



Athletics and Advancement Committee Meeting
September 6, 2018
Agenda

- | | | |
|------|--|-------------|
| I. | Approval of July 12, 2018 Minutes | Action |
| II. | Advancement | |
| | A. Campaign & Fundraising Update | Information |
| III. | Designer Selections since last Board Meeting | Information |
| | A. Athletics Update | Information |
| | B. Annual Financial Report | Information |
| | C. Pirate Club Update | Information |
| | D. Remarks from Athletics Advisor | Information |



**Board of Trustees
Athletics and Advancement Committee
September 6, 2018**

Agenda Item:	I. Approval of Minutes – July 12, 2018
Responsible Person:	Edwin Clark, Chair
Action Requested:	Approval
Notes:	N/A

Athletics and Advancement Committee
July 12, 2018

The Athletics and Advancement Committee met in regular session July 12, 2018.

The committee approved the minutes from the April 19, 2018 meeting.

Edwin Clark opened the meeting with the reading of the Conflict of Interest statement.

Advancement Highlights

Vice Chancellor Dyba shared that fundraising totaled over \$43.2 million for FY 17-18. Of that \$43.2 million, East Campus had a record high year of \$20,025,510, West Campus generated \$14,933,318 and Athletics brought in \$8,182,988. As for the comprehensive campaign, Dyba reported that the university has raised \$188M. Vice Chancellor Dyba explained that the impact of FY 17-18 fundraising efforts allowed for the establishment of 33 endowments and 34 non-endowed accounts for the ECU Foundation. And, the establishment of 17 endowments and 31 non-endowed accounts for the Medical and Health Sciences Foundation.

Athletics Highlights

JJ McLamb presented construction updates on the Southside renovation, the Ward Sports Medicine Building and the Hitting Facility for baseball.

Southside Renovation

- Topping off Ceremony today
- 400 parking spots in the white lot will be available this fall, remaining 125 will be ready in 2020
- Clark LeClair and Field Side entrances will be open this fall
- Temporary gate will be utilized on the south side - gate location may change game by game
- Press box will be full-functioning and open-air concept
- Concession areas will be moved to the inner bowl with some temporary locations

Ward Sports Medicine Building

- Completion date is August 1
- Athletic Training/Equipment Room will benefit all players
- Addition of a players' lounge
- Front lobby redone to be more inviting

Baseball Hitting Facility

- Completion date is August 1

Lee Workman reported a 3.1 overall GPA for ECU Athletics, which is the highest ever and represents 14 teams above a 3.0. Additionally, he informed the board that the Women's Golf team had an overall GPA of 3.8 which is 4th in the country.

Lee reported that we hosted the 2018 baseball regionals (first time since 2009) and regional baseball ticket sales resulted in 180 new Pirate Club members. He also detailed the ongoing efforts that Athletics and the Pirate Club are making to re-engage lost/lapsed Pirate Club members which had an impact on the reduced ticket sales over the last few years.

Football ticket sales are down 3K from last year and Pirate Club dollars are down \$1M. However, the Pirate Club is up \$400K from this time last year and efforts since mid-May to present show things are improving. Phillip Wood reminded the board that recent legislation has not helped with donations. Additionally, Phillip reported that the PC has an endowment of \$17M and many of those donors do not make an annual gift. Pirate Club staff are going to make efforts to talk with those donors to seek annual gifts.

Phillip Wood informed the board that a sub-committee of the Pirate Club Executive board will convene to discuss and evaluate the priority point system and reseating.

Dave Hart shared that he continues to meet with staff and student leaders in Athletics and is working closely with Stephanie Coleman who is helping with the current financial situation. He feels very positive about the future of ECU Athletics.

Board of Visitors

Megan Ayers presented names for appointment to the BOV. Names submitted were Pam Baldwin, Don Mills and Jonathan "Toby" Thomas. Also, the slate of officers was presented, they include Linda Thomas as Chair, John Cooper as Vice Chair and Will Litchfield as Secretary. All names were approved by the committee.

Board members encouraged more interaction with the BOV noting that more unity between the two boards would be advantageous to ECU.



**Board of Trustees
Athletics and Advancement Committee
September 6, 2018**

Agenda Item:	II. A. Campaign & Fundraising Update
Responsible Person:	Chris Dyba Vice Chancellor for University Adv.
Action Requested:	Information
Notes:	N/A

BOARD OF TRUSTEES

September 6, 2018





FUNDRAISING TO DATE

Fiscal Year 2019

East Campus:	\$ 2,568,980
West Campus:	\$ 647,923
Athletics:	\$ 1,019,066
Total Giving:	\$ 4,235,969
Campaign Total:	\$192 Million

At ECU, we are Pirates of a different kind, in search of a different kind of gold.

Our gold is the impact we create in our community and beyond. It is spun by the smiles we save in our dental clinics. It is measured by the joy seen on a student's face as they become the first in their family to cross the graduation stage. It is found when a student goes from our honors college to a dream career in biosciences. It is in the East, below the Appalachian Mountains, along the coast, and everywhere we venture. We are a model of transformation for the underserved and the high achieving, and we are fearless in our quest to create the kind of gold that changes lives for the better.





Chapter 01

OUR CAMPAIGN PILLARS

OUR CAMPAIGN INITIATIVES

Every successful comprehensive campaign needs strategic pillars to hold it high and steady. These five initiatives will serve as a foundation for all future messaging, clearly stating our mission to go further than we have ever gone.

01

**BUILDING OUR
FUTURE**

02

**SUSTAINING
OUR VALUE**

03

**CREATING
GOLDEN
OPPORTUNITY**

04

**CHAMPIONING
RESEARCH**

05

**EXPLORING
NEW
WORLDS**



★ Chapter 02

COPYWRITING

HEADLINES

Here is an example of the headline/body combination with a headline that speaks to gold and is supported by explanatory body copy:

FINDING GOLD EVERYWHERE

At ECU, we are Pirates of a different kind, in search of a different kind of gold. Our gold is the impact we create in our community, country, and beyond. We create in the sandy plains of Duplin County all the way to New York City—everywhere that needs our help.



 *Chapter 03*

DESIGN



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[READ MORE](#)



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IMPORTANT LINKS

[PLANNED GIVING GUIDE](#)

[ECU'S BEQUEST LANGUAGE](#)



Greg Abeyounis

Associate Vice Chancellor for Development
252-328-9573

[EMAIL](#)

Kendra Alexander

Assistant Director of Planned Giving
252-328-9566

[EMAIL](#)



ECULEGACY.ORG





YOU'RE

GOLDEN
DEN

TO US.



Happy Birthday

FROM THE PIRATES!





**Board of Trustees
Athletics and Advancement Committee
September 6, 2018**

Agenda Item:	III. A. Athletics Update
Responsible Person:	Lee Workman, Sr. Assoc. AD
Action Requested:	Information
Notes:	N/A

**EAST CAROLINA UNIVERSITY
2018 FOOTBALL
SEASON TICKET SALES**

Level	Ticket Price	Tickets Sold	ST Revenue	2017	2016	2015	2014	2013	2012	2011
Club Level	\$350.47	1,179	\$413,204.13	1,191	1,222	1,232	1,245	1,279	1,298	1,290
Pirate Club Chairback	\$350.47	5,758	\$2,018,006.26	6,880	7,553	7,825	7,540	7,586	7,870	8,354
Pirate Club Bench	\$327.10	1,791	\$585,836.10	2,312	2,806	2,989	2,995	3,050	3,368	3,850
Club Level Faculty/Staff	\$289.72	8	\$2,317.76	8	8	10	10	10	12	12
Chairback Faculty/Staff	\$289.72	261	\$75,616.92	319	375	392	405	373	397	388
Pirate Club Faculty/Staff	\$271.03	208	\$56,374.24	264	305	356	365	362	362	440
Economy Plan	\$219.63	2,070	\$454,634.10	2,895	3,377	2,966	3,407	3,432	3,820	4,602
Economy Plan Faculty/Staff	\$182.24	102	\$18,588.48	146	151	31	45	40	47	0
Crow's Nest	\$163.55	525	\$85,863.75	747	1,110	566	743	612	679	1,228
Student Pirate Club Guest	\$163.55	353	\$57,733.15	554	750	704	688	634	810	1,016
Graduate Plan	\$163.55	300	\$49,065.00	552	876	649	858	908	1,105	1,409
Military Donation	\$150.00	0	\$0.00	0	0	0	0	18	15	18
Military Purchase	\$163.55	17	\$2,780.35	24	32	22	22	37	42	52
Distance Ed/Band/Cheer/Department	\$163.55	220	\$35,981.00	298	485	381	318	292	257	123
Golden Ticket	\$100.00	0	\$0.00	0	0	0	0	86	167	0
IMG Cash Accounts	\$100.00	0	\$0.00	0	0	0	0	0	50	50
SEASON TOTALS		12,792	\$3,856,001.24	16,190	19,050	18,123	18,641	18,719	20,299	22,832

SEASON TOTAL	\$3,856,001.24
BUDGET	\$4,000,000.00
DIFFERENCE	-\$143,998.76

As of 8/28/2018



**Board of Trustees
Athletics and Advancement Committee
September 6, 2018**

Agenda Item:	III. B. Annual Financial Report
Responsible Person:	Lee Workman, Sr. Assoc. AD
Action Requested:	Information
Notes:	N/A

ECU Athletics

	Budget FY 2019*	Budget FY 2018	Actual FY 2018	Actual FY 2017
Student Fees	\$ 15,690,546	\$ 15,689,978	\$ 15,794,966	\$ 15,159,430
Pirate Club Support (7)	6,560,000	6,530,400	6,408,000	6,407,713
Football Revenue	5,400,000	6,400,000	5,868,505	6,254,795
NCAA and AAC Distribution	3,500,000	3,775,000	4,669,120	4,123,259
Sports Marketing (8)	1,725,000	1,750,000	1,726,606	1,728,029
Logo Licensing	575,000	700,000	545,163	677,889
Men Basketball Revenue	440,000	440,000	362,673	438,736
Concessions	415,000	600,000	414,631	525,358
Baseball Revenue	350,000	360,000	328,585	354,272
Athletic Guarantees	265,000	261,000	267,020	1,204,500
NonAthletic Events	150,000	640,000	142,418	539,345
Transfers In (1)	1,302,000	101,168	101,168	-
Transfers In- Capital (10)	1,232,924	-	475,000	-
Processing Fee	100,000	120,000	100,486	118,716
Parking Revenue	90,000	70,000	86,645	63,879
Rental Income- Labor and Facility	65,000	81,750	113,180	108,538
Other Revenues	45,000	46,000	84,857	93,943
Womens Basketball Ticket Sales	40,000	40,000	33,481	41,465
Other Women Sports Ticket Sales	25,000	24,000	23,559	23,238
Interest Income (9)	-	-	(52,717)	(35,461)
Baseball Regional	-	-	205,104	-
NCAA Special Assistance (one time scholarship)	-	-	-	787,417
Total Revenue	\$ 37,970,470	\$ 37,629,296	\$ 37,698,452	\$ 38,615,060
Football	\$ 6,657,252	\$ 6,563,121	\$ 6,562,773	\$ 6,571,423
Men's Basketball	2,852,481	2,641,405	2,279,548	2,758,396
Women's Basketball	1,563,894	1,563,917	1,519,041	1,443,907
Baseball	1,416,321	1,319,031	1,384,471	1,410,952
Swimming Men	309,341	313,718	264,084	330,259
Swimming Women	309,043	313,418	276,672	325,645
Golf Men	239,756	241,993	226,068	190,342
Golf Women	205,328	218,826	218,232	237,572
Tennis Men	182,177	181,580	173,852	166,420
Tennis Women	184,315	192,457	193,057	193,623
Track Men	291,028	287,200	268,341	287,507
Track Women	291,032	287,169	291,195	298,596
Soccer	404,227	402,755	392,560	413,222
Volleyball	492,140	486,539	467,615	495,890
Softball	586,286	543,530	525,363	617,581
Womens Lacrosse	523,747	457,769	387,112	243,542
Game Day Operations	1,552,250	1,679,225	1,786,813	1,453,727
Conference and NCAA Championship Travel	700,000	615,400	619,404	702,790
Pep Band/Cheer/ Marching Pirates/Dancers	218,632	266,358	216,631	223,257
Athletic Support Functions (2)	2,484,856	2,484,328	2,413,624	2,496,752
Administrative Units (3)	4,679,798	4,725,164	4,379,799	4,857,964
Facility/Grounds Operations (4)	1,523,289	1,491,743	1,629,677	1,809,897
Media Relations/Sports Marketing (5)	1,499,818	1,524,686	1,386,246	1,497,311
Debt Payment- East End Zone (10)	1,232,924	1,260,122	1,184,018	1,320,000
Transfers Out (6)	30,000	359,027	298,534	288,278
Scholarships	8,700,000	8,187,865	8,585,505	7,585,459
Concert Refunds	-	-	434,935	-
NCAA Special Assistance (one time scholarship)	-	-	-	787,417
Total Expenditures	\$ 39,129,935	\$ 38,608,346	\$ 38,365,169	\$ 39,007,727
Net Loss from Operations	\$ (1,159,465)	\$ (979,050)	\$ (666,717)	\$ (392,667)
Transfer from Auxiliary/ITF Funds	\$ 4,223,699			
Ending Fund Balance	\$ -	\$ -	\$ (3,064,234)	\$ (2,397,517)

Notes

* FY19 budget distribution for individual items may change, however, the overall budget will not

1. FY18 university support of pep band/marching pirates and dancers; FY19 includes \$1.2M from vending for scholarships
2. Athletic Training, Equipment Room, Strength Training, Student Development
3. Athletic Ticket Office, Administration, Special Events, Outside Events
4. Repairs and Replacements, Buildings, Grounds
5. Video, Marketing, Media Relations, TV Network, Radio Network
6. FY17 and FY18 includes admin fee, worker comp and unemployment; In FY19, no admin fee
7. PC support agrees with Pirate Club Budget
8. Minimum commission from IMG Sports
9. Interest income will be centralized, therefore, this item will not exist in the future
10. Transfers in from Capital Reserve to offset debt service expense in FY18 and FY19



**Board of Trustees
Athletics and Advancement Committee
September 6, 2018**

Agenda Item:	III. C. Pirate Club Update
Responsible Person:	Phillip Wood, Sr. Assoc. AD
Action Requested:	Information
Notes:	N/A



**Board of Trustees
Athletics and Advancement Committee
September 6, 2018**

Agenda Item:	III. D. Remarks from Athletic Advisor
Responsible Person:	Dave Hart Advisor to the Chancellor for Athletics
Action Requested:	Information
Notes:	N/A