



MAXIMIZE STUDENT SUCCESS

Support excellence, expand opportunity, and celebrate achievement.

- Lead textbook affordability initiatives
- Engage effectively with underserved students, including those from low-income families and rural counties, transfer students, and active military and veterans
- Champion student excellence in research, writing and creative activity
- Foster graduate student success
- Provide physical and online environments that facilitate and inspire learning and knowledge creation

IMPACT RESEARCH

Invest in the people, tools, and facilities needed to conduct mission-driven research.



- Expose, manage and track the impact of research produced at ECU to the world
- Collaboratively address the challenges of creating, collecting, publishing, and curating new types of information and scholarly output
- Promote the potential of open research, access, and systems to spur innovation and enhance economic impact
- Catalyze cross-disciplinary work and provide presentation platforms for ECU scholarship



SERVE THE PUBLIC

Enhance the quality of life of eastern North Carolinians.

- Acquire, preserve and make publicly available unique collections that document regional history and culture
- Deliver library resources, services, and programming that facilitate leadership, continuing professional development and lifelong learning
- Provide diverse cultural experiences that improve quality of life
- Offer guidance to help ECU students and community members become engaged digital citizens

STEWARDSHIP

Keep our commitments while being good stewards of resources entrusted to us.



- Embrace a diverse and an inclusive university community
- Reward innovation and continuous improvement
- Control costs and diversify revenue streams through grants, partnerships and fundraising
- Reach targets set in the ECU Comprehensive Campaign