STRATEGIC PRIORITIES
JANUARY 2019
Dr. Jay S. Golden, Vice Chancellor
A MODERN VISION OF RESEARCH AT ECU

Research at ECU is special and often mission driven. ECU faculty and students work tirelessly to address pressing challenges facing our region. However, our researchers have not shied away from this challenge. Over this past year, we have generated more funding for research than ever before. It is an exciting time to be a Pirate!

While the primary purpose of conducting research is discovery, there are also pragmatic benefits. Important aspects of research include the training and career preparation opportunities it affords our students. In these times of reduced institutional funding, students and their families can offset the cost of higher education through paid assistantships and internships, which research provides. Creating these opportunities is a cornerstone of the Division of Research, Economic Development and Engagement’s strategic plan moving forward.

This summary document highlights where we are now and where we plan to focus in the future. REDE strives to lead the way for both student success and regional prosperity by creating big, bold goals.

As a division, my team promises to:

• Not settle for the status quo
• Have a clear purpose and defined strategy for growing research which benefits our students, faculty and region
• Engage and listen to national and community thought leaders
• Be visible, accountable and transparent on campus and throughout the region
• Apply entrepreneurial and business principles to drive success

I invite you to share your thoughts and suggestions as we create a modern vision of research at ECU. I am confident we will be recognized as the institution that found a way to drive growth, innovation and prosperity in rural regions.

Dr. Jay Golden, Vice Chancellor
Research, Economic Development and Engagement
Professor of Engineering
STRATEGIC PRIORITIES

RESEARCH PRODUCTIVITY

G1. Top 3 for Research Productivity in the UNC System
- Doubling research expenditures to greater than $50M
- Double programs in Top 100 nationally for public universities
- Top 3 for Industry & Department of Defense research in UNC System

G2. Top 3 for Sponsored Awards in the UNC System
- $100M total in sponsored awards
- $8M total in clinical trials

BUSINESS OPERATIONS

G3. Strengthen University Financials
- Grow F&A awarded to $10M annually
- Increase Effective F&A Rate to 25 percent
- Increase state salary recovery via research grants

G4. Increase Faculty Compensation
- Grow number of faculty conducting sponsored research
- Grow number of faculty receiving summer/supplemental salary
- Develop strategies to supplement salaries through sponsored awards

G5. Promote Transparency and Accountability
- Develop REDE Business Intelligence Dashboard
- Create meaningful engagement opportunities with Faculty Senate

STUDENT SUCCESS

G6. Support Student Success
- Most undergraduates with mentored research projects in the state
- Lower student debt via funded research opportunities
- Lead the state in student startup businesses
- Develop research fellowship programs with national academic & industry partners

G7. Expand Global Engagement
- Develop research partnerships with leading global universities
- Develop research and internship opportunities with international companies

ECONOMIC DEVELOPMENT

G8. Drive Regional Economic Development
- Successful development of millennial campus facilities and properties
- Top 3 for startup companies, patent applications & licensing in UNC System
- Launch the big data Economic Growth Collaboratory
- Launch Pirate Fund and Student Microenterprise Venture Fund

G9. Grow Local Community Engagement
- Develop and implement 5-year Town-Gown engagement plan
- Expand research and engagement activities to Uptown Greenville

COMMUNICATIONS & MARKETING

G10. Increase Awareness of ECU Successes
- Implement annual marketing plan to more effectively promote ECU successes and partnering opportunities
- Marketing campaigns for industry, communities, agencies, alumni, national media and future students
- Hold roundtables throughout state and strategic national cities to promote ECU research
PROGRESS TO DATE

$39.1 M
An all-time record at ECU for research expenditures including a 22% increase in non-institutionally sponsored expenditures

14.3%
Increase of 9-month tenured/tenured-track faculty who received summer supplemental pay from research grants in FY 2018 vs. FY 2017

509
Number of research proposals submitted in FY 2018 as compared to an average of 461 research proposals for FY 2013-2017

$205 M
The total value of research proposals submitted in FY 2018 compared to an average of $161M for FYs 2013-2017

ECU produced five Top 100 national programs for research productivity expenditures in latest NSF rankings.

- **Anthropology** ranked 49th for public universities
- **Health Sciences** ranked 99th for public universities
- **Economics** ranked 79th for public universities
- **Ocean and Marine Sciences** ranked 72nd for public universities
- **Atmospheric Sciences and Meteorology** ranked 80th for public universities

ECU eclipsed sister institutions UNC-Chapel Hill's and N.C. State's National Science Foundation proposal success rate percentage.

**SUCCESS RATE PERCENTAGE**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Success Rate</th>
</tr>
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<tbody>
<tr>
<td>ECU</td>
<td>26%</td>
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<tr>
<td>UNC</td>
<td>25%</td>
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<tr>
<td>NC STATE</td>
<td>20%</td>
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