Elizabeth City State University has been ranked #3 by America’s Best Colleges in the category of Top Public Baccalaureate Colleges in the South.
Elizabeth City State University continues on its “journey towards excellence.” The 2007-2008 academic year was one in which the university soared to yet another level. As with any institution, challenges arose; however, ECSU was equipped with effective, enthusiastic and informed leadership which helped us to meet those challenges with determination to succeed. Together, the team worked to identify departmental goals and objectives that would move the university forward. Among those goals; the top three emerged:

- Prepare for and successfully complete the accreditation and reaccreditation of the university and specific programs.
- Provide optimum housing accommodations for continuing students and develop a housing plan for enrollment growth.
- Implement measures to provide a safer campus and reduce crime.

The University prepared for several campus visits that reaffirmed our programs and gave creditability to our educational offerings. Accreditation teams met with various persons on campus to determine if the “way we do business” meets their standards. The accrediting entities included: Collegiate Schools of Business (AACSB), National Association of Industrial Technology (NAIT), and National Association of Schools of Arts and Design (NASAD). Many of our faculty and staff are busy preparing for our reaffirmation by the Southern Association of Colleges and Schools (SACS) in 2011. Several subcommittees were formed to ensure that all details receive the attention required in order to be ready for this visit.

ECSU has experienced significant student enrollment growth. As a result of enrollment numbers, the demand for on-campus housing has increased. Over the last couple of semesters, the university has worked with external sources to accommodate the housing need; however, plans are underway to offer each student desiring to reside on campus that opportunity. Members of the ECSU Foundation and Board of Trustees formed an ad hoc committee to look at this matter. ECSU recognizes that in order to remain competitive, housing must be an attraction for today’s student.

Safety is a major concern for all campuses. This is one of the top concerns for the UNC General Administration. Therefore ECSU looked into methods for maintaining a safe campus and implemented measures to reduce acts of crime. Cameras were installed on campus and are monitored around the clock at our campus police station. Additional lighting was provided in parking areas, and additional armed staff were added to shifts during times when crime is likely to occur. The safety team continues to assess measures to help ensure that students, parents and stakeholders can be confident that the University provides a safe and orderly environment that is conducive to teaching and learning.

Elizabeth City State University is very proud of the core programs that ground us in academic rigor. We are especially proud that our signature programs – pharmacy and aviation – have attracted top students and faculty to this area while increasing our visibility. We can certainly “toot our horn” as the only university in the UNC System offering the aviation program. Our first cohort of pharmacy students was among the Spring 2008 commencement graduates.

Dr. Gilchrist, Class of 1973, is the 9th Chief Executive Officer of Elizabeth City State University.
Elizabeth City State University is one of 16 public universities in the University of North Carolina system. ECSU continues to grow and reached its highest enrollment yet in Fall 2007. Enrollment increased by 14% since Fall 2006. The University anticipates a 5% increase in Fall 2009. On average, 64% of the student population is residents of northeastern North Carolina. This reflects our outreach in the region as we provide high quality academic programs at an affordable cost.

Elizabeth City University Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>2470</td>
</tr>
<tr>
<td>2005</td>
<td>2664</td>
</tr>
<tr>
<td>2006</td>
<td>2681</td>
</tr>
<tr>
<td>2007</td>
<td>3061</td>
</tr>
<tr>
<td>2008</td>
<td>3105</td>
</tr>
</tbody>
</table>

ECSU shares the #26 slot with Brescia University in Kentucky in the Best Baccalaureate Colleges in the South category.

Institutional Research

Legal Affairs

The Office of Legal Affairs handles all of the University’s legal matters at the campus level. The North Carolina Attorney General’s Office represents the university in litigation or matters filed before the Office of Administrative Hearings, and Legal Affairs provides litigation support in such cases. Legal Affairs assisted the N.C. Attorney General’s Office on two cases during the period, and each was decided favorably. In addition, Legal Affairs routinely provided legal advice to senior administrative staff on a range of issues pertaining to federal and state laws or regulations as well as numerous policy issues.

The Legal Affairs Office conducted a training session on Employment Discrimination.

Under Board of Trustees policy, Legal Affairs has oversight of and responsibility for updating ECSU’s Policy and Procedures Manual. The office updated the Policy Manual on a quarterly basis following Board meetings involving 38 policies. Legal Affairs drafted or reviewed 102 contractual agreements. The office responded to seven external complaints involving civil rights, and two favorable decisions were received, including one matter filed in 2006, and six decisions are still pending. On delegated authority from the Chancellor, Legal Affairs is responsible for reporting incidents of misuse of state property to the State Bureau of Investigation (SBI). Legal Affairs submitted five SBI reports.

During the reporting period, the Assistant to the Chancellor for Legal Affairs served on the UNC System Committee on Implementing Final 403(b) Regulations and was elected to a three-year term as a member of the Education Law Section Council of the North Carolina Bar Association.
The Information Technology Division had several accomplishments that helped improve efficiency and productivity in almost every aspect of the University. In March 2008, Information Technology conducted a performance assessment of its email server and determined a need to optimize performance by implementing stricter access control policies and improve spam control. As a result, the division deployed the Barracuda Spam Control appliance, and the benefit was immediate.

Installation of Workflow, a tool that helped reduce long lines during registration, was completed and brought into production in February 2008. Tuition payments are now updated automatically in Banner. Also, students can check their financial aid awards online.

The division completed installation of AppWorx, a business process automation and scheduling software. The Banner add-on allows nightly automation of job submissions, a process that was being done manually, thereby freeing staff to perform other functions during regular work hours. For example, the Financial Aid Office created a process that runs nightly to download and update the Banner database with student financial aid data from the federal government.

Residential Management System (RMS), a housing management software, and Curriculum Advising Program Planning (CAPP), a tool used to audit grades/transcripts, were installed. Students are able to verify the number of courses/credits they need to graduate through CAPP. The division also launched the University’s SACS accreditation website. Information Technology completed modifications to the University Bookstore, which put the Banner Bookstore in full production.

The installation of video-conferencing equipment in the G.R. Little Library Board Room and the addition of two smart classrooms – one in Lane Hall and another in the School of Education and Psychology – expanded the university’s educational technology capabilities. Installation and training for Operational Data Store (ODS), a reporting database, were completed. This software pulls data for reports and other functional uses from Banner. By working in collaboration with the Institutional Research Office, the IT Division completed its annual campus technology services survey in March 2008. More than 300 people responded. The responses were positive overall, but the main goal of the survey was to establish a baseline for future surveys aimed at IT service improvement.

Banner is an administrative software application developed specifically for higher education institutions. SCT Banner uses a relational database to place all of the University’s data into a single repository.
In the University’s quest to serve as a student-centered institution with emphasis on teaching and learning, the Division of Academic Affairs provides the necessary leadership in developing and maintaining quality academic programs while promoting and supporting faculty scholarship, student achievement and outreach and engagement.

In Fall 2007, the University commenced preparations for the upcoming reaccreditation by the Southern Association of Colleges and Schools (SACS) in 2011. The University also began preparations for specialized accreditation by the National Council for the Accreditation of Teacher Education, Association to Advance Collegiate Schools of Business, National Association of Industrial Technology, and National Association of Schools of Art and Design. Two specialized accreditations were approved in 2007 in the areas of music by the National Association of Schools of Music and social work by the Council on Social Work Education.

ECSU also sought to expand its programs through the submission of a proposal to UNC General Administration to establish a master’s degree in public administration and a bachelor’s degree in theater arts, a partnership nursing program with College of the Albemarle and East Carolina University, and its first online master’s degree program in elementary education. The University successfully procured funding to support the expansion of its Aviation Science program and its establishment as a signature program for the entire state.

Other noteworthy accomplishments were made in the areas of academic support. The Department of General Studies revised the general education curriculum and updated the GE Course Matrix to facilitate the transfer of credits from the North Carolina Community Colleges to the University. The Honors Program experienced a significant increase in student participation, and the G. R. Little Library completed the reclassification of its collections from the Dewey Decimal System to the Library of Congress Classification System. The Offices of Summer School, Graduate Education, and Distance and Continuing Education experienced record enrollment this year. Summer School programs and course offerings were expanded significantly, including programs funded by various private, state and local agencies.

The University is committed to fostering, promoting and strengthening the achievements and accomplishments of its student and faculty populations. The students and faculty of Elizabeth City State University actively engaged in quality scholarship, research and outreach activities. These accomplishments, encompassing all four schools, included: book and journal publications; participation in and presentations at regional, state, national and international professional conferences; show performances and exhibits; research; and grantsmanship activities. The Office of Sponsored Programs, Contracts and Grants secured substantial support for the University’s mission of teaching, research, and community outreach and engagement through the successful procurement of roughly $11 million.

Through national searches for position vacancies, the division successfully recruited two deans, twenty-three faculty and five staff persons. In addition, the division revised the ECSU Post Tenure Review Policy, filed for Carnegie Community Engagement designation and spearheaded the University’s responses to UNC Tomorrow.

The Division of Academic Affairs strives to promote excellence in teaching, learning, and scholarly activities by developing and maintaining quality academic programs and support services that contribute to the achievement of the University’s mission.
The Division of Student Affairs supports the academic and educational experiences of students by providing services through eleven departments. This past year, the division sustained numerous accomplishments in the area of enrollment management, public safety, student life, and behavioral services. The division was very intentional in efforts to recruit and retain students and was focused on being student-centered while promoting student services.

The Department of Counseling and Testing completed 14 life-skills workshops in Fall 2007 on topics such as: Academic Survival Skills, Co-Ed Living, Making and Keeping Friends, Domestic Violence, GLBT Forum, Overcoming Test Anxiety, Stress, Depression, Suicide, Adjustment Disorder, Alcohol/Drug Abuse, Roommate Relations, College Transitions, and Conflict Resolution. Web-based self help resources were provided to students on the Counseling and Testing Center webpage. Students were able to access the Suicide Crisis Hot Line at 1-800-273-TALK and campusblues.com through the Counseling and Testing webpage. Also, Counseling Center staff collaborated with First Year Experience Freshman Seminar classes to share College Student Inventory (CSI) results. Additionally, institutional CSI report access was shared with the ECSU Retention Coordinator to assist in meeting needs of students with a GPA below 2.0.

The departments in Student Affairs and student peer educator groups developed student programming during the fall and spring semesters on the topics of suicide and violence. A Spring Alcohol Substance Free Fair was held in March 2008 on the promenade. Monthly "Mocktails with the Vice Chancellor" events explored healthy alternatives to substance abuse with a total of 264 students attending for the year. Get the FACTS (Freshmen Acquiring Campus Tips for Survival) programming for freshmen provided information to 186 female and 71 male students. The Viking Brick Fundraising Campaign resulted in a total of $9,775 during the first year.

The Student Code of Conduct was revised and was submitted to the Board of Trustees for approval at the June meeting. Section 4 of the policy that pertains to the involuntary withdrawal/residence hall suspension was revised to include a student separation from the residence hall but not the University. To support cultural programming, the Lyceum Committee partnered with the Art Department, the Black History Committee, the NAACP, the Women’s History Month Committee and The Platters to bring events to the University. People from around the Albemarle Region, including public schools, attended Lyceum events.
The Division of Human Resources and Payroll made significant strides in streamlining operations and becoming more efficient through the use of technology. People Admin, a software that processes online employment applications and employee evaluations, was launched in 2007. Use of the program has increased efficiency and reduced the use of paper across the campus.

During an operational assessment conducted by UNC General Administration in February 2008, the division was found to be in “substantial compliance.” A recommendation was made to incorporate the EEO/ADA compliance function in the division with the compliance officer reporting to the Chancellor on EEO or ADA matters. Likewise, the 2007-2008 state audit found the division to be in compliance. Staff in the Human Resources Division conducted various studies to verify the race and gender of faculty as well as employee retention by race and gender. The division used the information gathered to determine hiring and departure trends of employees.

Similarly, self services in Banner, the university’s major database, allow employees to electronically access leave records and benefits information. The redesign of the divisional website includes all related policies and forms and other pertinent information for easy access and use.

The Payroll Department was added to the division in December 2007. The restructuring streamlined operations since the success of the monthly payroll relies directly upon the data provided by Human Resources. The merger enhanced efficiency in both departments and will help facilitate the success of the new payroll system that will be built during the 2008-2009 fiscal year.
The Division of Institutional Advancement reorganized its structure during fiscal year 2007-2008 and grew to include Community Development, University Relations and Marketing, University Radio and Television Services in addition to Alumni Relations, University Development and the ECSU Foundation. This alignment reflects ECSU’s commitment to serving the needs of the region. The new structure concentrates the institution’s external relations and outreach efforts together under one division to maximize impact and efficiency. The division’s work revolves around furthering public understanding and recognition of the university and its important mission to provide both educational and economic opportunities for northeastern North Carolina, the state and the nation. Further, the division develops support and resources for the institution both academically and financially. The division’s departments are responsible for a wide range of activities that build strong and lasting relationships with all of ECSU’s constituencies.

Alumni Relations
- The department hosted 1,200 prospective students during Winter Homecoming in February 2008.
- The department staffed 50th reunions for graduates of the class of ’57 and ’58; over 100 alumni and friends attended the celebrations.
- The ‘70’s Decade of Graduates held a reunion and raised over $1,000,000 in cash and pledges to support the university, its programs and its students.

ECSU Foundation
- Scholarship fund distribution increased to more than $625,000. Funding has increased by more than 100% over the past three years.
- Special efforts were made to provide funding for important programs like the Viking Fellows and Endowment Capacity Building.
- The Foundation staff grew to three employees.

University Development
- Fundraising efforts continued to trend upward, despite the dismal economy. Charitable contributions to the Viking Annual Fund were up 8% totaling $4,370,863.00.
- University Development enhanced the university’s community outreach efforts by securing $750,000 from the North Carolina GlaxoSmithKline Foundation for the ECSU Drug Information Center located on Ehringhaus Street in Elizabeth City.
- Efforts to increase planned giving resulted in contributions of $500,000 the largest of which was a $395,000 commitment.

Community Development
- Approximately 250 low- and moderate-income households in the region benefitted from housing counseling, homebuyer...
education and related services. This effort included 16 workshops/seminars.

- Provided new computers to improve and expand the neighborhood computer technology initiative with neighborhood partners – Herrington Village Apartments and The Elizabeth City Housing Authority.

- ECSU’s Community Development was featured in two of HUD’s Office of University Programs’ national publications: (1) Ideas That Work; (2) Diversity Works regarding our efforts to promote homeownership and computer literacy partnerships within northeastern North Carolina.

University Radio And Television Services

- ECSU’s radio station WRVS completed its conversion to digital/high definition technology. This will allow the station to multi-cast to offer more program formats and increase its revenue stream.
- Staff located radio alumni to organize and establish the first WRVS Alumni Group. The group got off to a strong start with 30 members.
- The department was awarded a My Source Grant through a partnership between the Corporation for Public Broadcasting and the Public Awareness Initiative to increase recognition of public broadcasting as a valuable resource that informs, enlightens and enriches public life.

University Relations And Marketing

- The publications office completed the creation of brochures for all schools and academic departments, which resulted in a cohesive look for marketing the university’s academic programs to prospective students and faculty members as well as prospective donors.
- The marketing and publications offices developed new undergraduate recruitment publications and an advertising campaign for Open House events to market ECSU to prospective students and provided the Admissions Office with communications tools to help increase undergraduate enrollment.
- The media relations office maintained strong relationships with local and regional media outlets that helped enhance the university’s image by placing positive news about students, faculty, staff and institutional advancement in print, broadcast and digital media.
Elizabeth City State University Athletics places the highest priority on the quality of the overall educational experience. The department also recognizes the high visibility brought by and the positive impact of athletic participation on the student, campus community and community at-large. We seek to encourage attitudes of integrity, fairness, respect for others, dedication to goals, and enthusiasm that culminate in strong, competitive performances. Our goal is to make ECSU Athletics a national model program.

The Elizabeth City State University’s Athletics Department completed the 2007-2008 year meeting challenges and, in some respects, exceeding projected goals. The department is proud that our coaches and athletic staff members constantly seek to enhance their skills by attending professional development and leadership seminars.

The following is a list of the various and diverse accomplishments of the Elizabeth City State University Vikings during the 2007-2008 year:

- Volleyball won the first divisional championship in school history and advanced to CIAA semi-finals for first time ever
- Shawn Walker was named as the CIAA Men’s Basketball Coach of the Year
- ECSU men’s basketball team was undefeated at home. The team also posted the best record and first 20 win season since 1999
- ECSU women’s basketball team won the CIAA Academic Award for best team Grade Point Average (GPA)
- Elvin James, Assistant to the Athletic Director, was a finalist for 2007 High School Coach of the Year
- In baseball, Billy Kellum was named the CIAA Rookie of the Year
- Men’s basketball team member Anthony Hilliard was named the CIAA Player of the Year, the South Atlantic Region Co-Player of the Year, and a Daktronics Division II All-American
- The Athletics Department celebrated the addition of track and field teams for both men and women

Intercollegiate Athletics at ECSU will continue to meet each challenge with a positive attitude as we promote the growth of the total athletics program. Likewise, the department will continue to support academic and athletic excellence among our student-athletes and the professional growth of the staff.
The Division of Business and Finance had five goals for the fiscal year ended June 30, 2008:

1) to increase efficiency and effectiveness in use of resources;
2) to enhance training;
3) to lead the University in the President’s Advisory Committee on Effectiveness and Efficiency;
4) to reduce energy consumption; and
5) to increase utilization of facilities.

The Design and Construction Department completed the $818,000 renovation of H.L. Trigg Hall. The renovations included updating the HVAC system with more energy efficient controls and updating electrical wiring to accommodate technology requirements and space reconfigurations. These renovations and enhancements extended the useful life of the facility.

The Facilities Management Department oversaw the conversion of 11 buildings from petroleum-based heating to natural gas. The conversion to natural gas increased the energy efficiency of the buildings and significantly reduced operating costs. The Thomas-Jenkins building, ROTC headquarters, Dixon-Patterson Hall, Information Technology Center and dormitories, including Mitchell Lewis Hall, Hugh Cale, Doles Hall, University Towers and Wamack Hall, were converted.

Elizabeth City State University’s approved state budget for fiscal year 2007-2008 was $43.1M, including $33.6M from State appropriations and $9.4M from anticipated tuition and fees. The operating budget is earmarked for instructional activities and provides resources for departments and schools, including the day-to-day operating costs for academic support, student services, library resources, institutional support and physical plant.

Total expenditures increased by 5.2% over the previous fiscal year to $42.9M. Total spending included
legislative-mandated salary increases for existing employees, new faculty and staff hires and the continued implementation of Banner. The largest increase in spending occurred in regular term instruction.

Elizabeth City State University imposed a 6.5% increase in tuition for full-time in-state and out-of-state students at both the undergraduate and graduate levels. The proceeds from this campus-initiated tuition increase supported faculty salaries and need-based financial aid. Total fees for the general fund increased 3%. The majority of this increase was due to the campus-initiated tuition increase.

![Year-End June 30, 2008: $42,935,471](chart)

### Statement of General Funds/Receipts & Expenditures  
July 1, 2007 - June 30, 2008

<table>
<thead>
<tr>
<th>Authorized Budget</th>
<th>Actual Expenditures &amp; Receipts/Year-End</th>
<th>Year-End Balance</th>
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<td><strong>Total Requirements</strong></td>
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<td><strong>General Fund Appropriations</strong></td>
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<td><strong>Receipts</strong></td>
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<td>252 Other Reverses</td>
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<td><strong>Total</strong></td>
<td>$43,127,454.00</td>
<td>$42,935,470.78</td>
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Director of Institutional Research, Ms. Nekesha Ferebee
ECSU tied with Winston Salem State University for the twelfth spot among Historically Black Colleges and Universities.