



Campus Visit Summary
North Carolina Central University

Campus Visit Date: April 26, 2007

Brief Overview

This comprehensive university offers undergraduate and graduate programs leading to the baccalaureate and master's degrees in its College of Arts and Sciences, the Schools of Business, Education, and Library and Information Sciences, as well as the first professional degree in the School of Law. The School of Graduate Studies coordinates graduate admissions and enrollment, and the University College coordinates Summer School, Extension, Distance Education, and Degree and Non-degree Credit programs and courses. Continuing its commitment to equal opportunity, North Carolina Central University (NCCU) vigorously recruits, and strives to enroll a larger number of white and other minority students.

NCCU is located in Durham, one of the three cities anchoring the internationally renowned Research Triangle Park. More than 208,816 residents live in the city, which has a highly diversified economy. Highlights of Durham economy include medical innovation and high technology.

- Total Enrollment Fall 2006: 8,675
 - 79% black, 12% white, 9% other
 - 66% female, 34% male
- Undergraduate Enrollment Fall 2006: 6,614
- Graduate & Professional Enrollment Fall 2006: 2,061

Campus' definition of its "region"

Located in Durham, the campus serves primarily the following counties located in the RTP region - Durham, Granville, Person, Vance, and Warren.

Current responses to regional and statewide needs

The campus highlighted the following programs and initiatives as representative of its efforts to meet regional and state wide needs:

- Economic Transformation –
 - *Biotechnology* – With estimates that the number of biotechnology jobs in North Carolina will grow from 48,000 to 1250,000 in the next ten years, two signature programs at the campus address the need for research and educational programs in this field:

- Biomedical / Biotechnological Research Institute (BBRI) – students and faculty study and research emerging biomedical science fields, including minority health disparities; main research areas include genomics, bioinformatics, pharmacology, and cell biology.
- Biomanufacturing Research Institute and Technology Enterprise (BRITE) – education and research programs in biomanufacturing and biotechnology, including concentrations in biology, chemistry, physics and pharmaceutical science; biotechnology education workshops are offered to k-12 students to increase interest in this field.

Other departments and schools on campus also offer specialized education and courses concentrating on biotechnology fields, including the College of Science and Technology, Law and Business Schools, and College of Liberal Arts. Both BBRI and BRITE are partners with the Kannapolis Research Campus.

- *STEM Human Resource Development* – An emphasis on rural communities in the pre-medicine, pre-dentistry, pre-podiatry, and physician assistant programs addresses the need for health professionals in rural areas. Other STEM programs offered on campus include nanoscience and nanotechnology.
 - *Transportation studies* – The campus is developing curriculum in transportation studies and public transportation management to address the need for more transportation professionals in rapidly growing regions of the state (NC DOT estimates 6,000 new transportation jobs in the next 10 years).
- Education –
 - *Teacher Recruitment and Enrollment Planning Committee* – formed on campus to address the need to recruit and graduate more teachers.
 - *Summer STEM program* – science and math summer program for 11th and 12th grade students.
 - *Praxis I and II prep courses* – will assist teaching graduates in obtaining licensure.
 - Health –
 - *Nursing* – The campus is focusing on addressing the nursing shortage in a number of ways (2.4 million jobs available in this field nationwide), including
 - Pursuing and Advancing Tomorrow’s Health Care (PATH) program
 - Student recruitment programs in Durham high schools, including a summer enrichment program
 - Tutorial programs to improve licensure rate among nursing graduates
 - *EPA Lead Exposure study* – faculty conduct research on effects of exposure to lead and lead poisoning.
 - *Post-traumatic Stress in Women Veterans research* – researching impacts of PTSD in women veterans as part of a NIH study.

- Social Issues –
 - *Community Service* – NCCU students are required to complete 15 hours of community service each semester; student projects range from tutoring to research to planning community events; 6,000 students have given 160,000 hours of community service over the last 3 years.
 - *Veterans' affairs clinic*– students at NCCU Law School provide legal advice to veterans in obtaining benefits.

Methods of identifying and incorporating regional and statewide needs into academic mission

- External input is received from advisory boards, including departmental advisory boards, Board of Trustees, and alumni.

Teaching Innovations (soft skills development, experiential learning, etc.)

- *Academic Community Service Learning*
 - Emphasizes student learning through service
 - Instills a commitment to serve
 - Focuses on Civic Engagement
 - Projects range from tutoring to research, to planning community events
 - Six thousand students, over 160,000 service hours (last three years)
 - *Graduation requirement since 1995*
- *Initiatives focus on the following areas:*
 - Academic Community Service Learning
 - Bridging the Achievement Gap
 - The NCCU Law School Clinics – pro bono work clinics in domestic violence, elder,
 - Men of Color (focuses on high school students through conferences and scholarship)
 - Community Crisis –Our Response
 - Service to Youth in the Community

Enrollment growth – General

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Enrollment growth – Special Populations

- NCCU recently hired two new undergraduate admissions representatives whose specific responsibilities are to attract qualified applicants which will further enhance the student enrollment profile:
 1. Target minority populations including the Hispanic community/family and high school student outreach of minority populations;
 2. Target National Achievement, National Hispanic and National Merit Scholars.

- The Undergraduate Admissions Office works closely with Academic Deans and faculty of each academic unit to:
 1. Attract a more diverse pool of qualified applicants;
 2. Enroll a larger number of NC community college transfer students;
 3. Assess the effectiveness of current NC Community Colleges Bilateral Agreements.

- Future plans:
 1. Recruit and retain a culturally diverse undergraduate admissions office staff;
 2. Increase recruitment efforts in areas outside of NCCU's defined region.

Faculty Issues

- *Faculty attrition and retirement* - The campus does not formally assess faculty attrition and retirement rates, but informally estimates as many as 50% of faculty will be eligible for retirement in the next ten years. This presents a challenge in recruiting new faculty and mentoring current students for future faculty appointments.

- *Faculty recruitment* – Low salaries make faculty recruitment difficult.

External Communications

- The campus does not formally assess its impact on the region.

Barriers and Challenges facing the campus

- *Recruiting high quality graduate students* – The lack of tuition remission funding presents challenges in recruiting graduate students.

- *Current Undergraduate Admissions Standards* – The Admissions Standards Committee is currently assessing the impact of admissions standards and academic policies with meeting projected 2007-2011 Retention and Graduation Rates.

- *Retention and Graduation rates* – The campus acknowledges the need to improve retention and graduation rates:
 - Retention rate: 70.9%

- 4-yr Graduation rate: 23.3%
- 6-yr Graduation rate: 49.3%
- Median family income for NCCU students is \$11,046 and 90% of their students receive some form of financial aid.

Opportunities

- *Innovative faculty recruitment* – Given the difficulty in recruiting faculty due to low compensation, faculty suggested innovative approaches to creating more competitive benefits packages, such as allowing faculty to accept joint private-sector positions that do not present a conflict of interest with faculty duties (example: allowing law school faculty to serve “of counsel” with private law firms). Another innovative suggestion offered is creating a program for faculty recruitment modeled after the NC Teaching Fellows Program, where graduate students receive scholarships in return for committing to joining the faculty of a UNC institution.
- *New degree program for Physician Assistants* – UNC currently has only one physician assistant program (at ECU); NCCU expressed an interest in establishing a physician assistant program with Duke University.
- *Performing Arts Technology programs* – Connecting with Durham’s music heritage, the campus sees a growth opportunity in developing programs in performing arts technology (recording, producing, etc.).
- *Pharmaceutical PhD* – new degree program is currently under development to address new drug development needs in the industry.