



# BUILDING PARTNERSHIPS FOR PROGRESS

ECU CONNECTS RESEARCH, ECONOMIC DEVELOPMENT AND COMMUNITY ENGAGEMENT ACTIVITIES TO BENEFIT THE REGION AND BEYOND

East Carolina University continues to deliver on its motto, *Service* -- “To Serve” -- through partnerships that catalyze regional transformation. Faculty, students and staff collaborate with industry, health care and other community organizations to find solutions that improve health, educational outcomes, economic prosperity, workforce and community assets. Campus and community stakeholders use shared knowledge, expertise and resources to build a better tomorrow for our region, state and communities across the globe.

FROM THE CLASSROOM TO THE WORKFORCE

The coupling of expert faculty researchers with cutting-edge technology and innovative approaches means that ECU can produce top-notch scientists, innovators, educators, health care professionals, entrepreneurs and other employees that meet the workforce needs of employers.

The new Life Sciences and Biotechnology Building is home

to the Eastern Region Pharma Center, a partnership joining the university with 15 pharmaceutical companies and five community colleges to build a workforce that answers industry demand.

Through partnerships with the military and industry, ECU makes higher education affordable and accessible for both traditional and non-traditional students. Military service members can find educational opportunities that support career advancement through ECU’s Bachelor of Science in Industrial Technology and Industrial Distribution & Logistics programs. Both programs are part of the initial in-person offerings onboard Marine Corps Air Station Cherry Point. ECU can provide Department of Defense personnel in and out of uniform with pathway options that enhance their current career progression or support transition to new careers in the growing pharmaceutical, aerospace or equipment manufacturing sectors in eastern North Carolina.

Both ECU’s College of Nursing and the School of Dental



Breaking ground on Intersect East, a hub where industry and businesses can tie into ECU's research and talent. More information at [intersecteast.com/leasing](https://intersecteast.com/leasing)

Medicine put the university’s mission into action – reaching into underserved areas to deliver needed care to community members. Providing students in health professions with these real-world experiences allows them to be prepared for the challenges and opportunities they will face after graduation.

FROM COLLABORATIONS TO ADVANCEMENT

Similarly, ECU’s College of Education founded the Rural Education Institute as a response to community need. The Institute supports rural scholars to return to their home regions armed with tools to address the opportunities for growth in rural communities and families. By tailoring programming to focus on issues specific to the rural education system, ECU is helping to give young students and educators a leg up when compared to those who receive education from establishments with access to more resources.

ECU facilities and partnerships also offer opportunities for businesses and organizations to collaborate. The Bureau of Business Research, housed in the College of Business, provides business leaders, communities and policymakers with insightful research to transform eastern North Carolina into a stronger, sustainable and more resilient region. The Small Business and Technology Development Center provides management counseling to help business owners make better business decisions and offers specialized assistance in exporting, technology commercialization, and government contracting. Additionally, the RISE29 internship program partners emerging student entrepreneurs with businesses located in rural communities to support business plans, marketing strategies, expansion opportunities and succession planning to create or retain jobs in those communities.

Opening soon on ECU’s Research and Innovation Campus is Intersect East, a center of innovation located within Greenville’s National Register Historic Tobacco District adjacent to downtown

amenities and ECU’s main campus. With this new facility, industry and business partners will enjoy additional access to university research capabilities that foster advancement, collaboration, innovation and job growth.

FROM RESEARCH TO READINESS

As a public research university with a mission to bring about positive change and transformation, faculty and student researchers consistently reach across departments and across county lines to help ready eastern North Carolina and its neighbors for tomorrow.

Set on the beautiful Outer Banks is the Coastal Studies Institute, a multi-institutional research and educational partnership led by ECU. The program uses an interdisciplinary approach and scientific advances to provide effective solutions to coastal problems. Student and faculty researchers focus their studies and data collection on subjects like coastal erosion, sea level rise, fisheries, resource management and marine renewable energy. These researchers are working each day to better understand and find answers to the complex issues that affect not only coastal North Carolina, but coastal systems around the globe.

Researchers in the College of Health and Human Performance are working on a study funded by the Office of Naval Research to enhance the readiness and resilience of our service members. The two focus areas of the study address improving recovery from mild traumatic brain injury and prevention of musculoskeletal injuries. Advancing the understanding of these injuries will enable improved medical care for our service members, strengthening our forces and setting them up for a better future after service.

ECU is focused on providing the expertise and resources that support practical solutions for a stronger, more prosperous North Carolina. Contact ECU Research, Economic Development and Engagement to learn about potential partnership and research opportunities for your business or community.

To learn more about ECU’s research, economic development and engagement, visit [rede.ecu.edu](https://rede.ecu.edu)



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