

Greenville CITY COUNCIL

January 24, 2020



**Ron Mitchelson
Interim Chancellor**

An aerial night-time photograph of a university campus. The scene is illuminated by streetlights and building lights, creating a warm glow against the dark sky. The campus is densely packed with various buildings, including large lecture halls, smaller administrative buildings, and a prominent church with a tall steeple. A major road with a roundabout is visible in the lower right, with cars moving through it. The surrounding area shows more residential or commercial buildings, suggesting an integrated campus environment.

A Great University

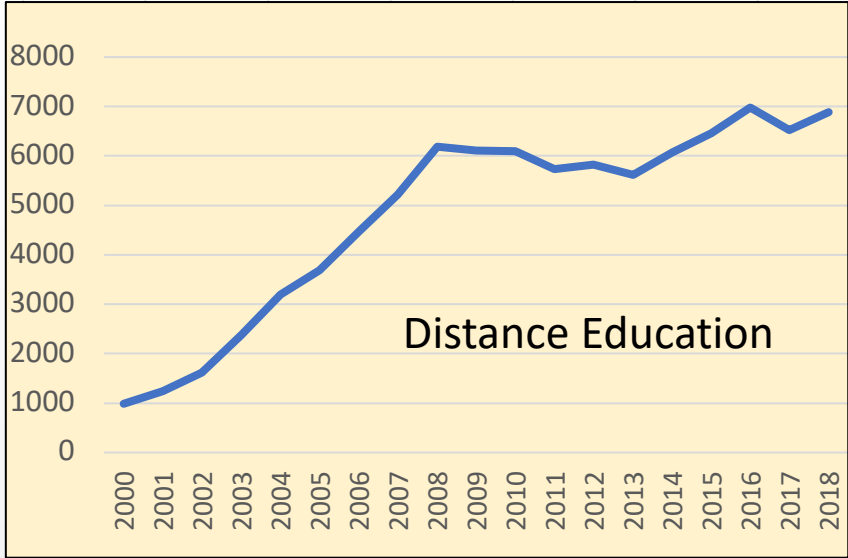
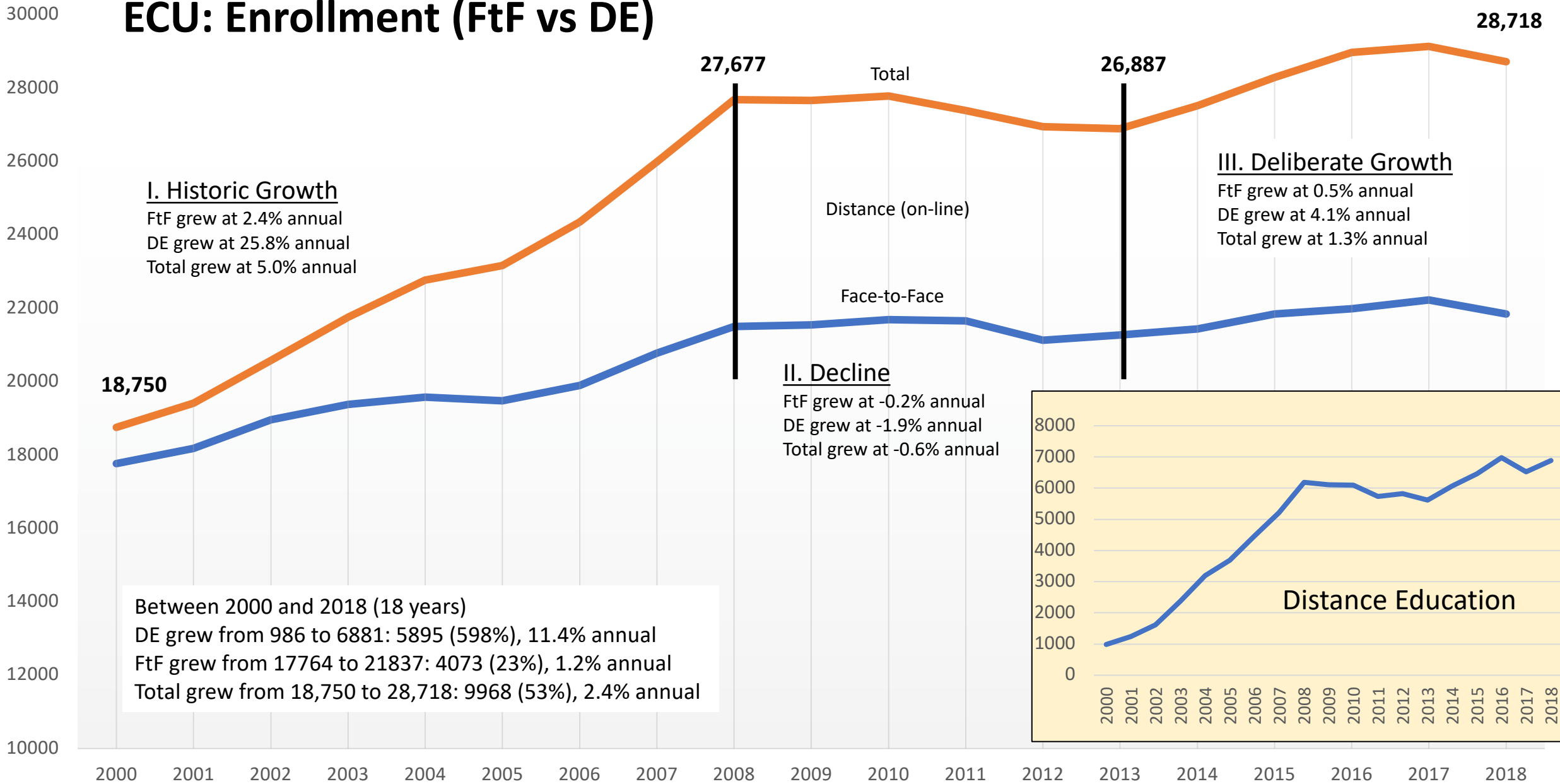
A Great College Town



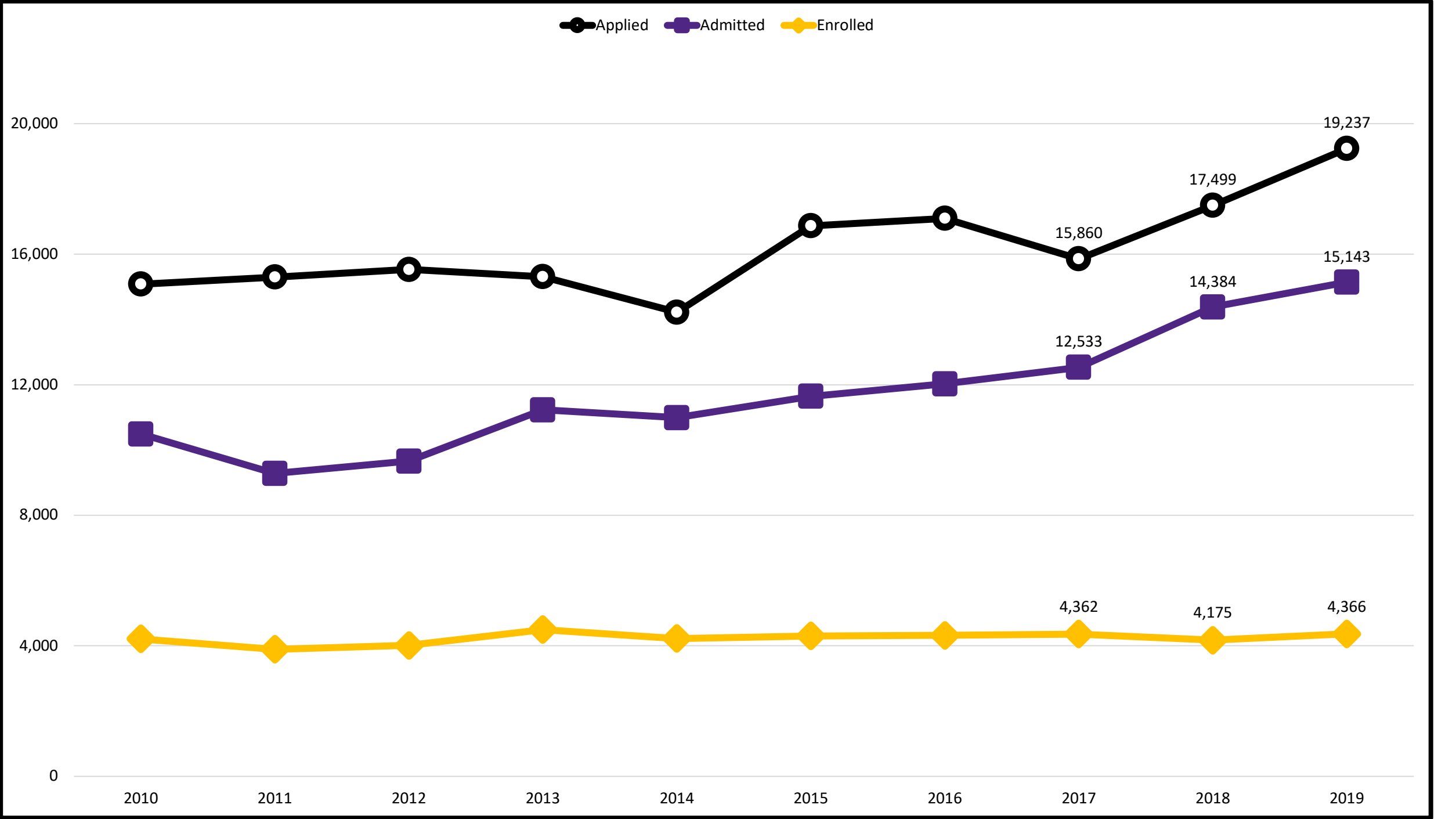
#39 on "social mobility"

9,939 students from Tier 1 and Tier 2 counties

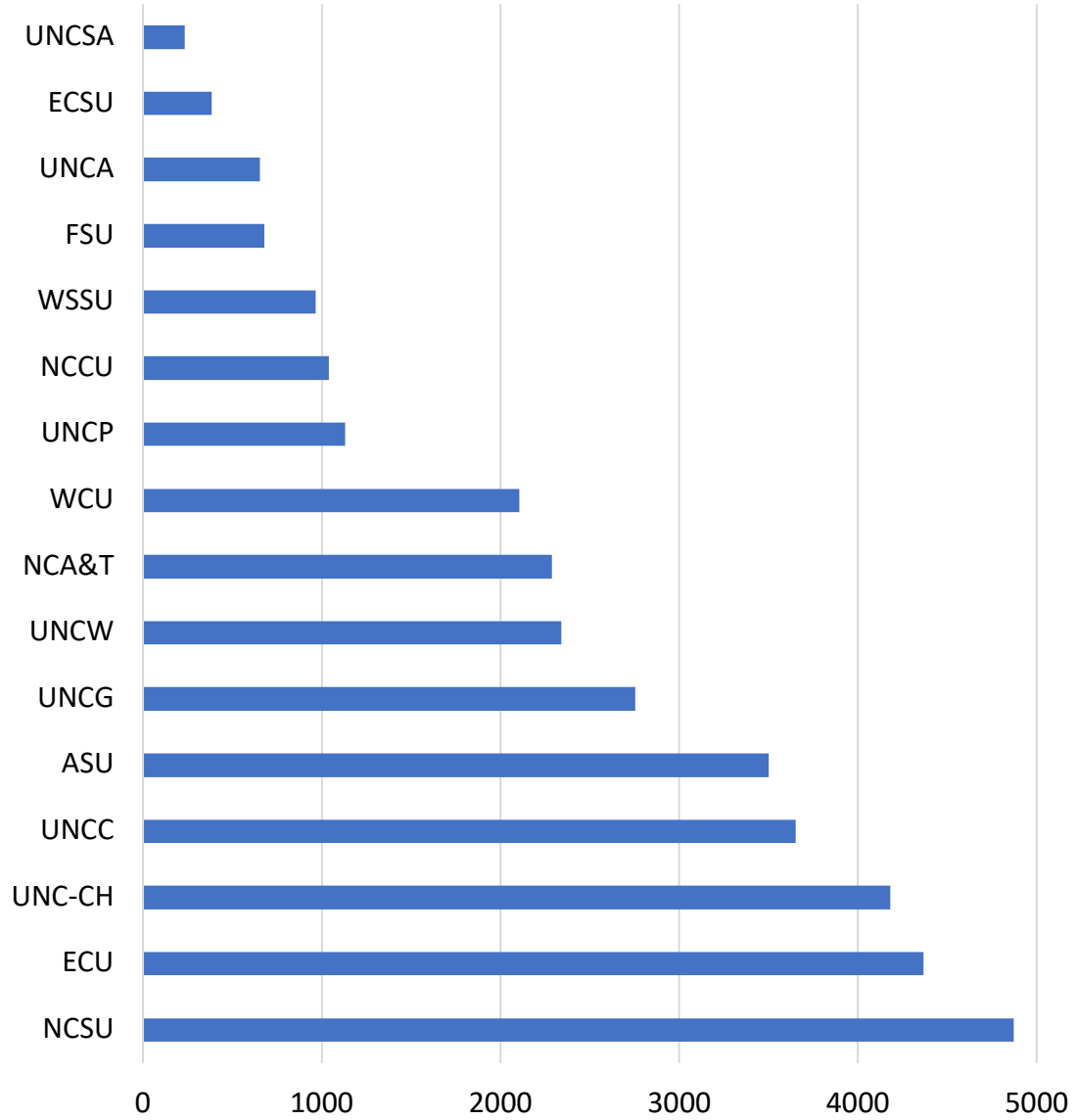
ECU: Enrollment (FtF vs DE)



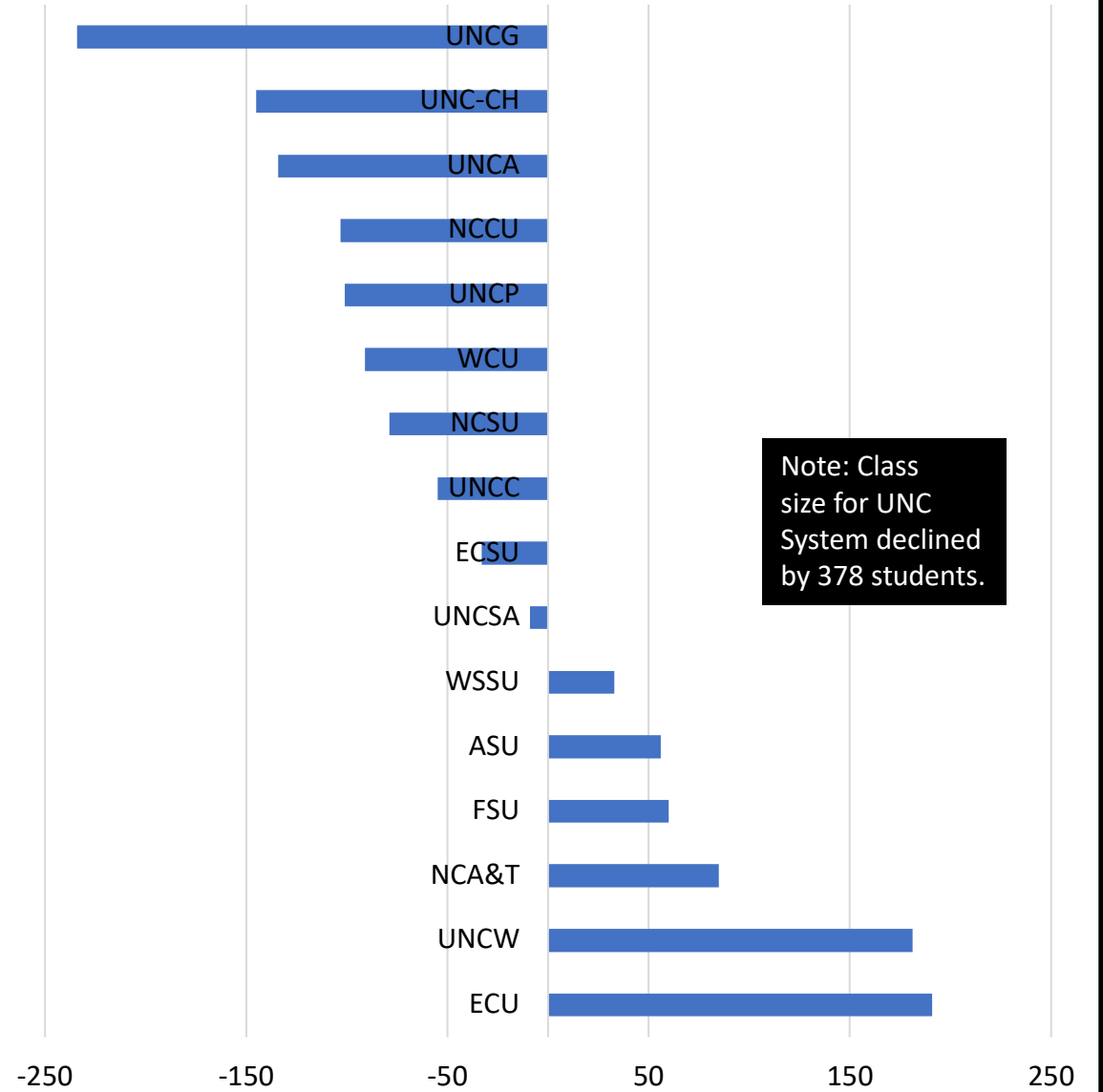
Applied Admitted Enrolled



Class Size, 2019




Change in Class Size, 2018-2019

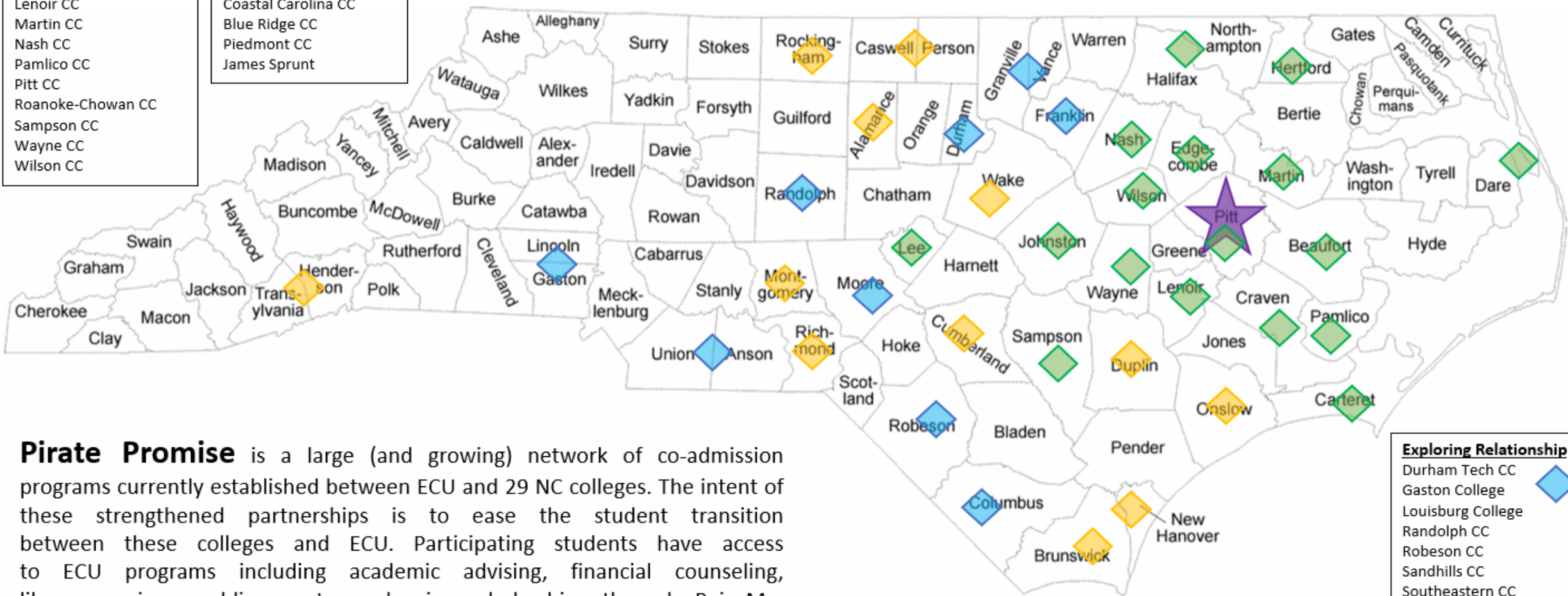



PIRATE PROMISE COLLEGES

September 2019

- Existing (2018)** 
- Beaufort County CC
 - Central Carolina CC
 - Carteret CC
 - College of the Albemarle
 - Craven CC
 - Edgecombe CC
 - Halifax CC
 - Johnston CC
 - Lenoir CC
 - Martin CC
 - Nash CC
 - Pamlico CC
 - Pitt CC
 - Roanoke-Chowan CC
 - Sampson CC
 - Wayne CC
 - Wilson CC

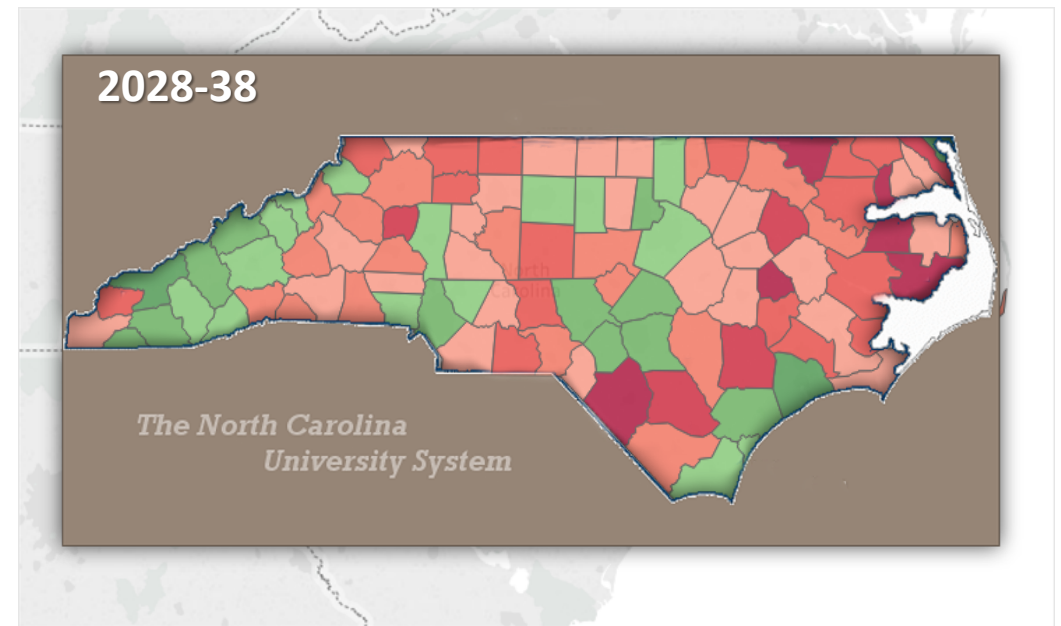
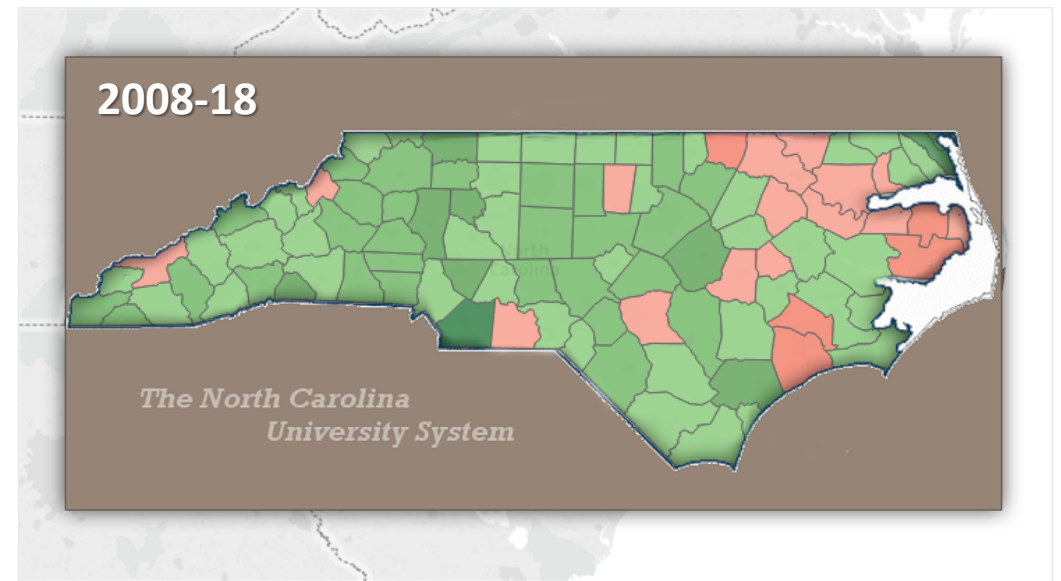
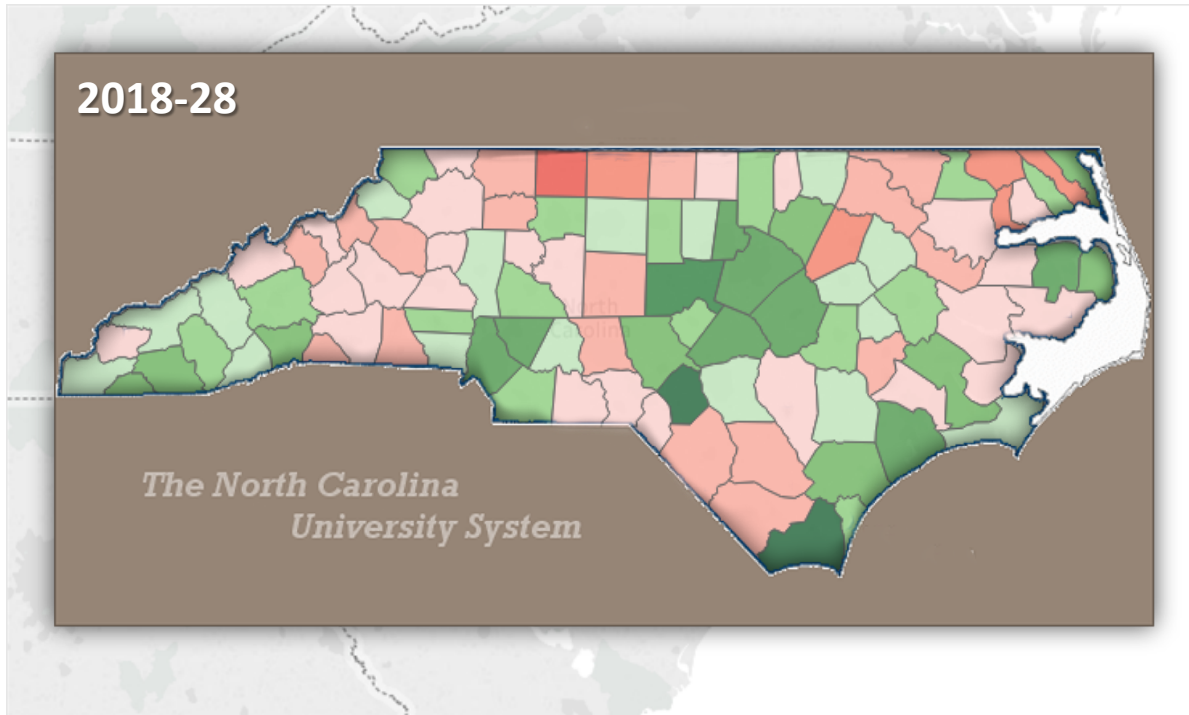
- New (2019)** 
- Cape Fear CC
 - Brunswick CC
 - Wake Technical CC
 - Montgomery CC
 - Richmond CC
 - Rockingham CC
 - Alamance CC
 - Fayetteville Technical CC
 - Coastal Carolina CC
 - Blue Ridge CC
 - Piedmont CC
 - James Sprunt

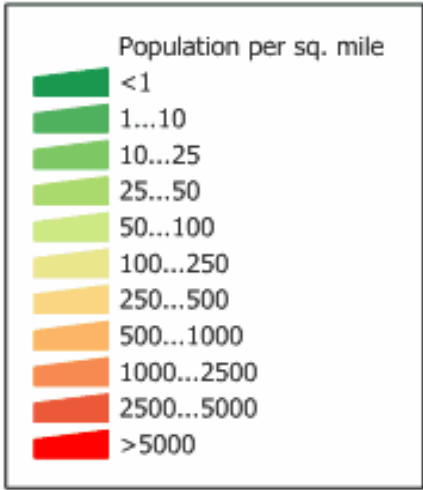
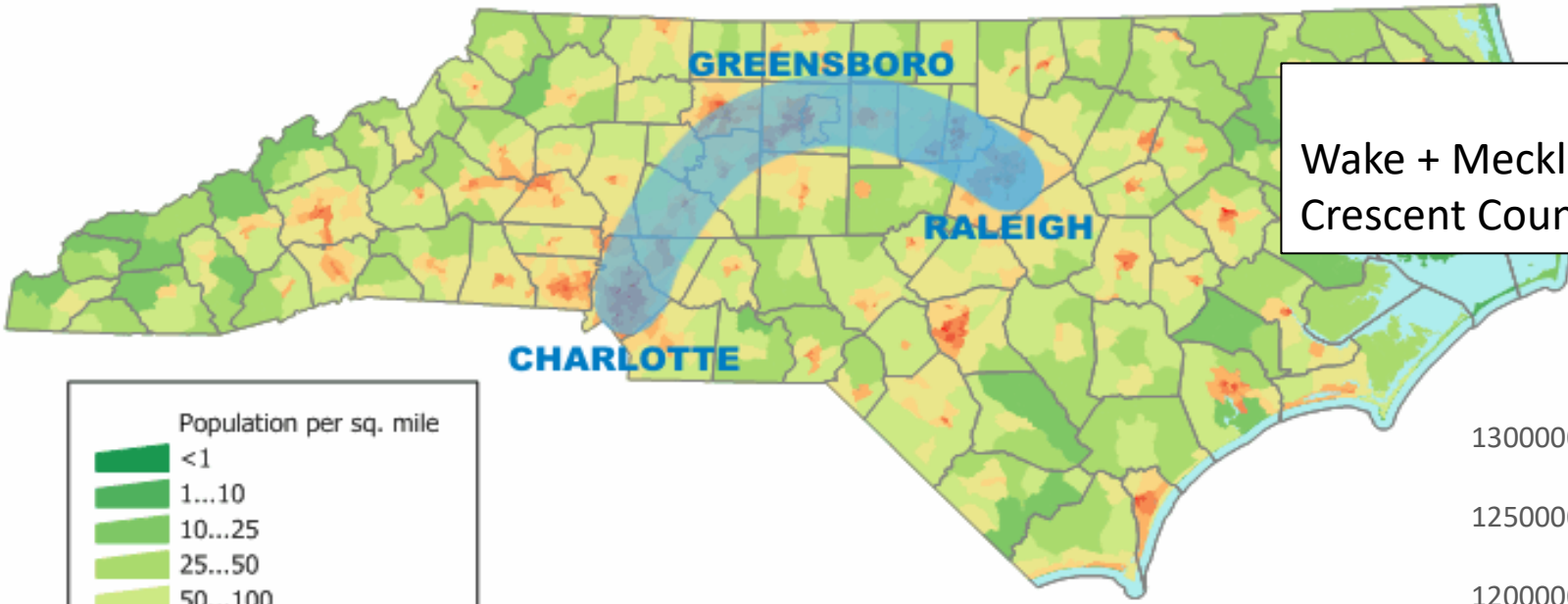


- Exploring Relationship** 
- Durham Tech CC
 - Gaston College
 - Louisburg College
 - Randolph CC
 - Robeson CC
 - Sandhills CC
 - Southeastern CC
 - South Piedmont CC
 - Vance-Granville CC

Pirate Promise is a large (and growing) network of co-admission programs currently established between ECU and 29 NC colleges. The intent of these strengthened partnerships is to ease the student transition between these colleges and ECU. Participating students have access to ECU programs including academic advising, financial counseling, library services, public events, and micro-scholarships through RaiseMe. Eligibility includes degree completion at the participating colleges.

NC Change in Population Age 18-24 Years



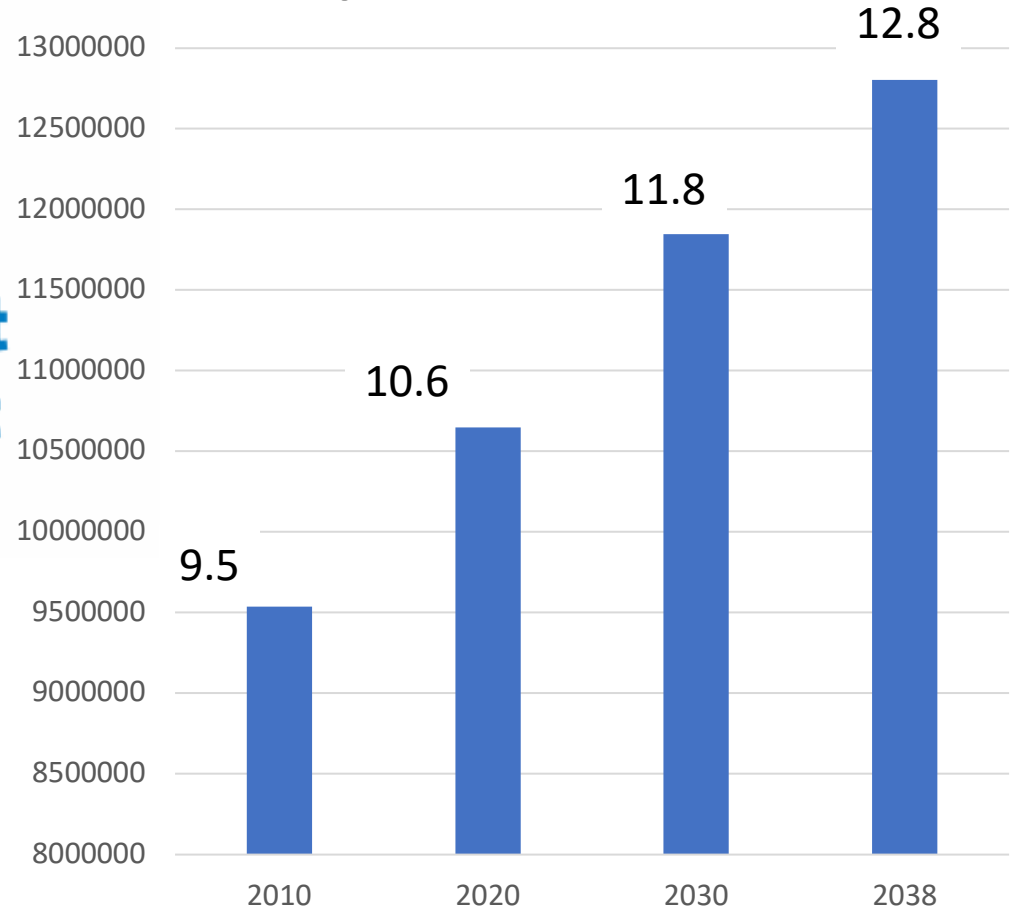


Source: U. S. Census Bureau
 Census 2000 Summary File 1
 population by census tract.

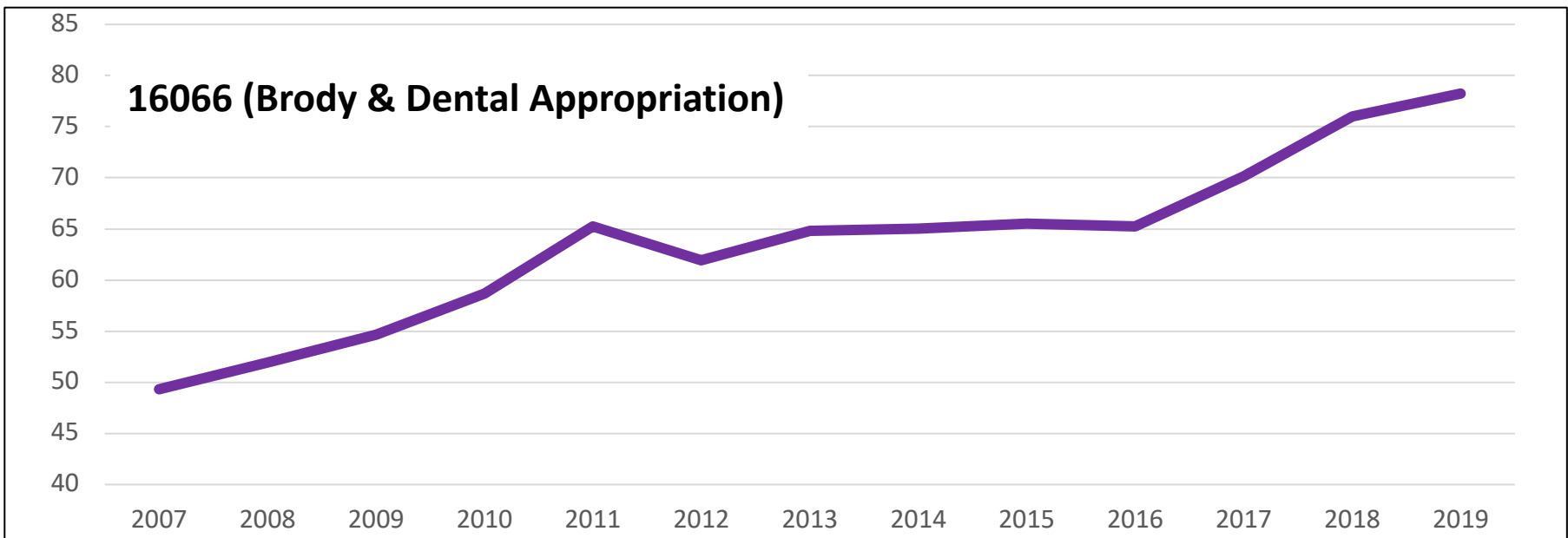
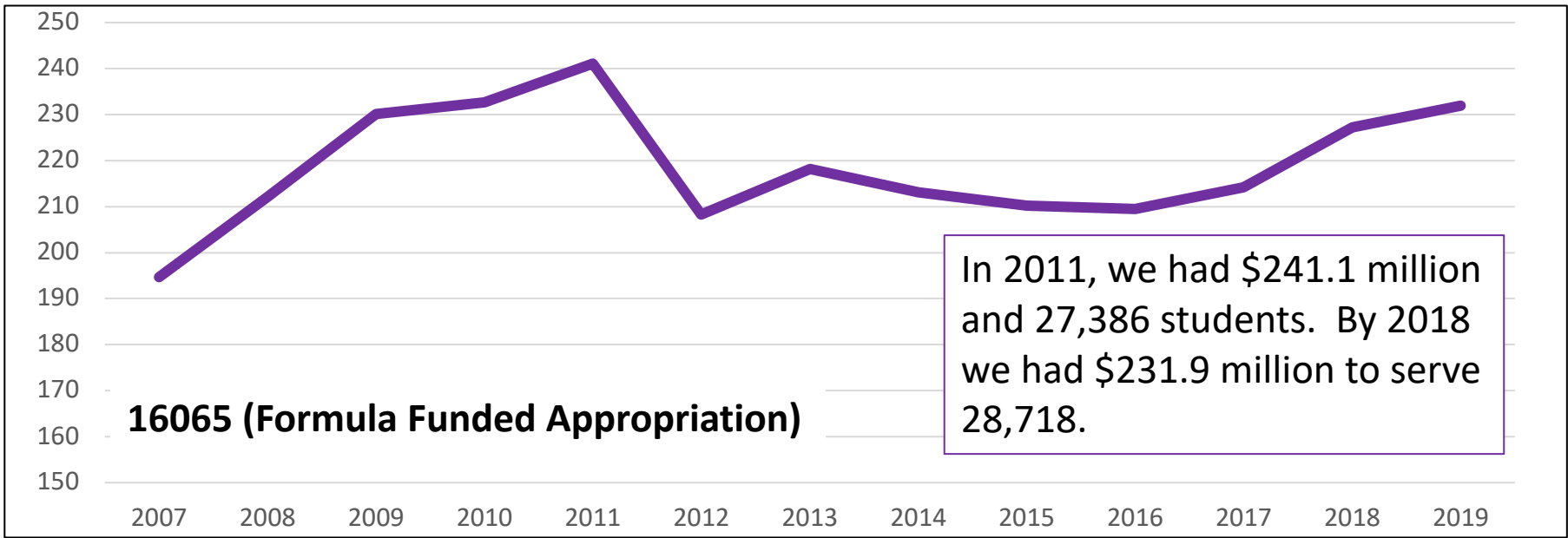
Piedmont Crescent

	<u>2010-20</u>	<u>2020-30</u>	<u>2030-38</u>
Wake + Mecklenburg	39%	37%	38%
Crescent Counties (13)	64%	62%	63%

NC Population Growth

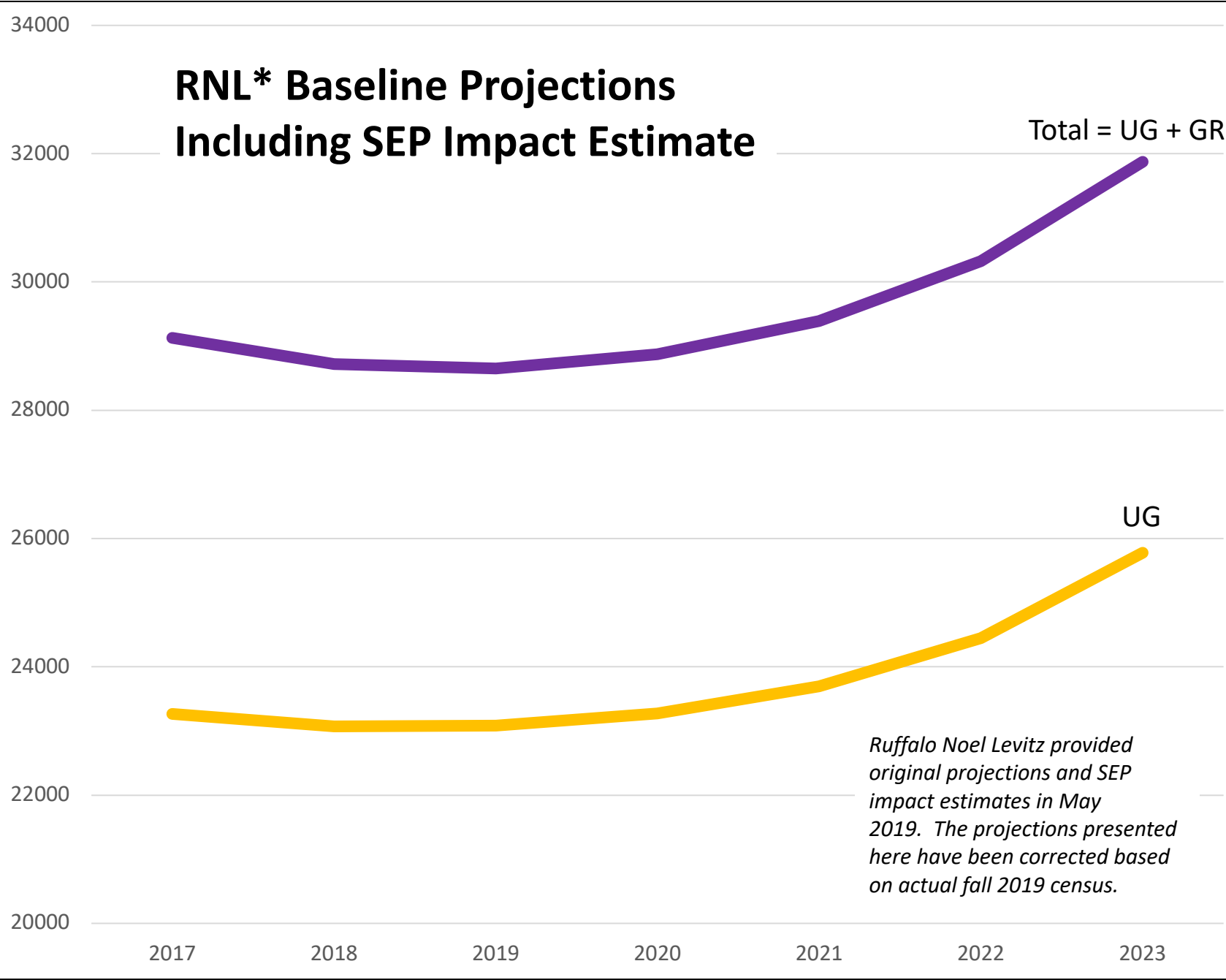


Note: In addition to increased concentration of population, there is an even greater concentration of employment. For example, NC Commerce forecasts (2017-2026) that 58% of new jobs will locate in just two counties, Wake and Mecklenburg.



These time series track only the NC appropriation for the two basic portions: Formula Funded and Brody/Dental. This does not include tuition receipts (also part of total 16065 and 16066). In a number of years NC provided some legislative increase to salaries and benefits. These are reflected in the total change to the appropriations. In most years there has been modest enrollment growth (and funding).

RNL* Baseline Projections Including SEP Impact Estimate



Ruffalo Noel Levitz provided original projections and SEP impact estimates in May 2019. The projections presented here have been corrected based on actual fall 2019 census.



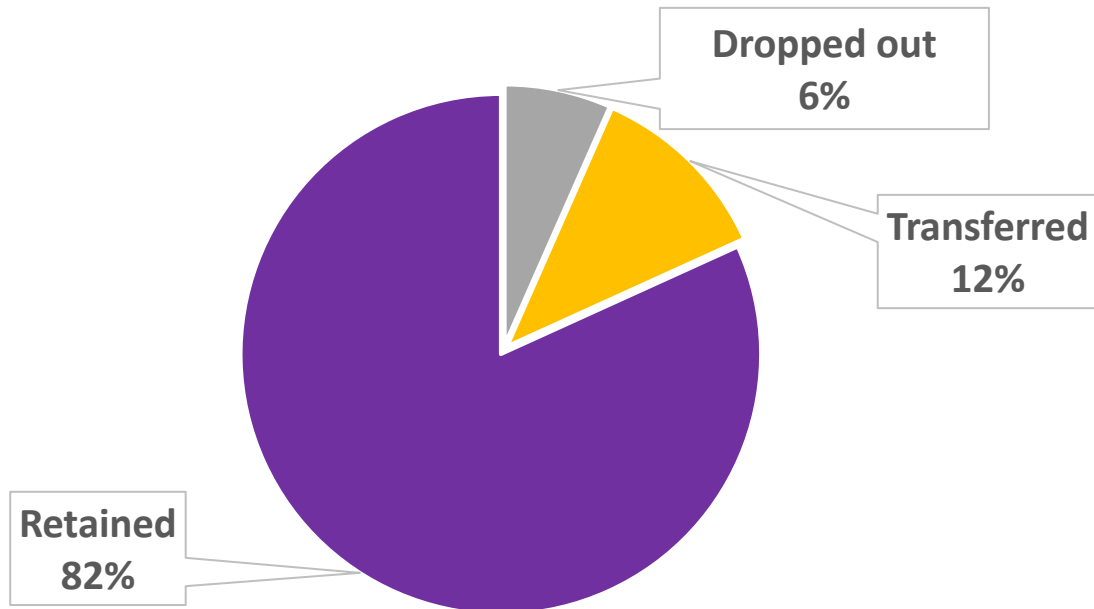
	UG	GR	Total	SEP Impact
2017	23265	5866	29131	---
2018	23071	5647	28718	---
2019	23081	5570	28651	20
2020	23273	5601	28874	223
2021	23697	5690	29387	513
2022	24448	5879	30327	940
2023	25778	6095	31873	1546

Note: Some SEP activities commenced in spring 2019. With SEP impacts included, UG is expected to grow by 2,697 (12%) over 5 years while GR is expected to grow by 525 (9%). SEP activities are estimated to provide 48% of total growth.

Phase II One-Year Retention Model

Total Population: 12,786 First-time Full-time Students
(Fall 2015, 16 and 17)

Retention Outcomes After One Year



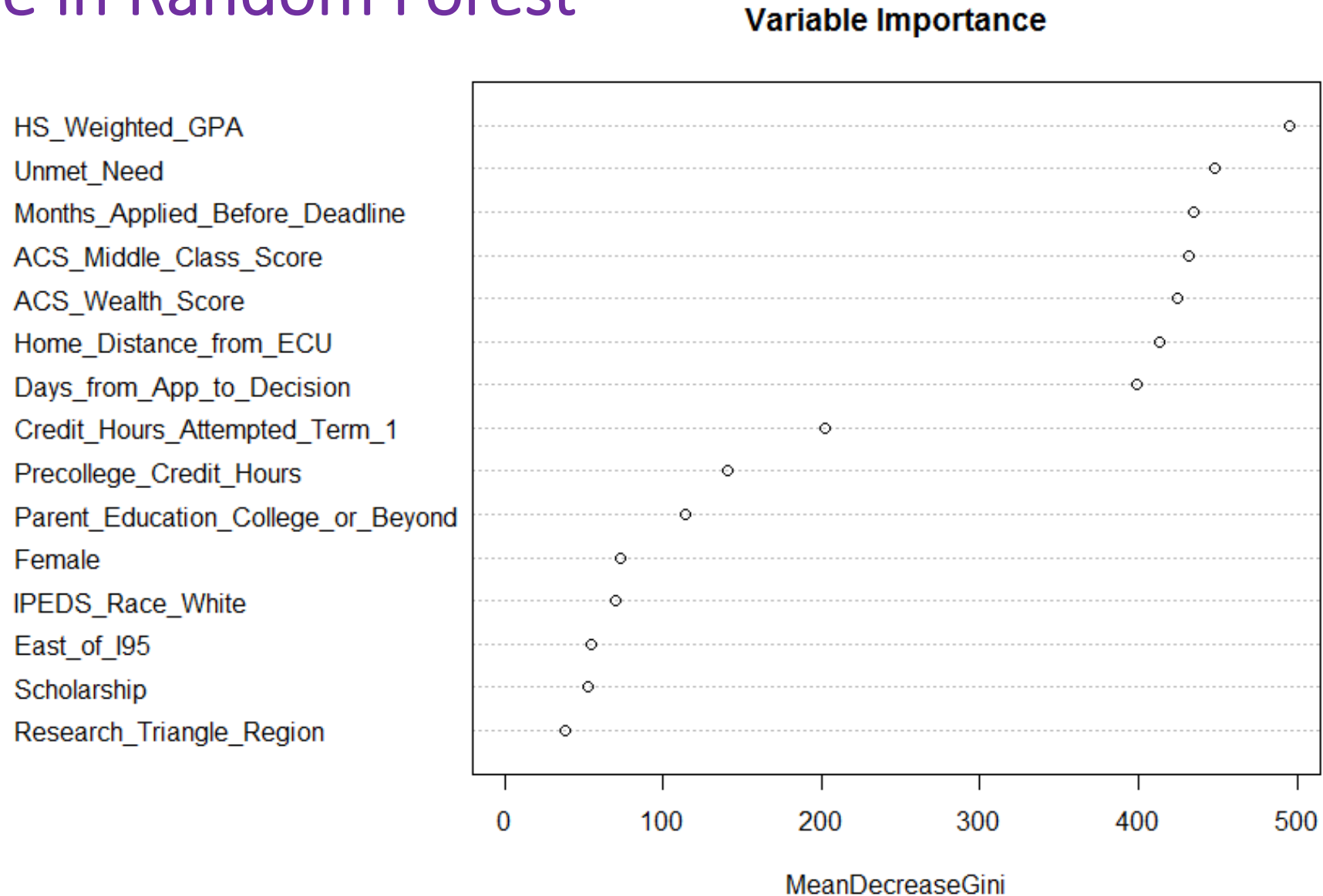
Possible Predictor Variables (170)

- ECU (46 predictors)
 - Admissions
 - FAFSA
 - Orientation
- American Community Survey (77 predictors)
 - Demographic
 - Housing
 - Economic
- Watson (47 predictors)
 - Tone and Personality
 - Keywords

10 included in the final model



Strongest Predictors of Dropout and Transfer Risks by Variable Importance in Random Forest

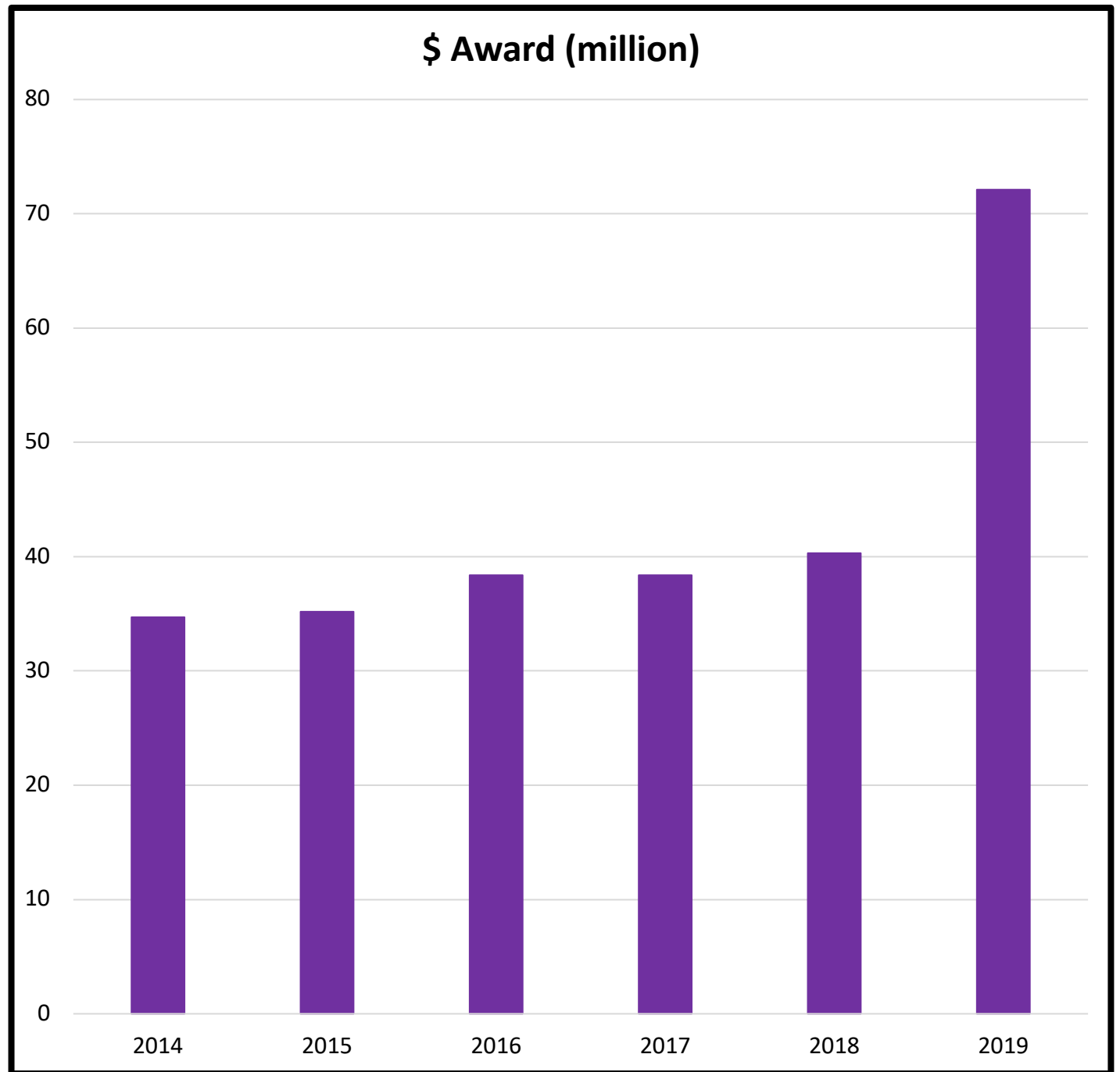


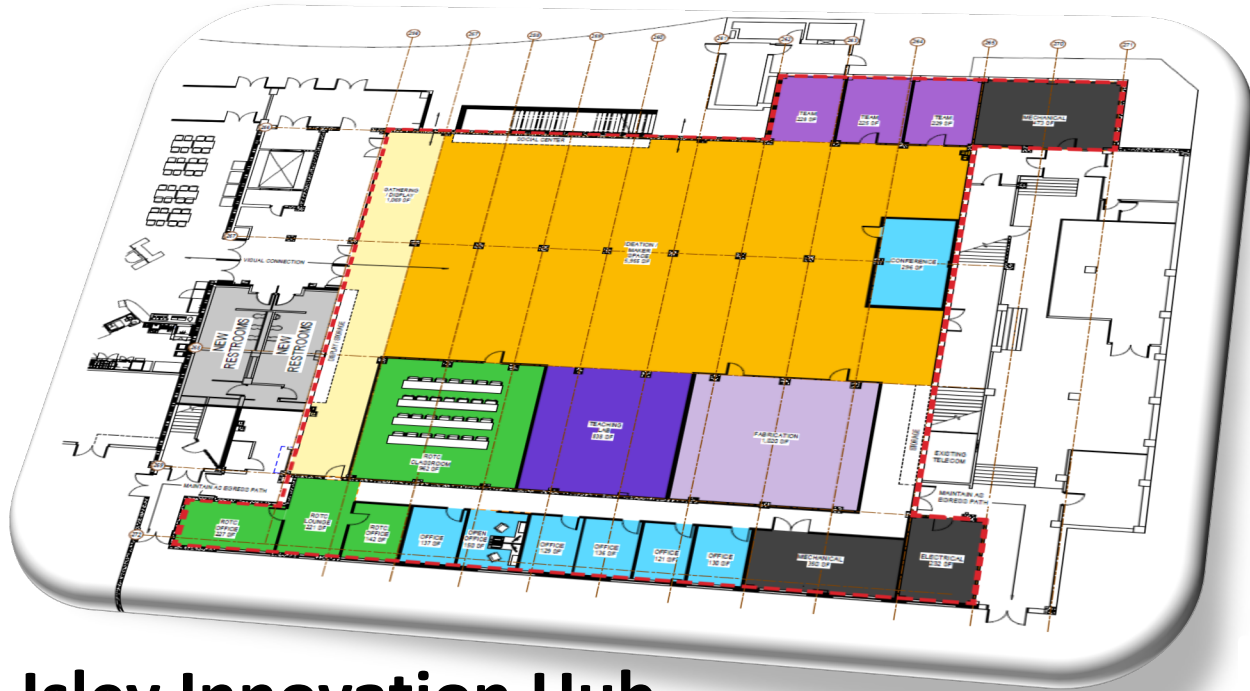


\$2.8 million, CON, rural health emphasis (farmers, fishers, loggers)

\$4.0 million, CET, low income engineering students (Pitt CC, Lenoir CC, Wayne CC)

\$9.7 million, COE, student achievement and the leadership of principals in 43 eastern districts





Isley Innovation Hub

The Miller School: Top 50 Undergraduate Schools for Entrepreneurship

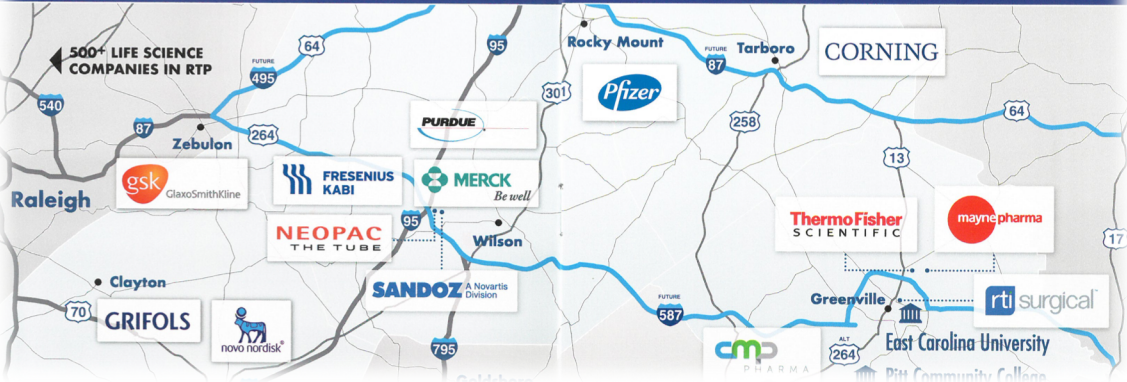


Strategic Location

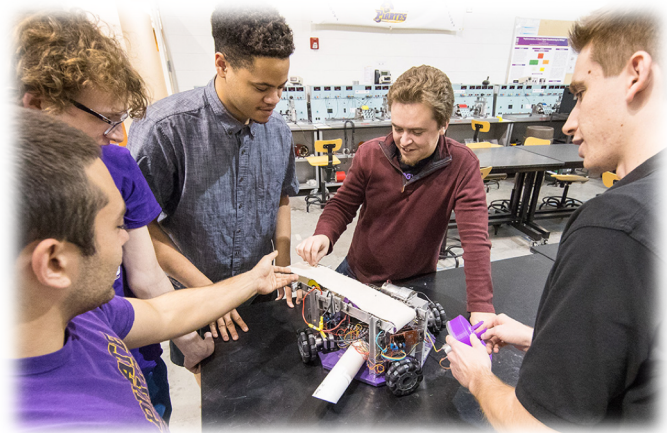
East of Raleigh and the Research Triangle Park lies the BioPharma Crescent, a five-county region that is home to one of the largest concentrations of biopharma manufacturing on the East Coast.

The industry thrives here thanks to our focus on workforce training and an abundant supply of water, electricity and land.

Learn more at BioPharmaCrescent.com.



\$4 million for low-income students to become engineers.



Biopharma Crescent Regional Workforce

ECU

Department of Chemistry

THCAS Faculty & Staff Programs Research Facilities Contact

Pharmaceutical Development and Manufacturing Center of Excellence

2nd Annual ECU Spring Break 2020 Pharma Conference

Back to Basics: The Pharmaceutical Industry

March 10-11, 2020

Registration is not currently active. Please Contact Jack Pender if you have any questions or if you are interested.

Summary

During this 2-day conference attendees will participate in lectures and discussions led by regional experts covering an array of topics fundamental to working in the pharmaceutical industry. The presentations are intended to supplement the practical knowledge working professionals use daily with a broader understanding of the pharmaceutical industry and the regulations that govern it. In addition to the formal program, attendees will have substantial time for discussions with experts and peers during breaks, meals, and social times.

Location and Information

Third floor, Science and Technology Building.
East Carolina University, Room 346.

Beverages, lunch, snacks, lecture slides, and supplemental materials will be provided.

Overview	GMP Courses	Short Courses and Training
Analytical Services	Fees	Proposal Submission Support
Recruitment and Networking		

Contact Us

Jack E. Pender, PhD
Principal Research Scholar
Director, Pharmaceutical Training and Services
252-328-9711



PHARMACEUTICAL DEVELOPMENT AND MANUFACTURING CENTER OF EXCELLENCE

ECU Community School

On November 1st, 2016, UNC President Margaret Spellings publicly announced that East Carolina University has been selected as one of eight universities across the state to open a laboratory school as a training site for future teachers and administrators. The community school at ECU is a collaboration between the East Carolina University and Pitt County Public Schools, operating within South Greenville Elementary School. The ECU Community School opened in the fall of 2017 for grades 2 through 4 and will expand over three years to eventually serve students in grades Pre-K through 5.

The ECU Community School is designed to build upon students' strengths and provide real world learning experiences with research based instruction to include a variety of wrap-around services to maximize each child's potential. It will not only address students' academic needs, but will also provide students with additional resources to enhance their development physically, socially, and emotionally.



Tracy Cole



[APPLY NOW >](#)

CONTACT US

For more information about the ECU Community School, please contact:

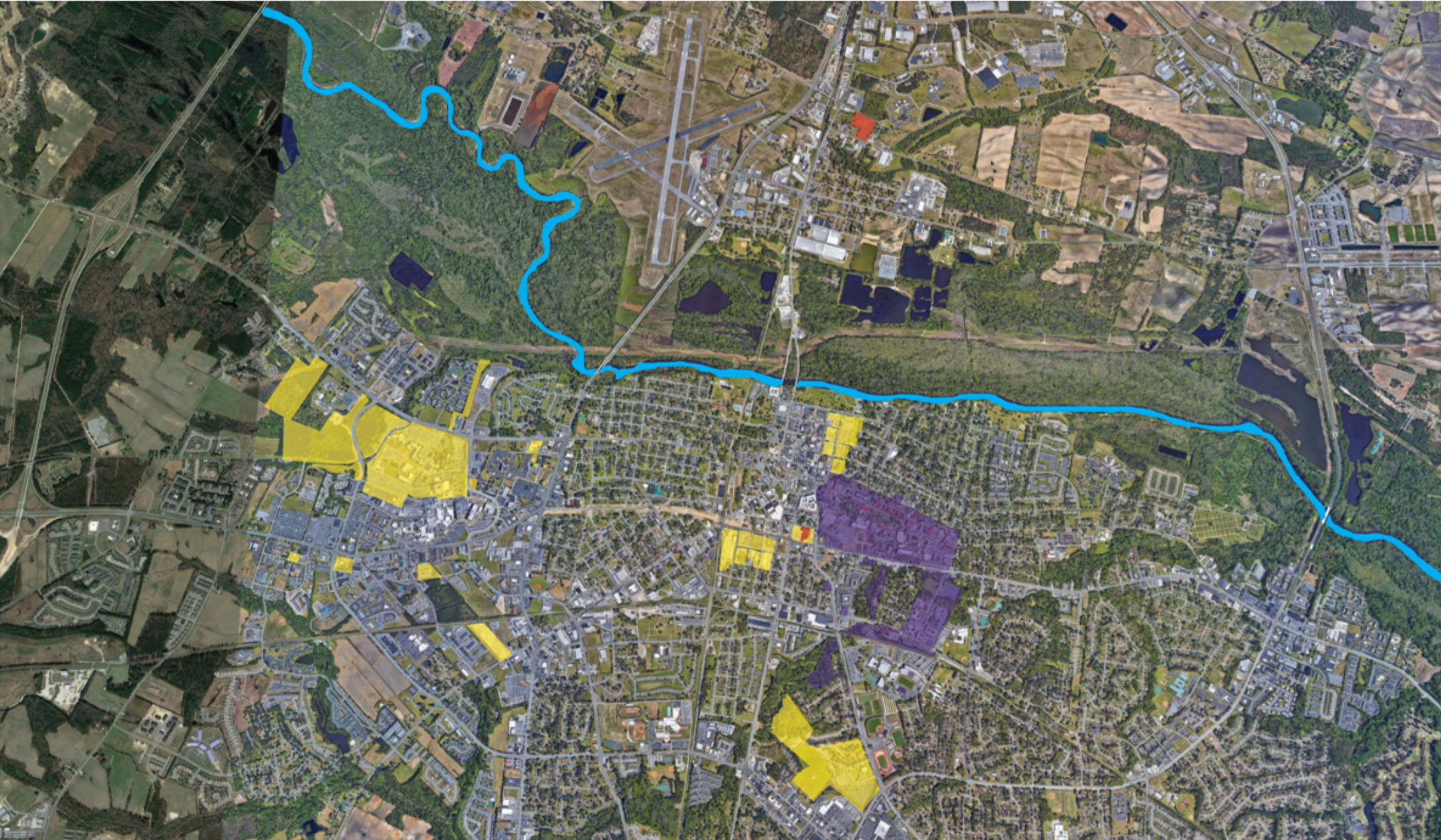
252-737-5600
ECUCS@ecu.edu

Connect with us on Facebook:

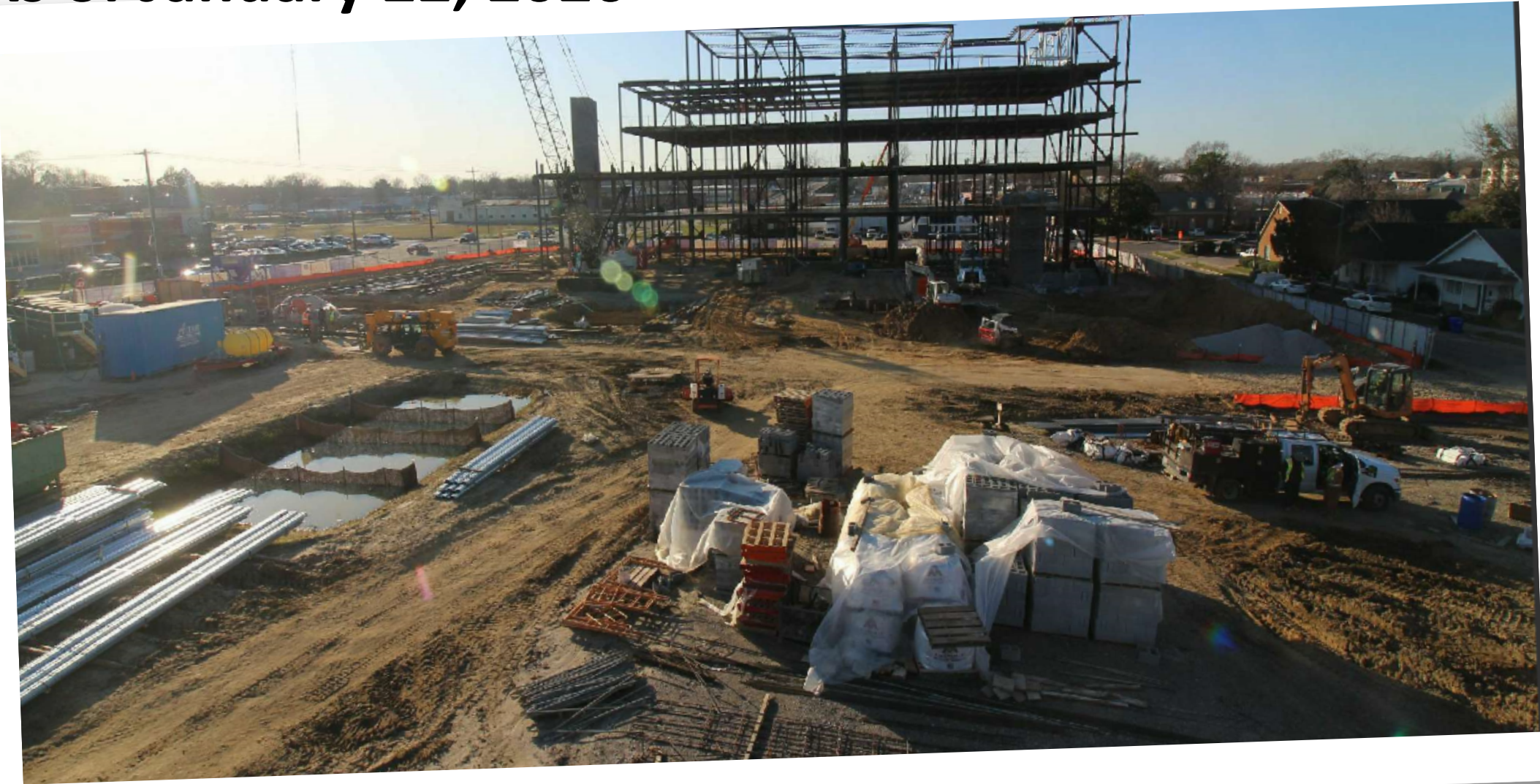
[@ECUComm](#)



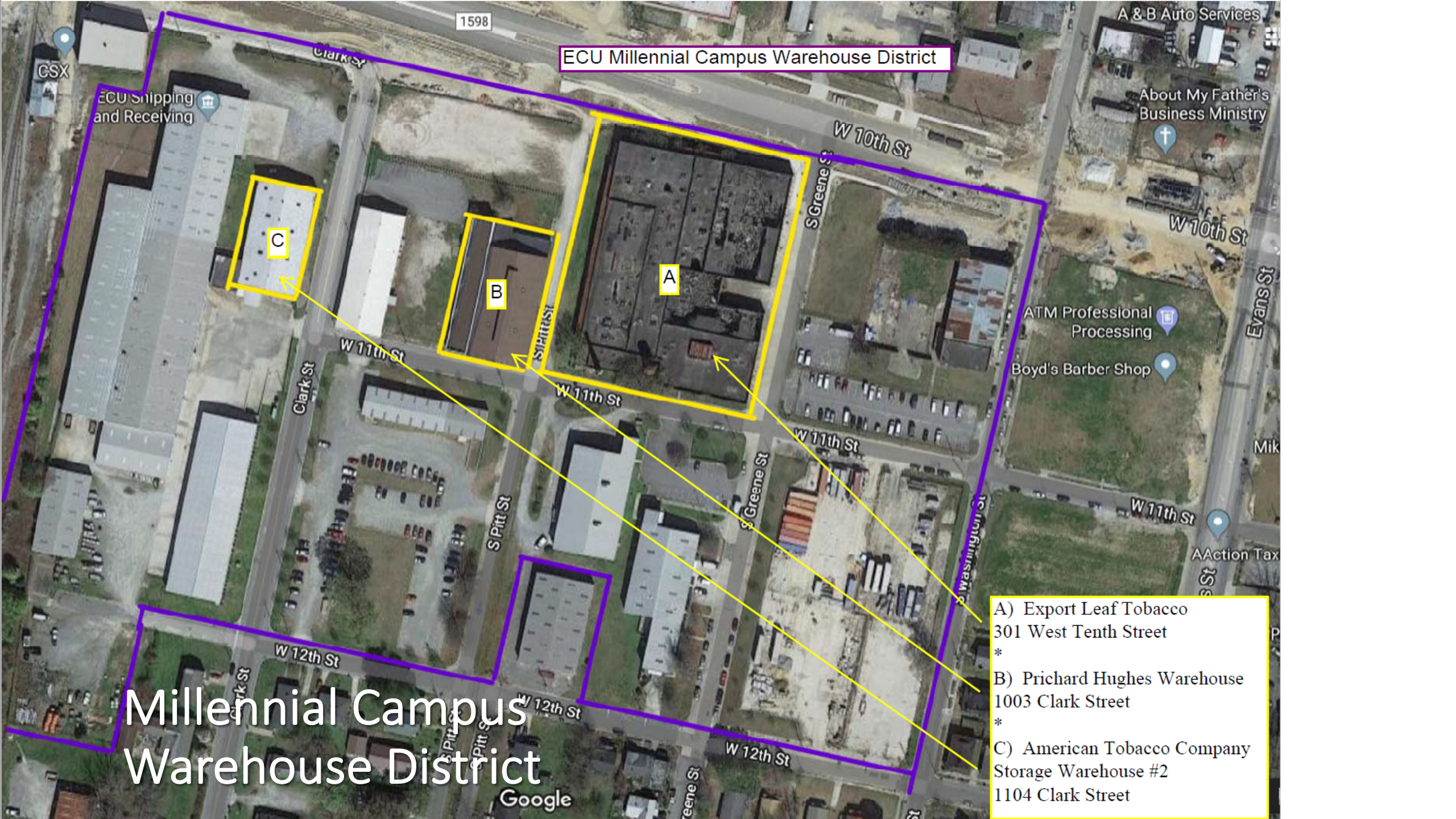
MILLENNIAL CAMPUSES



As of January 22, 2020







ECU Millennial Campus Warehouse District

Millennial Campus Warehouse District

- A) Export Leaf Tobacco
301 West Tenth Street
*
- B) Prichard Hughes Warehouse
1003 Clark Street
*
- C) American Tobacco Company
Storage Warehouse #2
1104 Clark Street



The Building
Has Great
Bones!



WAREHOUSE DISTRICT (2019)



BUILDING INITIATIVES

- 1 Phase 1 Life Sciences and BioTech building with surface parking
- 2 Makers space flexible sheds
- 3 Potential office and innovation buildings
- 4 Potential academic, office, and innovation building
- 5 Priority Export Leaf Tobacco Building renovation for innovation and economic development hub
- 6 Preserve/renovate Building 214C, 215B, and 215A for innovation and gathering space, potential cafe fronting open space

- 5 Surface parking, flexible event space
- 6 Future parking deck #1 for Warehouse District and Dickenson Avenue businesses
- 7 Potential future parking deck #2 for office and academics

STREETSCAPE INITIATIVES

- 1 10th Street streetscape character
- 2 11th Street streetscape character
- 3 12th Street landscape buffer
- 4 10th Street gateway element

CIRCULATION INITIATIVES

- 1 "The Commons" flexible open space, multimodal circulation
- 2 Makers Space Quad
- 3 Event courtyards
- 4 Demonstration Quad

OPEN SPACE INITIATIVES

- 1 Old railroad spur becomes linear green space
- 2 "Market Square" park
- 3 "The Commons" flexible, central open space
- 4 Stormwater management elements

UPTOWN DISTRICT (2019)



BUILDING INITIATIVES

- 1 Hotel
- 4 Visual & Performing Arts Center Complex
- 4 Future academic, office building
- 4 Future mixed use building (academic, housing, office)
- 5 Potential mixed use building (academic, housing, office)
- 6 Uptown parking deck #1 to serve hotel, performing arts, and downtown businesses
- 7 Future Uptown parking deck #2 to serve downtown businesses, academic, and offices
- 8 Renovate facade of Cotanche Building add multi-story office space along Reade Street

CIRCULATION INITIATIVES

- 1 Reade Street to become two-way, with parallel parking, and pedestrian circulation
- 2 Pedestrian enhancements into downtown Greenville
- 3 Hotel, short-term surface parking
- 4 Pedestrian link from Campus Core District to Downtown District
- 5 Greenway pedestrian / bike path connecting Town Common with campus

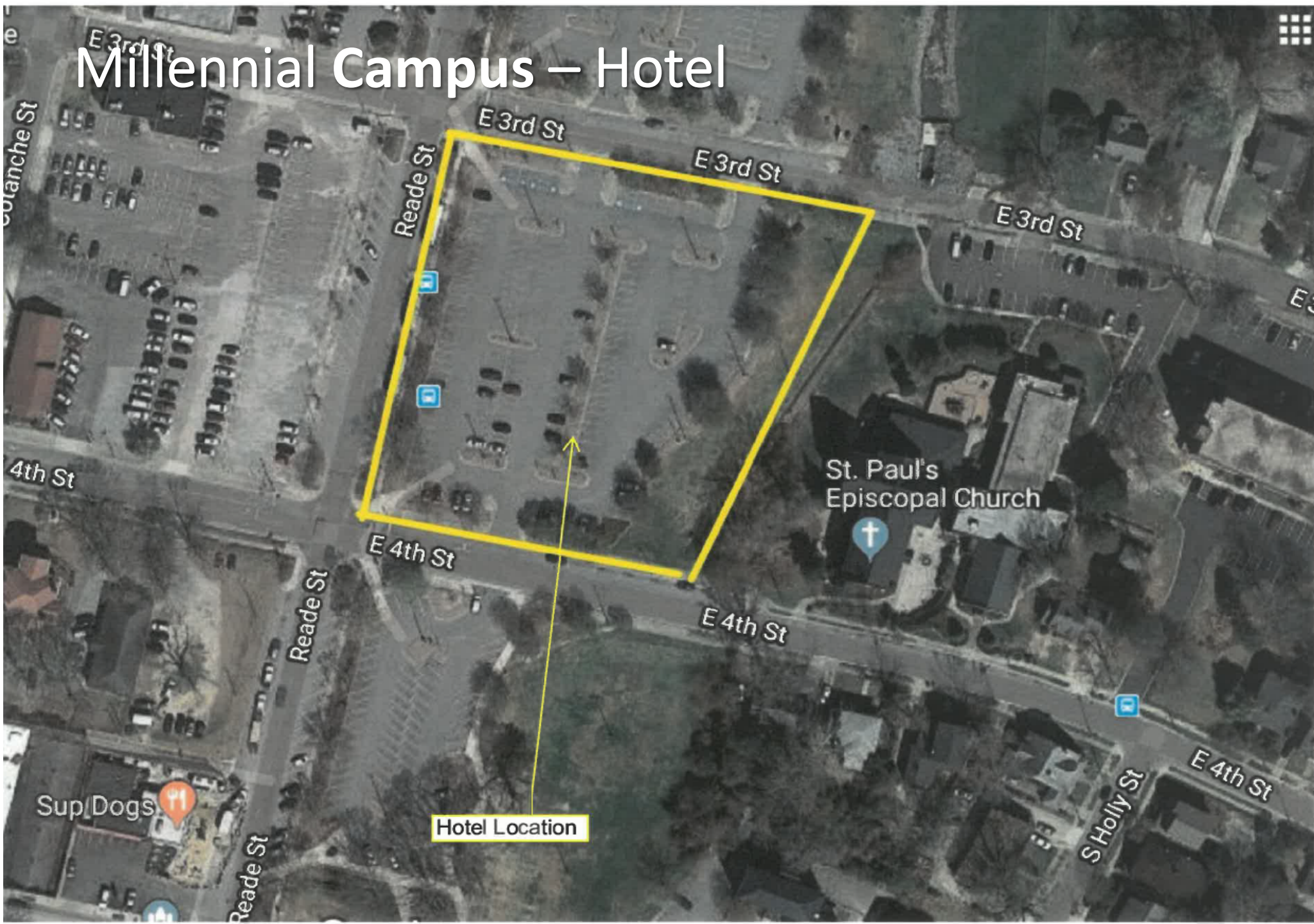
STREETSCAPE INITIATIVES

- 1 Reade Street streetscape character
- 2 2nd, 3rd, 4th and 5th Streets streetscape character
- 3 Gateway to ECU, 1st and Reade Streets
- 4 Completion of gateway at north side 5th and Reade Streets

OPEN SPACE INITIATIVES

- 1 Semi-private, sculpture /art courtyard for pre-function use
- 2 Hotel and conference center courtyard function space
- 3 Town Creek Culvert Improved open space and stormwater management

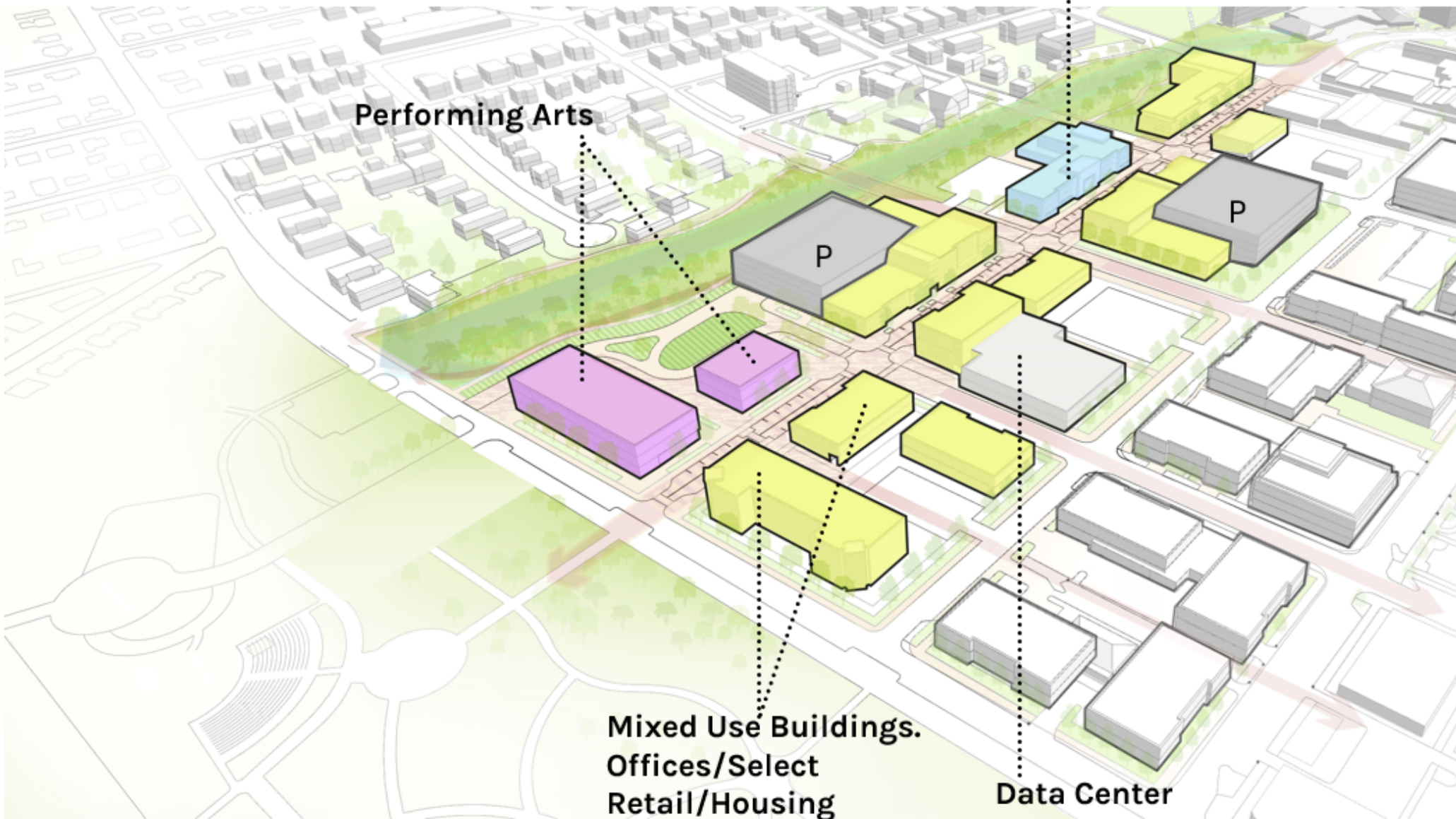
Millennial Campus – Hotel



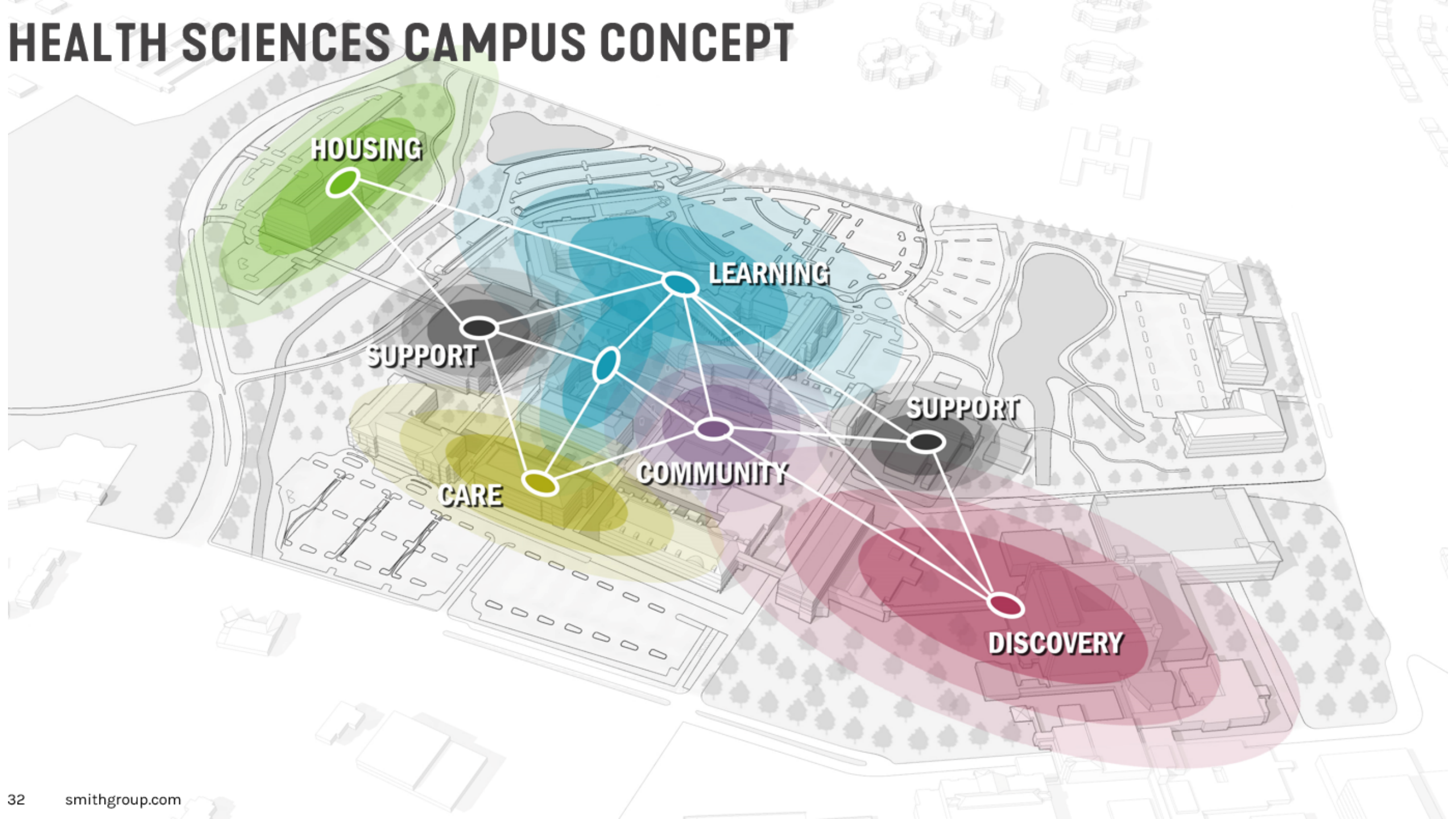
Hotel Location

UPTOWN DISTRICT

BUILDING PROGRAM

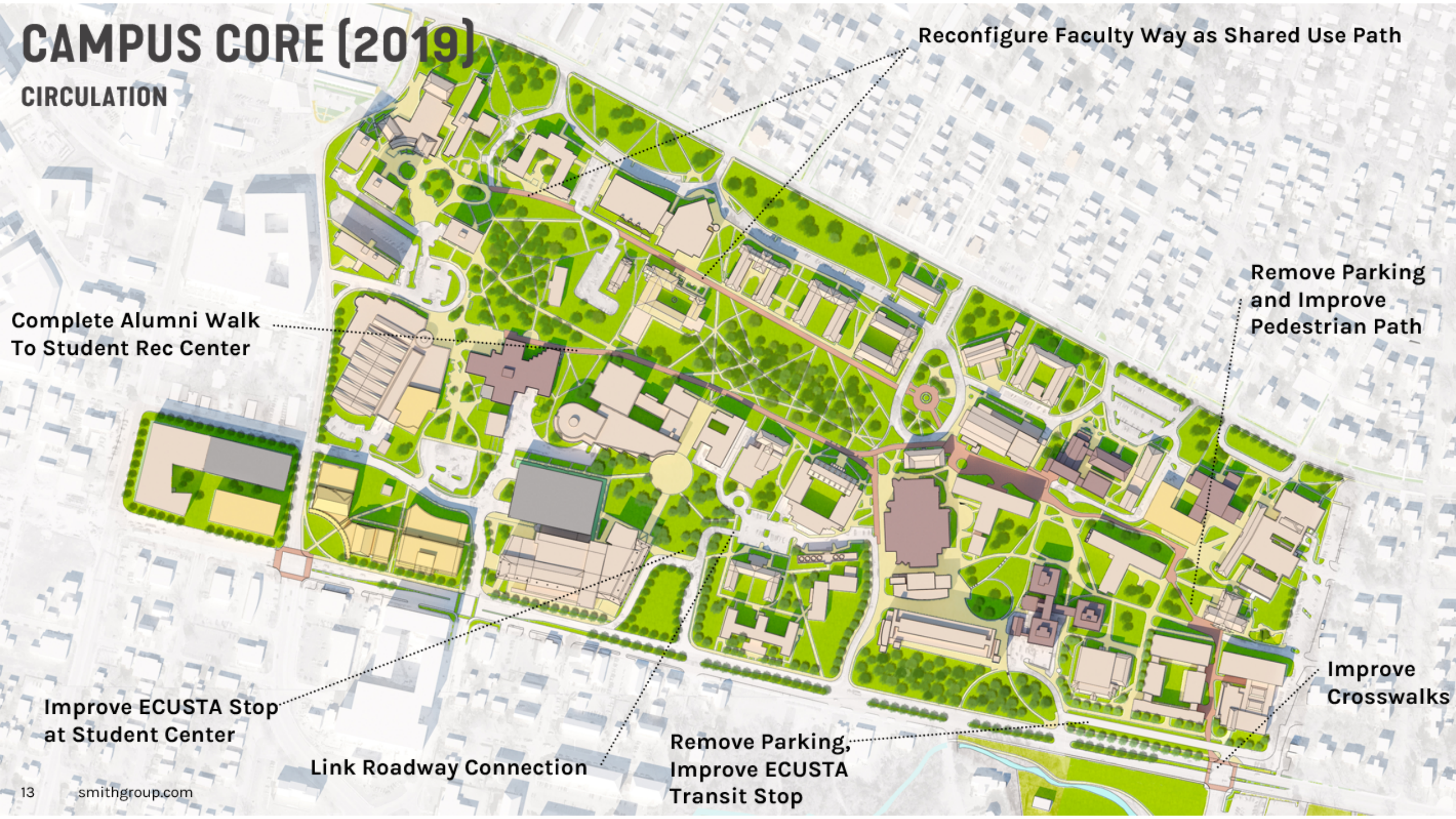


HEALTH SCIENCES CAMPUS CONCEPT



CAMPUS CORE (2019)

CIRCULATION



Reconfigure Faculty Way as Shared Use Path

Remove Parking and Improve Pedestrian Path

Complete Alumni Walk To Student Rec Center

Improve Crosswalks

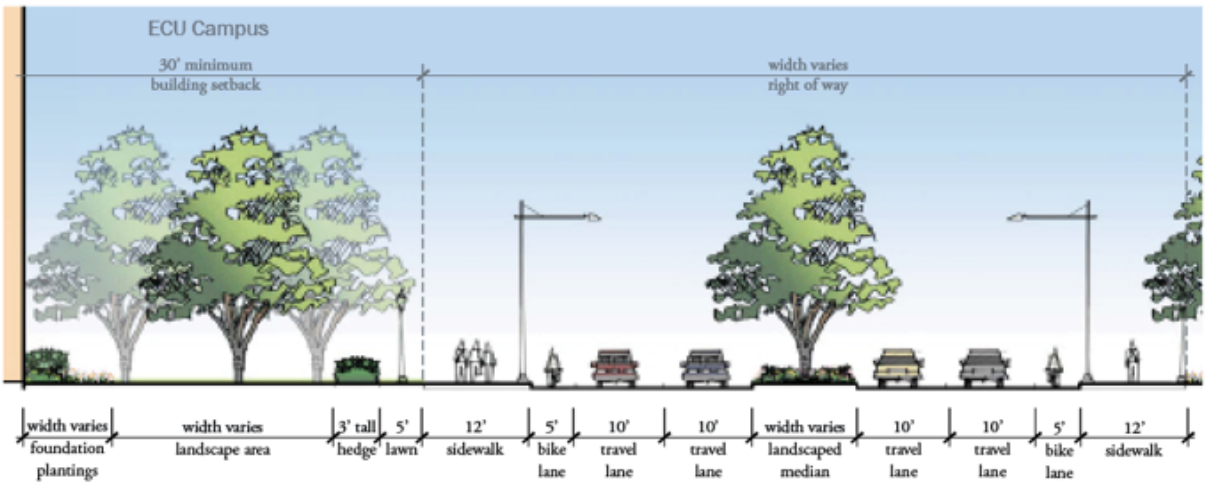
Improve ECUSTA Stop at Student Center

Remove Parking, Improve ECUSTA Transit Stop

Link Roadway Connection

CAMPUS CORE (2019)

10TH STREET IMPROVEMENTS



Between Cotanche and Founders: 30' setback for building development from back of curb
Between Founders and Bennett Way: 100' setback for building and parking development from back of curb

