

Faculty Regent Report to Faculty Senate

November 1, 2021

Dear Senators,

Thank you for the opportunity to submit this report. For general updates, the next meeting of the Board of Regents remains scheduled for Thursday, December 9. The Board of Regents has not met since our last Faculty Senate meeting. The Board's last meeting occurred on September 23 and was described in the prior Faculty Senate meeting report.

My appreciation goes out to you and your faculty colleagues who submitted responses for the Presidential Evaluation. The work on the overall report will start upon the various ongoing constituent group reports being finalized, including that by the Faculty Senate Executive Committee. The Board of Regents appreciates your input, the extensive labor of the Senate Exec Committee, the support given by Institutional Research, and the ability to do the process in-house.

Some new items for your consideration or to share with constituents include the following:

- (1) **Strategic Plan Draft for Review:** Please consider reviewing President McFaddin's email message on October 27 seeking feedback on the proposed strategic plan. Included with the email communication from the President's Office is the [draft plan document](#).
 - a. **Survey for Feedback:** In the email from October 27, there is a unique Qualtrics survey link seeking your feedback. Feedback is being solicited from multiple constituent groups and having a strong response from faculty would be appreciated.
 - b. **Town Hall Meetings for Feedback:** There are also opportunities to participate in either an in-person town hall and/or virtual town hall. The in-person event will occur on Monday, November 8 at 3 p.m. in O'Donnell Hall located in the Whitlock Building. The virtual meeting will occur via Zoom on November 9 at 3 p.m. The Zoom link information is included in the October 27 email.
- (2) **CPE Strategic Agenda:** Simultaneously, while ECU is developing our most current strategic plan, the Council on Post-Secondary Education is also updating their strategic plan for Kentucky. Recent communications from CPE President Thompson suggest that a major theme within or addressed by the CPE agenda is likely to be "[confronting the workforce crisis](#)." The CPE plan is reported to be released this fall according to CPE communications.
- (3) **ECU Enrollment Summit & Enrollment Trends:** The Board and the University remain heavily focused on enrollment. A substantial amount of the university leadership and staff from several areas of campus met for 3.5 hours on Friday, October 22 in Powell 219 to review recent year's enrollment efforts and trends along while also setting goals for this next year.
 - a. Total ECU enrollment as of the time of the summit was 13,997.
 - b. Freshman enrollment (2,529) is up 9%. Transfer enrollment (1,044) is up 11%.
 - c. Nationally, enrollment was down over 3% in 2020. 2021 data were not yet available.
 - d. Nationally, two-year institutions are down 15% in overall enrollment, and KCTCS is down 11%.

- e. As of October 26, NPR, using National Student Clearinghouse Research Center data, indicates that the decline in undergraduate enrollment nationally for 2021 was 3.2% and it was down 3.4% in 2020. [See the NPR story for more information.](#)
- f. At two-year institutions, NPR reports that “freshman enrollment is 20.8% below the number for the freshman class in 2019.”
- g. Going forward, ECU is going to capitalize on success areas and will increase BookSmart public relations. High School and campus visits are encouraged along with continuing to grow corporate educational partnerships.
- h. ECU expanded its merit scholarship deadline, went to a free application/test optional format, covered all remaining costs for Pell-eligible admitted students, and expanded scholarship opportunities to middle-income students with unmet need, among several other strategies, including greater use of the Slate communications platform.
- i. **For Fall 2022, the university goal is to increase new first-time freshman by 7% to continue to build upon the previous year’s 9% increase.**

(4) **Additional info: Cash Benefits to You:** As an aside, a few ways to earn or save a little money through your position at the university, the Staff Regent and I like to share this info:

- a. If you have not used your free Case Dining hall meal swipe from this last year, it remained on your ECU ID for this year. You also have one for this year if you have not yet used it.
- b. By doing ECU’s voluntary health assessment (which takes 15-20 minutes), you earn \$60. [Learn more here.](#)
- c. Following the voluntary health assessment, you can also schedule and do a health physical and biometric screening and receive \$100. [Learn more here.](#)
- d. *Although no cash reward, the deadline for Open Enrollment is November 2.

To close, please accept my thanks to you for all of your support. While the year has presented its fair share of challenges in the classroom and beyond, I’m thankful to be part of a purpose-driven, student’s first faculty. Should you have any questions or suggestions, you may reach me by email (jason.marion@ecu.edu) or phone (513-317-9508). May you have a wonderful Thanksgiving season.

Respectfully submitted,



Jason W. Marion