THE ECSU EXPERIENCE
Combines rigorous teaching and leading research with technology-based instruction and flexible learning models that inspire our students to discover their passions and conquer their dreams.

- Nurturing Environment
- Engaging Extracurricular Activities
- Affordable Excellence
- Embedded in the Community
- Diversity, Equity & Inclusion
- National Rankings

EASING THE FINANCIAL BURDEN OF STUDENTS AND PARENTS WHILE PROMOTING STUDENT SUCCESS

For more information about VikingPLUS, visit www.ecsu.edu/vikingplus

Contact the Office of Admissions:
- 252.335.3305 | 800.347.ECSU (3278)
- admissions@ecsu.edu
- www.ecsu.edu/admissions.
CAMPUS RETENTION AND PERSISTENCE CAMPAIGN

NATIONAL LANDSCAPE

ECSU is committed to making its degree programs as affordable as possible while minimizing student debt.

- In 2021, Americans are more burdened by student loan debt than ever.
- Among the Class of 2019, 69% of college students took out student loans, and graduated with an average debt of $29,900, including both private and federal debt. Meanwhile, 14% of their parents took out an average of $37,200 in federal parent PLUS loans.

Source: Student Loan Hero – A Look at the Shocking Student Loan Debt Statistics for 2021.

KEY IDEALS

ACCESS – Connecting desiring and deserving students from across socioeconomic walks of life to an education that can help them reach their goals, and ultimately contribute to their communities and society as a whole.

VALUE – The quality of education is not directly correlated to the cost of education. NC Promise and other campus initiatives provide a financial reprieve and bridge for students who seek academic excellence at a highly competitive rate.

AFFORDABILITY – Tuition continues to rise and colleges/universities are tapping into every resource available to help ensure adequate institutional funding for their students. NC Promise and other campus initiatives provide unparalleled financial support for both in-state and out-of-state current and potential students.

LIMITING STUDENT DEBT – Americans owe more than $1.71 trillion in student loan debt, spread out among about 44.7 million borrowers. That’s about $739 billion more than the total U.S. credit card debt.

Source: Student Loan Hero – A Look at the Shocking Student Loan Debt Statistics for 2021.

KEY GOALS

- Reduce attrition to increase degree attainment
- Increase retention and persistence, both remotely and in-person
- Increase strategies to engage and empower student to persist
- Pursue fundraising/fundraising opportunities

KEY INITIATIVES

- Offer financial support
  - Completion Grants
  - Term Grants
- Housing Grants
- Address food insecurities
- Support student military/veterans
- Support student parents
- Support low-income and Pell eligible students
- Support first-generation students

WWW.ECSU.EDU/VIKINGPLUS