



Athletics and Advancement Committee Meeting  
 September 12, 2019  
 Agenda

- I. Approval of April 11, 2019 Minutes Action
- II. Athletics
  - A. Pirate Club donations YTD Information
  - B. Season and single game ticket sales & premium inventory Information
  - C. Other donations (sport or project specific) Information
  - D. Academics (GPA & APR) Information
  - E. Budget relative to conference and peers Information
- III. Advancement
  - A. Fundraising Update Information
  - B. Director of Alumni Relations Information
  - C. Endowment Fund Board Slate Action
- IV. Closed Session



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**BOARD OF TRUSTEES**

**Athletics and Advancement Committee  
September 12, 2019**

|                     |                                       |
|---------------------|---------------------------------------|
| Agenda Item:        | I. Approval of April 11, 2019 minutes |
| Responsible Person: | Fielding Miller<br>Committee Chair    |
| Action Requested:   | Action                                |
| Notes:              | N/A                                   |

**Minutes**  
**Athletics & Advancement Committee**  
**April 11, 2019**

The Athletics and Advancement Committee met in regular session April 11, 2019.

The meeting was opened with the reading of the Conflict of Interest statement.

Athletic Highlights

Jon Gilbert thanked Chancellor Staton for his support over the last 4 months.

Women's Basketball Coach Kim McNeil greeted the board and shared her enthusiasm for being at East Carolina. She's encouraged about the team and assured the board that she will work hard as the new coach.

Jon Gilbert commended his staff and introduced those present. He acknowledged the transformational gift from Towne Bank naming the Southside tower. He explained the new AACTV deal with ESPN and how the billion-dollar gift over 12 years, beginning in 2020 will help stabilize the athletic budget, change how we stream games and be an investment in improving our infrastructure.

Gilbert shared the following team highlights:

- Baseball is ranked #8 in the country and will face #1 UCLA this week.
- Women's tennis team set a record of 20 wins in a season
- Women's track won the Bill Carson invitation (the only host meet of the season)
- Men's basketball is busy recruiting and building it's program
- Athletes have recorded 5,451 community service hours

In addition to the Athletics department's search for a nutritionist discussion and evaluation continues related to a Training Table.

Gilbert shared that he would like to have a ribbon cutting ceremony for the Southside expansion on April 16. He sees this expansion as a community asset. Other facilities updates include:

- Replacing the football practice turf at the end of Spring practice - the replaced field will encompass the same footprint that currently exists and has an expected life span of 8-10 years (noting the current turf has been in place since 2005)
- Creation of a second practice field for other sports
- Weight room renovation (after May)
- New paint scheme for Minges court

Also addressed, as pending private funding permits, Gilbert shared that an emphasis needs to be on graphics stating we are deficient and it's important as 17-22-year olds buy with their eyes.

Phillip Wood reported that the environment for fundraising in athletics has improved since Dave Hart came on board last year. There is restored hope amongst the donors. Current Pirate Club funds are at \$2.9 million compared to \$2.5 million at this time last year. Athletic administration agreed to extend the priority deadline from April 1 to May 1 and feel that this extension will yield even better results. Currently there are 832 donors who have not yet renewed their Pirate Club membership and Pirate Club staff will be calling them. Phillip also gave a report regarding premium seating (4 of the 5 Founders

suites are committed, 17 of the 19 standard suites are committed, 20 of the 22 loge boxes are committed and 250 of the 530 scholarship club level seats have been sold). To attract more gifts the annual gift levels have been adjusted and an email is going to Pirate Club members today.

Phillip reported that the Pirate Club is currently at 76% of their \$21 Million goal and there are approximately \$5 Million remaining in nameable spaces.

The Pirate Club Armada begins April 26 with 12 events planned.

Jon Gilbert shared that year to date season football ticket sales are at 4,670 compared to 1,320 at this time last year. Last year's ticket sale total was nearly 13,000 and this year's goal is 15,000.

#### Advancement Highlights

Chris Dyba shared his appreciation to the Chancellor for his support over the years. Mr. Dyba shared the year-to-date total of \$34M (\$20M for East campus, \$5M for West campus and \$9M for Athletics). He then reported the campaign fundraising total is pushing \$230M (figure is different than in board material as board material date is through 4/1/2019).

Vice Chancellor Dyba shared that recruiting scholarships are critical now. These \$1,000 scholarships are not tied to anything other than recruitment. The first \$1M is currently being distributed now and we need to continue to raise dollars for immediate distribution. Academic Affairs takes care of the admissions piece but it's up to everyone to take care of raising the dollars for the scholarships.

Linda Thomas, chair of the Board of Visitors presented the slate of 11 individuals for reappointments to the BOV class of 2023. She also presented one candidate for an initial appointment. The slate of new officers was also recommended for appointment. The appointments were approved as presented in your board material.

Megan Ayers presented the information regarding Max Ray Joyner, Sr. as the next recipient of the Thomas Jordan Jarvis Medal which is the university's highest honor and recognizes extraordinary service to the university or society. The motion was approved to make recommendation to the full board tomorrow.

#### Closed Session

The committee moved into closed session to discuss several naming opportunities and personnel issues. Following those items, the committee returned to open session and adjourned.

###

Respectfully submitted,

Maha Banning  
University Advancement



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**BOARD OF TRUSTEES**

**Athletics and Advancement Committee  
September 12, 2019**

Agenda Item:

II. Athletics

Responsible Person:

Jon Gilbert  
Director of Athletics

Action Requested:

Information

Notes:

- A. Pirate Club donations YTD
- B. Season and single game ticket sales and premium inventory
- C. Other donations (sport or project specific)
- D. Academics (GPA & APR)
- E. Budget relative to conference and peers



**EAST CAROLINA UNIVERSITY  
DEPARTMENT OF ATHLETICS**

# DEPARTMENT MISSION

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In alignment with the educational Mission of East Carolina University we guide and support our student-athletes in their pursuit of excellence –

*Academically;*

*Athletically; and*

*Personally.*

We serve as ambassadors and advocates for the University, Department of Athletics and the community.

Above all else, we protect the safety, health and well-being of our student-athletes.



# Compliance Update

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-ECU Athletics employees were required to sign an attestation of compliance form, which helps to ensure institutional control.

-The state of North Carolina passed a sports betting bill, which allows legal sports betting in tribal casinos. At this time, NC does not have mobile betting or state-wide implementation. All ECU coaches, staff, and student-athletes have been educated regarding NCAA sports wagering rules through emails/meetings. Specifically, athletics staff and student-athletes cannot gamble on sports sponsored by the NCAA.

## -Student Athlete Counts

|                                  |     |
|----------------------------------|-----|
| Active Student-Athletes          | 446 |
|                                  |     |
| Total Full Scholarship           | 135 |
| Total Partial Scholarship        | 222 |
| Total Walk-Ons (No Athletic Aid) | 97  |





# Fan Engagement

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- Athletics initiated From The Helm letter
- A video series titled, 60 Seconds with the AD
- Main Twitter account, @ECUAthletics, has 7.96 million total impressions since January 1, 2019
- 53% increase in online impressions including 15.8% increase in average monthly video news
- Created the first ECU Football page on Facebook which has generated 3,279 followers. The first post had 31,000 views and the reach has increased by 85% since.
- Free admission to all home women's soccer and volleyball home games



# Pirate Club

## Annual Fund

|                             | 2019         |         | 2018         |         | 2017         |         | 2016         |         | 2015         |         |
|-----------------------------|--------------|---------|--------------|---------|--------------|---------|--------------|---------|--------------|---------|
|                             | Pledges      | Members | Pledges      | Members | Pledges      | Members | Pledges      | Members | Pledges      | Members |
| <b>Annual Fund*</b>         | \$ 6,333,810 | 5,452   | \$ 6,348,815 | 5,357   | \$ 6,893,645 | 5,688   | \$ 7,132,643 | 6,456   | \$ 7,136,406 | 6,286   |
| <b>Student Pirate Club*</b> | \$ 289,760   | 5,788   | \$ 467,460   | 7,793   | \$ 540,580   | 8,977   | \$ 531,670   | 10,498  | \$ 520,382   | 10,249  |
| <b>Total</b>                | \$ 6,623,570 | 11,240  | \$ 6,816,275 | 13,150  | \$ 7,434,225 | 14,665  | \$ 7,664,313 | 16,954  | \$ 7,656,788 | 16,535  |

|                | 2019       | 2018      | 2017      | 2016      | 2015      |
|----------------|------------|-----------|-----------|-----------|-----------|
| Gift-In-Kind** | \$ 241,715 | \$ 34,577 | \$ 77,704 | \$ 64,582 | \$ 61,610 |

## Pirate Club Goals for Drive Year 2019

- **Pledges (Annual Fund and Student Pirate Club) \$7,200,000**
- **Members 6,018**
- **Student Pirate Club Members 8,000**

\*Cash Pledges Only

SPC dues for years 2017 and 2018 were \$60. For all other years dues were \$50.  
Amounts are as of August 31- Drive Year for Annual Fund

\*\*Gift-in-Kind amounts reflect actual receipts of contributed goods and/or services



# Pirate Club

## Other Giving

|                         | 2019         | 2018       | 2017         | 2016          | 2015       |
|-------------------------|--------------|------------|--------------|---------------|------------|
| <b>Capital*</b>         | \$ 3,357,156 | \$ 100,121 | \$ 3,610,073 | \$ 7,268,919  | \$ -       |
| <b>Endowment*</b>       | 621,084      | 186,179    | 167,450      | (230,061)     | 200,694    |
| <b>Premium Seating*</b> | 3,313,753    | 62,908     | 845,802      | 11,989,828    | -          |
| <b>Other*</b>           | 141,264      | 186,414    | 488,244      | 155,711       | 94,676     |
|                         | \$ 7,433,257 | \$ 535,622 | \$ 5,111,569 | \$ 19,184,397 | \$ 295,370 |

### Gift-In-Kind

**Gift-In-Kind\*\***

|  | 2019       | 2018 | 2017 | 2016 | 2015 |
|--|------------|------|------|------|------|
|  | \$ 518,513 |      |      |      |      |

\*Cash Pledges Only

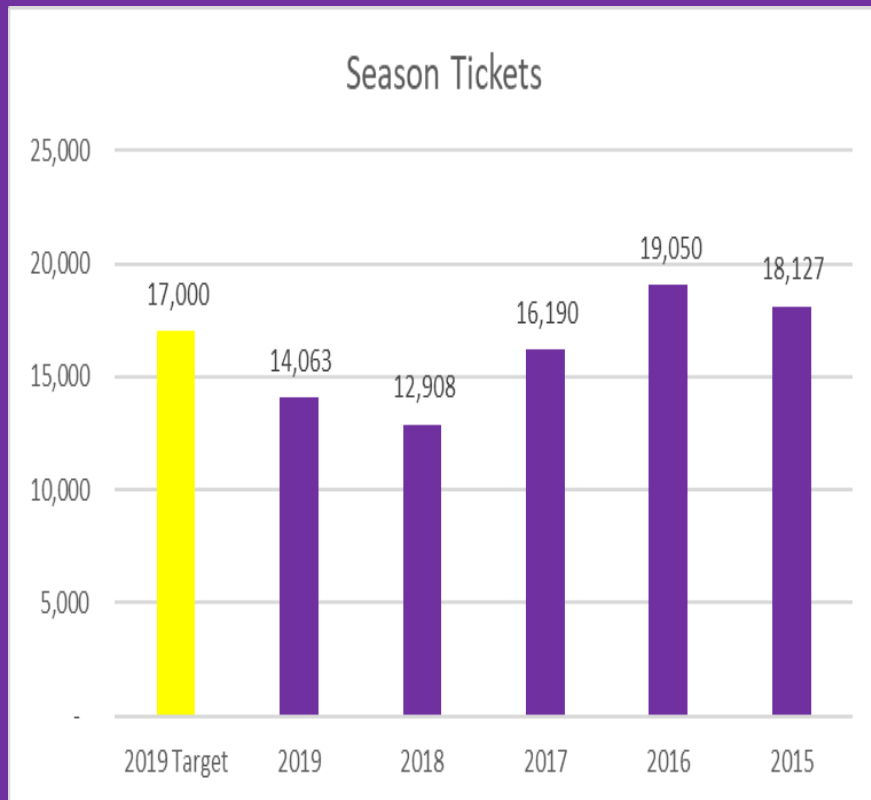
\*\*Gift-in-Kind amounts reflect actual receipts of contributed goods and/or services

Amounts are as of August 31 Calendar Year for Other Giving

Restricted Gifts make up the majority of Other Giving



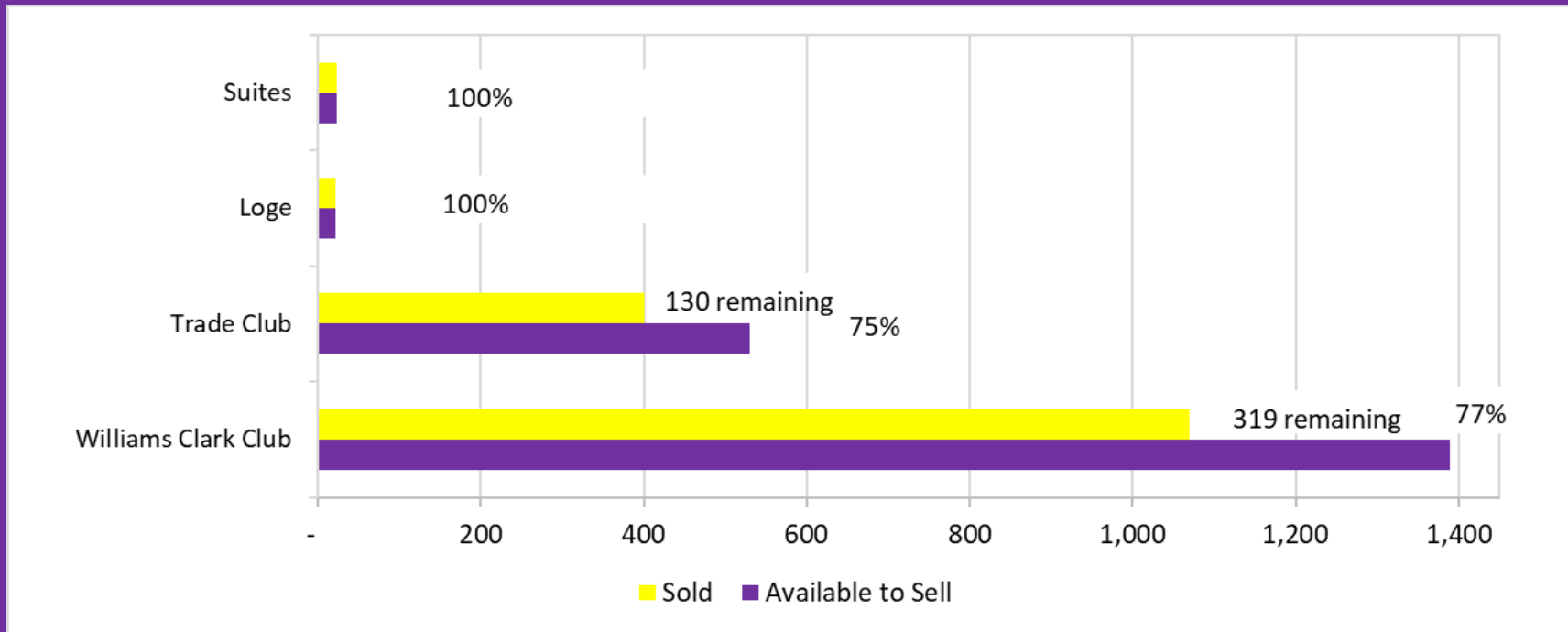
# Football Ticket Sales



- 8.95% increase in season ticket sales
- Last coaching change (2015 to 2016) yielded a 5.1% increase
- 652 new accounts purchased season tickets totaling 1,774 tickets
- Renewed 89% of season ticket holders from last year
- Single game ticket sales for Gardner-Webb 4,834 (combined single game target is 30,000)



# Premium Inventory



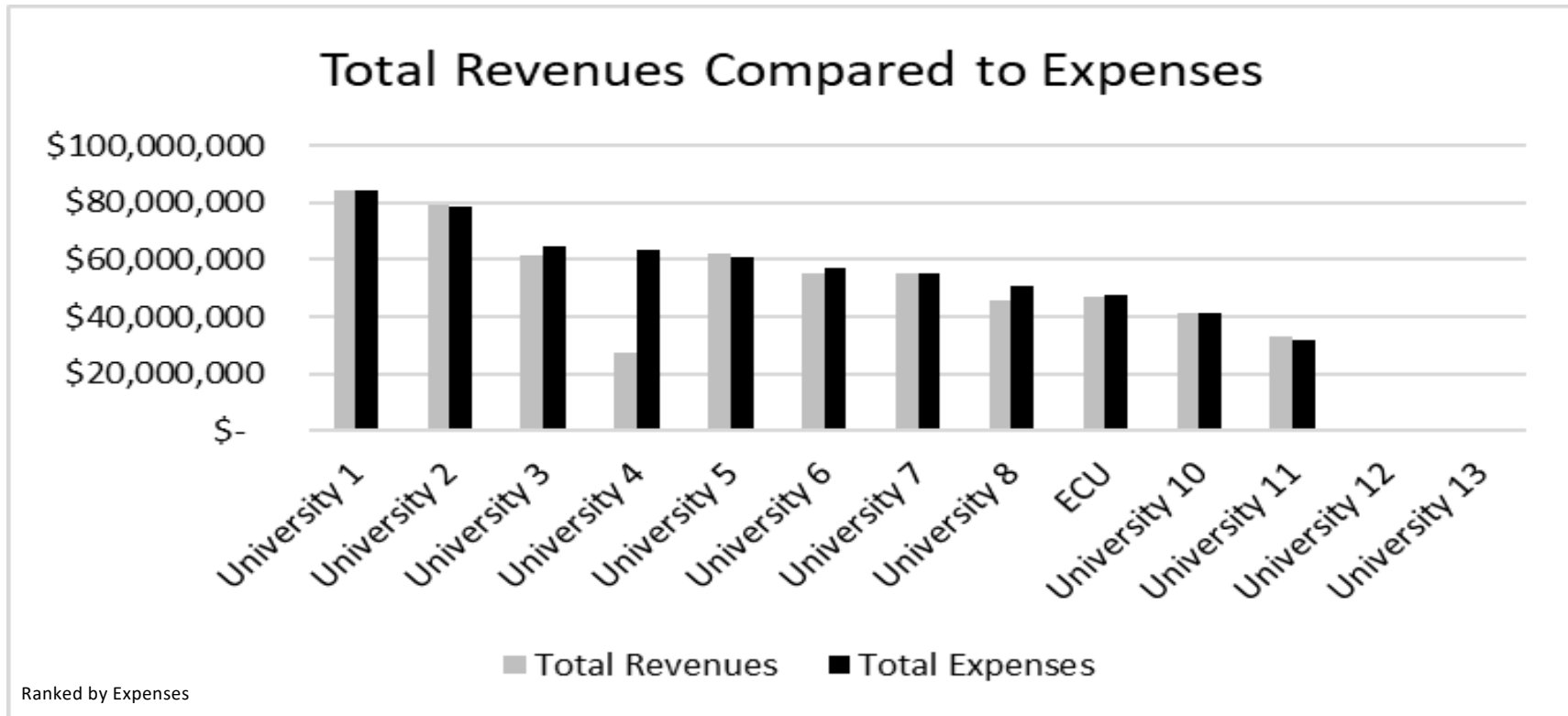
# Academic Performance



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|                  | 2018-19 GPA | 2018-19 Projected<br>APR | Multi-Year<br>Projected APR |
|------------------|-------------|--------------------------|-----------------------------|
| Baseball         | 3.44        | 1000                     | 988                         |
| M. Basketball    | 2.95        | 957                      | 935                         |
| W. Basketball    | 2.89        | 932                      | 957                         |
| M. Cross Country | 2.77        | 975                      | 978                         |
| W. Cross Country | 3.58        | 1000                     | 1000                        |
| Football         | 2.58        | 943                      | 941                         |
| M. Golf          | 3.25        | 1000                     | 987                         |
| W. Golf          | 3.77        | 1000                     | 1000                        |
| Lacrosse         | 3.32        | 982                      | N/A                         |
| Soccer           | 3.33        | 979                      | 975                         |
| Softball         | 3.05        | 986                      | 993                         |
| M. Swimming      | 2.96        | 926                      | 967                         |
| W. Swimming      | 3.49        | 960                      | 992                         |
| M. Tennis        | 3.59        | 1000                     | 968                         |
| W. Tennis        | 3.52        | 969                      | 993                         |
| M. Track         | 2.62        | 957                      | 962                         |
| W. Track         | 3.27        | 1000                     | 977                         |
| Volleyball       | 2.61        | 942                      | 984                         |
| <b>Overall</b>   | <b>3.05</b> | <b>973</b>               |                             |

# 2017-18 Conference Financial Comparison



Data Source: NCAA Report provided by AAC Finance Officers

# Project Updates

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- TowneBank Tower
- Hight Field
- Strength and Conditioning
- Volleyball Locker Room
- Baseball Waterproofing
- Softball Batting Cage
- Auxiliary Fields
- Men's Basketball Locker Room







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**BOARD OF TRUSTEES**

**Athletics and Advancement Committee  
September 12, 2019**

Agenda Item:

III. Advancement

Responsible Person:

Chris Dyba  
Vice Chancellor for University Advancement

Action Requested:

Information

Notes:

- A. Fundraising Update
- B. Director of Alumni Relations

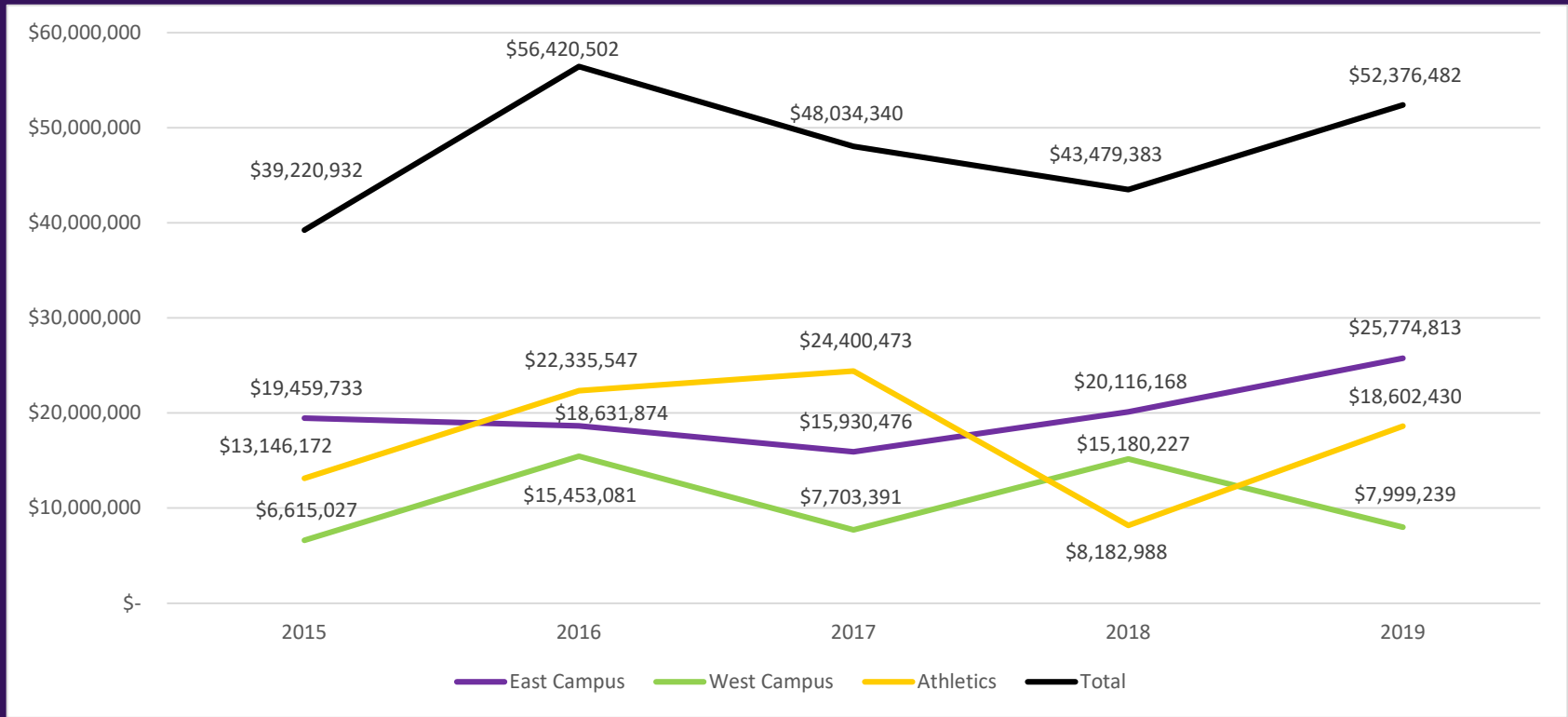


# ECU BOARD OF TRUSTEES

September 12, 2019

# ANNUAL FUNDRAISING TOTALS

## 5-Year Trend





## FUNDRAISING UPDATE

As of August 31

East Campus: \$ 3,688,183

West Campus: \$ 509,964

Athletics: \$ 5,956,449

Total Giving: \$10,154,596

Campaign Total: \$250 Million

# ALUMNI ASSOCIATION UPDATE



## **Scott E. Francis**

### **Associate Vice Chancellor & President of the ECU Alumni Association**

Francis joins ECU from the University of Florida, where he served as director of Gator Clubs and affiliate groups. There, he was responsible for the support, training, direction and stewardship of 95 Gator Clubs, six affiliate groups and more than 700 leaders representing 422,000 alumni.

At ECU, Francis will be responsible for representing the interests of nearly 170,000 alumni. He will lead the association's dedicated staff and volunteers and provide direction on the association's many programs and component parts.



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## BOARD OF TRUSTEES

### Athletics and Advancement Committee September 12, 2019

Agenda Item: III. C. Endowment Fund Board

Responsible Person: Chris Dyba  
Vice Chancellor for  
University Advancement

Action Requested: Action / Election

Notes:

#### **Proposed Slate of Nominees for the Endowment Fund Board**

Vern Davenport (Chair of the BOT)

Fielding Miller (Vice Chair of the BOT)

Dan Gerlach (ex-officio / Chancellor)

Lynn Lane 9/13/19 – 6/30/20 (filling vacancy)

Kel Normann 7/1/18 – 6/30/21

Matt Slate 7/1/19 – 6/30/22

***\*\*The Athletics & Advancement Committee will need to approve or not approve the above highlighted slate of nominees. The full board will need to elect the nominees for the highlighted vacancies. The other members are already seated.***

#### ***Excerpt from the ECU Board of Trustees Bylaws***

#### **Section 104 Endowment Fund Board**

The Trustees of the Endowment Fund Board shall consist of six members, one of whom shall be the Chair of the Board of Trustees, who shall serve as the ex-officio Chair of the Endowment Fund Board; one of whom shall be the Chancellor; one of whom shall be the Vice Chair of the Board of Trustees; and three of whom shall be elected by the Board of Trustees. One of those elected may be (but need not be) a member of the Board of Trustees and the other two shall be

members of the Investment Committee of the ECU Foundation. The terms of the three elected members shall be for staggered three-year terms.

The Trustees of the Endowment Fund Board shall make decisions concerning the receipt and administering of Endowment Fund gifts and property bequests, exclusive always of monies received through State appropriations and from tuition and fees.

The Endowment Fund Board shall function in accordance with NCGS 116-36 and regulations of the Board of Governors of the University of North Carolina.



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**BOARD OF TRUSTEES**

**Athletics and Advancement Committee  
September 12, 2019**

Agenda Item:

IV. Closed Session

Responsible Person:

Fielding Miller  
Committee Chair

Action Requested:

Action

Notes:

N/A