



East Carolina University | Board of Trustees

Athletics and Advancement Committee Meeting | September 18, 2014

Agenda

- I. Approval of July 17, 2014 Minutes **Action**

- II. Athletics
 - A. Compliance Update - Jamie Johnson

 - B. Review of Department Annual Goals - Jeff Compher

 - C. Athletics Financial Report - Nick Floyd
 - 1. FY14 Close Out
 - 2. FY15 Budget
 - 3. 2014 Football Season Ticket Sales
 - 4. NCAA Financial Dashboard "Presidential" view **Action**

 - D. Facilities Update - Jeff Compher

- III. University Advancement
 - A. Naming Items - Dyba
 - 1. Athletics Proposals
 - 2. Music Library Proposed Naming Menu

 - B. Review of Building Names Update - Hardy

 - C. Advancement Update - Dyba

East Carolina University
Board of Trustees
September 18-19, 2014
Athletics & Advancement Committee

Session	Athletics & Advancement
Responsible Person	Edwin Clark, Committee Chair
Agenda Item	I.
Item Description	Approval of minutes from July 17, 2014
Comments	
Action Requested	Action - Approval
Disposition	
Notes	

DRAFT DRAFT DRAFT
Unofficial until approved

Athletics & Advancement Committee
July 17, 2014

Committee members present were Vern Davenport and Max Joyner. Other board members present included Robert Brinkley, Deborah Davis, Steve Jones, Michael King and Danny Scott.

University Advancement

University Advancement Presentation

Vice Chancellor Chris Dyba presented the committee with an Advancement Update. The preliminary fundraising numbers reported were \$37M; however, actual dollars raised is closer to \$39M for fiscal year 2013-2014 which is indicative of a good spring of fundraising.

Vice Chancellor Dyba shared the University Advancement is searching for key positions in the Medical and Health Sciences Foundation and in Alumni Relations. Also with the announcement of Bill Clark's (President of the ECU Foundation) retirement Dyba is looking at less duplication in leadership roles and more focus on fundraising.

Short-term goals of Advancement include building the annual fund, increasing contacts, hiring staff and of course continuing to raise money. In the long-term a campaign is on the horizon but at this time we are in the organizing, assessing and planning stage which is all necessary before the public phase of the campaign is launched.

Naming Proposals

Dyba also presented 11 naming proposals that were included in board material (nine were athletics and two were academic). All proposals had been approved by the Chancellor and are in compliance with the revised naming policy. There was a motion to approve all 11 naming proposals. The motion passed with no negative votes.

Review of Building Names

Robert Brinkley introduced this topic by saying that ECU has received inquiries about conducting a review of the names of buildings and spaces on campus. Since the Board of Trustees has authority over approving all namings on campus, the discussion centered on what approach the Board of Trustees should use on behalf of ECU. Dr. Ballard indicated that there will be two opportunities in the coming weeks to get guidance and direction from either the Board of Governors or General Administration, however, the process may be delegated to the campuses. If that is the case, the trustees should be proactive in developing our next steps.

Dr. Hardy informed the board that there is an administrative task force that has been formed to research the inventory of building names, including the history of the building, how and why

they were named, and whether they were named based on a gift given to the university or named in honor of someone.

Committee Chair Edwin Clark welcomed any comments from board members that weren't in attendance for this discussion.

The committee recommended that ECU wait for guidance and direction from General Administration and/or the Board of Governors before determining the approach to use. In the interim, the committee asked the task force to continue its fact-finding research and be prepared to report back.

Athletics

Coach's Report

Jeff Compher introduced ECU Baseball Coach Cliff Godwin. Coach Godwin told us a little about his background, from growing up in Snow Hill as the son of a basketball coach and nurse, to working in the tobacco fields for his grandfather. He says that is where he developed his work ethic and mastered the art of making things work with limited resources.

Coach Godwin has high goals for ECU Baseball. His number one goal is to ultimately get ECU to Omaha, but also has goals for ECU to host the regionals and super regionals, stimulating the excitement of ECU Baseball fans. But his goals are not only focused on athletics. He has high academic goals as well. He was an academic standout in both high school and college and expects his players to perform well academically. Other goals include having a team GPA of 3.0, improving the team graduation rate, and having them graduate on time, and finally, getting the baseball players back out into the community by reaching out to Little Leagues and other community organizations.

Coach Godwin concluded his remarks with a quick recruiting update, saying that he has had three player commitments in the couple of weeks.

Athletics Update

Jeff Compher announced that ECU is now an official member of the American Athletic Conference. ECU hosted Commissioner Mike Aresco a few weeks ago and he was blown away with the atmosphere and excitement at ECU.

Jeff Compher reported that athletes are performing exceptionally well academically. Currently, 12 out of 17 teams have 3.0 GPAs and he expects that number to grow. Academic standards continue to be raised across the country, at the NCAA level and at the institutional level. ECU consistently meets and exceeds these standards. In addition, the athletes are visible in the community. ECU Athletes have performed over 7500 hours of community service last year.

Jeff gave a quick update from the Pirate Club. A separate committee of the Pirate Club reviewed the giving levels and recommended essentially a 10% increase across all giving levels. The committee also recommended a reseating rotation of three years (instead of the traditional five).

Camp update – as you know the Board approved a resolution a few months ago supporting the privatization of sports camps. That transition is going well. There have been 28 different camps on campus and they have all been successful. There may be a few changes that will need to be reviewed, but overall, everyone is pleased with the process.

A couple of facility updates – they are replacing the video and audio capabilities in Minges and are also working on the lighting and aesthetic improvements. Athletics has also initiated a feasibility study for the tennis facility.

At the next meeting, Jeff and Nick will have the Athletics budget for the committee to review.

East Carolina University
Board of Trustees
September 18-19, 2014
Athletics & Advancement Committee

Session	Athletics & Advancement
Responsible Person	Jamie Johnson, Director of Compliance
Agenda Item	II. A.
Item Description	Approval of minutes from July 17, 2014
Comments	
Action Requested	Discussion
Disposition	
Notes	

Board adopts new Division I structure

Student-athletes will vote at every governance level

August 7, 2014 11:49am | By Michelle Brutlag Hosick

Nathan Hatch, Rita Cheng and Harris Pastides, members of the NCAA Division I Board of Directors, detail the restructuring of how schools and conferences will govern themselves, paving the way for student-athletes to have a voice – and a vote – at every level of decision-making.

The Division I Board of Directors today restructured how schools and conferences will govern themselves, paving the way for student-athletes to have a voice – and a vote – at every level of decision-making.

The 16-2 vote adopted the [updated Division I model](#) that was [released to the membership](#) last month. Board members changed little from that proposal, only reducing the number of conferences required to sponsor a proposal within the group of five conferences from three to one (what is currently required to sponsor Division I legislation). Any amendment is subject to approval by a five-conference presidential group before consideration by the full voting group. The steering committee, which will continue as a transition committee, indicated it was open to tweaks over the next year.

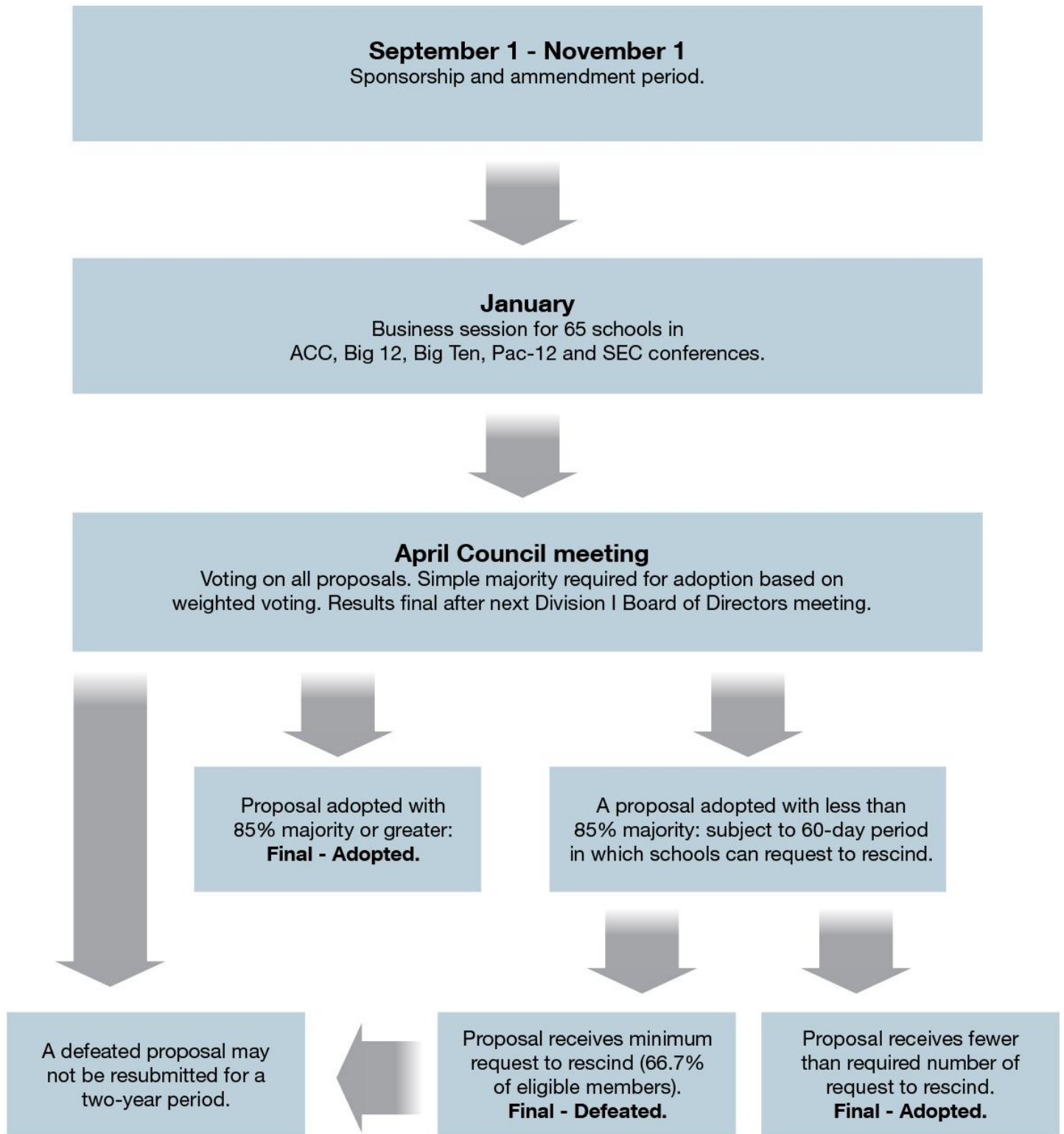
“Today’s vote marks a significant step into a brighter future for Division I athletics,” said Nathan Hatch, board chair and Wake Forest University president, who also chaired the steering committee that redesigned the structure. “We hope this decision not only will allow us to focus more intently on the well-being of our student-athletes but also preserve the tradition of Division I as a diverse and inclusive group of schools competing together on college athletics’ biggest stage.”

NCAA President Mark Emmert praised the results of more than 18 months of work.

“I am immensely proud of the work done by the membership. The new governance model represents a compromise on all sides that will better serve our members and, most importantly, our student-athletes,” Emmert said. “These changes will help all our schools better support the young people who come to college to play sports while earning a degree.”

Much of the conversation among the presidents on the board emphasized the need for presidents to retain leadership of athletics, both on their campuses and within the NCAA, for the restructuring to be successful.

Division I Council Legislative Process



[The Division I Council, which will make rules for all Division I members, will adopt new rules in April each year using a more streamlined governance process. Click on the image for a larger view.](#)

The final model expands the Division I Board of Directors to include not only more presidents, but also a student-athlete, faculty representative, athletics director and female administrator.

A new body known as the Council will be responsible for day-to-day operations of the division and include more voices: two seats for student-athletes, two for faculty and four for commissioners.

The new model also grants flexibility to schools in the Atlantic Coast, Big 12, Big Ten, Pac-12 and Southeastern conferences to change rules for themselves in a list of specific areas within Division I. The legislative process for these 65 schools, which could begin as early as Oct. 1, includes three student-athlete representatives from each conference who will vote on rule changes within those conferences.

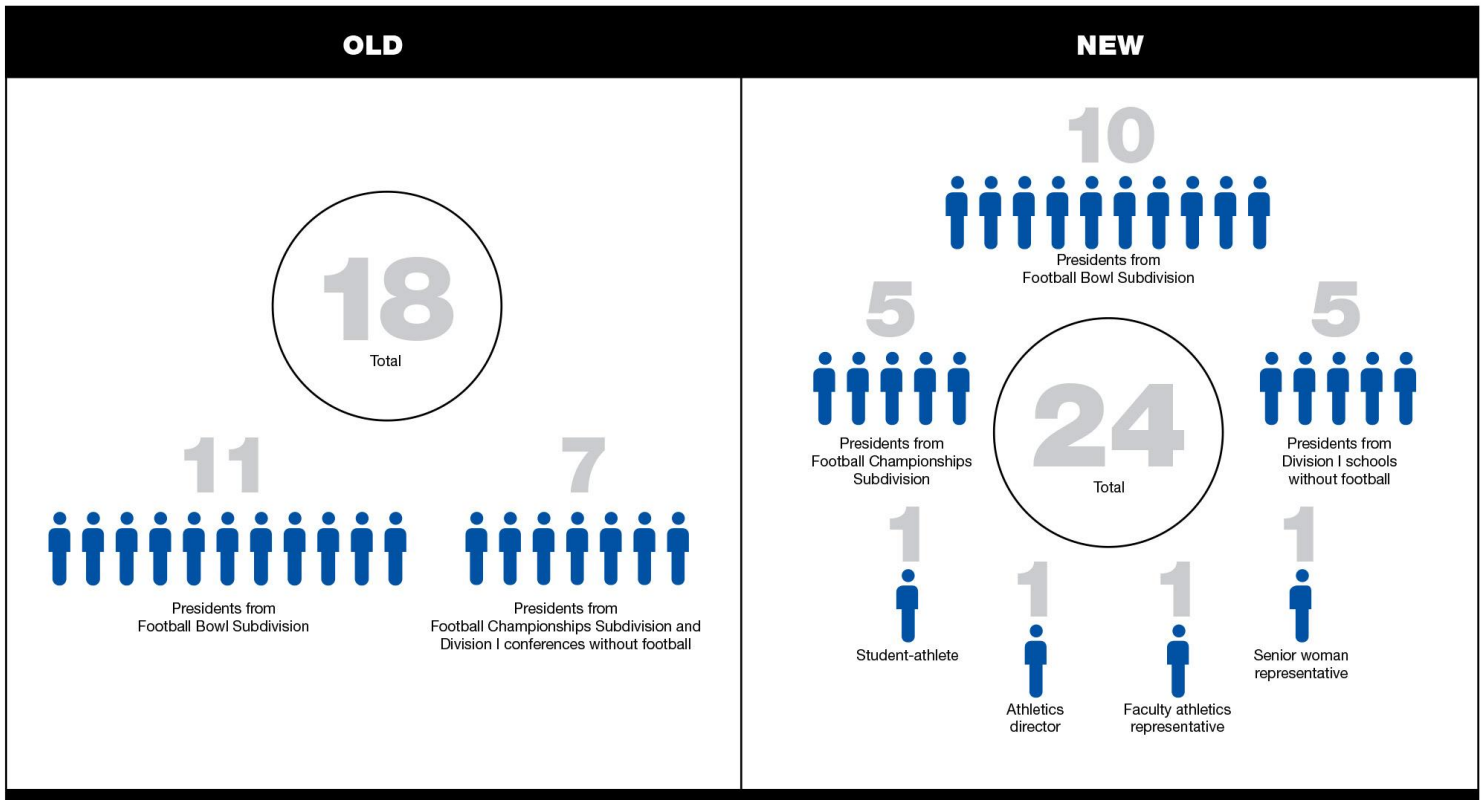
The Council governance process will be streamlined and simplified as well: Rules can be adopted in April only, instead of April and January. Additionally, the process for requesting reconsideration of a rule will be simplified (see graphic). If a rule change is defeated, that same change can't be considered again for at least two years.

The proposed governance redesign legislation is subject to a 60-day override period as specified in the current legislative process. For the board to reconsider the change, at least 75 schools must request an override. Generally, reconsideration occurs at the next scheduled board meeting, set for Oct. 30.

The new model was adopted as a single piece of legislation, and any override request must override the entire model, not specific portions.

HIGHLIGHTS

Board Composition



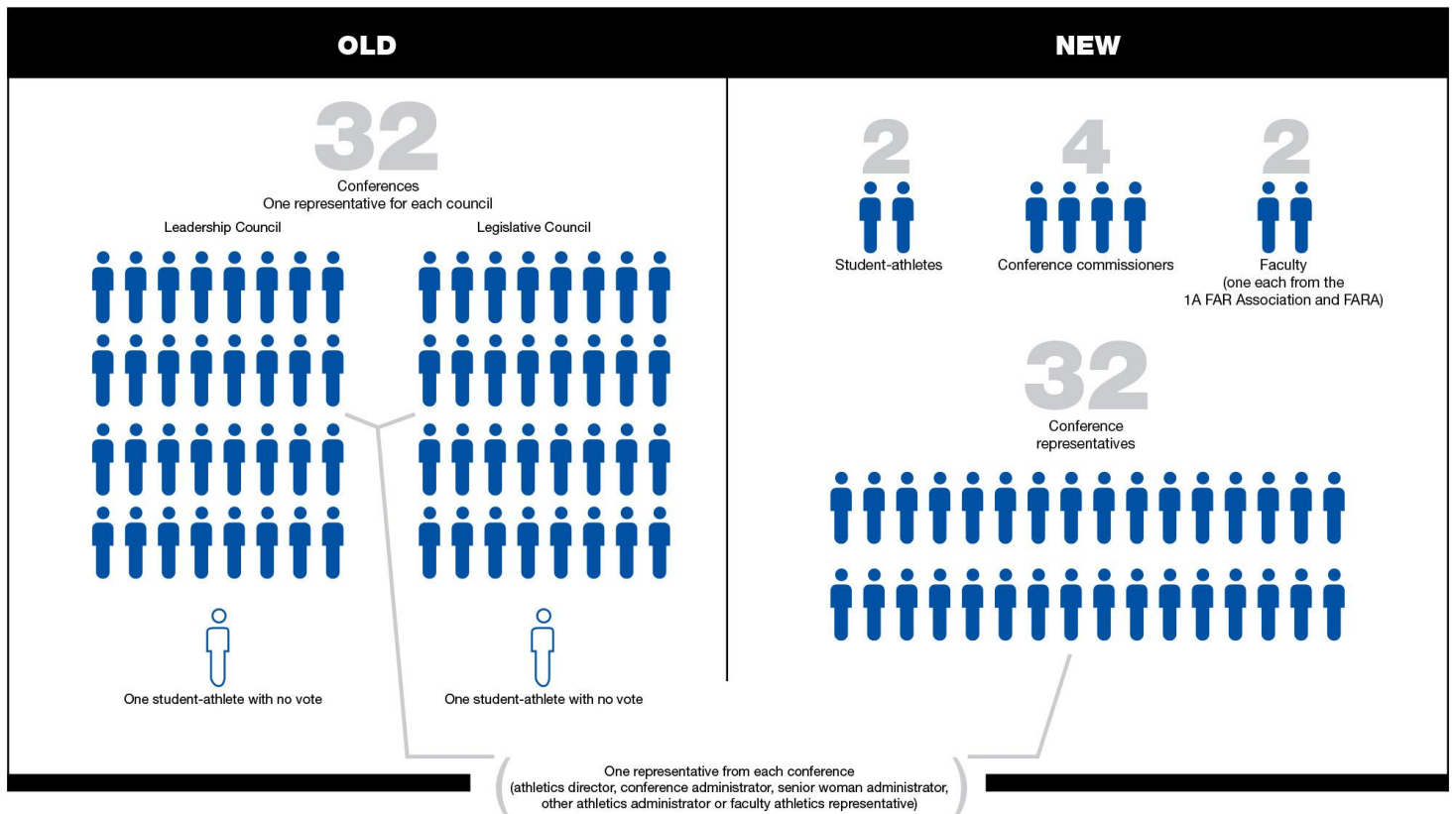
[The new, larger Division I Board of Directors will concentrate its efforts on oversight of the division and more strategic issues and less on rules-making. However, the group retains the ability to review all rules made by the Council. Click on the image for a larger view.](#)

The 24 members would consist of:

- Five presidents from the five highest-resource conferences (Atlantic Coast Conference, Big Ten Conference, Big 12 Conference, Pacific 12 Conference and Southeastern Conference)
- Five presidents from the remaining five Football Bowl Subdivision Conferences (American Athletic Conference, Conference-USA, Mid-American Conference, Mountain West Conference and Sun Belt Conference)
- Five presidents from the Football Championship Subdivision
- Five presidents from Division I schools without football
- Chair of the Division I Student-Athlete Advisory Committee, Chair of the Council (the governance body charged with the day-to-day work of the division, intended to be an athletics director), a Division I member of the Faculty Athletics Representatives Association appointed by the group's executive board and a campus senior woman athletics representative chosen by the executive committee of the National Association for Collegiate Woman Athletics Administrators.

The FCS and Division I conferences would determine the rotation of conferences with representation on the board.

Council Operations

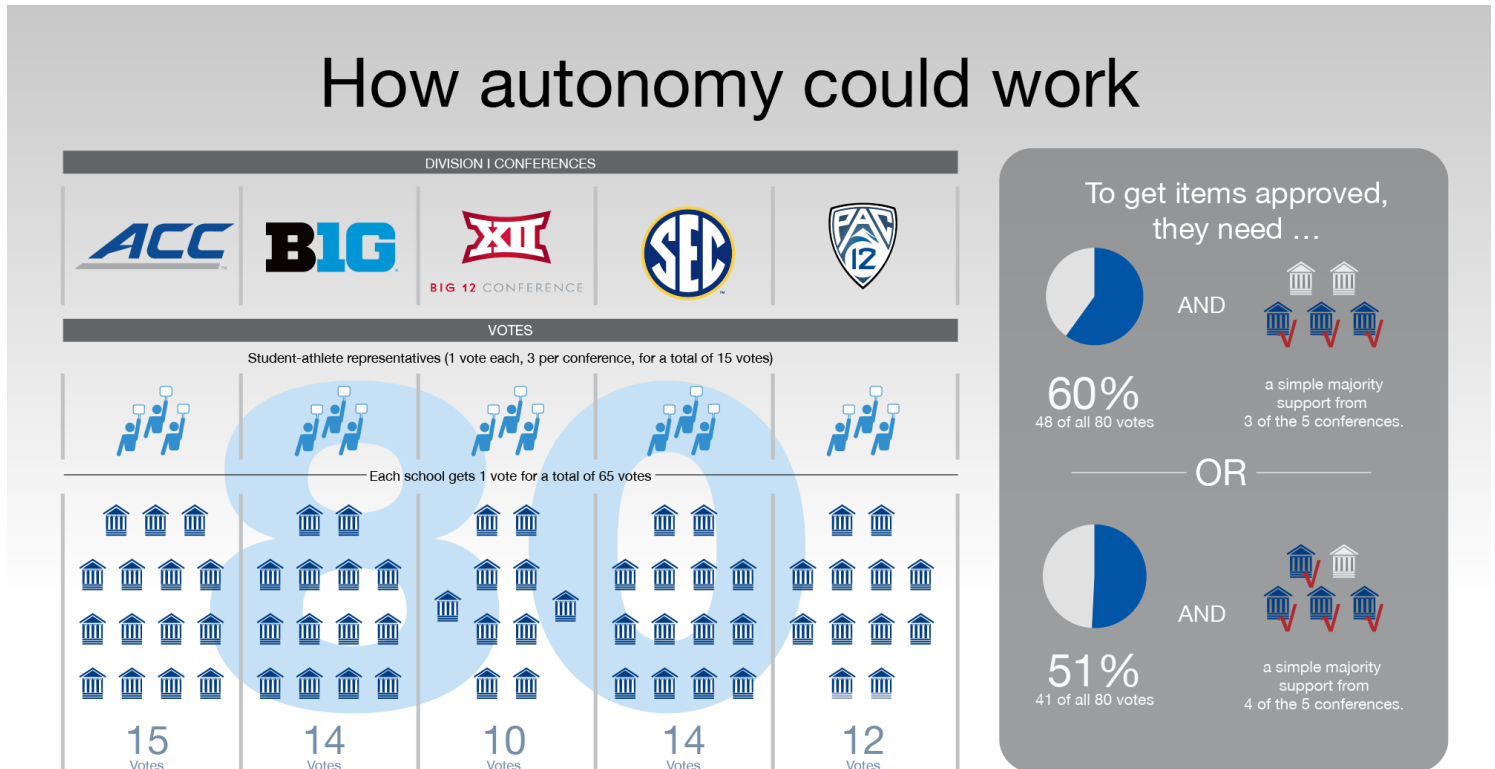


[The Council, which will replace the current Legislative and Leadership councils, will make the day-to-day policy and legislative decisions for Division I. At least 60 percent of the 32 conference seats on the Council will be held by athletics directors. Any rules adopted by the Council will be subject to a review by the board. Click on the image for a larger view.](#)

The increase in size would make the weighted voting totals on the Council:

- 37.5 percent for the five highest-resource conferences
- 18.8 percent for the five remaining FBS conferences
- 37.5 percent for the FCS and Division I (no football) conferences
- 3.1 percent for the student-athletes
- 3.1 percent for the designated faculty athletics representatives

Flexibility



[The proposed governance model includes the ability for five conferences to make decisions autonomously. The five conferences have outlined how they will vote on rule changes. Click on the image for a larger view.](#)

- The steering committee removed transfers from the list of rules that the 65 schools in the five highest-resource conferences could change– with a caveat. The five conferences requested flexibility over transfers if substantial change isn't accomplished within the new structure's first two years.
- In order for more flexibility to be granted over an area, three of the five major conferences would have to agree. If 12 of the 20 presidents or chancellors on the board approve, the item can be moved to the list. The steering committee chose to lower these thresholds because feedback from within the five conferences indicated that the previous standard could impede the ability of the conferences to advance an agenda to support student-athletes.
- To conduct business within this category, each of the five conferences would appoint one representative from each of the 65 member schools and three student-athlete representatives from each conference to cast votes, for a total of 80 votes. Items could be approved in two different ways:

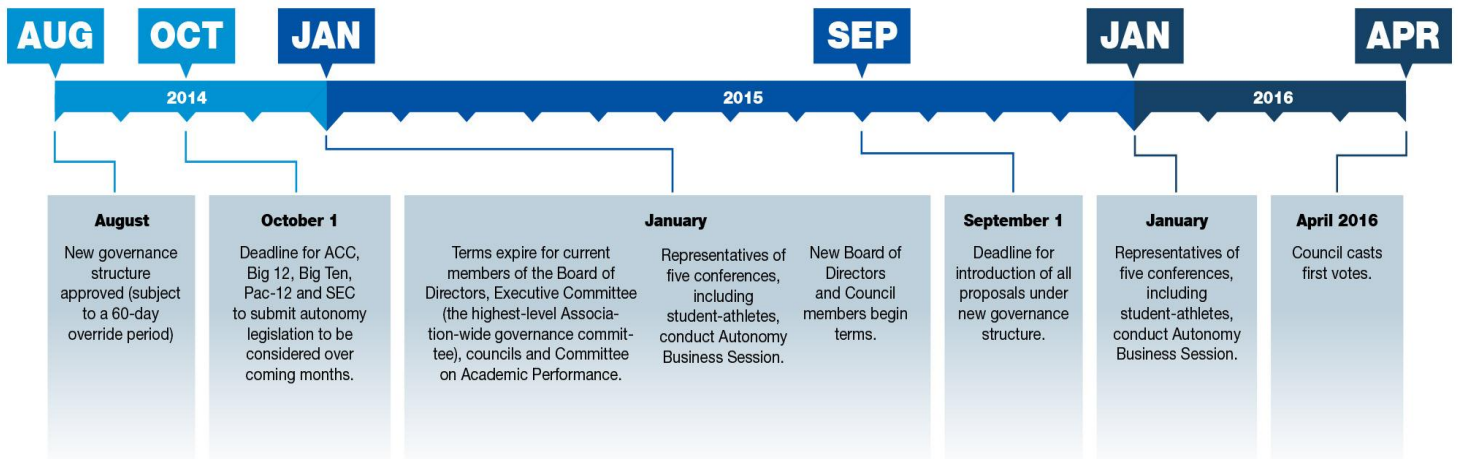
- 60 percent of all votes (48 votes) and a simple majority support from schools in three of the five conferences, or
- A simple majority of all votes (at least 41) and simple majority support from the schools in four of the five conferences.

Substructure

- The substructure would include a Committee on Academics, which will report to the board of directors while still maintaining a close relationship with the council and other groups that will address legislative and championship/competition/student-athlete well-being issues.
- The substructure for shared governance will not be prepared to consider and adopt legislation until the 2015-16 legislative cycle.

Timeline

The new governance model will move forward toward full implementation by mid-2015.



East Carolina University
Board of Trustees
September 18-19, 2014
Athletics & Advancement Committee

Session	Athletics & Advancement
Responsible Person	Jeff Compher, Director of Athletics
Agenda Item	II. B.
Item Description	Review of Department Annual Goals
Comments	
Action Requested	Discussion
Disposition	
Notes	



2014-15 ANNUAL GOALS



ATHLETIC DEPARTMENT 2014-15 GOALS

- 1. Finalize EPA performance evaluation process.***
- 2. Finalize a “recruiting walk” to maximize visual impact and ECU brand.***
- 3. Increase overall GPA average from 2.95 to 2.97 on course of 3.00.***



ATHLETIC DEPARTMENT 2014-15 GOALS

- 4. Develop a comprehensive Life Skills program.***
- 5. Win first American Conference Championships in the inaugural year.***
- 6. Increase revenue through implementation of:***
 - a. Comprehensive ticket sales plan.***
 - b. Reseating Plan implemented with 2015 football.***
 - c. Hosting outside events.***

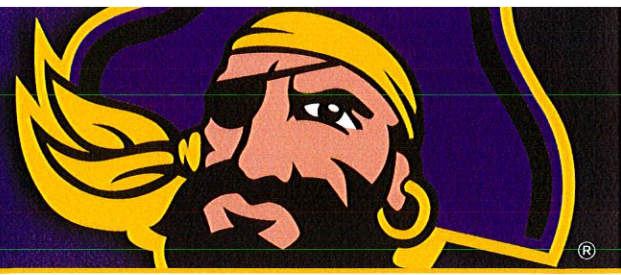


ATHLETIC DEPARTMENT 2014-15 GOALS

- 7. Create an Athletics Department facilities master plan.***
- 8. Establish a work group for staff development and appreciation initiatives.***
- 9. Evaluate long-term financial sustainability to the Athletics Department for success in the new NCAA Division 1 Governance model.***

East Carolina University
Board of Trustees
September 18-19, 2014
Athletics & Advancement Committee

Session	Athletics & Advancement
Responsible Person	Nick Floyd, Senior Associate Athletic Director
Agenda Item	II. C.
Item Description	Athletics Financial Report
Comments	
Action Requested	Discussion/Approval
Disposition	
Notes	<ol style="list-style-type: none">1. FY14 Close Out2. FY15 Budget3. 2014 Football Season Ticket Sales4. NCAA Financial Dashboard "Presidential" view (Niswander)



MEMORANDUM

TO: Board of Trustees Athletics & Advancement Committee
FROM: Nick Floyd
DATE: February 3, 2014
RE: Athletics Financial Report

(This report contains three documents for your review.)

The first document provides a summary of the current fiscal year (FY 14-15) operating budget as well as the final close-out numbers from FY 13-14. While this past year presented many challenges, on an operating basis the budget came in as planned. The \$1,742,950 figure at the bottom of the second column, as noted on the report, was a budgeted contribution from reserve funds and the balance of the loss for the year is the amount of the Conference USA exit fee. Taking everything into account, the overall fund balance is now a negative \$847,187 and this figure should be cut approximately in half based on a projected surplus of \$403,600 in the current fiscal year.

Football season ticket sales information is included in the second document. Sales for this year are basically flat with last year both in number of tickets sold and dollar volume and these results alleviate a two-year decline that began with the 2012 season. While the interest level remains high, it is evident that it will take time for our fans to adjust to having non-Saturday home games on the schedule now and in the future.

The third document contains information related to the NCAA Financial Dashboard "Presidential View". The UNC General Administration now requires that this information be shared with the Board on an annual basis and it provides comparative information about our program to fellow AAC members, Conference USA, and all Football Bowl Subdivision (FBS) and public institutions. Rick Niswander will make some comments about these slides in the course of the meeting and we also plan to provide an update on some national issues that have been discussed in the media recently such as increasing the value of a full scholarship to the full cost of attendance and the deregulation of NCAA rules regarding meals and snacks and how these things could ultimately affect our program.

In conclusion, we believe that we are well positioned for our inaugural year of competition in the American Athletic Conference. With this in mind, it is incumbent on all of us to work together to meet the challenges that lie before us so that we give our coaches and student-athletes the best opportunity to be successful in this current environment. In addition, please note that one of this year's departmental goals is to plan for the long term financial sustainability of the program and we will also continue to stress fiscal accountability with all coaches and staff members as well.

Thank you for your support of Pirate Athletics and please let us know if you would like to discuss this report in greater detail.



NICK FLOYD

EXECUTIVE ASSOCIATE DIRECTOR OF ATHLETICS

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**EAST CAROLINA UNIVERSITY ATHLETIC FUND
BUDGET TO ACTUAL**

as of : 08 - 08 - 14

REVENUE

	FY 14 - 15	FY 13 - 14	FY 13 - 14
	<u>Budget</u>	<u>Budget</u>	<u>Actual</u>
Student Fees	** 13,335,500	12,812,500	** 13,070,200
Football Ticket Revenue	6,250,000	6,200,000	6,015,002
Men's Basketball Ticket Revenue	525,000	575,000	478,677
Women's Basketball Ticket Revenue	20,000	4,000	9,982
Baseball Ticket Revenue	275,000	275,000	248,776
Pirate Club Scholarship Pledge	5,454,900	5,475,000	5,898,300
NCAA / AAC Distributions	4,000,000	2,230,000	2,484,214
Concessions and Licensing	950,000	925,000	907,502
Athletic Guarantees	1,550,000	530,000	532,000
Sports Marketing	1,700,000	1,670,000	1,724,652
Gifts In Kind	940,000	466,300	967,695
Other Sports Fundraising / NCAA SAF	387,000	0	406,905
Other (Bowl game, Other Sports tickets, FB parking, Processing fees, Non Athletic events, Misc.)	<u>236,000</u>	<u>366,000</u>	<u>1,105,433</u>
Total Revenue	<u><u>\$35,623,400</u></u>	<u><u>\$31,528,800</u></u>	<u><u>\$33,849,339</u></u>

** - Includes student fee money to directly support Marching Band, Cheerleaders, Pure Gold Dancers over and above their Athletic budget.

EXPENDITURES

	FY 14 - 15	FY 13 - 14	FY 13 - 14
	<u>Budget</u>	<u>Budget</u>	<u>Actual</u>
Administration	4,367,980	4,845,250	4,976,373
Repairs and Replacements	310,900	369,600	587,881
Facilities	804,100	702,700	677,938
Home Game Operations	1,410,200	1,461,100	1,399,287
Conference Championship Travel	603,600	483,300	525,851
Spirit Groups	** 307,100	179,700	242,173
Other Support Services	5,997,700	5,919,100	7,996,002
Football	8,583,300	7,821,600	8,143,188
Men's Basketball	2,623,725	2,318,650	2,351,507
Other Men's Sports	3,022,925	2,837,100	3,044,662
Women's Basketball	1,928,745	1,722,750	1,815,679
Other Women's Sports	4,872,525	4,610,900	4,724,928
Other Sports Fundraising / NCAA SAF	<u>387,000</u>	<u>0</u>	<u>368,843</u>
Total Expenditures	<u><u>\$35,219,800</u></u>	<u><u>\$33,271,750</u></u>	<u><u>\$36,854,311</u></u>
	<u><u>\$403,600</u></u>	# <u><u>(\$1,742,950)</u></u>	& <u><u>(\$3,004,972)</u></u>

- Budgeted Fund Balance contribution.

& - Includes C-USA exit fee. This fee was purposefully not budgeted.

**EAST CAROLINA UNIVERSITY
2014 FOOTBALL
SEASON TICKET SALES**

Level	Ticket Price	Tickets Sold	Gate Receipts	2013	2012	2011	2010	2009	2008
Club Level	\$300	1,249	\$374,700.00	1,279	1,298	1,290	1,304	1,277	1,261
Pirate Club Chairback	\$300	7,536	\$2,260,800.00	7,586	7,870	8,354	8,350	0	0
Pirate Club Bench	\$275	2,995	\$823,625.00	3,050	3,368	3,850	3,610	10,766	10,780
Club Level Faculty/Staff	\$245	10	\$2,450.00	10	12	12	14	14	
Chairback Faculty/Staff	\$245	401	\$98,245.00	373	397	388	389		
Pirate Club Faculty/Staff	\$220	365	\$80,300.00	362	362	440	423	747	767
Economy Plan	\$200	3,409	\$681,800.00	3,432	3,820	4,602	4,513	3,240	2,620
Economy Plan Faculty/Staff	\$200	43	\$8,600.00	40	47		112		
Economy Plan Plus	\$150	741	\$111,150.00	612	679	1,228	629	2,475	2,689
Student Pirate Club Guest	\$150	684	\$102,600.00	634	810	1,016	808	356	201
Graduate Plan	\$150	853	\$127,950.00	908	1,105	1,409	1,138	1,316	1,792
Military Donation	\$150	0	\$0.00	18	15	18	42	0	0
Military Purchase	\$150	22	\$3,300.00	37	42	52	24	0	0
Distance Ed/Band/Cheer/Department	\$150	312	\$46,800.00	292	257	123			
Golden Ticket	\$100	0	\$0.00	86	167	0	790		
IMG Cash Accounts	\$100	0	\$0.00	0	50	50	50	50	50
SEASON TOTALS		18,620	\$4,722,320.00	18,719	20,299	22,832	22,196	20,241	20,160
CAR DEALERS		350							
ISP TRADES		500							
TRADE AGREEMENTS		600							
SEASON TOTALS		20,070							

SEASON TOTAL	\$4,722,320.00
BUDGET	\$4,750,000.00
DIFFERENCE	-\$27,680.00

AVG
\$253.62

ECU PIRATE FOOTBALL WEEK TO WEEK SEASON TICKET SALES COMPARISON

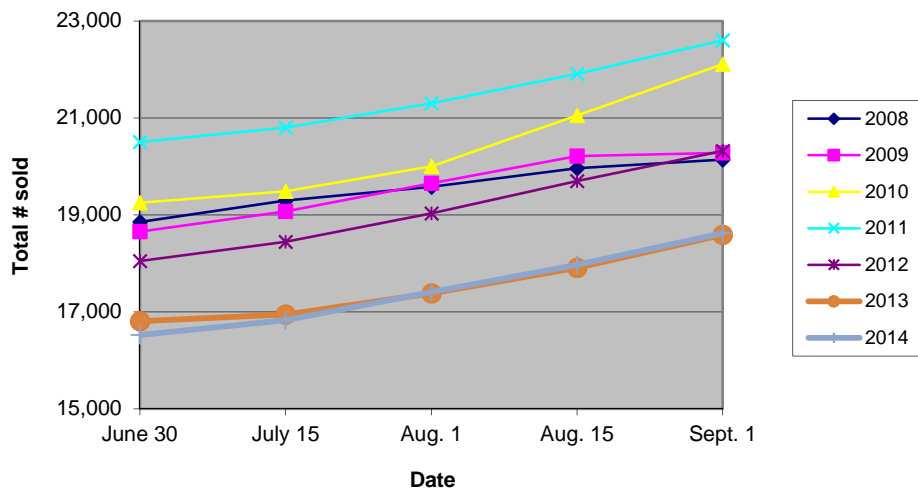
TOTAL SOLD

DATE	2008	2009	2010	2011	2012	2013	2014
March 25	1,769	100	6,016	6,059	6,252	5,263	5,920
April 1	2,655	656	13,252	14,476	13,258	10,604	13,085
April 8	4,025	1,826	16,818	17,248	14,789	14,020	14,457
April 22	7,678	5,341	17,336	18,345	16,412	15,145	14,782
April 29	11,250	10,563	18,113	18,666	16,801	15,501	15,000
May 6	16,712	15,835	18,255	19,006	17,003	15,778	15,234
May 13	17,410	16,639	18,376	19,213	17,205	15,969	15,411
May 27	17,921	17,824	18,678	19,716	17,473	16,239	15,772
June 15	18,371	18,185	18,952	20,225	17,785	16,499	16,257
June 30	18,850	18,656	19,245	20,504	18,047	16,808	16,521
July 15	19,292	19,071	19,483	20,801	18,443	16,947	16,828
Aug. 1	19,581	19,650	20,000	21,298	19,028	17,380	17,405
Aug. 15	19,964	20,211	21,052	21,906	19,699	17,905	17,970
Sept. 1	20,141	20,276	22,106	22,603	20,314	18,589	18,620
Sept. 15	20,160	20,241	22,196	22,832	20,299	18,719	0

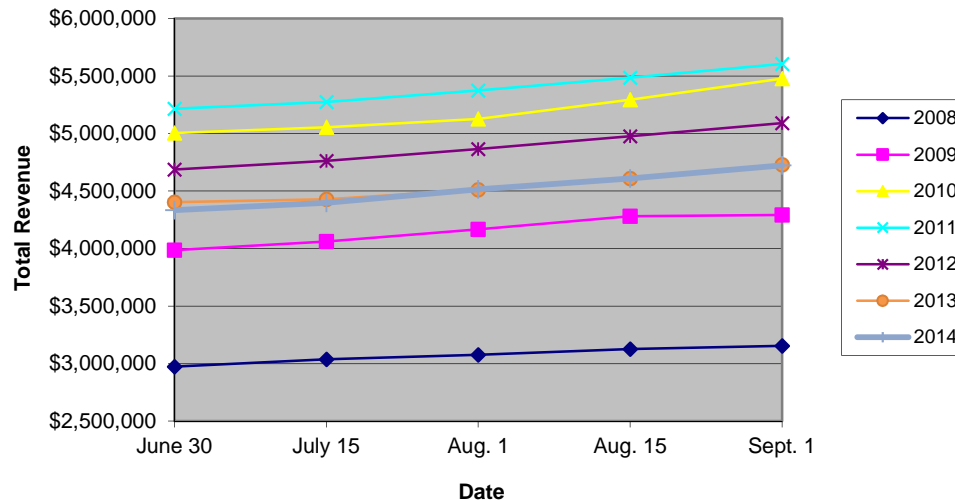
TOTAL REVENUE

DATE	2008	2009	2010	2011	2012	2013	2014
March 25	\$264,435	\$21,200	\$1,605,005	\$1,585,905	\$1,662,000	\$1,425,830	\$1,584,405
April 1	\$403,180	\$137,425	\$3,499,430	\$3,757,785	\$3,471,875	\$2,808,695	\$3,467,510
April 8	\$623,145	\$382,600	\$4,428,515	\$4,473,000	\$3,858,425	\$3,703,175	\$3,833,525
April 22	\$1,207,225	\$1,150,175	\$4,566,615	\$4,737,155	\$4,290,000	\$3,998,065	\$3,916,196
April 29	\$1,763,940	\$2,270,025	\$4,754,040	\$4,819,175	\$4,392,165	\$4,097,270	\$3,971,310
May 6	\$2,631,310	\$3,397,625	\$4,790,555	\$4,894,285	\$4,440,765	\$4,169,315	\$4,029,900
May 13	\$2,750,560	\$3,572,100	\$4,821,870	\$4,942,530	\$4,491,635	\$4,219,840	\$4,075,440
May 27	\$2,831,975	\$3,820,125	\$4,888,235	\$5,063,990	\$4,558,735	\$4,287,180	\$4,164,805
June 15	\$2,903,500	\$3,890,950	\$4,947,990	\$5,171,145	\$4,637,390	\$4,344,430	\$4,269,945
June 30	\$2,972,380	\$3,984,925	\$5,004,495	\$5,216,455	\$4,687,020	\$4,402,570	\$4,333,480
July 15	\$3,037,035	\$4,062,725	\$5,053,365	\$5,274,705	\$4,761,895	\$4,427,520	\$4,398,020
Aug. 1	\$3,076,230	\$4,168,275	\$5,126,630	\$5,374,180	\$4,864,295	\$4,512,485	\$4,513,975
Aug. 15	\$3,126,845	\$4,280,550	\$5,293,680	\$5,485,355	\$4,976,130	\$4,610,635	\$4,609,670
Sept. 1	\$3,153,575	\$4,292,415	\$5,477,020	\$5,605,400	\$5,091,085	\$4,730,250	\$4,722,320
Sept. 15	\$3,157,180	\$4,295,665	\$5,493,295	\$5,649,050	\$5,091,085	\$4,757,175	\$0

2008 vs 2009 vs 2010 vs 2011 vs 2012 vs 2013 vs 2014



2008 vs. 2009 vs 2010 vs 2011 vs 2012 vs 2013 vs 2014



Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

4.a. Generated revenues / total athletics revenue (%)
 Athletics-generated revenues as a percent of total athletics revenues. Generated revenues include all revenues that are earned by the athletics department for participation in athletics (for example, ticket sales, alumni contributions, licensing, etc.)

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

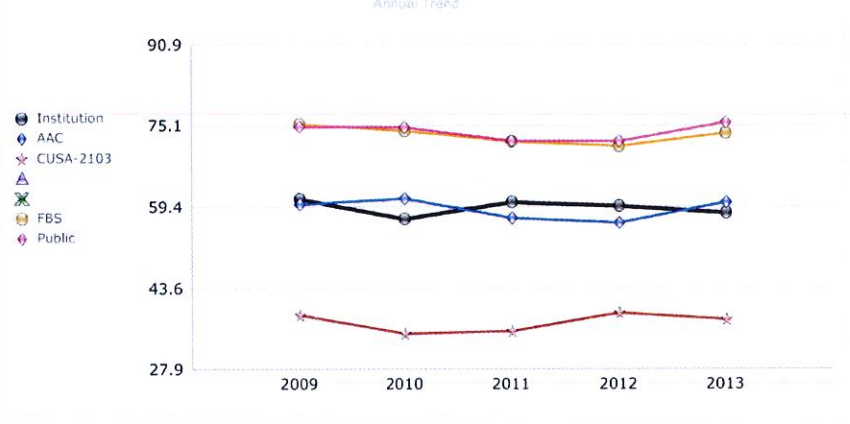
2. Load/Reload Percentile Data

Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

4.a. Generated revenues / total athletics revenue (%)



*Note: Annual Trends group comparator data uses 50th percentile.

4.a. Generated revenues / total athletics revenue (%)

Annual Trend					
	2009	2010	2011	2012	2013
Institution	61.0	57.1	60.3	59.6	58.2
AAC	59.9	61.0	57.2	56.3	60.2
CUSA-2103	38.5	34.8	35.3	38.9	37.6
FBS	75.5	74.1	72.1	71.2	73.6
Public	75.0	74.9	72.2	72.1	75.7

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Identifies total athletics expenditures.
 StuAidExp + GuarExp + CoachSalExp + AsstSalExp +
 CoachOthCompExp + AsstOthCompExp + SStfSalExp +
 SStfOthCompExp + SevPayExp + RecruitExp +
 TeamTravelExp + EqUniSupExp + GameExp +

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

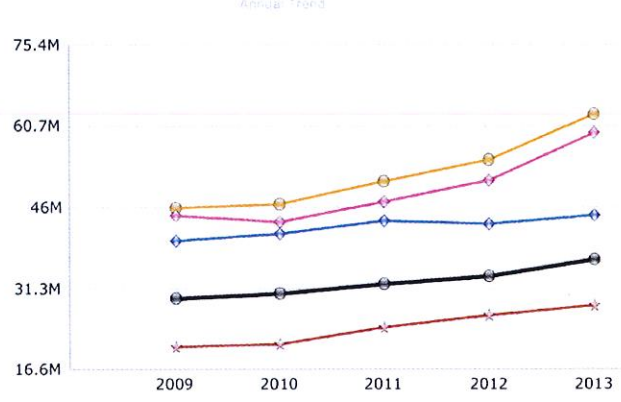
2. Load/Reload Percentile Data

Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

9. Total Expenditures (\$)



*Note: Annual Trends group comparator data uses 50th percentile.

9. Total Expenditures (\$)

Annual Trend					
	2009	2010	2011	2012	2013
Institution	29,581,993.0	30,473,691.0	32,220,961.0	33,623,495.0	36,639,494.0
AAC	39,996,935.0	41,283,522.0	43,591,527.0	43,067,025.0	44,612,535.0
CUSA-2103	20,811,000.0	21,309,000.0	24,328,234.0	26,542,476.0	28,337,108.0
FBS	46,005,760.0	46,687,913.0	50,773,529.0	54,685,485.0	62,870,359.0
Public	44,635,423.0	43,478,383.0	47,109,301.0	50,994,785.0	59,540,002.0

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Identifies the combined coaching staff and support staff/administrative salaries, benefits and bonuses paid by the university and by a third party and severance payments and their share of total athletics expenditures. (CoachSalExp + AsstSalExp + CoachOthCompExp +

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

2. Load/Reload Percentile Data

Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail



*Note: Annual Trends group comparator data uses 50th percentile.

11. Salaries and benefits (%)					
Annual Trend					
	2009	2010	2011	2012	2013
Institution	40.5	41.0	39.2	38.2	40.8
AAC	30.7	33.8	33.5	32.5	31.4
CUSA-2103	31.9	31.6	31.1	31.9	30.8
FBS	34.4	34.6	34.3	34.6	35.1
Public	34.6	35.0	34.6	34.8	35.3

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
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- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
 - 4.a. Generated revenues / total athletics revenue (%)
 - 6. Net revenues (\$)
 - 9. Total Expenditures (\$)
 - 11. Salaries and benefits (%)
 - 15. Athletics expenses / student-athlete (\$)
 - 16. Athletics expenditures / institutional expenditures (%)
 - 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)
- Total athletics expenditures divided by the total number of unduplicated student-athletes (as reported in Table 1 - Athletics Participation).
(StuAidExp + GuarExp + CoachSalExp + AsstSalExp + CoachOthCompExp + AsstOthCompExp + SStfSalExp +

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

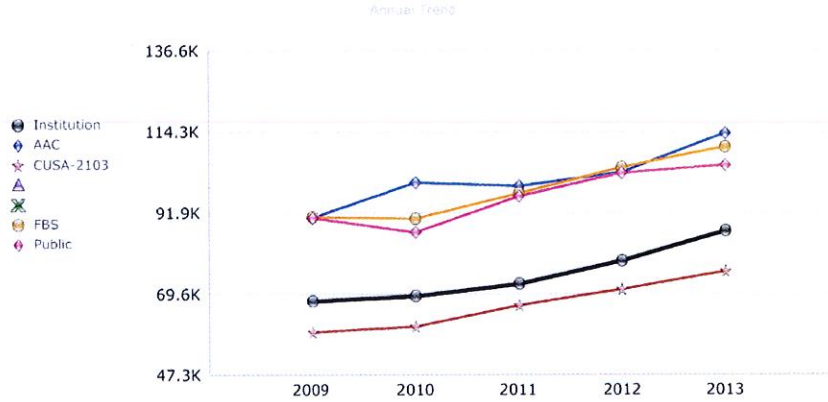
2. Load/Reload Percentile Data

Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

15. Athletics expenses / student-athlete (\$)



*Note: Annual Trends group comparator data uses 50th percentile.

15. Athletics expenses / student-athlete (\$)

Annual Trend	2009	2010	2011	2012	2013
Institution	67,693.4	69,101.3	72,406.7	78,743.6	87,029.7
AAC	90,576.2	100,385.4	99,360.1	103,115.7	113,851.4
CUSA-2103	59,091.5	60,672.8	66,503.1	70,874.1	75,824.0
FBS	90,898.6	90,428.4	97,393.1	104,479.3	110,122.8
Public	90,648.2	86,656.5	96,575.2	102,979.7	105,093.0

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Athletics expenditures as a percentage of total institutional expenditures.
 (StuAidExp + GuarExp + CoachSalExp + AsstSalExp + CoachOthCompExp + AsstOthCompExp + SStfSalExp + SStfOthCompExp + SevPayExp + RecruitExp +

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

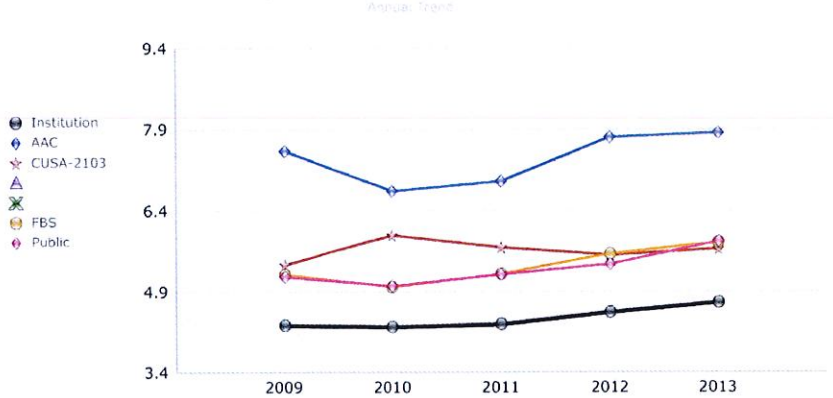
2. Load/Reload Percentile Data

Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

16. Athletics expenditures / institutional expenditures (%)



*Note: Annual Trends group comparator data uses 50th percentile.

16. Athletics expenditures / institutional expenditures (%)

Annual Trend					
	2009	2010	2011	2012	2013
Institution	4.3	4.2	4.3	4.5	4.7
AAC	7.5	6.7	6.9	7.7	7.8
CUSA-2103	5.4	5.9	5.7	5.6	5.7
FBS	5.2	5.0	5.2	5.6	5.8
Public	5.2	5.0	5.2	5.4	5.8

Financial Dashboard

East Carolina University

About Presidential View

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Compares the athletics expenditures rate of change with the university expenditures rate of change. A positive value means the athletics expenditures rate of change outpaced the university expenditures rate of change. A negative value means the university expenditures rate of

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

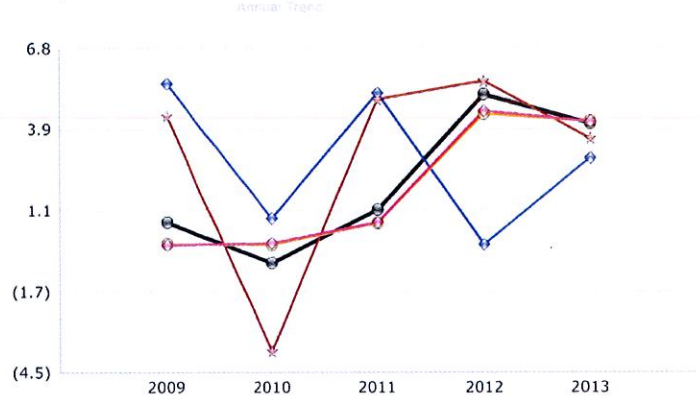
2. Load/Reload Percentile Data

Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)



*Note: Annual Trends group comparator data uses 50th percentile.

17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Annual Trend					
	2009	2010	2011	2012	2013
Institution	0.7	(0.7)	1.2	5.2	4.2
AAC	5.5	0.9	5.2	(0.1)	2.9
CUSA-2103	4.4	(3.8)	5.0	5.6	3.6
FBS	(0.0)	(0.1)	0.7	4.5	4.2
Public	(0.1)	0.0	0.7	4.6	4.2

Financial Dashboard

East Carolina University

About Presidential View

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
 - 4.a. Generated revenues / total athletics revenue (%)
 - 6. Net revenues (\$)
 - 9. Total Expenditures (\$)
 - 11. Salaries and benefits (%)
 - 15. Athletics expenses / student-athlete (\$)
 - 16. Athletics expenditures / institutional expenditures (%)
 - 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)
- Total athletics revenues less total athletics expenditures.
 (TktRev + StuFeesRev + GuaranteesRev + ContributionRev + ThrdPrtyRev + GovSupRev + DirInstitSupRev + IndirFacAdmnRev + NCAADistRev + BroadcastRev + ConcessionsRev + RoyalAdvertSponsorRev +

1. Link to Peer Selection Input

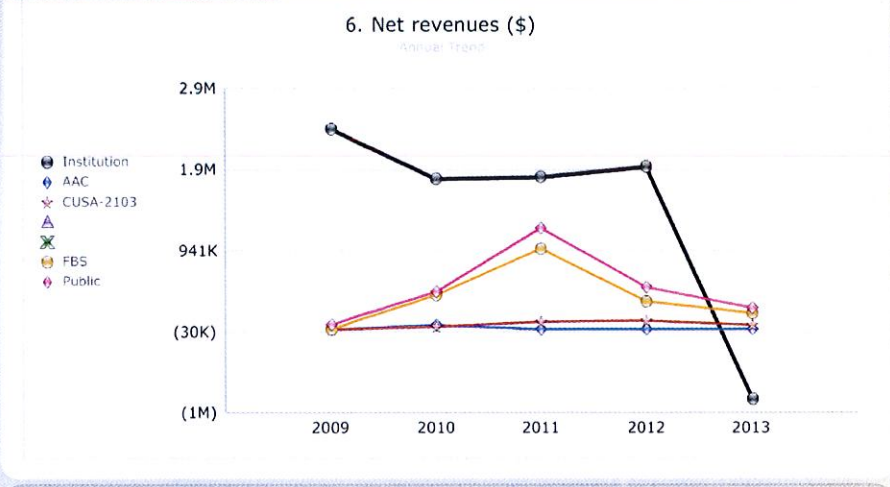
**Click this button to open a new browser window to select your three peer groups.*

2. Load/Reload Percentile Data

Idle

**Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.*

View Single-Year Detail



*Note: Annual Trends group comparator data uses 50th percentile.

6. Net revenues (\$)					
Annual Trend					
	2009	2010	2011	2012	2013
Institution	2,402,665.0	1,806,765.0	1,827,908.0	1,951,677.0	(834,262.0)
AAC	0.0	51,140.0	0.0	0.0	0.0
CUSA-2103	0.0	32,794.0	91,456.0	104,750.0	53,041.0
FBS	2,459.0	412,983.0	966,019.0	334,634.0	192,738.0
Public	61,256.0	454,743.0	1,215,290.0	507,375.0	257,779.0

Financial Dashboard

East Carolina University

About Presidential View

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
 - 4.a. Generated revenues / total athletics revenue (%)
 - 6. Net revenues (\$)
 - 9. Total Expenditures (\$)
 - 11. Salaries and benefits (%)
 - 15. Athletics expenses / student-athlete (\$)
 - 16. Athletics expenditures / institutional expenditures (%)
 - 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)
- Overall Academic Progress Rate for entire athletics program.

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

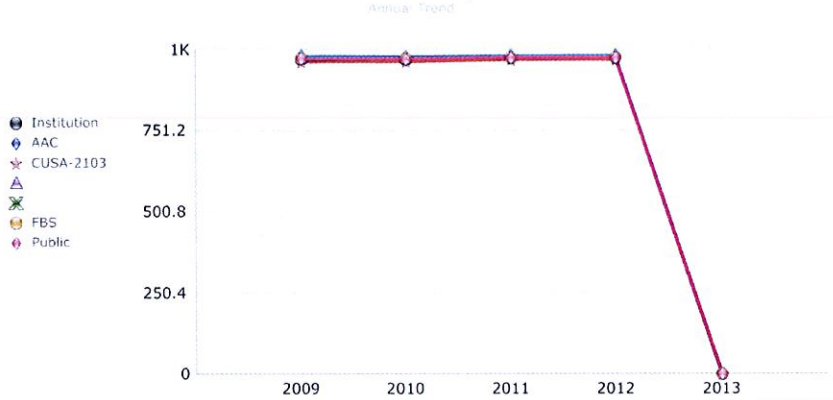
2. Load/Reload Percentile Data

Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

3. NCAA Academic Progress Rate



*Note: Annual Trends group comparator data uses 50th percentile.

3. NCAA Academic Progress Rate

Annual Trend					
	2009	2010	2011	2012	2013
Institution	971.0	970.0	976.0	976.0	0.0
AAC	981.0	979.0	981.0	982.0	0.0
CUSA-2103	964.0	964.0	970.0	970.0	0.0
FBS	974.0	973.0	976.0	976.0	0.0
Public	974.0	972.0	976.0	975.0	0.0

East Carolina University
Board of Trustees
September 18-19, 2014
Athletics & Advancement Committee

Session	Athletics & Advancement
Responsible Person	Jeff Compher, Director of Athletics
Agenda Item	II. D.
Item Description	Facilities Update
Comments	
Action Requested	Discussion
Disposition	
Notes	

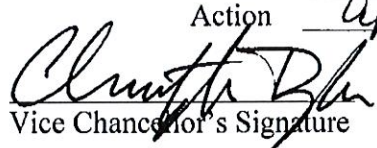
East Carolina University
Board of Trustees
September 18-19, 2014
Athletics & Advancement Committee

Session	Athletics & Advancement
Responsible Person	Chris Dyba, Vice Chancellor for University Advancement
Agenda Item	III. A
Item Description	Naming Items
Comments	
Action Requested	Action
Disposition	
Notes	<ol style="list-style-type: none"> 1. LGBT Center - \$500,000 – Dr. Jessie Peel 2. Media Relations Office in WSMB - \$25,000 – Sudden Link Communications 3. Football Offense Conference Room in WSMB - \$50,000 – William D. Mills, Sr. and Jr. 4. Pirate Club Executive Director’s Office in WSMB - \$50,000 – Don and Judy Edwards 5. Women’s Basketball Assistant Coach Office in Smith-Williams Center - \$25,000 – Alan and Connie Southard 6. Equipment Room for Men’s Basketball in Smith-Williams Center - \$25,000 – Mike Steele 7. Music Library Schematic <ul style="list-style-type: none"> • Quiet Study Area • Group Study Area • Circulation Desk

PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
TO NAME A FACILITY OR ACTIVITY

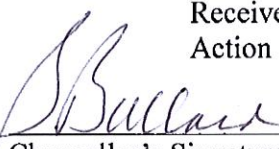
ROUTING SHEET

Office of Vice Chancellor for University Advancement:

Received _____
Action Approved / 9-2-14
Date
 Forwarded or returned 9-2-14
Date
Vice Chancellor's Signature

Comments _____

Chancellor's Office:

Received _____
Action Approved / 9-4-14
Date
 Forwarded or returned _____
Date
Chancellor's Signature

Comments _____

Athletics and Advancement Committee of the Board of Trustees:

Received _____
Action _____ / _____
Date
_____ Forwarded or returned _____
Date
Chair's Signature

Comments _____

Board of Trustees:

Received _____
Action _____ / _____
Date
_____ Forwarded or returned _____
Date
Chair's Signature

Comments _____



have made provisions in support of the ECU Foundation Inc. as follows:

me: DR. JESSE R. PEEL Birth date: March 8, 1940
Mailing Address: 1661 MENTON RD. NE
ATLANTA, GA 30306-3003

Estimated Amount

have made provisions for the ECU Foundation Inc. in my estate plan as follows:

Outright bequest in my will \$ _____

Provision in my will of _____ % of the remainder of my estate
I estimate the current value for the ECU Foundation Inc. to be: \$ _____

Provisions in the wills of the survivor of my spouse and myself
(Please give the spouse's birth date.) \$ _____

Trust under my will with the ECU Foundation Inc. as the final beneficiary
(Please include the birth dates or ages of income beneficiaries, or describe other conditions.): \$ _____

Other \$ 500,000.00
(Please describe.) Wells Fargo Advisors Account 5019-1485

You may print my name as a Leo W. Jenkins Society member. DR. JESSE PEEL LGBT CENTER
ENDOWMENT FUND

Please do not print my name.


Date 6/13/2014 Name Jesse Peel M.D.

For more information about bequest provisions or any planned-giving instruments, please call Greg Abeyounis, assistant vice chancellor for development, at 252-328-9573 or e-mail him at abeyounisg@ecu.edu. Visit us online at www.ecu.edu/plannedgiving.

PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
TO NAME A FACILITY OR ACTIVITY

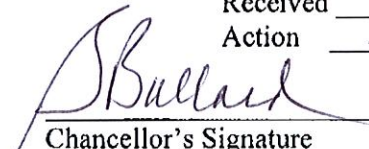
ROUTING SHEET

Office of Vice Chancellor for University Advancement:

Received _____
Action Approved / _____ Date 9-2-14
 Vice Chancellor's Signature Forwarded or returned _____ Date 9-2-14

Comments _____

Chancellor's Office:

Received _____
Action APPROVED / _____ Date 9-4-14
 Chancellor's Signature Forwarded or returned _____ Date _____

Comments _____

Athletics and Advancement Committee of the Board of Trustees:

Received _____
Action _____ / _____ Date _____
Forwarded or returned _____
Chair's Signature _____ Date _____

Comments _____

Board of Trustees:

Received _____
Action _____ / _____ Date _____
Forwarded or returned _____
Chair's Signature _____ Date _____

Comments _____



PG#
16473

STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University

Name Suddenlink Communications

Street Address 2120 W. Arlington Blvd.

City Greenville State NC Zip 27834

Phone (252) 757-2201 Fax (252) 757-2236

E-mail phil.ahlschlager@suddenlink.com

Naming Opportunity(ies) Offices in Media Relations

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of \$ 25000.00 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

- \$ 5000 in 2012 (Year)
- \$ 5000 in 2013 (Year)
- \$ 5000 in 2014 (Year)
- \$ 5000 in 2015 (Year)
- \$ 5000 in 2016 (Year)

() Annually () Semi-Annually () Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature Philip C. Ahlschlager

Signature SVP - North Carolina

Date 2/9/12

**NAMING PROPOSAL TO EAST CAROLINA UNIVERSITY
BOARD OF TRUSTEES**

J. Batt

Name of Originator

ECU Educational Foundation

252-737-4540

battj@ecu.edu

Department/Division

Phone

Email

Proposed Name(s) to Honor: **William D. Mills, Sr. by son William D. Mills, Jr.**

119 Harold Drive Swansboro NC 28584

Address: City State Zip

Telephone: **(910) 326-8108**

(910) 455-7576

Home

Business

Relationship to the University:

Proposed Object for Naming: **Offense Conference Room in Football Suite in WSMB**

Purpose for recommendation:

Honorary (Attach background materials as appropriate to justify the recommendation)

Gift (Attach background materials as appropriate to justify the recommendation and complete the section below)

Purpose of Gift: Annual Capital Endowment

Date of Original Commitment: **1/9/2012**

Amount of the Total Commitment: **\$50,000**

Amount Paid: **\$30,000**

Current Pledge Balance: **\$20,000**

Status of Payments: **Current**

Was the gift part of a campaign: Yes No Define: _____

Was the project pre-approved: Yes No

Directed to: ECU Foundation Educational Foundation

Medical Foundation Other

If the Gift was more than \$25,000:

1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

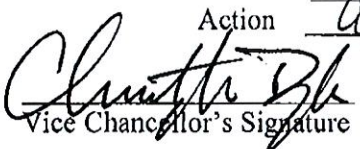

Signature of Originator

9.2.14
Date

PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
TO NAME A FACILITY OR ACTIVITY

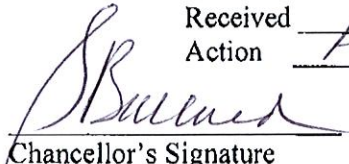
ROUTING SHEET

Office of Vice Chancellor for University Advancement:

Received _____
Action Approved / 9-2-14
Date
 Vice Chancellor's Signature Forwarded or returned 9-2-14
Date

Comments _____

Chancellor's Office:

Received _____
Action Approved / 9-4-14
Date
 Chancellor's Signature Forwarded or returned _____
Date

Comments _____

Athletics and Advancement Committee of the Board of Trustees:

Received _____
Action _____ / _____
Date
Chair's Signature Forwarded or returned _____
Date

Comments _____

Board of Trustees:

Received _____
Action _____ / _____
Date
Chair's Signature Forwarded or returned _____
Date

Comments _____



PC#
14732

STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University

William D. Mills, Jr.

Name William D. Mills, Jr.

Street Address 119 Harold Drive

City Swansboro State NC Zip 28584

Phone (910) 455-7576 (B) Fax (910) 455-7481

E-mail wmillsjr@ec.rr.com

Naming Opportunity(ies) Offense Conference Room in Football Office Suite in the Ward Sports Medicine Building

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of \$ 50,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

- \$ 10,000 in 2012 (Year)
- \$ 10,000 in 2013 (Year)
- \$ 10,000 in 2014 (Year)
- \$ 10,000 in 2015 (Year)
- \$ 10,000 in 2016 (Year)

Annually () Semi-Annually () Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature [Handwritten Signature]

Signature _____

Date 1-9-12



(100)

**NAMING PROPOSAL TO EAST CAROLINA UNIVERSITY
BOARD OF TRUSTEES**

J. Batt

Name of Originator

ECU Educational Foundation

Department/Division

252-737-4540

Phone

battj@ecu.edu

Email

Proposed Name(s) to Honor: Don & Judy Edwards

c/o UBE

516 S. Cotanche Street Greenville NC 27834

Address: City State Zip

Telephone: (252) 756-9567

Home

(252) 758-2616

Business

Relationship to the University: _____

Proposed Object for Naming: Pirate Club/Executive Director's Office in WSMB

Purpose for recommendation:

Honorary (Attach background materials as appropriate to justify the recommendation)

Gift (Attach background materials as appropriate to justify the recommendation and complete the section below)

Purpose of Gift: Annual Capital Endowment

Date of Original Commitment: 11/8/2010

Amount of the Total Commitment: \$50,000

Amount Paid: \$40,000

Current Pledge Balance: \$10,000

Status of Payments: Current

Was the gift part of a campaign: Yes No Define: _____

Was the project pre-approved: Yes No

Directed to: ECU Foundation Educational Foundation
 Medical Foundation Other

If the Gift was more than \$25,000:

1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

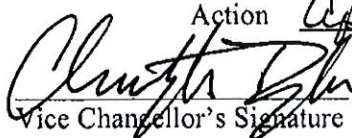
J. Batt
Signature of Originator

9.2.14
Date

PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
TO NAME A FACILITY OR ACTIVITY

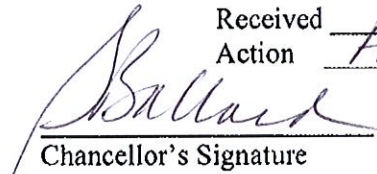
ROUTING SHEET

Office of Vice Chancellor for University Advancement:

Received _____
Action Approved / 9-2-14
Date

Vice Chancellor's Signature Forwarded or returned 9-2-14
Date

Comments _____

Chancellor's Office:

Received _____
Action Approved / 9-4-14
Date

Chancellor's Signature Forwarded or returned _____
Date

Comments _____

Athletics and Advancement Committee of the Board of Trustees:

Received _____
Action _____ / _____
Date
_____ Forwarded or returned _____
Chair's Signature Date

Comments _____

Board of Trustees:

Received _____
Action _____ / _____
Date
_____ Forwarded or returned _____
Chair's Signature Date

Comments _____



Pct# 10774

STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University Athletics

Name Don & Judy Edwards

Street Address c/o University Book Exchange
516 South Cotanche Street

City Greenville State NC Zip 27858

Phone (252) 758-2616 Fax () _____

E-mail donedwards@ubeinc.com

Naming Opportunity(ies) Pirate Club / Executive Director's Office in WSMB

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of \$ 50,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

\$ 10,000 in 2011 (Year)

\$ 10,000 in 2012 (Year)

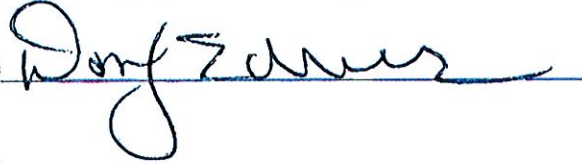
\$ 10,000 in 2013 (Year)

\$ 10,000 in 2014 (Year)

\$ 10,000 in 2015 (Year)

(X) Annually () Semi-Annually () Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature 

Date 10-8-10

Signature _____

Date _____



**NAMING PROPOSAL TO EAST CAROLINA UNIVERSITY
BOARD OF TRUSTEES**

J. Batt

Name of Originator

ECU Educational Foundation
Department/Division

252-737-4540
Phone

battj@ecu.edu
Email

Proposed Name(s) to Honor: **Alan and Connie Southard**

1408 Reynolda Road **Winston-Salem** **NC** **27104-1016**
Address: City State Zip

Telephone: **(336) 761-8155**
Home

Business

Relationship to the University:

Proposed Object for Naming: **Women's Basketball Assistant Coach Office in Smith-Williams Center**

Purpose for recommendation:

- Honorary (Attach background materials as appropriate to justify the recommendation)
- Gift (Attach background materials as appropriate to justify the recommendation and complete the section below)

Purpose of Gift: Annual Capital Endowment

Date of Original Commitment: **11/1/2011**

Amount of the Total Commitment: **\$25,000**

Amount Paid: **\$15,000**

Current Pledge Balance: **\$10,000**

Status of Payments: **Current**

Was the gift part of a campaign: Yes No Define: _____

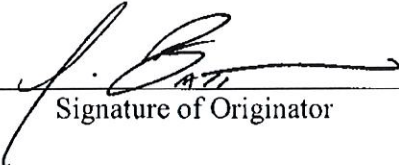
Was the project pre-approved: Yes No

Directed to: ECU Foundation Educational Foundation

Medical Foundation Other

If the Gift was more than \$25,000:

- Attach a copy of the signed Letter of Intent.
- Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
- If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

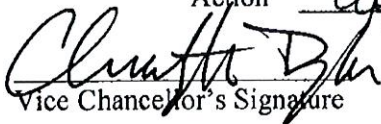

Signature of Originator

9.2.14
Date

PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
TO NAME A FACILITY OR ACTIVITY

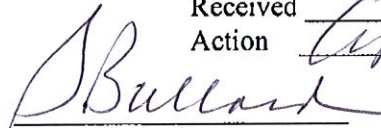
ROUTING SHEET

Office of Vice Chancellor for University Advancement:

Received _____
Action Approved / 9-2-14
Date
 Forwarded or returned 9-2-14
Date

Comments _____

Chancellor's Office:

Received _____
Action Approved / 9-4-14
Date
 Forwarded or returned _____
Date

Comments _____

Athletics and Advancement Committee of the Board of Trustees:

Received _____
Action _____ / _____
Date
_____ Forwarded or returned _____
Date
Chair's Signature _____ Date

Comments _____

Board of Trustees:

Received _____
Action _____ / _____
Date
_____ Forwarded or returned _____
Date
Chair's Signature _____ Date

Comments _____



PCH
9025

STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University

Name ALAN & CONNIE SONTAKO
 Street Address 1408 REYNOLDS RD.
 City WIN-SAL State NC Zip 27104
 Phone 336 761-8155 Fax 336 723-6709
 E-mail AHSWEC@AOL.COM
 Naming Opportunity(ies) Women's Assistant Coaches Office

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of \$ 25,000.00 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

\$ 5,000 in 2012 (Year)
 \$ 1 in 20 (Year)
 \$ 1 in 20 (Year)
 \$ 1 in 20 (Year)
 \$ 5,000 in 2016 (Year)

() Annually () Semi-Annually () Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature [Handwritten Signature]

Signature _____

Date 1-1-11

**NAMING PROPOSAL TO EAST CAROLINA UNIVERSITY
BOARD OF TRUSTEES**

J. Batt
Name of Originator

ECU Educational Foundation 252-737-4540 battj@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Mike Steele
Mike Steele Agency LLC

1020 Red Banks Road Greenville NC 27858
Address: City State Zip

Telephone: (252) 317-2847 (252) 317-2847
Home Business

Relationship to the University: _____

Proposed Object for Naming: Equipment Room for Men's Basketball in Smith-Williams Center

Purpose for recommendation:

- Honorary (Attach background materials as appropriate to justify the recommendation)
- Gift (Attach background materials as appropriate to justify the recommendation and complete the section below)

Purpose of Gift: Annual Capital Endowment

Date of Original Commitment: 3/27/2011

Amount of the Total Commitment: \$25,000

Amount Paid: \$15,000

Current Pledge Balance: \$10,000

Status of Payments: Current

Was the gift part of a campaign: Yes No Define: _____

Was the project pre-approved: Yes No

Directed to: ECU Foundation Educational Foundation
 Medical Foundation Other

If the Gift was more than \$25,000:

1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
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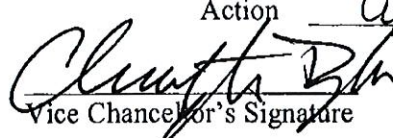
J. Batt
Signature of Originator

9.2.14
Date

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TO NAME A FACILITY OR ACTIVITY

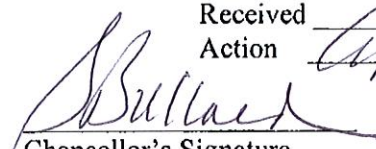
ROUTING SHEET

Office of Vice Chancellor for University Advancement:

Received _____
Action Approved / 9-2-14
Date
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Date

Comments _____

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Received _____
Action Approved / 9-4-14
Date
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Date

Comments _____

Athletics and Advancement Committee of the Board of Trustees:

Received _____
Action _____ / _____
Date
_____ Forwarded or returned _____
Date
Chair's Signature _____ Date

Comments _____

Board of Trustees:

Received _____
Action _____ / _____
Date
_____ Forwarded or returned _____
Date
Chair's Signature _____ Date

Comments _____



PC#
2295

ECU Educational Foundation

STATEMENT OF INTENT
"STEP UP TO THE HIGHEST LEVEL" CAMPAIGN
East Carolina University Athletics

Name Mike Steele

Street Address 905

City Greenville State NC Zip 27858

Phone 252 531-5156

Fax () _____

E-Mail msteele@CBSMC.com

Naming Opportunity(ies) _____
* Yes * Equipment Room for MBB
in Smith Williams Center

To assist in attaining the goals set forth by the Department of Athletics under the "Step Up To The Highest Level" Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of \$ 25,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

\$ 5,000 in 2011 (Year)

\$ 5,000 in 2012 (Year)

\$ 5,000 in 2013 (Year)

\$ 5,000 in 2014 (Year)

\$ 5,000 in 2015 (Year)

Annually () Semi-Annually () Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature Mike Steele

Signature Sandy Steele

Date 3/17/2011

smb

Music Library

Study carrel 32" wide

Quiet Study – 19' 6" x 14' 6" = 322 sq./ft.

Group Study – 17' 6" x 11' = 193 sq./ft.

Circulation Desk – 9' x 8' = 72 sq./ft.

Whole renovation (music library as a whole – previously approved for naming at \$500k) – 68' 5" x 50' = 3,425 sq./ft.

From: Teague, Dwain
Sent: Friday, August 08, 2014 4:35 PM
To: Dyba, Christopher Michael
Cc: Banning, Maha; Lewis, Janice S; Sanders, Mark
Subject: Hi Dyba: inquiry re: requesting approval of new Music Library naming opps

Hi Dyba, happy Friday to you! Greetings from the Library.

We are planning our fundraising effort to renovate/expand the Music Library located in the School of Music. I believe we discussed this with you awhile back during your visit to Joyner. We have a few new potential naming opportunities (noted below) that we wanted to share with you to ask your feedback/approval to include in our marketing pieces. These new spaces would be created as part of the renovation/expansion, so they would be brand new opportunities. We are more than happy to meet with you to discuss in person at your convenience. Should you wish to visit the Music Library as part of our meeting, I'm happy to coordinate those details for you.

Jan Lewis and I have met with Dr. Buddo and Nancy Ball as we all will collaborate on prospects/donors since this project will directly impact/benefit School of Music students and faculty. Thank you as always for your time and suggestions/feedback. Sincerely, Dwain.

The proposed new naming opportunities will include:

- 1) A Quiet Study Room with individual study carrels will be a vital new aspect of the renovation. A recent ethnographic study of patron activities in the music library revealed that ECU music students overwhelmingly prefer to study individually. A new 14-carrel quiet study room will facilitate quiet, individual study in an area separated from other uses. – \$50,000
- 2) More exciting additions will include two Group Listening/Viewing/Study Rooms – a feature the Music Library has never had, but one that is a staple in other music libraries. Today, if students want to work together to prepare for a music listening or opera history exam they have to look for adjacent seats in the computer lab and use splitters to listen simultaneously. Too often, they are frustrated by the lack of appropriate space and equipment, and leave the Library. The new Group Listening/Viewing/Study Rooms will allow groups of students to listen and then dialog together in preparation forexams or class discussions. In addition, these rooms can be used for group viewing and discussion of performances and movies required for classes, as well as for group study, collaborative work, and occasional special events and meetings. – \$25,000 per room
- 3) The Circulation Desk area serves as the primary point of service for students and faculty who need assistance. Music librarians or staff members are always available at the Service Desk to answer questions, assist with music related research, or to offer assistance with technology needs. – \$50,000

Have you considered your gift to support the ECU Libraries? <https://onestop.ecu.edu/onlinegiving/>

Dwain Posey Teague ('93, '98)

Major Gift Officer

Laupus Health Sciences Library and Academic Library Services (Joyner Library and Fletcher Music Library)

East Carolina University

teagued@ecu.edu

http://www.linkedin.com/profile/view?id=41139971&authType=name&authToken=mZO6&locale=en_US&pvs=pp&trk=ppro_viewmore

Laupus Library Office:

1502 Health Sciences Bldg.

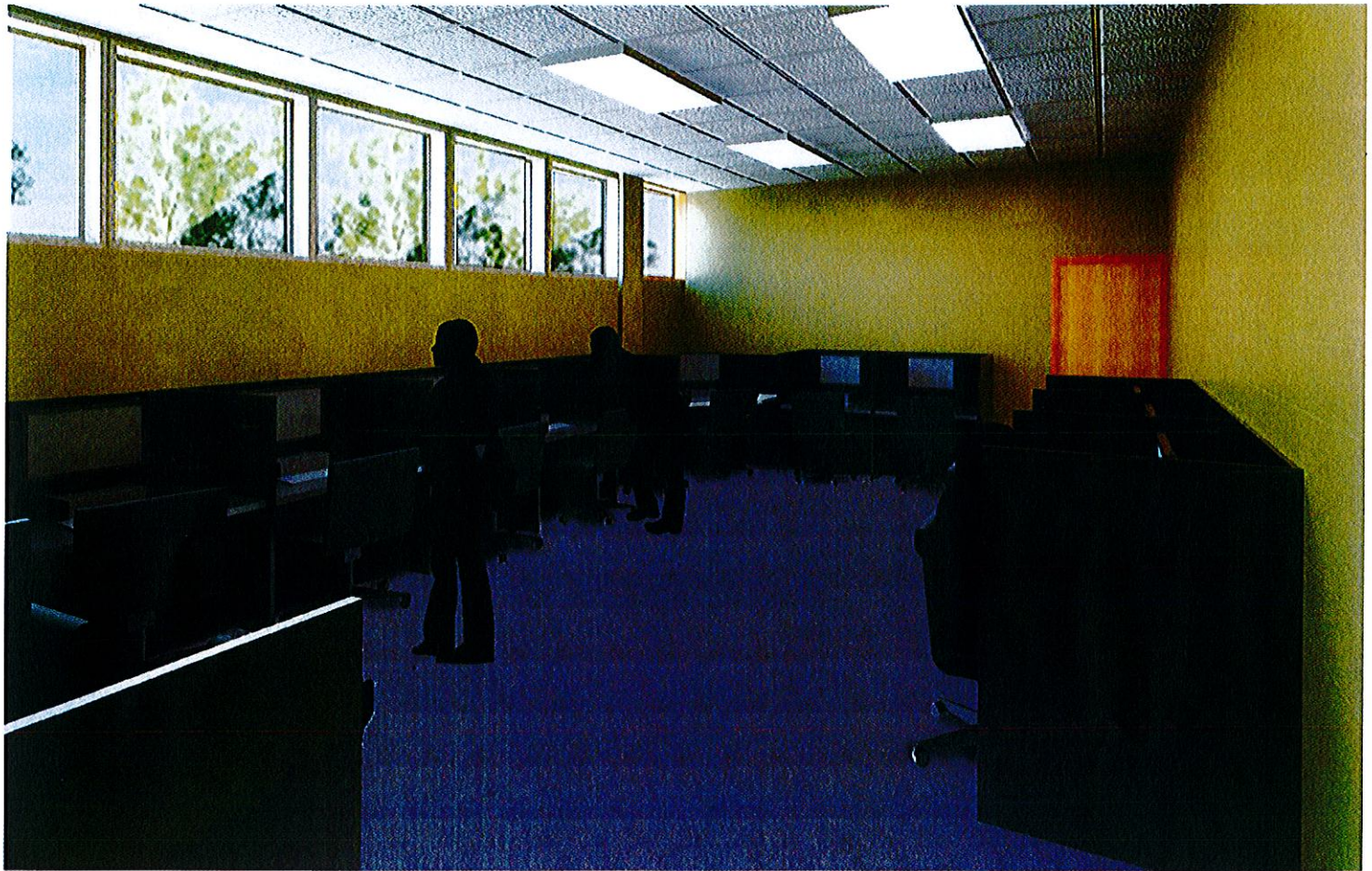
Laupus Library

Direct #(252) 744-0248

Music Library

Quiet Study

19' 6" x 14' 6" = 322 sq./ft.



Music Library

Group Study

17' 6" x 11' = 193 sq./ft.



Music Library

Circulation Desk

9' x 8' = 72 sq./ft.



East Carolina University
Board of Trustees
September 18-19, 2014
Athletics & Advancement Committee

Session	Athletics & Advancement
Responsible Person	Virginia Hardy, Vice Chancellor for Student Affairs
Agenda Item	III. B.
Item Description	Review of Building Names
Comments	
Action Requested	Discussion
Disposition	
Notes	

East Carolina University Campus Buildings

ACADEMIC BUILDINGS

A.J. Fletcher Music Center

Namesake: A. J. Fletcher (1887-1979), a native of Ashe County, NC, graduated from Wake Forest Law School. He became a prominent North Carolina attorney, businessman, philanthropist, and patron of the arts and music. He served as editor of the Mooresville Enterprise and Apex Journal. Fletcher was the founder of the National Opera Company in 1948 and WRAL in 1939. He established the Tobacco Radio Network and was prominent throughout America for his contributions to broadcasting.

Son of a Baptist minister and the seventh of fourteen children, Fletcher was a strong proponent of the arts, particularly music education. Numerous educational and scholarship programs bear his name through the work of the AJ Fletcher Foundation. Personal papers are held at Duke University.

History: The building was dedicated on May 16, 1971 and is located on the eastern edge of campus near Tenth Street.

Harold H. Bate Building

Namesake: On February 10, 2001 the General Classroom Building was renamed in honor of Harold H. Bate (1907-2000) of New Bern. After graduating from Cornell University he became a philanthropist, investor, and joined the family lumber business until his retirement. Bate was originally from New York, but moved to New Bern in 1964 to expand the family business. Mr. Bate, who died August 2000 at the age of 93, made contributions to ECU totaling more than \$2.7 million as well as establishing the Harold H. Bate Foundation, which has assets close to \$60 million.

Bate's legacy through the Bate Foundation supports numerous charities and institutions, notably the UNC Medical Foundation and East Carolina University. After selling his company, he invested heavily in stocks and timberlands in North Carolina and Oregon. No personal papers exist in any known repository.

1990 - Room 2203 was designated the " Inglis Fletcher Library" in honor of the late novelist and in appreciation of her granddaughter Carolista Fletcher-Golden's donation of Ms. Fletcher's elegant Jacobean library furnishings. Some of these furnishings include: an Anglo-Persian rug, a Jacobean chair and bench, an antique deacon's bench, and a library table used by Ms. Fletcher while writing.

August 1992 - General Classroom Building 1031 was named in honor of W. Howard Rooks of Alexandria, Virginia. He was an ECU alumnus and major supporter of the School of Business and University Scholar Awards Program. Also the Department of Communication's computer lab was named after alumnus Charles S. Edwards.

Brewster Building

Namesake: Lawrence Fay Brewster (1907-1999) was educated in the public schools of New York and New Jersey. His undergraduate studies were conducted at William and Mary College, and his graduate studies at Princeton and Columbia Universities. In 1932 he received his M.A., and later a Ph.D. at Duke University (1942). For two years he held positions at Cranleigh School for Boys in St. Petersburg, Florida. He was a research editor for the North Carolina Historical Survey and for one year taught history at Clemson College. After serving at Duke University for four years, he joined the department of Social

East Carolina University Campus Buildings

Studies at ECU as an instructor (1945). During his 25 years at ECU, Brewster initiated the Graduate Program in History, was director of Graduate Studies in History, and was a Fulbright Advisor.

After his retirement, Brewster's commitment to ECU was still strong. He established the Lawrence F. Brewster Graduate Fellowship in History and the History Endowment Fund. Later he established the Lawrence F. Brewster Fund in the Department of History, in which each year three outstanding graduate students in history receive Brewster Fellowships.

A proclaimed Democrat and Presbyterian, served as an administrator at St. Paul's Episcopal Church in Greenville, NC and as Historian of the Diocese of East Carolina in addition to membership in several historical and education associations.

Established two endowments to support students in the Department of History at East Carolina and curated the Asian Book Collection to support foreign exchange opportunities in the 1950s. No personal papers in any known repository.

History: Brewster Building was dedicated on January 20, 1974.

Additions: 1965 - Dedication of the A.D. Frank Seminar room in the History Department

Austin Building, New

Namesake: Herbert E. Austin (1866-1929), a graduate of Worcester Polytechnic Institute in Massachusetts, taught at East Carolina Teachers Training School as a professor of Science and Geography from 1909 to 1929 and was the school's acting dean. He was a charter member of the faculty.

Austin was a member of the Methodist faith as well as the local chapter of the Kiwanis Club. No personal papers in any known repository.

History: The "New" Austin building was constructed on the former college baseball field, just east of Rawl Building.

Additions: 1965 - The Arthur D. Frank Seminar room was dedicated on the third floor. Dr. Frank joined the faculty in September 1924 and was chair of the Social Studies department until his retirement in November 1957.

1969 - ECU Chimes were installed in Austin. The chimes were a gift to the university from the Class of 1969 and played the Alma Mater at noon each day. The chimes have since been removed from the building.

Carol Belk Building

Namesake: Carol G. Belk and her husband Irwin, of Charlotte North Carolina have been long time contributors to ECU. Together they started the Belk Foundation that has benefitted many ECU students as well as students at other North Carolina schools. In 1997, Irwin Belk received an honorary degree from ECU. These people have done many other things that have shown their support of ECU. In March 2000, they gave a gift to the university that will generate \$3.78 million in the next 30 years. The gift will create more than 20 endowed scholarships over the next three decades. Funds will be matched by the ECU Endowment Fund and will create one additional scholarship each year worth at least \$10,000.

East Carolina University Campus Buildings

In 1999, the Belks commissioned Jodi Hollnagel to create a three ton pirate sculpture that was placed at Dowdy-Ficklen Stadium on October 11, 1999 and dedicated during Homecoming October 23. They also donated money to the art department so that they could renovate the tilt furnace that would be capable of casting larger components of the statue.

Christenbury Memorial Gymnasium

Namesake: John B. Christenbury (1907-1944) Statesville native, was a football coach and physical education instructor at East Carolina Teachers College from 1940-1943. He was educated at Davidson College and went on to receive an MA from Columbia University in 1934.

He came to ECTC in 1940 and his 1941 team went undefeated and is still the University's best winning record (7-0-0). In his two years, ECU recorded 15 wins and 12 losses. This gave him a .800 percent win record, best of all ECU coaches. On July 1, 1944, Mr. Christenbury was killed in an explosion at Port Chicago, California. The Gymnasium was dedicated January 6, 1953 to John B. Christenbury and to alumni who had died in World War II while serving in the U.S. Army.

Christenbury was killed in the same incident that spawned the "Port Chicago 50," an event that saw hundreds of servicemen, many black, to refuse to continue munitions loading under unsafe conditions. The subsequent trial of the "mutineers" is credited by many historians as a catalyst for the desegregation of the armed forces. No personal papers exist in any known repository.

The ECU Board of Trustees dedicated the building in 1953 as Christenbury Memorial Gymnasium, but no official action was ever recorded in the Board's minutes. It was re-dedicated in 1989 as the John B. Christenbury Memorial Gymnasium.

Eller House

Namesake: This building was named after Ernest McNeil Eller of Annapolis Maryland. Rear Admiral Eller was born in Marion, Virginia in 1903. He was a 1921 graduate of North Carolina State College. He received his Naval Officer's Commission from Annapolis in 1925 and the Master's Degree from George Washington University in 1934. He remained in the Navy being promoted to the rank of Rear Admiral in 1954 and retired in 1970. Eller served during World War II as Assistant Naval Attache in London in 1940, aboard the USS Saratoga, USS Utah, USS Texas and the Submarine S-3. He served on the staff of the Commander-in-Chief, U.S. Pacific Fleet and Command of the USS Clay. After World War II, the admiral attended the National War College and was assigned to the Staff Planning Section of Joint Staff, Joint Chiefs of Staff. [Jemison Beshears, Volume 6, Stem to Stern, 1990]

The building was dedicated on April 17, 1991 in honor of retired Admiral Eller of the U.S. Navy. He was a scholar of American maritime history and in 1990 he donated his entire personal library (over 2000 books) to ECU. Admiral Eller was also a generous patron to the ECU libraries and History Department, and he is also the founder and donor to the Eller Fellowship in Naval History. Admiral Eller died on July 30, 1992 at the age of 89.

Eller was a 1925 graduate of the Naval Academy and a decorated veteran of World War II. Upon retirement from active duty, he served the Director of Naval History. His papers are held by East Carolina University.

East Carolina University Campus Buildings

Erwin Building

Namesake: Clyde Atkinson Erwin (1897-1952) was a student at the University of North Carolina at Chapel Hill in 1915-1916. In 1933, he was President of the North Carolina Education Association and gained recognition for his efforts to establish a state-supported school system. Erwin was State Superintendent of Public Instruction (1936-1952) and at the same time Ex-Officio Chairman of the ECU Board of Trustees. The building was dedicated at the Founder's Day Celebration on Tuesday March 8, 1955.

No personal papers exists in any known repository. Was a protégé of J.Y. Joyner.

Flanagan Building

Namesake: Edward Gaskill Flanagan (1875-1942), a Greenville native, was a member of the ECTC Board of Trustees and chairman of the ECTC Building Committee. He inherited the Flanagan Buggy Company from his father, served in the North Carolina General Assembly and was president of the Guarantee Bank & Trust Company.

Edward Flanagan was an important citizen and early supporter of East Carolina. He has no surviving personal papers.

History: Flanagan Building was dedicated on March 8, 1941, by Governor Clyde R. Hoey during homecoming. Homecoming was postponed from fall to winter in order to dedicate this new structure in connection with the event. This classroom building is located in the central part of campus next to the Student Health Center. It was built with a combination of state and Public Works Administration funds representing ECTC's only participation in the WPA program.

Graham Building

Namesake: Maria Daniel Graham (1876-1947), professor at East Carolina from 1909 until 1945, founded the Math Department and served the college for over three decades. She received her B.A. from Peabody College and M.A. from Columbia University. She also attended the University of Chicago but did not finish her doctorate degree. Miss Graham, a North Carolina native, followed the footsteps of many of her family members who were also professional educators. The building was named for her in 1949.

In November 1993, the Class of 1993 donated a clock to be placed in front of Graham Building.

Additions: 1960/61 - Allen J. Mawell, Jr., third story addition

Howell Science Complex

Namesake: On October 3, 1991 the Science Building was dedicated to John McDade and Gladys David Howell. Mr. Howell was chancellor of ECU from 1982-1987 and held faculty and academic administrative positions at ECU for 30 years. He started his service at ECU when he became a part of the Political Science faculty in 1957. In 1963 he became the founding chair of the Political Science Department. He was also Dean of the College of Arts and Sciences in 1966, Dean of the Graduate School in 1969, and Vice Chancellor for Academic Affairs from 1973-1979. Next, he returned to the classroom for three years to teach and then became Chancellor of ECU after Dr. Thomas B. Brewster resigned.

East Carolina University Campus Buildings

Mrs. Howell is a retired member of the ECU Sociology faculty. She retired in 1982 when her husband agreed to become Chancellor of ECU, and her service to the university continued to be depicted in her actions. Together the Howells have almost 60 years of service invested in ECU.

In 1969, the Senior Class along with the Alumni Association and the Student Government Association joined together to purchase chimes to be placed on the roof of the building.

Jenkins Fine Arts Center

Namesake: Leo W. Jenkins (May 28, 1913 - January 14, 1989) obtained a BS degree from Rutgers University, an MA at Columbia University and a D.ED at New York University. He came to East Carolina University in the fall of 1947, as dean. After serving in the US Marine Corps during WWII, he had been professor of Political Science at Montclair State Teachers College and Assistant to the Commissioner of Higher Education in New Jersey. He was elected president of ECU on January 1st, 1960. Dr. Jenkins retired in 1978 after a distinguished career which included getting the medical school at ECU.

Dr. Jenkins was a decorated combat veteran. In addition to his instrumental role in obtaining on behalf of East Carolina a medical school and University status, he presided over the desegregation of the college. While he was hesitant to relent to the demands of minority students in the 1960s, including the banning of "Dixie" at University events, he allowed the student body to make the changes at their own pace. His papers are held here at East Carolina.

History: It was dedicated April 24, 1977 and currently houses the School of Art and the Wellington B. Gray Art Gallery.

Additions: 1999 - October 23rd, Irwin Belk Foundry dedicate Foundry and pirate sculpture created using \$100,000 gift from Irwin Belk.

J.Y. Joyner Library

Namesake: Joyner James Yadkin Joyner (1862-1954), a North Carolina native, graduated from the University of North Carolina in 1881 with a Ph.B. degree (bachelor of philosophy) at age 19, the youngest member of the class. He taught at Winston Graded Schools (1884-1885) and served as superintendent at Goldsboro Graded Schools (1889-1893). During the intervening period, he studied at Greensboro Law School (1885-1886) and practiced law in the firm of Faircloth, Allen, and Joyner (1886-1889), in Goldsboro. In 1902 Governor Charles Brantley Aycock appointed Joyner superintendent of public instruction. Joyner held his position until 1919. During his term, he instituted many reforms in the state's system of public education. He was also the first ex-officio chairman of the ECTS Board of Trustees (1907-1918) and later a member of the board (1922-1925).

His father was a wealthy planter and Democrat. Close friend of Charles Aycock. Dean of what is now UNC-Greensboro. Trustee of what is now North Carolina A&T State University. He was also a proponent of vocational education. His papers are held at East Carolina University.

The building was rededicated Founder's Day, March 8, 1999.

2001 - Naming and dedication ceremony for the Langford-Joyner Clock Tower and the Verona Joyner Langford North Carolina Collection held on Founders Day.

East Carolina University Campus Buildings

Mamie E. Jenkins Building

Namesake: Mamie E. Jenkins (1875-1957), an English teacher for 36 years, played an important role in the development of what we now know as ECU, from its beginning in 1909 until she retired in 1946. Miss Jenkins attended Trinity College, now known as Duke University, in 1896 and received her BA degree. She was also one of the first four female graduates of that College. She received her Master's degree at Columbia University and while teaching. She did graduate work at the University of Wisconsin as well as other schools. She was also one of the first three faculty members to be elected to serve at East Carolina Teachers Training School. She edited the Training School Quarterly from 1914-1922, was faculty advisor for the Techo Echo newspaper which she helped to establish, and originated the school motto "To Serve."

Mamie Jenkins was a declared Methodist and the daughter of a minister. As a child she lived in the Methodist Home for Children which her family founded. She left behind no manuscript papers.

In May of 1954 the alumni building was officially named in honor of Mamie E. Jenkins.

History: One of the six original buildings, this small brick structure with sweeping arches and red tile roof exhibits the Spanish-mission style of architecture which was prevalent on the early campus. The building served as an infirmary until 1929, then became the home economics practice house and later housed the Institute of Coastal & Marine Resources. In May of 1954 the alumni building was officially named in honor of Mamie E. Jenkins. In 1993 the ECU Board of Trustees looked at adding several buildings, including the Mamie E. Jenkins Building, to the National Registry of Historic Places. The buildings were not added to the registry due to concerns over future construction and renovations that might be necessary.

McGinnis Theatre

Namesake: Howard Justus McGinnis (1882-1971), a Ph.D. recipient from George Peabody College, was a psychology professor (1927-1944) and registrar (1928-1947) at East Carolina Teachers College. From May 1944 through August 1946, Dr. McGinnis served as acting president of the college. After Dr. Dennis Cooke was hired as president, Dr. McGinnis continued as registrar another year and then became director of field services until his retirement in 1950.

History: Built adjacent to Wahl-Coates School (the Practice School), this auditorium was to serve as the school auditorium and the college theatre. Today, Wahl Coates School and now attached auditorium are being used as the Messick Theatre Arts Center, and they now house the Theatre Arts Department. In 1981, the auditorium underwent considerable renovations.

Minges Coliseum/Williams Arena

Namesake: The building honors the following members of the Minges family: Mr. and Mrs. M.O. Minges and their children Martha Minges Bass, Forrest, Hoyt, John, Max and Ray Minges. M. O. Minges was the founder of the Pepsi-Cola Bottling Co. of Greenville. Since the company was founded, it has been a family ran business. In 1966, John Minges, the president of the Pepsi-Cola Bottling Company of Greenville, donated \$25,000. This was the largest single private gift ever received by the 58-year-old college (at that time). Afterward the ECC trustees' voted unanimously to name the building after the M. O. Minges family, not only for the donation but for the growing support that they offered.

East Carolina University Campus Buildings

In April 1994, Minges Coliseum was rededicated to Walter L. Williams and became known as Williams Arena. Mr. Williams was the first to donate \$1 million for the renovation of the Coliseum. He is also president and founder of Trade Oil Company and has 29 stores throughout North Carolina under the Trade Mart name.

The Minges Family papers are held at East Carolina. There is little political or religious information contained within, it is nearly all related to the operation of the Pepsi bottling plant in Pitt and Craven counties.

Additions: 1999 - Irwin Belk offered a sculpture as part of an endowment pledge to the school. Jodi Hollnagel, a faculty member of the ECU School of Art, made a 3-ton bronze pirate, standing at least two stories tall, raising his cutlass toward the end zone of Dowdy-Ficklen Stadium, in the plaza right outside of Minges Coliseum.

Mendenhall Student Center

Namesake: Cynthia Anne Mendenhall was born August 21, 1922 in Fort Knox, Kentucky to James Edward and Cora Redding Mendenhall. She received her B.S. degree in Business Administration from Woman's College of North Carolina. She also spent a year at UNC-CH and obtained a B.A. degree in Sociology and Recreation and pursued further graduate study at the University of Colorado and the University of Wisconsin. She joined the staff at ECU in 1954 as the first director of the Student Union and initiated numerous recreational activities. Ms. Mendenhall succumbed to cancer February 3, 1972.

Mendenhall was a proclaimed Methodist, WWII YWCA camp volunteer, and volunteered at several hospitals. She left no personal papers in any known repository.

History: The building was dedicated on February 9, 1974.

Additions: 1989 and 1990 - Built facility for WZMB which was founded by ECU Media Board and a WZMB grant - 30,000 square foot addition costing \$4 million

Messick Theatre Arts Building

Namesake: John Decatur Messick (1897-1993), a native North Carolinian and a Ph.D. Graduate of New York University was president of East Carolina Teachers College from 1947 through 1959. During his term as president, the school's name was changed from East Carolina Teachers College to East Carolina College, 16 new buildings were built, and enrollment increased from 1,600 to 6,500 students.

History: In 1959, the building was named Wahl-Coates in honor of Francis Wahl and Dora E. Coates who each served the school for 30 years. In 1972, Greenville and ECU in a cooperative venture opened Wahl-Coates Public School relieving ECU of actually providing elementary classroom space. The building now houses the Theatre Arts Department and the attached McGinnis Auditorium, built in 1951-52.

Francis Wahl (1895-1984), a master's recipient from the Teachers College at Columbia University, was a supervising teacher (1925-1961) and the principal (1936-1961) of the Wahl-Coates Laboratory School of East Carolina.

Dora E. Coates (1891-1974) was a native North Carolinian and a master's recipient from the Teachers College at Columbia University. She worked as a critic (or supervising) teacher from 1922 until 1929 at ECU. Then she taught in the English Department until her retirement in 1951.

East Carolina University Campus Buildings

Messick was a devout Methodist and declared Democrat. His personal papers are held at East Carolina but are almost exclusively records of his term as school president.

Sneden Storage Building (between Messick and Wright Place)

Namesake: John A. Sneden, A.B., M.A., Dean Emeritus, The University of North Carolina (Chapel Hill). Graduated Phi Beta Kappa, the Order of the Golden Fleece and the Order of the Old Well. Professor of Drama and Design, East Carolina University, Greenville, N.C. Director of Theatre, Davidson College. Designer, Arrow Rock Lyceum, the State Theatre of Missouri. Eight years as resident designer for the East Carolina Summer Music Theatre. Designer, the Cape Playhouse, Dennis, Mass. Board of Directors, North Carolina Scenic Studios Inc. The founding Dean of the School of Design & Production, he developed the school into a highly respected and rigorous professional training program, and served as its Dean for 32 years

Ragsdale Hall

Namesake: William Henry Ragsdale (1855-1914) a Wake Forest Graduate, was superintendent of Pitt County Schools from 1891-1898 and again from 1900-1914. He was also one of the key organizers of the campaign to establish a normal school in eastern North Carolina. After the establishment of East Carolina Teachers Training School (ECTTS), he served on the Board of Trustees, was a member of the faculty and taught Public School Administration.

Ragsdale was a devout Baptist. He left no personal papers in any known repository.

Rawl Building

Namesake: Edwin E. Rawl (1902-1958), a Greenville businessman, was a member of the ECU Board of Trustees (1953-1958). Rawl played an active role in community affairs and was the founder of the Pirate Club.

History: An Art Gallery on the third floor was named after Kate W. Lewis, the first head of the Art Department and an original faculty member. The building was dedicated on March 13, 1960.

Additions: 1962 - First floor lounge named for Elmer R. Browning

Rivers Building

Namesake: Thomas Wilson Rivers was a longtime ECU advocate, a world traveler, and a Navy Veteran. In 1987 he made the first \$1 million contribution to ECU for academic purposes. The fund was used to create the Foreign Exchange Endowment Fund and Distinguished Professorship, student scholarships for study abroad, and helps fund lecture and faculty travel to overseas conferences.

History: The building was dedicated at the Founder's Day Celebration on March 5, 1997.

In 2004 construction began on an \$11.9 million project, paid for by the \$190 million ECU received in 2000 as part of the North Carolina Higher Education Facilities Bond program, provides 38,000 square feet of new classroom and faculty office space for the School of Nursing and the College of Human Ecology.

East Carolina University Campus Buildings

Science & Technology Building

History: Funded by the General Assembly, campus resources and \$59,545,000 of East Carolina's share of the higher education bond issue approved in November 2000, the groundbreaking ceremony was held on Founders Day, 2001.

Speight Building

Namesake: J. Brantley (1914-1971) and Carrie Gardner Speight (1904-1972) were residents of Pitt County. Brantley graduated from North Carolina State University with a degree in agriculture. With his degree and the help of his wife, they established the Speight Seed Farm. They were recognized as the first producers and distributors of hybrid seed corn, as well as new outstanding tobacco varieties. Brantley was a significant leader in various agriculture organizations, and a member of the Board of Trustees of the Consolidated University of North Carolina. In addition to assisting Brantley with farming Carrie played an active role in community activities.

History: 1992 - the Reading Room was named after Professor Emeritus Keith Holmes

1993 - James W. Batten Conference Room dedicated (Room 129)

Whichard Building

Namesake: After service in France during World War I, David Julian Whichard returned to eastern North Carolina and purchased The Daily Reflector from his father. He served as editor as well as chairman of the board for the Greenville, NC published newspaper. Whichard was a longtime supporter of East Carolina--using editorial and news columns to promote the school as well as providing financial support for the school and its students. He also served as President of the Eastern North Carolina Press Association and the North Carolina Association of Afternoon Dailies. Whichard was also active in various civic affairs in the city of Greenville, Pitt County, and the American Legion.

The building was named for Whichard October 23, 1959 at a Board of Trustees meeting and dedicated on May 6, 1962. College president John D. Messick proposed that the building be named after Whichard "in recognition of what Mr. Whichard and his paper have done and are doing and will continue to do." Whichard was responsible for four day student scholarships. Daily Reflector's headline read, "ECC Building Named to Honor Publisher." (October 24, 1959)

History: Whichard Building was formally dedicated on May 6, 1962. An art gallery in the building was named for Kate W. Lewis, the first head of the Art Department. It has since been moved to the Rawl Building.

Wright Auditorium

Namesake: Robert Herring Wright (1879-1934) was President of East Carolina Teachers Training School from 1908 until his death in 1934. Wright was a graduate of UNC in 1897 and furthered his education at John Hopkins University and Columbia University during the renaissance of Progressive education. He guided East Carolina Teachers Training School through its early growth and saw it firmly established as an important North Carolina College.

History: The campus building named in honor of President Wright on March 12, 1936 was completed in 1927 and served as the social and religious facility for the campus.

East Carolina University Campus Buildings

ADMINISTRATIVE BUILDINGS

Blount House

Namesake: Margaret Lee Little Blount (1900-1982) bought the house from W. G. Glass, a local tobacco farmer, in 1946. Upon her death in 1982, it was passed to her husband, Ferrell Leighton Blount (1894-1982), and upon his death, to their children. Mr. Blount and his brothers Marvin Key Blount and Judson H. Blount and their father, Marion O. Blount founded Blount Fertilizer Co. and Carolina Dairies in Greenville.

Bloxton House/Ledonia Wright Cultural Center

Namesake: Adelaide E. Bloxton (1886-1950), native of Nansemond County, Virginia, was a B.S. undergraduate at the college of William and Mary, and a M.S. graduate at Columbia University. Bloxton also studied at the University of Tennessee and the University of North Carolina. Before coming to ECU, she was at one time connected with the Home Life School at Appomatox, Virginia and served as city supervisor and teacher of home economics at Danville, Virginia. She taught Home Economics at ECU (1927-1928) and then became the Director of the Department (1928-1950). In this capacity she was allowed to live in the Home Economics house and it was here that she died in 1950. In addition to her duties as teacher and department chair, she acted as Dean of Women during the 1930 summer term and served on numerous committees.

Wright Ledonia S. Wright was born January 5, 1930 and received her master's degree in education from Shaw University. She became an associate professor with the department of Community Health at ECU in 1974 while working on her Ph.D. in Education from UNC Chapel Hill. She was also the faculty advisor for the Society of United Liberal Students (S.O.U.L.S.) until her sudden death in 1976.

History: Bloxton House was dedicated on February 26, 1953. The building also housed the Center for Career Placement as of the late sixties. In 1976 it was rechristened the Ledonia S. Wright Cultural Center following the death of the popular and respected professor of Social Work.

Chancellor's Residence

History: It was completed in 1931. The college purchased the structure in 1949 and all of East Carolina's chief executives since that time have resided there. The house was purchased from Mrs. Hattie F. Young for the sum of \$30,000.

Harris Building

Namesake: The family of the late Durward M. Harris Sr. of Greenville donated this house and lot to ECU after a fire damaged portions of it. These family members included Edna Harris, wife of the late D.M. Harris Sr., Duff Harris, president of Harris Supermarkets, Susan Harris, and Jane Moore who are vice presidents of Harris Supermarkets. These family members along with Durward M. Harris Sr. were the founders of Harris Supermarkets.

The building was dedicated on March 13, 1998 by the ECU Board of Trustees in honor of the Harris Family and their commitment to ECU and the Greenville area.

East Carolina University Campus Buildings

History: A fire burned down the original building that housed Harris Supermarket and later a mobile home materials warehouse. The Harris family decided to enter into a build to suit/gift purchase arrangement with ECU for the accommodations of the printing and graphics department. The one and a half acre plot and the remains of the burnt building were purchased by ECU for \$600,000, which is half of the appraised value of the property. A large portion of the selling price was deferred as a gift to the university in honor of the Harris Family and the long standing commitment of Harris Supermarkets to the Greenville community.

Howard House

Namesake: Howard House is named after the second owner Charles W. Howard (1886-1953). Mr. Howard was born in Durham County and moved with his wife Hannah to Greenville in 1927. He was founder, president and treasurer of Greenville Tobacco Company. He also served as director of the State Bank and Trust Company, president of the Greenville Chamber of Commerce and the Greenville Tobacco Board of Trade. Hannah Howard continued to live in the home until her death in 1980.

Malene G. Irons Building

Namesake: Malene Grant Irons graduated from ECTC in 1935. She began her medical training at the Medical College of Virginia in 1937. She received her degree of Doctor of Medicine in 1941. In 1949 she received an award for outstanding achievement by the Alumni Association of ECTC. Sixteen years later in 1965 she was appointed as the first director of the Developmental Evaluation Clinic for handicapped children at ECC.

History: The building was dedicated on September 18, 1974, as the Malene G. Irons Building.

Slay Dormitory

Namesake: Dr. Ronald J. Slay (1890-1948) was a Science professor (1923-1947), the second director of the Science Department, and the first academic dean at East Carolina. A Ph.D. graduate of Columbia University, he was also the first to hold a Ph.D. in science at East Carolina. Dr. Slay was recognized as a leading promoter for the expansion of East Carolina. In 1950, the Student Legislature requested that the building be named in his honor as "a leading figure in the growth and development of the college" from 1923 to 1947.

Spilman Building

Namesake: John Barham Spilman (1886-1935), a native North Carolinian and a Wake Forest graduate, served as superintendent of schools in Beaufort and Lexington North Carolina and taught school in Texas for several years. From 1904 to 1912, he was Business Manager of Draughon's Business College in Nashville, Tennessee. Spilman became treasurer of East Carolina College in 1912 and served in this position until his death in 1935. By virtue of his position as treasurer, he was also a member of the Board of Trustees. As the duties of treasurer expanded, Spilman's wife, Johnetta Webb Spilman, was hired to assist him in 1922.

History: The building was dedicated in memory of J.B. Spilman in May 1954. In 1966, Mrs. Frances Spilman Facci donated \$1000 in honor of her father to start a scholarship fund for a student who was majoring in business.

East Carolina University Campus Buildings

Taylor-Slaughter Alumni Center

Namesake: Luther M. "Luke" Taylor graduated from ECU in 1957. He worked in West Palm Beach, Florida with the import-export businesses between Florida and Cuba until the Cuban Embargo in 1961. Thereafter he attended Stetson University and received his law degree in 1963. He then established a successful law practice, L.M. Taylor Lawyers, in North Palm Beach, Florida. Taylor has been a member of the Board of Directors of the East Carolina Alumni Association as well as member of the Chancellor's Society. A former recipient of the Outstanding Alumni Award, he is currently serving on the Board of Directors for the ECU Foundation.

Edward Marvin Slaughter, Jr. (Aug. 16, 1926-Aug. 3, 1987), received a BS degree in History from ECU in 1950 and taught at Boone Trail High School and Angier High School for two years. In 1953, he began wholesale distribution of tiles in Norfolk, Virginia in addition to teaching. At the time of his death, he was owner-operator of Southern Tile Distribution Company of Richmond and Norfolk, Virginia, on the Board of Directors for the Chesapeake Bank & Trust Company and of the Cruise International Travel Agency, and was Director of Taylor-Parker Wholesale Distributing Company of Norfolk. Slaughter had been a member of the Board of Directors of the East Carolina Alumni Association (and President from 1983-84) and the ECU Foundation, a member of the Chancellor's Society, as well as a recipient of the Outstanding Alumni Award in 1979.

Mr. Taylor and Mr. Slaughter donated approximately \$50,000 each for the purchase of this house.

History: This distinguished Georgian brick structure located at 901 East Fifth Street was purchased by East Carolina Alumni Association on Dec. 10, 1979. It was built in the early 1940's for Helen Forbes White Hawes who lived there until her death. The building was dedicated on May 3, 1980.

Ward Guest House

Namesake: Robert Allen Ward and Margaret Ward from Burlington, NC are long-time ECU supporters who have donated over \$500,000 to the Education Foundation. Robert Ward was also a member and secretary of the ECU Board of Trustees. The Ward Sports Medicine and Physical Education Buildings are also named after them.

History: The guest house was donated by the Ward Family in 1992 for special campus visitors to stay for short periods of time.

Additions: 1992 - The Ward family funded the refurbishing and refurnishing of the house.

Willis Building

Namesake: Thomas W. Willis (March 28, 1923-December 25, 1983), a native of Farmville, graduated from Wake Forest College in 1948, where he majored in Business Administration. He was Assistant City Manager in Raleigh for two years, then city manager in Newton for five years before joining the staff of the NC Department of Conservation and Development as an "Industry Hunter." After 18 months with this department he returned to Farmville as Executive Director of the Economic Council. Willis was the first director of Regional Development Institute (RDI) in 1964 and served until his retirement in 1981. He played a dynamic role in creating programs and obtaining funding for the institute despite not having any staff and marginal office facilities.

History: The Willis Building was dedicated on December 13, 1974.

East Carolina University Campus Buildings

ATHLETIC BUILDINGS

Blount Recreation Sports Complex

Namesake: William Gray and Barbara Keck Blount, both alumni of ECU, donated the land for the sports facilities. The building was dedicated on November 18, 1998.

History: Funding for the Blount Recreation Sports Complex came from student fees and donations. The Blount Family donated a large portion of land valued at \$706,000 in which this facility is built on.

Clark-LeClair Stadium

Namesake: Milton E. Harrington, a Pitt Co., NC, native, received his early education in Greenville, NC. In 1927 he entered Duke University and became one of their best baseball players. After his graduation he returned to Greenville, where he managed the first Greenville team in the Coastal Plain League and was referred to as "The Father of Organized Baseball" in Greenville. He was also a prominent local businessman and became president and chairman of the board of Liggett and Myers Tobacco Company.

William H. Clark family of Greenville which committed the lead gift of \$1.5 million in support of the facility project. Clark, a long-time supporter of East Carolina Athletics and the Pirate Club, is a real estate developer who owns Bill Clark Homes of Greenville and residential communities in Raleigh, Wilmington and Myrtle Beach. He and wife Gloria are the parents of sons Hunter, Lance and Heath – a former baseball player at ECU. "One of the reasons why I wanted to support this project was to get Keith's name on the stadium as it should be," Clark said. "I'm not sure one person has done as much for one individual sport as Keith has for our baseball program. I wanted there to be a legacy for Keith at ECU, something which would qualify the character that he has. "This (stadium) will be a giant step in realizing Keith's dream of the Pirates going to Omaha," Clark added. "It's a great advantage to host regionals and super regionals in your own park. Obviously, there's a much better chance to win those tournaments at home and be in a position to go on to Omaha."

Keith LeClair, former Pirates' head coach, guided ECU from 1997 to 2002 before beginning his battle with amyotrophic lateral sclerosis. LeClair played an integral role in the push for a new, state-of-the-art baseball stadium on the East Carolina campus, which began in earnest with a fundraising campaign plan in 2001. "My family and I are honored and overwhelmed to have our name next to Bill Clark's family on the new stadium," said LeClair. "They have been so generous to our family the past three years during this difficult time in our lives, and we sincerely appreciate all that they have done. "I truly hope that when people see the LeClair name on the stadium that it represents all ECU coaches and players of the past and present and all the great tradition this baseball program was built on. I am truly honored and blessed for this opportunity and I want to thank all the supporters that made this dream of building a stadium a reality."

History: Harrington Field was located southwest of Dowdy-Ficklen Stadium and was dedicated on May 9, 1971. It was also renovated in 1971 at the cost of \$100,000 raised by the East Carolina University Foundation.

Dowdy-Ficklen Stadium

Namesake: James Skinner Ficklen (May 3, 1900 - September 17, 1955), a Greenville, NC, native, was a graduate of the University of North Carolina at Chapel Hill. From 1925 until his death, he was president

East Carolina University Campus Buildings

and chairman of the Board for the E.B. Ficklen Tobacco Company of Greenville. As president of both the Tobacco Association of the US and the Leaf Tobacco Exporters Association, he became an important business leader in Greenville. Ficklen established the Ficklen Foundation in the early 1950s which among other projects, sponsored scholarships for a number of students at ECU. This stadium was dedicated on September 21, 1963.

History: In 1994, the stadium was renamed Dowdy-Ficklen Stadium after million dollar donors to the Shared Vision Campaign, Ronald and Mary Ellen Dowdy. Ronald Dowdy, an ECU alumnus, was elected to the Board of Trustees in the fall of 1993 and served until 1996. He oversees Dowdy Properties of Orlando, Florida.

In 1995, Al and Debbie Bagwell of Lake Gaston, VA contributed a large gift to the Pirate Club and the field inside of Dowdy-Flicklen Stadium is now known as Bagwell Field.

Murphy Center

The Murphy Center is named in honor of Pete and Lynn Murphy of Rose Hill, N.C. Pete attended ECU and has been a major contributor to the ECU Educational Foundation as an Endowment Member and has served on the Foundation's executive committee. He is the former president/owner of Quarter M Farms of Rose Hill and Executive Vice-Chairman of the Board of Directors of Murphy Family Farms. He also oversaw the Murphy family's development of River Landing, a gated golf community located just outside of Wallace, N.C. Pete and his wife, Lynn, an East Carolina University graduate, have two sons, Stratton and Marc.

Named areas within the facility are: the Walter and Marie Williams Strength and Conditioning Area; the C. Felix and Margaret Blount Harvey Banquet Hall; the Robert and Virginia Maynard Lobby; and the Bill and Emily Furr Lobby

Pirate Club

Namesake: The Century Club was the official name adopted for a new organization designed to assist and promote the athletic and cultural programs at ECC in September 1962. This building was first named the Century Club Building.

Scales Field House

Namesake: Waightstill "Booger" Morehead Scales, Jr. (1924-), a Greenville native, attended Fishburne Military Academy in Waynesboro Va., where he graduated in 1942. After working for John Flanagan's Buggy Company and the Ford Distributor in Greenville (1946-1948), he went into the insurance business. Scales was an "untouchable" and leading fundraiser in the community and at ECU, and he chaired one of Greenville's largest fundraising efforts which resulted in the building of Dowdy-Ficklen Stadium at ECU. Other than raising \$278,000 for the construction of Dowdy-Ficklen Stadium, he raised \$100,000 for Scales Field House. Booger Scales also served as the first president of East Carolina College Century Club, now called the Pirate Club.

History: The building was dedicated on January 7, 1968.

East Carolina University Campus Buildings

Ward Sports Medicine Building

Namesake: Robert Allen (Bob) and Margaret Ann Cude Ward are both alumni of ECU. Robert, 1962 graduate in business administration, is executive vice president of finance and administration and also director of Unifi Inc. based in Greensboro. The company is one of the largest texturizers of synthetic fibers. Robert Ward has served on the ECU Board of Trustees, the Business Advisory Council for the School of Business, on the Board for the ECU Foundation, Inc., and is a member of the Chancellor's Society. Margaret Cude Ward holds a bachelor's and master's degree in education and taught school in Raleigh. She has also served on the Alumni Board of Directors. Together they have contributed more than \$1 million to the University and the Athletics Department.

DINING HALLS

Todd Dining Hall

Namesake: This building was named after Richard Cecil and Clauda Pennock "Sweetheart" Todd. Dr. Richard Todd, history professor emeritus at ECU, taught at ECU for 27 years before retiring in 1977. Both he and his wife have provided a number of scholarships, fellowships, and financial aid programs to help fund 22 programs. Professor Todd was also director of the History Honors Program for 14 years and faculty advisor for Phi Sigma Pi honor fraternity. Dr. Todd was also the first non-alumnus to receive the ECU Outstanding Alumni Award in 1983.

RESIDENCE HALLS

Aycock Dormitory

Namesake: Charles Brantley Aycock (1859-1912): Perhaps the greatest tribute to Charles Brantley Aycock is not that he was Governor from 1901 to 1905. The fact that he is almost universally admitted to have been "the best loved North Carolinian of his generation" is a tribute he would much more highly prize.

The statistical facts about him may be briefly summarized. He was born November 1, 1859, on a Wayne County farm. His parents were plain people, but ambitious, industrious, and independent. His father was for eight years clerk of the court, and in 1864-65, an outstanding member of the North Carolina State Senate.

Young Aycock was educated at the Wilson Collegiate Institute and the Joseph H. Foy School in Kinston, and later distinguished himself as a debater at the University of North Carolina. Admitted to the bar in 1881, he was thereafter almost equally known as an outstanding attorney and as a leader in the State Democratic campaigns.

In 1900, he was elected Governor. Both in his pre-election campaign and through his whole term as Governor and afterward he became the foremost North Carolina champion of "universal education." Even earlier as a member of the Goldsboro school board he had faced the problems of local education. "Public schools must be provided," he insisted, "for both races and equally for poor children and wealthier." This cause, which won him national fame as the State's "Educational Governor," still had the

East Carolina University Campus Buildings

foremost place in his interests when he died suddenly from a heart attack while addressing the Alabama Educational Association in Birmingham April 4, 1912.

Aycock's involvement with the white supremacy movement has garnered attention in recent years, sparking dialogue about his legacy, including his statue in the Capitol Building's National Statuary Hall.

Often overlooked was Aycock's role as a leading spokesman in the white supremacy campaigns of 1898 and 1900, which historians say were marked by widespread violence, voter intimidation, voter fraud and even a coup d'etat of the government of Wilmington.

The violence was sparked by a political revolt in the 1890s that resulted in a biracial coalition of Republicans and Populists taking control of North Carolina government.

But with racist campaigns designed to lure whites, the Democrats won back the state legislature in 1898 and retook the governor's office in 1900.

The campaigns had far-reaching consequences: Blacks were removed from the voter rolls based on literacy tests, Jim Crow customs were encoded into law, and the Democratic Party controlled Tar Heel politics for two-thirds of the 20th century.

Clement Dormitory

Namesake: Sarah Clement (1894-1970), a native of Mocksville, Davie County, North Carolina graduated from East Carolina University in 1915. In 1920, she began teaching third grade at Credle Elementary School in Oxford, NC where she remained until her retirement in 1960. Clement requested \$50,000 in her will to establish a student loan fund.

History: The building was dedicated on June 11, 1972.

Cotten Dormitory

Namesake: Sallie Southall Cotten (1864-1929), the wife of Robert Randolph Cotten, was a Pitt County writer and poet and Greenville Community leader. She, along with other leading ladies of Greenville, organized the End of the Century Book Club to improve the quality of life both in the home and in the community. The club was instrumental in the construction of Sheppard Memorial Library. Robert Cotten was a member of the General Assembly and was an advocate of ECTS being placed in Greenville.

Fleming Dormitory

Namesake: James Lawson Fleming (1867-1909), lawyer and state senator (1905-1909) from Pitt County, introduced the legislation to establish East Carolina Teachers Training School.

A brief biography of James L. Fleming appeared in the April, May, and June 1914 issue of the Training School Quarterly. It is as follows:

Whenever beginnings are sought and the early days of the Training School recorded the name of James Lawson Fleming, will appear.

Descended from sturdy, honest, industrious and noble ancestry, he inherited their sterling qualities, while his early life spent on a farm served to develop his body and to give him that independence of spirit that comes from contact with the freedom of country life. As a boy he attended the country schools and knew the advantages and disadvantages to which the rural school is subject. Later he

East Carolina University Campus Buildings

became a pupil of W. H. Ragsdale, then teaching in the Greenville Academy, by whom he was prepared for Wake Forest College. After graduation from college he taught for a year, then read law with Latham and Skinner, of Greenville. Later he attended the Law School of the University of North Carolina. He was admitted to the bar in 1892, and located in Greenville, where he soon built up a lucrative practice and at the time of his death he possessed a large practice in the Superior, Supreme, and Federal Courts. Soon after locating in Greenville he was elected mayor of the town, and served his term of office to the satisfaction of his fellow citizens. In 1904 he was elected by a large majority to represent the county of Pitt in the Senate, and again in 1906. As Senator from Pitt in 1905 and 1907 his services were marked by vigor and distinction.

Among the important measures which engaged his attention, education in eastern North Carolina was not least. Upon his election in 1906 he agreed to introduce a bill to establish such a school in the eastern part of the State as had become the dream and the hope of the educational leaders of the eastern section of the State. When the General Assembly met, Senator Fleming introduced the bill but its career was not an easy one.

A similar bill from Elizabeth City had been killed by the previous General Assembly. There was stubborn opposition on the part of those who did not realize the needs of the eastern section, and who did not favor the State's increasing the number of schools already established. Under Senator Fleming's wise guidance, however, and by his tireless efforts, in season and out of season, the bill was so successfully presented that those who had fought it became its friends, and those disinterested became interested. The bill passed, and the East Carolina Teachers' Training School became a reality. It remained to secure the school for Greenville and here again Senator Fleming used his tireless energy to secure the location in Greenville.

Two years later, just one month after the buildings were completed and the school was opened, on November 5, 1909, he was killed in an automobile accident, and it was left for others to see and realize what the establishment of the East Carolina Teacher Training School, for which he had labored so earnestly and so successfully, was to mean to its section of the State. He was truly one of its founders and his work as a founder had been so well done that it was easier for others to continue to work for the maintenance and support of the school.

Fletcher Dormitory

Namesake: Inglis Fletcher (1879-1969) studied sculpture at Washington University in St. Louis, but did not graduate. After her marriage (1902), she followed her husband John Fletcher to mining camps in California, Oregon and Alaska. While residing in Spokane, she began her writing career and her first book was published in 1931. She traveled worldwide to do research for her works. Eight years later she began writing historical novels about North Carolina, and this series of books became best sellers and were translated into many languages.

History: Dedicated on November 8, 1964, this modern, seven story, flat roofed dormitory for women is constructed of brick, steel, and concrete. Partial financing was provided by the Federal Housing and Home Finance Agency.

Garrett Dormitory

Namesake: A native North Carolinian, Radford Marvin "Ralph" Garrett (1886-1955) was a leading figure in the tobacco industry, founding the Greenville firm of Person-Garrett in 1915. Garrett's business

East Carolina University Campus Buildings

background led to his appointment to the board of directors of the Greenville State Bank & Trust Company. He also served on the ECTC Board of Trustees from 1946 to 1955.

History: The dormitory was dedicated on Founders Day, March 8, 1957.

Greene Dormitory

Namesake: Mary Hemphill Greene (1902-1968) received her B.A. degree from Agnes Scott College (1924) and M.A. degree from Columbia University (1928). Greene became a faculty member of the ECU English Department in 1928 and remained here until her death. She also belonged to a small faculty group constituting the early News Bureau at ECU, which was involved in transmitting college news stories to local papers. From 1945-1963, Mary Greene directed the operations of the News Bureau on a part-time basis.

History: Dedicated on February 2, 1969

Jarvis Dormitory

Namesake: Thomas Jordan Jarvis (1836-1915), an 1860 graduate of Randolph-Macon College, was legislator (1868-1876), lieutenant governor (1876-1879) and governor of North Carolina (1879-1885); and chairman of the executive committee of the ECTTS Board of Trustees (1908-1915). Jarvis oversaw the construction of the original campus buildings and worked closely with the legislature and new college administration during the formative years. He is affectionately known as the Father of ECU. He was memorialized in the 1915, Volume II, No. 2 issue of the Training School Quarterly.

Jones Dormitory

Namesake: Dr. Paul Erastus Jones (1890-1977) a native of Pitt County, graduated from Bethel High School and attended Richmond College and the Medical College of Virginia from which he graduated in 1910. He was a member of the Pitt County Medical and Dental Society and the American Dental Association and a fellow of the American College of Dentists and the International College of Dentists. He served as president of the North Carolina Dental Society in 1930 and of the American Association of Dental Examiners in 1946. Jones served as a member of the Farmville School Board for 25 years, the Pitt County Board of Education for several years and the Board of Trustees for the University of North Carolina from 1951 to 1959. He was a veteran of World War II and was elected State Senator from this district 1949-1957.

History: The building was constructed through a loan of \$1,420,000 from the Federal Housing and Home Finance Agency.

Scott Dormitory

Namesake: William Kerr Scott (1896-1958), Governor of North Carolina (1948-1953) and U.S. Senator (1954-1958), known to his friends as 'The Squire of Haw River,' was primarily a farmer.

Upon his election as Governor of the State in 1948, he introduced his "Go Forward" program. State surplus revenue was put to work to overcome the deficit in State services. With the conclusion of his administration, Governor Scott could review a long list of accomplishments. Among projects initiated and completed: 14,810 miles of road paved; 8,000 new classrooms; 175 gymnasiums; and 350 school lunchrooms had been constructed.

East Carolina University Campus Buildings

After Scott graduated from State College receiving a BS in agriculture, he served one year as an agent for emergency food production for the US Department of Agriculture; and in 1918-19 in the Field Artillery, US Army. In July 1919, he married Mary Elizabeth White and settled in Alamance County. He served as farm agent for that county, later as Master of the North Carolina State Grange, and in 1936 was elected State Commissioner of Agriculture, which post he resigned to run for Governor.

History: The building was dedicated on November 3, 1963.

Tyler Dormitory

Namesake: Arthur Lynwood Tyler (1896-1978), a Virginia native, graduated from Henderson, NC high school and attended UNC-CH for one year. Upon leaving college he joined Anchor Stores Company in Henderson and soon became manager. Mr. Tyler served two years in field artillery during World War I. After the war he was elected president of Anchor Stores in 1923. In 1932 he became partner in the Belk-Tyler Company in Rocky Mount. He was appointed to East Carolina's Board of Trustees in 1947 and later served as chairman of the board from 1955 to 1959. Mr. Tyler retired in 1970 at which time he was chairman of the board of Belk's Store Services, Inc.

History: The building was dedicated on December 6, 1970.

Umstead Dormitory

Namesake: William B. Umstead (1895-1954) served in World War I. He was a lawyer (1921-1923), a Congressman (1932-1936), a US Senator (1946-1948), and Governor (1953-1954) of North Carolina. Umstead played an active part in many church and civic affairs. He was also President of the University of North Carolina Alumni Association and a trustee of the Consolidated University (1945-1954).

White Dormitory

Namesake: Ruth Allen White (1903-1999) obtained her Normal two-year degree at East Carolina Teachers College (1925-1926). After teaching at Roanoke Rapids School in North Carolina, she returned to ECU to obtain her BA (1939) and MA (1951) degrees. White became the assistant Dean of Women, and was later appointed Dean of Women (1951). She participated actively in community and university activities. In 1951 she received the ECC Alumni Award.

History: The building was dedicated on November 9, 1969

HEALTH SCIENCES CAMPUS BUILDINGS

Bernstein Center

James D. Bernstein founded this country's first Office of Rural Health, creating a blueprint for rural health-care systems nationwide. His tenure with the North Carolina agency saw 81 community-owned health clinics open across the state, plus unparalleled strides in health-care programs and prescription-drug access for the poor. He died of cancer in June 2005.

It was Bernstein's mission to "to make health care accessible to everyone, no matter how rural their home or how empty their wallets," said Torlen Wade.

East Carolina University Campus Buildings

Major contributors to the project have included the N.C. Office of Rural Health and Community Care, which gave \$400,000; the Golden Leaf Foundation, \$350,000; the Kate B. Reynolds Charitable Trust, \$300,000; the Blue Cross and Blue Shield of N.C. Foundation, \$300,000; the Pitt Memorial Hospital Foundation, \$225,000; the Duke Endowment, \$200,000; and the N.C. Rural Economic Development Center, Inc., \$75,000. Federal Public Health Act funds will help subsidize operating costs.

Brody Medical Sciences

Namesake: In 1979 the ECU Board of Trustees voted to name the School of Medicine's future home the Brody Medical Sciences Building in recognition of the Brody family's generous support. The family had given \$1.5 million to the school, the largest private give received by the university at the time. In 1972, three months into the medical program, the family established an endowment for the Brody Professorship.

History: The Brody Medical Sciences Building was dedicated October 29, 1982. It is a nine story square building with a central second floor open plaza.

Edward N. Warren Life Sciences Building

Namesake: In October 1999, the Life Sciences Building was dedicated to Edward Nelson Warren. Mr. Warren was a North Carolina Senator who showed great support for the additions to the building.

Leo Jenkins Cancer Center*

Leo Warren Jenkins (May 28, 1913 – January 14, 1989) was the sixth president and chancellor of what is now East Carolina University in Greenville, North Carolina, USA. He was born in the Succasunna section of Roxbury Township, New Jersey and attended Rutgers University, majoring in political science. He enlisted in World War II as a marine, serving during the battle of Guam. Dr. Leo Jenkins joined the faculty of East Carolina Teachers College in 1947 and served as Dean of the school until his election to the presidency in 1960, retiring in 1978. The Leo W. Jenkins Cancer Center at the Brody School of Medicine was named for him.

See entry for Jenkins Fine Arts Center.

Ross Hall/ECU School of Dental Medicine

The building is named in honor of benefactor Dr. Ledyard Ross, a retired Greenville orthodontist.

Dr. Ross also provided the building which now hosts the ECU PD, Ross Place. He has no personal papers in any known repository.

RAZED BUILDINGS

Austin Building, Original

Namesake: Herbert E. Austin (1866-1929), a graduate of Worcester Polytechnic Institute in Massachusetts, taught at ECTTS as a professor of Science and Geography from 1909 to 1929 and was the school's acting dean. He was a charter member of the faculty.

East Carolina University Campus Buildings

Belk Dormitory

Namesake: Henry Belk (1898-1972), a North Carolina native, received a B.A. Degree from Trinity College (now Duke University) in 1923. In 1926 Belk became the managing editor for the Goldsboro news, and earned wide respect as a journalist. The Goldsboro News later merged with the Goldsboro Argus to become the Goldsboro News-Argus for which he was also managing editor and later editor. Belk was partially blind and served on the President's Committee for the Employment of the Physically Handicapped (1960) He was very active in state and local civic activities. Belk served as a trustee of ECU (1945-1973) and was Chairman of the Board of Trustees from 1963 to 1964.

Belk was a strong supporter of Civil Right and supported the desegregation of East Carolina. This building has since been razed.

Croatan

Namesake: It has been said that this building was built over an Indian graveyard of the Croatan tribe native to eastern North Carolina. An Indian priest visited the site to perform a ritual before construction began. They believed that the ghosts of the Indians were pleased in having the building named after their tribe.

Names for the tribe which formerly inhabited the area before colonization by England.

Flanagan Sylvan Theatre

Namesake: Edward Gaskill Flanagan (1875-1942), a Greenville native, was a member of the ECTC Board of Trustees and chairman of the ECTC Building Committee. He inherited the Flanagan Buggy Company from his father, served in the North Carolina General Assembly and was president of the Guarantee Bank & Trust Company.

History: The amphitheater was built with \$10,000 donated by Mrs. Rosa H. Flanagan in memory of her husband. The theatre was dedicated on May 10, 1956 and the dedication program included a production of Shakespeare's Macbeth.

See above entry for the Flanagan Building.

Wilson Pergola

Namesake: Claude Wayland Wilson (1867-1922). Graduated from Wake Forest in 1893. He was a teacher, school principal and superintendent in eastern North Carolina, 1893-1909. Secretary and Bursar for the Board of Trustees and Director of the summer term at ECTTS, 1909-1922.

The death of C.W. Wilson was reported in Volume 2, page 29 of the Board of Trustees Meeting Minutes. Robert H. Wright recorded the following:

On February 1, C. W. Wilson, Secretary of the Board of Trustees, died suddenly. Wilson was one of the original Board of Trustees, and from the organization of the Board of Trustees until his death was Secretary to the Board. He was Director of the Summer School and in my absence was the person to whom I turned over the administrative duties of the College. His death is the most serious blow the College has ever had when viewed from the internal workings of the institution. He understood

East Carolina University Campus Buildings

thoroughly our state's educational needs, and worked indefatigably to meet those needs. He literally gave his life for the children of North Carolina. In his going our state has lost one of its best citizens and one of its most unselfish public servants. This College has lost one of its strongest workers, one of its best teachers, and one of its most loyal and enthusiastic spirits. His place cannot be filled. In fact we do not want to fill it, but his going necessitates a reorganization and readjustment. We are in the midst of making these changes. The spirit of our teachers and officers as it manifests itself at this trying time to the administration of the College is most loyal and most commendatory and as your executive officer I want to lay these facts before you. Respectfully submitted, Robert H. Wright, President

History: The pergola was dedicated January 16, 1926 in honor of Dr. Wilson.

Y-Hut

Namesake: The Y-Hut was built by revenue raised by and contributions to the YWCA on campus.

OTHERS

Wahl-Coates Elementary School

Namesake: Francis Wahl (1895-1984), a master's recipient from the Teachers College at Columbia University, was a supervising teacher (1925-1961) and the principal (1936-1961) of the Wahl-Coates Laboratory School of East Carolina.

Dora E. Coates (1891-1974), was a native North Carolinian and a master's recipient from the Teachers College at Columbia University. She worked as a critic (or supervising) teacher from 1922 until 1929 here at ECU. Then she taught in the English Department until her retirement in 1951.

History: The Greenville City Schools and East Carolina University there has been a joint effort to provide the best educational opportunities for the children of the Greenville City Schools since the early 1900's. The April 21, 1913, minutes of the Board of Trustees of the Greenville Graded Schools recorded the meeting with former Governor Thomas Jordan Jarvis, Chairman of the Executive Committee of East Carolina Training School, for the purpose of initiating a program to provide more school buildings for the town of Greenville. As a result of this meeting, the trustees of both institutions entered into an agreement for building the Model School to be located on the northwest part of the Training School (East Carolina University) campus.

The Model School, originally a four-room building, opened in the fall of 1914. It was to be used by the Training School and children of Greenville Graded Schools. This was considered an ideal place for college students to apply the theories and ideals of education as learned in the Training School. The "critic teachers" of this school were members of both the Greenville Graded Schools and the East Carolina Training School faculties. Since the Model School was a part of the Greenville Graded Schools, it was under the supervision of the Superintendent of Greenville Schools, H.B. Smith.

On January 29, 1927, Dr. Robert Wright, President of East Carolina Teacher's Training School, spoke at the meeting of the Board of Trustees of the Greenville Graded Schools. He stated that it was his plan and the plan of the Training School to build another "practice" school, that he appreciated all that Greenville Schools were doing for the practice teaching situation, and the Training School was very eager to help

East Carolina University Campus Buildings

whenever possible. He indicated that the Legislature would be asked to appropriate money for a new practice school building and that if East Carolina secured the appropriation, the building would be placed on a site that would serve the interests of the children of Greenville as well as the interests of the Training School.

This school was located at the northeast end of the campus of East Carolina Teacher's Training School. It continued to increase in student enrollment and staff over the next 44 years. During the 1953-54 school year East Carolina College named the building the Wahl-Coates Laboratory School in honor of its principal, Miss Frances Wahl, and Miss Dora Coates, a former primary teacher in the school and an East Carolina faculty member.

As the University continued to increase in student enrollment and programs, a need for a "new" Wahl-Coates facility became evident. In the latter part of the 1960's planning was initiated for a new Wahl-Coates. Recommendations regarding the relocation of Wahl-Coates were developed jointly by the Board of Education of the Greenville City Schools and East Carolina University in 1967. The following excerpt is the introductory paragraph of this agreement:

"A new and relocated Wahl-Coates Elementary School should be build with available University funds; supplementary fund should be provided by Greenville City Schools for special furnishings and equipment. The building should be situated on land deeded to the University but made available by way of Greenville City Schools funds. Such a school should be designed and operated in such a manner as to reflect a true experimental demonstration situation while maintaining the necessary primary of a fundamental educational program for children. The school would be operated as an integral part of Greenville City Schools in cooperation and joint responsibility with the School of Education of East Carolina University."

The new Wahl-Coates School was built on 17.3 acres of land in the east part of Greenville and was opened on January 3, 1972, with approximately 500 students in grades kindergarten through six. In August 1980-81, the grade-level structure changed to grades four through six and then changed again in August 1990-91 to a Kindergarten through fifth grade configuration as a result of a system wide re-alignment to reflect an elementary school concept. This format has been in place since then, and continues to be utilized on order to meet the needs of our approximate 480 students.

East Carolina University
Board of Trustees
September 18-19, 2014
Athletics & Advancement Committee

Session	Athletics & Advancement
Responsible Person	Chris Dyba, Vice Chancellor for University Advancement
Agenda Item	III. C.
Item Description	Advancement Update
Comments	
Action Requested	Discussion
Disposition	
Notes	