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Vision Statement

ECSU, a constituent institution of the University of North Carolina, will be the premier public institution serving northeastern North Carolina, providing affordable academic programs and services of exceptional caliber in a nurturing environment. The university will attract and retain a diverse and highly qualified faculty that will educate and lead our students to become productive members of a global and increasingly interdependent society. ECSU will continue to be a leading partner in enhancing educational and cultural opportunities and improving the economic strength in the region.

Mission Statement

Elizabeth City State University, a constituent institution of the University of North Carolina, offers baccalaureate, graduate, and professional programs for a diverse student body. The institution’s rich heritage provides a firm foundation for its educational endeavors, as well as its role in serving the needs and aspirations of individuals and society.

Through teaching, research, and community engagement, Elizabeth City State University provides a student-centered environment, delivered in a manner that enhances student learning, while preparing its graduates for leadership roles and lifelong learning. The university is also a leader in facilitating sustainable economic growth, while safeguarding the unique culture and natural resources of the region.

Our Core Values

ECSU is guided by a commitment to excellence, which is personified in the subsequent group of core values the university strives to demonstrate and maintain.

• Accountability – being responsible for our actions is part of the ECSU ethos. Administration, faculty, staff and students endeavor to continue to expand on the quality already in existence at the university;
• Diversity – Diversity of viewpoints, experiences, and backgrounds are critical tools of a quality education in our global marketplace;
• Excellence – Excellence is the measure for teaching, learning, and service to the university community; and
• Preparing students holistically – the full measure of personal, professional, and social development of our students, faculty, and staff is an integral part of the ECSU philosophy: “to live is to learn.”

Institutional Goals 2009 – 2014
Associated Boards and Senior Administration 2009-2010
(as of June 30, 2010)

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Message from the Chancellor

On behalf of Elizabeth City State University faculty, staff, and students, I am proud to share our activities and accomplishments covering the 2009-2010 year. Our top three goals noted in last year’s report received the highest level of attention. Each day we devote the highest efforts to enhancing the quality of education, the environment and means for delivering meaningful experiences beyond the classroom walls. Our road towards SACS reaffirmation has been both challenging and successful. Recruitment figures continue to grow and our retention rate has been nationally noted. As we move about the campus and embrace new initiatives, we are mindful of the UNC Tomorrow initiative, ensuring that we continuously align new ideas with the initiative’s focus of meeting the needs of North Carolina.

ECSU has experienced many successes; a few of which are noted below:

- ECSU was recognized by the United Negro College Fund’s Institute for Capacity Building, the Thurgood Marshall College Fund and other leaders in the sustainability movement in higher education for the progressive, “green” initiatives adopted by ECSU. Furthermore, ECSU also established itself as a leader among HBCUs in signing the American College & University President’s Climate Commitment.

- ECSU competed among 61 other HBCUs to receive The Home Depot's top award of $50,000 for the best project and most votes in support of the proposal among all competing HBCUs. This award will enable the university to begin the athletic complex which is included in the Master Plan, starting with a new baseball field.

- The Department of Design and Construction, in conjunction with Facilities Management, made effective and judicious use of R&R funds to restore sidewalks and roads. The combined efforts of these departments increased the beauty of the campus and increased campus security and safety. Major updates and renovations were also performed at the Mickey L. Burnim Fine Arts Center during the 2009-2010 fiscal year.

- Significant progress was also achieved on construction projects during the year. Construction began on the new facility that will house the Department of Education and Psychology, and progress continued on the Pharmacy Complex which opened in August 2010.

- Due to growth at the university, ECSU has leased off campus space for the last two years in response to the continuing demand for housing. In April 2010, the university secured an indicative credit rating of A-3 from Moody’s Investor Services in preparation for the construction of a new residential facility. This facility is scheduled for completion in 2012.

I am extremely pleased with ECSU’s progress during the last academic year, and I encourage you to visit the campus and our website as often as you can.
Institutional Effectiveness, Research and Assessment

The mission of the Office of Institutional Effectiveness, Research and Assessment (OIERA) is to provide leadership and support in developing and managing the institutional assessment, data management/research, and planning processes for the university. OIERA aggressively shapes the university’s higher education reputation by promoting a culture of evidence, ensuring adherence to best practices in evaluation and assessment, advancing the systematic use of information for decision making, monitoring the university’s regional and professional accreditation compliance, and facilitating the achievement of the university’s strategic goals.

OIERA has a vital role in institutional planning and effectiveness. The office managed the development of the 2009-2014 Strategic Plan, which was approved and adopted by the ECSU Board of Trustees on March 9, 2010. Likewise, OIERA evaluates the Strategic Plan goals and outcomes on an on-going basis, and provides feedback to the Strategic Planning Council and the Chancellor’s Administrative Council.

The Southern Association of Colleges and Schools (SACS) compliance certification was submitted to SACS for off-site review in September 2010. The document provided various data to support requirements of the SACS reaffirmation process in preparation for the on-site review in April 2011.

ECSU’s enrollment continued to grow with 3,264 students enrolled in fall 2010. Of those students 3,208 were undergraduates, and 87% of undergraduates were North Carolina residents. The graduate enrollment was 56 students with 96% of them being residents of North Carolina.
Legal Affairs

The Legal Affairs office manages all of Elizabeth City State University’s legal matters at the campus level. During the reporting period, legal opinions were rendered to senior administrators on a wide array of issues pertaining to the application of federal laws, state laws and policies. Legal Affairs achieved its objective of responding within ten business days to internal requests for legal action at a 77% success rate. Legal Affairs also gave a presentation on the topic of contracts to the campus community. Of note, the office attained the unit goal of conducting its first customer satisfaction survey.

At the outset of the period, four pending discrimination cases were filed against ECSU with the Equal Employment Opportunity Commission (EEOC), each defended by Legal Affairs. In the course of the 2009-2010 year, the EEOC issued four favorable decisions dismissing all pending charges of discrimination against ECSU. Legal Affairs handled 178 contract matters during the year, opined on 53 policy statements or amendments, and updated the electronic version of ECSU’s Policy and Procedures Manual quarterly.

On delegated authority, Legal Affairs holds responsibility for reporting incidents of misuse of State Property to the State Bureau of Investigation (SBI). In carrying out this responsibility, the office submitted five misuse reports to the SBI. Outside the campus level, ECSU is represented by the North Carolina Attorney General’s Office. Specifically, the N.C. Attorney General represents ECSU in litigation or cases filed before the Office of Administrative Hearings (OAH), and Legal Affairs provides litigation/hearing support in such cases. Legal Affairs provided assistance to the N.C. Attorney General’s Office on three cases during the period – two civil cases and one contested case filed before OAH.

The Assistant to the Chancellor for Legal Affairs served the final year of a three-year term appointment on the Education Law Section Council of the North Carolina Bar Association and became the Ethics Liaison between ECSU and the N.C. State Ethics Commission.

Information Technology

By popular demand, the Information Technology Department, along with the Housing and Residence Life Department, expanded by 100% the capacity of computer labs in Viking Village, University Towers, and University Suites dormitories by installing additional computers. Through meetings with students and a survey, the IT Department learned that the labs in those dorms are popular and used extensively. Plans are in place to extend the expansion into other dormitories with readily available capacity to accommodate a lab facility.

As part of our campus-wide PC replacement policy implementation program, all PCs in two of the Information Technology Center (ITC) computer labs were replaced. Because of this equipment update, we have ensured our students have access to the latest technology tools, including Microsoft Windows 7 and Internet Explorer 8.

In June 2010, the department completed installation of SciQuest, an online purchasing tool that will allow ECSU to join other UNC system institutions in using online electronic purchasing. This will enhance the university’s sustainability efforts by promoting paperless workflow processing. IT is working with the Procurement and Materials Management Department to bring SciQuest into full production across the campus.

Information Technology Department upgraded the campus communications system, including a software upgrade and added a new voice mail server. The department also worked with our phone service provider to install a state-of-the-art voice-over-IP (VOIP phone) communications system that covers the entire campus.
Academic Affairs

The 2009-2010 year was, in many ways, an outstanding one for the Division of Academic Affairs. Despite challenges, we provided support to our academic programs and to the faculty/staff, who remained focused on teaching, research and service.

In preparation for the upcoming accreditation review by the Southern Association of Colleges and Schools Commission on Colleges (SACS), the Office of the Provost worked with faculty, staff, students, administration and other stakeholders to complete the required Compliance Report and prepare it for submission in early fall 2010. The Compliance Report is a comprehensive assessment of campus progress that addresses the SACS Core Requirements and Standards since the university’s last accreditation review in 2001. The evaluation visit by the SACS on-site team will occur in April 2011. The accreditation reaffirmation process, now underway, will identify the university’s strengths that we must leverage and the challenges we must address. In addition to preparation for SACS, ECSU completed the Association of Technology, Management and Applied Engineering (ATMAE) on-site visit and submitted the Council on Social Work Education (CSWE) and Association to Advance Collegiate Schools of Business (AACSB) program reports for evaluation and affirmation.

As part of the SACS reaffirmation process, “Think! Write! Revolutionize!” was established as the theme for the Quality Enhancement Plan (QEP). The plan will impact student learning by: 1) increasing students’ knowledge of academic writing; 2) improving students’ academic writing skills and 3) enhancing reading comprehension and critical/analytical thinking skills as they relate to academic writing.

One primary mechanism for upholding and maintaining academic excellence and rigor on campus is through the assessment process. For all academic units, the assessment efforts have been centered on the goals and objectives of each unit and student learning outcomes. Our aim was to connect assessment strategies, methods, results and subsequent school/departmental actions to those articulated academic goals. Academic Affairs conducted several workshops for different groups inside the university on how to more effectively use assessment results in an effort to continue improving classroom instruction and achieving learning outcomes better.

In the areas of teaching and professional development, the Provost’s Office once again fully supported the Outreach and Engagement Academy, which this year provided training to nearly 30 faculty. The faculty made significant progress in the use of technology and other innovations in teaching and continued to achieve recognition in a wide variety of venues, including writing books, having papers published in preferred journals, creating original works, and presenting at regional, state and national meetings/conferences.

The university hired 27 new tenure-track faculty and staff to begin in fall 2010 who bring with them unprecedented levels of prior experience, graduate school backgrounds, and advanced rank with years of credit. More than two thirds (88%) earned terminal degrees (Ph.D./Ed.D.). Out of 31 new faculty, 35% were African American, 35% were White, and 30% were other. Also, 58% were female and 42% were male.

The university experienced an extremely successful year with external funding for faculty/staff research and other sponsored program activities, securing $15,750,471 in awards, the highest amount in school history. The total includes a six-year $3 million grant from the Department of Education for the HBCU Masters Degree programs and $500,000 in stimulus funds from the National Park Service to renovate the Moore Hall Auditorium.
Successful funding enabled our academic programs to strengthen their focus on research. The Undergraduate/Graduate Research Symposium sponsored by the School of Mathematics, Science and Technology highlighted the scholarly and creative activities of 35 students and 20 faculty research teams.

The Aviation Science Program acquired one Control Tower Simulation suite and eight Enroute Simulation Suites which have been housed in the Air Traffic Simulation Laboratory in the Dixon-Patterson Technology Building. A grant from the Golden LEAF Foundation made possible the acquisition of this state-of-the-art equipment.

The laboratory school for early childhood education received a perfect score of 15 points and a five star rating, the highest rating available from the North Carolina Division of Child Development. The School of Education was awarded a $500,000 endowed Distinguished Professorship from the C.D. Spangler Foundation and UNC General Administration.

Through the Office of International Programs, 22 students went abroad on various programs in nine countries. ECSU’s Summer School entered a new era in 2010 when it adopted a multi-session format that expanded its scheduling from one six-week session to two five-week sessions. Student enrollment increased from 1,358 in 2009 to 3,118 in 2010 (both sessions, duplicated) while total course offerings increased by 79%. In addition, 20 academic bridges/enrichment programs, including Motivation, Opportunities, Determination, Excellence and Leadership (MODEL) Scholars, NC Gaining Early Awareness and Readiness for Undergraduate Program (GEAR-UP), Mathematics and Science Education Network (MSEN), Upward Bound, VA-NC Louis Stokes Alliance for Minority Participation (LSAMP), TRIO Programs (Educational Talent Search, Ronald E. McNair Postbaccalaureate Achievement Program, Upward Bound and Student Support Services), Center of Excellence in Remote Sensing Education and Research (CERSER), Aviation, Transportation, Elizabeth City State University Support Program for Academic and Research Enhancement (E-SPARE), and Minority Science and Engineering Improvement Program (MSEIP) among others were hosted on our campus involving more than 500 students, faculty and staff.
During the 2009-2010 year, the ECSU Planetarium welcomed 8,297 visitors and presented 211 shows. Approximately 74.3% of visitors were school-age children from local schools and youth organizations such as the Boys & Girls Club, Cub Scouts, and Brownie Troops. Twenty-nine shows were presented to 1,470 middle school and high school students and teachers, and 21 shows were presented to 215 college students and faculty. In addition to regular viewing hours, the planetarium presents open house events during evenings and weekends.

Port Discover, a community-based, non-profit organization established in partnership with ECSU to enhance the public’s understanding and enjoyment of science presented 169 special in-center and outreach science programs during the year, including programs to every elementary and middle school in Elizabeth City-Pasquotank County Public Schools. Other school districts and agencies served include Camden, Perquimans, Albemarle School, YMCA, Girls Inc., Carolina House, and various preschool programs.

The Educational Talent Search Program joined in partnership with Yale University’s School of Forestry & Environmental Studies to present the highly innovative Resources for an Inclusive Future summer institute. The program, which is also supported by International Paper, the National Parks Service, and the United States Fish and Wildlife Service, is designed to help expose underrepresented high school students to career opportunities in natural resources and the environment. In addition to learning about various careers, the students also had the opportunity to test water samples, participate in a simulated oil spill, develop green space, and go kayaking.

The McNair program hosted the very successful Summer Undergraduate Research Institute that culminated with an Awards Ceremony and Research Symposium on June 30, 2010. The guest speaker for the Awards Ceremony was Dr. Randall Pinkett, a scholar, author, entrepreneur, Chairman/CEO of BCT, and winner of the fourth season of The Apprentice.

An array of research topics were presented in oral, written and poster format. Some of the topics included The Perception of Hazing on Colleges Campuses, The Impact of Parenting Styles and Home Environment on Individuals with and without ADHD, and Synthesis of L-Like 2', 3'-Epoxynoraristeromycin.

In 2009-2010, the Student Support Services Program served 175 low-income and first generation college students. Eighty percent (80%) of the students enrolled in 2009-2010 persisted from one academic year to the next or graduated. Ninety four percent (94%) of these students were in good academic standing. In 2009-2010 the Upward Bound Program served 65 students from low-income and first generation college students. Ninety one percent (91%) of the students passed the reading/language arts state assessment test and 82% passed the math state assessment test. Eighty nine percent (89%) of the students continued to participate in the program, and 84% of the graduating students enrolled in post-secondary education in Fall 2010.

ECSU students attended several national and international conferences and programs during the 2009-2010 academic year: three students attended the Emerging Leaders Conference at Spelman College; five students attended the National Association of African American Honors Program 18th Annual Conference at Florida Memorial University; five Honors Program students traveled to South Africa for summer research; two students presented service learning projects at Appalachian State University; and two students traveled to the Dominican Republic to deliver school supplies.

Academic rigor continues to be the focus of the Division of Academic Affairs, and that focus was strengthened during the 2009-2010 year. The success and growth of academic programs will continue to help fuel ECSU’s growth in stature and in enrollment.
Student Affairs

The Division of Student Affairs leaped into the year with enthusiasm and determination to ensure that the division would reach even greater heights by strengthening its programs and its people.

The transformation from a company police department to University Police was undertaken during the 2009-2010. The transformation included re-staffing and reorganizing the University Police Department to provide a high level of service to the campus community. The department changed and adapted new safety procedures that resulted in an overall reduction in crime on campus. The university planned, organized, and executed a multi-jurisdictional training exercise in cooperation with The Enviro-Safe Group, a nationally recognized consulting firm, which helped to successfully complete a tabletop exercise in the fall semester, and a final day long mock gunman drill during the spring break.

Preliminary data from Enrollment Management suggest that first year retention rates increased for first-time, full time freshmen from 76.3% in the fall 2008 to 76.5% in the fall 2009. For the MODEL Scholars Program, 86% of the fall 2009 students returned to ECSU in fall 2010.

The Department of Counseling and Testing was awarded a $10,000 suicide prevention grant from the U.S. Department of Health and Human Services Substance Abuse and Mental Health Services Administration to increase suicide awareness, prevention, and education campus-wide.
The Office of Career Services added five internships from the US Coast Guard to its roster of internships available for students. Growth was also evident by the addition of International Programs to the division.

The Department of Health Services formed a partnership with the Pharmacy Department to operate our first on-campus pharmacy in the Student Health Services office. The pharmacy is expected to be fully functional in fall 2010, and renovations necessary to house the pharmacy are nearing completion. Pandemic Flu planning meetings were held weekly during the months of October and November, which resulted in the installation of sanitizing liquid dispensers in all residence halls and most campus buildings.

The Housing and Residence Life Department upgraded the electrical system in the Hugh Cale and Doles residence halls and installed new air conditioning units. Additional air conditioning units were purchased to replace several units in the Mitchell Lewis residence hall. Today, ECSU residence halls are now all air conditioned. The division strengthened our support for community service and service learning. Our VISTA volunteer contributed $41,700 in human resources to our campus and community.

Student Government Association President, Damika Howard, was one of 27 North Carolina students recognized for significant, innovative contributions to campus-based efforts that address community needs. Governor Beverly Perdue provided a certificate acknowledging Damika’s outstanding service. ECSU received a $200 mini-grant to facilitate service activities on the 2010 Martin Luther King, Jr. holiday.

The university was also named to the 2009 President’s Higher Education Community Service Honor Roll, the highest federal recognition a college or university can receive for its commitment to volunteering, service-learning and civic engagement. The Corporation for National and Community Service, which administers the annual Honor Roll award, recognized more than 700 colleges and universities for their impact on issues from poverty and homelessness to environmental justice.

The Division of Student Affairs was committed to ensuring that our students develop social and leadership qualities that will help them elevate higher and emerge stronger as they prepare to lead our nation into this next decade and beyond.
The Division of Human Resources and Payroll is committed to providing quality services in an efficient and expeditious manner with high integrity and a level of sensitivity. To that end, the division has continued to initiate and implement efforts that streamline operations by using technology and updated processes.

The division continues to expand the use of components within PeopleAdmin, the web-based software system designed to assist with the management of hiring and other human resources functions. Currently, the PeopleAdmin applicant tracking module permits the division to improve its efficiency and the service provided to both internal and external clients. The applicant tracking module allows approved hiring managers to submit new job requests online quickly and easily. The module also provides online collection of employment materials, electronic application screening, electronic application distribution, and automated status updates.

In addition, the division implemented a second PeopleAdmin module, the position management module. Through the use of the position management module, HR staff can collect, update and track position descriptions, personnel transactions and performance reviews. This process increases control and oversight, and permits Human Resources to monitor performance ratings by department heads or managers to identify best practices and areas requiring organizational improvement.

The division continued efforts to provide pertinent information on its web page, including announcements, updates, closings, professional development opportunities and deadlines. All of the necessary personnel forms and documents are also easily accessible to customers via the Human Resources and Payroll website.

In collaboration with the Southern Association of Colleges and Schools (SACS) office, the HR team requested, collected and edited credential information for all administrators and employees exempt from the Personnel Act (EPA), including faculty, to comply with SACS Core Requirement components 3.2.8 and 3.2.9 in preparation for the upcoming reaffirmation process in 2011. Internal audits of files, I-9’s, performance assessments, and records continue to be conducted to ensure accuracy and compliance with directives, policies and state laws to avoid audit findings.

The division organized several initiatives to support the efforts of the Wellness Committee. The committee’s goal is to develop new avenues for employees to embrace healthy lifestyles, and to incorporate healthy behaviors related to changes with the State Health Plan program. Several online processes were successfully implemented to promote easy access for employees and efficiency in reporting to benefits vendors. The HR team assisted employees with online enrollment processes for the State Health Plan and NCFlex, and facilitated the employee awareness campaign concerning the State Health Plan’s tobacco cessation component.

A major focus of the division continues to be the development of a new payroll system. Slated for an early 2011 initial operating date, the new system’s development discussions include members from General Administration and the ECSU Payroll Core Team. The Payroll Core Team consists of staff from Information Technology, Budget, Payroll, Accounting, and Human Resources. This major undertaking involves converging data from Central Payroll, the Banner system and the Personnel Management Information System (PMIS) in order to develop a well-designed centrally processed payroll system at ECSU.

The provision of quality, efficient services and programs, along with optimal customer service, demonstrate the added value that Human Resources and Payroll is contributing to the overall mission and effectiveness of the institution.
Institutional Advancement

New leadership that focused on strengthening the infrastructure of Institutional Advancement, was instrumental in the division’s ability to elevate efforts higher, ultimately allowing each of the division’s departments and the university as a whole to emerge stronger.

The Division of Institutional Advancement welcomed a new Vice Chancellor during the second quarter of the 2009-2010 year. Coming from the banking industry with 30 years of experience in leadership and management, William G. Smith, adds a vast network of corporate contacts as well as a wealth of financial savvy to the division comprised of seven departments serving a diverse array of responsibilities for the university.

The Division of Institutional Advancement includes Alumni Relations, the Annual Fund, The ECSU Foundation, University Development, Community Development, Radio and Television Services, and University Relations and Marketing. Collectively, the departments secured $3,900,000.00 in state funds, federal funds and charitable contributions during 2009-2010 to promote the mission of the university and to enhance the programs that the division is called upon to support.

Alumni Relations

Alumni Relations focused on the university’s Alumni Participation Rate (APR) and alumni class reunions to increase interaction with ECSU’s graduates. As a result, the university successfully created many new relationships and further strengthened existing partnerships among the members of its most important constituency.

The department directed three very successful class reunions. With staff assistance, the classes of 1969, 1979 and 1999 raised more than $70,000.00 to benefit scholarships at ECSU.

The 2010 Chancellor’s CIAA Breakfast, managed by Alumni Relations, successfully provided ECSU alumni with another opportunity to support ECSU. Approximately $75,000 was raised during the breakfast to benefit the university and provide opportunities for our students.

Alumni Relations efforts were rewarded as Elizabeth City State University’s APR bested the national average for a fourth consecutive year and also led peer UNC system schools. The ECSU APR was 15.7% in 2009-2010.

The Annual Fund

The Annual Fund capitalized on technology for more effective and efficient communication in order to generate a larger base of support for ECSU. Targeted cultivation efforts increased contributions by university faculty and staff as well as contributions by our student’s parents and families.
Specifically, the Annual Fund embraced electronic communication and social media outlets as fundraising vehicles during the 2009-2010 year. Efforts showed measurable success and helped to enhance the university's outreach by bringing additional friends and followers to the ECSU's official Facebook and Twitter sites.

For the second consecutive year, the Annual Fund hosted a Parents and Families Weekend. More than 60 families participated, representing a significant increase over 2008-2009 for this event that was combined with Fall Open House and the Chancellor’s Young Voyagers Program. The participants in each of the three programs had an opportunity to network and share stories about choosing a college and about college life.

The Annual Fund encouraged ECSU faculty and staff to support the university with their contributions. It was a great success with almost 200 of the university’s employees contributing more than $50,000 to the Annual Fund.

Community Development Program

Institutional Advancement was also instrumental in strengthening the infrastructure of the area's communities as the result of the ECSU Community Development Program. Specifically, the program helped the university increase its outreach efforts through highly acclaimed programming it administered and funding it secured to assist underrepresented populations in northeastern North Carolina.

Through grant writing, the Community Development Program secured $861,464 in external funding from the U.S. Department of Housing and Urban Development (HUD) through the Historically Black Colleges and Universities Program and Housing Counseling Program. Additionally, to help increase the department's impact and scope, Community Development received a $60,529 AmeriCorpsVISTA Grant from the Corporation for National and Community Service. The grant included funds from the American Reinvestment and Recovery Act, and helped to provide continued outreach and services related to housing counseling, homebuyer education, and housing referral services for low- and moderate-income residents in northeastern North Carolina.

HUD’s Office of Policy Development and Research’s publication Office of University Partnerships: Programs and Grantees, featured the ECSU Community Development Program and highlighted the university’s efforts to address the needs of Hurricane Katrina victims.

The Elizabeth City State University Foundation

As the non-profit arm of the university which was created to raise funds on behalf of ECSU, The Elizabeth City State University Foundation’s (The Foundation) top priorities this past fiscal year included increasing the university’s visibility and accountability.

By generating more scholarship dollars and making more of those dollars available to academically gifted students, The Foundation supported ECSU’s mission in a most impactful manner.

The Foundation successfully orchestrated the third Founders Day Scholarship Gala. The event was a success on many levels with 400 alumni, friends and corporate representatives in attendance. The gala, a signature event for The Foundation, raised $105,000 in scholarship funds for ECSU students. The gala committee secured Mrs. April Ryan, a White House correspondent for American Urban Radio Networks, as the keynote speaker. Ten honorees were recognized with the Chancellor’s Legacy Award for their efforts in community service and service to ECSU.

By establishing a merit scholarship matching program for ECSU’s four academic schools during 2009-2010, the Foundation significantly increased scholarship support for the university’s students. Each school will have the opportunity to receive $25,000 in matching scholarship funds from The Foundation upon raising $25,000 (with the help of the Development staff) for their respective schools for a total $50,000 in merit scholarships to attract the best and brightest students to ECSU.

To increase accountability, The Foundation staff spent much of 2009-2010 strengthening the non-profit’s infrastructure. During the year, fiscal accountability and improved stewardship continued to be a major area of focus for The Foundation staff.
University Development

Attention to the fundamentals and an emphasis on customer service resulted in an increase in contributions from the private sector as University Development staff focused their efforts on increasing the university’s annual charitable support as well as endowment support that will benefit ECSU in perpetuity.

Charitable contributions in 2009-2010 increased 77% over the previous year with $2,300,000 in total contributions – a $1,000,000 increase over 2008-2009.

Grant writing remained a mainstay of support sources for ECSU. University Development staff secured a $50,000 major grant as the result of a proposal submitted to The Home Depot for the corporation’s Retool Your School contest. The award will fund a baseball field on campus. ECSU competed against 61 Historically Black Colleges and Universities in an effort to establish environmentally friendly projects on HBCU campuses. Ten other HBCUs received $10,000 grants from The Home Depot as part of the contest.

Efforts to increase endowment funding to support ECSU in perpetuity resulted in $700,000 to support endowed funds.
Radio and Television Services

Radio and Television Services strengthened its infrastructure with equipment upgrades while also strengthening its community service and value to sponsors with new programming during 2009-2010.

During 2009-2010, Radio and Television Services aired over 250 announcements, promos and programs, which is more than double the previous year. In addition, original programming, including the award-winning “Issues and Answers” radio program, remained a priority for WRVS with the addition of six programs to the station’s regular on-air schedule.

The new programming included:
- Homebuyer’s Empowerment Specials
- The Parent’s Journal
- Morning Joy Health Segment
- Morning Joy ERNR
- Morning Joy Poetic Point in Time
- Morning Joy Book Nook

Further, the combined fundraising efforts of the radio and television stations generated $686,058.62 in federal grants, production services, and media trades:
- WRVS-FM brought in $19,092.72 in program underwriting, production services, and media trades.
- Corporation for Public Broadcasting (Radio) - $223,023.00
- U.S. Department of Education - $430,538.00
- WRVS-FM raised $13,404.90 in pledges and cash donations during the station’s annual fund raising campaign, SuccessFest.

The department’s move toward state-of-the-art technology continued with the Federal Communication Commission’s (FCC) approval of W18BB’s request to upgrade its broadcast signal and its facility to digital.

University Relations and Marketing

Higher education has become increasingly competitive, and people have more options than ever for earning bachelor’s, master’s and doctorate degrees. ECSU, like most colleges and universities, has embraced branding as a way to differentiate the institution and bring greater awareness to the university’s programs and activities. To this end, the University Relations and Marketing Department focused largely on rebranding ECSU and elevating the university’s visibility in the region, state and nation.

Elizabeth City State University’s new brand identity: “ECSU – Elevate Higher. Emerge Stronger.” was introduced and the institutional identity program was initiated during the 2009-2010 year. As part of the initiative, the marketing office unveiled a new logo and tagline in August 2009. The new ECSU website, which features the new brand, debuted in September 2009. The marketing and publications offices collaborated to create the Identity Standards and Publications Guide which outlines the institutional identity program and provides guidelines for using the university’s logos, marks, colors, name and other visual representations in print, broadcast and electronic media. The guidelines help ensure that all visual representations of ECSU developed internally and externally are consistent, effective and enhance the brand experience.

As part of developing the new brand, the department established a brand structure for the university that includes brand extensions, sub-brands and independent brands. The publications office managed the design of new stationery, business cards and other collateral materials for the university, including the full brand structure. The new logo was featured prominently in the design of all new print and electronic communications.
As part of enhancing the university’s image and profile, the department established an official presence on social media websites in January 2010, which helped to enhance electronic communications. By working in collaboration with Information Technology, University Development, The Annual Fund, Alumni Relations and other departments, news and information about the university’s achievements, events, programs and fundraising efforts were communicated via official Facebook and Twitter websites. The ECSU Foundation Scholarship Gala, The Home Depot Retool Your School grant contest and Viking Fest are some of the events that were promoted using social media. The marketing office, in partnership with Information Technology, worked to improve the ECSU website throughout the year by adding information, features and functions to make the website more informative and user-friendly.

Even though the department embraced Web 2.0 and electronic communications, the use of traditional media was also strengthened. Publications support was provided to divisions and departments across the campus. The student recruitment viewbook and search piece were redesigned, and the department managed the development of the university’s first Enrollment Handbook. Several academic department brochures were updated, and publications support was provided to help market university events, including the Lyceum Series, Down East Viking Football Classic, Homecoming, Viking Fest, Commencement ceremonies, and The ECSU Foundation Scholarship Gala.

Media relations strategies proved successful as newspapers, periodicals and online news outlets nationwide included news about ECSU in their reporting. The university received nearly 1,000 mentions in daily newspapers, more than 450 mentions in non-daily newspapers and more than 50 mentions in online news outlets. The university’s news was also featured prominently on the ECSU website and on the official ECSU social media sites.

The department also implemented the first phase of a branding campaign to make the new logo and tagline familiar beyond the campus. The campaign included radio and newspaper advertisements in 22 North Carolina and southeastern Virginia media outlets.

University Relations and Marketing worked to strengthen bonds in local communities and to bring people onto the grounds to experience the intellectual, cultural, athletic and social events on campus. The department coordinated the Chancellor’s Young Voyagers Program, which brought middle school students from several counties to campus to learn about college life and attend an ECSU football game for the second year. The department was instrumental in implementing Hoops with the Chancellor, which invited representatives from key constituencies to enjoy ECSU basketball games. University Relations and Marketing also worked with the Chancellor’s office to present the North Carolina Legislative Black Caucus Town Hall Meeting, the only town hall meeting held by the organization in northeastern North Carolina.

University Relations and Marketing will continue to build and manage the ECSU brand to help make the university a strong, positive presence in northeastern North Carolina and enhance the brand experience for students, faculty, staff, alumni, friends and constituents throughout the state and across the nation by integrating the use of traditional media, new media and other public relations strategies.
Intercollegiate Athletics

ECSU Intercollegiate Athletics places the highest priority on the overall quality of the educational experience. The department also recognizes the positive impact and high visibility athletic participation brings to the individual, the campus community and the community at-large. Intercollegiate Athletics encourages integrity, fairness, respect for others, dedication to goals, equal access in participation, competitive performance and enthusiasm so that ECSU’s program will serve as a national model in higher education.

Intercollegiate Athletics completed the 2009-2010 year meeting challenges head on. The department is proud of the achievements of student-athletes and the staff, including professional development and leadership seminars attended by coaches and athletic staff members. The following is a list of the various and diverse accomplishments of the Elizabeth City State University Vikings during the 2009-2010 year.

**Football (7-4 Overall)**
- Tied for first place in the CIAA Eastern Division
- Participated in first Pioneer Bowl in school history
- Four players selected to play in the Russell Athletic HBCU Bowl
- Four players selected to play in the Valero Cactus Bowl
- Josh Brooks named CIAA Defensive Rookie of the Year
- Eight players named to All-CIAA First and Second Teams

**Volleyball (22-16)**
- Advanced to CIAA semi-finals
- Linda Bell named CIAA Coach of the Year
- Won CIAA Eastern Division for the third straight year

**Men’s Basketball (17-14)**
- Advanced to the CIAA Championship game for the second time in four years
- Won the John B. McClendon Sportsmanship Award
- One player named to the 2010 All CIAA Men’s Basketball Team
- Three players named to 2010 Rookie Teams
- Angelo Sharpless named CIAA Rookie of the Year
Women's Bowling (68-34 Overall)
- Tiffany Johnson named to the All CIAA First Team/CIAA All Tournament Team
- Shanice Watkins named to the All CIAA Team

Softball (8-17)
- Samantha Craig (second base) named to the All CIAA Rookie Team

Baseball (17-17)
- Stephen Green (catcher) named to the All CIAA First Team
- Gustavo Arica (third base) named to the All CIAA First Team
- Styron Barfield (pitcher) named to the All CIAA Second Team
- Kyle Meads (first base) named to the CIAA Rookie Team

Women's Basketball (19-10)
- Advanced to the CIAA Semifinals
- One player named to the 2010 CIAA Women's Basketball Team
- One player named to the 2010 CIAA All-Rookie Team
- Won the John B. McClendon Sportsmanship Award

Golf
- Finished 6th overall in the CIAA Championship

Women's Tennis (9-7 Overall)
- Krystan Fleming named to the All CIAA Tennis Team

Coaching and Athletic Staff
- Linda Bell (volleyball coach) was named 2009 CIAA Coach of the Year
- Waverly Tillar (head football coach) was appointed to the NCAA Division II Football Committee thru 2013
- Dr. Angelia Nelson was appointed as the new Assistant Director of Athletics
- Shirley Ann Lee was appointed as the new Athletic Trainer

It is the continued goal to meet each challenge with a positive attitude as the department persists in promoting the growth of the total Intercollegiate Athletics program through academic and athletic excellence of student-athletes and professional growth of the athletic staff.
Business and Finance

Elizabeth City State University's approved state budget for fiscal year 2009-2010 was $48.96 million, which included $36.3 million from state appropriations and $12.6 million from anticipated campus receipts (i.e., tuition and fees). The general fund budget is earmarked for instructional activities and provides resources for departments and schools, including the day-to-day operating cost for academic support, student services, library resources, institutional support and facilities. During this fiscal year, the State of North Carolina faced significant revenue shortfalls as a result of the economic recession. Most state agencies, including campuses within the UNC system, were required by the Office of State Budget and Management (OSBM) to reduce their state-funded expenditures by 5% during the year to help offset shortfalls in state revenue. This reduction equated to approximately $1.8 million for ECSU. Campuses must also ensure that actual revenue generated from campus receipts is sufficient to cover expenditures supported by those receipts. As a result of reduced state appropriations and under-realized campus receipts, ECSU held its actual expenditures for FY 2009-2010 to $44.86 million as compared to the $48.96 million that was originally approved as the budget.

The chart below shows ECSU's actual revenues and expenditures for FY 2009-2010.

**Statement Of General Funds/Receipts And Expenditures**
**For July 1, 2009 through June 30, 2010**

<table>
<thead>
<tr>
<th></th>
<th>Authorized Budget</th>
<th>Actual Revenues &amp; Expenditures</th>
<th>Budget Variance</th>
</tr>
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<tbody>
<tr>
<td><strong>Revenues by Source</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>State Appropriations</td>
<td>$36,307,261.00</td>
<td>$34,424,642.00</td>
<td>$1,882,620.00</td>
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<td>Campus Receipts</td>
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<td>$4,093,882.00</td>
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<td><strong>Expenditures by Program</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>101 General Academic Instruction</td>
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<td>102 Summer-Term Instruction</td>
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<td>747,329.00</td>
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<td>109 ARRA Fiscal Stabilization*</td>
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<td>1,611,443.00</td>
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<tr>
<td>142 Community Services</td>
<td>495,502.00</td>
<td>404,967.00</td>
<td>90,535.00</td>
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<tr>
<td>151 Library</td>
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<td>1,552,653.00</td>
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<td>152 General Academic Support</td>
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<td>3,265,807.00</td>
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<td>160 Student Services</td>
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<td>170 Institutional Support</td>
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<td>180 Physical Plant Operations</td>
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<td>230 Student Financial Aid</td>
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<td>2,743,158.00</td>
<td>160,943.00</td>
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<td>252 Other Reserves</td>
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<td>431,553.00</td>
<td>1,882,619.00</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>$48,958,520.00</td>
<td>$44,864,639.00</td>
<td>$4,093,882.00</td>
</tr>
</tbody>
</table>

*ARRA—American Recovery and Reinvestment Act 2009
Key Performance Indicators

The Division of Business and Finance continued its participation in the UNC-Finance Improvement and Transformation Project (UNC-FIT), an initiative to improve accountability and mitigate accounting security risks at all 17 campuses in the UNC system. As part of this project, Business and Finance uses key performance indicators to measure its success in the areas of fiscal responsibility and accountability. Key performance indicator results for FY 2009-2010 showed the following:

- Staff reconciled ECSU's bank accounts within an average of 11.3 business days compared to a UNC-FIT goal of 20 days or less.
- Staff resolved bank account reconciliation discrepancies within 15.5 days compared to a UNC-FIT goal of 40 day or less.
- Annual financial statements for the fiscal year ending June 30, 2009, were completed in 92 business days, achieving the UNC-FIT goal of 92 days or less.

Business Process Improvement

During 2009-2010, ECSU made substantial progress with improving its internal purchasing process. A cross-functional, cross-campus team led by Business and Finance's purchasing department developed a plan for implementing a SciQuest e-procurement system. SciQuest e-procurement is a software solution that will optimize the efficiency of ECSU's procurement process by replacing various manual ordering processes with a single, web-based requisitioning system. Progress was made during this year with configuring the SciQuest module and designing new workflows to meet ECSU's unique requisitioning needs. Testing and validation of the new workflows, end-user training and a staggered roll-out across campus will occur in FY 2010-2011. Expected benefits of SciQuest e-procurement include:

- Decrease in the time to create a requisition
- Decrease in purchase order cycle time
- One-stop shopping experience
- Increased control and visibility of spending
- Paperless processing
- Decrease in invoice payment cycle time

![General Fund Appropriations and Receipts](Actual)

![2009-2010 Expenditures By Account Code](101 General Academic Instruction: 36%, 102 Summer-Term Instruction: 17%, 109 ARRA Fiscal Stabilization: 17%, 142 Community Services: 6%, 151 Library: 6%, 152 General Academic Support: 4%, 160 Student Services: 3%, 170 Institutional Support: 3%, 180 Physical Plant Operations: 2%, 230 Student Financial Aid: 1%, 252 Other Reserves: 1%)