NCCentral
UNIVERSITY

DIVISION of ACADEMIC AFFAIRS Presentation to the NCCU Board of Trustees

by
Dr. David H. Jackson, Jr.
Provost and Vice Chancellor for Academic Affairs

April 23, 2024

Outline

- Spring 2024 Eagle Preview (Open House)
- Research and Sponsored Programs Update
- Project Kitty Hawk Update

Saturday, March 23, 2024
McDougald-McLendon Arena

Number of Registrants: 1,442

Admitted Student Registrants: 293
20% of all registrants were admitted students

Admitted Student Registrants Who Checked-In Day of event: 187
64% of admitted student registrants checked-in

Enrollment Fee Paid: 114
61% of admitted student attendees have paid their enrollment fee

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Research and Sponsored Programs Updates

- **Proposals**
  - 80 proposals submitted for a total of $55,848,338
- **Awards**
  - 65 awards totaling $34,077,585
- **CAYUSE system has been updated so that OSRP can now perform edits.**
- **Pfizer site visit conducted on March 18, 2024.**
- **Developed clinical partnership with North Carolina Community Health Centers and Free Clinics.**
  - Partnership will support internships and help with clinical sites for our nursing students.
- **Established Rural Health Hub in Halifax County to expand partnerships in rural North Carolina.**

Project Kitty Hawk Overview

- Founded in 2022 (SENATE BILL 105).

- Non-profit affiliate of the UNC System.

- Created to deliver online program services to UNC institutions to meet the needs of adult learners.

- Governed by a 9-member board of directors.

- Broad mandate to expand access to higher education and grow the adult learner market in North Carolina.

SENATE BILL 105: 2021 Appropriations Act, Sec. 8.24:

Kitty Hawk Public-Private Partnership Project for Digital Learning and Career Development in Response to the COVID-19 Pandemic: Project Kitty Hawk as a public-private partnership to support digital learning and career development programs offered by constituent institutions of The University of North Carolina.

PKH END-TO-END SERVICES

- Partnership Success
- Marketing & Admissions
- Student Services & Support
- Program Design & Development
- Faculty Management
- Data & Analytics

Why Project Kitty Hawk?

533,000

North Carolina adults *(aged 25-44)* with some college, no degree

63,000

NC adult learners attend online programs ...OUT OF STATE.

Adult learner needs & challenges are different than traditional students:

- **No time**

- **No access** (tech, Wi-Fi, know-how)

- **No options or too many options**

They need flexibility, responsive, hands-on support, and to be met where they are...

Project Kitty Hawk Partnerships

PRIMARY FOCUS

In-Demand Degree Programs

PKH-powered online degree programs are aligned to market demand and offered through a university partner.

9
Degree Programs in Queue for FY24

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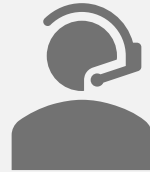
ECU

23
Students Currently Enrolled

2
Universities Offering PKH-Powered Degree Programs

SECONDARY FOCUS

Re-Enrollment Program

Enrollments in campus-based or online programs generated by PKH's stop-out Re-Enrollment program.

1,009
Re-enrollments to date

10
Institution Partners

IN DEVELOPMENT

Workforce Programs

Degree programs, certificates, or micro-credentials developed in partnership with employers, universities, and PKH.

Conversations underway with several NC employers

UNC HEALTH

INITIATED

Special Programs

Non-credential programs or offering PKH capacity to address strategic needs or opportunities.

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NCCU Degree Programs
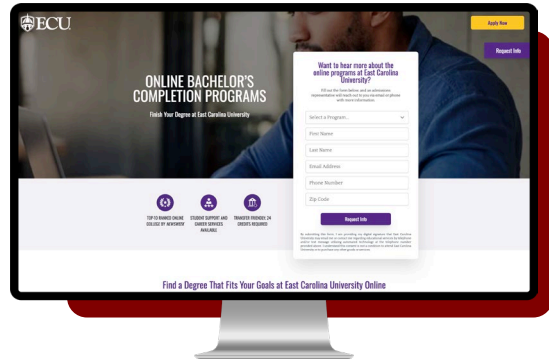## Powered by Project Kitty Hawk

Degree Program	Start Date
Nursing RN to BSN	October 11, 2023
Information Technology	January 8, 2024
Business Administration	March 11, 2024
Health Administration	May 5, 2024
Public Health Education	Pending Approval

- Courses delivered in 8-week sessions (Fall 1, Fall 2, Spring 1, Spring 2, Summer)
- Course delivery via Canvas
- Adult-centric course design and instruction
- Dedicated student coaches
- Automated performance indicators
- Wellness services
- Writing lab and tutoring
- Over 2,150 inquiries from potential students
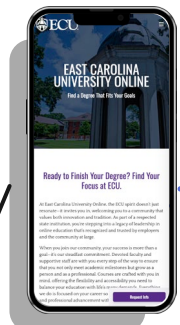- Over 140 applications across the four programs

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Discover what's Central to you.

Project Kitty Hawk Platform Experience

- Dashboard and Reporting
- Market Analysis
- Program approval management

Client Experience

PKH DIGITAL PLATFORM

- Marketing
- Applicant Experience
- Admissions Support
- Student Support
- Financial Support
- Coaching Experience

Student Experience

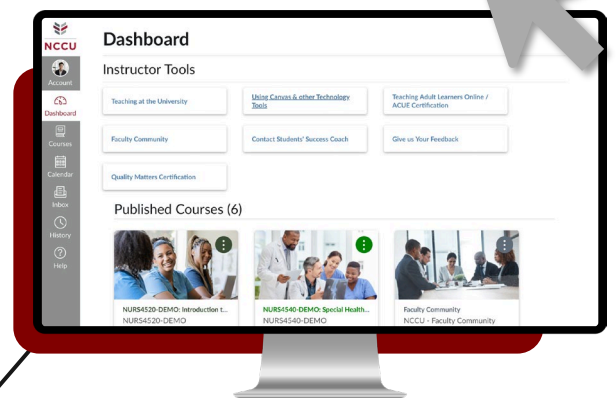Contact Students' Success Coach

Faculty Experience

- Faculty Management & Recruiting
- Program & Course Instructional Design
- Scheduling & Capacity Management

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