Board of Trustees Athletics and Advancement Committee Meeting
February 15, 2018
Agenda

I. Approval of November 9, 2017 Minutes
   Action

II. Advancement
    A. Campaign Update
       Information

III. Athletics
    A. Fall Semester Student Athlete GPA
       Information
    B. Southside Project
       Information
    C. Human Resources
       Information
    D. Pirate Club Update
       Information
    E. Financial Update
       Information
    F. Athletics Strategic Plan
       Information

IV. Closed Session
Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: I. Approval of Nov. 7, 2017 Minutes

Responsible Person: Edwin Clark, Chair

Action Requested: Approval

Notes: N/A
**Athletics Highlights**
Jeff Compher introduced Julie Torbett who is the head volleyball coach and now in her firth season at ECU. Julie holds the title of winningest volleyball coach in ECU’s history. She shared her business model (market, train and recruit) and her coaching model (work ethic, competitive drive & loyalty). Her team boasts a GPA above 3.0 and has a chance to compete in pool play within the American Conference. Attendance at the matches range from 300-600 fans, which is second in the conference.

Following Coach Torbett, Jeff Compher updated the board on how well the cross-country teams (men and women) have competed. He shared the many activities that will take place during military appreciation and noted that over 4,000 tickets have been donated for the military personnel.

Lee Workman provided an athletics financial report and shared forthcoming improvements to include a new process for prior approvals for orders of $250.00 or more, the implementation of a new budget management tool for 2018-2019 and the development of a 3-5-year budget plan that will be applied next spring.

JJ Mclamb shared that the State budget office has approved the south side stadium expansion and contracts are being drawn up. Bids should open in mid-November. Additionally, JJ reported that the hitting facility adjacent to Clark LeClair is scheduled to start in mid-December with a projected Spring completion.

Phillip Wood reported that the Pirate Club has commitments of $7.5M which is $200K less than this time last year. His staff is working diligently to reach donors who have not yet renewed.

**Advancement Highlights**
Chris Dyba gave a fundraising update by reporting that overall the university has raised nearly $12M through October 30. As for the comprehensive campaign Dyba reported that the university has raised $155M to date and once we reach $250M we will go public with the campaign. He also reported that the university has hired the marketing firm 160/90 to provide services to enable us to better advance our brand so that we are better equipped to engage our alumni and non-alumni to integrate with our fundraising/campaign priorities.

Heath Bowman, AVC for Alumni Relations conveyed that in an effort to move ECU forward we are working to remove barriers and increase engagement. Heath reported that we have nearly 175,000 alumni with only 2.85% engaged. This yields us over 97% of our alumni waiting to be engaged. ECU Connect is an online embodiment for all alumni to connect. The Alumni Association strives to become the front porch of our university and fully integrated with all pirates.
Mr. Chairman, I have one motion to be considered by the board:

I move that the board approve the naming menu for the Health Sciences Student Center and the Main Campus Student Center as presented in board materials, with one revision, to not assign a value to the Main Campus Student Center pending further review.

I’ll have a few more motions following closed session, but for now, that concludes my report.

**MOTIONS TO BE MADE AFTER CLOSED SESSION:**

I move that the board approve non salary compensation for Head Baseball Coach Cliff Godwin as presented in board materials.

I move that the board approve the naming of Classroom 103 in the Redditt Building in honor of Dr. Edward Markowski as presented in board materials.
Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: II. Campaign Update

Responsible Person: Chris Dyba
Vice Chancellor for University Adv.

Action Requested: Information

Notes: N/A
University Advancement Update

Board of Trustees
February 15, 2018
Fundraising Update
As of February 1, 2018

- East Campus Priorities $15,831,077
- West Campus Priorities $3,549,638
- Athletics $4,059,383
- Total $23,440,097

- Campaign Total raised to date: $169M
### Average Annual One-, Three-, Five-, and Ten-Year Returns* for U.S. Higher Education Endowments and Affiliated Foundations for Periods Ending June 30, 2017

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### Type of Institution

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### Average and Median (All Institutions)

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### Quartiles—All Institutions

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Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: III. A.
Fall Semesters Student-Athlete GPA

Responsible Person: Jeff Compher
Director of Athletics

Action Requested: Information

Notes: N/A
ECU ATHLETICS
2017-2018 Informational Sport Recaps – Winter Update

BASEBALL
• Heading into their fourth season in the American Athletic Conference, the Pirates were picked fourth in the Preseason AAC Poll (conducted by the league’s nine head coaches).
• ECU alum and 2015 AAC Championship Tournament Most Outstanding Player Hunter Allen returned to the Pirates’ coaching staff when he was named the volunteer assistant coach on Dec. 15. Allen will work directly with the outfielders while also assisting with the hitters, base running and infield play. He will also coordinate all of ECU’s summer, fall and winter camps.
• Sophomore Jake Agnos was chosen to represent ECU and the AAC at the 2017-18 NCAA Student-Athlete Leadership Forum in Washington, D.C. (Nov. 16-19). The 2017-18 NCAA Student-Athlete Leadership Forum engages a diverse and dynamic representation of student-athletes, coaches, faculty and administrators. Student-athletes selected to attend the Leadership Forum return to campus with invaluable leadership skills, the experience of exploring the relationship between personal values, core beliefs and behavioral styles.
• ECU kicked off the 2018 season with its first official practice of the spring on Jan. 26.
• The Pirates recorded a program-best 3.52 cumulative grade point average for the 2017 fall semester, which bested the previous mark of 3.42 (fall, 2015). All 35 players registered a 3.1 GPA or higher for the semester with 33 being named to the ECU Director of Athletics Honor Roll.
• ECU will host its annual preseason banquet on Feb. 10 in Minges Coliseum. Greenville mayor and ECU baseball alum P.J. Connelly (2004-05), as well as former Pirate hurler Cory Scott (1999-2000) will serve as keynote speakers.
• The Pirates will open the 2018 season on Friday, Feb. 16 at home against in-state foe Western Carolina.

BASKETBALL (MEN)
• Former head coach Jeff Lebo resigned his position on Nov. 29, 2017. Assistant coach Michael Perry accepted duties as interim head coach following Lebo’s resignation.
• Sophomore Raquan Wilkins withdrew from school following the 2017 fall semester and fellow sophomore Jeremy Sheppard was deemed academically ineligible for the 2018 spring semester. Both were suspended during the fall semester for violation of university policy.
• The Pirates added four signees during the early signing period: Jayden Gardner (Wake Forest), Rico Quinton (Newbern, Tenn.), DeShawn Wade (Charlottesville, Va.) and Mike Wynn (Charlotte).
• Freshman Shawn Williams has been named the American Athletic Conference Rookie-of-the-Week twice this season.
• Senior B.J. Tyson became the seventh player in school history to surpass 1,400 career points. Tyson was also named ECU’s Male Student-Athlete-of-the-Month for December.
• Junior Kentrell Barkley became the 27th player in ECU lore to exceed 500 rebounds for his career.
• Barkley collected seven steals against USF, tying the ECU and American Athletic Conference single-game record.
• ECU’s 38-point victory over USF on Jan. 17 was its largest margin of victory in a conference game since defeating VMI 108-66, when both were in the Southern Conference in 1970. It was also the sixth-largest margin of victory over a Division I opponent in school history.
• The Pirates 17-point come-from-behind victory over Campbell tied for the fourth biggest rally at ECU since 1981.

BASKETBALL (WOMEN)
• With a 79-70 overtime victory at Cincinnati on Jan. 27, the Pirates clinched their fourth American Athletic Conference victory and first conference road win since the 2015-16 season.
• ECU defeated Houston, who was receiving Top 25 votes, 80-78 in the annual Play4Kay game in overtime on Jan. 20.
• Eighth-year head coach Heather Macy became the program’s all-time win’s leader with a 73-67 victory over Tulsa on Jan. 10. Macy currently holds 130 victories leading the ECU program.
• On Dec. 26, freshman Ariyana Williams became the program’s first-ever player to be selected as AAC Freshman of the Week.
• With a 73-61 victory over N.C. Central on Dec. 14, ECU extended its win streak to five games.
• The Pirates opened the 2017-18 season with a 66-53 win over USC Upstate on Nov. 10.

CROSS COUNTRY
• Senior Bakri Abushouk placed 11th at the NCAA Southeast Regional, garnering the first all-region honor in program history for the men’s team. The men placed 14th out of 32 teams, the squad’s best showing since taking 13th place back in 2000, while the women took 16th out of 37 squads - posting their best finish at the regional since a ninth-place result in 2012.
• The ECU men finished fourth while the women took sixth at the AAC Cross Country Championships in Philadelphia. The men’s result represents the team’s best finish since joining the conference. Abushouk and juniors Nick Ciaccia and Grace Sullivan earned all-conference honors for finishing in the top 15 individually.
• Sullivan was tabbed the American Athletic Conference Female Athlete of the Week Oct. 17. It is the first weekly league honor for the program since Zack Montijo claimed the accolade back on Sept. 16, 2008 (as a member of C-USA).
• The men’s team earned its first United States Track and Field and Cross Country Coaches Association regional ranking Oct. 16, garnering the No. 14 spot in the Southeast Region.
• ECU hosted the Pirate Invitational Oct. 13 at Overton’s Lake Kristi. Both the men’s and women’s squads took second place in the team standings while Abushouk and Sullivan captured the respective men’s and women’s individual titles.
• ECU began the 2017 campaign Sept. 1 at the Temple Invitational in Philadelphia. Sullivan posted a time of 22:05 in the 6K to win the women's race while Abushouk was the top Pirate men’s finisher, running an 8K time of 26:17 to capture fourth place.
• Josey Weaver recently completed his full season in charge of the cross country program. Weaver arrived in Greenville after a two-year stint as an assistant track and field coach at Butler Community College in El Dorado, Kan., where he mentored the distance runners and pole vault athletes.

FOOTBALL
• ECU posted a 3-9 overall mark and stood tied for fourth (along with Cincinnati and Connecticut) in the American Athletic Conference’s East Division at 2-6.
• The Pirates recorded a victory each month (UConn/Sept. 24, BYU/Oct. 21, Cincinnati/Nov. 18).
• Of the nine setbacks, five were opponents either ranked or receiving votes in the AP or USA Today/Coaches Top 25 polls - Virginia Tech, West Virginia, USF, UCF and Memphis.
• A total of 50 different players (24/defense, 26/defense) made starts in 2017, including 25 first-timers - which ranked as the fifth-highest total nationally (35/UAB, 33/Ball State, 31/Illinois, 27/Baylor, 25/ECU).
• The Pirates ranked among the nation’s Top 20 teams in three statistical categories - passing yards per game (12th/317.9), fewest fumbles lost (21st/3) and fewest sacks allowed (7th/1.25). Individually, WR Trevon Brown stood 17th in receiving yards per game (89.1).
• A pair of ECU pass catchers turned in two of the top three single-game receiving yardage totals in school history during the 2017 season, including a program-record 270-yard effort by Trevon Brown vs. Cincinnati on Nov. 18. Davon Grayson’s 223-yard afternoon at Connecticut on Sept. 24 stands third.
• ECU was represented on the second and honorable mention All-American Athletic Conference squads with three selections: WR Trevon Brown (second team/offense), DE Kiante Anderson (honorable mention/defense) and WR Davon Grayson (honorable mention/defense). ECU topped all American Athletic Conference members in regular season attendance again in 2017 (second-straight year). Overall, ECU ranked 58th nationally in average attendance (36,727) in 2017. The top five AAC attendance leaders include: 1. ECU (36,727), 2. UCF (36,082), 3. Navy (34,756), 4. Memphis (33,307), 5. Houston (32,583). The Pirates have drawn at least 40,000 fans to Dowdy-Ficklen Stadium in 22 of its last 29 home games dating back to 2013, which included the 2017 opener vs. James Madison (40,169) and the Sept. 16 clash vs. Virginia Tech (43,776).
• Sophomore defensive tackle Alex Turner was named to the College Sports Information Directors (CoSIDA) Academic All-District 3 First-Team. A dual major in multidisciplinary studies and psychology, he sports a 3.61 cumulative GPA was named to the 2016-17 American Athletic Conference All-Academic Team and is a two-time ECU Honor Roll selection.
• Head coach Scottie Montgomery announced that 19 student-athletes signed a national letter-of-intent with the Pirates on Dec. 20, which marked the NCAA’s newly-implemented early football signing period (that now enables high school prospects to ink with collegiate programs in December). Of the 19 newcomers, 13 are projected to play on the defensive side of the ball, while the remaining six (6) will line up on offense. Additionally, freshmen (17) composed nearly 90 percent of ECU’s early signing class.
• Montgomery welcomed five new members to his coaching staff following the 2017 season: David Blackwell (defensive coordinator), Kirk Doll (special teams coordinator), Rod Wright (defensive line), Daric Riley (safeties) and Don Mahoney (offensive line).
• Senior starting quarterback Brandon Minsheu departed the program on Jan. 30 to devote his attention to a family matter in his home state of Mississippi. Minshew started five of 10 games during the 2017 season and led ECU in completions (174), attempts (304), passing yards (2,140) and passing touchdowns (16) as a junior. He also established school and American Athletic Conference single-game records with a 52-of-68, 463-yard performance at Houston on Nov. 4.
The Pirates announced an agreement with Boise State on a two-year home-and-home football series in 2026 and 2028.

GOLF (MEN)
• The Pirates will compete in six tournaments during the spring season, including the ECU Intercollegiate on April 2-3 at Brook Valley. The spring slate begins Feb. 5-6 at the Sea Best Invitational at TPC Sawgrass in Ponte Vedra Beach, Fla.
• The 2017 American Athletic Conference Championships will be held April 22-24 at the Innisbrook Golf Resort in Palm Harbor, Fla.
• Sophomore Patrick Stephenson won the Country Club of North Carolina Amateur in Pinehurst.
• ECU signed a trio of prep golfers for the 2018-19 campaign: A.J. Beechler (Pinehurst), Attie Giles (Pinehurst) and Jack Massei (Cary).

GOLF (WOMEN)
• ECU closed out the fall portion of its schedule ranked No. 38 nationally by Golfstat and posted a 56-16-0 record in five events.
• In five tournaments in the fall, the Pirates claimed a pair of team titles (Pirate Collegiate Classic and Pinehurst Challenge), while claiming a share of fourth place at the Cardinal Cup. They also finished sixth at the Ladies Fall Intercollegiate and eighth at the Minnesota Invitational.
• ECU has four golfers ranked in the Top 225 nationally in Dorthea Forbrig (152), Kathryn Carson (160), Lisa Pettersson (177) and Carley Cox (225).
• Pettersson leads the team with a 73.50 seasonal stroke average, while Forbrig owns a 74.55 average.
• ECU will open the spring portion of its schedule in Orlando, participating in the UCF Challenge (Feb. 4-6).

LACROSSE
• The Pirates open their inaugural campaign on Feb. 10 when they host the first game in program history against George Washington at 12 noon. ECU will play eight homes in all, and 17 games total.
• Other home dates include: Feb. 21 (Liberty), March 1 (Kennesaw State), March 17 (Columbia), March 20 (Longwood), March 24 (Delaware State), March 30 (Drexel) and April 1 (Oregon).

SOCCER
• Jason Hamilton, who served as associate head coach at Mississippi State in 2017, was named the fourth head coach in ECU women's soccer history Dec. 11.
• ECU will compete in seven matches during the spring, beginning Feb. 25 at Duke.
• The Pirates ended the 2017 campaign with a 6-10-2 overall record and 1-8-0 mark during its AAC slate.
• ECU enjoyed its best start in program history (4-0-1) and went 5-2-2 in non-conference play.
• The Pirates were undefeated at home in non-conference matches with a 3-0-2 record at Johnson Stadium.
• ECU earned a 1-1 draw with No. 5 Virginia at home on Sept. 17. It marked the first tie with a nationally-ranked opponent since 2011 and the first against a Top 5 team in program history.
• Michelle Newhouse earned her second American Athletic Conference Goalkeeper of the Week award on Sept. 18, becoming the first keeper to repeat as player of the week for the league in 2017. Her two AAC honors made her the third Pirate in program history to earn a pair of weekly league awards in the same season since ECU joined the American in 2014.

SOFTBALL
• ECU enters the 2018 season under the watch of third-year head coach Courtney Oliver, who directed the team to a 26-30 overall record and 5-13 mark in the American Athletic Conference in 2017.
• The Pirates begin the new campaign Feb. 9 at the Felsberg Invitational in Miami, Fla. The tournament field includes two teams in South Carolina and host FIU that are receiving votes in various national preseason top 25 polls as well as Hofstra and defending Big East Conference regular season champion St. John’s.
• ECU plays host to 25 games in 2018 at the ECU Softball Stadium, featuring contests against Duke, NC State and UNC Wilmington, a pair of tournaments (Pirate Clash, Pirate Invitational) and four American Athletic Conference series (Houston, Memphis, USF and Wichita State).
• The Pirates return three of their top five hitters from a season ago in seniors Meredith Burroughs and Alex Mycek, as well as redshirt sophomore Tate McClellan. Burroughs and Mycek hit 16 home runs each to lead the American Conference and rank 22nd nationally.
• Whitney Sanford and Erin Poepping, two members of the incoming freshman class ranked No. 22 in the nation by FloSoftball, will compete for significant innings in the circle. Sanford was named a MaxPreps Medium School First Team All-American after finishing her prep career with a 54-8 overall record, 1.12 earned run average and 651 strikeouts in 361.2 innings pitched. Poepping compiled a 14-1 record, 1.18 earned run average and 101 strikeouts over 101 innings pitched during the regular season of her senior campaign.
ECU played eight games as part of its fall competition schedule. The Pirates recorded four wins, three losses and a tie with victories against Campbell, Elon (twice) and Pitt Community College as well as setbacks to regional powers North Carolina, NC State and Georgia. The tie occurred in the second game of the doubleheader against the Wolfpack.

SWIMMING & DIVING
• The ECU men’s team completed the dual meet campaign with a record of 6-5 for its 35th consecutive season finishing at .500 or above. The women’s team posted its 29th straight winning dual meet campaign with a record of 8-4.
• The American Athletic Conference Swimming & Diving Championships will be held in Dallas, Feb. 14-17.
• Both the men’s and women’s squad were named CSCAA Scholar All-America teams for the 2017 fall semester.
• Seniors Alicia Roueche was named The American Women’s Diver of the Week for Jan. 16. It was her second weekly honor of the season.
• Senior Julie Lajoie was named ECU’s Female Student-Athlete of the Month for December.

TENNIS (MEN)
• The Pirates opened their 26-match (14 at home) spring season on Jan. 20 with a 4-3 victory over Presbyterian before following with wins over Navy, Winthrop and Chowan to start the new campaign with a 4-0 record (as of Feb. 2).
• Head coach Shawn Heinchen is in his 13th season leading the ECU program and currently enjoys a run of 10-straight years with 10 or more dual match (spring) victories dating back to 2007.
• ECU will compete in the 2018 American Athletic Conference Championship Tournament April 19-22 in Dallas, Texas.

TENNIS (WOMEN)
• After becoming the first player in program history to earn a national ranking (March, 2017), Celia Ruiz continued her climb with a strong fall performance to reach No. 52 in the Oracle/ITA Rankings poll on Nov. 15.
• ECU began its 25-match (seven at home) dual match spring season on Jan. 23 with a 7-0 setback at No. 5 North Carolina before bouncing back with a similar shutout of N.C. Central on Feb. 1 in its first home appearance.
• For the 20th-straight season, the Pirates are led by Tom Morris who is a member of the North Carolina Tennis Hall of Fame and ECU’s all-time winningest women’s tennis coach.
• The Pirates will wrap up their campaign at the 2018 American Athletic Conference Championship Tournament April 17-21 in Dallas, Texas.
• Morris announced the signing of Minette Van Vreden on Dec. 7. A native of Strand, Western Cape, South Africa, Van Vreden has been among the top-ranked women in the Tennis South Africa Rankings since her U12 year. From 2011-2017 she’s maintained a top-5 ranking and held the No. 1 ranking (U18) from March 2016 through July 2017. She plans to enroll at ECU in the fall of 2018.

TRACK & FIELD
• Curt Kraft is in his 14th season as the ECU Director of Men’s and Women’s Track & Field and Cross Country.
• The women’s team was slotted No. 12 in the Jan. 29 United States Track & Field and Cross Country Coaches Association Southeast Region poll.
• Junior Ryan Davis earned his first career AAC Male Field Athlete of the Week honor Jan. 30 after recording a league-best weight throw mark of 20.51 meters. That throw currently ranks 23rd nationally and is the fourth-longest in program history.
• ECU competed well in its second meet of the season at VMI. The women won the meet in landslide fashion, topping the 17-team field, while the men placed third out of 16 competing squads during the two-day event. Senior Galissia Cause set a school record in the indoor shot put for the second-straight weekend, recording a toss of 16.01 meters to top her previous mark of 15.68. She was one of six event wins for the Pirates in the meet.
• The Pirates won five event titles at their season-opening meet – the Dick Taylor Carolina Cup held in Chapel Hill.

VOLLEYBALL
• ECU produced a 22-11 overall record and 13-7 American Athletic Conference mark in 2017. The Pirates earned the most victories in a single season since 1982, first 20-win season since 2005, first winning record since 2006, most-ever conference victories in a single season and first winning league mark since 2006.
• Having been selected 11th in the AAC preseason coaches poll, ECU finished in fourth place in the conference standings – its highest final placement in any league since 2000.
• Setter Shelby Martin was named the American Athletic Conference Freshman of the Year and earned second team laurels, while senior Natalie Montini was tabbed to the All-AAC First Team.
• Julie Torbett became the program's all-time winningest head coach when the Pirates knocked off USF 3-1 in Greenville Nov. 3. She also earned her 400th career victory in a three-set win over N.C. Central Sept. 19.
• ECU set single-season top 10 program marks in: assists (1,498/4th, digs (1,986/4th), hitting percentage (.230/5th), block assists (434/5th), kills (1,608/6th) and total blocks (276.0/9th).
• The Pirates posted a 13-7 record in home matches, winning the second-most home contests in a single season and the most since 1979. ECU also emerged victorious in seven of nine home matches in AAC play, falling only to league champion Wichita State and second-place SMU (in five sets).
• The Pirates completed season series sweeps of AAC opponents Cincinnati, Houston, Memphis and USF while beating Temple and UConn in the teams' only meetings.
• ECU defeated Temple for the first time in program history, downed Tulsa for the first time since joining the AAC and picked up first-ever win in Cincinnati.
• The Pirates racked up a 9-4 non-conference record, improving to 45-18 in non-conference matches under Torbett.
• ECU garnered the No. 12 spot in the final regular season Midwest Region ranking according to the Rich Kern RPI (RKPI).
Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: III. B.
Southside Project

Responsible Person: Jeff Compher
Director of Athletics

J.J. McLamb
Assoc. Director of Athletics

Action Requested: Information

Notes: N/A
Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: III. C.
Human Resources

Responsible Person: Jeff Compher
Director of Athletics
Lee Workman
Assoc. Director of Athletics

Action Requested: Information

Notes: N/A
Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: III. D. Pirate Club Update

Responsible Person: Jeff Compher
Director of Athletics
Phillip Wood
Director of Pirate Club

Action Requested: Information

Notes: N/A
ACADEMIC SUCCESS

- ECU student-athletes have a 10.9% higher Federal Graduation Rate (FGR) rate than the general student body. The multi-year FGR for ECU student-athletes has increased from 59 to 69 over the past five years; going up every year.
- The multi-year Graduation Success Rate (GSR) for ECU student-athletes has increased from 77 to 82 over the past five years; going up every year.
- The academic year GPA has increased from a 2.93 to a 3.02 over the past four years.

ANNUAL OPERATING BUDGET

The annual operating budget (does not include scholarships or personnel costs) was reduced by 10% for the 2017-18 budget. Things the operating budget does include are travel, equipment, office supplies, repairs and maintenance, game operations, printing, general operating expenses, etc...

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Expenses</th>
<th>Cumulative Fund Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-17</td>
<td>$40,711,365</td>
<td>$41,150,398</td>
<td>($2,319,346)#</td>
</tr>
<tr>
<td>2015-16</td>
<td>$38,148,191</td>
<td>$39,232,937</td>
<td>($1,880,313)^</td>
</tr>
<tr>
<td>2014-15</td>
<td>$37,970,757</td>
<td>$37,922,395</td>
<td>($795,367)</td>
</tr>
<tr>
<td>2013-14</td>
<td>$33,849,339</td>
<td>$36,851,054</td>
<td>($843,929)*</td>
</tr>
<tr>
<td>2012-13</td>
<td>$32,785,482</td>
<td>$34,128,914</td>
<td>$2,157,786</td>
</tr>
</tbody>
</table>

#Phase 1 of an unexpected water-proofing project at Clark-LeClair Stadium at a cost of $300,000
^added full cost of attendance
*paid $1.4 million in exit fee to CUSA

HOW DO WE COMPARIE IN OUR CONFERENCE*

The largest AAC member budget in 2015-16 was $79,211,704.

<table>
<thead>
<tr>
<th>Median Direct Institutional Support</th>
<th>AAC Member Schools</th>
<th>ECU</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$17,609,027</td>
<td>$608,354^</td>
</tr>
</tbody>
</table>

*Data obtained as reported in the NCAA Agreed-Upon Procedures annual report for year 2015-16. The latest published report for this information. *In compliance with North Carolina state statutes for allowable support from state funding.
ATHLETIC SCHOLARSHIP COSTS

Athletic scholarship costs (which are included in the total budget) have increased nearly $2 million since 2012.

![Athletic Scholarship Costs by Year]

PIRATE CLUB

Amount raised through the annual fund by calendar year (number of Pirate Club members).

- 2016 - $7,827,826.81 (6,701 members)
- 2015 - $7,754,264.00 (6,557 members)
- 2014 - $7,020,813.10 (7,066 members)
- 2013 - $6,087,963.67 (7,180 members)
- 2012 - $6,217,943.20 (7,705 members)

Total dollars raised (includes capital gifts) by the Pirate Club by calendar year.

- 2016 - $32,546,143.26
- 2015 - $9,008,887.54
- 2014 - $9,717,183.60
- 2013 - $8,356,382.54
- 2012 - $9,461,989.36
REVENUE FROM TICKET SALES

Total ticket revenue (football only) by year.

2017-18 = TBD ($5,873,381.33)
2016-17 = $7,142,029.95 ($6,259,167.79)
2015-16 = $6,791,576.04 ($5,965,683.50)
2014-15 = $7,079,015.07 ($6,256,392.98)
2013-14 = $6,761,735.00 ($6,009,306.00)
2012-13 = $6,854,269.50 ($6,118,871.00)

FOOTBALL ATTENDANCE

Announced attendance at games is the distributed number of tickets. This includes all paid, student and comp tickets.

Average Football Attendance by Year
*denotes regular season conference leader

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>47,013</td>
</tr>
<tr>
<td>2013</td>
<td>43,985</td>
</tr>
<tr>
<td>2014</td>
<td>44,786*</td>
</tr>
<tr>
<td>2015</td>
<td>43,274</td>
</tr>
<tr>
<td>2016</td>
<td>44,113*</td>
</tr>
<tr>
<td>2017</td>
<td>36,727*</td>
</tr>
</tbody>
</table>

MOVE FROM NIKE TO ADIDAS

ECU changed from Nike to adidas in July 2016. The adidas contract is valued at $16,550,000 over 10 years. This is 4.5 times better than the previous contract with Nike. Currently, ECU is among only 11 schools nationally that have branded products sold on adidas.com.
OTHER NOTES

- Demolition in connection with the Southside Renovation project has begun. Please refer to the recent video distributed by the Pirate Club for more detailed information.
- Effective this year, the NCAA is allowing for an early football signing day on December 20, 2017 in addition to the already-established, traditional signing day on the first Wednesday in February.
- The NCAA has approved a 10th assistant coach for football. This coach will be hired and onboard in January.
- The exit fee for Conference USA was $1.4 million. This was paid as a lump sum in order to receive a discount.
- The entry fee for the American Athletic Conference was $2.5 million. This is being paid over five years with the last payment of $500,000 due in 2018-19 from the athletics operating budget.
- 143 of the 149 action items outlined in the 2013-17 strategic plan were accomplished. A new strategic plan, outlining a plan for future success and steps to get there, will be completed and released summer 2018.
Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: III. E. Financial Update

Responsible Person: Jeff Compher
Director of Athletics

Action Requested: Information

Notes: N/A
MEMORANDUM

TO: Board of Trustees, Athletics and Advancement Committee
FROM: Lee Workman, Sr. Associate Athletics Director for Administration/CFO
DATE: February 7, 2018
RE: Athletics Report

ECU student-athletes achieved at an all-time high level in the fall semester 2017 with a 3.07 overall GPA. This included 15 teams earning a 3.00 or higher team GPA. This is coming off the highest spring team GPA in the spring semester 2017 and highest annual team GPA for the 2016-17 academic year.

The Ground Breaking Ceremony for the Southside Stadium Renovation Project (SSR) was conducted January 11, 2018. Demolition work for the SSR project was completed in January, 2018. This work included the stadium and first floor area of the Ward Sports Medicine Building. The work in Ward SMB includes a new football locker room and team lounge, new athletic training area, athletic equipment area and expansion of the football team meeting room. The Ward SMB work is scheduled to be completed August, 2018. The project work is in full operation.

The new indoor hitting facility capital project to be located at Clark-LeClair Stadium has been approved for funding by the ECU Educational Foundation Executive Board. Work is currently scheduled to begin in March, 2018 with a completion date of July, 2018.

Jason Hamilton has begun as the new Women’s Head Soccer Coach at ECU. One new assistant soccer coach joined his staff in January. Five new football assistant coaches have come on board since the end of the 2017 football season. The fifth coach is a new assistant position created in conjunction with a new NCAA regulation that went into effect January 9th allowing for a 10th on-field assistant coach.

With Jeff Lebo’s resignation in November, it created a unique, extended timeframe to conduct the hiring process for a new MBB Head Coach. Collegiate Sports Associates has been secured and an advisory group to the Athletics Director announced to assist in the hiring process. The advisory group met with Jeff Compher and Collegiate Sports representatives December 21, 2017.

Included in your materials is an Athletics Department Talking Points document distributed to Pirate Club Chapter Presidents, Pirate Club Chapter Representatives, the Fan Engagement Council, and Pirate Club Executive Committee. This information was provided to enhance communication to Pirate fans while enabling the individuals in these leadership roles with pertinent information they can communicate.

The ECU Educational Foundation (Pirate Club) concluded 2017 with 5,884 members contributing $7,477,354. The Pirate Club staff will continue fundraising efforts with the Southside Stadium Renovation project for premium seating and parking, and philanthropic support, along with a fundamental emphasis to increase annual fund support to close the nearly $2.5M gap to fully fund athletics scholarships. The Pirate Club continues to monitor the new federal tax reform law to best understand its effects related to fundraising efforts.

At this time, the 2017-18 budget is trending in line with its original budget projection. 2017 ECU football ticket revenue did not meet projection. However, the revenue distribution from the AAC is anticipated to be higher due to the overall conference success in 2017 football, which includes UCF playing in a New Year’s Day CFP bowl game. Revenue generation and expenses will continue to be monitored through internal management processes that are in place. Work has also begun to develop the 2018-19 Athletics budget.

Thank you for your support. If you would like to discuss this report in greater detail, we will be glad to provide additional information.
## EAST CAROLINA UNIVERSITY ATHLETIC FUND
### FINANCIAL REPORT FY 2017 - 18

#### REVENUE

<table>
<thead>
<tr>
<th></th>
<th>Budgeted 7/1/2017</th>
<th>Year to Date 1/26/2018</th>
<th>Projected 6/30/2018</th>
<th>Projected Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pirate Club Scholarship Pledge</td>
<td>$6,280,400</td>
<td>850,000</td>
<td>6,280,400</td>
<td>0</td>
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<tr>
<td>Football Ticket Revenue</td>
<td>6,400,000</td>
<td>5,868,462</td>
<td>5,872,307</td>
<td>(527,939)</td>
</tr>
<tr>
<td>Men's Basketball Ticket Revenue</td>
<td>440,000</td>
<td>344,795</td>
<td>366,571</td>
<td>(73,429)</td>
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<tr>
<td>Women's Basketball Ticket Revenue</td>
<td>40,000</td>
<td>31,537</td>
<td>40,000</td>
<td>0</td>
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<tr>
<td>Baseball Ticket Revenue</td>
<td>360,000</td>
<td>175,095</td>
<td>360,000</td>
<td>0</td>
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<tr>
<td>Student Fees</td>
<td>15,558,900</td>
<td>15,067,649</td>
<td>15,558,900</td>
<td>0</td>
</tr>
<tr>
<td>NCAA / AAC Distributions</td>
<td>3,775,000</td>
<td>24,178</td>
<td>4,150,000</td>
<td>375,000</td>
</tr>
<tr>
<td>Concessions and Licensing</td>
<td>1,300,000</td>
<td>380,148</td>
<td>1,300,000</td>
<td>0</td>
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<tr>
<td>Athletic Guarantees</td>
<td>255,000</td>
<td>215,000</td>
<td>255,000</td>
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<tr>
<td>Sports Marketing</td>
<td>1,750,000</td>
<td>4,864</td>
<td>1,750,000</td>
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<tr>
<td>NCAA Student Assistance Fund</td>
<td>355,136</td>
<td>355,136</td>
<td>355,136</td>
<td>0</td>
</tr>
<tr>
<td>Other Sports Fundraising/Events</td>
<td>46,575</td>
<td>46,575</td>
<td>46,575</td>
<td>0</td>
</tr>
<tr>
<td>Other (Other Sports Tickets, Football parking, Processing Fees, Non Athletic Events, Misc.)</td>
<td>1,231,750</td>
<td>356,656</td>
<td>1,232,819</td>
<td>1,069</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$37,792,761</strong></td>
<td><strong>23,710,095</strong></td>
<td><strong>37,567,708</strong></td>
<td><strong>(225,063)</strong></td>
</tr>
</tbody>
</table>

#### EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>Budgeted 7/1/2017</th>
<th>Year to Date 1/26/2018</th>
<th>Projected 6/30/2018</th>
<th>Projected Under/(Over) Budget</th>
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</thead>
<tbody>
<tr>
<td>Administration</td>
<td>2,650,613</td>
<td>1,658,874</td>
<td>2,650,613</td>
<td>0</td>
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<tr>
<td>Repairs / Replacements</td>
<td>571,850</td>
<td>433,999</td>
<td>571,850</td>
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<tr>
<td>Facilities</td>
<td>820,700</td>
<td>555,771</td>
<td>820,700</td>
<td>0</td>
</tr>
<tr>
<td>Home Game Operations</td>
<td>1,697,300</td>
<td>1,110,944</td>
<td>1,697,300</td>
<td>0</td>
</tr>
<tr>
<td>Conference Championship Travel</td>
<td>622,700</td>
<td>165,649</td>
<td>622,700</td>
<td>0</td>
</tr>
<tr>
<td>Spirit Groups</td>
<td>51,400</td>
<td>174,330</td>
<td>51,400</td>
<td>0</td>
</tr>
<tr>
<td>Other Support Services</td>
<td>7,608,687</td>
<td>3,977,873</td>
<td>7,608,687</td>
<td>0</td>
</tr>
<tr>
<td>Football</td>
<td>6,950,600</td>
<td>5,661,480</td>
<td>8,950,600</td>
<td>0</td>
</tr>
<tr>
<td>Men's Basketball</td>
<td>2,933,750</td>
<td>1,787,635</td>
<td>2,933,750</td>
<td>0</td>
</tr>
<tr>
<td>Other Men's Sports</td>
<td>3,494,432</td>
<td>2,383,498</td>
<td>3,494,432</td>
<td>0</td>
</tr>
<tr>
<td>Women's Basketball</td>
<td>2,000,050</td>
<td>1,260,285</td>
<td>2,000,050</td>
<td>0</td>
</tr>
<tr>
<td>Other Women's Sports</td>
<td>5,756,536</td>
<td>4,369,176</td>
<td>5,756,536</td>
<td>0</td>
</tr>
<tr>
<td>NCAA Student Assistance Fund</td>
<td>355,136</td>
<td>153,027</td>
<td>355,136</td>
<td>0</td>
</tr>
<tr>
<td>Other Sports Fundraising/Events</td>
<td>46,575</td>
<td>46,575</td>
<td>46,575</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Operating Expenditures</strong></td>
<td><strong>37,560,329</strong></td>
<td><strong>23,936,782</strong></td>
<td><strong>37,560,329</strong></td>
<td><strong>0</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Projected 6/30/2018</th>
<th>Projected Under/(Over) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Operating Income / (Loss)</td>
<td>232,432</td>
<td>(226,687)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Projected 6/30/2018</th>
<th>Projected Under/(Over) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debt Service - DFS Student Section</td>
<td>1,211,482</td>
<td>920,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fund Balance Increase/(Decrease)</th>
<th>Projected 6/30/2018</th>
<th>Projected Under/(Over) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ (979,050)</td>
<td>(1,146,687)</td>
<td>(1,204,103)</td>
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</table>

<table>
<thead>
<tr>
<th>Beginning Fund Balance</th>
<th>Projected 6/30/2018</th>
<th>Projected Under/(Over) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2,319,349)</td>
<td>(2,319,349)</td>
<td>(225,053)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ending Fund Balance</th>
<th>Projected 6/30/2018</th>
<th>Projected Under/(Over) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ (3,298,399)</td>
<td>(3,523,452)</td>
<td>(225,053)</td>
</tr>
</tbody>
</table>

**NOTE** - FY 16-17 Athletic Grant In Aid total cost exceeded Pirate Club Scholarship funding by $2,457,000

Back To Agenda
Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: III. F.
Athletic Strategic Plan

Responsible Person: Jeff Compher
Director of Athletics

Action Requested: Information

Notes: N/A
Board of Trustees
Athletics and Advancement Committee
February 15, 2018

Agenda Item: IV. Closed Session

Responsible Person: Edwin Clark
Committee Chairman

Action Requested:

Notes: