East Carolina University
Tomorrow starts here.

College of Education
SECOND CENTURY CAMPAIGN
“I hope those who go out from our tutelage will be filled with the professional spirit that they will realize the great responsibilities that rest upon them . . . may they go forth prepared to live up to the high responsibilities of the great and noble work they have undertaken.”

ROBERT WRIGHT
Dear Friends,

The College of Education, in partnership with East Carolina University, launched the largest campaign in its history—the Second Century Campaign. Our campaign is specific to our projected needs in the 21st century. Your gifts will enable us to transform our goals and initiatives into realities.

East Carolina began as a teacher-training school more than a century ago. The College of Education leads the state in the production of new education professionals, and our graduates continue to have the highest employment rate in North Carolina schools. Our college has a strong reputation for preparing high-quality educators, but we are more than just a teacher-education institution. Since its founding, the college has grown into a multi-dimensional organization, offering numerous educational undergraduate and graduate programs in such areas as adult education, counselor education, educational leadership, library science, mathematics education, science education, instructional technology, and business education. As we move into the second century of preparing professional educators, we need your support.

The College has four main campaign priorities and each will enable us to enrich and enhance opportunities for students, faculty, and professionals in the field.

• Scholarships and Student Support
• Endowed Professorships and Faculty Research
• Outreach and Professional Development
• Strategic Initiatives to Support Programs

It will take significant resources and require commitments from donors to ensure the campaign is successful and our priorities are met. The Second Century Campaign is not only the largest campaign to date, but it is also the most powerful way you can make a difference in preparing the best educators and leaders for tomorrow.

In the following pages, we lay out more specific ways you can make an impact. Thank you for supporting the College of Education at East Carolina.

Dr. Linda A. Patriarca
Dean and Professor, College of Education
Burney and Judy Warren established the Burney and Judy Warren Scholarship. “We feel fortunate that we can enable students to become teachers of children with learning disabilities, impacting the lives of many children.”

Drs. Mary Beth Corbin and Vivian Martin Covington were the co-recipients of the 2007 Howard A. Dawson Best Research Paper Award. They received the award at the National Rural Education Association Research Symposium, where they presented “Factors Influencing Rural High School Students’ Decisions to Teach.”
Scholarships and Student Support

In order to meet the challenges of the 21st century, we must recruit and prepare the highest-quality graduates for our region, state, and nation. Nearly 2,900 students enroll in College of Education undergraduate and graduate programs each year, yet many of the best and brightest are unable to receive the scholarship support they need and deserve. By investing in student scholarships and/or providing support for student research, you can play a vital role in helping the College of Education provide educational opportunities for talented and deserving students.

Undergraduate and Graduate Student Support

• **Access Scholarships** These scholarships are awarded to students who have a documented record of scholarly achievement but lack sufficient financial means to pay for a college education. These scholarships allow promising students, who may not otherwise be able to afford college, to attend and complete their professional education.

• **Educators Hall of Fame Scholarships** The Educators Hall of Fame Endowment was created to offer prestigious merit-based, four-year scholarships to attract the best and brightest students to the College of Education. Contributing to the Educators Hall of Fame also provides the opportunity to honor outstanding educators. This is an excellent way to recognize an exemplary education professional while also investing in the education of a future professional.

• **Academic Success Scholarships** In order to achieve our vision for the 21st century, the College of Education must attract and retain outstanding students from diverse racial and cultural backgrounds who demonstrate scholarly potential. Support for academic success scholarships would enable the college to recruit talented students from under-represented groups to education.

• **Student Research Fund** Support for student research will provide students the opportunity to work with outstanding faculty members on research that contributes to the knowledge base in education.

Roscoe Locke, principal of Northwest Elementary School and a two-time inductee of the Educators Hall of Fame, and ECU student Hannah Adams, the first Hall of Fame scholarship recipient, help make a difference in the lives of students every day.
Tom and Liz Taft have committed to fund an endowed professorship and scholarship in science education totaling $1.25 million. “We hope this contribution to ECU will help recruit a world-class scholar in science education that will enhance the reputation of the department and permit them to recruit highly qualified students interested in teaching math and science in public schools.”

“The Journal of Curriculum and Instruction (JoCI) publishes cutting-edge articles that focus on research, practice, and issues relevant to teaching and learning in the pre-K–12 environment. It gives the university an international presence.”

Drs. Sue Steinweg and Guili Zhang
Endowed Professorships and Faculty Research

To accomplish our mission of preparing high-quality, professional educators and leaders for the 21st century, we must attract and retain scholarly and productive faculty members. The College of Education has a strong and enduring commitment to faculty scholarship and values the relationship between research and teaching.

Endowed Professorships
Your support for endowed professorships will enable us to bring leading scholars in their fields of expertise to ECU to ensure that our programs and services are research-based and on the cutting edge of best practice.

Support for Faculty Research
College of Education faculty members participate in a wide range of research activities in addition to their teaching and outreach responsibilities. Sponsored research allows faculty members to spend concentrated time on research projects that informs teacher education policy and practice. Your contribution will support deserving faculty whose work is worthy of the broadest possible dissemination.

Through gifts to the College of Education, “students have benefited from research-proven methods for English-language learners, which has resulted in improved academic instruction,” said Debra O’Neal, instructor and ESL specialist, shown here with Marjorie Ringler, assistant professor.
“The 26th Atlantic Coast Business, Marketing, and Information Technology Education Conference brings visibility to ECU . . . in providing more than 350 business and information public school teachers with cutting-edge technology workshops and interest sessions.”

Dr. Ivan Wallace, shown with Ashleigh Phillips

Each year, our outreach programs support hundreds of students in programs such as GEAR UP, providing them the opportunity to envision themselves on a college campus.
Outreach and Professional Development

The College of Education provides quality outreach activities to K–12 students and offers professional development to practicing education professionals. Gifts designated for these areas will support our outreach and recruitment efforts as well as assist us in building a comprehensive professional development structure with our K–16 partners for new graduates and practicing professionals.

Outreach and Recruitment
College outreach and recruitment programs are central to the mission of the university. Each year, hundreds of public school students from rural schools across eastern North Carolina come to campus to participate in our various outreach programs. Additionally, teacher recruitment activities bring prospective educators to campus to learn more about the teacher education programs available at ECU. Particular efforts are being made to recruit individuals from traditionally underrepresented groups into such high-need program areas as math, science, middle grades, and special education. Your support for these types of initiatives will enable us to expand our outreach and recruitment activities.

Professional Development
Providing quality professional development to teachers, administrators, counselors, librarians, and other educational professionals in a variety of fields is an important mission of the College of Education. Online and face-to-face instruction, seminars, and conferences facilitated by our faculty provide best practices in the field and reach nearly 1,500 practicing professionals throughout the state and region annually. The College of Education is also committed to being a resource to our graduates long after they leave our classrooms. Effective mentoring during the first three years of an education professional’s career is one important way that we can support our graduates in the field. Your support can help us build partnerships with local districts to offer high-quality professional development and mentoring programs to practicing professionals.
“The Williams’ generosity has created opportunities through Project STEPP for bright and talented students who have learning disabilities, students who would not have otherwise been able to attend college, to receive a university education.”

Dr. Sarah Williams with Walter and Marie Williams
Strategic Initiatives to Support Programs

The time, money, and expertise needed to continually improve and upgrade current programs, launch new programs, and assess the impact of our work are high-need areas. The College of Education offers nearly 65 different undergraduate, graduate, certificate, and licensure programs. A gift of any size can make a difference in our efforts to enhance this wide array of current offerings, develop new programs, and evaluate the impact of our efforts on K–12 schools. Your gift to this priority could be used to support a wide range of college priorities, including the following examples.

• Programs that support the success of our students
• Planned studies in critical areas (e.g., drop-out prevention and teacher retention, etc.) that will provide data to inform educational policy and practice in the region
• Technology infrastructure to support and enhance the continuing development of cutting-edge programs
• The dean’s priority fund, which will allow the dean to allocate funds to strategic initiatives and programs benefiting faculty and students

Thanks to generous donors like Irene Howell, ECU has been able to provide “a viable infrastructure for externally funded projects that can provide new opportunities for individuals with disabilities to enable them to achieve their lifetime goals and ambitions,” said Tara Jeffs, lab director.
Transforming the College of Education

Buildings and colleges worldwide bear the names of innovative and forward-thinking individuals. The College of Education is offering an unmatched opportunity to name the college and create a lasting legacy honoring your commitment to quality education for the 21st century and beyond.

Your transformational gift will afford the college needed resources to meet many of the funding needs and priorities previously outlined, including the following:

• Scholarships and Student Support
• Endowed Professorships and Support for Faculty Research
• Professional Development and Outreach
• Programs and Strategic Initiatives

Your gift to the College of Education will help create scholarships and programs that take today’s promising students and turn them into tomorrow’s professional educators.
College of Education Campaign Priorities at a glance

Scholarship and Student Support ................ $7 million
  • Access Scholarships
  • Educators Hall of Fame Scholarship
  • Academic Success Scholarships
  • Student Research Fund

Professorships and Research .................... $8 million
  • Endowed Professorships
  • Support for Faculty Research

Outreach and Professional Development ........ $4 million
  • Outreach and Recruitment Initiatives
  • Professional Development Activities

Strategic Initiatives to Support Programs ....... $11 million
  • Programs that Support the Success of our Students
  • Planned Studies in Critical Areas to Inform Policy and Practice in the Region
  • Technology Infrastructure
  • The Dean’s Priority Fund

Transforming the College of Education ....... $10 million
Ways to Invest in the College of Education Gifts from alumni and friends provide the support to ensure the College of Education continues its tradition of excellence. You can make a contribution to the College of Education by choosing from a variety of options that make giving more effective and convenient.

1. Choose your gift's purpose:
Unrestricted expendable gifts to the Dean's Priority Fund provide the most flexibility by allowing the dean to direct your gift where the need is greatest. You also have the option of designating your gift toward a particular purpose, such as a student scholarship, department, program, or faculty support.

2. Choose your method of giving:

   CHECK Make checks payable to East Carolina Foundation Inc. and mail to:
   Marcy Romary, Major Gifts Officer
   1109 Greenville Centre
   2200 South Charles Boulevard
   East Carolina University
   Greenville, NC 27858

   CREDIT CARD (MasterCard, Visa, or American Express)
   Make a one-time gift or spread your gift over an entire year by setting up monthly billing.

   BANK DRAFT Spread your gift over an entire year by authorizing your bank to make monthly transfers from your checking account.

   PLANNED GIVING From bequests to gifts that provide income, there are many ways to tailor a planned gift to best meet your circumstances. For more information based on your specific situation, it is important to consult with your attorney, tax professional, or investment professional. Also, our own knowledge of charitable giving methods is available for you and your advisors, with no obligation.

To learn more:
We welcome the opportunity to tell you more about how you can take part in the Second Century Campaign by supporting the College of Education. Please contact:
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