

## MISSION

To serve as a national model for public service and regional transformation by:

- Preparing our students to compete and succeed in the global economy and multicultural society,
- Distinguishing ourselves by the ability to train and prepare leaders,
- Creating a strong, sustainable future for eastern North Carolina through education, research, innovation, investment, and outreach,
- Saving lives, curing diseases, and positively transforming health and health care, and
- Providing cultural enrichment and powerful inspiration as we work to sustain and improve quality of life.

## CAMPUS DESCRIPTION

East Carolina University. Tomorrow starts here. For more than a century, East Carolina University has served the people of North Carolina and the nation. From modest beginnings as a school for training teachers, ECU has become an emerging national research university with an enrollment of nearly 28,000 students. East Carolina offers 103 bachelor's degree programs, one educational specialist degree program, one certificate of advanced study program, 72 master's degree programs, 18 doctoral degree programs, 71 departmental certificates, and first-professional degree programs in medicine and dentistry. With a mission of teaching, research, and service, East Carolina University is a dynamic institution connecting people and ideas, finding solutions to problems, and seeking the challenges of the future.

## VOLUNTARY STANDARDS OF ACCOUNTABILITY REPORT (VSA)

<http://www.collegeportraits.org/NC/ECU>

## CAMPUS WEB SITE

[www.ecu.edu](http://www.ecu.edu)

## MAJOR CONTRIBUTIONS TO UNC TOMORROW

ECU is strongly supportive of UNC Tomorrow in all areas. Perhaps the two best examples of this commitment are in our efforts to improve K-12 education and our success in increasing access to higher education. We continue to lead the UNC system in the production of new teachers and we are nationally recognized as a leader in addressing the readiness and quality of new teachers. Our robust distance-education program--the leader in the UNC system--combined with our low tuition and fees, offer North Carolinians affordable higher-education opportunities whether they are studying on our campus or a different continent. This low cost has helped make ECU the fastest-growing university in the system over the last five years.

Link to UNC Tomorrow report: [http://www.ecu.edu/cs-acad/rgs/upload/ECU\\_Response.pdf](http://www.ecu.edu/cs-acad/rgs/upload/ECU_Response.pdf)

## INSTITUTIONAL DISTINCTIVENESS

*From Steve Ballard, chancellor since May 2004*

“ECU is an opportunity university. We are about access, a chance to succeed, a bootstrap to a better life. Degrees

*Continued on reverse*

are important, of course, but our students also find an identity, a life's pursuit, and a sense of confidence. Equally important, our history is one of generosity and service. Our motto is "to serve," and we do it as well or better than anyone else. We take great pride in being among the nation's best universities in delivering public service and making a difference for our region and state."