Welcome

Two thousand and fifteen (2015) has been exciting and filled with accomplishments for the Viking Family. Building on its history and tradition of resilience, Elizabeth City State University (ECSU) worked diligently to advance the university along the Path to Prominence. ECSU was not only recognized for the fourth year by the Washington Monthly for affordable excellence, but added to its national recognitions the U.S. News and World Report's #2 Top Public Schools and Regional Colleges in the South, and #6 in the publication's Top 10 HBCUs in the country. ECSU was also named to the 2016 Military Friendly Schools list. Additionally, in 2015, ECSU was awarded several grants, earned first time accreditation from the Accreditation Board for Engineering and Technology (ABET) and a reaffirmation from National Association of Schools of Music (NASM). Admissions was converted from a manual intensive to a more efficient and error-reduced electronic enrollment process. ECSU launched a campus safety application that received national acclaim, designed a new Student Success Collaborative (e4u) and Student Facing Mobile Application that will provide insight into individual student progress for effective and timely intervention. The One Card was implemented for more efficient student transactions. The Viking student experience was turned up with a new Movie Theater and freshmen navigation of University life was enhanced with the new Chancellor-taught Viking Seminar. A team-focused and agile “scrum” campus environment was established. The Chancellor's Interactive Data Analytics room was designed and built. Strategic partnerships were formed to launch ECSU successfully into the future. ECSU received a clean comprehensive state audit, and over $7.4 million in special appropriations "confidence" funding was secured. Moreover, upon successful voter affirmation of the Governor's Connect NC Bond Act, ECSU will receive an additional $13 million of repair and renovation (R&R) funding to improve its library (G.R. Little) and academic (P.W. Moore Hall) facilities. Prior to 2015, the outlook for both components of public confidence funding was either non-existent or less than promising.

In 2015, ECSU accepted and assumed a leading role in economic advancement and innovation for the northeastern North Carolina region, and was selected to perform societal improvement work of international relevance for an African nation—all while prioritizing a safe campus on the home front. ECSU engaged the region, hosting a new charter Northeast Academy for Aerospace and Advanced Technologies (NEAAT) school, while also opening the campus to the new regional Eastern Area Health Education Center. Yes, 2015 has been both exciting and accomplished as ECSU moved out to achieve the goal of emergence as North Carolina's premier interdisciplinary science university.

This annual Chancellor's Report records ECSU's journey from the $1.1 million Golden LEAF award, to multiple new NASA grants, and recognition of our Apple Scholars, as we forged a place in the competitive global marketplace for our community of scholars. ECSU's participation in the Kenya project, assisting the African nation in fighting wildlife poaching through aviation technology, brings ECSU to the forefront of global impact along a path toward a sustainable future. Working with greater ECSU community of scholars to bring new signature programs to the university spurred regionally relevant program creation that would not only provide a firm foundation for ECSU students, but also for economic development in the region.

With the creation of the 2014-15 Chancellor's 21-County and the 2015 Mr. and Miss ECSU Royal Blue tours, ECSU began the process of reaching out directly to future students. University royalty visited a number of the region's public schools to talk to students about a future at the university, and the response was overwhelmingly positive.

Over the past year we "worked" the Path to Prominence completing Phase One and Phase Two Core. Each of these phases included strategies and tactics designed to bring ECSU to a place of academic excellence to secure its future and the future of its graduates.

Optimization of campus infrastructure began in 2015 to support state-of-the-art curricula. Rebranded and marketed as the "E", the university would play to a broader audience. ECSU made major strides in moving forward as a player in the competitive global marketplace.
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PATH TO PROMINENCE

NATIONAL RECOGNITION

In 2015, Elizabeth City State University advanced its quest to be recognized as North Carolina’s preferred institution of affordable excellence. Over the past year the University’s rankings soared and program accreditations were acquired in both engineering technology and music areas, affording students the opportunity to join a community of scholars of national affirmation.

ECSU earned the national number one ranking on the Best Value Schools list of “The 100 Most Affordable Small Colleges in America 2015.” The 2015 naming by Washington Monthly as one of the “Best Bang for the Buck” institutions, highlighted recognition of quality at an affordable price.

In 2015, ECSU topped the charts for sustained excellence in contributions to society in terms of social mobility, research and service - hallmarks of advancement along the Path to Prominence.

#1 RANKED IN 2014 BY DIVERSE ISSUES
#1 Ranked in 2014 by Diverse Issues in Higher Education for African American production of Master’s Degrees in Mathematics.

#1 RANKED FOR THE FOURTH CONSECUTIVE YEAR

#2 RANKED BY U.S. NEWS AND WORLD REPORT
#2 Ranked by U.S. News and World Report’s 2015 edition of Best Colleges in the public institutions category of Top Public Schools (Regional Colleges in the South).

#3 RANKED AMONG THE TOP 10 GREENEST HBCU
#3 Ranked among the top 10 greenest HBCU in the public institution category (2014).

#6 RANKED BEST OUT OF THE TOP 10 HBCU
#6 Ranked best out of the Top 10 HBCU where college freshman return after their first year (U.S. News and World Report 2014).

#20 RANKED AMONG THE TOP 25 BEST HBCU IN THE COUNTRY

NAMED ON 2016 MILITARY FRIENDLY® SCHOOLS LIST
Named on the 2015 and 2016 Military Friendly’ Schools list, ECSU is one of approximately 1,600 Military Friendly’ Schools that exhibit leading practices in recruitment and retention of military personnel as students.
AWARDS & STRATEGIC PARTNERSHIPS

During 2015, ECSU was awarded multiple grants and formed key partnerships. From the $1.1 million Golden LEAF grant to support aviation programs to the NASA grant to establish a community focused aerospace academy, to the more than $900,000 grant to support the counter-poaching mission in Kenya through aviation technology.

ECSU initiated programs to not only prepare students for a demanding global economy, but to also add value through STEM initiatives and community involvement.

Partnerships with the regional community extended ECSU beyond its physical campus borders to embrace the region while creating a community of scholars. More specifically, ECSU’s hosting of the region’s new charter academy, the Northeast Academy of Aerospace and Advanced Technologies (NEAAAT) and solidifying the partnership with the Eastern Area Health Education Center (EAHEC) provided outward signs of ECSU’s commitment to the STEM education, health and wellbeing of the greater ECSU community.
REBRANDING AND MARKETING

In the first phase of the Path to Prominence, ECSU engaged in rebranding and marketing resulting in what is now affectionately referred to as the “E”. With this fresh new look, the University targeted a broad student population. The “E” would also become the campus staple for a unified commitment to ECSU advancement along the Path to Prominence symbolizing students, faculty and staff commitment to being “All in at the E”. Through a variety of methods, including social media which was not previously staffed at the University, ECSU broadened its community of scholars and reached a larger pool of potential students inviting them to “Let us make a scholar out of you”.

TECHNOLOGY AND PROCESS UPGRADES

We began the process of establishing a competitive technology infrastructure with a $4.4 million IT initiative. The multiphase IT upgrade was put in motion to ensure a robust platform to support the emerging community of scholars, more efficient overall operations, and to improve safety of ECSU students and others on the campus. Among the tasks undertaken and phases completed during 2015 were the update of student ID cards to the One Card system, fielding the new NOWForce app giving the campus community instant access to emergency personnel, and the transition from a manually intensive admissions process to a web-based enrollment system.

The automation of the admissions process would bring ECSU to par with other competitive institutions and provide a strong basis for increasing enrollment with more timely, organized, error-free and accurate feedback to prospective students.

Success along the Path to Prominence would require retraining, retooling and repositioning of human resources at the University. As such, 2015 was a year of major professional development and personnel changes for ECSU. The University would prompt skills enhancement and/or initiatives to bring committed staff and faculty in competitive alignment. Nearly all units -- including but not limited to Enrollment Management, Business and Finance, University Advancement, and senior administrators would participate in formal new systems training, team building retreats, and other skills and professional development enhancement forums. Moreover, to address pre-existing state budget constraints, align needed skill sets, recruit new talent, and in general, to create an operational environment for ECSU success, several new hire, retirement, and unfortunately in some cases separation personnel actions were implemented.

As a certified scrum master (CSM), Chancellor Stacey Franklin Jones and specially trained project management staff began the establishment of a team-focused campus environment using a modified agile “scrum” approach and other traditional methodologies with the goal of ECSU cohesiveness, adaptability, flexibility, maximum effectiveness and optimized efficiency. These and other interdisciplinary team approaches were implemented throughout the campus promoting an atmosphere that valued creativity, introduction of ideas and productivity. All departments were encouraged to create opportunities to excel and grow through team involvement.

Utilizing the newly designed state-of-the-art, digitally Interactive Data Analytics room and adopting the Scrum framework, put the focus on team collaboration, and using data as decision support. It also emphasized students, faculty, staff and administrators collectively having responsibility for the well-being of ECSU.
VIKING SEMINAR

In 2015, bringing first semester freshman together as a cohort and shaping the Viking freshman student experience was a priority. Viking Seminar, designed and taught by Chancellor Jones, assisted students in their transition to University life, explored the definition and behaviors of a scholar, promoted academic excellence, encouraged exploration of career options, and heightened ECSU school spirit, historical institutional appreciation, and special connectivity with Viking alumni.

This year freshmen met in historic Moore Hall auditorium. In addition to a weekly Chancellor’s Message, campus resource review, and presentation of a core topic; new Vikings engaged in a special assignment promoting appreciation of ECSU’s history and connectivity with Viking alumni.

Matching freshmen with alumni highlighted the Viking experience, professional advice, and reflection on the value of their ECSU education.

With a curriculum that included a slate of guest speakers, students learned strategies designed to make their academic experience successful, explored career options and learned how to use appropriate technology to fulfill their course requirements.

STUDENT SUCCESS: INSIGHT, MONITORING AND INTERVENTION

In 2015, ESCU faculty and staff teams engaged in the design and implementation of a new Student Success Collaborative (eiku) and requirements assessment for a new Student Facing Mobile Application – both to provide insight for and into individual student progress, and for effective and timely intervention, as needed. These two initiatives along with the One Card, NowForce and AdmissionsPro applications mentioned above created a new platform for connectivity for students, faculty and staff to help ensure a successful and safe matriculation of each ECSU student.

COMMUNITY ENGAGEMENT: THE 2015 TOWN HALL SERIES

Packed halls filled with the greater ECSU community - community leaders, public officials, state legislators, CFOs, entrepreneurs, area residents, students, faculty and university senior staff members - illustrated the intense interest in and support for the Path to Prominence. Explaining the next steps in creating a community of scholars with regionally relevant programs, Chancellor Jones presented proposed new University curricula and regional innovation master planning ideas designed to move Elizabeth City State University forward in synch with the northeastern North Carolina region.

Outlining the strategy to enhance ECSU’s academic offerings, Chancellor Jones presented the framework and process of collaboration of ECSU faculty, and solicited feedback from the greater community regarding new program proposals. Her two presentations, one in November and one in December, afforded the community an opportunity to gain an even greater and comprehensive understanding of the Path to Prominence and its goal to enhance academic excellence at ECSU while detailing a practical strategy and timeline to brighten the future for students and the regional community, alike.

Because public input is important to moving forward along the Path to Prominence, the community was asked to participate in an open survey to weigh in on the new programs. Community response to the presentations given by Chancellor Jones and to the open community exchange with ECSU faculty curricula design teams, was overwhelmingly positive, drawing accolades and expressed support from the greater ECSU community.
The Golden LEAF Foundation awarded Elizabeth City State University a $1.1 million grant to strengthen aviation education and workforce development in northeastern North Carolina. The grant enables ECSU and its partners to promote aviation education and to produce the skilled and educated workforce necessary to attract new businesses to the northeastern North Carolina region.

The grant supports ECSU curriculum enhancements, and the development of an Unmanned Aircraft Systems (UAS) Operations & Management Program, which is one of now five specializations in the ECSU aviation science degree program. Prior to the award, ECSU offered a bachelor’s degree in aviation science with specializations in flight education, aviation electronics, aviation management, and air traffic control. The $1.1 million sponsored program also expands partnerships with community colleges, public school districts and education outreach programs for high school students. As the only university in North Carolina that offers a B.S. degree in aviation science, ECSU is in a unique position to lead state aviation education initiatives.
Graduating from the Elizabeth City State University aviation program last May 2015, Tyler Pryor had the honor of being the only student in the country accepted into the U.S. Coast Guard’s Wilks Flight Initiative program.

Pryor was already enrolled in the Coast Guard’s College Student Pre-Commissioning Initiative, sending him to Officer’s Candidate School after graduation. Pryor says his goal has always been to be an aviator, and so his experience in ECSU’s aviation program – the only degree aviation program in the UNC system – prepared him for his future as a Coast Guard aviator.

The summer before Pryor’s senior year, he attended Coast Guard boot camp at Cape May, New Jersey. Once he returned to ECSU, he served as an enlisted member of the Coast Guard while finishing his degree.

Pryor completed Officer Candidate School last fall, graduating at the rank of Ensign. He began his post-undergraduate aviation training in Pensacola, Florida, in December 2015. He says his goal is to pilot the H-60 helicopter and then become an engineer, working with a variety of aircraft in the Coast Guard.

“I am one-hundred percent certain I would not have gotten this opportunity anywhere else but Elizabeth City State University.”
GLOBAL SOLUTIONS: KENYA GRANT

As the issue of wildlife poaching in Africa increasingly becomes a part of the global dialogue, Elizabeth City State University committed its resources to combating poaching when it received a nearly $1 million grant from the National Institute of Justice (NIJ).

Thanks to the grant award, ECSU has begun working with the NIJ to assist in its mission to provide aviation technology and research that supports counter-poaching efforts in Kenya. University aviation scientists and students are working with the NIJ to assess the priority technology needs of the Kenyan Wildlife Services (KWS) Air Wing as it combats the growing problem of poaching in Africa.

The ECSU project team has proposed a multi-layered Aerial Surveillance Model to evaluate a variety of aircraft and supporting technology. The project will include powered parachutes, fixed-wing aircraft, rotocraft gyroplanes, light sport aircraft and aerostats.

The project team has been working closely with the NIJ on the logistics of executing the plan. ECSU project team members will travel to Kenya to meet KWS staff to conduct a comprehensive needs assessment. That assessment will determine the aircraft and technology needs of the KWS.

ECSU is responsible for the acquisition of the aircraft and will provide training to KWS pilots on the aircraft purchased for the project.
FLY GIRLS (AND GUYS TOO)

We like to call them our “Fly Girls.” These are members of Elizabeth City State University’s Women in Aviation International (WAI) and since the university recently launched the only chapter in the state of North Carolina, these fifteen student aviators have been soaring.

ECSU is now bringing up a new generation of these “Fly Girls” as a part of the plan to develop a community of scholars. Established in 1990, the WAI holds great significance for the future of North Carolina’s only dedicated aviation degree program. It is an opportunity for young women to pursue higher aspirations in the fields of science and technology.

Of the nearly 600,000 active pilots in the U.S., only an estimated six percent are women. And women account for little more than four percent of the more than 700,000 non-pilot aviation jobs. During 2015, Chancellor Jones emphasized that combining the WAI with ECSU’s progressive aviation program would see those numbers rise and women aviators would know that launching an aviation career can be the perfect beginning on their Path to Prominence.
NASA GRANT

Reaching 1,000 students a year over a three-year period with STEM education is a goal worth pursuing. That’s what the NASA Minority University Research and Education Project (MUREP) grant does, assisting Elizabeth City State University in promoting Science, Technology, Engineering and Mathematics to underserved and underrepresented populations in northeast North Carolina.

The grant was awarded to ECSU to create an Aerospace Academy under NASA’s MUREP. It is a community-focused project that provides an opportunity for ECSU to serve the region, promoting regionally relevant programs, and a sustainable future through science education.

With a $347,384 grant to be used over a three-year period, the Aerospace Academy provides access to NASA technology through an Aerospace Education Laboratory. Families and communities across the region will be encouraged to get involved with STEM education opportunities through the Family Cafe, an interactive forum providing workshops, guest speakers and a variety of activities.

Thanks to this grant, the university will collaborate with an existing NASA program site at Warren County High School. The collaboration will allow ECSU to conduct a comprehensive outreach program for all levels of education across the 21-county region.
Establishing an international exchange program has far-reaching benefits for Elizabeth City State University’s Aviation Technology program. So when eight professors from China’s Zhengzhou Institute of Aeronautical Industry Management toured ECSU’s Aviation Technology department in October 2015, university officials rolled out the red carpet.

Faculty members of the Chinese institute saw firsthand what ECSU is doing to promote the future of aviation not only in the region, but across the globe. ECSU Chancellor Stacey Franklin Jones, students and faculty members gave the Chinese professors a close-up view of how the university is shaping the future of aviation education with North Carolina’s only degree program.

The Chinese faculty learned how students are utilizing the technology and learning about aviation technology by using state-of-the-art systems. From flight simulation to unmanned aircraft and a cutting-edge air traffic control lab, the Chinese delegation became immersed in the opportunities available not only to ECSU students, but also potential future students from China and other countries interested in programming relevant to a future in aviation.
I’m really glad I decided to enroll here at ECSU,” he says, “because even before I got here, I’ve been dreaming about starting my own Android application company. This place will help me get there faster.

Joel Gonzales-Santiago understands the significance of STEM education. When the Elizabeth City State University student graduated from high school in Chesapeake, Virginia, he knew he wanted to pursue a degree focusing on information technology.

“When my high school was designated a Governor’s STEM Academy, I knew I just had to give it a shot. I had always imagined that I’d do something technical,” said Gonzales-Santiago, a junior.

Gonzales-Santiago says he developed a love of computer programming, but he also discovered an interest in the business side of technology. That’s when he discovered that ECSU could offer him the sort of education he was seeking.

The Puerto Rico native is now double majoring in business with a concentration in Management Information Systems and Computer Science, with a concentration in Information Technology.

Gonzales-Santiago says his experience at ECSU has been rewarding, and he credits his professors with guiding him to think critically, and creatively. He says he is being challenged to solve problems and develop creative outcomes, working as a team. He is also being taught how to teach himself, something that is essential in today’s rapidly evolving global economy.
"E IS FOR EXCELLENCE"

This past year Chancellor Stacey Franklin Jones initiated “E is for Excellence”, sending out the message to future top scholars that ECSU is a place to excel academically.

The Chancellor’s message was designed to recruit and retain top students. Celebrating students who have excelled not only academically, but also through extracurricular activities, “E is for Excellence” emphasized that students at ECSU have what it takes to compete in a competitive global society.

Chancellor Jones demonstrated unwavering commitment to student achievement and to creating an environment that assists students in achieving their highest academic potential while attending ECSU.

Students such as Alexis Barfield bring experience in research, using yeast to test neurological disorders. Or students like Anna Agyapong demonstrate their commitment to their country as a dynamic leader in the university’s Army ROTC program.

Whatever their area of interest, these seniors and many more like them continued to demonstrate the Chancellor’s "E is for Excellence".
I learned there is a lot more that goes into a company than just sitting at a desk.

Many students understand that real world experience before graduating college is essential to success. That’s why Kaija Gregory applied to the HBCU Intern Program.

Gregory, a 21-year-old senior at Elizabeth City State University, was accepted into the program and spent the summer before her senior year working at CISCO, a worldwide leader in IT services.

“I was very excited,” Gregory said of her acceptance into the internship program.

Gregory spent her summer internship learning about global IT services through CISCO’s IT University Program. Gaining hands-on experience in data analysis, HTML CSS coding and data mining, Gregory says she was able to see a world beyond the classroom, a world that will assist her in the global marketplace.

The Elizabeth City native and Pasquotank County High School graduate says that her time at ECSU has shown her what firsthand collaboration in the global marketplace looks like. Her education at ECSU, coupled with that experience, is preparing her for a future in business.

“I hope to work in a corporate setting before getting an MBA,” said Gregory.
Elizabeth City State University took an important step toward fulfilling our goal of providing innovation workforce development for the region and state. In August 2015 the university’s bachelor’s degree program in engineering technology hosted the visit and was accredited by the Engineering Technology Accreditation Commission of the Accreditation Board for Engineering and Technology (ABET).

ABET is the recognized accrediting body of college and university programs in applied science, computing, engineering and engineering technology.

By using relevant, real-world projects and hands-on learning, the ECSU engineering program is providing the skills and knowledge needed for today’s engineers. The curriculum is designed to give students a strong foundation in core engineering technology and to allow them to tailor their study.

By receiving the ABET accreditation ECSU has affirmed that it meets a series of standards established by the Engineering Technology Accreditation Commission. As graduates of an ABET accredited program, students are receiving a marketable degree and the industry is receiving highly competent engineers.
Leading the way as North Carolina’s interdisciplinary science institution, Elizabeth City State University students such as Khaliq Satchell and Tatyana Matthews are finding success with some of the world’s leading tech companies.

These rising seniors were two of 30 students named as Apple Scholars. The students were chosen from 1,500 applicants representing 47 institutions across the country.

The scholarship includes up to $25,000 for their senior year and a summer internship at Apple’s Cupertino, California headquarters. It also includes participation in a year-round program designed to prepare the students for post-graduation careers.

Students will also be paired with an Apple mentor during their senior year and have the opportunity to serve as ambassadors on the campus of ECSU in an effort to build awareness about the Apple and TMCF Diversity Initiative. The students will attend the Thurgood Marshall College Fund (TMCF) Annual Leadership Institute.

The awards were announced November 2015 at the Leadership Institute in Washington D.C., hosted by the Thurgood Marshall College Fund (TMCF).
I’m working with a lot of Teachers of the Year, a lot of experience,” said Bynum. “It’s been one of the most impactful events.

Tesia Bynum, a 2013 Elizabeth City State University graduate, returned to her alma mater to receive a teaching certificate. That led to an experience that has changed her view of teaching, and given her a great deal of hope for the future of not only her profession, but also students.

TESIA BYNUM

Bynum was told she would be a student teacher at the new charter academy, the Northeast Academy of Aerospace and Advance Technologies, located on the ECSU campus. On her first day, when teachers gathered for orientation, she knew something was different.

The charter academy, located on the third floor of the Willie and Jacqueline Gilchrist Education and Psychology building, is ideally suited for student teachers. It provides them with the opportunity to gain hands-on teaching experience working with students as well as experienced educators, while on the ECSU campus.

“They are so focused on their craft and very well developed,” Bynum says of the charter academy teachers.

The curriculum approach at the academy is project-based. Bynum says that this, along with the use of technology, allows her to help students excel.

“The teaching style is in-line with my craft,” she says. “I’m an out-of-the-box type of person.”

The academy faculty has been showing her how to relate to the students, and how to encourage them to succeed. Bynum will take a position with a regional public school. But in the meantime, she says she hopes to one day return to the academy to teach. It is the place that has given her the experience she was hoping for, grooming her to teach tomorrow’s scholars.
As of 2015 on the campus of Elizabeth City State University, the *Path to Prominence* doesn’t just start with college students. In August, the Northeast Academy of Aerospace and Advanced Technologies (NEAAAT) charter school opened its doors in the Willie and Jacqueline Gilchrist Education and Psychology Complex.

A project-based and contextual learning environment, the NEAAAT learning model is consistent with ECSU’s agile and team-focused university environment. Starting the new school year with 8th and 9th graders, the charter academy provides young students with an opportunity to utilize a project-based approach in addressing technology and interdisciplinary challenges found in today’s global society.

Recruiting the best and brightest educators in the region, the charter academy is perfectly suited to follow ECSU’s path in creating a community of scholars. And since the academy is housed in the same building as the university’s education department, ECSU undergraduate and graduate level students have the opportunity to serve as student-teachers, as well as provide additional education support.

Since opening its doors, the charter academy has become engaged in a number of projects including the creation of a podcast walking tour of the ECSU campus. The walking tour was created by students to allow the user an opportunity to experience ECSU’s history building-to-building.
You would think that going abroad you would meet people who have no clue what you're talking about, but I was surprised that we had a lot of things in common...we go to know each other very well.

Andrew Brumsfield

In a global society it is imperative that students gain a broader understanding of the world beyond their campus. So when Elizabeth City State University graduate and mathematics graduate student Andrew Brumsfield was presented with an opportunity to explore Norwegian glaciers as a part of a team of international students, he jumped at it. Brumsfield says he was "totally blown away" when the opportunity to participate in the research excursion was presented to him.

Brumsfield and another ECSU student, James Headen, took part in the research excursion through the CReSIS Glacier Exploration for Undergraduates program, a partnership between ECSU and Pennsylvania State University. The program is designed to increase the participation of minority students in the geosciences and provide real research experiences. The project allowed Brumsfield to see the effects of climate change on Norwegian glaciers, and the seriousness of the issue, firsthand. Brumsfield and other students from across the globe were trained in survival techniques as well as the essential geoscience of the glaciers. The experience, he said, not only provided him with an up-close look at the effects of climate change on the glaciers, but also a broader understanding of the world beyond his ECSU campus.

Brumsfield, who plans to pursue a career in engineering, said the experience had valuable career benefits such as learning to work with people from diverse backgrounds.
Health care advocacy moved onto the campus of Elizabeth City State University this October 2015 when the Eastern Area Health Education Center (EAHEC) opened its doors at the Pharmacy Complex.

The partnership with EAHEC was announced last June after the health education organization received a $700,000 grant from the Duke Endowment to fund the new center. The partnership between ECSU and EAHEC allows the organization to concentrate its efforts in the region toward improving human health and wellness. The ECSU-based office serves Pasquotank, Perquimans, Hertford, Gates, Chowan, Currituck and Camden counties.

With state and local funds, the Greenville, North Carolina-based agency helps attract, maintain and retain quality health care professionals in the region.

The partnership is a part of Chancellor Stacey Franklin Jones’ mission to promote health and wellness through the *Path to Prominence*. By promoting the health and wellness of not only the university community, but also the surrounding counties, ECSU is working toward ensuring a sustainable future for students and the region.
ROYAL BLUE TOUR

Realizing that future Vikings are everywhere, this past year saw the launch of a highly successful event dubbed the Royal Blue Tour. Mr. and Miss ECSU, Titus Lee and Suehier Ali, have been busy reaching out to public school students across the 21-county region in an effort to spread the Viking message.

Lee and Ali, donned in their crowns and enthusiastic smiles, have attended events at area schools, talking about their experience as students at Elizabeth City State University.

Ali says it is a great time and the kids at regional public schools are very responsive to the tour.

“Elizabeth City State University gives the opportunity for any student from any background to attend college,” said Ali, the first person in her family to attend a university.

Lee has also found that raising awareness about ECSU sends a positive message to students about their future.

“We tell them what ECSU has to offer, and encourage them to apply,” said Lee.

The royal pair continues to be ambassadors for the university through graduation, delivering the message that ECSU holds the key to a future for these young students. Working with the Office of Admissions, Mr. and Miss ECSU deliver the message that, “We are all in at the E.”
A NEW BRAND

Establishing an image consistent with Elizabeth City State University’s Path to Prominence is a key element in visually representing the future of the institution. That is why a branding campaign was launched, taking existing elements and creating a new brand.

The colors of ECSU have always been royal blue and white, and that stays the same. But moreover, these colors now stand to represent everything Viking, not just uniforms on the field and court. Logos have been reimagined, creating a consistent image recognizable across the university campus, the state and beyond. It is not uncommon to see a university faculty or staff member wearing the “E” lapel pin.

The “E” is now the term people are associating with Elizabeth City State University. During 2015, on any given day, you’d hear Chancellor Stacey Franklin Jones telling crowds that “We are all in at the ‘E’.”

The “E” logo is now also a part university wear, as well as letterheads and all that promotes Elizabeth City State University.

But branding is not simply visual. Understanding that words carry weight, a new slogan was created to promote the university’s focus on academic excellence: “Let us make a scholar out of you.”
In 2015, Elizabeth City State University began to expand campus life to be as diverse as its students. From the athletics program, to marching band to the symphony orchestra, to fun on the quad, students are immersed in extracurricular activities on and off campus.

**THE ARTS**

Internationally renowned Russian cellist Edward Shvares performed with the ECSU-Albemarle Community Symphony last fall. Shvares performs on a cello constructed in 1781.

The ECSU-Albemarle Community Symphony is an opportunity for university music students to perform with more experienced musicians from the surrounding community.

Produced by the ECSU Visual and Performing Arts Department, the annual spring Jazz Festival not only serves as a platform for student musicians, but also brings in renowned jazz musicians to perform on stage.

Live theatre is a popular pastime in northeast North Carolina and students at ECSU are no different. A group of students breathed new life into The University Players and last fall debuted with “Jekyll and Mr. Hyde.”
ATHLETICS

Whether it was the Down East Football Classic or Lady Vikings basketball, ECSU athletics were popular with both collegiate athletes and sports fans.
COMMENCEMENT

Perhaps the most exciting day of any student’s life on campus is graduation. After years of learning and discovery, students celebrate with cap and gown in 2015.
CAMPUS LIFE

Whether they are studying beneath a clear sky, jumping rope or just hanging out around the quad, ECSU students gathered across the campus.

FOUNDER’S DAY

In March 2015 ECSU celebrated the founding of the university with a series of events capped off with the Founder’s Day Gala.
CAMPUS CRIME DOWN

Campus safety was a top priority in 2015.

With the Chancellor’s new campus monitoring and safety initiatives, heightened follow through on policies, the diligent work of the University Police, the renewed commitment of partnership with local authorities, and infusion of new technology and ideas, in 2015 safety was up, and crime was down – significantly.

CLEAR ON CLERY

According to the federal Clery Act, universities are required to publish crime reporting statistics each year.

Elizabeth City State University’s report showed a marked decrease in criminal activity on campus. In fact, for the first time in years, there were no sexual assaults reported in fall 2015. Increased University Police presence across the campus and in residence halls had a big impact on safety. And the new NOW Force app, designed to give the ECSU community instant reporting capabilities to University Police would make life more comfortable on campus.

- 75% reduction in sexual assault crimes
- 50% reduction in dating violence
- 100% reduction in robberies
- 82% reduction in alcohol offenses
- 100% reduction in domestic violence
- 78% reduction in drug offenses
- Overall incidents in residence halls were reduced by 22%
...AND A CLEAN STATE AUDIT

The audit performed by the state of North Carolina auditor found no deficiencies in Elizabeth City State University’s financial reporting or non-compliance with government reporting standards in 2014-15.

In the nearly 50-page audit report released December 18, 2015, the state Auditor indicated that despite the budget reductions, that ECSU’s financial position was strong as of June 30, 2015. ECSU reported total current assets of $163.3 million, sufficient to cover its current liabilities of $4.5 million by more than 3½ times.

The State’s new audit report is the latest to give a “thumbs-up” to ECSU’s financial reporting and compliance with government reporting standards.
