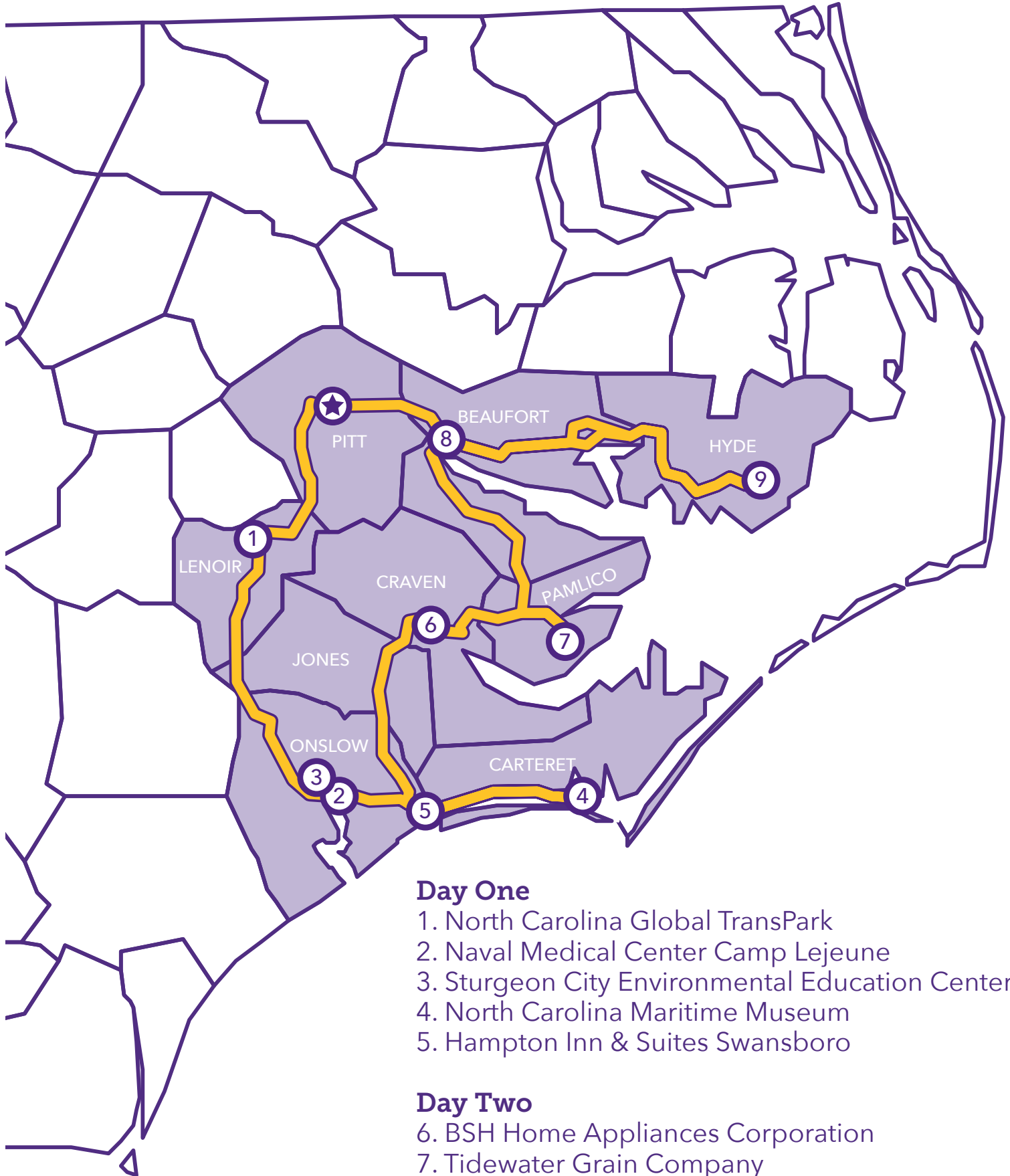
- **Objective V2.1:** Increase support and utilization of faculty and staff well-being resources.
- **Objective V2.2:** Commit to sustaining an inclusive environment that welcomes a broad representation of persons and perspectives.
- **Objective V2.3:** Prepare university employees with the knowledge and competencies required for successful career journeys.

#### Vision Priority 3: Rural Health and Well-Being

We will improve health access, sustainability and outcomes for rural communities.

- **Objective V3.1:** Strengthen educational opportunities and academic programs to meet the needs of a rural population.
- **Objective V3.2:** Expand access to health care and wellness options.
- **Objective V3.3:** Collaborate with community and university partners to foster comprehensive well-being.

# 2024 PURPLE AND GOLD BUS TOUR ROUTE



## Day One

1. North Carolina Global TransPark
2. Naval Medical Center Camp Lejeune
3. Sturgeon City Environmental Education Center
4. North Carolina Maritime Museum
5. Hampton Inn & Suites Swansboro

## Day Two

6. BSH Home Appliances Corporation
7. Tidewater Grain Company
8. North Carolina Estuarium
9. Lake Mattamuskeet Lodge

## BUS TOUR TIMELINE

### DAY 1 – MONDAY, MARCH 4, 2024

SITE	TIME	PRESENTER	ACTIVITY & OUTCOMES	STRATEGIC PLAN PRIORITY AREAS
DEPART ECU	7:30 AM	REDE LEADERSHIP	<b>ACTIVITY:</b> Welcome remarks  <b>GOAL:</b> Overview of tour	
<b>NORTH CAROLINA GLOBAL TRANSPARK</b> Kinston, Lenoir County	45-Minute Drive  <b>ARRIVE:</b> <b>8:15 AM</b>  <b>DEPART:</b> <b>10:45 AM</b>	<b>RUSTY HUNT</b> President, Lenoir Community College  <b>CRAIG FOUCHT</b> Director of Business and Project Management, North Carolina Global TransPark Economic Development Region  <b>PRESTON HUNTER</b> Executive Director, North Carolina Global TransPark  <b>JIM SEGRAVE</b> Founder, Chairman and CEO, flyExclusive	<b>ACTIVITY:</b> Tour  <b>GOAL:</b> Understanding of industry and workforce needs at NC Global TransPark with the goal of increasing research and experiential learning opportunities	Mission Priority 1.2  Mission Priority 3.1  Vision Priority 1.3
<b>LENOIR AND ONSLOW COUNTY</b> Windshield Tour	75-Minute Drive  <b>10:45 AM - 12 PM</b>		<b>ACTIVITY:</b> Network on bus	

<p><b>NAVAL MEDICAL CENTER CAMP LEJEUNE</b> Jacksonville, Onslow County</p>	<p><b>ARRIVE:</b> 12:00 PM <b>DEPART:</b> 2:45 PM</p>	<p><b>CAPT KEVIN BROWN</b> Commanding Officer, Naval Medical Center Camp Lejeune</p> <p><b>CDR DINK JARDINE</b> Director for Professional Education and Designated Institutional Official, Naval Medical Center Camp Lejeune</p> <p><b>CAPT ANDREW LIN</b> Executive Officer, Naval Medical Center Camp Lejeune</p> <p><b>CMDCM JASON ROEDER,</b> Command Master Chief, Naval Medical Center Camp Lejeune</p>	<p><b>ACTIVITY:</b> Lunch and Tour</p> <p><b>GOAL:</b> Gain insight into a healthcare system for Service members, Veterans, and their Families; Identify opportunities that foster comprehensive well-being and strengthen access to health care options.</p>	<p>Vision Priority 3.1</p> <p>Vision Priority 3.2</p> <p>Vision Priority 3.3</p>
<p><b>ONSWLOW COUNTY</b> Windshield Tour</p>	<p><b>15-Minute Drive</b>  <b>2:45 - 3PM</b></p>		<p><b>ACTIVITY:</b> Network on bus</p>	
<p><b>STURGEON CITY ENVIRONMENTAL EDUCATION CENTER</b> Jacksonville, Onslow County</p>	<p><b>ARRIVE:</b> 3:00 PM <b>DEPART:</b> 4:30 PM</p>	<p><b>JAMIE MCINTIRE</b> Program and Event Manager, Sturgeon City Environmental Education Center</p> <p><b>MARCIA MCMAHAN</b> Educator, Sturgeon City Environment Education Center</p>	<p><b>ACTIVITY:</b> Tour</p> <p><b>GOAL:</b> Understanding of multiple realms of STEM education opportunities at Sturgeon City and the environmental impact that the facility has had on the area. Learn about and consider opportunities for transformative and</p>	<p>Mission Priority 1.2</p> <p>Mission Priority 2.2</p> <p>Mission Priority 3.2</p>

		<b>LISA MURABITO</b> Executive Director, Sturgeon City Environmental Education Center	experiential learning partnerships for engaged scholarship.	
<b>ONSWLOW AND          CARTERET COUNTY</b> Windshield Tour	<b>75-Minute          Drive</b>		<b>ACTIVITY:</b> Network on bus	
<b>NORTH CAROLINA          MARITIME MUSEUM</b> Beaufort, Carteret County	<b>ARRIVE:          5:45 PM</b>  <b>DEPART:          7:45 PM</b>	<b>DAVID BENNETT</b> Maritime Historian, North Carolina Maritime Museum  <b>BENJAMIN          WUNDERLY</b> Education Curator, North Carolina Maritime Museum	<b>ACTIVITY:</b> Dinner, self-guided tour, dinner  <b>GOAL:</b> Gain insight into the historical, educational and cultural materials of the museum. Understanding the economic impact of fishing, boating and other industries in the area, and information on boatbuilding courses at the Harvey W. Smith Watercraft Center	Mission Priority 2.1  Vision Priority 2.2
<b>CARTERET AND          ONSLOW COUNTY</b> Windshield Tour	<b>45-Minute          Drive</b>		<b>ACTIVITY:</b> Network on bus	
<b>HAMPTON INN &amp;          SUITES</b> Swansboro, Onslow County	<b>ARRIVE:          8:30 PM</b>		<b>ACTIVITY:</b> Overnight stay	



**DAY 2 - TUESDAY MARCH 5, 2024**

<p><b>HAMPTON INN &amp; SUITES</b> Swansboro, Onslow County</p>	<p><b>6:30-7:30AM</b></p>		<p><b>ACTIVITY:</b> Breakfast</p>	
<p><b>ONSLow AND CRAVEN COUNTY</b> Windshield Tour</p>	<p><b>50-Minute Drive</b></p>		<p><b>ACTIVITY:</b> Network on Bus</p>	
<p><b>BSH HOME APPLIANCES</b> New Bern, Craven County</p>	<p><b>ARRIVE: 8:20 AM</b> <b>DEPART: 9:45 AM</b></p>	<p><b>ALICIA CAFFERTY</b> Head of Government Relations, BSH Home Appliances</p> <p><b>DAN JONES</b> Quality Manager, BSH Home Appliances</p> <p><b>CHRISTIAN YOUNG</b> Labs and Verification Manager, BSH Home Appliances</p> <p><b>TJ ZYMROZ</b> Head of Production, Dish Care Factory, BSH Home Appliances</p>	<p><b>ACTIVITY:</b> Tour</p> <p><b>GOAL:</b> Understanding of industry and workforce needs at BSH Home Appliances with the goal of increasing pathways to collaboration through learners, scholarship, industry, and innovation.</p>	<p>Mission Priority 1.3</p> <p>Mission Priority 3.1</p> <p>Mission Priority 3.3</p> <p>Vision Priority 1.3</p> <p>Vision Priority 2.3</p>
<p><b>CRAVEN AND PAMLICO COUNTY</b> Windshield Tour</p>	<p><b>45-Minute Drive</b></p>		<p><b>ACTIVITY:</b> Network on bus</p>	
<p><b>TIDEWATER GRAIN COMPANY</b> Oriental, Pamlico County</p>	<p><b>ARRIVE: 10:30 AM</b> <b>DEPART: 11:30 AM</b></p>	<p><b>BETH BUCKSOT</b> Economic Development Director, Pamlico County</p>	<p><b>ACTIVITY:</b> Tour</p> <p><b>GOAL:</b> Understand the</p>	<p>Mission Priority 1.3</p>

		<p><b>AL SPRUILL</b> Founder, Tidewater Grain</p> <p><b>TOMMY WHEELER</b> Founder, Tidewater Grain</p>	<p>intersection of agriculture economic mobility, and regional economic prosperity. Identify possibilities to expand and enrich programs that meet the demands of innovative economies.</p>	<p>Mission Priority 2.1</p> <p>Mission Priority 3.3</p>
<p><b>PAMLICO AND BEAUFORT COUNTY</b> Windshield Tour</p>	<p><b>60-Minute Drive</b></p>		<p><b>ACTIVITY:</b> Network on bus</p>	
<p><b>NORTH CAROLINA ESTUARUM</b> Washington, Beaufort County</p>	<p><b>ARRIVE:</b> 12:30 PM</p> <p><b>DEPART:</b> 2:00 PM</p>	<p><b>CLAY BARBER</b> Program Director, Sound Rivers</p> <p><b>LIANE HARSH</b> Owner, Inner Banks Outfitters</p> <p><b>TOM STROUD</b> Director, NC Estuarium</p> <p><b>EMILY YEAGER</b> Dept. of Recreation Sciences, East Carolina University</p>	<p><b>ACTIVITY:</b> Tour, lunch</p> <p><b>GOAL:</b> Understanding the vital importance of estuaries, ecotourism, and coastal rivers on the environment and the local economy; understand ongoing scholarship through importance of community based participatory research and expanding partnership opportunities</p>	<p>Mission Priority 1.2</p> <p>Mission Priority 2.1</p> <p>Mission Priority 3.2</p> <p>Vision Priority 3.1</p>
<p><b>BEAUFORT AND HYDE COUNTY</b> Windshield Tour</p>	<p><b>80-Minute Drive</b></p>		<p><b>ACTIVITY:</b> Network on bus</p>	

<p><b>LAKE MATTAMUSKEET LODGE</b> Swan Quarter, Hyde County</p>	<p><b>ARRIVE: 3:20 PM</b></p> <p><b>DEPART: 4:30 PM</b></p>	<p><b>KRIS NOBLE</b> County Manager, Hyde County</p>	<p><b>ACTIVITY:</b> Tour</p> <p><b>GOAL:</b> Gain insight into social and economic mobility pathways for underserved populations that can facilitate regional transformation; Consider opportunities that grow community engagement activities that enrich external partnerships.</p>	<p>Mission Priority 2.2</p> <p>Mission Priority 3.2</p> <p>Mission Priority 3.3</p> <p>Vision Priority 1.3</p>
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RETURN TO GREENVILLE 1 HOUR, 40-MINUTE DRIVE

# ADDRESSES & CONTACTS

## TOUR STOPS

**NORTH CAROLINA GLOBAL TRANSPARK, KINSTON REGIONAL JETPORT**  
2780 Jetport Road  
Kinston, NC 28504  
252-775-6180

The North Carolina Global TransPark (NCGTP) is a multimodal industrial park and airport strategically located in the heart of the East. The 2,500-acre park delivers critical assets to meet the location and tenant service demands of advanced manufacturing, MRO, cargo, emergency response and defense-serving companies. At the center of the NCGTP is the Kinston Regional Jetport with an 11,500-foot runway - one of the longest civilian runways on the East Coast, making it accessible to aircraft of any size worldwide. It also features onsite rail connections, over 500 development-ready acres within Foreign Trade Zone #214 and a NC Opportunity Zone, and onsite workforce development training facilities and programs through Lenoir Community College.

**DRAKEN INTERNATIONAL**  
1200 Cargo Drive  
Kinston, NC 28504  
866-940-2794

Draken International creates a new standard in aviation service capabilities for all branches of the United States Military and Department of Defense. With over 50 jets, Draken International operates the largest fleet of privately owned tactical aircraft in the world. It is positioned to be a leading defense asset with extensive capabilities in airborne adversary support, threat simulation, aerial refueling, research, testing, as well as other missions suited to a diverse fleet of aircraft. Draken International employs world-class, military-trained fighter pilots. The team is comprised of an elite cadre of USAF Weapons School Instructors, Fighter Weapons School Graduates, TOP GUN Instructors, US Navy Aggressors, Air Liaison Officers, Thunderbirds Demonstration Pilots, and FAC-A Instructors. Its tactical experts have the experience to challenge today's warriors for tomorrow's fight while continuing to sharpen America's edge in current operations around the globe.

**FLYEXCLUSIVE**  
2780 Jetport Rd  
Kinston, NC 28504  
252-208-7715

flyExclusive proudly fulfills its mission of providing high quality, safe and reliable point-to-point private jet travel at industry leading levels of affordability, accessibility, and client satisfaction. Founded in 2015, flyExclusive has grown from three jets to 100 and recently ordered 30 brand-new Cessna Citation jets. They are the second largest owner/operator of Cessna Citation aircraft in the world, and were the fastest-growing top 5 private jet company of 2023. flyExclusive recently went public on the New York Stock Exchange, and with full access to a growing fleet of highly desirable company-owned aircraft, 24/7 nationwide flight operations, personalized customer service, and decades of experience as operators and innovators, flyExclusive is a robust aviation partner. Not only do they serve their Owners and Members, but they also provide MRO services for aircraft owners including maintenance, paint, interior refurbishment, and avionics.

## **LENOIR COMMUNITY COLLEGE AEROSPACE AND ADVANCED MANUFACTURING CENTER**

3800 NC Hwy 58 N  
Kinston, NC 28504  
252-527-6223, ext. 700

The Aerospace & Advanced Manufacturing Center (AAMC), located at the NC Global TransPark in Kinston, is home to the Mechanical Engineering, Computer-Integrated Machining, and Industrial Systems Technology curriculum programs. These programs offer degrees, diplomas, and certificates including, but not limited to, National Institute for Metalworking Skills (NIMS) credentials, NC3 Certifications, and electronic credentials. The AAMC is also home to Aviation Management and Career Pilot Technology curriculum programs, which offer degrees, diplomas, and certificates. The facility houses a Federal Aviation Administration (FAA) approved full motion flight simulator. Students may take flight training courses in conjunction with the Career Pilot Technology associate in applied science (AAS) degree. The AAMC also offers shared spaces for regional industry meetings, innovations, and customized training.

## **NAVAL HOSPITAL CAMP LEJEUNE**

**100 Brewster Blvd  
Camp Lejeune, NC 28547  
910-450-4357**

The Naval Hospital Camp Lejeune is on a mission to ‘faithfully serve our military and civilian communities through health care excellence, readiness, and professional development.’ Built in 1943, the hospital initially known as the Naval Hospital New River was officially commissioned to begin caring for patients. During World War II, the hospital patient load peaked at 2,087, and during the Korean War it peaked at 1,865 patients. Currently, the Naval Medical Center Camp Lejeune has been open for over 80 years and has a staff of nearly 3,000 people.

## **STURGEON CITY ENVIRONMENTAL EDUCATION CENTER**

**50 Court St  
Jacksonville, NC 28540  
910-750-5876**

Sturgeon City Environmental Education Center, a nonprofit located in Jacksonville, operates out of the site of the former Wilson Bay Wastewater Treatment Plant. This plant was shut down years ago due to polluting the water ways in Jacksonville, NC. Sturgeon City helps to educate the public on the protection and preservation of the environment while developing respect for the natural world. They do so by actively engaging the community, promoting diversity and inclusion to support and inspire the community in their journey to achieve these goals. Sturgeon City is focused on providing top-tier environmental and STEAM education through summer camps, homeschool teaching offerings, field trips and more. They are also set up to be a local event destination for those in the area. Sturgeon City is a must visit destination for anyone interested in learning more about environmental conservation and sustainability.

## **NORTH CAROLINA MARITIME MUSEUM**

**315 Front St  
Beaufort, NC 28516  
252-504-7740**

The Maritime Museum, founded in 1709, reflects coastal life and interprets lighthouses and lifesaving stations, the seafood industry, motorboats and more. The Museum holds artifacts from Blackbeard’s wrecked ship, Queen Anne’s Revenge, as well as belt buckles, cannons, grenades, and many other displays from across the years. The Harvey W. Smith Watercraft Center was added to the Maritime Museum in 1992 with numerous interesting items on display. The Watercraft Center is located across the street from the museum and invites visitors and locals to watch and take part in boatbuilding courses offered throughout the year. This is a great place to visit to learn more about North Carolina history.

## **BSH HOME APPLIANCES**

**100 Bosch Blvd  
New Bern, NC 28562  
252-636-4200**

BSH Home Appliances Corporation is a wholly owned subsidiary of BSH Hausgeräte GmbH, headquartered in Munich, Germany, the largest manufacturer of home appliances in Europe and one of the leading companies in the sector worldwide. BSH Home Appliances Corporation (BSH) is headquartered in Irvine, CA. BSH manufactures appliances for the US and Canadian markets which are sold under the Bosch, Thermador and Gaggenau brands. BSH has factories in North Carolina and Tennessee, with warehouses, sales offices, and show rooms throughout the United States. The North Carolina production facilities located in New Bern, have been in operation for 25 years. BSH manufactures dishwashers and cooking products at this location and employs approximately 1,400 employees in the city of New Bern. The Distribution Center and largest Customer Call Center are also located in New Bern.

## **TIDEWATER GRAIN CO.**

**570 Callison Rd  
Oriental, NC 28571  
704-904-7439**

Tidewater Grain is a locally owned and operated farm in Oriental, NC located in Pamlico County. Here, they grow Carolina Gold rice which is the oldest medium-grain rice grown in the Americas, and Santee Long Grain rice which is a longer slenderer grain of rice. Carolina Gold Rice once produced in eastern North Carolina in the late 19th and early 20th centuries, was nearly wiped out due to hurricanes. As a crop that could fetch a higher price at market than corn. The founders of Tidewater Grain set out to find a way to cultivate this crop while also helping them grow their passion for duck hunting. Ducks love water and long grasses to hide in, and the Carolina Gold Rice was the perfect answer for the hunt club and hunters in the region. In 2018, Tidewater Grain was founded, and Carolina Gold Rice was planted and harvested. Tidewater Grain now touches every part of the process from planting to harvest, milling to packaging, direct wholesale to consumer retail, and education to shipping.

## **NORTH CAROLINA ESTUARIUM**

**223 E Water St  
Washington, NC 27889  
252-948-0000**

The NC Estuarium is the world's first estuarium, located in Washington, NC. With over 200 exhibits describing North Carolina's estuaries, rivers, and estuarine life, the NC Estuarium includes fascinating artwork, displays, and artifacts from the Pamlico River. Estuary systems are a vital component to eastern NC, as 90% of NC seafood is caught in these waters, such as blue crab, shrimp, and flounder. The NC Estuarium helps to draw attention to how vital estuaries are to the state, and how to keep waters clean and thriving. Visitors are offered a guided pontoon ride to enjoy the sights and sounds of the estuary in person. Located on the waterfront, it is a must-see attraction for visitors passing through.

## **LAKE MATTAMUSKEET LODGE**

**96 Mattamuskeet Rd  
Swanquarter, NC 27885  
919-707-0124**

The Lake Mattamuskeet Lodge received \$6.5 million in legislative funding allocated by the state of North Carolina to develop a tourism hub for northeastern NC, an event center for providing economic stimulus to local businesses, an environmental, historical, cultural and arts education center, and a museum for historical landmarks. Built in 1911, it is a true NC landmark; many people recognize the lodge even if they have never stepped foot in Hyde County. It is an impressive structure of great historical and cultural significance.



## LODGING & DINING

### HAMPTON INN & SUITES BY HILTON SWANSBORO

215 Old Hammock Rd

Swansboro, NC 28584

910-325-9000

Hampton Inn and Suites by Hilton, built in 2011, is set in the historic, coastal town of Swansboro near Camp Lejeune. It is located ten miles from Jacksonville and twenty minutes from Emerald Isle and is ideal for business and leisure travelers. The Hampton Inn offers free 24-hour coffee and tea, hot breakfast, free WiFi, 24-hour business center, fitness center and pool.

# BUS TOUR PARTICIPANTS



**Nichole Alley | [alleyn17@ecu.edu](mailto:alleyn17@ecu.edu)**

Teaching Instructor, Management  
College of Business

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Nichole Alley earned her master of business administration from ECU and is currently a teaching instructor in the College of Business. Her research interests include economic effects of employment practices with small businesses; retention rate statistics based on applicant screening, interview techniques and on-boarding; and human resource training and development in the medical field.



**Abdulla Alshorman | [alshormana23@ecu.edu](mailto:alshormana23@ecu.edu)**

Visiting Scholar, Professor, Anthropology  
Thomas Harriot College of Arts and Sciences

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Abdulla Alshorman graduated from the University of Arkansas in 2002 with a doctorate in bioarchaeology. His research interests include chemistry of archaeological human bone and teeth and forensics. He has bachelor of science in nursing and civil engineering, and a master's degree in anthropology. He is a visiting scholar at ECU in the department of anthropology and an employee of Yarmouk University in Jordan.



**Stacey Altman | [altmans@ecu.edu](mailto:altmans@ecu.edu)**

Associate Professor, Kinesiology  
Interim Dean  
College of Health and Human Performance

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Stacey Altman serves as the interim dean for the College of Health and Human Performance. Altman earned her juris doctorate in law from the University of Alabama. Her teaching research interests are in legal aspects of sport and recreation management, more specifically (and more recently), law and policy related to a) land use for sport and development and b) human-animal interaction in the context of sport and natural resources management.

# BUS TOUR PARTICIPANTS



## **Ashley Burch | [burchas15@ecu.edu](mailto:burchas15@ecu.edu)**

Assistant Professor, Health Services and Information Management  
College of Allied Health Sciences

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Ashley Burch is a behavioral health scientist with extensive experience in health-outcomes research and the implementation of community-based interventions. She received her doctorate from Ole Miss, followed by a postdoctoral fellowship in behavioral medicine at the University of Connecticut Health Center. Her research interests broadly include health disparities, cardiovascular health, rural health, and research methods. Currently, Burch is using big data to identify access-related causes of health disparities at the population-level. She also oversees research related to the SERVIRE (Stopping Early Reversible Vital organ damage In Rural Eastern North Carolina) Project, a mobile community health screening platform designed to address the high rates of premature death in eastern North Carolina and the need for increased uptake of preventative health services.



## **Jessica Cooke Bailey | [cookebaileyJ23@ecu.edu](mailto:cookebaileyJ23@ecu.edu)**

Associate Professor, Pharmacology and Toxicology  
Center for Health Disparities  
Brody School of Medicine

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Jessica Cooke Bailey earned her doctorate in molecular medicine and translational science from Wake Forest University, focusing on trans-ancestry genetic epidemiology. She completed post-doctoral fellowships at Vanderbilt University and Case Western Reserve University, where she was an associate professor in population and quantitative health sciences prior to starting her career at ECU. Her research now takes a comprehensive approach to integrate trans-ancestral genomic and health data to dissect the genetic and non-genetic mediators of the most common cause of irreversible blindness worldwide: primary open-angle glaucoma (POAG), prioritizing groups that have been historically underrepresented in research. Cooke Bailey aims to characterize and quantify clinical, lifestyle, environmental, and genetic differences across diverse groups, determine how genetic ancestry mediates genomic risk, and build models for effective translation of risk information to clinical, individual, and community stakeholders.



## **Michael Daniels | [danielsm@ecu.edu](mailto:danielsm@ecu.edu)**

Senior Teaching Instructor, Social Work  
College of Health and Human Performance

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Michael Daniels is a senior teaching instructor in the School of Social Work and coordinator of the addiction certificate program. His research interests focus on substance use disorders, mental health conditions, and access to care for behavioral health conditions. Daniels earned his master's in social work from ECU and is passionate about helping students to obtain licensure to provide mental health care to communities in eastern North Carolina.

# BUS TOUR PARTICIPANTS



## **Jennifer Daugherty | [daughertyj18@ecu.edu](mailto:daughertyj18@ecu.edu)**

Library Associate Professor  
Academic Library Services

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Jennifer Daugherty earned her master's degree in library science with a certificate in archives and records management at Indiana University, Bloomington. Her research interests include community archiving, oral histories, and documenting the stories of those left out of the greater historical narrative. Daugherty currently holds the position as the head of the North Carolina Collection in the Joyner Library at ECU.



## **Desiree Dighton | [dightond22@ecu.edu](mailto:dightond22@ecu.edu)**

Assistant Professor, English  
Thomas Harriot College of Arts and Sciences

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Desiree Dighton earned her doctorate in communication, rhetoric, and digital media from North Carolina State University. Her research engages with technologies and their design affordances to better understand how people come together and impact contemporary issues of concern or accomplish professional goals. Her research and teaching aspire to build better community-engaged pedagogical and research relationships, contribute rhetorical interventions toward housing justice, and produce communications that further student's professional goals while also benefiting grassroots organizations and nonprofits.



## **Cindy Elmore | [elmorec@ecu.edu](mailto:elmorec@ecu.edu)**

Professor, Communication  
College of Fine Arts and Communication

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Cindy Elmore has a doctorate in journalism from UNC-Chapel Hill. Her research interests center on journalism history/practices/turnover and issues related to gender. She also founded and operates the ENC Voter Initiative and website, [www.Voter411ENC.org](http://www.Voter411ENC.org). This nonpartisan website gathers information about candidates running for local office in Pitt County and publicizes it on a website that allows voters to easily compare candidates running against one another so that they have some knowledge with which to base their vote. This project is needed by voters in additional counties, particularly rural counties in the region where the Purple and Gold bus tour will visit. It would be great to explore connections with organizations that might want to replicate or join in on this project in an effort to help engage voters.

# BUS TOUR PARTICIPANTS



**Tisha Emerson | [emersont23@ecu.edu](mailto:emersont23@ecu.edu)**

Professor and Chair, Economics  
Thomas Harriot College of Arts and Sciences

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Tisha Emerson earned her doctorate in economics from the University of Southern California. Before joining ECU in 2023, she served as professor in the Department of Economics at Baylor University for 23 years. Her primary research interest is in the area of economic education where she studies (1) the effect(s) of active learning pedagogies on student learning with specific interests in classroom experiments and cooperative learning, and (2) diversity in the discipline with research on women and underrepresented minorities in economics.



**Gina Firnhaber | [firnhaberg@ecu.edu](mailto:firnhaberg@ecu.edu)**

Clinical Assistant Professor, Baccalaureate Nursing  
College of Nursing

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Gina Firnhaber completed her doctorate in nursing at East Carolina University. Her current focus is assuring the continued success of the College of Nursing's RN to BSN students. Her research interests include aging and nutrition, especially in combination with each other, as well as resources and systems to help rural elderly age in place.



**Kayla Reed Fitzke | [fitzkek23@ecu.edu](mailto:fitzkek23@ecu.edu)**

Assistant Professor, Human Development and Family Science  
College of Health and Human Performance

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Kayla Fitzke earned her doctorate in marriage and family therapy from Florida State University. She serves as the program director for the Medical Family Therapy doctoral program. Her research aims to promote health and well-being in emerging adulthood (i.e., ages 18-29). Specifically, her work examines the factors and processes that contribute to emerging adult healthy functioning and resiliency, with an emphasis on the role of interpersonal relationships (e.g., family, peers, partners), as well as the risk factors that amplify, and supports that alleviate, vulnerabilities among emerging adults. This work centers on two primary subgroups of emerging adults: college students at risk for adverse behavioral health and military service members.

# BUS TOUR PARTICIPANTS



**Stephanie George | [georges@ecu.edu](mailto:georges@ecu.edu)**

Associate Professor, Engineering  
College of Engineering and Technology

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Stephanie George completed a postdoctoral fellowship and doctorate in biomedical engineering from Georgia Tech and Emory University. The overall vision for her research lab is to integrate engineering and biomedical sciences to foster innovation, solve wicked problems, and improve both patient care and human health. Cardiovascular mechanics, computational modeling, and imaging techniques are used to address clinical problems relevant to the local community. George has used engineering frameworks to identify novel echocardiography and magnetic resonance parameters of pulmonary hypertension, develop both computational fluid dynamics and fluid-structure-interaction models of the pulmonary artery in pulmonary hypertensive, normotensive, and sickle cell patients, and develop devices (provisional patent filed) for assessing edema, lymphedema, and, most recently, pressure injuries.



**Hal Holloman | [hollomanh@ecu.edu](mailto:hollomanh@ecu.edu)**

Professor, Educational Leadership  
College of Education

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Hal Holloman grew up in eastern North Carolina in Aulander, NC, and graduated from Bertie High School. He earned his doctorate in educational administration from the University of South Carolina. He teaches in the Master of School Administration program and coaches new school leaders in eastern North Carolina. His research interests include: 1) uncovering great educator language and using this great language to coach and promote vitality and prevent burnout for school leaders, teachers, students, and parents, 2) developing and evaluating the effectiveness of a vitality coaching model for school leaders, and 3) developing and evaluating the effectiveness of using Service Leadership Projects for principal preparation.



**Dylan Jarrett | [jarrettd22@ecu.edu](mailto:jarrettd22@ecu.edu)**

Teaching Assistant Professor, Foreign Languages and Literatures  
Thomas Harriot College of Arts and Sciences

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Dylan Jarrett earned his doctorate in Hispanic linguistics from Indiana University, Bloomington. His research interests include semantic and syntactic change, language variation, typologies of meaning, and linguistic politeness. Jarrett is currently investigating the politeness and discourse functions of epistemic adverbs (i.e., adverbs of doubt) in Colombian Spanish to better understand how these adverbs come to serve social and discourse management functions in conversation. This work seeks to confirm and inform existing theories of regular semantic change.

# BUS TOUR PARTICIPANTS



**Bryan Jenkins | [jenkinsbr21@ecu.edu](mailto:jenkinsbr21@ecu.edu)**

Director, External Affairs and Constituent Relations  
Office of the Chancellor

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Bryan Jenkins earned his bachelor of arts at UNC Chapel Hill and is a NC-certified public accountant. He represents ECU in the Greenville area as well as the region where he highlights the assets and challenges of our region to build partnerships that better the lives of those at ECU and in our communities. His work entails building and maintaining relationships for effective advocacy, strategically communicating data and experiences, and facilitating constructive discussions among diverse stakeholders. Jenkins works closely with ECU's director of strategic initiatives, Karson Hallow, to intentionally engage with faculty and staff at the university, community leaders, regional partners, state legislators, council of state offices, and our Washington D.C. delegation. Jenkins was born and raised in Northampton County in eastern North Carolina, so his love and admiration for eastern NC stems back to his roots.



**Nurose Karim | [nurose.karim@ecuhealth.org](mailto:nurose.karim@ecuhealth.org)**

Affiliate Teaching Assistant Professor, Neurology  
Brody School of Medicine

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Nurose Karim is a board-certified vascular neurologist at ECU Health Medical Center and also serves as affiliate teaching assistant professor in the Department of Internal Medicine at the Brody School of Medicine. Following a residency in neurology, she completed advanced training in the areas of vascular neurology and stroke at the University of Texas Southwestern. Her areas of interest include stroke in pregnant patients and stroke in younger populations. Her goal is to make stroke care and thrombectomy accessible to the third world population.



**Hanna Samir Kassab | [kassabh18@ecu.edu](mailto:kassabh18@ecu.edu)**

Assistant Professor, Political Science  
Thomas Harriot College of Arts and Sciences

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Hanna Samir Kassab is an assistant professor of Political Science and Security Studies at East Carolina University. He received his master's in political science from McMaster University in Ontario, Canada and his doctorate in international studies from University of Miami. Kassab teaches courses in national security, foreign policy, and global politics. He is interested in nationalism and conflicts over food ownership.

# BUS TOUR PARTICIPANTS



**Laxmansa (Lax) Katwa | [katwal@ecu.edu](mailto:katwal@ecu.edu)**

Associate Professor, Physiology  
Brody School of Medicine

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Laxmansa Katwa earned his doctorate in biochemistry, with post-doctoral training at the Dalton Cardiovascular Center at University of Missouri-Columbia (UMC). He worked as an assistant professor on signaling pathways leading to heart disease. Katwa joined ECU's Brody School of Medicine as a faculty member in July 1999 and has been involved in training medical, dental, and graduate students. He has a long-term research commitment in understanding the mechanisms of heart attack and heart diseases in cardiovascular research in the Department of Physiology. He is enthusiastic about teaching and training on the digestive and cardiovascular systems with physicians, dentists, graduate, undergraduate, and high school honor med students in biomedical research. Katwa is interested in understanding current lifestyle, food habits, and ongoing community health problems such as diabetes and heart disease in eastern North Carolina.



**Seung Hyun (Jenna) Lee | [leese14@ecu.edu](mailto:leese14@ecu.edu)**

Associate Professor, School of Hospitality Leadership  
College of Business

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Seung Hyun Lee is a graduate of University of Central Florida where she obtained her doctorate in hospitality management, and she has her master's and bachelor's in hospitality management from the University of Nevada, Las Vegas. Prior to joining academia in 2010, she worked in lodging, food and beverage, and airline industries. At East Carolina University, Lee teaches hospitality law, hospitality management current issues seminar, hospitality marketing, and graduate courses. Her main area of research has been consumer behavior, revenue management, and hospitality education. She has published over 40 peer reviewed articles. Lee is currently serving on the board of the International Council of Hotel, Restaurant, and Institutional Education (ICHRIE) as director of research in 2020-2024.



**Sarah Maness | [manesss23@ecu.edu](mailto:manesss23@ecu.edu)**

Assistant Professor, Health Education and Promotion  
College of Health and Human Performance

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Sarah Maness is an assistant professor in the Department of Health Education and Promotion. She earned a doctorate in public health from the University of South Florida and master's in public health from Emory University. She also holds a bachelor of science in biological sciences and bachelor of art in Spanish from North Carolina State University. Her research interests are in social determinants of health and health equity among young adults, primarily in reproductive health and community gun violence. Her most recent work has explored community engagement in the reduction of gun violence and social determinants of human papillomavirus vaccination. Maness values community engaged research and enjoys working with regional community partners on public health initiatives. She is a member of the ECU Department of Surgery's Firearm Research Injury Alliance (FAIR Alliance) and is participating in the 2024 ECU Engagement and Outreach Scholars Academy.



# BUS TOUR PARTICIPANTS



## **Purificación Martínez | [martinezp@ecu.edu](mailto:martinezp@ecu.edu)**

Associate Professor, Foreign Languages and Literatures  
Thomas Harriot College of Arts and Sciences  
Director, Quality Enhancement Plan  
Academic Learner Operations

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Purificación Martínez earned her doctorate in Hispanic languages and literatures from State University of New York, Stony Brook. Her research interests include queenship in the Middle Ages, celebrity studies with an emphasis on royalty, and intercultural competence. Martínez's main research goals are related to implementation and development of intercultural competence at the institutional level and teaching interculturality in the humanities. Martínez serves as the director of Go Intercultural!, ECU's Quality Enhancement Plan. The goal of the QEP is to develop the intercultural competence of undergraduate students.



## **Lindsay Mattock | [mattockl22@ecu.edu](mailto:mattockl22@ecu.edu)**

Associate Professor, Interdisciplinary Professions, Library Science  
College of Education

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Lindsay Mattock earned her doctorate in library and information science from the University of Pittsburgh. Her research focuses on the archival practices of non-institutional archival spaces, such as media collectives and community archives. Her teaching and research explore the intersections between archival theory, technology, and community. Mattock's collaborative project "Activating Archives in Remote Communities" is centered on the needs of rural archives and libraries with the goal of producing curricular resources and innovations that will support training for library professionals who will work in rural collections.



## **Morgan Milton | [miltonm19@ecu.edu](mailto:miltonm19@ecu.edu)**

Assistant Professor, Biochemistry and Molecular Biology  
Brody School of Medicine

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Morgan Milton earned a doctorate in biochemistry from Iowa State University and has a bachelor's and master's in biology from the Georgia Institute of Technology. Her research interests focus on how bacteria form complex communities called biofilms. She is specifically looking into *Vibrio* species, a rising threat to human health and coastal ecosystems. Milton's lab addresses basic science research questions to better understand how *Vibrio* are forming biofilms and how they relate to the *Vibrio*'s pathogenicity and environmental impacts.

# BUS TOUR PARTICIPANTS



## **Adrienne Muldrow | [muldrowa18@ecu.edu](mailto:muldrowa18@ecu.edu)**

Assistant Professor, Communications  
College of Fine Arts and Communications

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Adrienne Muldrow earned her doctorate in communication from Washington State University. Her research interests include health communications, including how different cultures process information from health professionals, investigating the role of digital communication in health-related issues, and studying vulnerable populations. Muldrow's work is often centered around issues of rural health and the health issues and practices surrounding African American women.



## **Karson Nelson Hallow | [nelsonkars21@ecu.edu](mailto:nelsonkars21@ecu.edu)**

Director, Strategic Initiatives and Legislative Liaison  
Office of the Chancellor

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Karson Hallow earned her master's of public administration at the School of Government at the University of North Carolina at Chapel Hill. She represents ECU with lawmakers and governmental agencies in Raleigh and Washington, D.C. where she highlights the strengths and challenges of our university region. Her work entails building and maintaining relationships for effective advocacy, strategically communicating data, and lived experiences, and facilitating constructive discussions among various stakeholder groups. Hallow engages faculty and staff at the university to support our mission of student success, public service, and regional transformation in partnership with our state legislators, council of state offices, and our congressional delegation. As a rural Mississippi native, she feels right at home in eastern NC and appreciates the innovative and entrepreneurial mindsets of rural communities.



## **Jesús Nieves | [nievesj23@ecu.edu](mailto:nievesj23@ecu.edu)**

Teaching Assistant Professor, Interior Design and Merchandise  
College of Health and Human Performance

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Jesús Nieves is an architect, interior designer, and project management leader with 10+ of experience in architecture, interior, high-end retail, and corporate sector. Nieves has experience in both commercial and residential projects in Puerto Rico, Miami, and New York City. He also has experience creating contractor and vendor documents and punch lists, construction and design meetings, and bidding out and awarding construction contracts. In terms of retail, Nieves oversaw store openings of Anthropologie, Urban Outfitters, and Saks Fifth Avenue in The Mall of San Juan. The type of work he has done has led him to manage projects starting with the design process, calendar management, budgets, meetings with contractors and subcontractors, procurement processes and materials management. He has conducted inspection visits and is familiar with OSHA and ADA regulatory processes.

# BUS TOUR PARTICIPANTS



**Mary Nyangweso | [wangilam@ecu.edu](mailto:wangilam@ecu.edu)**

Professor, Philosophy  
Thomas Harriot College of Arts and Sciences

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Mary Nyangweso has a doctorate in sociology of religion with a concentration in religion and gender. Her research work has been in the intersection of religion and gender-related behavior and practices such as reproductive health, child marriages, female circumcision, and how values can empower and undermine gender equality and health. Nyangweso is interested in working with the community to explore relations on how community outreach activities can help empower them in the areas of gender-related health concerns.



**Lindsey R. Oakes | [oakesl23@ecu.edu](mailto:oakesl23@ecu.edu)**

Assistant Professor, Recreation Sciences  
College of Health and Human Performance

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Lindsey R. Oakes is an assistant professor in the recreational therapy program in the Department of Recreation Sciences in the College of Health and Human Performance. Oakes also serves as a senior associate within a 501(c)(3) nonprofit organization, InFocus Advocacy ([infocusadvocacy.org](http://infocusadvocacy.org)). She received her doctorate in public health education at the University of North Carolina Greensboro in 2020 and served as the student support coordinator at the University of North Carolina Greensboro's inclusive postsecondary education (IPSE) program and integrative community studies (previously known as Beyond Academics). Through these roles, she supported college students with intellectual and/or developmental disabilities (IDD) enrolled in the integrative community studies certificate program and provided recreational therapy services to enrolled students with IDD. Oakes' research interests include the overall health/wellness and community inclusion of individuals and college students with IDD, inclusion of individuals and college students with IDD in community recreation and campus recreation, best practices for inclusive service delivery within community-based and campus-based recreation, the use of virtual reality among individuals with IDD, IPSE programs, and the use of photovoice with individuals with disabilities to increase community inclusion. Her research has included qualitative, quantitative, mixed methods, and community-based participatory action research methodologies.



**Silvana Pasetto | [pasettos18@ecu.edu](mailto:pasettos18@ecu.edu)**

Teaching Assistant Professor, Biology  
Thomas Harriot College of Arts and Sciences

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Silvana Pasetto obtained her doctorate in oral biology from the University of Campinas State, Brazil, focusing on morphology and pathology. Her research interests include utilizing natural compounds for their anti-inflammatory and anti-HIV infections. Pasetto aims to collaborate with biologists as well as folks in collecting native plants that are commonly used in traditional medicine to address inflammation or other human health issues, testing their properties on cell cultures, analyzing the cell viability, HIV infection inhibition, anti-inflammatory activities (cytokines and chemokines), and using different techniques such as RT-PCR, ELISA, immunofluorescence among others.

# BUS TOUR PARTICIPANTS



**Jamel "J." R. Pittman | [pittmanja18@ecu.edu](mailto:pittmanja18@ecu.edu)**

Teaching Instructor, Construction Management  
College of Engineering and Technology

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Jamel "J." Pittman, a doctorate candidate at Liberty University, holds an education specialist degree in higher education. His current research focuses on machine learning in construction education, specifically the use of mixed reality as a dynamic training tool. This innovative approach aims to transform traditional educational models into fully immersive mixed-reality classrooms. The focus of Pittman's research is on improving the learning experience and investigating the broader implications of machine learning as a fundamental educational tool. He is dedicated to pioneering educational transformations, bridging the gap between theoretical knowledge and practical applications in the construction industry.



**Sky Reece | [reeces23@ecu.edu](mailto:reeces23@ecu.edu)**

Teaching Assistant Professor, Pharmacology and Toxicology  
Brody School of Medicine

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Sky Reece earned her doctorate in physiology from the Brody School of Medicine at ECU in 2010. After completing her graduate studies, she continued her research journey in the Department of Pharmacology and Toxicology, initially as a postdoctoral scholar and later as a research assistant professor. During her postdoctoral training, Reece focused on investigating the toxicity of carbon-based nanomaterials using animal and cellular models. As a research faculty member, Reece delved into studying the impact of environmental pollutants on the respiratory system, employing both animal and cellular models. Reece taught undergraduate courses in anatomy and physiology and microbiology, which sparked her passion for education. In her current role as a teaching faculty in the Department of Pharmacology and Toxicology, she instructs graduate, medical, and dental students. Reece's research interests have expanded to encompass the development of innovative teaching methods, aligning with her commitment to enhancing the learning experience for students and facilitating their knowledge transfer in higher-level education.



**Vanessa Reyes | [reyesv23@ecu.edu](mailto:reyesv23@ecu.edu)**

Assistant Professor, Interdisciplinary Professions, Library Science  
College of Education

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Vanessa Reyes is an assistant professor in the College of Education, Interdisciplinary Professions, Library Science Program. Reyes has been working in the information profession for the past 15 years and is committed to preserving personal digital heritage. Her research focuses on the need for supporting personal information tools as they change through the years of a person's adult life.

# BUS TOUR PARTICIPANTS



## **Taylor Richardson | [nelsona22@ecu.edu](mailto:nelsona22@ecu.edu)**

Assistant Professor, Nursing Science  
College of Nursing

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Taylor Richardson earned her bachelor's of nursing and doctorate from East Carolina University as an early assurance in nursing scholar. She recently completed a postdoctoral fellowship at the UNC-Chapel Hill School of Nursing and joined the faculty in ECU's College of Nursing. She practices as a maternal-newborn nurse at ECU Health Medical Center, and her research interests include supporting families with mental health and responsive feeding during the infancy period to foster parental well-being and healthy infant growth. Richardson believes that supporting families in the infancy period includes supporting fathers, and her current research focuses on fathers' engagement in infant feeding and paternal mental health during the infancy period.



## **Mary Roby | [robym18@ecu.edu](mailto:robym18@ecu.edu)**

Assistant Director for User Services, Library Assistant Professor  
Laupus Health Sciences Library

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Mary Roby earned her master's of library science degree from the University of Alabama. Her research interests include digital equity, health literacy, information literacy, and digital literacy for farmworker communities across North Carolina. She is currently participating in an Institute of Museum and Library Sciences grant conducting surveys among North Carolina farmworkers to discover the extent of the digital divide in those communities. This survey is the first statewide survey of farmworkers to assess availability of internet access, speed, and cost.



## **Rachelle Savitz | [savitzr22@ecu.edu](mailto:savitzr22@ecu.edu)**

Associate Professor, Literacy Studies, English Education, and History Education  
College of Education

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Rachelle Savitz earned her doctorate in theory and practice in teacher education with a concentration in literacy studies from the University of Tennessee. Her research explores the intersections of critical inquiry, culturally sustaining pedagogy, trauma-sensitive practices, and teacher self-efficacy related to disciplinary literacy and equitable literacy materials and curricula.

# BUS TOUR PARTICIPANTS



## **Kelly Spring | [springk18@ecu.edu](mailto:springk18@ecu.edu)**

Library Professor, Special Collections/Manuscripts and Digital Curation  
Academic Library Services

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Kelly Spring earned her master's in liberal arts (concentration archives) from Johns Hopkins University. Her research interests include the intersection of art and culture, community building, environmental justice, and preserving local history. Recently, she managed a grant-funded project to document Kingsboro (Edgecombe County) citizens' fight against a pig slaughter facility slated for their area in the late 1990's. The 30-minute documentary film, "We Can Do Better," is freely available through the ECU Libraries Digital Collections website.



## **Ekaterina Sudina | [sudinae22@ecu.edu](mailto:sudinae22@ecu.edu)**

Assistant Professor, English  
Thomas Harriot College of Arts and Sciences

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Ekaterina Sudina earned her doctorate in applied linguistics from Northern Arizona University. At the core of her research is the exploration of latent variables in second language acquisition from two perspectives: (a) applied psychometrics and (b) methodological synthesis and meta-analysis. She is also strongly committed to research ethics and open science practices. Her most recent published work includes (a) a primer on measurement invariance in second-language anxiety research, (b) a longitudinal study and natural experiment on the Duolingo app effectiveness, (c) a review of data and participant protection issues in TESOL research, and (d) a methodological synthesis of scale quality in second-language anxiety and willingness to communicate.



## **David A. Tulis | [tulisd@ecu.edu](mailto:tulisd@ecu.edu)**

Associate Professor, Physiology  
Brody School of Medicine

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David Tulis earned his bachelor's in biology from the University of North Carolina at Chapel Hill, his master's degree in toxicology and genetics from North Carolina State University, and his doctorate in cardiovascular sciences from Eastern Virginia Medical School and Old Dominion University in Norfolk, VA. He then completed fellowship training in hematology/oncology at Baylor College of Medicine and in biomedical engineering at Rice University in Houston, TX. Tulis served as a faculty member at NC Central University in Durham where he focused his research on health disparities related to cardiac and vascular diseases. He then moved to ECU in 2008 as a tenured faculty member. His research interests focus on cellular and molecular signals that underlie cardiovascular diseases, and his hopes are to highlight specific new targets that could be used to combat these disorders.

# BUS TOUR PARTICIPANTS

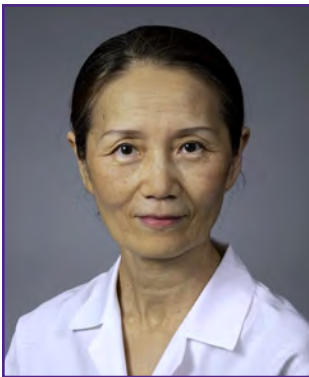


**Peng Xiao | [xiaop@ecu.edu](mailto:xiaop@ecu.edu)**

Associate Professor, Mathematics  
Thomas Harriot College of Arts and Sciences

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Peng Xiao is an associate professor of Mathematics at ECU. He earned his doctorate in statistics from the University of Texas at Dallas. He is broadly interested in the research areas of health sciences, bioinformatics, and information technology. Since coming to ECU, he has successfully collaborated across scientific disciplines and served as a consultant/co-PI on multiple cross-campus projects funded by various agencies including NIH, NSF, and NC Biotechnology Center. He is a problem solver, team player, and enjoys working with driven researchers.



**Changhong Yin | [yinc20@ecu.edu](mailto:yinc20@ecu.edu)**

Assistant Professor, Pathology and Laboratory Medicine  
Brody School of Medicine

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Changhong Yin earned her doctorate in medicine from Shanghai Second Medical University. She is associate director of the Brody Integrative Genomics Core, which houses both basic and translational genomics research, provides individual investigators, fellows, and students access to state-of-the-art next-generation sequencing (NGS) technologies, conducts integrative genomic experiments and bioinformatics analyses, and provides education and training opportunities in areas of genomics and bioinformatics.



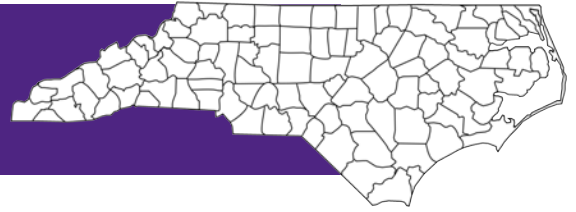
**Yaolin Zhou | [zhouy20@ecu.edu](mailto:zhouy20@ecu.edu)**

Associate Professor, Pathology and Laboratory Medicine  
Brody School of Medicine

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Yaolin Zhou is an associate professor in pathology, teaching and clinical faculty, and a bioethics and quality improvement instructor. She is nationally known for creating the EPIDEM model of quality improvement, which is being used around the world. As the sole molecular pathologist in eastern North Carolina, Zhou developed a unique molecular consultation service, ensuring our underserved cancer patients receive guideline-recommended care. In 2023, she secured a \$250,000 industry-funded grant to expand her molecular consultation service. This initiative serves as a proof-of-concept for a centralized solution to reduce inequities in cancer care nationwide. Her innovative solution, which would require a concerted national public-private collaboration to democratize precision oncology resources, is detailed in the Journal of Molecular Diagnostics.

# LENOIR COUNTY SPEAKERS



**Craig Foucht**  
**Director**  
**North Carolina Global TransPark**

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Craig Foucht is the Director of Business and Project Management at the North Carolina Global TransPark Economic Development Region. He is a graduate of Wayne Community College and East Carolina University. He recently completed the NCEDA Economic Development Certification courses and is working on his capstone to earn his certification. Foucht has over 20 years of workforce development experience working alongside local economic development organizations through his various roles at Wayne Community College. He also serves on several community boards including the Wayne County Chamber of Commerce, Wayne County Planning Board, Eastern Carolina Workforce Development Board, and he is the Chair of the Wayne County Board of Education.



**Russell "Rusty" Hunt**  
**President**  
**Lenoir Community College**

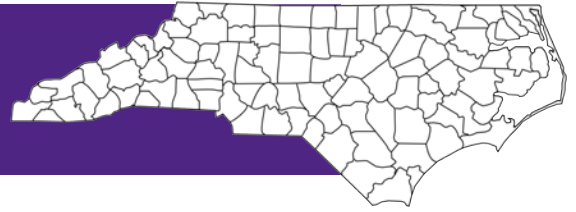
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Dr. Russell "Rusty" Thomas Hunt became the seventh president of Lenoir Community College (LCC) in 2016. Before coming to LCC, Dr. Hunt served as Vice President of Financial and Administrative Services at Davidson County Community College (DCCC). Before that, he served as Director of Financial Services and Dean of Financial and Administrative services at DCCC and has an extensive background working in the private sector.

Hunt earned his bachelor's degree in accounting from the University of North Carolina at Charlotte, his master's in business administration from Liberty University and his doctorate degree in community college executive leadership from Wingate University. He is a member of the Kinston Rotary Club where he served as president from 2020-2021, and he has served on the Kinston-Lenoir County Chamber of Commerce. He serves on the following boards: North Carolina Global TransPark Authority, Eastern Carolina Workforce Development Board; and the UNC Lenoir Hospital Board. He is also a member of the NC Association of Community College Presidents where he serves as chairman of the Finance Committee.



# LENOIR COUNTY SPEAKERS



**Preston Hunter**  
**Executive Director**  
**North Carolina Global TransPark**

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Preston Hunter, a native of Lenoir County, has been with the NC Department of Transportation for more than 30 years, previously serving as an engineer leading operations for the department's Kinston-based Highway Division 2. During his career, he advanced from assistant division traffic engineer, county maintenance engineer, district engineer and division maintenance engineer to his role as division engineer. Division 2 oversees project development and transportation operations, including the construction and maintenance of roads and bridges in Beaufort, Carteret, Craven, Greene, Jones, Pamlico and Pitt Counties. In February of 2022, Hunter was named Executive Director of the North Carolina Global TransPark.



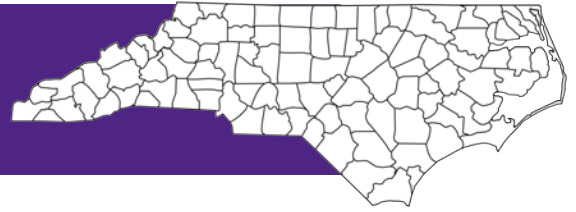
**Jim Segrave**  
**Founder, Chairman and CEO**  
**flyExclusive**

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Jim Segrave is the Founder, Chairman and CEO of Kinston, North Carolina based flyExclusive, one of the nation's five largest private jet operators in North America. LGM Enterprises, LLC, the parent company of flyExclusive, and wholly owned by Segrave, is one of the largest privately held companies in North Carolina, ranked number 61 in 2021. The company employs over 800 people with estimated annual revenues of over \$350 million.

Since establishing flyExclusive in 2015, Segrave continues to chart a course of growth with strategic investments focused on community, innovation, and service, with a fleet of over 90 jets and counting. The company is the second largest operator of Citation Jets in the world. In addition to flyExclusive, he is also the founder of LGM Ventures, LLC, which operates three fixed base operations (FBOs) at eastern North Carolina airports, the largest daycare center in Kinston, NC, and a restaurant and bar in Atlantic Beach, NC. Segrave attended and serves as a member of the Board of Trustees of East Carolina University and is on the Executive Board of L Harvey & Son, one of North Carolina's oldest privately held businesses (founded in 1871). He also serves as a member of the Embry-Riddle Aeronautical University Industrial Advisory Board and the National Business Aviation Association (NBAA) Leadership Council.

# ONslow COUNTY SPEAKERS



**CAPT Kevin J. Brown**  
**Commander and Director**  
**Medical Corps, United States Navy**  
**Naval Medical Center Camp Lejeune**

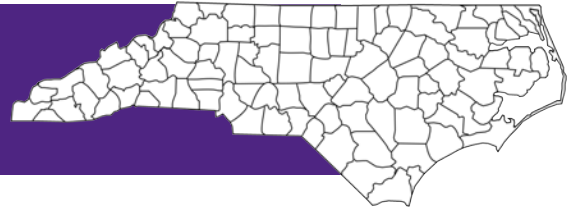
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Captain Brown began his military career in 1993 upon entering the Medical University of Ohio where he attended medical school as a recipient of the United States Navy Health Professions Scholarship Program. He graduated in 1997 and transferred to Naval Hospital Camp Lejeune where he completed a Family Medicine internship and residency. Upon completion of residency in 2000, he was assigned to Robert E. Bush Naval Hospital at the Marine Corps Air Ground Combat Center in Twentynine Palms where he delivered full scope medical care to include inpatient and outpatient obstetric, pediatric, and adult medicine for three years.

In September 2003, he reported to the Naval Health Clinic Annapolis at the United States Naval Academy, practicing family medicine until being selected for the Aerospace Medicine residency in 2007. He reported for training at Naval Air Station Pensacola, serving as Flight Surgery Class Leader and Chief Resident for the combined Navy/Army Aerospace Medicine program. Upon graduation, Captain Brown reported to USS ENTERPRISE as the Senior Medical Officer and Carrier Strike Group TWELVE Surgeon. During his tenure onboard, he led the team to three consecutive Blue “M” and Blue “H” awards for quality healthcare and health promotion. Captain Brown concurrently served as the interim Chief Operating Officer and Medical Director for the Tidewater Multiservice Market from 2014 to 2015. Captain Brown was assigned as Naval Air Forces Surgeon from 2016 to 2018 and completed his Executive Officer tour at Naval Hospital Camp Lejeune in 2020. In support of the COVID-19 pandemic, he deployed to Texas, Louisiana, New York and Connecticut as Commanding Officer of Expeditionary Medical Facility-Mike in March 2020. He assumed the duties of Fleet Surgeon, U.S. Fleet Forces Command in July 2020.

Captain Brown is board certified in both Family Medicine and Preventive Medicine (Aerospace) and is a Fellow of the American Academy of Family Practice. He holds a Master of Public Health from the Uniformed Services University and a Master of Business Administration from the Naval Postgraduate School.

# ONSLOW COUNTY SPEAKERS



## **CDR Dink Jardine** **Director for Professional Education and** **Designated Institutional Official** **Naval Medical Center Camp Lejeune**

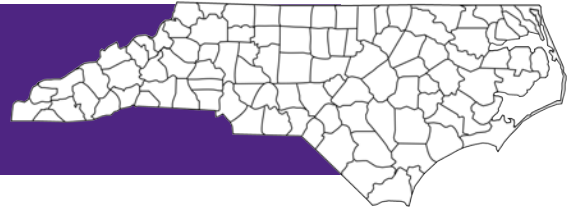
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Commander Dink Jardine is the Director for Professional Education (DPE) and Designated Institutional Official (DIO) at Naval Medical Center Camp Lejeune (NMCCL). She works clinically as a general otolaryngologist and holds an appointment as an assistant professor in Surgery at The Uniformed Services University (USU) of the Health Sciences.

Born and raised in the Hill Country of central Texas, Lieutenant Commander Jardine attended the University of Texas at Austin where she received a bachelor's of science in chemical engineering. During her junior year she was accepted to the Naval Nuclear Propulsion Officer Candidate program and following graduation in 1996 began her training in the Navy's nuclear propulsion community. She served tours in the Reactor Departments as a division officer on USS Harry S Truman and USS Nimitz with cross-deck tour assignment to USS Whidbey Island. During these tours she earned her Surface Warfare Officer pin and completed Nuclear Propulsion Engineer qualifications. She then served as a Joint Information Operations planner at Lackland Air Force Base, San Antonio, Texas. Following this tour in 2004, she left active military service. She continued as a Naval Reservist and in 2007 was accepted to the Uniformed Services University of the Health Sciences medical school. Upon graduation in 2011, was honored with the Board of Regents award, the peer elected Espirit de Corps award, and the USUHS Achievement award. She then began her internship and completed residency at Portsmouth Naval Medical Center in Otolaryngology-Head and Neck Surgery, graduating in 2016. She has held multiple GME leadership roles in both military institutions and at the national level. She was the previous Associate DIO and Faculty Development Director at Naval Medical Center – Portsmouth. She continues to be active in the Accreditation Council for Graduate Medical Education (ACGME) since her start in 2013, including her role as Chair of the ACGME Council of Review Committee Residents and multiple ACGME Task Forces.

Jardine serves as a facilitator and educator for the Faculty Development Outreach and Certification for the Uniformed Services (FOCUS) program through USU, has presented at both specialty and GME focused conferences, and has been invited as a Grand Rounds speaker and faculty development facilitator at multiple national and international organizations. Her current scholarship focus is on educational innovation in the procedural specialties, co-creation of solutions with trainees, and harnessing social media for faculty development and professional growth.

# ONSLOW COUNTY SPEAKERS



**CAPT Andrew H. Lin**  
**Executive Officer**  
**Medical Corps, United States Navy**  
**Naval Medical Center Camp Lejeune**

A native of Irvine, California, Captain Andrew Lin received his bachelor's degree in chemical engineering from the University of California, San Diego, graduating with Tau Beta Pi honors in 1996. He completed his medical degree from the Uniformed Services University in 2000 and his masters of business administration from George Washington University. In 2001, he graduated top of his flight surgery class and was assigned to the Naval Strike Air Warfare Center (Strike U, TOPGUN, TOPDOME, SWTI) in Fallon, NV. He completed his Internal Medicine Residency at Naval Medical Center San Diego (NMCSA) and was awarded the 2005-2008 "Resident Excellence in Clinical Teaching Award."

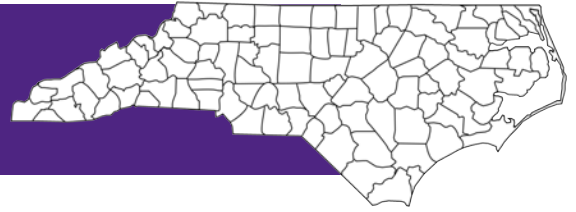
During his utilization tour at Naval Hospital Camp Pendleton, he deployed to Afghanistan with the Combined Security Transition Command. He was embedded with the Afghan National Army (ANA) helping to train and setup intensive care units (ICU) throughout Afghanistan's ANA Regional Hospitals. Through his medical education, simulation, and hands on training, he was able to reduce mortality at the Kabul ANA National Military Hospital ICU from over 40% to 5%, while increasing the average census from 2 to over 10 ICU beds.

While at NMCP from 2013-2016, he served as a staff cardiologist and Associate Director of Medical Services (ADMS). As the ADMS, he led 28 clinics, 238 providers, 858 personnel, and three residency programs. He also served as the Director of Primary Care/Branch Clinics, leading the largest directorate in the Navy, which encompassed 10 branch clinics, over 1,600 personnel, and supported 427 Fleet commands.

In 2014, he was handpicked by Bureau of Medicine and Surgery to build Navy Medicine's first asynchronous tele-consult system reaching eleven time zones supporting 4 Navy Fleets, 5 carriers, 9 amphibious ships, 39 ships/boats, 28 MTFs, and 428 operational providers. It continues to save over \$1.2 million a year in avoided medevacs and recaptured care.

In August 2017, in support of Operation Decisive Storm in Yemen as the primary casualty receiving ship, Captain Lin led the largest walking blood bank activation at sea since World War 2. This has been credited with a pivotal role in establishing the Abraham Accords in October 2020, a peace treaty between the United States, United Arab Emirates, Israel, and Bahrain. Captain Lin recently served as the III MEF Surgeon and the Navy's Internal Medicine Specialty Leader to the Navy Surgeon General.

# ONSLOW COUNTY SPEAKERS



**CMDCM Jason M. Roeder**  
**Command Master Chief**  
**United States Navy**  
**Naval Medical Center Camp Lejeune**

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Master Chief Roeder is a native of Denver, Colorado. He enlisted in the United States Navy in 1996. After completion of basic training he attended Hospital Corpsman “A” School, Field Medical Service School and subsequent Surgical Technician “C” School.

His operational assignments included 10th Marine Regiment; 6th Marine Regiment, 2d Battalion, 6th Marines; Battalion Landing Team 2/6; USS KEARSARGE (LHD-3); 2d Medical Battalion; Fleet Hospital Three, Nasairiyah, Iraq; and Charlie Surgical Shock Trauma Platoon, Habbaniyah, Iraq.

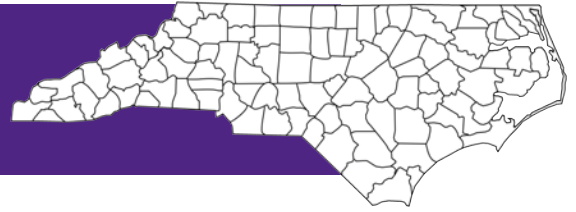
Ashore, he served at Naval Hospital Beaufort; Naval Hospital, Keflavik Iceland; Naval Hospital Pensacola; Naval Medical Center Camp Lejeune; and as a High-Risk Instructor for the Center for Security Forces, Riverine Training Detachment.

He has participated in numerous deployments and operations, including the initial invasion of Iraq in 2003, operations Iraqi Freedom, Enduring Freedom, Inherent Resolve, and disaster relief operations for Hurricane Ivan and Joint Task Force Katrina.

Master Chief Roeder graduated from the Command Master Chief (CMC)/Chief of the Boat course in 2020 and his previous CMC tours included 2d Dental Battalion and USS CARNEY (DDG-64). He assumed the duties as NMRTC Camp Lejeune Command Master Chief in April 2023.

Master Chief Roeder is also a graduate of the Senior Enlisted Academy (Class 207, Gray) and holds an Associate of Science degree from Southern New Hampshire University. His decorations include the Meritorious Service Medal, Navy and Marine Corps Commendation Medal (four awards), Navy and Marine Corps Achievement Medal (three awards), and various unit and campaign awards. He is qualified as an Enlisted Surface Warfare Specialist, Enlisted Aviation Warfare Specialist, Enlisted Fleet Marine Force Warfare Specialist, and Master Training Specialist.

# ONslow COUNTY SPEAKERS



**Jamie McIntire**  
**Program and Event Manager**  
**Sturgeon City Environmental Education Center**

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Jamie was born and raised in New Jersey and graduated from Rider University in 1999 with a Bachelor of Science in Marine Science with concentrations in Biology and Geology. During her time in college, Jamie worked as a research assistant in the department of Geological and Marine Sciences. She completed an intensive marine field study in Roatan, Honduras focusing on dolphin behavior. She also completed a marine field study on tropical marine ecosystems in Key Largo, Florida. Jamie has presented research on beach replenishment projects at professional conferences and has three publications on beach replenishment projects and tidal dynamics. In 2001, Jamie made the move to Onslow County, where she embarked on a career path that blended her passion for science with education. She transitioned into the role of an educator at the Sturgeon City Environmental Education Center in 2014. Here, Jamie found a platform to channel her enthusiasm for science and environmental education, ultimately leading to her current position as the Program and Event Manager at the center.



**Marcia Bair McMahan**  
**Educator**  
**Sturgeon City Environmental Education Center**

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Marcia is a retired Special Education Teacher and has been working at Sturgeon City for 10 years. Her teaching experience includes self-contained and inclusive classrooms in grades 6 through 12. In these settings she has taught all subjects but specializes in science instruction in both settings. She was the Technology Coordinator for South Brunswick Schools in New Jersey for 2 years. Marcia has lived in eastern North Carolina for the past 12 years. In her spare time, Marcia enjoys kayaking and hiking.

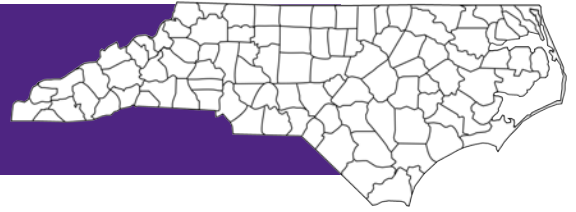


**Lisa Murabito**  
**Executive Director**  
**Sturgeon City Environmental Education Center**

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Lisa graduated from UNC Pembroke with her bachelor's in business with a concentration in marketing before entering the workforce. She has worked as a special events assistant, business services manager, military affairs manager, campaign coordinator for economic development, and in 2022 joined the Sturgeon City Environmental Education team as the executive director. Lisa's experience with community relations across Onslow County and her skills in developing strong interpersonal relationships and communication strategies are what lead her to the nonprofit sector and ultimately to Sturgeon City. Lisa enjoys spending time with her family, supporting local charities, protecting the environment, and sharing with others all of the exciting things to do in Jacksonville.

# CARTERET COUNTY SPEAKERS



**David Bennett**  
**Maritime Historian**  
**North Carolina Maritime Museum**

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David Bennett is the curator of maritime history for the North Carolina Maritime Museum system, and he oversees the Harvey W. Smith Watercraft Center. He is originally from Morehead City, North Carolina. David holds a B.A. in history from UNC-Chapel Hill and an M.A. in maritime history from the University of Exeter in the United Kingdom. His research interests focus on North Carolina's commercial fishing industry as well as traditional workboats.

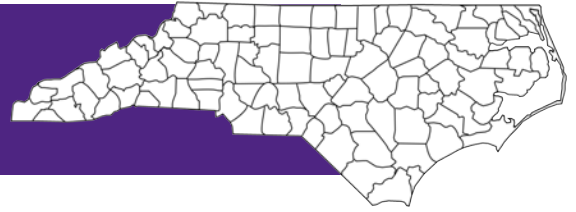


**Benjamin Wunderly**  
**Education Curator**  
**North Carolina Maritime Museum**

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Originally from southern Virginia, Benjamin had his introduction to North Carolina at an early age along the Outer Banks. His fascination with the ocean has led him to spend over half of his life exploring the beaches, sand bars, tidal creeks, and waterways of coastal North Carolina. He has spent the last 26 years working with the North Carolina Department of Natural and Cultural Resources at various educational sites, most recently with the North Carolina Maritime Museum in Beaufort. A graduate of Virginia Tech, Benjamin's work currently focuses on interpreting North Carolina's natural and cultural history of the maritime environment.

# CRAVEN COUNTY SPEAKERS



**Alicia (Ali) Cafferty**  
**Head of Government Relations**  
**BSH Home Appliance Corporation**

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Ali has been with BSH for 17 years, the first twelve in Product Marketing as Head of Categories including cooking, refrigeration and laundry care, and now as the Head of Government Relations. The role of product marketing brought her close to consumers and stakeholders and the product development processes. Over a decade of consumer and appliance experience in Product Marketing informs the advocacy work she does today in the role of Head of Government Relations. She advocates on behalf of BSH at the state, provincial, and federal levels in the US and Canada.



**Dan Jones**  
**Manager, Quality**  
**BSH Home Appliance Corporation**

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Dan Jones has been with BSH for 6 years, with the first three years working in Supplier Quality for Dish Care and as the Cooking Quality Manager since. Dan received his Bachelors of Science in Aerospace Engineering from the University of Arizona and his Masters of Science in Engineering Management from Embry-Riddle Aeronautical University. Dan has been the Chair for the Innovation Division for the American Society of Quality and has been a featured guest for the Innovation in Action podcast. In his current role at BSH, Dan utilizes emerging technologies to understand and eliminate customer pain points with cooking appliances produced by BSH.



**Christian Young**  
**Manager, Labs & Verification**  
**BSH Home Appliance Corporation**

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Christian Young has been with BSH for 6 years, working in the development lab for the dish care team. He has worked for the past 20 years in testing and qualification mainly in the aerospace field prior to joining BSH. His experience in test and test standard development has helped in the development of new products to meet BSH and industry standards. Currently he is working on bringing verification responsibility to the New Bern factory.



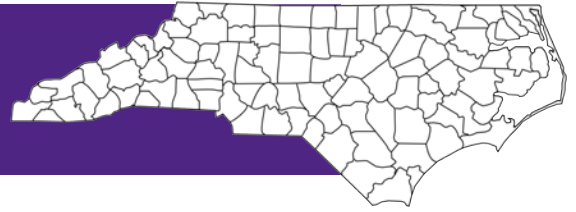
**TJ Zymroz**  
**Head of Production, Dish Care Factory**  
**BSH Home Appliance Corporation**

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TJ Zymroz has been with the Bosch family for over 30 years starting his career with Robert Bosch Power Tool Company in 1992. During his tenure he has held many leadership positions such as head of Quality, Manufacturing Engineering, and Sustaining Engineering in addition to his current role, Head of Production in the Dish Care Factory.



# PAMLICO COUNTY SPEAKERS



**Al Spruill**  
**Founder**  
**Tidewater Grain**

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A fifth-generation farmer, Al studied agriculture at NC State University. He started with 600 acres in 1988 and now farms over 4,000 acres of field crops, including corn, soybeans, wheat, cotton, turfgrass and now rice. Al's kids help run the farm today and the seventh generation is right behind them. He once dreamed of a magical run in the Kentucky Derby as a horse jockey. Realizing his 6'7" frame wouldn't support this dream, he still copes with the disappointment.

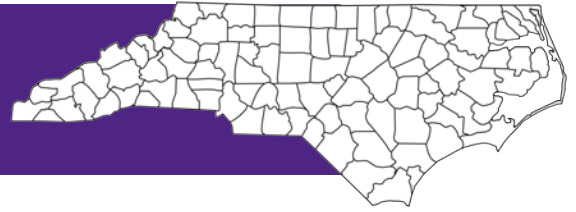


**Tommy Wheeler**  
**Founder**  
**Tidewater Grain**

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After studying physics at Davidson College, Tommy landed in NASCAR. He worked as a team engineer, engineering manager and technical director for teams like Hendrick Motorsports and Evernham Motorsports. He ended his career as operations director and general manager of Roush Fenway Racing in 2021. If you're wondering how a NASCAR engineer became a farmer, so is Tommy.

# BEAUFORT COUNTY SPEAKERS



**Clay Barber**  
**Program Director**  
**Sound Rivers**

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Clay Barber joined the Sound Rivers team in August 2019 as the environmental projects coordinator and now serves as Sound Rivers' program director. Clay oversees Sound Rivers' restoration and stormwater programs, a swim guide program and the Tar-Pamlico Water Trail. Clay has earned two degrees from East Carolina University: a B.S. in Recreation and Park Management and a M.S. in Sustainable Tourism and holds a certificate in stormwater management from NC State University. During his college years, he helped launch a nonprofit eco-tourism center on the southern end of the Outer Banks called the Hatteras Island Ocean Center. He formed an internship program where students create recreational and educational programs that teach visitors about the natural environments, culture and history of the Outer Banks. During graduate school, he assisted with an economic-impact study with boaters using the North Carolina section of the Intracoastal Waterway (ICW) for transportation and leisure. After college, he pursued his passion for outdoor recreation and tourism as a River Guide and Assistant Manager for Knee Deep Adventures, a mobile paddle-sport rental company in Greenville, NC.

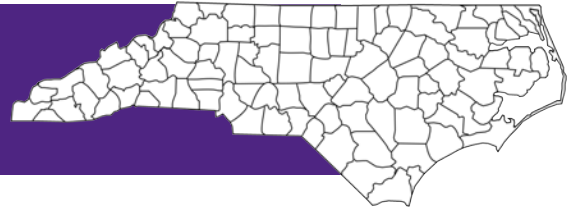


**Liane Harsh**  
**Owner**  
**Inner Banks Outfitters**

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Liane Harsh is a former physical education teacher and coach from Fort Lauderdale, FL, who moved to Washington, NC, on somewhat of a whim. Harsh studied Sports Administration at St. Thomas University and taught for 14 years before becoming the owner of Inner Banks Outfitters. The journey to owning a business started with a conversation with her friends, the owners of Backwater Jack's Tiki Bar and Grill in Washington. That friendly conversation of "what would you do with the building next door?" turned into a defining moment in Harsh's life. Her friends had purchased the building and told her to do what she wanted with it. Harsh went back to Florida, quit her teaching job and within a year moved to Washington. The building Harsh took over boasts a location right by the waterfront along Main Street. Dubbed Inner Banks Outfitters, the store offers kayak, paddleboard, and bike rentals, as well as equipment repairs and a range of products like life preservers and sunscreen.

# BEAUFORT COUNTY SPEAKERS



**Tom Stroud**  
**Director**  
**North Carolina Estuarium**

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Tom Stroud is deputy director of the Partnership for the Sounds and director of the North Carolina Estuarium. He has been with the partnership since 1996 and has overseen development, content narrative, and operation of the three environmental education centers it manages on the Albemarle-Pamlico peninsula. These centers interpret the vital estuarine and lowland ecosystems of northeastern NC and serve as tourism hubs for the small, sparsely populated communities of this region. Stroud has been involved with a variety of environmental projects in eastern North Carolina since the late 1980s.

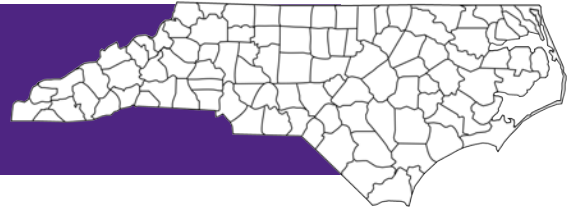


**Emily Yeager**  
**Department of Recreation Sciences**  
**Director of Crisp Small Business Center**  
**East Carolina University**

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Emily Yeager joined ECU in 2018 as a faculty member in the department of recreation sciences. Since beginning at ECU, Yeager has served as a teaching and research assistant on many research projects including residents' attitudes towards the Atlanta Beltline Trail, integrating geographic information systems into resident attitude research, the sustainability of hotel chains, and gender empowerment within tourism. Her previous research has included: understanding what kinds of climate and weather tools NC Coastal tourism businesses use, NC coastal community perceptions of environmental change, how to change student's recycling habits at universities, renewable energy use in the tourism industry, and economic impacts of festivals on small communities. Yeager currently works as an assistant professor in the Department of Recreation Sciences and directs the Crisp Small Business Resource Center at East Carolina University with a research agenda focused on sustainable community development built upon a community's unique assets and cultural nuances.

# HYDE COUNTY SPEAKERS



**Kris Noble**  
**County Manager**  
**Hyde County Government**

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Kris Noble, Hyde County manager and planner and economic development director, is a native of Swan Quarter. Noble obtained a bachelor of science in business administration with a concentration in entrepreneurship and her masters of business administration from East Carolina University. She is also a graduate of the North Carolina Rural Center's Rural Economic Development Institute (REDI) and the UNC School of Government's Municipal and County Administration Program. Noble has worked with Hyde County since 2008, working her way up to Hyde County Manager in 2018. She is responsible for attracting new business and nurturing small and start-up businesses while implementing and maintaining economic development programs focused on retaining existing businesses and industry. Noble prides herself on being a true Pirate with a heart of purple and gold and has partnered with ECU on many different projects throughout her time as county manager.

# ECU LEADERSHIP & STAFF



**Robin Coger** | [rncoger@ecu.edu](mailto:rncoger@ecu.edu)

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Robin Coger earned a bachelor of science from Cornell University and a master of science and doctoral degrees from the University of California, Berkeley, all in mechanical engineering. She completed her post-doctoral research as a fellow at Harvard Medical School and the Department of Surgery at Massachusetts General Hospital in Boston. Coger has served as an innovative leader, professor, and scholar within the UNC System for over 26 years. She currently serves as the provost, senior vice chancellor for academic affairs and a professor of engineering at ECU. Coger's technical research expertise is in solving design and performance problems related to tissue engineered organs, with special emphasis on liver replacement devices and their safe storage for off-the-shelf availability.



**Tristyn Daughtry** | [daughtrytr21@ecu.edu](mailto:daughtrytr21@ecu.edu)

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Tristyn Daughtry, a native of Greenville, earned a bachelor's in management and master's in business administration with a certificate in development and environmental planning from East Carolina University. During her time as a student, her primary focus and research areas were in small business development, rural entrepreneurship, and inclusive economies. Tristyn serves as the program manager of RISE29, the university's student entrepreneurship internship program that supports rural economic development initiatives throughout eastern North Carolina.



**Mary Farwell** | [farwellm@ecu.edu](mailto:farwellm@ecu.edu)

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Mary Farwell serves as Assistant Vice Chancellor for Research Development in REDE. She administers programs that support faculty in their research endeavors. She also oversees the undergraduate research and postdoctoral affairs offices. Farwell received her ScB with Honors in Biology Magna cum Laude from Brown University and her PhD in Biochemistry from the UC-Berkeley. After an NIH-funded postdoctoral fellowship at UNC-Chapel Hill, she joined the biology faculty at ECU in 1994 as an assistant professor and is currently professor of biology. She has published 32 articles and has received over \$1.2 million in extramural support. She has received funding from diverse sources including NIH, American Cancer Society, NC Sea Grant, and NSF.



**Jennifer Jones** | [jonesjenni17@ecu.edu](mailto:jonesjenni17@ecu.edu)

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Jennifer serves at the University Program Specialist for REDE's Office of Economic and Community Engagement, working with data and program management and helping to connect faculty, staff, and students with community, industry, and military partners to create sustainable and mutually beneficial relationships. Jennifer earned her doctorate in Coastal Resources Management with a specialization in coastal archaeology and geosciences. Her research interests include citizen engagement in archaeology as well as the impacts of climate change on cultural heritage management.



### **Angela Lamson | [lamsona@ecu.edu](mailto:lamsona@ecu.edu)**

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Angela Lamson earned a bachelor's in psychology, master's in human development and family studies with a certificate in gerontology and a doctorate in marriage and family therapy from Iowa State University. Lamson is a Nancy W. Darden Distinguished Professor in the College of Health and Human Performance and serves as the interim assistant vice chancellor for economic and community engagement. Lamson's research, teaching, external funding, and service are devoted to health disparities, thriving and resilient families and communities, compassion fatigue among providers, medial family therapy, and integrated care through community health, military, primary care, specialty care, and school-based systems.



### **Sharon Paynter | [paynters@ecu.edu](mailto:paynters@ecu.edu)**

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Sharon Paynter earned a doctorate in public administration from North Carolina State University, master's in legal administration from the University of Denver, and master's of public administration and bachelor's degrees from UNC-Chapel Hill. Paynter currently serves as the acting chief research and engagement officer and is an associate professor of political science. Paynter's research interests include hunger, poverty and public policy.



### **Kim Tilghman | [tilghmank22@ecu.edu](mailto:tilghmank22@ecu.edu)**

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Kim Tilghman earned a bachelor's degree in film studies from UNC Wilmington. Tilghman spent nine years in live production, digital content and creative roles at WITN-TV and six years as a media specialist and public communicator for the City of Jacksonville before joining ECU as REDE's communications liaison. Tilghman oversees REDE's communication efforts with ECU news services and external media outlets, while also maintaining the office's web and social media presence.



### **Keith Wheeler | [wheelerch18@ecu.edu](mailto:wheelerch18@ecu.edu)**

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Keith Wheeler, a retired U.S. Navy captain, earned a master's degree in national security and strategic studies from the U.S. Naval War College. Wheeler serves as the executive director of national security and industry initiatives. The Manteo native has held numerous leadership positions in the Navy, including commanding officer of U.S.S. McInerney where he led the Navy's first at-sea autonomous flight tests of the Fire Scout unmanned aerial vehicle. Wheeler also served as the chief of staff at DARPA – the Defense Advanced Research Projects Agency – charged with creating breakthrough technologies and capabilities for national security.



## CONTINUING AND PROFESSIONAL EDUCATION (CPE)

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- Deliver professional education that is responsive to industry and workforce needs;
- Provide learning opportunities that improve quality of life for individuals and communities;
- Provide event management and course administration to allow clients to focus on content delivery.



**Annette Kariko**

Director of Continuing and  
Professional Education  
KARIKOA21@ecu.edu

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The Lifelong Learning Program at East Carolina University® offers adults affordable learning experiences in a relaxed atmosphere, without entrance requirements, exams, or grades. Our purpose is to connect, engage and inspire the eastern North Carolina community by providing interesting and stimulating speakers, enriching courses, workshops and lectures, special events, enjoyable trips, and more!

Participants are encouraged to tap into the rich intellectual and cultural resources of the university, experts, and talented peers who are willing to share their expertise and valuable insight. This gateway to learning also provides a setting for making new friends and developing new social networks with people from different walks of life.



**Kelsey Dwyer**

LLP Program Coordinator

[DWYERK19@ecu.edu](mailto:DWYERK19@ecu.edu)

252-328-9198

### CONNECT WITH US:

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## EAST CAROLINA® RESEARCH & INNOVATION CAMPUS

### INNOVATION, DISCOVERY, SOLUTIONS

The East Carolina Research and Innovation Campus (ECRIC) houses cutting-edge research facilities, labs, and makerspaces where East Carolina University faculty, staff, and students engage in innovative and collaborative public-private partnerships.

ECRIC advances commitments ECU makes to education, research, and service as well as to building an innovation culture that facilitates regional transformation. In higher education, economic development means working with partners and stakeholders to create sustainable growth in the competitive capacities that contribute to the advancement of society. For ECU, that means developing university research, entrepreneurship and business programming, lab and collaboration spaces, entrepreneurship incubators and campus attractions in intentional, focused, and strategic ways. ECRIC is one place where university-driven economic development can thrive.

The university is authorized to enter public-private partnerships on “millennial campuses” with business partners that share the university’s goal of advancing economic development via North Carolina statute with approval from the University of North Carolina System. These partnerships combine the assets and talent of a university with the experience and resources of a private development partner to bring a project to market in an expressed time frame.

#### CONTACT US: [ECRIC.ECU.EDU](http://ECRIC.ECU.EDU)



**Merrill Flood**

Director of Research and Innovation Campus  
Development  
[FLOODM18@ECU.EDU](mailto:FLOODM18@ECU.EDU)  
252-737-2256

*“The Millennial Campus, which will be known as **East Carolina Research and Innovation Campus (ECRIC)**, would be developed to enhance the research, teaching, and service missions of ECU by accelerating and expanding collaborative research, health sciences, teaching, and service to champion economic and community development for both Greenville and the region, producing innovations in education, science, technology, and the arts that address local and regional challenges while equipping the region with a magnet to attract talent and investment.”*  
- UNC System Board of Governors , April 10, 2015

The assets of East Carolina University are being deployed to advance the economy of the region, and ECRIC provides focused hubs of capabilities that concentrate on regional needs. **ECRIC’s network currently encompasses six sites**, spanning over 100 hundred miles across eastern North Carolina. Resources within each district and area are available to **support research, discovery, innovation, entrepreneurship, incubation, manufacturing and commercialization**.

### COASTAL STUDIES INSTITUTE

Led by ECU, the Coastal Studies Institute (CSI) is a multi-institutional research and educational partnership of the UNC System. Located in Manteo, CSI focuses on integrated coastal research and education programming centered around the needs, issues, and concerns of coastal regions by bringing together the various disciplines of both the natural and social sciences.

### HEALTH SCIENCES CAMPUS

ECU’s Health Sciences Campus is home to the Brody School of Medicine, Colleges of Allied Health and Nursing, and the School of Dental Medicine. The Health Sciences Campus also encompasses centers and institutes of concentrated multi-disciplinary sciences and expertise in addressing the region’s most pressing health care disparities.

### UPTOWN CAMPUS AREA

ECU’s Uptown Campus area provides a vital connection to the main campus with the Uptown Greenville and the Tar River waterfront. Several ECU administrative facilities are located in the area near ECU’s Warehouse District holdings. These properties comprise a sizable portion of Greenville’s Uptown/Center City area and position ECU to play a significant part in ongoing revitalization efforts in the city’s urban core. ECU’s comprehensive master plan considers a visual and performing arts center, conference center, and/or alumni center among the innovative options for this property.

### GREENHOUSE CAMPUS

ECU’s Greenhouse Campus is located in northeast area of Greenville and consists of one vacant parcel. The area is one of the newest additions to ECRIC’s network. The vision for the parcel is for the development of a research greenhouse and adjacent field test site that advances the work of ECU faculty and student researchers with industry partners.

### STRATFORD ARMS AREA

Stratford Arms campus properties are located adjacent to ECU’s athletic and human performance complex. The undeveloped area represents longer term opportunities through public-private partnerships to develop a live, work and play complex supportive of the ECU athletic and performance assets. Existing buildings in the area include the Belk educational facility, several recreational soccer fields, and facilities maintenance. The area also connects to Greenville’s Greenway.

### WAREHOUSE DISTRICT

ECU is currently transforming its Warehouse District into the next phase of the expanding campus through a public-private partnership. The area is anchored by the Life Sciences & Biotechnology Building, which houses the Eastern Region Pharma Center. It also encompasses more than 22 acres of opportunities to restore and reuse valuable historic properties and accelerate reinvestment activities within Greenville’s city center and arts district for collaborative research, innovation, and economic development.



Find more info at [ECRIC.ECU.EDU](http://ECRIC.ECU.EDU)





## ENGAGEMENT AND OUTREACH SCHOLARS ACADEMY

The Engagement and Outreach Scholars Academy (EOSA) is a national model for engaged scholarship. EOSA provides professional development and project support for research that connect campus with communities. Projects result in a culture of partnership, reciprocity, and high-quality scholarship. Faculty selected to the program participate in cohort-based workshops and develop a research project with their community partner. Graduate and undergraduate students join each research team and participate in the Student Engagement and Outreach Scholars Academy.



27 projects eastern NC counties



4 publications



6 new community partners



31 faculty members throughout ECU



CONNECT WITH US: [REDE.ECU.EDU/ENGAGEMENT](https://rede.ecu.edu/engagement)



**Dr. Angela Lamson**  
Interim Assistant Vice Chancellor for  
Economic and Community Engagement  
252-328-9480  
[LAMSONA@ECU.EDU](mailto:LAMSONA@ECU.EDU)

Data captured since 2018



**ECU**

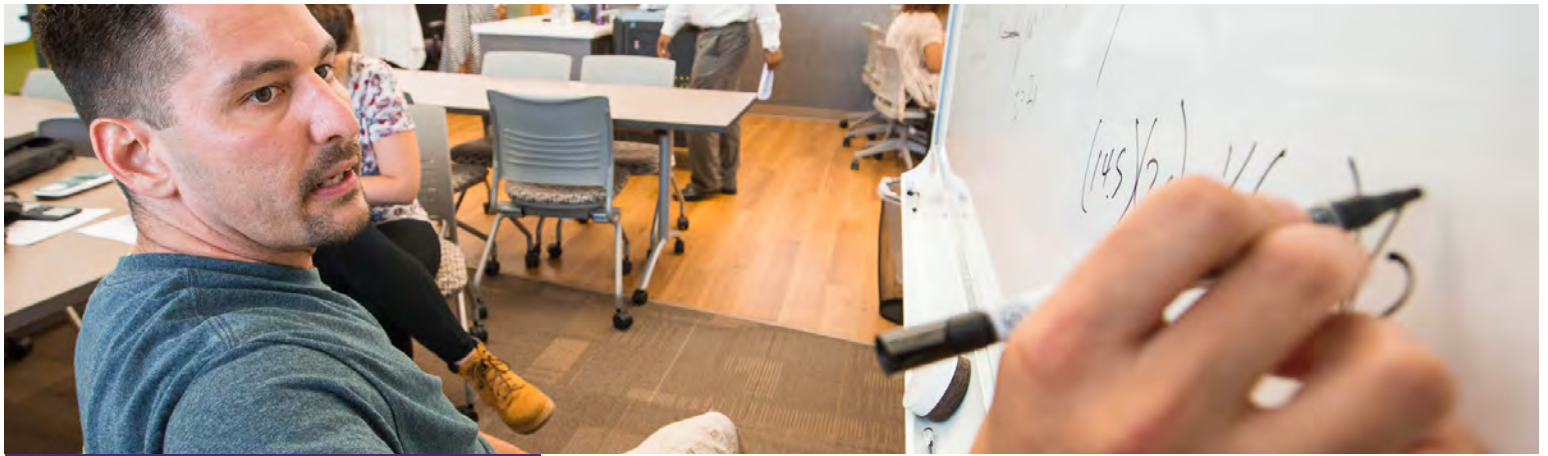
OFFICE OF  
ENGAGED RESEARCH

EOSA was created to increase the knowledge of, motivation for, and resource capacity in community engagement with external partners.

## Scholarship of Engagement

- The **scholarship of discovery** refers to the pursuit of inquiry and investigation in search of new knowledge.
- The **scholarship of integration** consists of making connections across disciplines and Service advancing knowledge through synthesis.
- The **scholarship of application** asks how knowledge can be applied to the social issues of the times in a dynamic process that generates and tests new theory and knowledge.
- The **scholarship of teaching** includes not only transmitting knowledge, but also transforming and extending it.
- The **scholarship of engagement** connects any of the above dimensions of scholarship to the understanding and solving of pressing social, civic, and ethical problems.





## LICENSING & COMMERCIALIZATION

### ACCELERATING IDEAS TOWARD COMMERCIALIZATION

The Office of Licensing and Commercialization assists faculty, students and staff in exchanging ideas into real world solutions that can transform the region's economy and have a direct impact on individuals living in eastern North Carolina. Licensing and Commercialization accomplishes this mission by commercializing university-owned intellectual property (patents, copyright and trademarks), assisting in new venture development, enhancing research and industry collaboration, and providing educational programming to the community.



Over \$8.5M in revenue  
from office activities  
since inception



298 patents issued



1,100 faculty  
innovations disclosed



Over 35 active ECU  
faculty members in the  
National Academy of  
Inventors



### CONTACT US



**Dr. Carlyle Rogers**

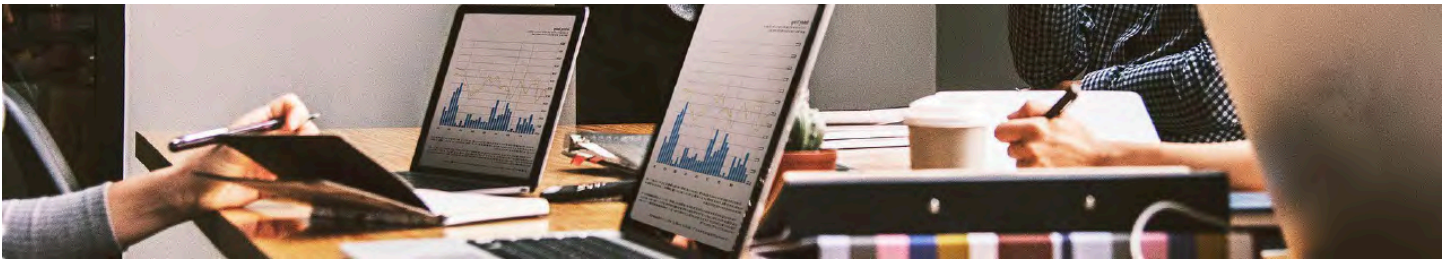
Director of Licensing and Commercialization

252-737-1648

[ROGERSAR@ECU.EDU](mailto:ROGERSAR@ECU.EDU)



LICENSING &  
COMMERCIALIZATION



## Core Functions

- Intellectual property protection, assessment, and management
- Patents, trademarks, and copyright
- Innovation scouting and assessment (patentability & marketability)
- Work with legal counsel and faculty on intellectual property legal actions
- Oversight of the ECU Patent Committee
- Federal compliance with the Bayh Dole Act
- Agreement review and execution
- License agreements, MTAs and CDAs
- New ventures and startups
- Work with faculty to develop viable startup opportunities and business models

## Core Programs

### I-Corps@ECU

Funded by the National Science Foundation, I-Corps@ECU is an interactive program focused on validating the link between your idea, innovation and/or research and the audience you are trying to reach. I-Corps guides participants through a step-by-step process and provides a clear path forward. \$5,000 in funding is available for eligible teams to support proof of concept studies and/or travel.

### Digital Market

ECU's Digital Market began with the idea to better connect research-based solutions to those in need. ECU faculty inventors have developed an array of digital content in the form of apps, documents, videos and sounds, but have struggled to find a place for the content beyond publications and conferences. By placing content on the ECU's Digital Market, the visibility of the university's research enterprise is increased, royalties generated by the exchange are given back to the contributing faculty, and research-based solutions have an easy path to help those who need it.

### Foundation of Innovations

Foundations of Innovation is a collection of self-paced training modules designed to allow faculty, staff and students explore the process of developing early-stage innovative ideas into potential new products or resources. Each module contains a short 20-30-minute video along with downloadable materials to facilitate the process of idea evaluation and assessment. Focus areas include biomedical, digital content, intellectual property protection and general business/service development.

### Innovation Ambassador Program

This program is a 5 hr/week paid internship (\$2,000/semester) that trains graduate students in a STEM discipline on the translational interplay between research and commercialization. Ambassadors are exposed to a variety of research endeavors; learn core principles of the commercialization process; understand the importance of patents, trademark and copyright; and have opportunities to network with external business development partners.

### Catalyst Commercialization Grant Assistance

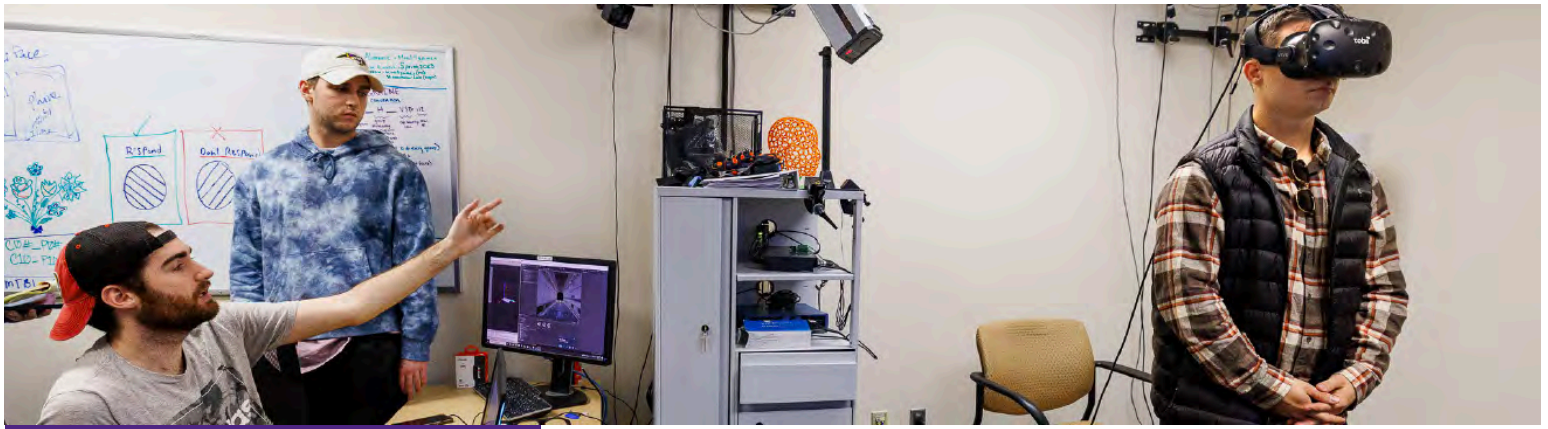
The Catalyst Commercialization Grant Assistance Program aims to accelerate the submission of commercialization related grants. The process begins with a thorough review of the commercial viability of your idea, followed by receiving feedback from industry stakeholders. Projects that receive favorable review will advance forward, and a commercialization proposal will be developed to advance the innovation towards licensing.

### Mentorship Network

Our office has an extensive network of mentors that can help advance your innovation. Expertise includes but is not limited to: business development, investment, insurance reimbursement, drug development, rare and orphan diseases, software engineering, product placement, branding, intellectual property protection, website development, prototyping, agriculture, app development, education, and SBIR/STTR grant writing.

Find more info at [REDE.ECU.EDU/INNOVATION](https://REDE.ECU.EDU/INNOVATION)





26 active DoD awards



Record \$2.3M in DoD-sponsored expenditures in FY23



Record \$5.6M in DoD-sponsored awards to date

## OFFICE OF NATIONAL SECURITY & INDUSTRY INITIATIVES

The Office of National Security & Industry Initiatives (ONSII) operates within Research, Economic Development and Engagement and serves as a conduit through which researchers can connect with external stakeholders and align their interest with those of regional business and Department of Defense (DoD), Department of Homeland Security (DHS), and other federal partners. We create and strengthen ECU partnerships through regional engagement with industry, military, government, and economic/workforce developers to increase opportunities for students and faculty to provide value to partners and advance student success, public service and regional transformation.

### CONNECTING RESEARCHERS WITH REGIONAL PARTNERS



FIND US ONLINE: [REDE.ECU.EDU/ONSII](https://rede.ecu.edu/onsii)



**Jim Menke**

Director of National Security Initiatives  
MENKEJ@ECU.EDU

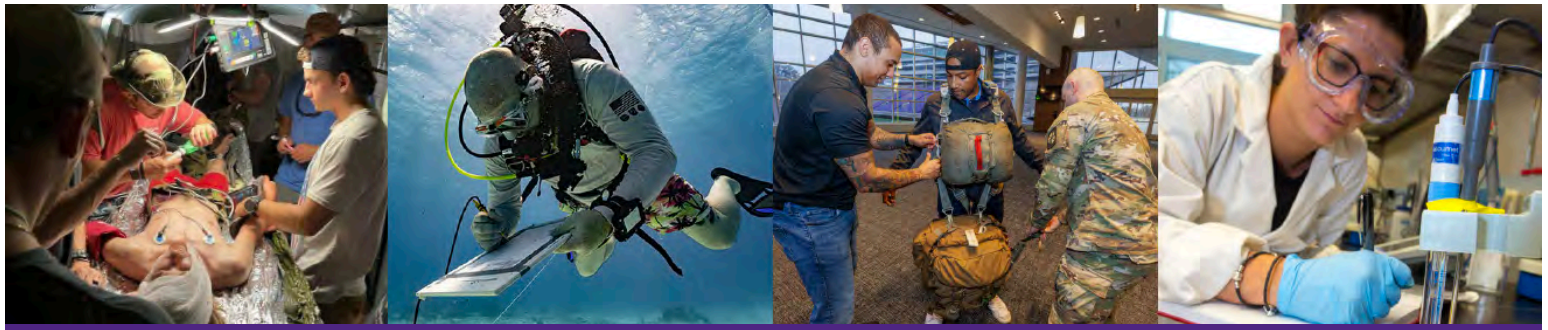


**Keith Wheeler**

Executive Director of National Security and Industry Initiatives  
WHEELER18@ECU.EDU



OFFICE OF NATIONAL SECURITY AND INDUSTRY INITIATIVES



## ONSII helps facilitate faculty connections with a broad network, including:

### **Military-Civilian Medical Partnerships**

We're strengthening ECU and ECU Health relationships with Naval Medical Center Camp Lejeune with an ultimate goal of training multidisciplinary medical personnel: physicians, nurses, EMTs and others. Military and civilian health providers will work together to enhance patient care through mutual training, sharing best practices and innovation.

### **Army XVIII Airborne Corps, 82nd Airborne Division**

Under the XVIII Airborne Corps - UNC System Educational Partnership Agreement (EPA), we work with 82nd Airborne Innovation Lab (AIL) and the Civil-Military Innovation Institute (CMI2) on specific project requests as well as providing broad research and innovation expertise as needed.

### **Institute for Defense and Business LOGTEC Partnership**

The Institute for Defense and Business (IDB) and ECU have entered a strategic alliance aimed at fostering innovation, research and executive education programs and projects. The first project includes providing The Center of Excellence in Logistics and Technology (LOGTECH) education programs to senior military personnel and Industry executives. LOGTECH is a joint collaborative venture designed to support the educational requirements and objectives of the U.S. Department of Defense and various private industries.

### **National Security Agency (NSA)**

An EPA and Cooperative Research and Development Agreement (CRADA) are in place, enabling development of capstone projects with technology systems and computer science teams, subject matter expert presentations to faculty and students, and creation of a High-Performance Computing (HPC) concentration.

Each year, the NSA Laboratory for Analytic Sciences (LAS) brings together collaborators from three sectors - industry, academia and government - to conduct research that has a direct impact on national security. The LAS is always looking for partners to explore cutting-edge research projects.

### **ENC Aerospace Sector**

Significant regional growth is forecast in this sector due to the military and civilian expansion in maintenance, repair and overhaul (MRO) operations. We can help you collaborate with partners like Fleet Readiness Center East (FRC East) - Marine Corps Air Station Cherry Point, Aviation Logistics Center (ALC) - USCG Station Elizabeth City, 4th Fighter Wing - Seymour Johnson AFB, NC Global TransPark (GTP) - Kinston, flyexclusive, Draken International, Spirit Aerosystems and the ENC NavalX Tech Bridge.

### **ENC Food Commercialization Center (ENCFCC)**

The ENCFCC groundbreaking was in November 2022. The purpose of the center, located in Ayden, is to help growers and food entrepreneurs improve their access to the food commercialization sector. Once the facility becomes operational, we believe there are potential ECU connections to include nutrition, food science, marketing, packaging, entrepreneurship, processing innovation, and supply chain analytics.

### **ENC Pharma Manufacturing Sector**

Eastern Region Pharma Center (ERPC) acts as the hub within the BioPharma Crescent connecting ECU, five community colleges, and over a dozen pharma companies in eastern North Carolina. It is committed to:

- Increasing pharma awareness and workforce preparedness of rural counties' young talent in ENC
- Increasing the numbers, opportunities, capabilities, and productivity of AAS and BS degree graduates
- Increasing ECU's readiness to re-skill, up-skill, and new-skill incumbent employees of our pharma manufacturer

We can help you collaborate with partners like Thermo Fisher Scientific, Catalent, CMP Pharma, Novo Nordisk, Grifols, Pfizer, Merck, Frenius Kabi, Novartis, the NC Biotechnology Center, and the BioPharma Crescent.

### **Minerva Research Initiative**

The Minerva Research Initiative supports social science research aimed at improving our basic understanding of security, broadly defined. All supported projects are university-based and unclassified and the goal is to improve DoD's basic understanding of the social, cultural, behavioral, and political forces that shape the world.

Find more info at [REDE.ECU.EDU/ONSII](https://REDE.ECU.EDU/ONSII)







## SECU PUBLIC FELLOWS INTERNSHIP

Looking for a dynamic summer internship opportunity that gives you a chance to positively impact eastern North Carolina? The State Employees Credit Union Public Fellows Internship Program may be the perfect fit for you! Get paid to build connections with community leaders, receive business etiquette and leadership training, and work on a project that develops skills for your career while advancing ECU's mission to serve others through partnership.

### BUILDING TALENT, FORGING PARTNERSHIPS



Internship participants receive a paid stipend up to **\$4,600**



Work in **eastern North Carolina** communities



**Develop** network relationships with local leaders



**Learn** professional etiquette and leadership skills



**CONNECT WITH US: [GO.ECU.EDU/PFI](https://go.ecu.edu/pfi)**



**Cassie Keel**  
SECU PFI Program Manager  
[KEELC15@ECU.EDU](mailto:KEELC15@ECU.EDU)



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Taking classes and getting good grades aren't enough anymore. **Employers want someone who is well-rounded and has experience.** Why not spend your summer in a great community that allows you to **prepare for your career? Don't let these opportunities pass you by.**

**Alex Murphy** | PFI Intern, Pocosin Arts Center

## PFI MISSION

The SECU Public Fellows Internship Program focuses on strengthening eastern North Carolina communities by bringing in talented, skilled students to work in professional internships. The program is unique in its mission to combine a traditional internship experience with a community engaged mission, partnering students with leaders in local government, nonprofits and private businesses to solve local problems.

## WHY CHOOSE PFI?

The benefits of the SECU Public Fellows Internship Program go beyond the paid \$4,600 stipend for interns. Students may be tasked with exploring community and economic development, grant writing, or project implementation, strengthening core competencies gained through academic programs and experiential learning. The program also includes professional and leadership development components, specifically workshops on communication, business etiquette, networking and professional practice.

## ELIGIBILITY

The SECU Public Fellows Internship Program is open to ECU undergraduate students who meet the following requirements:

- **North Carolina resident**
- **Good academic standing**
- **Undergraduate status, sophomore or above**
- **Not graduating before end of internship**

Applicants will be selected by a team from the Office of Engaged Research and additional faculty representatives.

**Applications available at [GO.ECU.EDU/PFI](https://go.ecu.edu/pfi)**



Consult with  
**regional businesses** on  
real-world problems



Develop a  
**startup** through  
ECU's RISEUp Academy



Hone entrepreneurial  
skills through  
ECU's **E-Passport Program**

## RISE 29 ENTREPRENEURSHIP PROGRAM

In 2019 East Carolina University created RISE29, now a national model for emerging entrepreneurs who are transforming rural communities with startups, business consulting and job development.

Small business partners bring real problems to ECU that engage students in finding innovative solutions to their challenges. Students conduct industry and market research, analyze data, and use critical thinking to bring new ideas to life. Along the way, the small businesses are able to make decisions that impact eastern North Carolina through job creation, job retention, and the strengthening of strong entrepreneurial networks.

In alignment with the RISE29 model, a key element of the program is supporting ECU student entrepreneurs. Opportunities like the RISEUp Academy and the E-Passport program expose students to resources within the region and foster a culture of entrepreneurship across ECU's campus.



### CONNECT WITH US



**Tristyn Daughtry**

RISE29 Program Manager

[RISE29@ecu.edu](mailto:RISE29@ecu.edu)

252-814-6114





// I don't believe I could have started my business just anywhere. ECU and Greenville have provided me all of the tools and support I need for my business to thrive. **I can't imagine a better place to start a business than in eastern North Carolina.** //

Taylor Walden | Owner, Simple & Sentimental  
ECU Senior, Business Management

## ENTREPRENEURSHIP PATHWAYS

### RISE29 Consulting Internships

- Offered every semester
- Matches student teams with small business clients
- Addresses systemic challenges or growth opportunities
- Conducts extensive research and analysis to develop and implement strategic recommendations

### RISEUp Academy Internships

- Offered once a year
- Takes student from business idea to launch
- Expand your network
- Get introduced to experts and local entrepreneurs, economic development professionals, and local business leaders

### ECU E-Passport Program

- Establishes a culture of entrepreneurship at ECU
- Expand your network, find mentors and grow knowledge
- Participate in entrepreneurial events hosted across campus
- Tailored to meet individual students' needs

## RESEARCH & DEVELOPMENT SUPPORT

ECU and its partners are providing research and development support through a variety of approaches, from student housing programs to financial support. Below is a sampling of the resources provided through RISE29.

- Accelerate Rural
- Innovation Living Learning Community
- Industry and Community Partner Mentoring
- Microenterprise Fund
- Miller School of Entrepreneurship
- Multi-Campus Research Labs
- NSF I-Corps@ECU
- Office of Innovation and New Ventures
- Pirate Entrepreneurship Challenge
- Small Business and Technology Development Center at ECU
- Van and Jennifer Isley Innovation Hub

## STUDENT OPPORTUNITIES

RISE29 accepts students for fall, spring and summer internship opportunities, as well as opportunities for its RISEUp Academy and E-Passport programs.

### Fall and Spring Internships

- 15 weeks
- 20 hours per week
- \$10 hour

### Summer Internships

- 12 weeks
- 25 hours per week
- \$10 hour

For more information about these opportunities, contact RISE29 at [RISE29@ecu.edu](mailto:RISE29@ecu.edu).





54 new businesses created



405 local jobs created or retained



Over \$24.5M in funding raised for new or growing businesses



Increased sales by an average of \$34,864 for each client served

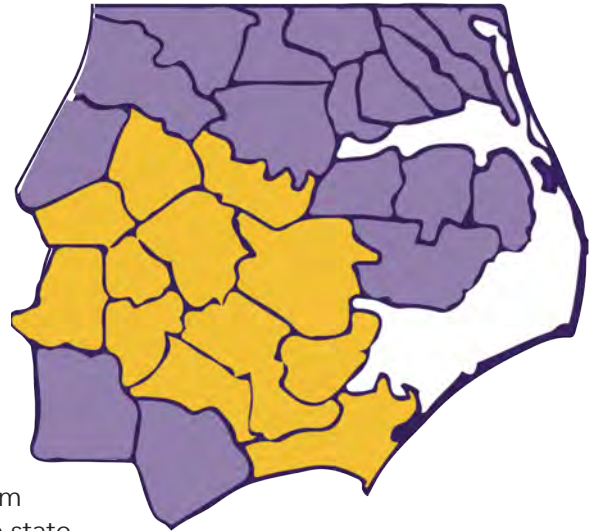
Data from 2022

## SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER AT ECU

East Carolina University's® Small Business Technology & Development Center (SBTDC) offers no-cost business consulting to local start-ups, small and mid-size businesses throughout eastern North Carolina. Our team of experienced business consultants provides confidential one-on-one support to help grow new and existing businesses.

### ECU SBTDC CONSULTANTS SERVE THESE COUNTIES:

- Beaufort
- Carteret
- Craven
- Edgecombe
- Greene
- Jones
- Lenoir
- Martin
- Pamlico
- Pitt
- Wayne
- Wilson



Additional SBTDC offices are located on UNC system campuses throughout the state.

**CONTACT US: [SBTDC.ORG/OFFICES/ECU](https://www.sbtdc.org/offices/ecu)**



**Rob Bower**

Director of the Small Business and Technology Development Center at ECU  
BOWERR22@ECU.EDU  
252-737-1385



# HOW SBTDC SERVICES CAN HELP YOUR BUSINESS:



## FOR EXISTING BUSINESSES

- Access to market research resources
- Business plan assistance
- Income and cash flow projections
- Loan proposal preparation
- Accounting and financial management assistance
- Cash flow analysis
- Strategic Planning
- Data management assistance
- Marketing assistance
- Human resource planning
- Succession planning
- Business continuity planning
- Social media marketing

## FOR START-UPS

- Understanding credit requirements and lending expectations
- Access to market research resources
- Market feasibility analysis
- Break-even and financial feasibility
- Business plan assistance
- Income and cash flow projections assistance
- Loan proposal preparation
- Business entity selection
- Research on local, state, and federal regulatory requirements
- Marketing assistance
- Human resource planning

### Contact us for an appointment:

300 E. 1st Street, Willis Building, Greenville, NC 27858 | [ecu@sbtcd.org](mailto:ecu@sbtcd.org) | 252-737-1385



Find more info at [sbtcd.org/offices/ecu](https://sbtcd.org/offices/ecu)





96% of ECU undergraduate researchers said **research contributed to their personal and professional growth**



ECU provides an average of **\$103,176 in faculty-mentored research support annually**



Hundreds of student presenters contribute to ECU's annual Research and Creative Activity Week



68% of students nationally said their **interest in STEM fields** increased after participating in undergraduate research

## UNDERGRADUATE RESEARCH

At East Carolina University®, undergraduate students are participating in cutting-edge research that empowers them to take what they've learned in the classroom into the real world. Our undergraduate researchers have led projects that quantify the impact social media sites have on education; create better meal and exercise plans for elementary school students; and improve pharmaceutical therapies for neurodegenerative diseases. By participating in undergraduate research programs at ECU, our students contribute knowledge and innovation to their fields of study. Learn more about the resources ECU provides its undergraduate researchers.

### EMPOWERING STUDENTS THROUGH RESEARCH



**CONTACT US: [REDE.ECU.EDU/UNDERGRADUATE](https://rede.ecu.edu/undergraduate)**



**Tuan Tran**  
Director of Undergraduate Research  
[TRANT@ECU.EDU](mailto:TRANT@ECU.EDU)



**ECU**

**UNDERGRADUATE RESEARCH**



// Research has given me the opportunity to not only take my education to the next level, but develop ways to help other people. //

**Sarah Bammel**

University Studies Major with mentor  
Dr. Erika Johnson (right), School of Communication



## UNDERGRADUATE RESEARCH FUNDING

ECU provides numerous funding opportunities for undergraduate researchers. Our Office of Undergraduate Research provides support for faculty-mentored projects through its Undergraduate Research and Creative Activity Awards, offering up to \$2,000 for selected projects in the biomedical sciences, STEM, social sciences, and arts and humanities fields. Additionally, the office provides Conference Awards that aid student presentations at conferences across the country. These funds offset the debt our undergraduates incur while providing vital opportunities to conduct novel research.



## ENGAGED RESEARCH & INTERNSHIPS

Undergraduates have the opportunity to put their creativity to use in real-world settings with ECU's engaged research and internship opportunities. The university partners with community and industry leaders in arts, culture, history, biomedical sciences, biology, business and engineering, among others, offering projects that solve needs for clients and environments. Additionally, our undergraduate researchers have developed ecological sanctuaries, programs for at-risk teens, have interned at leading pharmaceutical companies, wildlife refuges, Fortune 500 companies, and media giants. Our undergraduate research resources put students in a position to excel in major industries with authentic experiences with the companies they'll one day work for and help lead ECU in regional transformation.



## RESEARCH EVENTS

Along with providing funding and opportunities to conduct research, ECU highlights its undergraduate researchers at events on campus and across the state. The university hosts Research and Creative Achievement Week, an annual week-long celebration that offers student researchers an opportunity to practice their presentation skills and meet scholars with similar interests. ECU also hosts the Capture 180 Research Challenge, asking undergraduates to share their research in three-minute presentations. Finally, ECU supports its undergraduates with an annual trip to the State of North Carolina Undergraduate Research and Creativity Symposium. The event brings researchers from across the state together to share their work through posters, presentations, performances and works of art.

Find more info at [rede.ecu.edu/undergraduate](https://rede.ecu.edu/undergraduate)







## Carnegie Foundation on Community Engagement

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**“Community engagement (CE) describes collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”**

**“The purpose of community engagement is the partnership of college and university resources with those of public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching, and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.”**

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OFFICE OF  
ENGAGED RESEARCH





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**Community engaged scholarship (CES)** creates collaboration with communities on issues that are jointly defined, in which both communities and educational institutions are stakeholders.

CES combines the search for new knowledge created across disciplines and how this knowledge can be applied through new programs and practices.

Community partners can serve as co-authors, co-principal investigators, and co-presenters among many other partnership roles.

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## Consider:

- How can your research and creative activities include community engaged scholarship?
- How can we ensure our work is mutually beneficial for the community partner and the university?
- How do you engage your community partners and include their experience?



Check out ECU Community Engagement in the News!





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Engagement through **public service** at ECU is the use of university resources to address societal challenges and contribute to the common good.<sup>1</sup>

Engagement through **outreach** is the voluntary provision of programs, services, or expertise for those outside the traditional university community.

Public service and outreach provide opportunities for the campus community to learn, serve and lead with our community as active citizens and advocates for positive social change.

---

## Consider:

- What are outlets for disseminating outreach and engagement activities in your discipline?
- What are examples of public service or outreach in your unit?
- What are best practices for using public service as a form of community engagement?



Check out ECU's Center for Leadership and Civic Engagement!<sup>1</sup>





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**Community Engaged Learning (CEL)** combines academic coursework with the application of institutional resources to address challenges facing communities.

Strategies include direct service, advocacy, research, philanthropy, and more.

Strategies emphasize: (1) addressing societal needs identified by the community (2) intentional integration of learning objectives co-created with community partners (3) clearly articulated mutual benefits and (4) opportunities for critical reflection.

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## Consider:

- How do community partners contribute to and evaluate CEL experiences?
- How are CEL experiences recognized in your discipline?
- How could CEL experiences become integrated with scholarship or external funding opportunities?



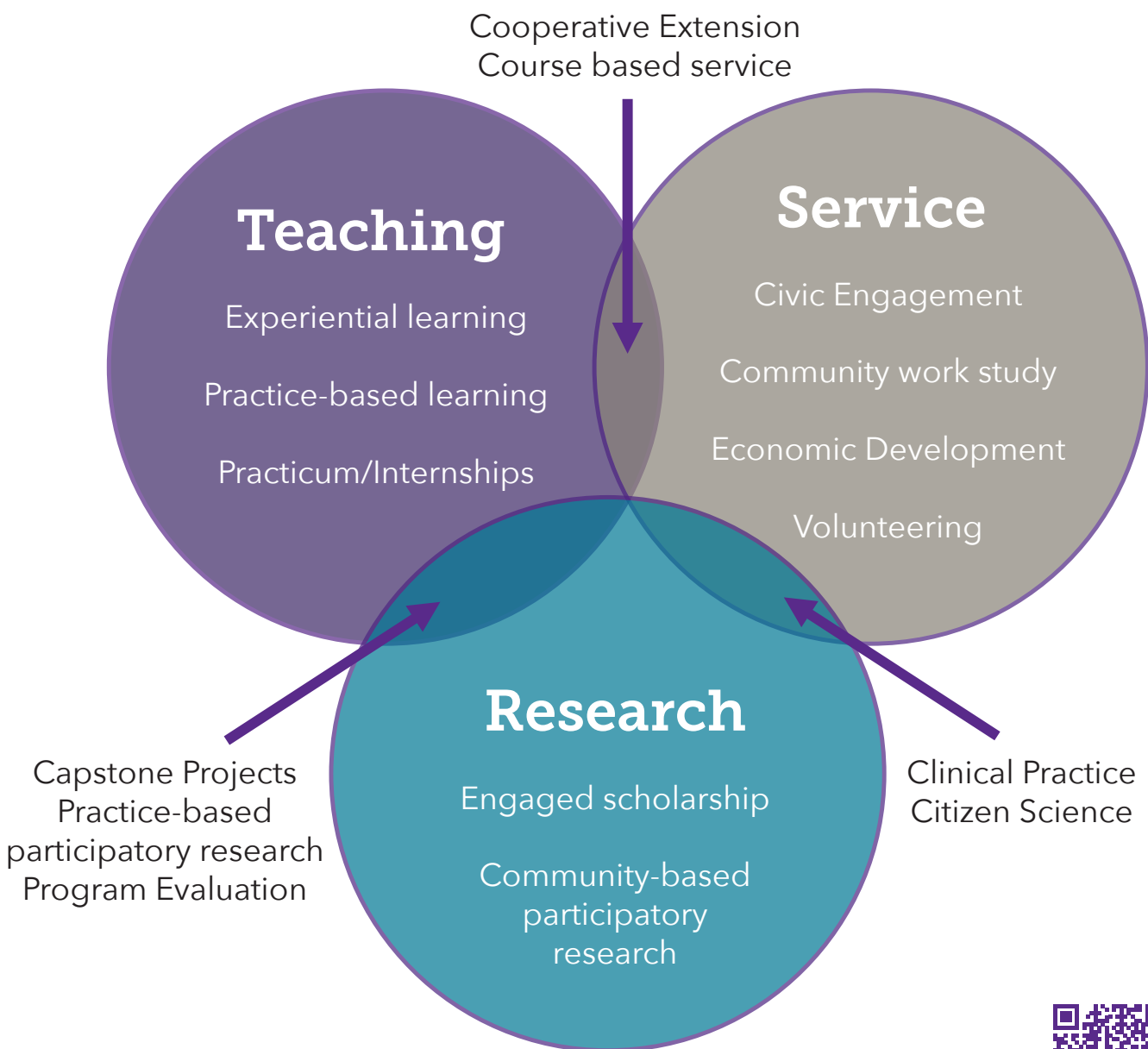
Check out ECU's Community Engaged Learning!





Since 2008, ECU has held the prestigious Carnegie Community Engagement Classification from the American Council on Education (ACE) and the Carnegie Foundation for the Advancement of Teaching. This acknowledgement highlights the work the university and its partners do together in communities across the globe.

## Pathways to Engage at ECU:



Learn more about ECU's Carnegie Classification!

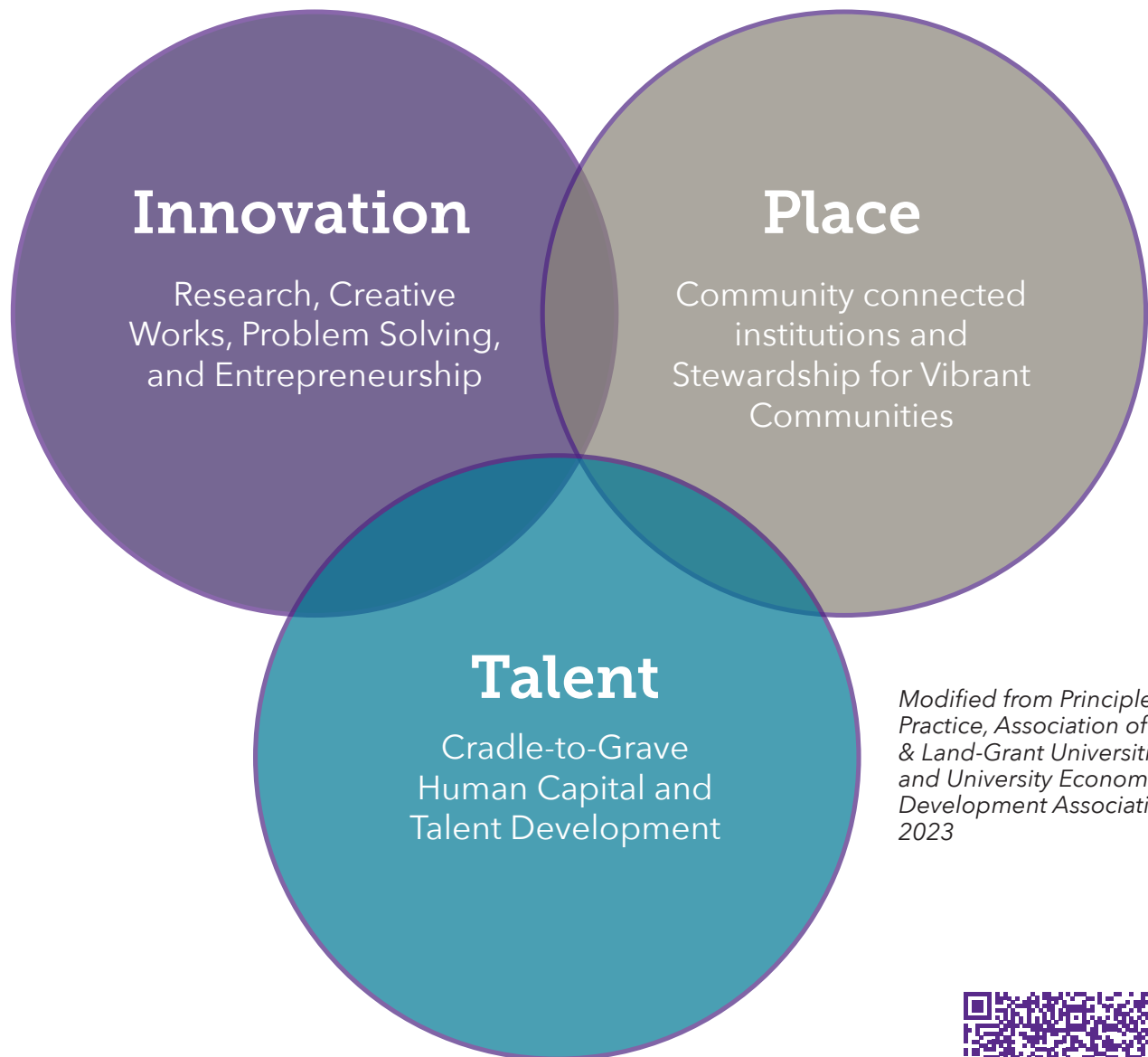




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ECU has held the Innovation and Economic Prosperity (IEP) Designation since 2015. This designation recognizes higher education institutions to better know, measure, tell, and enhance their economic and community development impact while recognizing a substantive, sustainable, and institution-wide commitment for regional economic engagement, growth, and economic opportunity.

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*Modified from Principles of Practice, Association of Public & Land-Grant Universities and University Economic Development Association, 2023*



**Check out the Innovation and Economic Prosperity Program!**

# ON THE TOUR: KINSTON

Kinston is the county seat of Lenoir County and was settled as a planters' trading post in 1740. Incorporated as Kingston in 1762, it was originally named for King George III of England. The first governor of North Carolina lived there during a time in which the town was briefly called Caswell before changing the name back to Kingston and eventually dropping the 'g' to make it Kinston.

Kinston is known as an important tobacco market and shipping point for farm products. Lenoir Community College, the only community college in the county opened in 1958. In 1865, the Confederate ironclad gunboat, Neuse,



was sunk by its crew to keep it from being captured by Union forces and now lies on the riverbank as a historic site. Kinston is also home to the Down East Wood Ducks, a minor league baseball team, the African American Walking Trail, Kinston Drag Strip, Mother Earth Brewery and other interesting places. ESPN named Kinston a "basketball heaven" in 2108, because 1 in 52.7 high school players make it to the NBA.

**For the 2024 bus tour,** our time in Kinston will be spent at the Global Transpark visiting Draken International, flyExclusive, and the Lenoir Community College Aerospace and Advanced Manufacturing Center. Since 2018, the Purple and Gold Bus tour has visited Kinston twice with stops at Mother Earth Brewery, Community Council for the Arts, and Global Transpark. Past cohorts have enjoyed learning how to enrich and support growing partnerships and learning more about how to strengthen the regional workforce and we hope you enjoy it as well.

Sources: [britannica.com/place/Kinston](https://www.britannica.com/place/Kinston)

## Community Partner Thoughts On...



**RUSTY HUNT**  
President  
Lenoir Community College

“

### Engaging with ECU:

*Lenoir Community College is excited about our many partnerships and collaborations with East Carolina University because it gives our students amazing opportunities close to home, where we can cultivate a stronger workforce in the region.*

### Possibilities for Partnership:

*Our students need wraparound services such as mental health counseling, education/career counseling and resources such as transportation, childcare, food insecurities, and financial counseling – resources so they can concentrate on pursuing a degree to make a better life for themselves and for their families.*

”

# ON THE TOUR: JACKSONVILLE

Jacksonville is a city located in Onslow County and serves as the county seat. The area was originally inhabited by Native American tribes, including the Onslow and Tuscarora and in the late 1700s, European settlers began to establish communities in the region. During the American Revolution, the town played a significant role as a strategic military location. It served as a supply depot and was occupied by both British and American forces at different times. After the war, the town continued to grow, attracting settlers and businesses.

In the 20th century, Jacksonville's growth was influenced by the presence of the United States Marine Corps. The establishment of Camp Lejeune, a major Marine Corps base, in the 1940s brought economic development and population expansion to the area. Today, Jacksonville is known for its close association with the military and as a hub for Marine Corps activities.



In addition to Camp Lejeune, Jacksonville is home to the Onslow County Vietnam Veterans Memorial, the Marine Corps Air Station New River, and within the base is Camp Montford Point that served as the first training site for African American Marines during World War II. The nearby Croatan National Forest, one of the only true coastal forests in the eastern United States, offers a diverse ecosystem with swamps, saltwater estuaries, and pocosins. It provides opportunities for outdoor recreation and nature exploration. Additional things to do include Walton's Distillery, Lynwood Park Zoo, and Zing Zumm Children's Museum.

**For the 2024 bus tour,** our time in Jacksonville will be spent visiting Camp Lejeune Naval Hospital and Sturgeon City Environmental Education Center. This will be the first time our bus tour has visited Onslow County. Discussions will take place around medical training in military medicine and the unique challenges faced by military personnel at the Naval Hospital. Sturgeon City is an environmental education and community engagement center providing STEM education and river restoration. We hope that these stops provide key insights about educational opportunities, economic growth, access to medical care and pathways to new partnerships.

Sources: [jacksonvillenc.gov](http://jacksonvillenc.gov), [visitjacksonvillenc.com/152/Culture-History](http://visitjacksonvillenc.com/152/Culture-History)

## Community Partner Thoughts On...



**RAQUEL PAINTER**  
President,  
Chief Professional Officer  
United Way of Onslow County

“

### Engaging with ECU:

*Collaboration is the what the world needs to move forward. We need to do more global work, but with ECU capabilities and closeness it can really be beneficial to collaborate with local and community non-profits. With all of us banding together, we can do so much more, we can move communities forward.*

### Possibilities for Partnership:

*We have a shortage of affordable housing. Many incomes are restricted and for many families we are hitting a crisis. We also lack transportation; from Richlands to Jacksonville there is no connecting transportation. We need transportation solutions.*

”



# ON THE TOUR: BEAUFORT

Beaufort, located in North Carolina's Inner Banks region, is a charming coastal town with a rich history. Established in 1709, Beaufort is the third-oldest town in North Carolina and serves as the seat of Carteret County. Originally named "Fishtowne" due to its establishment as a fishing village, Beaufort's location along the coast made it a vital port for trade and attracting settlers.

During the 18th century, Beaufort became a haven for pirates, including the infamous Edward Teach, better known as Blackbeard. Blackbeard and his crew terrorized the ships along the coast and in 1718, Blackbeard's flagship, Queen Anne's Revenge, ran aground near the Beaufort Inlet. Blackbeard eventually met his demise in a battle with British naval forces off the North Carolina coast.



A short ferry ride away from Beaufort is Shackleford Banks, the home to wild horses that are descendants of Spanish mustangs brought to the area centuries ago. Beaufort is also home to the Duke University Marine Laboratory, the National Oceanic and Atmospheric Administration (NOAA) Center for Coastal Fisheries and Habitat Research and The North Carolina Maritime Museum. Additional sites include: Beaufort's historic district, Rachel Carson Reserve, Cedar

Island National Wildlife Refuge, Mill Whistle Brewing, and Fishtowne Brew House.

**For the 2024 bus tour**, our time in Beaufort will be spent visiting the North Carolina Maritime Museum. Discussions will take place around the heritage of the region, including Blackbeard, boatbuilding, coastal life, the seafood industry, and local wildlife. We expect this will be an exciting stop, with delicious local cuisine for dinner and hope it provides key insights in addition to possible new partnerships and research opportunities.

Sources: [beaufortnc.org/community/page/town-history](http://beaufortnc.org/community/page/town-history), [nps.gov/people/blackbeard.htm](http://nps.gov/people/blackbeard.htm), [ncmaritimemuseumbeaufort.com/about/](http://ncmaritimemuseumbeaufort.com/about/)

## Community Partner Thoughts On...



*"CCPS is dedicated to engaging, educating, and empowering all learners from Cedar Island to Cedar Point. As a top-performing school system in the state, we invite you to collaborate with us to produce limitless learners, empowered educators, engaging environments and connected communities."*

**RICHARD PAYLOR**  
Superintendent  
Carteret County Public Schools

“

### Engaging with ECU:

*As both a native of Carteret County and a grad school alumni and Principal Fellow of East Carolina University, I am always excited about the collaborative possibilities we have to make a difference in the East, as well as throughout our state. Partners with our school system can help us to continue providing thriving programs, such as paid internships for high school seniors, career development and discovery activities for our elementary and middle school students, STEM resources for our students in remote areas, teacher leadership opportunities, and many more.*

### Possibilities for Partnership:

*While our county is situated along some of the most beautiful beaches along the East Coast, our community has diverse needs such as ongoing hurricane relief and rebuilding for our residents, drug education resources to combat the opioid crisis, continued mental health resources for our children and families, research-based academic support for all students, and continued career discovery and development programs.*

”

# ON THE TOUR: NEW BERN

New Bern, the county seat of Craven County, is North Carolina's second oldest city. Founded in 1710 by Swiss and German immigrants, it was originally named Bern after the capital of Switzerland. Situated at the meeting place of the Neuse and Trent rivers, New Bern is well known for its charming waterfront, downtown, and historic sites dating back to colonial times.

During the Revolutionary War, New Bern emerged as a strategic hub. The city was host to the Provincial Congresses of North Carolina which consisted of five extralegal representative assemblies designed to lead the transition from royal to state government.



New Bern saw the Provincial Congresses create a new government structure, write the bill of rights and the constitution that established the state. New Bern served as the capital of the newly formed state of North Carolina from 1776-1792. Tryon Palace, built by the royal governor, William Tryon, was the first capitol building and was restored as a state historic site. Current day, the Palace is a great tourist attraction and hosts visitors year-round.

New Bern is rich in history; one of the first public schools for African Americans was established there in 1862, and in 1898 it became the birthplace of Pepsi-Cola, originally named Brad's drink after the Caleb Bradham the pharmacist who invented it. More about Pepsi Cola can be found out about in the Pepsi Museum that is open in the old pharmacy located in downtown New Bern.

The port at Morehead City linking New Bern with the Intracoastal Waterway is just a short 35-mile drive south/southeast from New Bern. This connection has proven important in providing opportunities with summer resorts, the US Marine Corps Air Station at Cherry Point, farmlands, and manufacturing. The Croatan National Forest is located just to the south, providing recreational activities and wildlife for those interested in the great outdoors.

Previous Purple and Gold Bus Tours have visited New Bern to hear about the resiliency of the region after Hurricane Florence, and toured the Volt Center, a workforce development training center established by Craven Community College.

**For the 2024 bus tour**, our time in New Bern will be spent visiting BSH Home Appliances to learn about the workforce needs with a goal of increasing research and experiential learning opportunities and strengthening partnerships.

Sources: [ncpedia.org/provincial-congresses](http://ncpedia.org/provincial-congresses), [britannica.com/place/New-Bern](http://britannica.com/place/New-Bern)

## Community Partner Thoughts On...



**JEFF WOOD**  
Economic Development Director  
Craven County Government

“

### Engaging with ECU:

*When it comes to work force development and talent recruitment, having ECU as a community partner is essential for our existing industries.*

### Possibilities for Partnership:

*Industry manufacturing is leaning more and more into needs for engineering, and we will need that pipeline in our community for the future.*

”

# ON THE TOUR: ORIENTAL

Located along the shores of the Neuse River in Pamlico County, Oriental is a charming waterfront town often referred to as the “Sailing Capital of North Carolina”.

Prior to the European settlers, in the late 17th century, the area known as Oriental was inhabited by the Pamlico and Neusiok indigenous tribes. Much like the Native American communities, the European settlers relied on the Neuse River for its abundant resources and access to transportation. The town’s strategic location made it an ideal site for trade and commerce.

By the mid-19th century, Oriental had emerged as a bustling port town, and the economy revolved around shipping, fishing, and boat building. Oriental became recognized for the sturdy vessels the local craftsmen built, and the excellent fishing in the Pamlico Sound. Shrimp, oysters, crab, and various other fish species became staple commodities.



Oriental has a strong affection for sailing and is home to the Oriental Dinghy Club that was founded in 1965, making it the oldest sailing club in North Carolina. Hobie Alter, invented the Hobie Cat catamaran sailboat in Oriental in the early 1960s, only strengthening the town’s connection to sailing and boating. Throughout the year, Oriental is home to a variety of regattas and sailing events.

Interesting things to do in Oriental include visiting New Village Brewery, Oriental’s History Museum, Oriental’s School of Sailing, Bow to Stern Boating Center, and Off the Chart Custom Charter.

**On the 2024 bus tour**, we will be stopping in Oriental to visit Tidewater Grain Co. TGC has a unique story that began with planting Carolina Gold Rice in 2018; and is now considered a major producer of rice. They own the entire process from planting and harvesting, milling and packaging, direct wholesale and retail, to shipping. TGC will discuss the importance of partnerships in agricultural and advanced manufacturing environments. We hope that this stop will open doors to potential initiatives and research efforts. This will be the first time the Bus Tour has visited Pamlico County.

Sources: [townoforiental.com](http://townoforiental.com), [pamlico.com/oriental.html](http://pamlico.com/oriental.html), [ourstate.com/downtown-oriental-north-carolina/](http://ourstate.com/downtown-oriental-north-carolina/)

## Community Partner Thoughts On...



**BETH BUCKSOT**  
Director of Planning &  
Economic Development  
Pamlico County Government

“

### Engaging with ECU:

*Successful past partnerships with the Miller School of Entrepreneurship and RISE 29 have resulted in valuable assistance to local businesses and real experience for future leaders who graduate from ECU. Expanding opportunities to collaborate in making a real difference in ENC is exciting.*

### Possibilities for Partnership:

*Health care, economic development, resilient community PUD pilot project, new technology construction options for affordable housing/community buildings/industrial park, technology-based manufacturing, agriculture/mariculture/aquaculture projects, makerspace, small business assistance... There are lots of opportunities to partner and to develop pilot programs to replicate.*

”

# ON THE TOUR: WASHINGTON

Washington, often referred to as “Little Washington” to distinguish it from the nation’s capital, is a historic city serving as the county seat of Beaufort County. Located along the Pamlico River, Washington has an important place in the history of the state and the nation. The area was originally inhabited by various indigenous people, including the Pamlico and the Tuscarora tribes. The town of Washington was established in 1776 by Colonel James Bonner and named after General George Washington, leader of the Continental Army during the American Revolutionary War at the time and the first President of the United States.

Due to the location along the Pamlico River and access to the Atlantic Ocean, Washington grew as a port town that facilitated trade and commerce. Washington has also played a significant role in North Carolina’s maritime history, with shipbuilding and trading being a central component to its economy. In fact, The Revenue Cutter Diligence, one of the first ships commissioned for the Revenue Cutter Service (predecessor to the Coast Guard), was built in Washington in 1791.



Washington is home to a picturesque waterfront overlooking the Pamlico River and features parks, marinas, and docks. The waterfront and downtown area boast many buildings of historic architecture dating back to the 18th and 19th centuries, many of which are listed on the National Register of Historic Places. The Turnage Theater, located downtown, is a historic building that has been renovated to serve as a cultural hub for arts and theatre in the community and is working to renovate the historic vaudeville theater housed upstairs.

Other interesting things to do in Washington include the Washington Waterfront Underground Railroad Museum, Diversion Escape Rooms, the Hackney Distillery, the Mulberry House, the Estuarium, Arts of Pamlico now Beaufort County Arts Council, Moss Landing Marina, and Riverwalk Gallery.

The Purple and Gold Bus Tour has previously visited LifeQuest, a psychosocial rehabilitation facility in Washington. **For the 2024 Purple and Gold Bus Tour**, our time in Washington will be spent visiting the North Carolina Estuarium and hearing from an elite panel regarding ecotourism in the county. The waterfront and other natural assets are a major driver of economic development, and panelists will highlight current partnerships with the university and the work accomplished. We are positive this will be an informative stop, and a delicious lunch!

Sources: [washington-nc.com/history](http://washington-nc.com/history)

## Community Partner Thoughts On...



**JANELL OCTIGAN, MPH**  
Health Director  
Beaufort County Public Health

“

### Engaging with ECU:

*What excites me about collaborating with ECU is the combination of resources that are able to be brought to the community through partnership.*

### Possibilities for Partnership:

*In Beaufort County some identified needs in our county are the limited number of dental providers, optometrists, and primary care physicians. We are a very rural county and in addition to the previous stated, some parts of our county have to drive 45 minutes to seek care of any kind.*

”

# ON THE TOUR: SWAN QUARTER

Established in 1812 and serving as the county seat of Hyde County, Swan Quarter is a hidden gem nestled along the shores of North Carolina. With access to the Pamlico Sound and its proximity to the Atlantic Ocean, Swan Quarter has long been a center for fishing and shipping. Local fishermen harvest a variety of seafood, including fish, crabs, oysters, and clams. The development of steamboat and ferry services in the 19th century solidified the importance of Swan Quarter as a transportation hub. The town served as a crucial link between mainland North Carolina and the Outer Banks, and still does today with ferries departing from Swan Quarter to provide transportation to Ocracoke Island daily.

A crown jewel in Hyde County is Lake Mattamuskeet, a premiere National Wildlife Refuge and the largest natural freshwater lake in North Carolina, where hundreds of thousands of waterfowl congregate each year. This area is part of the Atlantic Flyway for wintering waterfowl in fall, and winter visitors can experience concentrations of tundra swans, ducks, and snow geese.



The Mattamuskeet Lodge was built in 1915 as the world's largest pumping station. Over time it served many purposes, including its role as a hunting lodge, event venue, and classroom. Since 2000, the lodge has been vacant due to structural problems. Currently, restoration efforts are underway, and the Lodge is soon expected to be the centerpiece of a county-led economic development strategy to bring recreation and tourism, conservation, and other local economic opportunities to Hyde County.

Previous Purple and Gold Bus Tours have reveled in the beauty of Lake Mattamuskeet with a stop on our maiden tour in 2018 and again in 2019. **The 2024 Purple and Gold Bus Tour will be making its final stop** at the Mattamuskeet Lodge in Swan Quarter to discuss the restoration efforts and plans for the future. Project, town, and county stakeholders will discuss with bus tour participants the possible uses for the space and areas for collaboration. This stop is a testament to former and current partnerships with the university, and we have no doubt the work at the Lodge will continue to present opportunities for all of you.

Sources: [hydecountync.gov/county\\_attractions/index.php](http://hydecountync.gov/county_attractions/index.php), [visithyde.org/visitor-info](http://visithyde.org/visitor-info), [crystalcoastnc.org/listing/swan-quarter-ferry-terminal/24996/](http://crystalcoastnc.org/listing/swan-quarter-ferry-terminal/24996/)

## Community Partner Thoughts On...



**KRIS NOBLE**  
County Manager  
Hyde County Government

“

### Engaging with ECU:

*As an East Carolina alumni, nothing thrills me more than to see the Purple and Gold Bus come into my community not just because my heart is purple and gold but because I know the invaluable resources and potential partnerships that this tour brings. Through collective collaboration with the diverse faculty at East Carolina, Hyde County has been able to bring in resources to make our communities better places to live, work and play.*

### Possibilities for Partnership:

*Hyde County's population is declining at a rate higher than most NC counties, which points to an urgent need for creative economic development opportunities. New economic development opportunities, ideas, and support for existing opportunities like the restoration and reopening of the historic Mattamuskeet Lodge would be of great benefit. Additionally support in creating more early childhood education opportunities, supporting our school age children and their teachers, and job creation could address the fact that Hyde County has the lowest percentage in the state of adults ages 25 to 44 with a postsecondary degree or credential.*

”



# Sound Bytes

NC Estuarium  
223 E Water St.  
Washington, NC  
Tue-Sat 10:30-4:00  
252.948.0000

## SEA LEVEL RISE WORKSHOP

On Thursday, Feb. 22, the North Carolina Estuarium will host a workshop on the potential impacts of sea level rise and how various mitigation strategies may influence it. The workshop will feature the En-ROADS climate change simulator, a modeling tool that can explore the effectiveness of different approaches to climate change in real time.

The workshop will be led by Bill Blancato of the Citizens' Climate Lobby, an organization that works to support legislation addressing climate change. The workshop will start at 6:30 p.m. The event is free but please call (252) 948-0000 to make reservations as seating is limited.



## VOLUNTEER!



We are looking for help in setting up our garden! If you have an interest in native, pollinator, and/or herb gardening, we would love your help!

All skill levels are welcome!

The NC Estuarium would love to have you join our beloved team of volunteers!

Email Katie McCullough, our curator, at [curator@partnershipforthesounds.net](mailto:curator@partnershipforthesounds.net), or call at (252) 948-0000, or stop by the facility for more information or to sign up!



## RIVER ROVING!!

River Roving season this year runs from April 3rd- November 2nd!

If you did not know, The North Carolina Estuarium is proud to offer a FREE educational pontoon boat ride on the Pamlico River! This boat ride will teach you about what an estuary is, the marine life that lives there and its importance, as well as a little history about our local Washington, NC. Trips last an hour & a half and are offered twice a day at 10 AM & 12 PM, Wednesday-Friday. On Saturday, just one trip is offered at 10 AM.

## Keep up with us on social media!

Follow us on Facebook and Instagram (@nc\_estuarium)

to keep up with the daily and weekly happenings here at the North Carolina Estuarium! We frequently highlight and share what our resident animals, such as our crabs, frogs, turtles, fishes, and alligators, are up to each week. As well as fun photos of our guests and school groups who enjoy our facility! You might even get highlighted yourself! Follow along for all of the fun!

But wait! There's more! Our River Roving program is extremely popular, and reservations must be made in advance, sometimes up to two weeks (or more!) in the peak summer time.

The reservation period for the whole season opens MARCH 15TH!

So, make your reservations early! Call us at (252) 948-0000.



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## LIVING IN NORTH CAROLINA NORTH CAROLINA'S RICE REVIVAL

Eastern North Carolina Was Once Home To Thousands Of Acres Of Carolina Gold Rice. And Then, About A Century Ago, Those Rice Fields Disappeared. In Pamlico County, This Heirloom Crop Is Back — And Coming To Menus Across The State.



BY KATHLEEN PURVIS  
OUR STATE MAGAZINE

JUNE 27, 2022

<https://www.ourstate.com/north-carolinas-rice-revival/>

Outside the tiny town of Oriental, just a few miles inland from Pamlico Sound, is a view that hasn't been seen in North Carolina in a hundred years. It's rice. Get there at just the right time, during Tidewater Grain Company's harvest season in August and September, and the green stalks will be shoulder-high, each one topped with drooping amber fringes of rice that look like clusters of golden beads.

The rice that's returned to these chessboard-flat fields, where the elevation is barely 10 feet above sea level, isn't just your basic long-grain table rice. It's Carolina Gold, the rice with a story that captivates historians and a taste that draws chefs who want that story on their menus. It even plays a role in the larger narrative of the cultural food traditions that enslaved Africans brought to Southern tables. East Coast cities such as Miami are already struggling with flooding even on sunny days, and hurricanes and storm surge along the Gulf Coast are expected to get more intense.

Until recently, Carolina Gold has been a South Carolina story. It's the variety that put antebellum Charleston on the map as having the best rice in America, maybe the best in the world. Does it matter that this crop is now being harvested here in North Carolina? "Having something in our cultural area that's grown in our area — that kind of deepens the story," says Chef Keith Rhodes, the owner of Catch restaurant in Wilmington. Rhodes grew up in nearby Porters Neck, and he's been quick to put North Carolina-grown Carolina Gold on his menu. "It hits home more that this is grown just a few miles away from my community."

"There's a fascination with the story of Carolina Gold," says David S. Shields, an English professor at the University of South Carolina and an expert on heirloom Southern plants. "The idea of a staple that at one time demanded the highest price in the world rice market — you can't say that about too many other heirloom American crops. And the quality of Carolina Gold — if you have a well-cooked plate of rice with butter on it, it's an extraordinary thing."

Carolina Gold was grown all around Charleston before the Civil War, but rice plantations also moved into North Carolina, where the crop was grown in a few locations as far north as the Cape Fear River. But after the Civil War, it began to disappear in both states, for several reasons. The biggest one: money. Carolina Gold was more expensive to produce than rice grown in Arkansas, Texas, and Louisiana. And when dikes were breached by storms, there were no more enslaved people to provide free labor to repair them.



“The history of rice is tied to African heritage that remains vibrant in the American South,” says culinary historian Michael W. Twitty, who recently tackled the subject in *Rice*, the final entry in the *Savor the South* cookbook series from the University of North Carolina Press. He likes to call Carolina Gold “the queen among queens” of commodities, second only to “King Cotton” for its importance in antebellum Southern agriculture.

Enslaved people who were brought to the coastal South, including North and South Carolina, were mostly from Africa’s west coast, particularly in Liberia and what is now Senegal and Sierra Leone. Rice had been grown there for thousands of years, and West Africans brought that knowledge with them. “There’s a definitive link between rice knowledge and the people who cultivate rice,” Twitty says.

After the Civil War, rice farming hung on for a few decades, until a series of hurricanes in the late 19th and early 20th centuries wiped out the levees that had protected the fields. But the industry was already waning: Carolina Gold was being undersold in the global market and was a crop geared for hand harvest; the machinery that came along in the early 1900s was too heavy for muddy fields. Both Carolina Gold and the Carolinas’ rice industry were abandoned, disappearing for almost a century.

Then, in the 1990s, the movement toward embracing locally grown foods brought a renewed interest in restoring older crops that had been pushed aside for foods that had less flavor but were easier to grow, harvest, and ship long distances. At restaurants across the country, chefs started using their menus to tell stories and highlight flavors that our ancestors had known, a lot of them coming from seeds handed down like family china.

There was also increasing demand among chefs for basmati-type rices, which are more aromatic than the more common japonica rice strains. The original Carolina Gold, a long-grain rice, was rediscovered in the 1980s, leading to the establishment of the Carolina Gold Foundation, which works with farmers who want to grow this variety. Led by people like Glenn Roberts of Anson Mills in South Carolina, Carolina Gold took off with top chefs.

Rhodes had been cooking with Anson Mills’ Carolina Gold rice before Tidewater Grain’s version came on the scene. “The rice we’re getting now, from North Carolina, it tends to be a little bit fresher,” he says. “Just a little more versatile, a softer kind of rice.” Like several other chefs who are using it, Rhodes agrees that it’s great for wetter preparations, like stews, versus dryer dishes like pilafs. “It has a great flavor,” he says. “And it will hold its texture well. When we’re making bogs, we can sprinkle it right in, and it won’t overcook.”

Bringing Carolina Gold to North Carolina wasn’t as simple as sticking seeds in the ground, though. In large-scale farming, risk can get expensive. So far, only one company has been willing to try it — Tidewater Grain



Company. It's the brainchild of two lifelong friends, Al Spruill and Tommy Wheeler. Spruill is a fifth-generation farmer who understands how to cultivate field crops, while Wheeler spent most of his career as a NASCAR general manager. As young men, Wheeler went to Davidson College to study physics, and Spruill studied agriculture at North Carolina State University.

Both men were members of the Killing Cans Hunt Club in the Pamlico County community of Whortonsville. "Cans" is a reference to canvasback ducks, a species that needs to be around water to dive down and find food. A duck impoundment — a place where waterfowl like to hang out — is really just a flooded grain field. Like ducks, rice is also a water-loving species. While rice strains in the South aren't grown entirely underwater, like Asian varieties, they still need fields that can be flooded for weed control after the rice sprouts. And when you flood rice fields, you attract ducks.

The Killing Cans club started in 2009 with eight people who liked to spend time together hunting. A few years ago, the members started to worry: They knew that for their club to survive into the next generation, it would need more land. And land, as anyone who farms knows, is too expensive to leave empty until hunting season. "We were trying to find a different way forward," Wheeler says. "How do we subsidize this? How do we get creative?"

Traveling around the country on hunting expeditions, Spruill and Wheeler had noticed that the states most popular with duck hunters — Louisiana, Texas, Arkansas — also grow a lot of rice. They started studying wetlands management and discovered that rice was once grown in eastern North Carolina. That gave them an idea: Instead of just growing rice, what if they grew a special rice, a rice for which chefs and serious cooks would pay a premium? In the culinary world, that's Carolina Gold.

They approached Glenn Roberts, the man who'd gotten Carolina Gold on menus from New York City to Los Angeles and works with the Carolina Gold Foundation, which controls the supply of seeds. "His first question was, 'Why?'" Wheeler recalls. Like a lot of heirloom grains, Carolina Gold can be difficult to grow and harvest, with lower yields. But Spruill and Wheeler stuck to their guns, and by 2018, they'd pieced together small plots around their club's lodge until they had 120 acres that they could flood in one go. They built almost two miles of levees and used trenches to divide the fields into cells so that they could plant the rice, flood it at the right time, then drain the water.

For a little more than 100 acres of rice, that's a tremendous endeavor. Spruill and Wheeler invested \$1 million in 2021 alone, digging a 360-foot-deep well to provide enough fresh water and constructing a rice mill. When the crop is harvested, growers must mill it to remove the husks, leaving "brown" rice, which is then polished to get white rice. Broken rice grains are sold as "middlins," or rice grits, which are softer and porridge-like when cooked. And the dust is gathered and sold as rice flour.

Tidewater also had to battle some unexpected problems, like a local critter that they dubbed "The Whortonsville Terrorist." One night, a sensor at Wheeler's home went off, signaling that water was draining from the fields. He

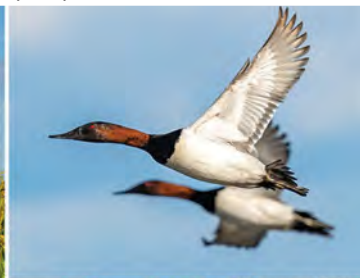


rushed over and discovered the culprits: Crawfish were burrowing into the fertile soil that had piled up when Tidewater dug trenches, and the critters were making holes that let the water run out.

Spruill and Wheeler reached out to sources in Louisiana to learn how to get rid of the vermin. The answer: Why would you do that? Crawfish in flooded rice fields can be a source of income. Spruill solved the problem by adding more heavy clay soil to the trenches, but in the future, he says, they may add crawfish farming to their enterprise.

Tidewater's rice fields have yielded other benefits: NC State is now doing its own research in an experimental patch that it has on the company's land. In another area, there's a field of barley that the company is growing for Epiphany Craft Malt in Durham, which works with brewers across the state. Tidewater is also sending rice husks and rice bran to Ran-Lew Dairy in Snow Camp, which uses the husks as bedding for cows and the bran as feed.

The company's rice efforts are taking off, too, as cloth bags of Tidewater Grain rices and rice grits increasingly turn up in stores, farmers markets, and gift shops all over the state. Chad Blackwelder, a food marketing specialist with the North Carolina Department of Agriculture and Consumer Services, has connected the Tidewater team with interested chefs. "The chefs in North Carolina are going crazy over this product," he says.

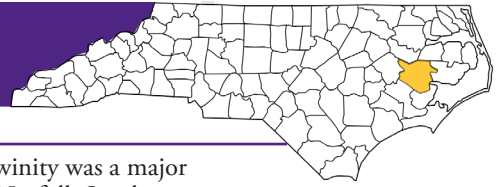


During planting season in April and May, Tidewater's 100 acres look like any other farm fields — wide swaths of small plants with deep gullies running between them. Looking at them, you wouldn't know that there was anything historical or special about these little sprigs of green grass.

Look a little closer, though, and you'll see North Carolina turning something very old into something new. Using older strains of plants that haven't lost their flavor through planting and replanting gets us back to flavors that our ancestors might have known, Wheeler says.

For Chef Rhodes, this rice is not only a connection to place; it's also a connection to tradition and to his people's story. When Rhodes cooks with rice from South Carolina or Georgia, there's a disconnect. He's not from those areas. But when he cooks with Carolina Gold rice that's grown here, he's using something that his own African ancestors brought. "That's a powerful story," he says. "It's such a lens. It means a whole lot more coming from here. It reminds folks of our story."

# BEAUFORT COUNTY



## ABOUT

Established in 1705 out of Bath County, Beaufort County received its formal name in 1712 from the Duke of Beaufort, Henry Somerset. Washington, named after President George Washington, serves as the county seat. The county also includes North Carolina's oldest town, Bath, which was established in 1705.

Other communities located in Beaufort County include Aurora, Belhaven, Chocowinity, Pantego, River Road, and Washington Park.

Natural water features, including the Tar and Pamlico rivers and the Pamlico Sound, played key roles in developing Beaufort County's early economy. The county served as an early port during the 18th

century and Chocowinity was a major railroad hub of the Norfolk Southern Railway in the early 1900s.

Beaufort County was also the home of ECU's fifth president, John Decatur Messick. Other notable residents include American Revolutionary War Colonel James Bonner, former NBA player Richard Coffey, and Willie Williams, who served as the Vice President and CIO of the Navy-Marine Corps Relief Society.

Beaufort County's historical and cultural attractions include the Bath Historic District, the Beaufort County Courthouse, and the Bonner House.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**44,711**  
NC RANKING:  
**57th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>23%</b>	<b>21%</b>	<b>13%</b>
WHITE	<b>71%</b>	<b>65%</b>	<b>66%</b>
HISPANIC	<b>8%</b>	<b>10%</b>	<b>19%</b>
MEDIAN AGE	<b>47</b>	<b>39</b>	<b>39</b>
RENT ≥ 30% INCOME	<b>40%</b>	<b>38%</b>	<b>41%</b>
FAMILIES HEADED BY A FEMALE	<b>31%</b>	<b>29%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>47,128</b>	<b>11.1M</b>	<b>337.2M</b>

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL GRADUATION RATE: **85%**  
NC: 89% | US: 89%



THIRD GRADERS READING AT GRADE LEVEL: **44%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$13,048</b>	<b>\$10,791</b>	<b>\$16,080</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**Beaufort County Community College**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **5**  
NC: 8 | US: 28

DENTISTS PER 10,000	<b>4</b>	<b>5</b>	<b>6</b>
FOOD INSECURE	<b>16%</b>	<b>14%</b>	<b>--</b>
CANCER INCIDENCE PER 10,000	<b>42</b>	<b>46</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>19</b>	<b>16</b>	<b>20</b>
UNINSURED ADULTS	<b>12%</b>	<b>11%</b>	<b>9%</b>
OBESITY	<b>46%</b>	<b>34%</b>	<b>42%</b>

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD INCOME: **\$56,081**  
NC RANKING: **60th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>17%</b>	<b>13%</b>	<b>13%</b>

LARGEST EMPLOYER: **Beaufort County Schools**

# BEAUFORT COUNTY



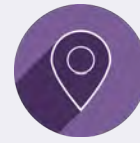
## FAST FACTS



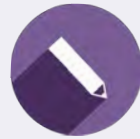
Top Crops:  
**SOYBEANS**



Top Industries:  
**TOURISM,  
MANUFACTURING**



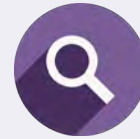
Top Attractions:  
**WATERWAYS, AURORA  
FOSSIL MUSEUM,  
GOOSE CREEK STATE  
PARK**



# of Enrolled ECU  
Students from  
County:  
**403**



# of K-12 Public  
Schools:  
**33**



Known for:  
**THE STATE'S FIRST  
INCORPORATED TOWN,  
HISTORIC BATH**

## ECU IN BEAUFORT COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Providing **transformative experiences and experiential learning** through the SECU Public Fellows Internship program, undergraduates have worked with Beaufort County Economic Development to help tell the story of the county to help attract business and industry to the area. Other interns have worked with nonprofit environmental organizations to monitor the health of the river. Ensuring healthy waterways for recreation and marine life helps **foster the community's well-being**.
- Also providing **transformative experiences and experiential learning**, the RISE29 entrepreneur-focused internship program has placed students with various local businesses to help ensure their success.
- **Expanding access to rural health care and wellness options**, ECU medical and dental schools have partnered with the county to boost telehealth accessibility in the area.

## FACULTY HIGHLIGHT



### DR. EMILY YEAGER

The Engagement and Outreach Scholars Academy (EOSA) is one way ECU is **increasing the public's engagement with and access to educational offerings**. EOSA alumna Dr. Emily Yeager has conducted community engagement work by asset-mapping the eastern Tar-Pamlico Blue Economy Corridor, which includes communities along the river from Rocky Mount to Washington, NC. She met with local residents to find out what they see as important assets in their community. Inspired by everything that was happening along the waterways in these communities, Yeager's collaborative work provides information for community members and organizations to use for research, marketing, economic development and tourism purposes. The effort will **aid their overall well-being** by enhancing their quality of life.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

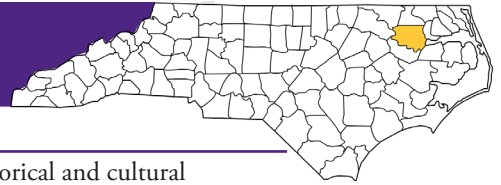


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# BERTIE COUNTY



## ABOUT






Established in 1722 from Chowan County, Bertie County was named in honor of two of the first Lord Proprietors of North Carolina, Henry and James Bertie. Windsor serves as the county seat.

Other communities located in Bertie County include Aulander, Colerain, Indian Woods, Lewiston Woodville, and Roxobel.

Bertie County includes the Chowan, Roanoke, and Cashie rivers, giving the area rich, fertile farmland. Early land was settled by the Tuscaroras before the 1711 Tuscarora War between the tribe and English settlers.

Bertie County's historical and cultural attractions include the American version of Windsor Castle, Hope Plantation, the Sans Souci Ferry, the King-Bazemore House, and a local zoo. The American version of Windsor Castle was at one time the home of George T. Winston, who later became president of the University of North Carolina at Chapel Hill, North Carolina State University, and the University of Texas.

The county hosts several events and festivals, including Chicken on the Cashie, a Fun Day in the Park at Windsor, and the Tee and Sea Festival.

		COUNTY	NC AVG	US AVG
<b>DEMOGRAPHICS</b> <sup>1,2</sup>				
 <p>POPULATION: <b>17,818</b> NC RANKING: <b>85th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>62%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>35%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>1%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>46</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>46%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>39%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>18,930</b>	<b>11.1M</b>	<b>337.2M</b>
<b>EDUCATION</b> <sup>3,4,5,6</sup>				
 <p>HIGH SCHOOL GRADUATION RATE: <b>89%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$11,325</b>	<b>\$10,791</b>	<b>\$16,080</b>
	 <p>THIRD GRADERS READING AT GRADE LEVEL: <b>35%</b> NC: 50%   US: 68%</p>	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>
		COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:	<b>None</b>	
<b>HEALTH</b> <sup>1,5,8,10</sup>				
 <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>4</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>1</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>18%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>46</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>12%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>43%</b>	<b>34%</b>	<b>42%</b>
<b>ECONOMY</b> <sup>1,4,9</sup>				
 <p>MEDIAN HOUSEHOLD INCOME: <b>\$41,652</b> NC RANKING: <b>92nd</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>21%</b>	<b>13%</b>	<b>13%</b>
		LARGEST EMPLOYER:	<b>Perdue Farms Incorporated</b>	

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# BERTIE COUNTY



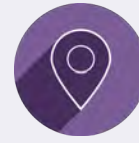
## FAST FACTS



Top Crops:  
**PEANUTS,  
COTTON,  
TIMBER**



Top Industries:  
**MANUFACTURING,  
AGRICULTURE**



Top Attractions:  
**WATERWAY ACCESS,  
OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**80**



# of K-12 Public  
Schools:  
**7**



Known for:  
**BERTIE PEANUTS**

## ECU IN BERTIE COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- **Providing transformative experiences and experiential learning**, an Emergency Management Planning class partnered with the Mid-East Commission and Bertie County Emergency Management in Spring 2020 to work on updating Bertie County's Emergency Operations Plan.
- **Expanding access to rural health care and wellness options**, ECU medical and dental schools have partnered with the county to boost telehealth accessibility in the area.
- Through the SECU Public Fellows internship, students have worked with the Choanoke Area Development Association on several projects including the Energy Share program, with troubled youth, and building workshops for single mothers. The internship program **provides transformative experiences and experiential learning while strengthening the regional workforce and expanding collaboration with community partners.**

## FACULTY HIGHLIGHT



### MERRILL FLOOD

As Director of the East Carolina Research and Innovation Campus, Merrill Flood has worked with low- and moderate-income families to address availability and accessibility of affordable housing, a key challenge identified in northeastern NC. With long-term sustainability and the **development of our region** in mind, collaborative efforts between ECU and community partners like Bertie County, have resulted in the Choanoke Area HOME Consortium, a multi-county program which recently received a multi-year grant from HUD. This grant allows communities within the consortium to address their housing needs through the regional program, in a coordinated way. With the startup of the program, Flood continues to advise the consortium and provide data and information about resources to **advance regional economic prosperity and sustainability.**

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

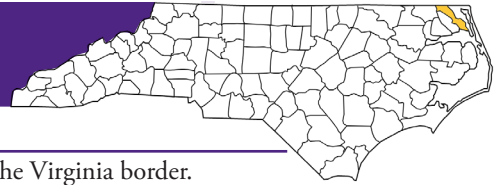


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# CAMDEN COUNTY



## ABOUT

Established in 1777 out of Pasquotank County, Camden County was named for Charles Pratt, First Lord Camden. The city of Camden serves as the county seat.


Other communities located in Camden County include Old Trap, Shiloh, and South Mills.


Camden County is an attractive destination for naturalists, featuring a variety of activities for boaters, fishers, and swimmers. The county is home to the Great Dismal Swamp, which covers 175


square miles along the Virginia border.

The preservation is one of the most important sanctuaries for black bears in the eastern United States and serves as a breeding ground for migratory song birds.

Camden County's historical and cultural attractions include the Camden County Courthouse, the Milford Historic House, the Sanderlin-Prichard House, and the Shiloh Baptist Church.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>10,547</b> NC RANKING: <b>94th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>8%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>81%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>4%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>41</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>28%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>28%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>10,585</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>92%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$10,624</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>22%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>65%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>3</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>1</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>12%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>34</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>20</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>7%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>31%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$79,120</b> NC RANKING: <b>6th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>6%</b>	<b>13%</b>	<b>13%</b>
LARGEST EMPLOYER:		<b>Camden County Board of Education</b>		

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project



# CAMDEN COUNTY



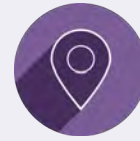
## FAST FACTS



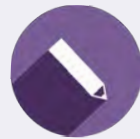
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**EDUCATION,  
ECOTOURISM**



Top Attractions:  
**WATERWAYS,  
OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**59**



# of K-12 Public  
Schools:  
**5**



Known for:  
**GREAT DISMAL SWAMP**

## ECU IN CAMDEN COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Mara Swindell from Camden County Schools participated in the College of Education's PIRATE leadership academy. The program prepares fellows to be effective principals for innovation and transformation in their schools. This program helps **strengthen the regional workforce by expanding transformative experiences.**
- Dr. Alex Manda researched how Hurricane Florence and previous storms impacted eastern North Carolina farmers and their crops. Manda and his students worked to determine the driving processes of increased salinity in their soil. This work not only **expanded external partnerships with farmers, it helped to advance regional sustainability and rural health.**
- ECU Dental School's service learning center in Elizabeth City helps serve Camden County communities, providing dental services as well as preventive and emergency care. This center helps **expand access to healthcare options and provide partnerships for comprehensive well being.**

## FACULTY HIGHLIGHT



### DR. SY SAEED

Dr. Sy Saeed is helping to **expand access to health care and wellness options** by making telemedicine and telepsychiatry services more accessible across North Carolina, assuring patients receive timely specialized psychiatric treatment through the North Carolina Statewide Telepsychiatry Program (NC-STeP). NC-STeP connects more than 50 hospital emergency and health departments across the state, including Camden County, to provide psychiatric assessments and consultations through telemedicine technologies. The program seeks to reduce patient length of stay and costs, while improving patient care.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

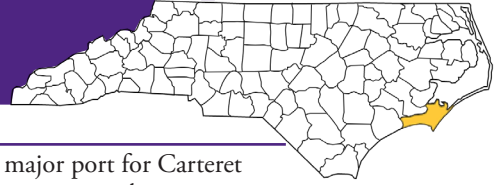


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# CARTERET COUNTY



## ABOUT

Established in 1772 out of Craven County, Carteret County is named in honor of the Earl of Granville and Lord Proprietor of North Carolina, Sir John Carteret. Beaufort, the third oldest town in North Carolina, serves as the county seat.


Other communities located in Carteret County include Atlantic Beach, Cedar Point, Emerald Isle, Morehead City, Newport, and Pine Knoll Shores.


Carteret County had a diverse group of early inhabitants, including the native Tuscarora, as well as German, French, Quaker, and Scotch-Irish settlers.


Beaufort served as a major port for Carteret County in its early history, as industries in the county produced tobacco, meat, and fish.

The county also produced pitch, rosin, tar, and turpentine for shipbuilding. In 1858, Morehead City was established as a railroad town, creating the county's greatest economic draw that remains the same today – tourism.

Carteret County's historical and cultural attractions include Cape Lookout National Seashore, Cedar Island National Wildlife Refuge, Croatan National Forest, and Fort Macon State Park.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>68,353</b> NC RANKING: <b>39th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>4%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>88%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>5%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>50</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>46%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>27%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>73,594</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>84%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$12,311</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>73%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>61%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Carteret Community College</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>5</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>14%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>46</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>16</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>10%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>32%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$66,965</b> NC RANKING: <b>21st</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>10%</b>	<b>13%</b>	<b>13%</b>
	LARGEST EMPLOYER:	<b>Carteret County Board of Education</b>		

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# CARTERET COUNTY



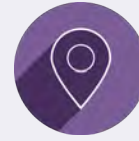
## FAST FACTS



Top Crops:  
**FRUITS,  
VEGETABLES,  
GRAINS**



Top Industries:  
**TOURISM,  
SEAFOOD**



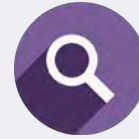
Top Attractions:  
**BEACHES, VACATION  
RENTALS, RECREATION**



# of Enrolled ECU  
Students from  
County:  
**306**



# of K-12 Public  
Schools:  
**17**



Known for:  
**BEACHES, SEAFOOD,  
CAPE LOOKOUT  
LIGHTHOUSE**

## ECU IN CARTERET COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Students from the Brody School of Medicine created an awareness campaign on the occupational and recreational risk of the sun and its role in skin cancer for children and commercial fishermen in the county. The project **offers transformative experiences to the students while increasing public engagement with the community.**
- **Also offering transformative experiences to students and increasing public engagement with the community,** ECU's Alternative Spring Break Experience has allowed students to work in the county to help address social, economic, political, environmental, spiritual and cultural issues.
- Faculty and students are studying the erosion of Sugarloaf Island, an undeveloped recreational beach off Morehead City's downtown waterfront. The island also serves as a natural defense from severe storm impacts so the work helps **foster comprehensive well-being for the area.**

## FACULTY HIGHLIGHT



### DR. JAMES DEVENTE

Socioeconomic challenges may have negative impacts on health outcomes, especially in rural areas such as eastern North Carolina. Faculty at ECU are working to stem the effects of poverty on maternal health, providing innovative ways to address weight, access to care, and support for surrounding hospitals. Dr. James deVente has helped lead the perinatal outreach team, which brings the high quality training and best practices of ECU Health to hospitals across the region. The Maternal Outreach Through Telehealth through Rural Sites (MOTHeRS) Project, first offered at clinics in Carteret County, is now expanded to ECU Health and clinics across the region **to collaboration with community and university partners to foster comprehensive well-being** between local physicians and ECU specialists.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# CHOWAN COUNTY



## ABOUT

Chowan County, established in 1681, is one of the oldest in North Carolina. It was formed out of the Albemarle Precinct and land that was originally settled by the Weapemeoc tribe. Edenton serves as the county seat and was the site of the Edenton Tea Party – one of the earliest organized political actions by women in United States history.


Other communities located in Chowan County include Hancock, Rockyhock, Ryland, Selwin, Tynes, and Valhalla.



Chowan County's historical and cultural attractions include numerous historical home sites that stand at over 200 years old


and the Chowan County Courthouse – the oldest courthouse in North Carolina.

The county is also home to the second oldest church building in North Carolina, St. Paul's Episcopal Church, built in 1736.

The county boasts scenic attractions including Bear Swamp, Bluff Point, Cherry Point, Dillard Millpond, and Edenton Bay. Chowan County also hosts the Edenton Christmas Candlelight Tour, the Edenton Peanut Festival, and the Edenton Tea Party Celebration.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>13,835</b> NC RANKING: <b>89th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>34%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>60%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>4%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>49</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>27%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>34%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>13,905</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>92%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$12,916</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>62%</b>	<b>58%</b>	<b>77%</b>
	 <p>THIRD GRADERS READING AT GRADE LEVEL: <b>34%</b> NC: 50%   US: 68%</p>	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>College of the Albemarle Edenton - Chowan Campus</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>10</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>3</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>16%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>41</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>19</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>9%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>38%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$51,188</b> NC RANKING: <b>66th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>21%</b>	<b>13%</b>	<b>13%</b>
	LARGEST EMPLOYER: <b>Merherrin Agricultural &amp; Chem Co Inc</b>			

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# CHOWAN COUNTY



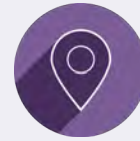
## FAST FACTS



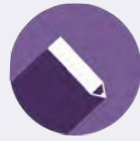
Top Crops:  
**SOYBEANS,  
COTTON**



Top Industries:  
**TOURISM**



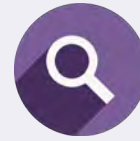
Top Attractions:  
**HISTORIC EDENTON,  
ROANOKE RIVER  
LIGHTHOUSE**



# of Enrolled ECU  
Students from  
County:  
**64**



# of K-12 Public  
Schools:  
**4**



Known for:  
**SMALLEST COUNTY  
IN NC**

## ECU IN CHOWAN COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- The MOTHers project, an innovative program combining telemedicine, telepsychiatry and nutrition support, increased access to health care for mothers in more rural areas of the county, improving health outcomes for their babies. The project **expands access to health care and wellness options.**
- ECU's Brody School of Medicine and Vidant Health (now ECU Health) launched a Rural Family Medicine Residency Program to equip physicians with specialized training in caring for patients in rural and underserved communities. The program provides medical school graduates experience in caring for patients in under-resourced settings, **strengthening educational opportunities and academic programs to meet the needs of a rural population.**

## FACULTY HIGHLIGHT



### DRS. LESLIE COFIE & ALICE RICHMAN

Through a State Office of Digital Equity and Literacy-funded project, Drs. Leslie Cofie and Alice Richman are working to enhance the capacity of ECU to bridge the digital equity divide for rural and underserved populations in counties such as Chowan and throughout eastern North Carolina. Partnerships with public libraries and community health centers will engage with communities and support the delivery of digital services directly to communities through the deployment of computing devices, hotspots, and internet hubs. This will facilitate technological and educational access and digital literacy, providing community members with skills and resources that can enhance civic, economic, and health resource availability and **strengthen the regional workforce toward economic prosperity and sustainability.**

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# CRAVEN COUNTY



## ABOUT

Established in 1712 out of Bath County, Craven County was named for Carolina Lord Proprietor Earl of Craven. New Bern serves as the county seat. In early North Carolina history, New Bern served as the capital of the state until Raleigh became the permanent center of government in 1788.

Other communities located in Craven County include Cove City, Dover, Havelock, and Vanceboro. The county also includes a number of bodies of water, including Catfish Lake, the Neuse River, and the Palmetto Swamp.

Craven County is the home of Pepsi-Cola. Pepsi was developed in New Bern by pharmacist Caleb Bradham who sold the drink to his

customers as "Brad's Drink." The county is also home to the state's first newspaper, the *North-Carolina Gazette*, which was first printed in 1751.

Craven County's historical and cultural attractions include the Atlantic Dance Theater, the Fireman's Museum, the New Bern Civic Theatre, the Tryon Palace historical site, and Union Point Park. The county also hosts the Bridgeton Blueberry Festival, the Chrysanthemum Festival, and the Festival of Colonial Life.

	COUNTY	NC AVG	US AVG
BLACK	21%	21%	13%
WHITE	68%	65%	66%
HISPANIC	8%	10%	19%
MEDIAN AGE	39	39	39
RENT ≥ 30% INCOME	38%	38%	41%
FAMILIES HEADED BY A FEMALE	27%	29%	13%
PROJECTED 2025 POPULATION	102,434	11.1M	337.2M

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**101,098**  
NC RANKING:  
**28th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	21%	21%	13%
WHITE	68%	65%	66%
HISPANIC	8%	10%	19%
MEDIAN AGE	39	39	39
RENT ≥ 30% INCOME	38%	38%	41%
FAMILIES HEADED BY A FEMALE	27%	29%	13%
PROJECTED 2025 POPULATION	102,434	11.1M	337.2M

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL  
GRADUATION  
RATE: **81%**  
NC: 89% | US: 89%



THIRD GRADERS  
READING AT GRADE  
LEVEL: **52%**  
NC: 50% | US: 68%

	COUNTY	NC AVG	US AVG
STUDENT EXPENDITURE K-12	\$10,605	\$10,791	\$16,080
STUDENTS RECEIVING FREE OR REDUCED LUNCH	66%	58%	77%

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**Craven Community College**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE  
PHYSICIANS  
PER 10,000: **7**  
NC: 8 | US: 28

	COUNTY	NC AVG	US AVG
DENTISTS PER 10,000	6	5	6
FOOD INSECURE	15%	14%	--
CANCER INCIDENCE PER 10,000	50	46	44
HEART DISEASE DEATHS PER 10,000	17	16	20
UNINSURED ADULTS	10%	11%	9%
OBESITY	34%	34%	42%

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD  
INCOME: **\$61,676**  
NC RANKING: **33th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

	COUNTY	NC AVG	US AVG
UNEMPLOYED	4%	4%	4%
LIVE IN POVERTY	14%	13%	13%

LARGEST EMPLOYER: **Department of Defense**

# CRAVEN COUNTY



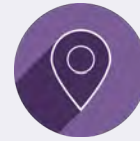
## FAST FACTS



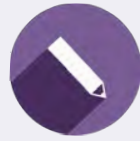
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**MANUFACTURING,  
TOURISM,  
DEPT. OF DEFENSE**



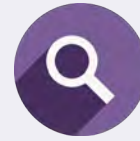
Top Attractions:  
**WATER RECREATION,  
HISTORIC DOWNTOWN,  
TRYON PALACE**



# of Enrolled ECU  
Students from  
County:  
**64**



# of K-12 Public  
Schools:  
**26**



Known for:  
**TRYON PALACE,  
BEARS**

## ECU IN CRAVEN COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- East Carolina Undaunted, the university's hurricane recovery outreach team, **engaged with citizens** when teams were sent to help New Bern residents remove debris and household items damaged by floodwaters, preventing mold and other contaminants from settling in.
- Providing **transformative experiences and experiential learning** through the SECU Public Fellows Internship program, undergraduates worked with Interfaith Refugee Ministry, a nonprofit dedicated to helping people rebuild their lives after fleeing their home countries.
- With funding from a three-year mathematics science partnership grant from the U.S. Department of Education, ECU worked with Beaufort, Craven and Wayne county schools to provide content and professional development for teachers in the K-8 physical sciences. Programs like this **help to strengthen the regional workforce and enrich external partnerships**.

## FACULTY HIGHLIGHT



### DRS. LEIGH ATHERTON & CHANDRA SPEIGHT

Data from the North Carolina Department of Health and Human Services show three counties in eastern North Carolina have the highest rates of opioid overdose emergency department visits in the state. To better understand the challenges and successes in implementing peer-delivered recovery treatment strategies in community organizations in counties such as Craven County, Drs. Leigh Atherton and Chandra Speight have teamed up with community organizations such as syringe exchange programs and meal centers to **expand access to health care and wellness options** by working with and training volunteers in treatment engagement methods. Such methods can help ease the stigma and social challenges associated with opioid use and provide treatment strategies to medically-underserved populations where there is a shortage of treatment providers.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

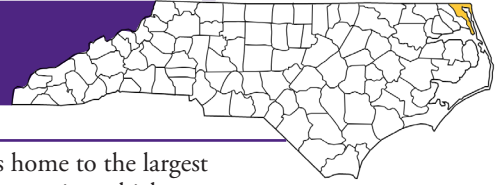


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# CURRITUCK COUNTY



## ABOUT

Established in 1668 as precinct of Albemarle County, Currituck County is named for the Native American word “Coratank,” which means wild geese. The city of Currituck serves as the county seat. Currituck County is the northeastern-most county of North Carolina and was one of the state’s first colonial ports.

Other communities located in Currituck County include Coinjock, Corolla, Knotts Island, Sligo, and Tulls Creek.

Currituck County is home to the largest population of Banker ponies, which descend from Spanish mustangs. Historians believe the mustangs were brought to North Carolina in the 1500s on a Spanish expedition.

The county is also home to the Currituck National Wildlife Refuge and is an important vacation spot for sportsmen and outdoor admirers.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**28,616**  
NC RANKING:  
**70th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>6%</b>	<b>21%</b>	<b>13%</b>
WHITE	<b>87%</b>	<b>65%</b>	<b>66%</b>
HISPANIC	<b>5%</b>	<b>10%</b>	<b>19%</b>
MEDIAN AGE	<b>43</b>	<b>39</b>	<b>39</b>
RENT ≥ 30% INCOME	<b>50%</b>	<b>38%</b>	<b>41%</b>
FAMILIES HEADED BY A FEMALE	<b>18%</b>	<b>29%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>29,980</b>	<b>11.1M</b>	<b>337.2M</b>

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL  
GRADUATION  
RATE: **87%**  
NC: 89% | US: 89%



THIRD GRADERS  
READING AT GRADE  
LEVEL: **54%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$10,087</b>	<b>\$10,791</b>	<b>\$16,080</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>29%</b>	<b>58%</b>	<b>77%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**College of the Albemarle's Regional Aviation  
and Technical Training Center**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE  
PHYSICIANS  
PER 10,000: **2**  
NC: 8 | US: 28

DENTISTS PER 10,000	<b>1</b>	<b>5</b>	<b>6</b>
FOOD INSECURE	<b>11%</b>	<b>14%</b>	<b>--</b>
CANCER INCIDENCE PER 10,000	<b>31</b>	<b>46</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>21</b>	<b>16</b>	<b>20</b>
UNINSURED ADULTS	<b>12%</b>	<b>11%</b>	<b>9%</b>
OBESITY	<b>32%</b>	<b>34%</b>	<b>42%</b>

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD  
INCOME: **\$82,793**  
NC RANKING: **4th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>9%</b>	<b>13%</b>	<b>13%</b>

LARGEST EMPLOYER: **Currituck County  
Board of Education**



# CURRITUCK COUNTY



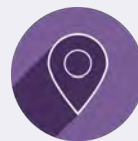
## FAST FACTS



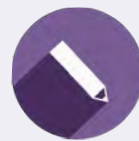
Top Crops:  
**SOYBEANS,  
CORN, WHEAT**



Top Industries:  
**TOURISM,  
FISHING**



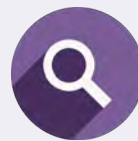
Top Attractions:  
**BEACHES, VACATION  
RENTALS**



# of Enrolled ECU  
Students from  
County:  
**100**



# of K-12 Public  
Schools:  
**11**



Known for:  
**WILD HORSES**

## ECU IN CURRITUCK COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Dr. Susan McRae and students are promoting public participation in the search for the endangered King Rail bird hiding in the marshes of Mackay Island National Wildlife Refuge. Collaborations with federal and state entities and increased **public engagement** provides efforts toward producing a **more engaged citizenry**.
- Dr. David Lagomasino is working toward nature-based marsh restoration pilot projects in Currituck Sound, building on a design project to mitigate marsh habitat loss and enhance community resilience to storm surge and flooding. The project **expands and enriches external partnerships while also advancing regional sustainability**.
- Maritime Studies Graduate students and the Coastal Studies Institute are partnering to record six watercraft maintained by the Whalehead Preservation Trust to aid maritime-focused historic preservation. The project **expands external partnerships as well as participation in transformative and experiential learning**.

## FACULTY HIGHLIGHT



### DR. MIRIAN WATTS

Spotted lanternflies have been prevalent in global news and have now been found in multiple North Carolina counties, including Currituck County. Entomologists like ECU's Dr. Mirian Watts are urging agricultural officials to take heed of the invasive species, which is particularly drawn to the grape crops found in eastern North Carolina. The lanternfly populations could cause economic loss given the need for increased control measures. Crop managers and entomologists are working to find natural predators to develop more effective controls methods the ultimately **safeguard economic prosperity and sustainability**.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# DARE COUNTY



## ABOUT

Established in 1870 and named after Virginia Dare, America's first English-born child in the colonies, Dare County was established out of Tyrrell, Hyde, and Currituck counties. Manteo serves as the county seat, receiving its name from a Croatoan Indian who helped establish the Roanoke Island Colony.

Other communities located in Dare County include Kitty Hawk, Nags Head, Wanchese, Kill Devil Hills, and Southern Shores.

Dare County, part of North Carolina's Outer Banks, has 85 miles of uninterrupted coastline. The county is also home to the infamous Lost Colony, established in 1585 by Sir Walter Raleigh.

The first successful flight by Wilbur and Orville Wright occurred at Kill Devil Hills in 1903. The brother's accomplishment is memorialized at the Wright Brothers National Memorial.

Historical and cultural attractions in Dare County include the Cape Hatteras National Seashore, the Fort Raleigh National Historic Site, the North Carolina Aquarium, and the Pea Island National Wildlife Refuge.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**37,160**  
NC RANKING:  
**65th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	3%	21%	13%
WHITE	88%	65%	66%
HISPANIC	8%	10%	19%
MEDIAN AGE	48	39	39
RENT ≥ 30% INCOME	46%	38%	41%
FAMILIES HEADED BY A FEMALE	24%	29%	13%
PROJECTED 2025 POPULATION	39,864	11.1M	337.2M

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL GRADUATION RATE: **93%**  
NC: 89% | US: 89%



THIRD GRADERS READING AT GRADE LEVEL: **58%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	\$11,979	\$10,791	\$16,080
STUDENTS RECEIVING FREE OR REDUCED LUNCH	35%	58%	77%

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**College of the Albemarle - Dare County Campus**  
**College of the Albemarle - Roanoke Island Campus**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **8**  
NC: 8 | US: 28

DENTISTS PER 10,000	5	5	6
FOOD INSECURE	12%	14%	--
CANCER INCIDENCE PER 10,000	42	46	44
HEART DISEASE DEATHS PER 10,000	15	16	20
UNINSURED ADULTS	13%	11%	9%
OBESITY	28%	34%	42%

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD INCOME: **\$79,742**  
NC RANKING: **15th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	4%	4%	4%
LIVE IN POVERTY	7%	13%	13%

LARGEST EMPLOYER: **Dare County Schools**

# DARE COUNTY



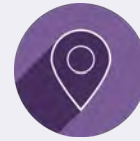
## FAST FACTS



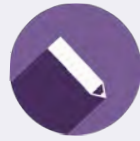
Top Crops:  
**SOYBEANS,  
HAY, CORN**



Top Industries:  
**TOURISM,  
FISHING**



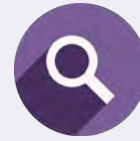
Top Attractions:  
**BEACHES, WRIGHT  
BROS. MUSEUM,  
JOCKEY'S RIDGE**



# of Enrolled ECU  
Students from  
County:  
**141**



# of K-12 Public  
Schools:  
**10**



Known for:  
**OUTER BANKS  
DESTINATION, LOST  
COLONY OF ROANOKE**

## ECU IN DARE COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Researchers from the Coastal Studies Institute are working with the Town of Nags Head and volunteer organization Better Beaches OBX to advance the region's sustainability by researching best methods of protecting the community and infrastructure from storms and rising sea levels. The work **expands and enriches external partnerships.**
- **Providing transformative experiences and experiential learning** through the SECU Public Fellows Internship program, undergraduates have served with the North Carolina Aquarium on Roanoke Island to provide educational assistance to visitors.

## FACULTY HIGHLIGHT



### DR. REIDE CORBETT

Severe coastal erosion along North Carolina's Outer Banks is forcing coastal communities to make hard decisions on coastal development, real estate, and health and safety. Beach nourishment—the placement of sand to restore beach elevation and form—is a soft-engineering response to eroding beaches. Dr. Reide Corbett, working to **expand external partnerships** with the communities of Avon and Buxton, and Coastal Science and Engineering, has been monitoring the impacts of beach nourishment construction projects on the sediment character and infauna in Dare County. Monitoring of such projects helps determine if certain methods afford protection from future events like intense hurricanes. Additionally, engineered beaches such as these become eligible for federal government community assistance funds that aid in short- and long-term maintenance that leads toward **economic sustainability.**

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# DUPLIN COUNTY



## ABOUT


Established in 1750 out of New Hanover County, Duplin County was named for Sir Thomas Hay, Viscount of Dupplin, who served on the Board of Trade and Plantations. Kenansville serves as the county seat.


Other communities located in Duplin County include Beulaville, Calypso, Magnolia, Rose Hill, Wallace, and Warsaw. The county is known for its water features, including the Cape Fear River, Maxwell Millpond, Muddy Creek, and Picadilly Bay.


The county's early economy revolved around its tar and pitch industries. Today, Duplin County's agricultural industry sustains

its economy with a focus on cotton, corn, tobacco, and textiles. The county is also home to North Carolina's oldest winery – Duplin Winery – which was established in the 1970s and sells 450,000 cases of wine annually.

Duplin County's historical and cultural attractions include the Cowan Museum, Dickson Farm, Liberty Hall Plantation, and the Kenansville Historic District. The county hosts an annual beach music festival.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>49,312</b> NC RANKING: <b>52nd</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>22%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>61%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>23%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>41</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>32%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>28%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>60,720</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>82%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$11,719</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>30%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>James Sprunt Community College</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>4</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>2</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>17%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>41</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>17%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>39%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$49,376</b> NC RANKING: <b>78th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>19%</b>	<b>13%</b>	<b>13%</b>
	LARGEST EMPLOYER: <b>Butterball, LLC</b>			

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# DUPLIN COUNTY



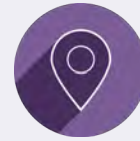
## FAST FACTS



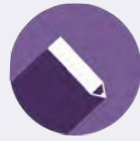
Top Crops:  
**SOYBEAN,  
CORN**



Top Industries:  
**AGRICULTURE,  
MANUFACTURING**



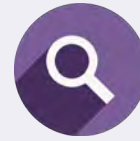
Top Attractions:  
**DUPLIN WINERY,  
COUNTRY SQUIRE,  
RIVER LANDING GOLF  
CLUB**



# of Enrolled ECU  
Students from  
County:  
**155**



# of K-12 Public  
Schools:  
**13**



Known for:  
**MUSCADINE WINE,  
LARGEST WINE  
PRODUCER IN NC**

## ECU IN DUPLIN COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- ECU's Healthier Lives at School and Beyond School-Based Telemedicine Program **expands access to health care and wellness options**. During COVID, the program used an ECU Transit bus as a mobile unit and visited schools in Duplin County to connect students and staff with quality behavioral health, nutrition, dental and acute medical care services.
- The College of Education's Integrating the Computer Science for All (iCS4All) initiative aimed to improve STEM education to students in three rural school districts, including Duplin County, **enriching external partnerships**.
- ECU's Brody School of Medicine and Vidant Health (now ECU Health) launched a Rural Family Medicine Residency Program to equip physicians with specialized training in caring for patients in rural and underserved communities. The program provides medical school graduates experience in caring for patients in under-resourced settings, **strengthening educational opportunities and academic programs to meet the needs of a rural population**.

## FACULTY HIGHLIGHT



### DR. MATT MILITELLO

ECU has worked with national and regional partners to focus on challenges to rural education in eastern North Carolina. In efforts to provide equity for all students in counties such as Duplin County, Dr. Matt Militello created the educational leadership program at ECU, focusing on community learning exchanges, where people closest to the issues are brought to the table to discuss solutions. The work **increases public engagement with and access to educational offerings**, while also focusing on assets rather than deficits, highlighting the amazing people and places in the classrooms, schools, and school districts of eastern North Carolina.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

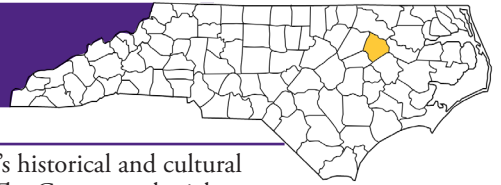


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# EDGECOMBE COUNTY





## ABOUT


Established in 1741, Edgemcombe County was named for Richard Edgemcombe, a member of British Parliament and a Lord of Treasury. Tarboro serves as the county seat. It is the state's ninth oldest incorporated town. The oldest town incorporated by African Americans, Princeville, is also found in Edgemcombe County.

The largest city in Edgemcombe County is Rocky Mount, home to Hardee's and Rocky Mount Instruments. Other communities located in Edgemcombe County include Conetoe, Leggett, Macclesfield, Pinetops, Princeville, Sharpsburg, Speed, and Whitakers.

Edgemcombe County's historical and cultural attractions include The Grove, a colonial-era plantation and former residence of American Revolutionary War veteran and North Carolina statesman Thomas Blount, and the historic Tarboro Town Common — a large park that includes several memorials.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>49,067</b> NC RANKING: <b>53rd</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>56%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>38%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>5%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>42</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>41%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>36%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>49,798</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>77%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$9,863</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>29%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Edgemcombe Community College</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>3</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>1</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>20%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>46</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>20</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>10%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>40%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$46,370</b> NC RANKING: <b>94th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>22%</b>	<b>13%</b>	<b>13%</b>
	LARGEST EMPLOYER: <b>City of Rocky Mount</b>			

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# EDGECOMBE COUNTY



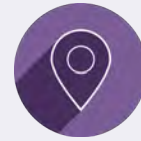
## FAST FACTS



Top Crops:  
**COTTON, CORN,  
SOYBEANS**



Top Industries:  
**MANUFACTURING,  
AGRICULTURE**



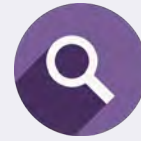
Top Attractions:  
**ECOTOURISM,  
ROCKY MOUNT MILLS**



# of Enrolled ECU  
Students from  
County:  
**163**



# of K-12 Public  
Schools:  
**16**



Known for:  
**TARBORO TOWN  
COMMONS, PRINCEVILLE**

## ECU IN EDGECOMBE COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Faculty from the School of Communication and the Department of Public Health partnered with AMEXCAN to raise awareness about resources to combat stress, anxiety and depression in the migrant worker population. The project aims to **expand access to wellness options and to foster comprehensive well-being**.
- Students from ECU's Brody School of Medicine led a health assessment screening event at the Edgemcombe County Health Department. The event provided health assessments to the un- and under-insured and provided information and resources for next steps, **improving health access and outcomes for rural communities**.
- An interdisciplinary team at ECU is working to help tell the story of Princeville – the oldest incorporated African American town in the US – and how residents are preserving the town's history after devastating flooding events. Addressing the need for heritage preservation and historical education, faculty are **encouraging more engaged citizens**.

## FACULTY HIGHLIGHT



### KELLY SPRING & JENNIFER DAUGHERTY

In the 1990s, the predominately Black community of Kingsboro, North Carolina fought to prevent the installation of a hog-processing plant in their area. Decades later, ECU's Academic Library Services has **grown external sponsorship to support community engagement activities** by partnering with the Phoenix Historical Society to document the community-driven efforts to overcome environmental racism. The Society, founded to promote the unique history of Edgemcombe County's African American communities, worked with Kelly Spring and Jennifer Daugherty of the Special Collections Division to utilize ECU's unique digital and special collections to produce an open access film, "We Can Do Better," highlighting the community's win for responsible zoning.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# GATES COUNTY



## ABOUT


Established in 1779 out of Chowan, Hertford, and Perquimans counties, Gates County was named for Revolutionary War hero General Horatio Gates. Gatesville serves as the county seat.


Other communities located in Gates County include Hall, Haslett, Holly Grove, Hunters Mill, Mintonville, and Reynoldson.


Gates County is known for its religious history, including Middle Swamp Baptist Church and Savage's United Methodist Church – two churches that preached to integrated congregations until the

American Civil War. However, the county was also the first in the state to summon a military company to aid the Confederates after North Carolina seceded from the Union.

Gates County's historical and cultural attractions include the Gates County Courthouse, the Great Dismal Swamp Canal, Merchants Millpond State Park — which is famous for its cypress trees — and Reid's Grove School, a historic Rosenwald school.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>10,509</b> NC RANKING: <b>96th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>32%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>63%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>3%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>47</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>21%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>25%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>11,751</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>87%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$12,253</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>49%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>36%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>0</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>0</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>14%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>28</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>15</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>8%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>39%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$55,750</b> NC RANKING: <b>29th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>7%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>14%</b>	<b>13%</b>	<b>13%</b>
LARGEST EMPLOYER:		<b>Gates County Board of Education</b>		

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project



# GATES COUNTY



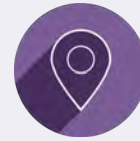
## FAST FACTS



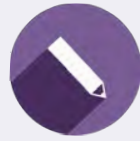
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**AGRICULTURE,  
MANUFACTURING,  
TIMBER**



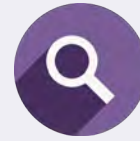
Top Attractions:  
**OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**51**



# of K-12 Public  
Schools:  
**5**



Known for:  
**GAMELAND, MERCHANTS  
MILLPOND STATE PARK**

## ECU IN GATES COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Dr. Reide Corbett is working to understand both the evolutionary development and ongoing dynamics of Merchants Millpond State Park to help establish a scientific framework as the baseline for development of long-term management plans. This external partnership helps **advance regional sustainability and increase public engagement with cultural offerings.**
- The NC Agromedicine Institute has received funding to expand the AgriSafe-NC program into Gates County. The program works in counties that rank high in the state for diseases such as diabetes, stroke, and lower lung disease, but also have few health resources. Through AgriSafe-NC, the Institute partners with local health agencies to provide screenings and services to farmers and their families, **expanding access to healthcare and comprehensive well being options.**

## FACULTY HIGHLIGHT



### DRS. HAL HOLLOMAN & KAREN JONES

Eight fellows from northeastern North Carolina school districts, including Gates County Public Schools are admitted each year to participate in the PIRATE Leadership Academy, directed by Drs. Hal Holloman and Karen Jones. The program works with superintendents and district leaders to identify proven teachers who may have not previously considered educational leadership and **expand their curricular workforce development and upskilling.** The program, funded by the UNC System North Carolina Principal Fellows Program prepares fellows for innovation, revitalization, advocacy, and transformation in education.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# GREENE COUNTY



## ABOUT

Originally named Glasgow County after Secretary of State James Glasgow, Greene County was established in 1791 out of Dobbs County, honoring General Nathanael Greene after Glasgow was charged with making fraudulent land grants. Snow Hill serves as the county seat.

Other communities located in Greene County include Hookerton, Maury, and Walstonburg.

The main assault of the Tuscarora War occurred in modern day Greene County, as Colonel Maurice Moore set fire to the Tuscarora's Fort Neoheroke (or Nooherooka) in 1713. The fall of the fort led to

the end of the Tuscarora's resistance against invading white settlers. Today, agriculture remains the largest industry in Greene County, along with livestock production.

Greene County's historical and cultural attractions include the Greene County Courthouse, the Neoheroke Fort Site, and the Zachariah School, a historic Rosenwald School.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**20,407**  
NC RANKING:  
**80th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>32%</b>	<b>21%</b>	<b>13%</b>
WHITE	<b>51%</b>	<b>65%</b>	<b>66%</b>
HISPANIC	<b>16%</b>	<b>10%</b>	<b>19%</b>
MEDIAN AGE	<b>40</b>	<b>39</b>	<b>39</b>
RENT ≥ 30% INCOME	<b>38%</b>	<b>38%</b>	<b>41%</b>
FAMILIES HEADED BY A FEMALE	<b>33%</b>	<b>29%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>20,844</b>	<b>11.1M</b>	<b>337.2M</b>

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL  
GRADUATION  
RATE: **89%**  
NC: 89% | US: 89%



THIRD GRADERS  
READING AT GRADE  
LEVEL: **30%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$10,370</b>	<b>\$10,791</b>	<b>\$16,080</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**None**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE  
PHYSICIANS  
PER 10,000: **3**  
NC: 8 | US: 28

DENTISTS PER 10,000	<b>3</b>	<b>5</b>	<b>6</b>
FOOD INSECURE	<b>19%</b>	<b>14%</b>	<b>--</b>
CANCER INCIDENCE PER 10,000	<b>43</b>	<b>46</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>19</b>	<b>16</b>	<b>20</b>
UNINSURED ADULTS	<b>15%</b>	<b>11%</b>	<b>9%</b>
OBESITY	<b>39%</b>	<b>34%</b>	<b>42%</b>

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD  
INCOME: **\$50,320**  
NC RANKING: **88th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>23%</b>	<b>13%</b>	<b>13%</b>

LARGEST EMPLOYER: **North Carolina  
Department of Public Safety**

# GREENE COUNTY



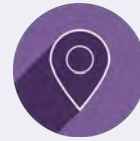
## FAST FACTS



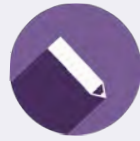
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**MANUFACTURING,  
HEALTHCARE,  
AGRICULTURE**



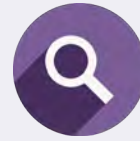
Top Attractions:  
**OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**101**



# of K-12 Public  
Schools:  
**6**



Known for:  
**CONTENTNEA CREEK,  
CUTTER CREEK GOLF  
CLUB**

## ECU IN GREENE COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Snow Hill's Glean, a subsidiary of Ham's Farms, has used many resources available to small businesses through ECU. Glean reached out to ECU's Department of Nutrition Science through the university's I-Corps program to help develop recipes for their products. The partnership between ECU and Glean provides students taking food science and marketing courses with real-time, real-world examples for economic development and collaborative learning opportunities. Not only did this collaboration **provide transformative experiences to students**, but it also **expanded and enriched external partnerships**.
- **Strengthening educational opportunities to meet the needs of a rural population**, and in response to the growing numbers of native Spanish-speakers in Snow Hill Primary and in Greene County, geography professor Rebecca Torres worked with the school system's director to develop and implement a dual language immersion program, Los Puentes.

## FACULTY HIGHLIGHT



### DRS. ANGELA LAMSON & JENNIFER HODGSON

For the past 20 years, ECU has partnered with Greene County Health Care to focus on the delivery of behavioral and mental health services through an integrated care model that includes **university, student, and community partners to foster comprehensive well-being**. Drs. Angela Lamson and Jennifer Hodgson's commitment to community engagement and partnerships with Greene County Health Care and Greene County Schools have seen growth in the number of patients receiving care. Continued trust from the patients and improvement in aspects such as biopsychosocial-spiritual health help to sustain and improve future services for this community.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# HALIFAX COUNTY




## ABOUT



Established in 1758, Halifax County was named for the Earl of Halifax and President of the British Board of Trade and Plantations, George Montagu-Dunk. The town of Halifax serves as the county seat. Halifax County is best known as the home of the 1776 Halifax Resolves, which allowed North Carolina delegates at the Second Continental Congress to work with other colonial delegates in their efforts to break free from British rule.


Other communities located in Halifax County include Brinkleyville, Butterwood, Conoconnara, Enfield, Faucett, Littleton, Palmyra, Roanoke Rapids, Roseneath, Scotland Neck, and Weldon.

Cash-crops (tobacco, cotton, and others sold commercially) were the basis of a once-thriving economy in Halifax County. Industrialization and advances in transportation, including the railroad, decreased reliance on moving goods by rivers, like the Roanoke, which runs through Halifax County.

Halifax County's historical and cultural sites include natural attractions such as Lake Gaston and Medoc Mountain State Park. Halifax County also hosts Halifax Day, which is a celebration of the Halifax Resolves.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>48,772</b> NC RANKING: <b>54th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>52%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>38%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>3%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>44</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>43%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>38%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>48,859</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>78%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$16,105</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>
 <p>THIRD GRADERS READING AT GRADE LEVEL: <b>23%</b> NC: 50%   US: 68%</p>	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Halifax Community College</b>			

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>5</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>2</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>20%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>50</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>18</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>13%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>41%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$41,629</b> NC RANKING: <b>99th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>6%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>24%</b>	<b>13%</b>	<b>13%</b>
LARGEST EMPLOYER:		<b>Resers Fine Foods, Inc.</b>		

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# HALIFAX COUNTY



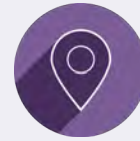
## FAST FACTS



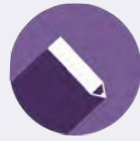
Top Crops:  
**COTTON,  
SOYBEANS**



Top Industries:  
**MANUFACTURING,  
HEALTHCARE**



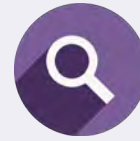
Top Attractions:  
**SYLVAN HEIGHTS  
BIRD PARK, OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**227**



# of K-12 Public  
Schools:  
**10**



Known for:  
**ROANOKE RAPIDS LAKE,  
LAKE GASTON**

## ECU IN HALIFAX COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- **Providing transformative experiences and experiential learning**, the SECU Public Fellows internship partnered an ECU marketing undergraduate with the newly formed nonprofit Weldon in Action which aims to revitalize the small, rural town of Weldon.
- ECU's Thomas Harriot College of Arts and Sciences signed an agreement with Halifax Community College (HCC) to offer graduates of HCC's associate in applied sciences degree in criminal justice technology a clear pathway into a bachelor's degree at ECU. The partnership **strengthens educational opportunities and academic programs to meet the needs of a rural population**.
- Answering the call from the SECU Foundation, REDE staff worked to address availability and accessibility of affordable housing, an identified challenge in northeastern NC. With long-term **sustainability and the development of our region** in mind, collaborative efforts resulted in a HOME Consortium that received multi-year grant funding.

## FACULTY HIGHLIGHT



### DR. HEIDI BONNER

Working to coordinate the specifics of the partnership, Dr. Heidi Bonner of the Department of Criminal Justice has helped ECU partner with Halifax Community College to create a pathway from the associate in applied sciences degree in criminal justice technology to ECU's Bachelor of Science degree in Criminal Justice. The bilateral articulation agreement **expands access to and participation in transformative experiences and experiential learning**, allowing students to take courses that will transfer into the four-year program, removing limits on general education and elective courses. This agreement, and others like it at ECU, ensure students are successful in their transition to four-year degrees, strengthening educational opportunities that strategically place them at the door of their chosen careers.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

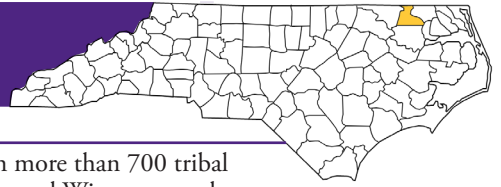


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# HERTFORD COUNTY



## ABOUT


Established in 1759 out of Chowan, Bertie, and Northampton counties, Hertford County was named in honor of Francis Seymour-Conway, the Marquess of Hertford, England. Winton serves as the county seat.



Other communities located in Hertford County include Ahoskie, Como, Harrellsville, and Murfreesboro.


Soil and water resources in Hertford County sustained its early inhabitants. The Tuscarora, Chowanoc, and Meherrin tribes lived in the region and the Meherrin tribe is recognized by the state of

North Carolina with more than 700 tribal members residing around Winton near the Meherrin River.

Hertford County's historical and cultural attractions include the John Wheeler House, the Murfreesboro Historic District, and the William Rea Store in Murfreesboro – one of the oldest commercial buildings in North Carolina. Hertford County is also home to Chowan University, established in 1848.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>21,633</b> NC RANKING: <b>79th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>58%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>34%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>5%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>42</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>49%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>39%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>23,349</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>82%</b> NC: 89%   US: 89%</p>  <p>THIRD GRADERS READING AT GRADE LEVEL: <b>28%</b> NC: 50%   US: 68%</p>	STUDENT EXPENDITURE K-12	<b>\$12,435</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>
	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Roanoke-Chowan Community College</b> <b>Chowan University</b>			

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>8</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>4</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>19%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>39</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>10%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>41%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$46,196</b> NC RANKING: <b>97th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>20%</b>	<b>13%</b>	<b>13%</b>
	LARGEST EMPLOYER: <b>Duck Thru</b>			

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# HERTFORD COUNTY



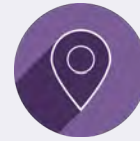
## FAST FACTS



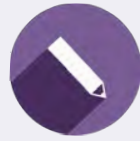
Top Crops:  
**COTTON,  
SOYBEANS**



Top Industries:  
**MANUFACTURING,  
AGRICULTURE,  
FORESTRY**



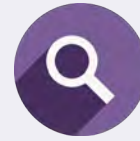
Top Attractions:  
**WATERWAY  
ACCESS, OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**95**



# of K-12 Public  
Schools:  
**7**



Known for:  
**CHOWAN RIVER**

## ECU IN HERTFORD COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- ECU's Brody School of Medicine and Vidant Health (now ECU Health) launched a Rural Family Medicine Residency Program to equip physicians with specialized training in caring for patients in rural and underserved communities. The program provides medical school graduates first-hand experience in caring for patients in under-resourced settings, **strengthening educational opportunities and academic programs to meet the needs of a rural population.**
- Faculty in ECU's Division of Health Sciences collaborated on grant-funded efforts to help increase patient opportunities for telehealth care by leveraging broadband and cellular access in rural northeastern NC communities, including Hertford County. This work allowed ECU to **expand access to health care and wellness options** for the area.

## FACULTY HIGHLIGHT



### DR. ABBY SCHWARTZ

Access to health care and other resource centers is a major challenge for low-income adults in eastern North Carolina. Programs such as Project TRIP provide transportation for vulnerable populations to medical appointments, grocery stores, and other centers in Hertford County. In working to expand its services, Project TRIP is partnered with Dr. Abby Schwartz in the ECU School of Social work to assess and develop solutions for this proposed expansion. The evaluation study examines efficiency and impact, barriers and facilitators to transportation, and a cost benefit analysis for **sustainability of services for the increase of health and well-being of disadvantaged rural adults.**

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

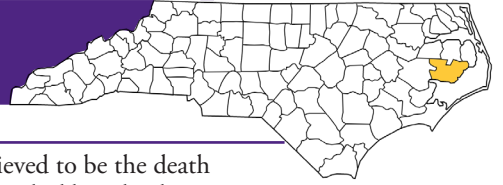


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# HYDE COUNTY



## ABOUT


Established in 1705 out of Bath County, Hyde County was chartered as Wickham Precinct before becoming Hyde Precinct seven years later. The precinct's name was officially changed to Hyde County in 1739 after Bath County was abolished. Swan Quarter serves as the county seat.


Other communities located in Hyde County include Engelhard, Fairfield, Germantown, Last Chance, Nebraska, Ocracoke, Scranton, and Stumpy Point.


While Hyde County's population is just 5,757, the county draws many tourists. Ocracoke hosts the largest number of visitors, as tourists come to see its lighthouse and location on the Outer Banks.

Ocracoke is also believed to be the death place of famed pirate Blackbeard, who used North Carolina's waterways to hide from the British Navy.

The county is also recognized for its four wildlife refuges, including the Alligator River, Mattamuskeet, Pocosin Lakes, and Swanquarter National Wildlife Refuge. Fishing, boating, and other recreational activities are prevalent in the county.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>4,636</b> NC RANKING: <b>99th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>29%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>58%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>12%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>47</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>55%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>22%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>4,975</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>91%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$20,479</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>49%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>4</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>0</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>18%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>41</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>19</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>19%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>37%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$43,724</b> NC RANKING: <b>79th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>6%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>30%</b>	<b>13%</b>	<b>13%</b>
LARGEST EMPLOYER:		<b>Hyde County Board of Education</b>		

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project



# HYDE COUNTY



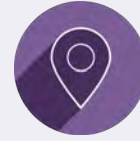
## FAST FACTS



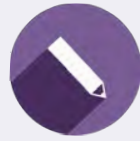
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**AGRICULTURE,  
RETAIL,  
MANUFACTURING**



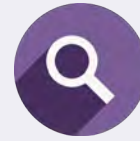
Top Attractions:  
**WATERWAY  
ACCESS, OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**25**



# of K-12 Public  
Schools:  
**3**



Known for:  
**LAKE MATTAMUSKEET,  
POCOSIN LAKES  
NATIONAL WILDLIFE  
RESCUE**

## ECU IN HYDE COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Through community-engaged research and engineering design, Dr. Randall Etheridge, an associate professor in the department of engineering, collaborated with Hyde County Government in addressing flooding and water quality issues facing the community near Lake Mattamuskeet. Etheridge's collaboration with Hyde County helps to **foster comprehensive well-being for the rural community**.
- **Expanding and enriching external partnerships**, students and faculty with ECU's Master of Public Administration partnered with RISE29 program and Hyde County to collect data to update their strategic economic development report.

## FACULTY HIGHLIGHT



### DR. ROB TEMPEL

Access to dental health professionals is a major challenge for eastern North Carolina. To overcome this barrier, ECU's Associate Dean for Extramural Clinical Practices, Dr. Rob Tempel has helped facilitate partnerships with local health and government agencies to create the Hyde County Outreach Clinic, **expanding access to high-tech oral health care and dental education** to Hyde County, one of three counties in the state with no practicing dentists. Not only does this relationship provide students with tremendous experience, but the clinic provides restorative care to approximately 16 patients per month. The partnership continues to evolve, offering live, synchronous appointments to diagnose oral health problems, as well as monthly in person care; the innovative model offers solutions not only to oral health but also challenges like transportation.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

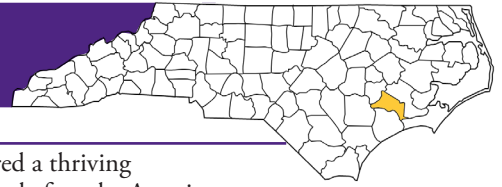


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# JONES COUNTY



## ABOUT

Established in 1779 out of Craven County, Jones County was named for aristocrat and anti-federalist Willie Jones. Trenton serves as the county seat.

Other communities located in Jones County include Maysville, Pleasant Hill, and Pollocksville. The county is also known for the Trent River, named after the Trent River in England; the Great Dover Swamp, which covers much of the northern portion of the county; and Hofmann Forest, the nation's largest forest laboratory.

Jones County featured a thriving agricultural economy before the American Civil War, but many farms and plantations were destroyed during the war. Tobacco and lumber farmers carry on Jones County's farming tradition today.

Jones County's historical and culture attractions include the Foscue Plantation House, the Grace Episcopal Church, the John Franck House, and the Lavender-Barrus House.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**9,263**  
NC RANKING:  
**97th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	28%	21%	13%
WHITE	62%	65%	66%
HISPANIC	6%	10%	19%
MEDIAN AGE	48	39	39
RENT ≥ 30% INCOME	37%	38%	41%
FAMILIES HEADED BY A FEMALE	32%	29%	13%
PROJECTED 2025 POPULATION	10,012	11.1M	337.2M

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL  
GRADUATION  
RATE: **95%**  
NC: 89% | US: 89%



THIRD GRADERS  
READING AT GRADE  
LEVEL: **48%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	\$15,120	\$10,791	\$16,080
STUDENTS RECEIVING FREE OR REDUCED LUNCH	>90%	58%	77%

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**None**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE  
PHYSICIANS  
PER 10,000: **5**  
NC: 8 | US: 28

DENTISTS PER 10,000	0	5	6
FOOD INSECURE	20%	14%	--
CANCER INCIDENCE PER 10,000	50	46	44
HEART DISEASE DEATHS PER 10,000	21	16	20
UNINSURED ADULTS	15%	11%	9%
OBESITY	41%	34%	42%

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD  
INCOME: **\$53,053**  
NC RANKING: **72nd**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	3%	4%	4%
LIVE IN POVERTY	18%	13%	13%

LARGEST EMPLOYER: **Jones County  
Board of Education**

# JONES COUNTY



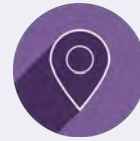
## FAST FACTS



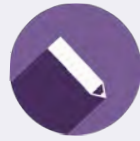
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**HEALTHCARE,  
MANUFACTURING**



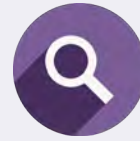
Top Attractions:  
**OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**52**



# of K-12 Public  
Schools:  
**6**



Known for:  
**FORESTS, FARMLAND,  
PASSTHROUGH TO  
COASTAL DESTINATIONS**

## ECU IN JONES COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- The College of Education's Integrating the Computer Science for All (iCS4All) initiative aimed to improve STEM education and introduce computational thinking to students in three rural school districts, including Jones County Schools. The program **strengths educational opportunities to meet the needs of a rural population.**
- **Expanding access to health care and wellness options**, ECU School of Dental Medicine developed a program that provides oral health care and dental hygiene education to schoolchildren in Jones County, regardless of insurance.
- Providing **transformative experiences and experiential learning** through the SECU Public Fellows Internship program, undergraduates worked with the Jones County Economic Development on a revitalization plan for recovery from hurricane as well as their business directory.

## FACULTY HIGHLIGHT



### MERRILL FLOOD & DR. MISUN HUR

The development of a bypass around Maysville, North Carolina to ease the flow of traffic for those travelling to coastal destinations, created challenges to business sustainability in the small town. But with the influence of one assignment in a planning studio class, the Jones County town is now celebrating an American Rescue Plan Grant to revitalize its main street. The service-oriented mission of ECU faculty such as Merrill Flood and Dr. Misun Hur, have seen the creation of programs and community partnerships aimed at improving and advancing communities, while also connecting students to real word experience. Student project deliverables and program curriculum have aided local communities in showcasing the potential of these communities for revitalization and development that **advance regional economic prosperity and sustainability.**

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# LENOIR COUNTY



## ABOUT


Established in 1791 out of Dobbs County, Lenoir County was named for Speaker of the Senate and Revolutionary War soldier William Lenoir. Kinston serves as the county seat.



Other communities located in Lenoir County include Deep Run, Dawson, Institute, Graingers, La Grange, and Pink Hill.


Lenoir County played a significant role in the history of the American Civil War, hosting the Battle of Kinston in 1862 and the Battle of Wyse Fork in 1865. Artifacts from the CSS Neuse,

a Confederate ironclad gunboat that was purposely sunk in the Neuse River to avoid Union capture, are also available to tour in Kinston.

Lenoir County's historical and cultural attractions include the Atlantic and North Carolina Railroad Freight Depot, the La Grange Presbyterian Church, and the Lenoir County Courthouse. Minor League Baseball's Down East Wood Ducks, a Class-A affiliate of the Texas Rangers, plays home games at Grainger Stadium in Kinston.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>55,071</b> NC RANKING: <b>49th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>40%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>52%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>8%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>43</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>37%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>34%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>56,175</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>84%</b> NC: 89%   US: 89%</p>  <p>THIRD GRADERS READING AT GRADE LEVEL: <b>36%</b> NC: 50%   US: 68%</p>	STUDENT EXPENDITURE K-12	<b>\$10,023</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>
	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Lenoir Community College</b>			

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>6</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>4</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>19%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>51</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>20</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>11%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>41%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$43,063</b> NC RANKING: <b>83rd</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>22%</b>	<b>13%</b>	<b>13%</b>
LARGEST EMPLOYER: <b>Sanderson Farms, Inc.</b>				

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# LENOIR COUNTY



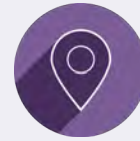
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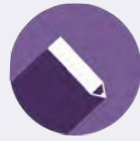
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**HEALTHCARE,  
MANUFACTURING**



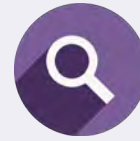
Top Attractions:  
**CHEF AND THE  
FARMER, BASEBALL**



# of Enrolled ECU  
Students from  
County:  
**347**



# of K-12 Public  
Schools:  
**17**



Known for:  
**REVITALIZED  
DOWNTOWN KINSTON**

## ECU IN LENOIR COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- **Providing transformative experiences and experiential learning** through the SECU Public Fellows Internship program, undergraduates have worked with Hope Restorations to build a customer relationship management system for the non profit and a 5-year budget plan and the Lenoir County Economic Development on a subdivision restructuring plan.
- ECU's Collaborative Action in Rural Education (CARE) Corps supports eastern North Carolina residents through resiliency, teaching, and counseling. CARE Corp, housed in the College of Education's Rural Education Institute, provides tutoring, support for classroom teachers and students, and mental health services in specific high-need areas in Lenoir County. The immersive program **expands access to transformative learning** while also **strengthening the workforce and educational opportunities to meet the needs of the rural population.**

## FACULTY HIGHLIGHT



### DR. TAREK ABDEL-SALAM

Industrial companies are seeking innovative ways to reduce waste and conserve energy, while progressing in the fields of electronics, manufacturing, packing, and the like. Under the direction of engineering professor Dr. Tarek Abdel-Salam, student interns from ECU's Center for Sustainable Energy and Environmental Engineering (CSE3) aid businesses like Smithfield Packing in Kinston with scholarly, applied research and consultancy in sustainable energy development, pollution prevention, and natural resource conservation. The innovative program partners with regional manufacturing facilities, providing students with **expanded transformative experiences with curricular workforce and skills development**, and companies with access not only to innovations in sustainable environmentally conscious business practices, but also a pool of reliable and informed future employees.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# MARTIN COUNTY



## ABOUT

Established in 1774 out of Halifax and Tyrrell counties, Martin County was named for Josiah Martin, the last royal governor of North Carolina. Williamston serves as the county seat.

Other communities located in Martin County include Bear Grass, Darden, Everetts, Gold Point, Hamilton, Hassell, Jamesville, Oak City, Parmele, and Robersonville.

The Roanoke River served as an important trade route through Martin County, allowing the county's industries in tar, pitch, turpentine, forest, and meat products to grow the county in its early development. Today, the county sees an influx of naturalists for

hunting and fishing recreation that the river and regional dams offer.

Martin County's historical and cultural attractions include Fort Branch, a renovated Confederate fort, the Darden Hotel, the Martin County Courthouse, and the Green Memorial Church, which in 1963 held civil rights "Freedom Rallies" for 32 days featuring over 400 protesters.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**21,992**  
NC RANKING:  
**78th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>42%</b>	<b>21%</b>	<b>13%</b>
WHITE	<b>52%</b>	<b>65%</b>	<b>66%</b>
HISPANIC	<b>4%</b>	<b>10%</b>	<b>19%</b>
MEDIAN AGE	<b>47</b>	<b>39</b>	<b>39</b>
RENT ≥ 30% INCOME	<b>41%</b>	<b>38%</b>	<b>41%</b>
FAMILIES HEADED BY A FEMALE	<b>36%</b>	<b>29%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>22,148</b>	<b>11.1M</b>	<b>337.2M</b>

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL  
GRADUATION  
RATE: **69%**  
NC: 89% | US: 89%



THIRD GRADERS  
READING AT GRADE  
LEVEL: **30%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$13,223</b>	<b>\$10,791</b>	<b>\$16,080</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>86%</b>	<b>58%</b>	<b>77%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**Martin Community College**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE  
PHYSICIANS  
PER 10,000: **5**  
NC: 8 | US: 28

DENTISTS PER 10,000	<b>3</b>	<b>5</b>	<b>6</b>
FOOD INSECURE	<b>17%</b>	<b>14%</b>	<b>--</b>
CANCER INCIDENCE PER 10,000	<b>47</b>	<b>46</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>22</b>	<b>16</b>	<b>20</b>
UNINSURED ADULTS	<b>9%</b>	<b>11%</b>	<b>9%</b>
OBESITY	<b>38%</b>	<b>34%</b>	<b>42%</b>

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD  
INCOME: **\$44,799**  
NC RANKING: **87th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>21%</b>	<b>13%</b>	<b>13%</b>

LARGEST EMPLOYER: **Martin County Board of Education**

# MARTIN COUNTY



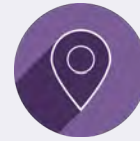
## FAST FACTS



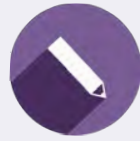
Top Crops:  
**COTTON,  
SOYBEANS**



Top Industries:  
**MANUFACTURING,  
HEALTHCARE**



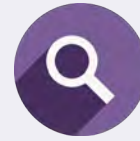
Top Attractions:  
**OUTDOOR  
RECREATION,  
ROANOKE RIVER**



# of Enrolled ECU  
Students from  
County:  
**139**



# of K-12 Public  
Schools:  
**10**



Known for:  
**BOB MARTIN EASTERN  
AGRICULTURAL CENTER**

## ECU IN MARTIN COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- REDE staff answered the call from the SECU Foundation to help find solutions to address the availability and accessibility of affordable housing in northeastern NC. This initiative helped **expand and enrich our external partnerships**. The consortium, which includes Martin County, will help **advance regional economic prosperity and sustainability**.
- Faculty in ECU's Division of Health Sciences collaborated on grant-funded efforts to increase patient opportunities for telehealth care by leveraging broadband and cellular access in rural northeastern NC communities, including Martin County. This work allowed ECU to **expand access to health care and wellness options** for the area.
- **Providing transformative experiences and experiential learning**, the SECU Public Fellows internship partnered an ECU marketing undergraduate with the Martin-Pitt Partnership for Children.

## FACULTY HIGHLIGHT



### DR. SUZANNE LAZORICK

During his time at ECU, alumnus Tim Hardison learned that his fellow residents of Martin County faced some of the shortest life expectancies in North Carolina. To help this rural county face the challenges of diabetes and cardiovascular disease, Hardison, along with current ECU faculty Dr. Suzanne Lazorick, developed a web-based curriculum which combines physical activity and nutritional education with real time data management. The Motivating Adolescents with Technology to CHOOSE Health (MATCH ) Wellness program now reaches middle school students across the state in the prevention of childhood obesity. The success of the **university-community partnered comprehensive well-being** program has prompted state and federal support and shown consistent and significant return on investment, with students sharing the goals of the program with their families and implementing the practices into adulthood.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

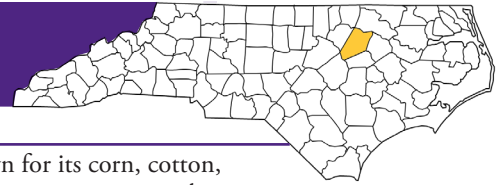


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# NASH COUNTY




## ABOUT


Established in 1777 from Edgecombe County, Nash County was named for Francis Nash, a general who served under George Washington during the Revolutionary War. Nash was killed in the Battle of Germantown in 1777 before the county was officially created. Nashville serves as the county seat.


Other communities located in Nash County include Bailey, Castalia, Middlesex, Red Oak, and Spring Hope. The county shares three towns with other counties, including Rocky Mount (Edgecombe), Sharpsburg (Edgecombe and Wilson), and Zebulon (Wake). Other natural features in the county include the Tar River, the White Oak Swamp, and the Moccasin, Swift, and Deer Branch creeks.

The county is known for its corn, cotton, cucumber, livestock, sweet potato, soybean, and tobacco production. Nash County is also the home of North Carolina Wesleyan College, which was established in 1956 and serves 1,500 students.

Nash County's historical and cultural attractions include the Country Doctor Museum, the Nash County Historical Association, The Imperial Center for the Arts and Sciences, and the Tank Theatre.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>95,015</b> NC RANKING: <b>30th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>41%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>50%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>8%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>42</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>34%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>33%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>98,652</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>85%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$10,189</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>77%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>31%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Nash Community College</b> <b>North Carolina Wesleyan College</b>		

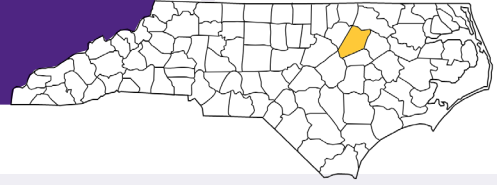
		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>6</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>5</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>15%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>43</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>18</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>11%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>38%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$56,770</b> NC RANKING: <b>40th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>15%</b>	<b>13%</b>	<b>13%</b>
LARGEST EMPLOYER: <b>Hospira, Inc.</b>				

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project



# NASH COUNTY



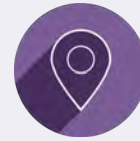
## FAST FACTS



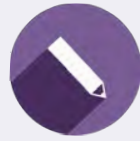
Top Crops:  
**SOYBEANS,  
SWEET POTATOES**



Top Industries:  
**MANUFACTURING,  
AGRICULTURE**



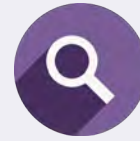
Top Attractions:  
**ROCKY MOUNT MILLS  
DISTRICT, COUNTRY  
DOCTOR MUSEUM**



# of Enrolled ECU  
Students from  
County:  
**438**



# of K-12 Public  
Schools:  
**27**



Known for:  
**BATTLE PARK, TAR RIVER  
TRAIL AND PADDLE TRAIL**

## ECU IN NASH COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- **Increasing public engagement and access to cultural offerings**, ECU's Country Doctor Museum partnered with students from Southern Nash High for an oral history event held for county residents. The event was held in an effort to preserve local history as part of an ongoing class project to create a digital history archive for the museum.
- ECU's Brody School of Medicine and the School of Dental Medicine led a health screening event in Rocky Mount. **Expanding access to wellness options**, the event offered health and dental disease assessments to the un- and under-insured and provided information and resources for next steps.
- ECU's Center for Sustainable Energy and Environmental Engineering offers pollution prevention-focused internships where students work in areas like a repurposed textile facility in Rocky Mount. The **experiential and transformative learning experiences also help strengthen the regional workforce and expand external partnerships.**

## FACULTY HIGHLIGHT



### DRS. SALMA SYED & JARED CARTER-DAVIS

The East Carolina University HIV program, funded through the Ryan White HIV/AIDS program, has been the primary provider of comprehensive HIV medical care to rural populations in eastern North Carolina since the 1980s. Expanded programs in counties such as Nash County, are also working to provide targeted care to HIV-positive women, infants, children, and youth. Faculty like Drs. Salma Syed and Jared Carter-Davis are working with **community advisory boards and patients to improve community-based education and prevention programs**, non-traditional HIV counseling, and increased testing for minority populations. Clinics at the Brody School of Medicine East Carolina University-Division of Infectious Disease (ECU-DID) offer services to the insured and uninsured that include medical care, substance abuse and mental health counseling, medication treatment adherence, and case management.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

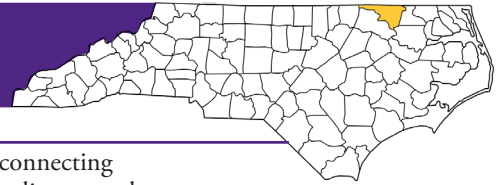


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# NORTHAMPTON COUNTY



## ABOUT

Established in 1741 out of Bertie County, Northampton County was created for travelers' convenience. Those living in the area needed better access to a courthouse. Northampton County was created to serve that need. It received its name from James Compton, Earl of Northampton.

Jackson has served as the county seat since its incorporation in 1823. Jackson was named after the seventh president of the United States, Andrew Jackson. Other communities located in Northampton County include Gaston, Garysburg, Margarettsville, Rich Square, Seaboard, Severn, and Vulture.

Northampton County was home to the first railroad to cross into the state. The track was constructed in 1833 by the Petersburg

Railroad Company, connecting Northampton to a trading post along the Roanoke River. The county is also known for its horse racing and breeding. Mowfield Plantation in Jackson sheltered the state's greatest thoroughbred horse, Sir Archie, who went on to sire racing greats Boston, Lexington, Man O'War, and Timoleon.

Northampton County's historical and cultural attractions include the Cedar Grove Quaker Meetinghouse, the Jackson Museum, the Lee-Grant Farm, the Northampton Memorial Library, and the Peebles House. The county hosts the annual Northampton County Farm Festival.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**17,528**  
NC RANKING:  
**86th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>54%</b>	<b>21%</b>	<b>13%</b>
WHITE	<b>40%</b>	<b>65%</b>	<b>66%</b>
HISPANIC	<b>3%</b>	<b>10%</b>	<b>19%</b>
MEDIAN AGE	<b>51</b>	<b>39</b>	<b>39</b>
RENT ≥ 30% INCOME	<b>39%</b>	<b>38%</b>	<b>41%</b>
FAMILIES HEADED BY A FEMALE	<b>37%</b>	<b>29%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>18,529</b>	<b>11.1M</b>	<b>337.2M</b>

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL GRADUATION RATE: **80%**  
NC: 89% | US: 89%



THIRD GRADERS READING AT GRADE LEVEL: **32%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$17,160</b>	<b>\$10,791</b>	<b>\$16,080</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**None**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **2**  
NC: 8 | US: 28

DENTISTS PER 10,000	<b>2</b>	<b>5</b>	<b>6</b>
FOOD INSECURE	<b>19%</b>	<b>14%</b>	<b>--</b>
CANCER INCIDENCE PER 10,000	<b>43</b>	<b>46</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>16</b>	<b>16</b>	<b>20</b>
UNINSURED ADULTS	<b>12%</b>	<b>11%</b>	<b>9%</b>
OBESITY	<b>41%</b>	<b>34%</b>	<b>42%</b>

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD INCOME: **\$45,698**  
NC RANKING: **96th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>19%</b>	<b>13%</b>	<b>13%</b>

LARGEST EMPLOYER: **Lowes Home Centers, Inc.**

# NORTHAMPTON COUNTY



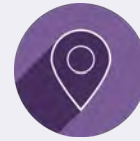
## FAST FACTS



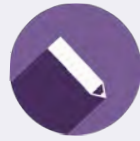
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**HEALTHCARE,  
MANUFACTURING**



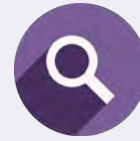
Top Attractions:  
**WATERWAY  
ACCESS, OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**36**



# of K-12 Public  
Schools:  
**6**



Known for:  
**ROANOKE RIVER, LAKE  
GASTON, I-95 NC/VA  
BORDER**

## ECU IN NORTHAMPTON COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Faculty in ECU's Division of Health Sciences collaborated on grant-funded efforts to help increase patient opportunities for telehealth care by leveraging broadband and cellular access in rural northeastern NC communities, including Northampton County. This work allowed ECU to **expand access to health care and wellness options** for the area.
- REDE staff answered the call from the SECU Foundation to help find solutions to address the availability and accessibility of affordable housing in northeastern NC. This initiative helped **expand and enrich our external partnerships**. The consortium, which includes Bertie County, will help advance regional economic prosperity and sustainability.

## FACULTY HIGHLIGHT



### DR. DOYLE "SKIP" CUMMINGS

Telehealth in the home setting is a challenge in rural counties where access to broadband internet is highly limited. This is the focus of the collaborative work between ECU's Division of Health Sciences and community partners that aims to **expand access to telehealth care** by leveraging broadband and cellular access in target rural communities like Northampton County. Dr. Doyle "Skip" Cummings and team are working to provide selected aspects of primary medical care, dental evaluation, behavioral health, nutrition and pharmacy counseling, and chronic disease management via telehealth into the home setting. The expected outcome is that increased access to telehealth care will improve access to both local and regional providers, save costs, and produce clinical measures comparable to face-to-face care.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

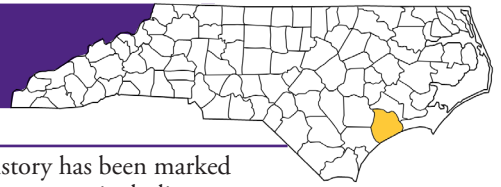


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# ONSLow COUNTY



## ABOUT

Established in 1734 out of Carteret and New Hanover counties, Onslow County was named for Speaker of the British House of Commons Sir Arthur Onslow. The area was settled by Europeans after the Tuscarora War of 1711. Jacksonville serves as the county seat.

Other communities located in Onslow County include Holly Ridge, North Topsail Beach, Richlands, Sneads Ferry, and Swansboro. The county is also home to Camp Lejeune – a U.S. Marine Corps Base that spans 150,000 acres and has an approximate population approaching 114,000.

Onslow County's history has been marked by several military moments, including county residents participating in quelling a Tory uprising in 1776 in Wilmington, N.C.; an 1820s slave rebellion that saw eight slaves attempt to seek freedom in the Onslow County swamps; the manufacturing of ships for the War of 1812; and the growth of Camp Lejeune during World War II.

Onslow County's historical and cultural attractions include two large antebellum plantation homes – the Palo Alto and Avirett-Stephens plantations – and Alum Spring, a historic sulfur spring located at Catherine Lake.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**203,686**  
NC RANKING:  
**13th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	14%	21%	13%
WHITE	71%	65%	66%
HISPANIC	13%	10%	19%
MEDIAN AGE	27	39	39
RENT ≥ 30% INCOME	39%	38%	41%
FAMILIES HEADED BY A FEMALE	24%	29%	13%
PROJECTED 2025 POPULATION	220,451	11.1M	337.2M

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL GRADUATION RATE: **91%**  
NC: 89% | US: 89%



THIRD GRADERS READING AT GRADE LEVEL: **49%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	\$9,150	\$10,791	\$16,080
STUDENTS RECEIVING FREE OR REDUCED LUNCH	44%	58%	77%

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**Coastal Carolina Community**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **3**  
NC: 8 | US: 28

DENTISTS PER 10,000	4	5	6
FOOD INSECURE	15%	14%	--
CANCER INCIDENCE PER 10,000	54	46	44
HEART DISEASE DEATHS PER 10,000	17	16	20
UNINSURED ADULTS	9%	11%	9%
OBESITY	34%	34%	42%

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD INCOME: **\$59,976**  
NC RANKING: **41st**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	4%	4%	4%
LIVE IN POVERTY	13%	13%	13%

LARGEST EMPLOYER: **Department of Defense**

# ONslow COUNTY



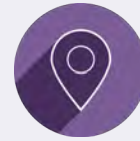
## FAST FACTS



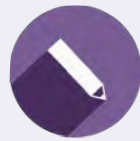
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**DEPT. OF  
DEFENSE, RETAIL,  
HEALTHCARE**



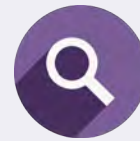
Top Attractions:  
**BEACH AND RIVER  
ACCESS, DINING &  
SHOPPING**



# of Enrolled ECU  
Students from  
County:  
**729**



# of K-12 Public  
Schools:  
**42**



Known for:  
**MARINE CORPS BASE  
CAMP LEJEUNE**

## ECU IN ONSLOW COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- **Providing transformative experiences and experiential learning** through the SECU Public Fellows Internship program, an undergraduate worked with One Place, a nonprofit organization in Jacksonville that provides educational, prevention and intervention resources for families and youth. The computer science-turned psychology major helped the nonprofit successfully transfer all donor data to a new program, ensuring messages would continue to reach the donors vital to the organization's work.
- ECU has worked with the United States Marine Corps and the Camp Lejeune MakerSpace in Jacksonville to provide Marines with additive manufacturing training. This short term program **expanded curricular workforce development aimed at workforce upskilling and reskilling.**

## FACULTY HIGHLIGHT



### DR. STEVE CULVER

Foraminifera—tiny single-celled animals with shells—are widely used to reconstruct paleoenvironments. Dr. Steve Culver also uses them to define stratigraphic sequences in Onslow Bay, North Carolina. Using specimens from areas like Bear Island, Culver and students test hypotheses related to sediment transport, particularly related to hurricane-driven changes. Distributions of foraminifera on North Carolina's barrier islands can indicate past environmental changes and help predict the range of changes possible in the face of climate warming and sea level rise that can be mitigated to **advance regional sustainability.**

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# PAMLICO COUNTY



## ABOUT

Established in 1872 out of Craven and Beaufort counties, Pamlico County was named for the Pamlico Sound which borders the county to the east. Bayboro serves as the county seat.

Other communities located in Pamlico County include Arapahoe, Hobucken, Mesic, Oriental, and Vandemere. Other natural features in Pamlico County include Bay City Pocosin, Cedar Island, and Dawson Creek.

Fishing and sailing helped grow Pamlico County as a tourist destination, with Oriental earning the "Sailing Capital of North Carolina" moniker. The county hosts numerous boat races each year,

including the Oriental Cup Regatta. The county is also known for helping establish the North Carolina Public Schools transportation system, becoming one of the first counties to offer motorized bus transportation.

Pamlico County's historic and cultural attractions include the Grist Mill, the Pamlico County Drama Club, and Reel Cotton Gin. The county also hosts the annual Pamlico County Croaker Festival in honor of the region's fishers.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**12,317**  
NC RANKING:  
**91st**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	19%	21%	13%
WHITE	76%	65%	66%
HISPANIC	5%	10%	19%
MEDIAN AGE	54	39	39
RENT ≥ 30% INCOME	48%	38%	41%
FAMILIES HEADED BY A FEMALE	26%	29%	13%
PROJECTED 2025 POPULATION	13,302	11.1M	337.2M

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL  
GRADUATION  
RATE: **92%**  
NC: 89% | US: 89%



THIRD GRADERS  
READING AT GRADE  
LEVEL: **53%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	\$16,250	\$10,791	\$16,080
STUDENTS RECEIVING FREE OR REDUCED LUNCH	71%	58%	77%

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**Pamlico Community College**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE  
PHYSICIANS  
PER 10,000: **6**  
NC: 8 | US: 28

DENTISTS PER 10,000	2	5	6
FOOD INSECURE	15%	14%	--
CANCER INCIDENCE PER 10,000	48	46	44
HEART DISEASE DEATHS PER 10,000	16	16	20
UNINSURED ADULTS	10%	11%	9%
OBESITY	34%	34%	42%

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD  
INCOME: **\$55,867**  
NC RANKING: **47th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	4%	4%	4%
LIVE IN POVERTY	14%	13%	13%

LARGEST EMPLOYER: **YMCA**

# PAMLICO COUNTY



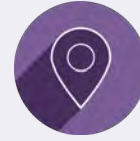
## FAST FACTS



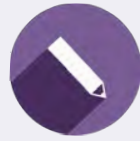
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**TOURISM,  
AGRICULTURE**



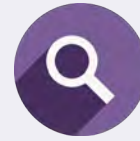
Top Attractions:  
**WATER ACCESS,  
OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**38**



# of K-12 Public  
Schools:  
**4**



Known for:  
**MINNESOTT BEACH**

## ECU IN PAMLICO COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- **Providing transformative experiences and experiential learning** opportunities, the RISE29 entrepreneurship internship program has placed students with various local businesses to help ensure their success. Students worked with a yacht sales company launching a marina and a newly opened RV park and campground. The students' work will help **advance the area's economic prosperity and sustainability**.
- Dr. Eric Wade with the Department of Coastal Studies explores the collective decisions of various stakeholders over resources in coastal systems, particularly the drive toward resilience. He is working with fisherman and their families, as well as resource managers in Pamlico County to understand the responses to climate change by examining the resources, capabilities, and assets that support them to adapt to change. This project not only **expands external partnerships** but also aids in **advancing regional sustainability**.

## FACULTY HIGHLIGHT



### DR. LAUREN SASTRE

Health disparities for under-served groups in eastern North Carolina include both social determinants such as food insecurity, as well as behavioral risk factors such as diet and physical activity. Dr. Lauren Sastre, founder and director of the Farm to Clinic (F2C) initiative has focused on these issues and worked with community partners such as Food Lion Feeds and the Duke Endowment to create the Fresh Start Program mobile teaching kitchen and pantry. Fully functional with commercial food storage and preparation equipment and educational supplies, the mobile kitchen is designed to **strengthen opportunities and programs to meet the needs of a rural population**, by improving access to food and nutrition for patients like those at the Hope Clinic in Bayboro. Not only does the transformative program provide fresh, local produce, patients are also guided to learn sustainable skills directly from ECU nutrition science students, who fully engage with the community in research and programming.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# PASQUOTANK COUNTY




## ABOUT



Established in 1668 from the Albemarle Precinct, Pasquotank County gets its name from the Native American word “pask-e’tan-ki” meaning “where the current divides the fork.” The county is defined by its waterways and is bordered by the Pasquotank and Little rivers.


Elizabeth City serves as the county seat. Other communities located in Pasquotank County include Morgans Corner, Nixonton, and Weeksville.

The county is home to Elizabeth City State University, established in 1891, which enrolls about 1,350 students per year.

Pasquotank County is known for its shipping, boating, fishing, and diving industries, while serving as an Intracoastal Waterway hub. Local attractions include the Arts of the Albemarle Center, the Dixie Land Speedway in Elizabeth City, and the Elizabeth City State University Khan Planetarium.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>40,454</b> NC RANKING: <b>62nd</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>36%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>47%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>6%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>39</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>39%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>29%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>39,734</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>76%</b> NC: 89%   US: 89%</p>  <p>THIRD GRADERS READING AT GRADE LEVEL: <b>39%</b> NC: 50%   US: 68%</p>	STUDENT EXPENDITURE K-12	<b>\$11,798</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>72%</b>	<b>58%</b>	<b>77%</b>
	<p>COMMUNITY COLLEGES &amp; 4-YEAR UNIVERSITIES: <b>College of the Albemarle - Elizabeth City Campus</b> <b>Elizabeth City State University</b></p>			

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>8</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>4</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>15%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>43</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>26</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>12%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>39%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$61,411</b> NC RANKING: <b>56th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>12%</b>	<b>13%</b>	<b>13%</b>
<p>LARGEST EMPLOYER: <b>Sentara Internal Medicine Physician</b></p>				

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project



# PASQUOTANK COUNTY



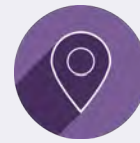
## FAST FACTS



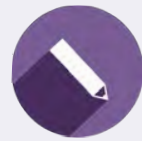
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**DEPT. OF DEFENSE/  
AEROSPACE,  
EDUCATION,  
HEALTHCARE**



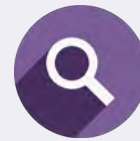
Top Attractions:  
**WATER ACCESS,  
OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**131**



# of K-12 Public  
Schools:  
**13**



Known for:  
**COAST GUARD AIR  
STATION, ELIZABETH CITY  
STATE UNIVERSITY**

## ECU IN PASQUOTANK COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Faculty in ECU's Division of Health Sciences collaborated on grant-funded efforts to help increase patient opportunities for telehealth care by leveraging broadband and cellular access in rural northeastern NC communities, including Pasquotank County. This work allowed ECU to **expand access to health care and wellness options** for the area.
- Funded by a grant award, Dr. Sy Saeed partnered with Elizabeth City State University (ECSU) to provide telepsychiatry services to ECSU students. The partnership **expanded behavioral health care services** at ECSU during a time when mental health concerns on college campuses caused by the COVID-19 pandemic were surging.

## FACULTY HIGHLIGHT



### DR. AMY SWAIN

The Southeast Regional Coalition for University Assisted Community Schools (SRCUACS) has chosen ECU, along with Duke University and North Carolina Central University, to **provide access to educational and cultural resources and services** to university assisted community model school P.W. Moore Elementary in Elizabeth City, North Carolina. SRCUACS members such as Dr. Amy Swain in the ECU College of Education use the UACS model to establish partnerships with parents, local civic groups and government agencies, school district administration, healthcare organizations, and local businesses in order to address sustainability and create enriched learning experiences and integrate support through collaborative leadership.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# PERQUIMANS COUNTY



## ABOUT

Established as a precinct from Albemarle Precinct in 1668, Perquimans County was first settled by the Yeopim and Weapemeoc tribes.

In 1662, English settler George Durant struck a land deal with the chief of the Yeopim tribe, allowing him to settle land in the county between the Little River and Albemarle Sound. The document is one of the oldest surviving land deeds in North Carolina. The county has also been part of many early political disputes, including Culpeper's Rebellion in 1677 and Cary's Rebellion in 1711.

The town of Hertford serves as the county seat. Other communities located in Perquimans County include Chapanoke, Belvidere, Durants Neck, Snug Harbor, and Winfall.

Perquimans County's historical and cultural attractions include the Alfred Moore House, the Newbold-White House, the Piney Woods Friends Meetinghouse, and the Thomas Nixon Plantation. Local festivals include the Hearth and Harvest Festival, the Perquimans County Indian Summer Festival, and the Spring Fling and Old-Timers Game.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**13,053**  
NC RANKING:  
**90th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>23%</b>	<b>21%</b>	<b>13%</b>
WHITE	<b>72%</b>	<b>65%</b>	<b>66%</b>
HISPANIC	<b>3%</b>	<b>10%</b>	<b>19%</b>
MEDIAN AGE	<b>50</b>	<b>39</b>	<b>39</b>
RENT ≥ 30% INCOME	<b>40%</b>	<b>38%</b>	<b>41%</b>
FAMILIES HEADED BY A FEMALE	<b>25%</b>	<b>29%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>14,258</b>	<b>11.1M</b>	<b>337.2M</b>

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL  
GRADUATION  
RATE: **89%**  
NC: 89% | US: 89%



THIRD GRADERS  
READING AT GRADE  
LEVEL: **53%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$11,828</b>	<b>\$10,791</b>	<b>\$16,080</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>54%</b>	<b>58%</b>	<b>77%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**None**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE  
PHYSICIANS  
PER 10,000: **1**  
NC: 8 | US: 28

DENTISTS PER 10,000	<b>1</b>	<b>5</b>	<b>6</b>
FOOD INSECURE	<b>15%</b>	<b>14%</b>	<b>--</b>
CANCER INCIDENCE PER 10,000	<b>40</b>	<b>46</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>20</b>	<b>16</b>	<b>20</b>
UNINSURED ADULTS	<b>9%</b>	<b>11%</b>	<b>9%</b>
OBESITY	<b>34%</b>	<b>34%</b>	<b>42%</b>

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD  
INCOME: **\$59,401**  
NC RANKING: **45th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>13%</b>	<b>13%</b>	<b>13%</b>

LARGEST EMPLOYER: **Perquimans County Schools**

# PERQUIMANS COUNTY



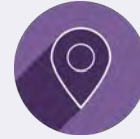
## FAST FACTS



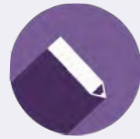
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**HEALTHCARE,  
RETAIL,  
CONSTRUCTION**



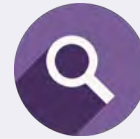
Top Attractions:  
**OUTDOOR  
RECREATION**



# of Enrolled ECU  
Students from  
County:  
**50**



# of K-12 Public  
Schools:  
**4**



Known for:  
**ALBEMARLE SOUND,  
PROXIMITY TO THE  
OUTER BANKS**

## ECU IN PERQUIMANS COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- To **expand access to health care and wellness options** in the rural area, ECU's School of Dental Medicine opened a service learning center in Elizabeth City. The center also provided dental health access to those in neighboring Perquimans County. The service learning center also provides dental students a **transformative educational experience** in a real-world setting.
- The ECU Health Sciences Leadership Council created a healthcare centric interprofessional case competition to bring together teams of health professions students across ECU's schools and programs to develop an innovative and creative way to reduce mortality rates related to heart disease in Perquimans County. The program not only **promoted interdisciplinary collaboration and experiential learning**, but also helped to create a **sustainable community-based project aimed at fostering comprehensive well being**.

## FACULTY HIGHLIGHT



### DRS. MICHAEL O'DRISCOLL & MEGHAN MILLEA

Coastlines are vital to the US economy, well-being, and security; but, they face increasing threats from water related issues such as extreme weather, sea level rise, flooding, and other natural hazards. ECU researchers in the Coastlines & People Project, an NSF-funded, interdisciplinary team, including geoscientist Dr. Michael O'Driscoll and professor of economics Dr. Meghan Millea, among many others, are working to strengthen resilience in communities along the Albemarle-Pamlico estuary system. The collaborative community science program not only **expands and enriches external partnerships** by working with city and town governments and local and regional organizations, it also assesses challenges and provides environmental, social, and economic data to help make decisions on vulnerability, community adaptation, and environmental justice, ultimately **advancing regional sustainability**.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# PITT COUNTY



## ABOUT


Established in 1760 after the annexation of Beaufort County, Pitt County was named for British statesman William Pitt. A regional courthouse and prison were built within the county, with the county seat set in Martinsborough – renamed Greenville – in 1787.


Other communities located in Pitt County include Ayden, Bethel, Black Jack, Calico, Grifton, Grimesland, Pactolus, Simpson, and Stokes.


Pitt County is home to East Carolina University, established in 1907, and features historic structures including the College View

Historic District in Greenville, the Ayden Historic District in Ayden, and the James L. Fleming House in Greenville.

Pitt County's historical cultural attractions include the Ayden Arts and Recreation Center, the Dance Arts Theatre, the Greenville Museum of Art, and the Walter Stasavich Science and Nature Center. The county hosts annual festivals such as the Ayden Collard Festival, the Farmville Dogwood Festival, and the Winterville Watermelon Festival.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>171,196</b> NC RANKING: <b>16th</b> <small>*ranked HIGH to LOW out of 100 counties</small></p>	BLACK	<b>35%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>55%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>7%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>33</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>39%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>35%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>194,033</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>82%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$9,916</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>67%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>47%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>ECU</b> <b>Pitt Community College</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>12</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>9</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>16%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>42</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>10%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>36%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$54,915</b> NC RANKING: <b>69th</b> <small>*ranked HIGHEST to LOWEST out of 100 counties</small></p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>20%</b>	<b>13%</b>	<b>13%</b>
	LARGEST EMPLOYER: <b>ECU Health</b>			

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# PITT COUNTY



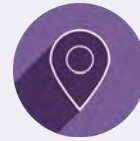
## FAST FACTS



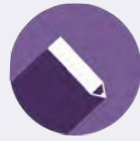
Top Crops:  
**CORN,  
COTTON**



Top Industries:  
**HEALTHCARE,  
EDUCATION,  
MANUFACTURING**



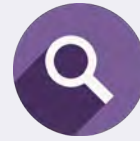
Top Attractions:  
**SHOPPING, PIRATE  
SPORTS, TAR RIVER  
ACTIVITIES**



# of Enrolled ECU  
Students from  
County:  
**3,570**



# of K-12 Public  
Schools:  
**37**



Known for:  
**ECU, HEALTHCARE,  
SIMPLY NATURAL  
CREAMERY**

## ECU IN PITT COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- **Increasing public engagement with and access to educational offerings** during the pandemic, Laupus Library provided laptops and health education instruction to the school-aged children of migrant farmworker families in Wayne and Pitt counties. The grant-funded program allowed the children to continue learning when school moved to virtual.
- ECU was the first college in the UNC system to open a Campus Kitchen, a project that brought hunger relief to Pitt County. Powered by students, Campus Kitchen provided participants a **transformative experience** during their college career.
- Also providing **transformative experiences and experiential learning**, the RISE29 entrepreneur-focused internship program placed students with a cafe in Farmville to help identify new revenue streams and develop ways to serve more customers. The success of the business will help **advance the area's economic prosperity**.

## FACULTY HIGHLIGHT



### DRS. VIRGINIA DRISCOLL & ADRIENNE STEINER-BRETT

ECU's School of Music has been a pioneer in music therapy, creating curriculum and relationships with the community for decades. But Drs. Virginia Driscoll and Adrienne Steiner-Brett are taking the program to the next level by creating access to **collaborate in the fostering of comprehensive and innovative health care and wellness options** for eastern North Carolina. Space in the ECU School of Music has been dedicated to the Pitt County Group Homes Foundation (PCGHF), honoring the foundation's longstanding relationship, and providing a place for the transformative power of music. The Music Therapy Clinic houses musical instruments and showcases live music to aid neurologic stimulation that help clients reach a variety of health and wellness goals.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# TYRRELL COUNTY



## ABOUT

Established in 1729 out of Bertie, Chowan, Pasquotank, and Currituck counties, Tyrrell County was named for Lord Proprietor Sir John Tyrrell. The county was established to provide those living in the region better access to a courthouse, a jail, and other government buildings. Columbia serves as the county seat.

Other communities located in Tyrrell County include Fort Landing, Frying Pan Landing, Gum Neck, Kilkenny, Newfoundland, and Woodley.

The Secotan and Tuscarora tribes originally inhabited Tyrrell County. Archaeologists have discovered Native American artifacts in the county, including pots and weapons from before the colonial era.

Tyrrell County's historical and cultural attractions include the Columbia Historic District, the Columbia Theater Cultural Resources Center, the Pocosin Arts School of Fine Craft, and the Pocosin Lakes National Wildlife Refuge – an 110,000-acre conservation site that serves as one of the largest ecosystems for black bears on the east coast.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**3,389**  
NC RANKING:  
**100th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>33%</b>	<b>21%</b>	<b>13%</b>
WHITE	<b>59%</b>	<b>65%</b>	<b>66%</b>
HISPANIC	<b>9%</b>	<b>10%</b>	<b>19%</b>
MEDIAN AGE	<b>45</b>	<b>39</b>	<b>39</b>
RENT ≥ 30% INCOME	<b>44%</b>	<b>38%</b>	<b>41%</b>
FAMILIES HEADED BY A FEMALE	<b>30%</b>	<b>29%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>3,727</b>	<b>11.1M</b>	<b>337.2M</b>

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL GRADUATION RATE: **>95%**  
NC: 89% | US: 89%



THIRD GRADERS READING AT GRADE LEVEL: **50%**  
NC: 50% | US: 68%

	COUNTY	NC AVG	US AVG
STUDENT EXPENDITURE K-12	<b>\$17,243</b>	<b>\$10,791</b>	<b>\$16,080</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**None**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **0**  
NC: 8 | US: 28

	COUNTY	NC AVG	US AVG
DENTISTS PER 10,000	<b>0</b>	<b>5</b>	<b>6</b>
FOOD INSECURE	<b>20%</b>	<b>14%</b>	<b>--</b>
CANCER INCIDENCE PER 10,000	<b>53</b>	<b>46</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>16</b>	<b>16</b>	<b>20</b>
UNINSURED ADULTS	<b>13%</b>	<b>11%</b>	<b>9%</b>
OBESITY	<b>39%</b>	<b>34%</b>	<b>42%</b>

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD INCOME: **\$55,341**  
NC RANKING: **98th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

	COUNTY	NC AVG	US AVG
UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>16%</b>	<b>13%</b>	<b>13%</b>

LARGEST EMPLOYER: **Tyrrell County Board of Education**

# TYRRELL COUNTY



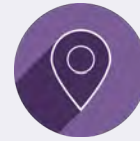
## FAST FACTS



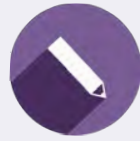
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**AGRICULTURE,  
CONSTRUCTION,  
RETAIL**



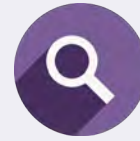
Top Attractions:  
**ECOTOURISM**



# of Enrolled ECU  
Students from  
County:  
**19**



# of K-12 Public  
Schools:  
**3**



Known for:  
**SCUPPERNONG RIVER,  
ALLIGATOR RIVER,  
ALBEMARLE SOUND**

## ECU IN TYRRELL COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- Through the SECU Public Fellows Internship program, undergraduates have worked with the Tyrrell County Soil and Water Conservation District to help push for drainage service districts to maximize drainage and storm water runoff, test water quality and nutrient levels in water sources throughout the county, test for salt influx in groundwater and to help digitize and survey aerial maps to track erosion. The opportunity not only offers transformative learning experiences, but it also **helps strengthen the regional workforce**.
- **Providing transformative experiences and experiential learning** through the SECU Public Fellows Internship program, several students have spent their summers working with the Pocosin Arts School of Fine Craft. The center operates a teaching studio and gallery in Columbia, providing the community with art programs, workshops, summer camps and festivals.

## FACULTY HIGHLIGHT



### DR. NATHAN RICHARDS

The Suppernong River Project emerged from a simple collaborative question: how can we work together? Dr. Nathan Richards, along with organizations like Coastal Studies Institute and Pocosin Arts Folk School used this question to **expand external partnerships** in order to seek out the maritime cultural resources of Tyrrell County and expose the area as a pivotal piece in the maritime history of North Carolina at large. Working with locals and a wealth of historical information, Richards and students of the Maritime Studies Program at ECU uncovered a record of the rich interaction between humans and the environment through the physical remains of transportation networks, the fishing industry, lumber industry, warfare, and the development of Columbia.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# WASHINGTON COUNTY



## ABOUT

Established in 1799 out of Tyrrell County, Washington County was named for the first president of the United States, George Washington. Plymouth serves as the county seat.


Other communities located in Washington County include Creswell, Lake Phelps, Pea Ridge, and Roper. Natural features in the county include the Albemarle Sound, the East Dismal Swamp, and the Roanoke and Scuppernon rivers.


Washington County's economy revolves around manufacturing and agriculture, including corn, livestock, plywood, lumber, sage, and tobacco. The county is home to Somerset Place, one of


the state's most prosperous plantations during the American Civil War.

The plantation housed over 800 slaves at its peak and today serves as a reunion place for slave descendants.

Washington County's historical and cultural attractions include Buncombe Hall, the Plymouth Historic District, the Pocosin Lakes National Wildlife Refuge, the Port O' Plymouth Roanoke River Museum, and the Washington County Arts Council.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>11,051</b> NC RANKING: <b>95th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>18%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>46%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>6%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>48</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>47%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>41%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>11,584</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>74%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$16,381</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>
	THIRD GRADERS READING AT GRADE LEVEL: <b>34%</b> NC: 50%   US: 68%	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>None</b>		

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>4</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>1</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>20%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>44</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>18</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>13%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>42%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$38,927</b> NC RANKING: <b>89th</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>22%</b>	<b>13%</b>	<b>13%</b>
LARGEST EMPLOYER: <b>Domtar Paper Company, LLC</b>				

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project



# WASHINGTON COUNTY



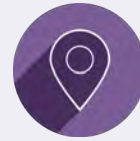
## FAST FACTS



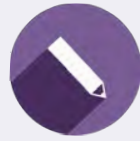
Top Crops:  
**SOYBEANS,  
CORN**



Top Industries:  
**AGRICULTURE,  
MANUFACTURING**



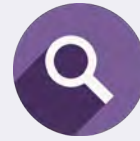
Top Attractions:  
**PETTIGREW STATE  
PARK, WATERWAY  
ACCESS, BLACK BEAR  
FESTIVAL**



# of Enrolled ECU  
Students from  
County:  
**57**



# of K-12 Public  
Schools:  
**6**



Known for:  
**PHELPS LAKE, OLDEST  
DUGOUT LOG CANOE  
DISCOVERY**

## ECU IN WASHINGTON COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- **Providing transformative experiences and experiential learning** through the SECU Public Fellows Internship program, undergraduates have worked with the Washington County Government on data management and a comprehensive rewrite of their solid waste ordinance that was severely outdated.
- Since 1993, the Alpha Life Enrichment Center has supported residents in various counties such as Washington County. Through the RISE29 program, students at ECU have helped ALEC fulfill its mission to support minority farmers in the region by providing healthier food options. An internship team was tasked with developing a strategic business plan for the local food canning operation, including a grant guide and list of potential partners. The **transformative experience** helped **advance regional economic prosperity and sustainability**.

## FACULTY HIGHLIGHT



### DR. STEPHANIE LYNN RICHARDS

Mosquito population sampling in Washington County helped Dr. Stephanie Lynn Richards identify the various species that plague parts of eastern North Carolina and examine the effectiveness of mosquito spray on insect populations. Dr. Richard's work has also led to the study of insecticide resistance in North Carolina mosquitos and the evaluation of mosquito control in the region. This aids in the prevention of the spread of certain diseases to both humans and animals, and improvement in **environmental health management and sustainability**.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.

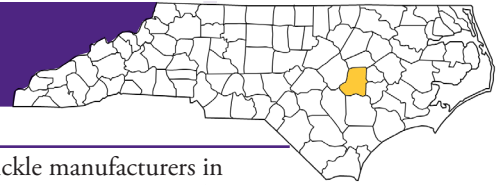


## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# WAYNE COUNTY



## ABOUT


Established in 1779 from Dobbs County, Wayne County is named after one of George Washington's most respected generals, "Mad Anthony" Wayne. Goldsboro has served as the county seat after the first county seat, Waynesboro, was dissolved after the American Civil War.



Other communities located in Wayne County include Dobbersville, Dudley, Eureka, Mount Olive, Seven Springs, Pikeville, and Walnut Creek.


The county is home to the Mount Olive Pickle Company and the University of Mount Olive. The Mount Olive Pickle Company is

one of the largest pickle manufacturers in the United States since it's opening in the 1920s. The University of Mount Olive serves 3,250 undergraduates.

Wayne County's historic and cultural attractions include the birthplace of Governor Charles B. Aycock, Goldsboro City Hall, Goldsboro Civic Ballet, and the Wayne County Museum. The county hosts annual festivals such as the Fremont Daffodil Festival, the North Carolina Pickle Festival, and the Wayne Regional Agricultural Fair.

		COUNTY	NC AVG	US AVG
 <p><b>DEMOGRAPHICS</b> <sup>1,2</sup></p> <p>POPULATION: <b>117,480</b> NC RANKING: <b>25th</b> *ranked HIGH to LOW out of 100 counties</p>	BLACK	<b>31%</b>	<b>21%</b>	<b>13%</b>
	WHITE	<b>57%</b>	<b>65%</b>	<b>66%</b>
	HISPANIC	<b>13%</b>	<b>10%</b>	<b>19%</b>
	MEDIAN AGE	<b>38</b>	<b>39</b>	<b>39</b>
	RENT ≥ 30% INCOME	<b>37%</b>	<b>38%</b>	<b>41%</b>
	FAMILIES HEADED BY A FEMALE	<b>32%</b>	<b>29%</b>	<b>13%</b>
	PROJECTED 2025 POPULATION	<b>128,239</b>	<b>11.1M</b>	<b>337.2M</b>

		COUNTY	NC AVG	US AVG
 <p><b>EDUCATION</b> <sup>3,4,5,6</sup></p> <p>HIGH SCHOOL GRADUATION RATE: <b>78%</b> NC: 89%   US: 89%</p>	STUDENT EXPENDITURE K-12	<b>\$10,128</b>	<b>\$10,791</b>	<b>\$16,080</b>
	STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>&gt;90%</b>	<b>58%</b>	<b>77%</b>
 <p>THIRD GRADERS READING AT GRADE LEVEL: <b>38%</b> NC: 50%   US: 68%</p>	COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES: <b>Wayne Community College</b> <b>University of Mount Olive</b>			

		COUNTY	NC AVG	US AVG
 <p><b>HEALTH</b> <sup>1,5,8,10</sup></p> <p>PRIMARY CARE PHYSICIANS PER 10,000: <b>5</b> NC: 8   US: 28</p>	DENTISTS PER 10,000	<b>3</b>	<b>5</b>	<b>6</b>
	FOOD INSECURE	<b>17%</b>	<b>14%</b>	<b>--</b>
	CANCER INCIDENCE PER 10,000	<b>49</b>	<b>46</b>	<b>44</b>
	HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>20</b>
	UNINSURED ADULTS	<b>13%</b>	<b>11%</b>	<b>9%</b>
	OBESITY	<b>39%</b>	<b>34%</b>	<b>42%</b>

		COUNTY	NC AVG	US AVG
 <p><b>ECONOMY</b> <sup>1,4,9</sup></p> <p>MEDIAN HOUSEHOLD INCOME: <b>\$54,323</b> NC RANKING: <b>61st</b> *ranked HIGHEST to LOWEST out of 100 counties</p>	UNEMPLOYED	<b>4%</b>	<b>4%</b>	<b>4%</b>
	LIVE IN POVERTY	<b>18%</b>	<b>13%</b>	<b>13%</b>
LARGEST EMPLOYER:		<b>Wayne County Public Schools</b>		

SOURCES: <sup>1</sup> US Census <sup>2</sup> NC.Gov Projected County Population <sup>3</sup> Kids County Data Center <sup>4</sup> North Carolina School Report Cards <sup>5</sup> NC Health Data Explorer <sup>6</sup> NC DPI Statistical Profile State Per Pupil Expenditure 2021-2022 <sup>7</sup> Sheps Health Workforce <sup>8</sup> CDC <sup>9</sup> US Bureau of Labor Statistics <sup>10</sup> NC Institute of Medicine | "About" information provided by the North Carolina History Project

# WAYNE COUNTY



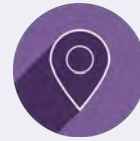
## FAST FACTS



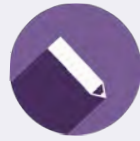
Top Crops:  
**SOYBEANS,  
CORN, WHEAT**



Top Industries:  
**DEPT. OF DEFENSE,  
AGRICULTURE,  
MANUFACTURING**



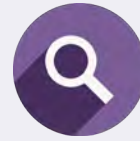
Top Attractions:  
**CLIFFS OF THE NEUSE,  
SHOPPING, DINING**



# of Enrolled ECU  
Students from  
County:  
**574**



# of K-12 Public  
Schools:  
**31**



Known for:  
**WINGS OVER WAYNE AIR  
SHOW, MOUNT OLIVE  
PICKLES**

## ECU IN WAYNE COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- With funding from a three-year mathematics science partnership grant from the U.S. Department of Education, ECU worked with Beaufort, Craven and Wayne county schools to provide content and professional development for teachers in the K-8 physical sciences. Programs like this **help to strengthen the regional workforce and enrich external partnerships.**
- **Increasing public engagement with and access to educational offerings** during the pandemic, Laupus Library provided laptops and health education instruction to the school-aged children of migrant farmworker families in Wayne and Pitt counties. The grant-funded program allowed the children to continue learning when school moved to virtual.
- **Providing transformative experiences and experiential learning** through the SECU Public Fellows Internship program, undergraduates worked with Wayne County Government on projects which focused on the city's strategic planning initiatives.

## FACULTY HIGHLIGHT



### DR. MATTHEW LEDOUX

ECU opened its Mount Olive Children's Advocacy Center to address child-abuse cases in under-resourced eastern North Carolina. The center joins staff like Dr. Matthew Ledoux from the Tender Evaluation, Diagnosis and Intervention for a Better Abuse Response (TEDI BEAR) Children's Advocacy Center in providing evaluation, education, and treatment services in cases of abuse or witness to violence. The center functions as a haven for children and caregivers, working with community partners, law enforcement, and other entities to ensure at-risk children in rural North Carolina have **access to comprehensive well-being options** that keep them safe. The vital center also provides training opportunities for ECU students in pediatrics, nursing, dentistry, social work, and criminal justice.

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



# WILSON COUNTY



## ABOUT

Established in 1855 out of Edgecombe, Johnston, Nash, and Wayne counties, Wilson County was named after Colonel Louis D. Wilson, a former soldier and legislator who died during the Mexican-American War. The city of Wilson serves as the county seat.

Other communities located in Wilson County include Black Creek, Elm City, Lucama, Saratoga, and Stantonsburg.

Wilson County was the home of the Wilson Female Academy, which was founded in 1859 and then converted into the Wilson Collegiate Institute until its closing in the 1890s. Barton College, a four-year, private, liberal arts college, is located in Wilson.

The county promoted itself as “The World’s Greatest Tobacco Market” as tobacco and cotton played a key role in its early industrial history. Wilson is the original home of BB&T, which was founded in the 19th century. After World War II, the county attracted other industries, including pharmaceutical plants, to the region. Pharmaceutical companies include Sandoz, Merck, and Fresenius Kabi USA.

Wilson County’s historical and cultural attractions include the Branch Banking building, the North Carolina Museum of the Coastal Plains, and the Wilson Central Business-Tobacco Warehouse Historical District.

## DEMOGRAPHICS <sup>1,2</sup>



POPULATION:  
**78,667**  
NC RANKING:  
**36th**

\*ranked HIGH to LOW  
out of 100 counties

	COUNTY	NC AVG	US AVG
BLACK	<b>40%</b>	<b>21%</b>	<b>13%</b>
WHITE	<b>47%</b>	<b>65%</b>	<b>66%</b>
HISPANIC	<b>11%</b>	<b>10%</b>	<b>19%</b>
MEDIAN AGE	<b>41</b>	<b>39</b>	<b>39</b>
RENT ≥ 30% INCOME	<b>42%</b>	<b>38%</b>	<b>41%</b>
FAMILIES HEADED BY A FEMALE	<b>33%</b>	<b>29%</b>	<b>13%</b>
PROJECTED 2025 POPULATION	<b>86,366</b>	<b>11.1M</b>	<b>337.2M</b>

## EDUCATION <sup>3,4,5,6</sup>



HIGH SCHOOL GRADUATION RATE: **83%**  
NC: 89% | US: 89%



THIRD GRADERS READING AT GRADE LEVEL: **53%**  
NC: 50% | US: 68%

STUDENT EXPENDITURE K-12	<b>\$10,204</b>	<b>\$10,791</b>	<b>\$16,080</b>
STUDENTS RECEIVING FREE OR REDUCED LUNCH	<b>66%</b>	<b>58%</b>	<b>77%</b>

COMMUNITY COLLEGES & 4-YEAR UNIVERSITIES:  
**Wilson Community College**  
**Barton College**

## HEALTH <sup>1,5,8,10</sup>



PRIMARY CARE PHYSICIANS PER 10,000: **6**  
NC: 8 | US: 28

DENTISTS PER 10,000	<b>4</b>	<b>5</b>	<b>6</b>
FOOD INSECURE	<b>4%</b>	<b>14%</b>	<b>--</b>
CANCER INCIDENCE PER 10,000	<b>43</b>	<b>46</b>	<b>44</b>
HEART DISEASE DEATHS PER 10,000	<b>17</b>	<b>16</b>	<b>20</b>
UNINSURED ADULTS	<b>12%</b>	<b>11%</b>	<b>9%</b>
OBESITY	<b>42%</b>	<b>34%</b>	<b>42%</b>

## ECONOMY <sup>1,4,9</sup>



MEDIAN HOUSEHOLD INCOME: **\$49,827**  
NC RANKING: **65th**  
\*ranked HIGHEST to LOWEST  
out of 100 counties

UNEMPLOYED	<b>5%</b>	<b>4%</b>	<b>4%</b>
LIVE IN POVERTY	<b>20%</b>	<b>13%</b>	<b>13%</b>

LARGEST EMPLOYER: **Bridgestone Americas Tire Operation**

# WILSON COUNTY



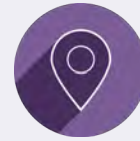
## FAST FACTS



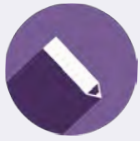
Top Crops:  
**SOYBEANS,  
CORN, SWEET  
POTATOES**



Top Industries:  
**MANUFACTURING,  
CONSTRUCTION,  
RETAIL**



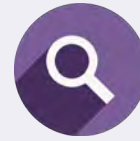
Top Attractions:  
**WHIRLIGIG PARK,  
AMTRAK THRUWAY,  
IMAGINATION STATION**



# of Enrolled ECU  
Students from  
County:  
**440**



# of K-12 Public  
Schools:  
**25**



Known for:  
**HOME TO BB&T (NOW  
TRUIST), WHIRLIGIG  
FESTIVAL**

## ECU IN WILSON COUNTY

As a nationally recognized university for community engagement, ECU faculty, staff, and students are committed to engaged research, learning, and public service in partnership with counties throughout eastern North Carolina. ECU's mission and vision are reflected through the following successes:

- 44 nursing student clinical groups from ECU participated in vaccine clinics in Pitt, Wilson, and Wayne counties during the COVID-19 pandemic. More than 230 undergraduate and graduate students helped to stop the spread of the virus in eastern NC. The endeavor not only provided the students with critical training, but also helped **provided access to this vital healthcare service.**
- ECU's Center for Leadership and Civic Engagement provides an alternative spring break experience for students to address a variety of social causes. Through partnership with local community organizations, students can help in community gardens, work on oyster reef construction, register voters, or distribute food at the Food Bank of Central and Eastern North Carolina in Wilson. The **transformative experiences enrich external partnerships and advance regional prosperity.**

## FACULTY HIGHLIGHT



### DR. TRAVIS LEWIS

Emotional and mental health needs of adolescents are as important as their educational and physical needs. Former EOSA scholar Dr. Travis Lewis worked with other ECU faculty and community partners in Wilson County to better understand the influence of social connectedness in supporting the emotional and mental health needs of middle schoolers. Lewis continues to work with teachers and administrators, to apply social and emotional learning strategies and techniques to mitigate the effects of trauma on school aged children and provide processes and support for behavioral threat assessment in K-12 schools, **strengthening educational opportunities and academic programs to meet the needs of a rural population.**

ECU has been recognized as a Carnegie Foundation Community Engagement designated campus since 2008 and an Innovation and Economic Prosperity University since 2015.



## LEARN MORE!

Scan the QR code to learn more about the work ECU is doing in this community:



A black silhouette of a smartphone with a white screen. The screen displays the text "Share your experience!".

# Share your experience!

## TAG US ON SOCIAL MEDIA

If you're sharing this journey through photos on social media, feel free to tag us in your posts! If you aren't on social media but have great photos to share, send them to us at [communityengagement@ecu.edu](mailto:communityengagement@ecu.edu).



**@ECUResearch**



**@ECUResearch**



**@REDEECU**



**ECU Office of Research,  
Economic Development  
and Engagement**

## COMPLETE THE SURVEY

At the end of this bus tour, please complete the bus tour survey. Your feedback will help us ensure a quality experience for future participants.

