

**Athletics and Advancement**  
**November 21, 2024**  
**Committee Report**

The Athletics and Advancement Committee had a full meeting yesterday.

Vice Chancellor Christopher Dyba provided updates on strategic initiatives to enhance student success, aligning with the university's strategic plan. Key priorities include increasing scholarship funding, expanding emergency funds, and enhancing resources for high-impact practices. A cornerstone of this effort is the Chancellor's Scholars Initiative, which focuses on raising unrestricted \$2,500 scholarships. The immediate goal is to award as many scholarships as possible by December 2024 for the next recruitment cycle, with a long-term vision of funding hundreds annually. These scholarships are designed to attract top-tier students, improve retention and graduation rates, and reduce student debt. The initiative will be supported through endowments, planned gifts, and collective contributions.

University Advancement is modernizing its technological capabilities by implementing a Salesforce-based CRM system tailored for higher education fundraising to support these goals further. This two-phase implementation began in September 2024, with Phase 1 expected to go live in January 2026 and complete fully within 24 months. These efforts align with UNC System performance metrics, directly impacting state funding and ensuring the university's long-term growth and sustainability.

Director of Athletics Jon Gilbert reported on the head football coaching search, emphasizing the importance of finding a candidate who fits ECU and understands the evolving college athletics landscape, including NIL modeling, the transfer portal, and talent management. Gilbert highlighted the resilience of the football team, now bowl-eligible, as it prepares for its final two games and December's bowl game selection process.

Other updates included the football signing period (December 6-8) and the transfer portal window (December 9-28). Gilbert stressed the importance of NIL efforts, with Team Boneyard playing a key role, and the integration of Pirate Club priority points for NIL donations. He also discussed the potential financial implications of the House settlement, including back payments and a revenue-sharing model impacting various sports programs. Deloitte Consulting is assisting with these adjustments.

Finally, Gilbert celebrated fall sports achievements: Soccer's AAC Championship, its first NCAA appearance, and Volleyball's highest league finish. Upcoming events include the Navy football game on ESPN and men's basketball versus NC A&T.

Our committee approved one naming proposal for Jim and Suzanne Chesnutt in closed session, which was included in today's consent agenda. Mr. Chairman, that concludes my report.

## **Report from the Joint Meeting of the Committee on Strategy & Innovation and the University Affairs Committee on November 21, 2024**

The Committee on Strategy and Innovation and the University Affairs Committee met in joint session with members from both committees (Fussell, Roberts, Furr, Ward, Segrave, Smith, Workman, Shook, Isley, Miller and Rogers) in attendance.

Yesterday's joint Committee meeting was the first discussion in a series of three that will inform and educate the Trustees on the current enrollment landscape in higher education, and how our enrollment strategy aligns with the UNC Performance Funding metrics and Chancellor Rogers' Student Success Agenda.

After Chancellor Rogers' opening remarks on the topic, a team made up of members from both Academic and Student Affairs presented to the Committee on retention and persistence of enrolled students at ECU. We heard from Interim Provost Buddo, Vice Chancellor Brandon Frye, Associate Provost Ying Zhou, Associate Provost Allen Guidry, and Senior Associate Vice Chancellor Chris Stansbury, who presented on the System performance metrics and related goals that have been set for ECU, various data points for ECU and peers, the five main components of the student success ecosystem, how the team addresses potential barriers for students, and ongoing aspects of the factors and drivers in ECU's strategic enrollment strategy. The information in the presentation inspired many questions throughout and much discussion was had about the ways in which ECU can better support existing students to ensure retention and persistence.

The next session in this series will take place at our February meeting and will focus on new student acquisition.

Dave, is there anything you want to add?

Mr. Chairman, that concludes my report.

## **Report of the University Affairs Committee for November 21, 2024**

The University Affairs Committee met in regular session with committee members Fussell, Roberts, Rogers, Furr, Ward, Segrave, Smith and Workman in attendance.

The Committee approved the minutes of the September 26, 2024 meeting of the University Affairs Committee.

Interim Provost Buddo then presented three policies to the committee: the Performance Review of Tenured Faculty Policy, the Unit Academic Program Review Policy, and the Faculty Appellate Provisions Policy. He shared that these were updated at the campus level in response to policy revisions in the UNC Policy Manual and associated compliance deadlines. The committee approved those three policies and the full board approved them this morning as well through the consent agenda.

Next, Dr. Buddo asked the Board to consider the candidates for degrees for conferral at the annual Fall Commencement on Friday, December 13, 2024 and the committee enthusiastically approved. One exciting detail about our 1,931 Fall degree candidates is that that number includes ECU's very first Project Kitty Hawk (PKH) graduate.

Finally, in closed session, the committee approved the TVS payments for identified faculty in the College of Allied Health Sciences, and that was approved through the consent agenda this morning.

Mr. Chairman, we have one item for the board's consideration, and I'd like to ask Anderson to make that motion. (Conferral of Degrees)



**East Carolina University | Board of Trustees**  
**Budget, Finance, and Infrastructure /Main Campus Student Center 249 |**  
**November 22, 2024**  
**Highlights**

The Budget, Finance, and Infrastructure Committee met on November 21, 2024.

Minutes were approved from the September 26, 2024, meeting.

Due to time constraints the operational metrics and all funds budget quarterly report were not presented and we moved on to action items.

Ms. Coleman presented Tuition & Fee Proposals for Academic Year 2025-2026 for approval. A few highlights include: a graduate tuition increase, increase in Dental Medicine tuition, fee increases for Student Centers and Activities, Campus Recreation and Wellness, Education and Technology and Transit. All mandatory fee requests totaled 2.5% and were less than the 3% cap. Other increases included housing and dining rate increases, dental housing and dental electronic resources, a graduation fee for online only students, and several parking increases. Details were provided in Board materials and item was approved as part the consent agenda.

Stephanie took us through a number of action items that were all approved in committee and as part of the consent agenda this morning. Those items included:

- A one-year lease for Coastal Studies Institute Housing.
- Revisions to the Debt Management Policy.
- Revisions to the Supplemental Pay for EHRA Employees Policy. This policy outlines practices for additional compensation paid to EHRA personnel.
- A request to approve the Advance Planning Approvals on five projects through design development:
  - Eakin Student Rec Center Roof Repair
  - The relocation of Starbucks in Joyner Library
  - Steam and Condensate Piping in Fletcher and Jones
  - Parking Lot Resurfacing and Safety Improvements
  - Brewster A Wing Restroom Renovation
- A request to approve the Capital Project on Replacement of the Tyler Rooftop Unit.
- And a request to sever the Scales Field House
- In the informational items there was special mention of the Employee Engagement Survey.

This concludes my report.

## Report of the Audit, Risk Management, Compliance, and Ethics Committee for November 21, 2024

### Operational Metrics Review

The committee reviewed the operational metrics related to Internal Audit and Compliance for fiscal year 2025 through October.

### Action Items

The committee had no action items.

### Informational Items

#### **Enterprise Risk Management – Mr. Chris Rowland**

Mr. Rowland briefed us on the recent work of the ERM Committee. He also shared information from the recent UNC System ERM retreat, including risks that are of interest across the UNC System, which are very similar to the top risks ECU is currently navigating.

#### **Athletics Compliance Update – Ms. Alex Keddie**

Ms. Keddie briefed the committee on changes in the NCAA student athlete transfer landscape. Most notably she reported that a student athlete now has no limit on the number of transfers. Ms. Keddie also provided an overview of how the transfer process is managed at ECU and the various campus offices that are involved in the process.

#### **Regulatory Compliance Committee Update – Mr. Wayne Poole**

Mr. Poole provided an update from the Regulatory Compliance Committee, which was formed in 2023 at the direction of Chancellor Rogers. Rapid change in compliance requirements is one of the top risks in the University risk register. The committee is co-chaired by the University General Counsel and the Chief Audit Officer. The briefing included an overview of key recommendations and accomplishments of the committee, and compliance-related topics that are currently being monitored.

#### **Annual External Audits – Mr. Wayne Poole**

Mr. Poole told the committee that the University's annual financial statement audit has been completed by the State Auditor. The audit resulted in a clean unmodified opinion of the University's financial statements and contained no findings and no reported internal control weaknesses. Mr. Poole also told us that the external audits of the affiliated entities have been completed. These also resulted in unmodified opinions and no findings or control weaknesses related to the financial statements.

#### **Recent Internal Audits – Mr. Wayne Poole**

Mr. Poole advised that since our last meeting, Internal Audit has closed 11 engagements. He briefed the committee on one of the audits, related to employee time reporting.

We discussed other audit and compliance topics in closed session.

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Mr. Chairman, that concludes my report.

## **Report of the Committee on Strategy and Innovation for November 21, 2024**

The Committee on Strategy and Innovation met yesterday. Committee members present were Tom Furr, Scott Shook, Fielding Miller, Van Isley, Jeffrey Roberts, Carl Rogers, Anderson Ward, and Vanessa Workman. The committee approved the minutes from September 26, 2024.

We were pleased to have with us Mushtaq Gunja, the Executive Director of the Carnegie Classification Systems and Senior Vice President at the American Council on Education, who is leading the national effort to reimagine the Carnegie framework. He walked through the proposed changes to the basic classification model, as well as the research classification and the social mobility designation.

The new Carnegie Classifications will be released in early 2025. Given the Board of Trustees role in supporting the long-term mission and success of ECU, it is imperative the board understands the classification system and what certain designations mean. The Carnegie Classification is a key metric that can directly influence a university's strategic decisions, reputation, funding, and ability to achieve its goals.

Mr. Gunja was phenomenal. It was really valuable having one of the nation's leading experts in this space explain the changes. We're looking forward to the announcement in early 2025 about new designations.

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Mr. Chairman, that concludes my report.