

North Carolina State University Faculty and Related Personnel

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North Carolina State University (NC State) is a public, research, land grant institution in Raleigh, North Carolina. NC State supports a grand narrative or "brand platform" that is composed of four driving properties for its constituents. These four properties are the institutional brand promise, brand drivers, brand personality, and the positioning statement (NC State University, n.d.a). NC State's brand promise and drivers promote: faculty-led "interdisciplinary innovation", "solution-driven research, technology and scholarship", "partnerships with business, industry, and government", and "experiential education" (NC State University, n.d.a). The brand personality traits promote "courageous, innovative, intellectual, and purposeful" personality traits for faculty, students and staff.

The driving force in establishing this brand platform and accompanying strategic plan seems to be Dr. Randy Woodson who became NC State's Chancellor in 2010, the university has been aggressively pursuing a strategic institutional plan of reform (NC State University, n.d.e). The faculty and staff pages reflect the importance placed on valuing and supporting the institution's employees including paid parental leave, a safe return to on-campus work, professional development and enrichment, and access to technology (NC State University, n.d.b).

The vocabulary used to describe the faculty and staff is positive and encouraging. It serves to welcome potential employees and celebrate the achievements of the current employees. The NC State University faculty and staff webpage states, "A passion for service drives the 2,200 faculty and 6,500 staff members who comprise NC State's highly skilled and diverse workforce" (NC State University, para. 1, n.d.b). There are many resources following this introduction to allow viewers to explore the faculty and staff directory, news, resources, and the various ways NC State's employees support the university's strategic plan. Throughout NC

State's website, faculty and staff are spoken about with respect through emphasizing their commitment to the brand platform's promises and personality. Specifically effective in celebrating achievement is the faculty and staff news page which publishes several articles a week reporting on successes, news, and appointments across the university community (NC State University, n.d.c).

Concerning the composition of tenure, tenure-track, and contingent faculty, NC State does grant tenure and they have a high composition of full-time faculty. Of the 2,515 instructional employees, 43.7% (1,099) are tenured faculty, 13.8% (348) are on the tenure-track, 40.8% (1,026) are Professional, and 1.7% (42) are transitioning through phased retirement (NC State University, n.d.d). The institution has a total of 88.4% (2,224) full-time faculty and 11.6% (291) part-time faculty with 40.6% (1,022) female employees and 59.4% (1,493) male employees according to the Fall 2020 Human Resource Census (NC State University, n.d.d). Finally, the institution has 1,476 graduate assistants (Collegefactual, 2021).

The composition of staff is more extreme in that 98.9% (7,063) of staff are full-time while only 1.1% (75) are part-time staff. The gender ratio is 55.3% (3,950) female staff members to 44.7% (3,188) male staff-members (NC State University, n.d.d). Finally, there are a total of 3,238 student workers. This faculty and staff composition data suggests that NC State is strongly committed to hiring full-time employees who are willing to invest in the university long-term rather than increasing their amount of contingent faculty which is the trend for many higher education institutions in America (Penn State World Campus, n.d.). Their faculty composition also reflects an effort to maintain gender equality in their hiring practices. Overall, this data seems to compliment the institutional saga which is easily accessible from many of the data pages on their website.

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