Educational Planning and Programs Committee (EPPC)

UNCW Board of Trustees

April 21, 2022
Overview

- Welcome and Call to Order
- Faculty Senate Report
  Nathan Grove, Ph.D., Professor and Faculty Senate President
- Academic Affairs Divisional Update
  James J. Winebrake, Ph.D., Provost and Vice Chancellor for Academic Affairs
- Student Affairs Divisional Update
  Lowell Davis, Ph.D., Vice Chancellor for Student Affairs
- Discussion / Q&A
Faculty Senate Report

Dr. Nathaniel Grove
Faculty Senate President
A Sad Update…

Dr. Marta Sánchez
Associate Professor, ITFSE
Updates

• Ad-hoc Committees
  • RTP Application, co-chaired by Drs. Stacey Kolomer (SWK) and Derrick Miller (WLC)
  • RTP (forthcoming)

• Updated Workload Policy
THANK YOU!!!
THANK YOU!!!

Thank you to our Health Center Heroes for working so hard to keep our campus safe! - The Faculty of UNCW
THANK YOU!!!
THANK YOU!!!
Faculty Profile

Rebecca Baugnon
Special Collections Library
Randall Library
Academic Affairs Update

Dr. James J. Winebrake
Provost and Vice Chancellor for Academic Affairs
Thank you, Chancellor Sartarelli!
Academic Affairs Updates

• Highlights

• Strategic Plan and Timeline

• Newly Approved UNCW Programs

• Leadership Announcements

• Enrollment

• Center for Marine Science (CMS) and Marine Biotechnology in North Carolina (MARBIONC)
Highlights
Seahawk Preview Day

Hosted by Admissions and SEER
April 2, 2022

Total Attendees:
• **Students:** 776
  – First-Year Fall ‘22: 647
  – First-Year Spring ‘23: 62
  – Transfer: 110
  – Prospective students that came with an admitted student: 17
• **Students + Guests:** 2,186
Showcase of Student Research and Creativity

Hosted by the Center for the Support of Undergraduate Research and Fellowships

April 9, 2022

Nearly 130 students presented their work through either oral presentations or posters in the first in-person showcase since November 2019!
Highlights and Recognition

B.O.G. Award for Excellence in Teaching
Dr. Brian Arbogast, professor in the Department of Biology and Marine Biology.

Business Week 2022
The 40th anniversary event included three keynote speakers, including Chakema Clinton-Quintana of Live Oak Bank.

Celebrating 30 Years at the Center for Teaching Excellence
The celebration kicked off April 7, and was joined by Dr. James M. Lang, author and regular columnist for the Chronicle on Higher Education.

Read more.
Highlights and Recognition

Wilmington’s First Social Worker in Veterinary Medicine
Moorhous’ job paves way for new social work jobs and careers.
Read more.

WCE Promotes Diversity in the Teacher Workforce
Watch "It Begins with Teachers".

Research at UNCW
New interactive map for drug courts, first-time spawning for threatened coral, student-designed walking tours, NSF grant for first-year student research, and more!
Read more.
Lumina Festival of the Arts
Held in March, this festival celebrated arts around campus and in the community. This year’s theme was Reggae Redemption Rising.  
Read more.

UNCW Grant-Funded Summer Access Camp
The English Language Center will host 26 secondary school students and two teachers from Uzbekistan. Students will learn English, cross-cultural communication skills, and more.  
Read more.

Seahawk Summer Family Arts Matinees
Back and better than ever after a two-year pandemic shutter!  
Read more.
Strategic Plan and Timeline
Strategic Planning Workflow Process

Strategic Planning Process:
1. Benchmarking Analysis
2. Survey Evaluation/SWOT Development
3. Further Stakeholder Engagement and Report Refinement
4. Priorities and Metrics → Strategic Plan

Chancellor Search Process:
1. Survey/Fora
2. Leadership Statement
3. Interviews
4. Identification of New Chancellor
5. New Chancellor input into planning process

Timeline:
- Dec 2021: Survey/Fora
- Jan 2022: Leadership Statement
- Feb 2022: Interviews
- TBD: Identification of New Chancellor
- Summer/Fall 2022: New Chancellor input into planning process

More Info:
uncw.edu/strategicplan/new-plan-updates.html
Newly Approved UNCW Programs
New Programs in the Queue

Under Development at UNCW
- B.S. Biochemistry (RPA)
- B.S. Human Biology (RPA)
- B.F.A. Studio Art (RPA)
- M.S. Biotechnology (RPA)
- Doctorate of Physical Therapy (RPA)
- Ph.D. Computer Science (RPA)
- Various other programs in pre-proposal stages

UNC System Office Queue
- M.S. Supply Chain Management
- B.A. Africana Studies
- TBD
- TBD
- TBD

Recently Approved by UNC System
- B.S. Cybersecurity (F22)
- B.S. Intelligent Systems Engineering (F22)
- Ph.D. Applied Coastal and Ocean Sciences (F22)
- B.S. Workforce Learning and Development* (F23)
- Ph.D. Pharmaceutical Chemistry* (F23)

* Pending approval by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).
Program Approval Process
(Example: Pharmaceutical Chemistry, Ph.D. Program)

One Year COVID Pause On All New Programs

Combined as One Step

University Level Proposal
Request Preliminary Authorization
UNC Graduate Council
UNC System Office
Request to Establish
UNC System Office
External Review
UNC System Office
Board of Governors
Approved April 6, 2022

Pharmaceutical Chemistry Ph.D.
Soft Launch Fall 2022
Full Launch Fall 2023

Submitted June 17, 2021

This program is pending approval by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).
Leadership Updates
Leadership Updates

Interim Dean of the College of Arts and Sciences
Dr. Michelle Scatton-Tessier

Associate Provost for Undergraduate Education and Faculty Affairs
Dr. Carol McNulty

Interim Dean for the College of Health and Human Services

IN PROGRESS
Dr. Charles J. Hardy
Founding Dean for the College of Health and Human Services
(2011-2022)

Under Dean Hardy’s leadership, CHHS...
- graduated more than 10,000 students
- increased from 1,500 student majors to nearly 5,000
- added six degree programs
- completed the health science quad with construction of Veterans Hall (145,000 sq. ft.)
- received numerous awards and achievements

Thank you, Founding Dean Hardy!
Enrollment
## Undergraduate Application Progress

### Application Comparison by IPEDS Classification: day-to-day comparison of April 11, 2022 and April 11, 2021.

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<tr>
<td>White</td>
<td>2,033</td>
<td>1,883</td>
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- All first-year application deadlines have passed.
- The transfer applications remain open.
- Data excludes OAP Applications since their application dates are not aligned with Main Campus and Distance Education Applications.
Undergraduate Enrollment Progress

- Transfer:
  - Enrollment Goal: 2,000
  - Enrollment Deposit 4/11/22: 915
  - 46% towards Transfer goals

- First-Year:
  - Enrollment Goal: 2,500
  - Enrollment Deposit 4/11/22: 1,726
  - 69% towards First-Year goals
Translational Research & Commercialization

Dr. Ken Halanych  
Executive Director | Center for Marine Science

Dr. Stuart Borrett  
Associate Provost | Research and Innovation

CENTER FOR MARINE SCIENCE

MARBIONC
The mission of the Center for Marine Science (CMS) is to support and promote coastal and marine science at UNCW through research, teaching, outreach, and service. CMS covers a broad range of coastal and marine issues with an emphasis on the physical, chemical and life sciences, as well as aquaculture and applied research.
Scope:

• For 50 years, CMS critical to University’s mission as “the coastal university”
• Integrates all UNCW colleges and the Cameron School of Business
• Affiliated with 108 UNCW faculty & 15 academic programs

• CMS is a world-class leader in applied marine science
  • Biotechnology and drug discovery
  • Mariculture and living resources
  • Coastal resiliency, coastal monitoring and technology
Brief History:

1971 | Institute of Marine Bio-Medical Research (IMBR)
2000 | Center for Marine Science moved to Myrtle Grove Millennial Campus
2005 | MARBIONC Program Established
2007 | CREST approved
2010 | Shellfish Research Hatchery opened
2012 | MARBIONC Facility from NIST Grant opens
2013 | CREST Research Park designation
Guiding Principles:

Advancing Mission and Strategic Goals of UNCW

Excellence in Research, Teaching and Service

Entrepreneurial activities link to existing faculty research
Challenges:

Ambiguity in Branding
Programs, Buildings, Campus

Shared Oversight
Research, Entrepreneurial, Business

Translational Research
Knowledge, Incentives, Culture
At state, national and international levels that address societal needs:

- Flooding and climate change
- Coastal and human health
- Marine biotechnology
- Seafood procurement and safety
- Evidence-based educational programs
Since July, CMS $4.9 M in new funding

Applied Coastal & Ocean Science (ACOS) Ph.D. program

Drs. Mead (Chem & Bioch) & Lane (EOS) NC Policy Collaboratory to trace PFAs.

CORMP (Dr. Leonard, CMS and EOS) $1.67M from SECOORA and NOAA’s Integrated Ocean Observing System

Dr. Warner (BMB) was awarded $413,836 from NIH to study sea urchins as model for developmental biology
MARBIONC aligned with CMS focus on research

To date, jointly managed by RIST and CMS
Research & Innovation Service Team (RIST)

*RIST* stimulates and supports UNCW research, innovation, and economic development that

- enhances student learning,
- discovers new knowledge,
- forges knowledge leaders, and
- solves problems critical to the region, NC, and the globe.

Drive Research Excellence and Impact
Research & Innovation Service Team - Administration

- Provides *strategic, catalytic, and capacity-building activities* that advance research competitiveness

  - **Proposal development & award management**
    - All extramural grants, contracts, cooperative agreements

  - **Human Subjects (IRB), Animal Research (IACUC), Conflict of Interest, Responsible Conduct of Research, Export Controls**

- Identify, support, enhance *commercialization* of UNCW research
- Corporate and industry *partnerships* for research impact
Nurtures emerging companies and accelerates the entrepreneurial ecosystem in southeastern North Carolina.

Faculty initiated and led research institute
Marine Biotechnology in NC (MARBIONC)

Vision
To position North Carolina's marine biotechnology industry as a key component in reaching workforce, economic, and environmental solutions to our University, region, and globally.

Mission
Provide space and collaborative opportunities for translational science research initiatives from research, to discovery, to product, that supports economic growth, workforce development, and innovative product developments arising from University discovery.

Building
- NIST $15M grant in 2009, opened 2012
- Hosts 4 active commercial tenants
- Faculty research laboratories
- Shared resources
Custom synthesis, catalog compound, and worldwide chemical sourcing services to large pharmaceutical and agrochemical companies, biotechs, universities, and research institutes.

- Started by local UNCW graduates,
- Provides the on-site and in-lab analysis of environmental pollutants.
- Faculty spinout
- Customized testing services for client’s small molecule API analytical needs. From compendial testing to full method development and validation.
- Early-stage entrepreneurship

Actively recruiting marine biotechnology companies and associated technologies who partner with and compliment UNCW research, innovation, and economic development
MARBIONC Previous Tenants

- Next Glass
- On Target Molecules Biotech
- ITI Technologies (formerly CMS Technologies)
- Green Compass
- Microsolv Technologies
- Silurian
- Ocis Technologies
- Alcami (training/workforce development)
MARBIONC Products and Services

Algal Resources Collection (ARC)
- FY21 Gross Sales $4,820
- 750+ living strains of Harmful or Noxious Algae, Seven classes, 33 + genera.
- Mass culturing services 10L, 100L photo-bioreactors or 2100L static
- Species Identification, Toxicity Assays, DNA sequencing

Brevetoxins
- FY21 Gross Sales $34,106
- PbTx1, 2, 3, and others

Microcystins
- FY21 Gross Sales $21,673
- Microcystin LR, YR, RR, and other

ELISA Brevetoxin kit
- FY21 Gross Sales $93,120

Overall
FY21 Gross Sales: $153,719; $140,983 reinvested in academic research and development
MARBIONC & Hurricane Florence

• 2018 Hurricane Florence, loss of Dobo Hall

• Relocated Department of Chemistry and Biochemistry and part of Department of Biology and Marine Biology faculty to MARBIONC building
  • Fall 2018 – Fall 2021

• Required temporary NIST waiver of building covenants
Future Directions

New leaders:
  Office of Innovation and Commercialization
  Center for Marine Science

Merging oversight of MARBIONC with CMS to provide focus

New Ph.D. Programs

New engagement with Chambers of Commerce

National Science Foundation, Directorate for Technology, Innovation, and Partnership (TIP)

Blue Economy Opportunities

Justin Streuli
Student Affairs Update

Dr. Lowell K. Davis
Vice Chancellor for Student Affairs
State of Student Involvement & Engagement

Larry Wray, Director of Campus Life
Involvement is the amount of energy a student devotes to the college experience inside and outside of the classroom. Involving themselves in opportunities allows them to form connections with a goal to enhance their sense of belonging at UNCW.

**Engagement** measures a student's continuous, consistent, and meaningful involvement and interactions during the college experience.

By **cultivating engagement** in the campus environment, students integrate into the community successfully resulting in **student retention**.

**Events is the E in Environment.** Events and other opportunities provide intentional space for students to participate with the goal that they will form a connection that enhances their sense of belonging and leads them through their UNCW experience.
**UNCW Community**  
(Departments & Student Organizations)

UNCW community creates events & opportunities in the campus environment.  
UNCW community promotes events & opportunities to new students.

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**Events & Opportunities**  
(Campus Environment)

New student attends events & utilizes opportunities provided in the campus environment.

---

**New Community Members**  
(New Students)

---

**Student Involvement**  
(Connection)

New student forms a connection and ‘involve’ themselves in the campus environment.

---

**Student Engagement**  
(Cultivating)

The community continues to provide events & opportunities in the campus environment and the student continues to attend/utilize them throughout their UNCW experience (cultivating engagement).

---

**Student Retention**  
(Integration)

Student is integrated into the campus environment successfully resulting in student retention.
HOW: WAVELINK: UNCW’S STUDENT ENGAGEMENT SYSTEM

WaveLink is UNCW’s Engagement System.

- WaveLink is available on desktop at uncw.edu/wavelink/ and mobile by downloading CORQ.
- For students, this is how they find events and involvement opportunities.
- For student organizations and departments, this is how they promote their events, opportunities, and recruit.
- For Campus Life, this is how we discover and analyze trends of student involvement and engagement.
STARTING WITH ORIENTATION

Introducing students to the importance of involvement and resources they can use to get involved begins with Orientation. They are introduced to WaveLink and CORQ so they can navigate upcoming events, available student organizations, and get excited for the opportunities ahead.

BEFORE THEY FALL INTO THE DUB

UNCWelcome (FALL Into the Dub) is a semester-long programming model to encourage involvement as a year-round, 365-day opportunity.

• Events are provided year-round thus getting involved is a year-round operation.
• Students may get involved immediately while others may take longer to adapt to the college experience – this concept fosters the idea that every student is unique with their own journey.
• A similar programming model occurs in the spring semester (SPRING Into the Dub).
SIGNATURE EVENTS, OPPORTUNITIES, & CONNECTION PROGRAMS

**UNCW Signature Events**
Campus traditions that are special or unique to the UNCW culture and build community among students, faculty, and staff.

**Example Weekly Opportunities**
Events that serve as standard opportunities for UNCW students ranging (e.g., occurring weekly or daily).

**Connection Programs**
Programs, sponsored through Campus Life, that serve as intentional 'outreach as intervention' strategies to support under/uninvolved student populations.
UNCW SIGNATURE EVENTS

BEACH BLAST
Celebrate the new academic year on Wrightsville Beach the day before classes.

HOMECOMING
Break out your teal and celebrate UNCW with student & alumni programming

FALL FEST
Return from fall break for a festive weekend of fall activities.

INVolvEMENT CARNIVAL
Get involved at UNCW and meet 200+ student organizations and departments.

ROCK THE REC
Explore the Student Recreation Center, go rock climbing, and dive in the leisure pool.

FIRST YEAR FRIDAY
Build community on your First Friday with the first year Seahawks!

Seahawk Leadership Conference, Meet the Greeks, Wagsgiving, Battle of the Bands, Hawk In, Leadership Lecture Series, Oozeball, Cornerstone Awards, Festapalooza, and more.
WEEKLY OPPORTUNITIES

ASSOCIATION FOR CAMPUS ENTERTAINMENT (ACE)
Campus Programming Board responsible for Activities, Arts, Concerts, Films, and Spirit events.

UNCWEKENDS
Late night alternatives to alcohol and substance use on the weekends on and off-campus.

RESIDENTIAL PROGRAMS
RA-hosted events within on-campus residence halls ranging from social gatherings to educational workshops.

RECREATIONAL PROGRAMS
Group fitness, intramural, and competitive sporting events within the Student Recreation Center.
CONNECTION PROGRAMS

INVolvement Carnivals
Summer, Fall, and Spring Involvement Carnivals featuring numerous ways to get involved at UNCW.

FIND My Friends
Pop-up events on campus for making new friends and connections on a whim.

BREAK BUDDIES
Students apply to be matched with a 'break buddy’ prior to leaving for the winter and summer breaks.

LUNCH BUDDIES (NEW IN FALL 2022)
Lunch gatherings sponsored by Registered Student Organizations in The Pier (Fisher Student Center)

*The Involvement Compass service provides students with personal recommendations for involvement opportunities based on their submission. 1,000+ students have completed the Involvement Compass.*
Involvement and engagement trends will be analyzed from a sample of 498 students from the first-year cohort (approximately 20%) expected to graduate in Spring 2025. Observations will take into consideration a variety of factors as determined by WaveLink data including:

**WAVELINK USAGE**

- Frequency of usage.
- Desktop vs. Mobile app (CORQ)
- Platform used to collect data on involvement (rosters) and event attendance.

**INVOLVEMENT OPPORTUNITIES**

- Involved in one (1) or more opportunities for student involvement:
  - Registered Student Organizations.
  - Student Employment Programs.
  - Varsity Athletics.
  - Peer Education Programs.
  - Departmental Opportunities.

**EVENT PARTICIPATION**

- Participating in events sponsored by student organizations and departments:
  - Event attendance overall.
  - Frequency of attendance.
  - Type of events (cocurricular, social, etc.).
This observation will follow a sample of first year cohort students from the Class of 2025 through their involvement and engagement trends while at UNCW.

The sample provided by University College consists of 498 students (20% of the first year cohort) and takes into consideration how students are engaging outside of the classroom as determined by WaveLink data.

WaveLink is UNCW's student engagement and events portal. A report will be available at the end of each semester beginning Fall 2021 through Spring 2025.
FULLY ENGAGED STUDENTS

These engagement opportunities continue through the duration of the student’s UNCW experience as they explore deeper campus involvement:

• Honors College
• Student Employment
• Student Organization executive boards
• Student Athletics
• Honor Societies
• Student Governing Bodies (SGA, RHA, BSU, PHC, NPHC, IFC)
• Undergraduate Research
• Leadership Development Programs
• Club Sports
• Community Engagement opportunities
Career Center & First Destination

Chris Lewandowski, Associate Director for Career Development
**MISSION:** The mission of the UNCW Career Center is to be a comprehensive career counseling and resource center dedicated to empowering students and alumni as active participants in their own career development. Through the journey of learning, career exploration, and applied learning opportunities, students are motivated to expand their knowledge of themselves and the world of work in a dynamic global community.

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<th>EXPERIENCE</th>
<th>ENGAGE</th>
<th>EMBARK</th>
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<td>Career Assessment &amp; Exploration</td>
<td>Getting &amp; Evaluating Experiences</td>
<td>Making &amp; Implementing Decisions</td>
<td>Plan for Employment &amp; Further Education</td>
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EXPLORE

Career Assessment & Exploration

- Skill Seeker
- Individual Appointments/Career Express
- Liaison Model by Academic Area & Industry Sector
- Classroom Presentations
- Website- Career Planning Guide, WCIDWAMI
- Career Assessments
- Career Video Series
- CareerFEST event
- Academic Majors & Minors Fair
EXPERIENCE

Getting & Evaluating Experiences

- Internship Resources Online
- Certified Internship Program (CIP)
- SECU Rural Internship Program
- North Carolina State Internship Program
- Disney College Program
- *NEW* Washington D. Seahawks Internship Program
ENGAGE

Making & Implementing Decisions

• Resumes & Cover Letters
• Job Interviewing
• Job Search Strategies
• Connection Events
• Online Career Connections
EMBARK

Plan for Employment & Further Education

- Handshake
- CareerShift
- Career Fairs
- On-Campus Recruiting
- Professional Etiquette
- Prepping for Graduate/Professional School
- Law School Day
- Health Grad Programs Expo
- First Destination Surveys
FIRST DESTINATION

What is it:
• Students and alumni self report their employment and graduate school status

What is it not:
• Placement data. Students and alumni are not “placed” in their positions or graduate school.

Collection Process:
• Combination of data collected pre-graduation from academic departments, post-graduate emails, 3rd party data from Clearinghouse and HEP Data, 1-2 week long call campaign

**Remind all alumni they have access to career services for life**
FIRST DESTINATION

Fall 2020, Spring 2021, Summer 2021 Graduating Classes

Overall Response Rate: 58.7%

Top Graduate Schools Attending:

Top Wilmington Employers:

Top North Carolina Employers:
Remembering Alex Bradford
Discussion / Q&A

Educational Planning and Programs Committee (EPPC)
UNCW Board of Trustees
April 21, 2022