



**East Carolina University | Board of Trustees  
Athletics and Advancement Committee Meeting  
November 10, 2016 | Agenda**

- I. Approval of September 29, 2016 Minutes Action
  
- II. University Advancement
  - A. Advancement Update Information / Action  
Making the Case for a Comprehensive Campaign
  
- III. Athletics
  - A. Coach’s Update – Coach Cliff Godwin, ECU Baseball Information
  - B. Athletic Update - Jeff Compher Information
  - C. Financial Report – Nick Floyd Information
  - D. Facility Update – Jeff Compher / JJ McLamb Information
  
- IV. Closed Session

East Carolina University  
Board of Trustees  
Athletics & Advancement Committee  
November 10, 2016

Session	Athletics & Advancement Committee
Responsible Person	Edwin Clark, Chair
Agenda Item	I.
Item Description	Approval of minutes – September 29, 2016
Comments	
Action Requested	Approval
Disposition	
Notes	

**Athletics and Advancement Committee**  
**Minutes – September 29, 2016**

**Athletics**

The committee began with a presentation from Jeff Compher on the 2016-2017 Annual Goals from ECU Athletics. They are:

1. Increase at least 10 team' s average single year GPA with the goal of achieving 3.0 annual GPA encompassing all teams.
2. Achieve required fundraising and construction timelines to continue approval process to keep Dowdy-Ficklen Stadium Southside Renovation project on time.
3. Meet or exceed all revenue goals for seven ticketed sports
4. Achieve balanced budget with fiscal accountability by all areas to stay within budget expense items.
5. Continue to host non-athletic events to reach revenue goals.
6. Incorporate results from season ticket holder surveys to increase customer service and improve game day experience.
7. Win at least three AAC championships with all teams finishing in the top half of conference standings.
8. Establish new employee orientation session specific to athletics to educate new employees to department culture, operations and procedures expectations.
9. Implement new FLSA guidelines in a fiscally responsible manner. (Lee Workman)

Rick Niswander presented the Athletics Financial Report and the NCAA Presidential Dashboard. This dashboard contains some of the key financial and operational metrix of an athletics program, such as percentages of revenues, total athletic expenses, athletic expenses per student-athlete and total athletics net revenues. Nick Floyd also gave us an athletics financial update and and an update on the 2016 football season ticket sales.

JJ McLamb gave an update on the ECU Athletics “outside events.” Most of us have recognized the increase of concerts and performances on our Athletics campus. We have hosted 743 events both university athletics AND non athletics events. Probably most notably was the

Carolina Kickoff Concert Series this summer which netted \$150K in revenues to athletics. We have signed the Carolina Kickoff series to an additional concert next summer with headliner Blake Shelton. Additional upcoming events include an IMG coordinated college concert experience with Brad Paisley, and several other concerts, wrestling matches and boxing events.

The athletics portion of the meeting concluded with a compliance update from Jamie Johnson. He summarized his office's work in terms of NCAA rules education, the four levels of violations and where ECU falls in terms of compliance. We are in a good place here.

### **University Advancement**

In terms of University Advancement, Vice Chancellor Dyba gave an update on ECU's fundraising which totaled almost \$8 million. Of that \$8 million, East Campus priorities generated \$899,532 in fundraising totals, the Medical and Health Sciences Division generated \$748,395 in fundraising and ECU Athletics generated \$6,268,016.

The committee also received a presentation from Sharon Hamilton in the Office of Corporate and Foundation Relations, which helps connect philanthropic organizations with the university community in an effort to develop and sustain mutually beneficial partnerships. Corporate and Foundation gifts have historically raised approximately 25% of total giving to the University. As we move into our next capital campaign, and with the aid of an additional fundraising offer, the goal is to be in a position to reach \$125M of the total campaign amount.

The committee then moved into closed session.

Upon resumption of open session, the meeting was adjourned.

East Carolina University  
Board of Trustees  
Athletics & Advancement Committee  
November 10, 2016

Session	Athletics & Advancement Committee
Responsible Person	Chris Dyba, Vice Chancellor for University Advancement
Agenda Item	II. A.
Item Description	Making the Case for a Comprehensive Campaign
Comments	
Action Requested	Approval
Disposition	
Notes	

# ECU Campaign

Making the Case for a  
Comprehensive Campaign

Board of Trustees  
November 10, 2016



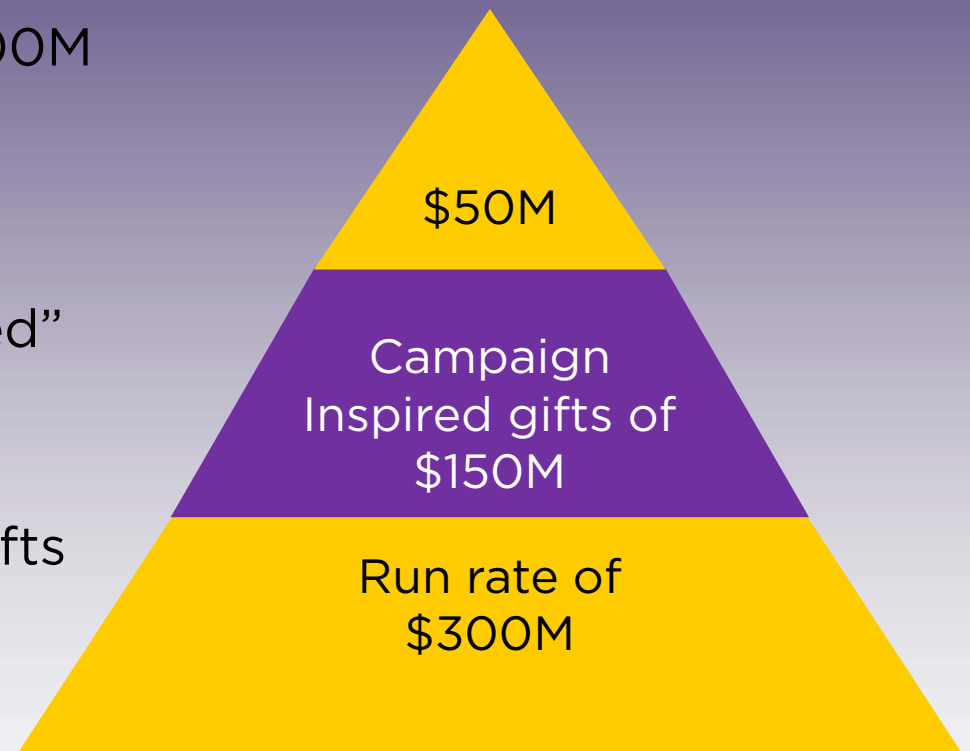
# Fundraising Totals

As of November 1, 2016

East Campus Funds	\$ 6,913,863
West Campus Funds	\$ 1,958,023
Athletics	\$ 9,460,103
Total	\$18,331,989

# \$500,000,000 Goal

- Last campaign goal was \$200M ending in 2012
- \$500M is ambitious... but we can do it
- Not all giving will be “inspired” by the campaign
- Series of mini-campaigns
- Transformative “Big Idea” gifts will be essential and will make this campaign historic





# Mini-Campaigns

- All schools, colleges, divisions will have a goal
- Thematic goals such as scholarships, cross disciplinary academic priorities, and a big idea or two
- Capital projects (south-side stadium renovation, new medical building, alumni center)
- Endowment goal
- Bequest intention goal
- “Annual Fund” or unrestricted goal focused on fiscal sustainability

# A campaign is more than a number

- Campaign frames the story
- Campaign seeks investment in our mission
- Campaign articulates our priorities
- Campaign pulls together the campus around big ideas
- Campaign invites all to participate
- Campaign builds pride
- Campaign creates urgency
- Campaign transforms

# What counts?

- All priorities across the four affiliated entities
- All gifts and commitments count (comprehensive campaign)
  - All Gifts
  - All Pledges
  - All Planned Gifts at face value according to agreed upon rules
  - All Philanthropic Grants according to Voluntary Support of Education (VSE) standards

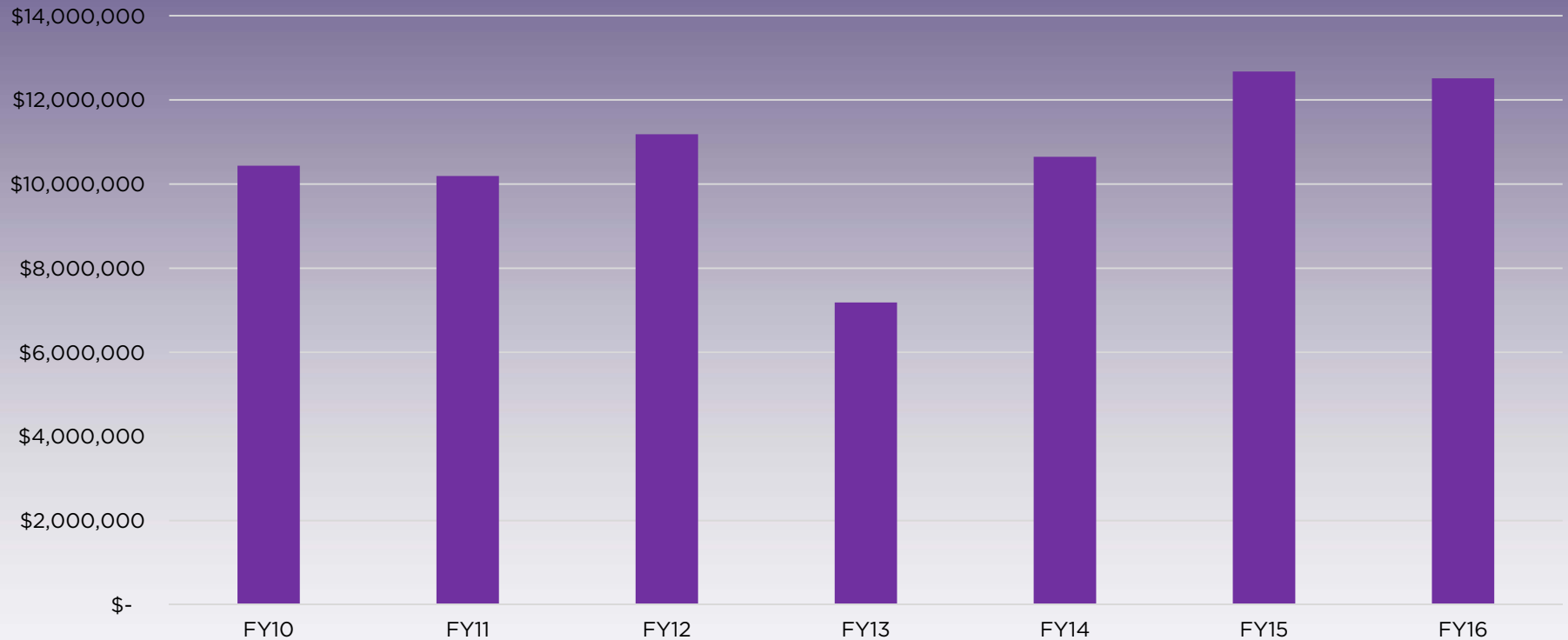
# Breakdown of Planned Giving

Planned Giving



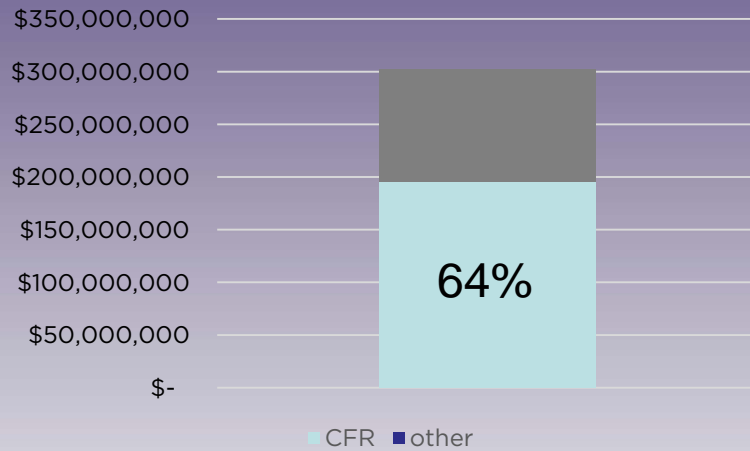
# Breakdown of CFR

CFR Giving

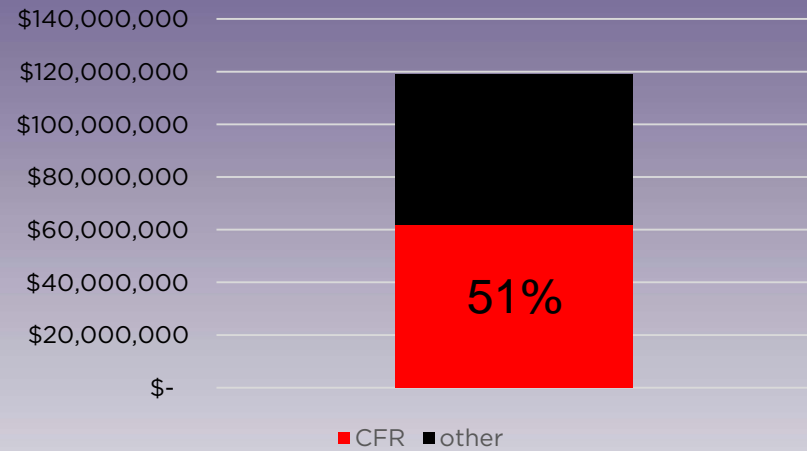


# Philanthropic Grants

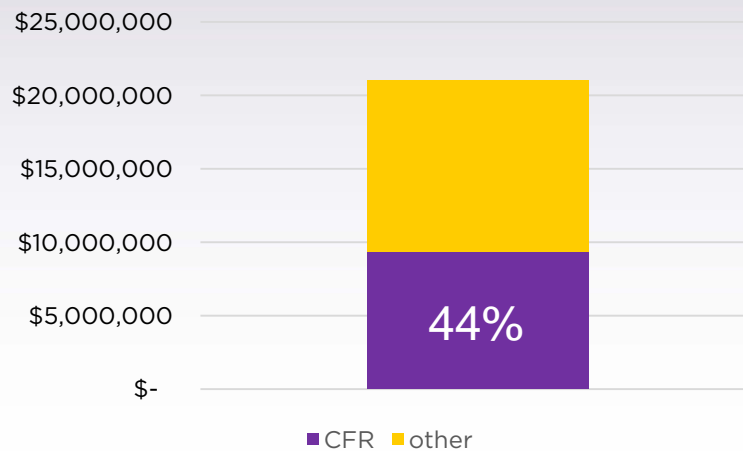
## UNC Total Giving



## NCSU Total Giving



## ECU Total Giving



# Individual Giving \$250,000,000

NUMBER OF GIFTS	CUMULATIVE TOTAL	GIFT RANGE	TOTALING	CUMULATIVE TOTAL	CUMULATIVE % OF TOTAL	NUMBER OF PROSPECTS NEEDED	NUMBER OF PROSPECTS	1/3 RULE
1	1	20,000,000	20,000,000	20,000,000	8%	3	5	\$ 25,000,000
1	2	10,000,000	10,000,000	30,000,000	12%	3	7	\$ 20,000,000
2	4	5,000,000	10,000,000	40,000,000	16%	6	21	\$ 35,000,000
5	9	2,500,000	12,500,000	52,500,000	21%	15	30	\$ 25,000,000
25	34	1,000,000	25,000,000	77,500,000	31%	75	70	\$ 23,000,000
25	59	500,000	12,500,000	90,000,000	36%	75	35	\$ 6,000,000
25	84	250,000	6,250,000	96,250,000	39%	75	84	\$ 7,000,000
100	184	100,000	10,000,000	106,250,000	43%	300	115	\$ 4,000,000
400	584	50,000	20,000,000	126,250,000	51%	1200	844	\$ 14,000,000
600	1,184	25,000	15,000,000	141,250,000	57%	1800	1322	\$ 11,000,000
1,500	2,684	10,000	15,000,000	156,250,000	63%	4500	2650	\$ 9,000,000
MANY	MANY	BELOW \$10K	\$93,750,000	\$250,000,000	100%			\$ 100,000,000
<b>TOTAL</b>			<b>250,000,000</b>					<b>\$ 279,000,000</b>

# Projections

FISCAL YEAR	ACADEMIC FUNDRAISING TOTAL	ATHLETICS FUNDRAISING TOTAL	STAGE	ANNUAL TOTALS	CUMULATIVE TOTAL	
20 14-20 15	\$ 26,000,000.00	\$ 13,000,000.00	PLANNING	\$ 39,000,000.00		
20 15-20 16	\$ 33,700,000.00	\$ 22,300,000.00	PLANNING	\$ 56,000,000.00		
REACH BACKS				\$ 70,000,000.00		
20 16-20 17	\$ 30,000,000.00	\$ 25,000,000.00	QUIET	\$ 55,000,000.00	\$ 125,000,000.00	
20 17-20 18	\$ 33,000,000.00	\$ 15,000,000.00	QUIET	\$ 48,000,000.00	\$ 173,000,000.00	
20 18-20 19	\$ 35,000,000.00	\$ 15,000,000.00	QUIET	\$ 50,000,000.00	\$ 223,000,000.00	
20 19-20 20	\$ 38,000,000.00	\$ 15,000,000.00	QUIET	\$ 53,000,000.00	\$ 276,000,000.00	(PUBLIC KICKOFF SPRING 20 20)
20 20-20 21	\$ 40,000,000.00	\$ 15,000,000.00	PUBLIC	\$ 55,000,000.00	\$ 331,000,000.00	
20 21-20 22	\$ 42,000,000.00	\$ 15,000,000.00	PUBLIC	\$ 57,000,000.00	\$ 388,000,000.00	
20 22-20 23	\$ 45,000,000.00	\$ 15,000,000.00	PUBLIC	\$ 60,000,000.00	\$ 448,000,000.00	
20 23-20 24	\$ 46,000,000.00	\$ 15,000,000.00	PUBLIC	\$ 61,000,000.00	\$ 509,000,000.00	
<b>TOTAL</b>	<b>\$ 309,000,000.00</b>	<b>\$ 130,000,000.00</b>		<b>\$ 509,000,000.00</b>		



# Campaign Timeline

	FY 15				FY 16				FY 17				FY 18				FY 19				FY 20				FY 21				FY 22				FY 23				FY 24							
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
<b>PRE-PLANNING &amp; ASSESSMENT</b>																																												
<b>NEW CHANCELOR</b>																																												
<b>READINESS &amp; GOVERNANCE APPROVAL</b>																																												
<b>CAMPAIGN COUNTING STARTS*</b>																																												
<b>QUIET PHASE</b>																																												
<b>PUBLIC KICKOFF</b>																																												
<b>PUBLIC PHASE</b>																																												
<b>CAMPAIGN ENDS</b>																																												
<b>UNIVERSITY STRATEGIC PLANNING</b>																																												
<b>REVIEW OF NEEDS/PRIORITIES</b>																																												
<b>KEY CONSTITUENT MTGS &amp; SURVEY</b>																																												
<b>MARKETING ASSESSMENT &amp; PLANNING</b>																																												
<b>CASE STATEMENT &amp; MARKETING</b>																																												

\*Including reach backs not counted in previous campaign

Draft (as of 10/21/2016)



# Next Steps

- Continued review of funding priorities and needs
- Continued work on marketing assessment
- Marketing planning with Cooperworks and University Communication
- Recommendation to move forward and support from the Advancement and Athletics Committee of the Board of Trustees
- Endorsement by the entire Board of Trustees to begin quiet phase of campaign



# ► **EAST CAROLINA UNIVERSITY**

## **Target Analytics Project Overview**

November 10, 2016

Liza Turcotte, MPA, Senior Consultant

**Target Analytics®**

**blackbaud™**  
your passion > our purpose

## ► OUR APPROACH

We utilize your organization's **unique giving history**, enhance it with **profile data**, and apply proven **statistical techniques** to create your custom models...

We then **apply** those models to identify **likelihood and capacity** with pinpoint precision...

Finally, we perform a **detailed screening** to uncover **wealth, career, and philanthropic connections** and determined those most likely to be your best prospects for **specific gifts**.



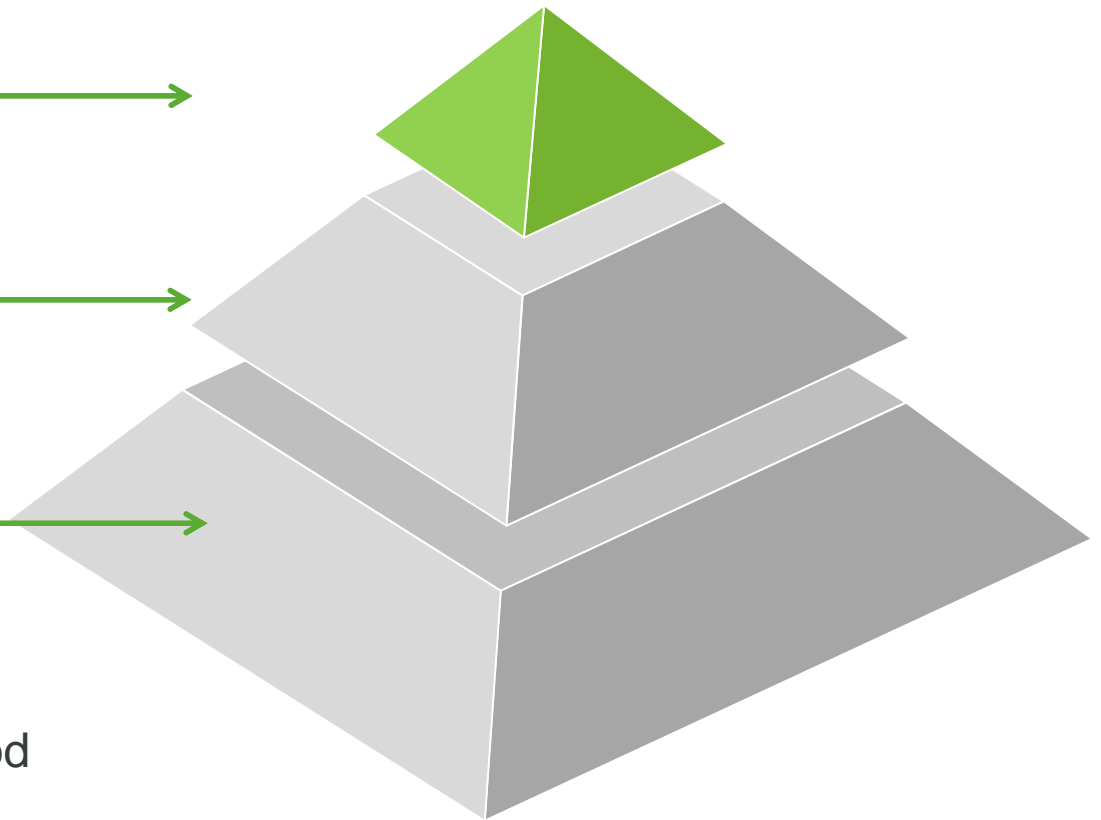
## ► WE LOOKED FOR...

Principal Giving (\$250K+)

Major Giving (\$2,500 - \$250K)

Annual Giving (\$1 - \$2,500)

- We also segmented by:
  - Planned Giving Likelihood
  - Wealth Indicators



## ► INSIGHTS FROM YOUR PROJECT...

### Top Tier Prospects

- 500 prospects for gifts of \$250,000 or more a year
  - 91 known capital campaign gifts to other organizations
  - 279 are also great prospects for planned giving

### Revenue Potential

- If just one in five top tier prospects gives what we project:
  - Low end = \$31M+ a year
  - High end = \$50M+ a year

## ► INSIGHTS ABOUT HIGH PRIORITY PROSPECTS

High  
Priority  
Prospects

- 100 @ \$25,000+ a year
- 2,100 @ \$2,501-\$25,000 a year
- 2,500 @ \$1,000-\$2,500 a year
- 20,000 @ \$250-\$999 a year
- 12,500 for planned gifts

Revenue  
Potential

- If just one in five prospects for a gift between \$2,501+ gives:
  - Low end = \$2.5M+ a year
  - High end = \$5M+ a year

## ► SCOPE OF ANALYTICS AND SCREENING

Data analytics and prospect screening are tools. There is no substitute for personal contact!!



- Our simple scoring enables you to **segment, score and rank** your identified prospects quickly
- Analytics is great at finding **new high-potential prospects** among a large pool of individuals
- We identified the **wealth, demographic and interest indicators** that identified top prospects
- Your **next steps** should include further prospect research and field qualification
- Nuanced **individualized circumstances** of each prospect may exist independent of the analytics



Whereas East Carolina University seated its eleventh chancellor, Dr. Cecil Staton, in July;

Whereas East Carolina University has an expansive, passionate and diverse community of alumni, parents, friends, corporate and foundation partners;

Whereas East Carolina University has a recent record of increased fundraising across all priorities;

Whereas East Carolina University has a bold strategic plan and a desire to expand its endowment, enhance its academic and athletic programs, and construct state-of-the-art facilities;

Whereas East Carolina University has an exciting initiative to increase brand awareness and showcase the university as the next great national university;

Be it therefore resolved that the East Carolina University Board of Trustees endorses the launch of the planning and quiet phases of a comprehensive campaign that will advance and transform this great institution.

East Carolina University  
Board of Trustees  
Athletics & Advancement Committee  
November 10, 2016

Session	Athletics & Advancement Committee
Responsible Person	Cliff Godwin, ECU Baseball
Agenda Item	III. A
Item Description	Coach's Update
Comments	
Action Requested	Information
Disposition	
Notes	

East Carolina University  
Board of Trustees  
Athletics & Advancement Committee  
November 10, 2016

Session	Athletics & Advancement Committee
Responsible Person	Jeff Compher, Director of Athletics
Agenda Item	III. B.
Item Description	Athletic Update
Comments	
Action Requested	Information
Disposition	
Notes	

# **EAST CAROLINA ATHLETICS**

## ***2016-2017 Informational Recaps – Fall Update II***

### **BASEBALL**

- The Pirates officially opened fall practice on Sept. 29th under third-year head coach Cliff Godwin.
- ECU announced that its annual Purple-Gold World Series will take place Friday, Nov. 4 through Sunday, Nov. 6 at Lewis Field inside Clark-LeClair Stadium. The 2016 Fall Meet the Pirates event will be held on Saturday, Nov. 5 from 12 noon to 5 p.m.
- ECU garnered a pair of Top 25 National Recruiting Rankings in October (No. 18/*D1Baseball.com* and No. 23/*Baseball America*) for the 2016-17 class, which are already on campus.
- The Pirates teamed up Make-A-Wish of Eastern North Carolina on Oct. 21 to reveal a wish for James Elpers, an 11-year old diagnosed with cystic fibrosis. Godwin and the Pirate revealed that James and his family will be going to Disney World.

### **BASKETBALL (MEN)**

- East Carolina was picked to finish seventh in the American Athletic Conference according to the conference's preseason coaches' poll. Cincinnati was named the preseason favorite by AAC coaches after tallying 95 points, one point ahead of 2016 tournament champion Connecticut. SMU was tabbed for third-place with 76 points, a single point in front of fourth-place Houston while Memphis garnered 63 points to rank fifth. Reigning regular season champion Temple was picked sixth with 56 points. East Carolina received 39 points in the poll and ranked ahead of UCF (37), Tulsa (34), USF (25) and Tulane (11).
- Junior guard B.J. Tyson was a Preseason All-American Athletic Conference Second-Team selection.
- ECU opens the 2016-17 season on Veteran's Day, Nov. 11, at home against Grambling State.

### **BASKETBALL (WOMEN)**

- Entering her seventh season at the helm of the program, head coach Heather Macy hosted her dinner event "Meals With Macy" on Oct. 4.
- The program began its preseason practice on Oct. 3 and held a preseason team media day on Oct. 5.
- National college women's basketball television analyst Debbie Antonelli visited the team on Oct. 12 and conducted media training with players and coaches.
- In an announcement at the American Athletic Conference's media day on Oct. 24 in Philadelphia, the Pirates were picked to finish in sixth place for the 2016-17 season according to a preseason poll of the league's head coaches.
- Former player Abria Trice (2013-15) signed her second professional contract in Luxembourg.
- ECU begins the regular season with four-straight home games against Greensboro College (Nov. 11), Detroit (Nov. 13), UNC Wilmington (Nov. 16) for Education Day and Auburn (Nov. 20).

### **CROSS COUNTRY**

- East Carolina competed in the American Athletic Conference Championship Oct. 29 in Cincinnati. The men took seventh place while the women finished 11th. Senior Jorge Montes captured his third consecutive All-AAC laurel by finishing 12th. Sophomore Victoria Cooke was the top Pirate runner on the women's side, placing 36th.
- Josey Weaver was hired as an assistant coach for the program Oct. 11. He produced 14 All-America selections, 42 All-Region honorees, 26 national event qualifiers and 12 regional champions, as well as a two-time national runner up in the pole vault the last two years at Butler (Kan.) Community College.
- The Pirates will run in the Three Stripe Invitational in Cary, N.C. Nov. 5 before heading to Charlottesville, Va., Nov. 11 for the NCAA Southeast Regional meet.

### **FOOTBALL**

- Under the direction of first-year head coach Scottie Montgomery, East Carolina owns 3-5 (overall) and 1-3 (American Athletic Conference) records as of Nov. 4. The Pirates need three victories in their last four games to earn bowl eligibility status for the ninth time in the last 11 years. In all, ECU is in search of its 11<sup>th</sup> bowl appearance since 2000.
- East Carolina has regained (2012-14) its spot on top of the "Group of Five" attendance rankings this season. Overall, ECU currently ranks 51st nationally in average attendance (45,573) and 48th in capacity percentage (91.15) in 2016. The next "nearest" G5 school in the attendance rankings is UCF at 39,252 (58<sup>th</sup> overall).
- The Pirates rank among the nation's top 25 programs in the following statistical categories – pass offense (6th/355.6), fourth-down efficiency defense (6th/28.6), fewest penalties per game (8th/4.1), fewest penalty yardage per game (8th/35.3), total offense (12th/503.3), first down offense (13th/208) and first down defense (22nd/143).
- Individually, WR Zay Jones is 1st in receptions per game, 2nd in receiving yards per game, 2nd in receiving yards, 23rd in all-purpose yards per game; QB Philip Nelson is 6th in completions per game, 9th in completion percentage, 17th in passing yards per game, 17th in passing yards, 19th in total offense; PK Davis Plowman is 7th

in field goals made per game; OLB Dayon Pratt is 15th in fumbles forced; WR Jimmy Williams is 9th in yards per reception.

- Zay Jones is in pursuit of several national and many school receiving records, most notably climbing into second place on the NCAA FBS list for career receptions with 355 (after a 19-catch performance vs. Connecticut on Oct. 29). He needs just 33 receptions in the last four games to surpass current record-holder (and former Pirate) Justin Hardy's mark of 387 set from 2011 to 2014. Jones' current 14.25 receptions per game clip would also be a FBS single-season record (current mark of 13.40 was set in 1965 by Tulsa's Howard Twilley).

- Jones was also named one of 12 finalists (first-ever for an ECU player) for the 2016 William V. Campbell Trophy according to an announcement by the National Football Foundation (NFF) & College Hall of Fame on Nov. 1. The trophy recognizes an individual as the absolute best football scholar-athlete in the nation. Jones, who owns a 3.56 GPA as a communications major and has devoted more than 75 hours of community service during his career, will receive an \$18,000 postgraduate scholarship as a member of the NFF National Scholar-Athlete Class. He will travel to New York City for the 59th NFF Annual Awards Dinner on Dec. 6.

### **GOLF (MEN)**

- The Pirates competed in five tournaments during the fall season and earned four top-5 finishes, including a victory at the Wolfpack Fall Intercollegiate. The Pirates have won 12 tournaments in 11 years under coach Press McPhaul.

- Junior Tim Conover recorded his first intercollegiate victory by shooting 12-under-par 201 at the Wolfpack Intercollegiate. He matched the second-lowest 54-hole score in school history and became the first player since Harold Varner in 2010 to shoot in the 60s in all three rounds of a single tournament. Conover posted a 67 each round. He finished in the top-10 three times during the fall.

- Redshirt junior Jackson Spires tied the ECU record for lowest single round with a 64 in round one of the Wolfpack Intercollegiate.

### **GOLF (WOMEN)**

- ECU closed the fall portion of its schedule with a 59-15-1 record and a No. 40 national ranking by *Golfstat*.

- The Pirates participated in five fall events, picking up wins at the Lady Pirate Intercollegiate with a 16-over par 880 and the Pinehurst Challenge with a 3-under par 861. They also recorded a pair of fifth place finishes at the Greenville Regional Preview (55-over/919) and the Cardinal Cup (52-over/916).

- Lisa Pettersson, who was named the American Athletic Conference Women's Golfer-of-the-Month for September, registered her first collegiate win at the Pinehurst Challenge with an 8-under par 208 – both career bests. She currently owns a 72.93 seasonal stroke average with four top-10 finishes and is ranked No. 48 nationally by *Golfstat*.

- Freshman Dortehea Forbrigd carries a 75.07 stroke average, ranking second on the team. In five events, she recorded four top-14 finishes to close out the fall schedule, including a share of fifth at the Lady Pirate Intercollegiate.

### **LACROSSE**

- East Carolina University Director of Athletics Jeff Compher formally announced the addition of women's lacrosse as an intercollegiate sport (20<sup>th</sup> overall, 11<sup>th</sup> women's program) on March 16, 2016.

- The Pirates' first official season of varsity competition will be in the spring of 2018.

- Amanda Barnes, who played a key role helping Duke make five consecutive NCAA Tournament appearances as well as a run to the 2015 national semifinals as an assistant coach, was named the program's first head coach on June 27, 2016.

- Barnes completed her staff over the summer, hiring Emily Parros and Lexi Cross as assistant coaches. Parros led North Carolina to a national title in 2013 as a team captain while Cross earned All-America recognition as a standout defender at James Madison University.

### **SOCCER**

- The Pirates concluded the 2016 season with a 5-12-1 overall record and 1-7-1 mark in American Athletic Conference contests.

- Redshirt freshman goalkeeper Caroline Jeffers was named American Athletic Conference Rookie-of-the-Week on Sept. 19 following a four-save, shutout performance in a 1-0 home win against UNC Greensboro.

- ECU went 12 days (Sept. 18-Sept. 30) between home games against UNC Greensboro and Cincinnati, which is the second-longest span of time between games in the program's 22-year history. The previous long was 17 days during the 1999 campaign due to the effects of Hurricane Floyd.

- Due to the flooding caused by the aftermath of Hurricane Matthew, the team's home conference match scheduled for Oct. 11 against SMU was played in Raleigh at NC State University's Dail Soccer Field.

- Jeffers was named to the American Conference's weekly honor roll on Oct. 17 after making 13 saves and posting a 0.90 goals against average in two games against SMU and Houston.

- Freshman midfielder Marianna Shurina was named to the conference's weekly honor roll on Oct. 24 after scoring the first two goals of her collegiate career in the Pirates' final two road matches of the season at USF (Oct. 20) and UCF (Oct. 23).
- Senior forward Lana Spitler finished her career with the fifth-most points (60) and goals (23) in program history.

### **SOFTBALL**

- ECU's compiled a 3-3 record during its fall exhibition schedule. The Pirates swept Elon in a doubleheader and shut out Pitt Community College, while falling in a doubleheader at North Carolina and dropping a single contest to NC State.
- East Carolina finished the 2016 campaign with a 23-31 overall record and 5-13 mark in American Conference play under first-year head coach Courtney Oliver. The Pirates increased their win total by seven games after going 16-37 in 2015.
- East Carolina's recently announced 2016 recruiting class is comprised of five student-athletes – pitcher Megan Mills (Garner, N.C./West Johnston), utility player Olivia Narron (Kenly, N.C./North Johnston) and infielders Logan Wood (Yadkinville, N.C./Forbush), Kendra Ziembra (Wilmington, Del./Hodgson Technical) and Caelyn Elwin (Dallas, Ga./South Paulding).
- Emily Weiman, a former Atlantic Coast Conference Pitcher of the Year as well as current professional in the National Pro Fastpitch league, has been named the team's graduate assistant coach. She served as a volunteer assistant last spring.
- Oliver has added transfer infielder Meredith Burroughs for the 2017 campaign. Burroughs enjoyed a successful two seasons at NC State as the Wolfpack's everyday first baseman, starting all 57 games as a freshman on a NC State squad that won the NCAA Harrisonburg Regional and was just two games away from reaching the Women's College World Series.

### **SWIMMING & DIVING**

- The East Carolina men and women's swimming and diving program surpassed 700 victories on Oct. 22 with a trio of victories. The Pirates have tallied 701 wins since 1953, including 526 under coach Rick Kobe.
- Freshman Grega Popovic was named American Athletic Conference Swimmer-of-the-Week following his performance against Navy on Oct. 16. Popovic posted first-place finishes in two of the three individual events in which he competed. He registered an American Athletic Conference-best time of 9:38.48 in the 1000-yard freestyle and 4:42.27 in the 500 freestyle, the second-fastest league time in the event this season. He was also part of the 400-medley relay team that earned a second-place finish and placed third in the 200 freestyle.
- Junior Julie Lajoie set a Minges Natatorium record in the 400 IM in the tri-meet against Campbell and Catawba with a time of 4:25.03.
- Redshirt junior Alicia Roueche qualified for the NCAA Regional Zone Diving Championships on the 3-meter springboard during the Pirates' meet against Clemson and UNCW.

### **TENNIS (MEN)**

- The Pirates have completed three tournaments during their 2016 fall season, including the ECU Invitational (Sept. 16-18) in Greenville, the ITA Carolinas Regionals (Oct. 14-19) in Cary and the NC State Wolfpack Invitational in Raleigh.
- The team was forced to withdraw from a fall tournament hosted by Mercer in Macon, Ga., that was scheduled for Oct. 9-11 due to hazardous travel conditions caused by Hurricane Matthew.
- East Carolina's doubles team, comprised of juniors Kasey Countee and Freddie McGeehan, reached the quarterfinals of the main draw at ITA Regionals.
- ECU will conclude its fall campaign Nov. 11-13 at the College of Charleston's tournament.

### **TENNIS (WOMEN)**

- The Pirates have competed in four fall tournaments as a team, including the ECU Invitational (Sept. 23-24) in Greenville, the Wake Forest Invitational (Sept. 30-Oct. 2) in Winston-Salem, the ITA Carolinas Regional (Oct. 20-24) in Chapel Hill and the Coastal Carolina Invitational (Oct. 28-29) in Conway, S.C.
- Sophomore Celia Ruiz won three-straight matches in the qualifying draw of the International Tennis Federation (ITF) women's event in Charleston and advanced to the main draw of the tournament.
- Ruiz became the first player in program history to be invited to the Riviera ITA All-American Championships, which began Oct. 1 in Pacific Palisades, Calif. The tournament invites the top singles and doubles players in collegiate tennis.
- ECU will conclude its fall slate at the Kitty Harrison (Nov. 4-6) Invitational in Chapel Hill.

## **TRACK & FIELD**

- Curt Kraft returns for his 12th season as the Director of Men's and Women's Track and Field and Cross Country.
- The 2017 campaign begins Jan. 13 when ECU makes the short trip over to Chapel Hill for the Dick Taylor Carolina Cup.
- Josey Weaver was hired as an assistant coach for the program Oct. 11. He produced 14 All-America selections, 42 All-Region honorees, 26 national event qualifiers and 12 regional champions as well as a two-time national runner up in the pole vault the last two years at Butler (Kan.) Community College.
- The Pirates' 2016 signing class includes 27 student-athletes and numerous New Balance national meet qualifiers as well as a handful of USA Track and Field Junior Olympic All-America selections.
- Tamarack Bolden, Janieyah Collins, Vincent Ragland, Madison Rayfield and Courtney Warner were named to the United States Track and Field and Cross Country Coaches Association (USTFCCA) All-Academic Team. To qualify, a student-athlete must carry at least a 3.25 grade point average as well as rank in the top 96 in an individual indoor event or participate in any round of the NCAA Division I Championships during the outdoor season.

## **VOLLEYBALL**

- East Carolina produced the longest winning streak in program history to begin the season, winning its first 10 matches. The Pirates did not lose a non-conference contest for the first time ever.
- After ending the 2015 season with a NCAA RPI rating of 254, ECU currently stands at 160 with eight matches remaining.
- East Carolina requires just two victories in its last eight contests to record the team's first winning season since 2006.
- ECU not only recorded its first road sweep (3-0 victory) of an American Athletic Conference team Oct. 15 at Houston, but also tallied its highest hitting percentage (.348) in an AAC match since joining the league.
- The Pirates defeated Tulane 3-1 Oct. 13 for their first-ever victory over the Green Wave in New Orleans.
- East Carolina notched a trio of tournament titles in the non-conference season, winning the Bucknell Invitational, Campbell Invitational and Georgia State Invitational. Seniors Sydney Darden (Bucknell), Sabrina Gonzalez (Campbell) and Lael Ceriani (Georgia State) earned MVP accolades at the conclusion of the events.
- I'Tiana Taylor, who played two years of women's basketball at ECU, ranks second on the team in kills per set (2.76). She produced a .750 hitting mark in the sweep of Savannah State – the second-best single-match performance in school history and the third highest in the American Athletic Conference this season.
- Head coach Julie Torbett needs eight more victories to reach 400 for her career. She is the second-winningest active head coach in the American Athletic Conference.
- Of the Pirates' 14 victories, seven have occurred by a 3-0 margin. East Carolina only managed six sweeps during the entire 2015 season.
- ECU is 3-0 in five-set matches in 2016 and 17-11 under Torbett since she took over the program in 2013.

East Carolina University  
Board of Trustees  
Athletics & Advancement Committee  
November 10, 2016

Session	Athletics & Advancement Committee
Responsible Person	Nick Floyd, Associate Director of Athletics
Agenda Item	III. C.
Item Description	Financial Report
Comments	
Action Requested	Information
Disposition	
Notes	





# EAST CAROLINA

## DEPARTMENT OF ATHLETICS

### MEMORANDUM

TO: Board of Trustees  
Athletics & Advancement Committee

FROM: Nick Floyd  
Executive Associate Director of Athletics

DATE: November 3, 2016

RE: Athletics Financial Report

The attached financial report contains information for the current fiscal year through October 25, 2016.

At this time, we project that the combined season and single game football ticket sales revenue will be on budget at \$6.3 million. In addition, men's and women's basketball season ticket sales are also approaching the combined budget target with the start of both of these seasons slated for November 11.

On the expense side, one item of interest that affects a number of our employees is the change that has been initiated at the Federal level in the Fair Labor Standards Act (FLSA) regarding an increase in the minimum salary that is considered to be exempt from overtime from the current level of \$23,660 to \$47,476. The primary reason for the large increase is that the minimum salary had not been adjusted since 2004, and this change will go into effect on December 1, 2016. Athletics administration has worked in recent months to make decisions regarding employees that fall into this category. While the final budget impact is not known at this time, we have attempted to minimize the ultimate effect of this regulation.

Another item of interest that will be considered in the Finance and Facilities Committee meeting is an increase in the Athletics student fee. Currently, the Athletics fee is \$696 per year and the request for an increase of \$27 will result in additional annual revenue of \$594,000 (\$27 times an FTE of 22,000). We ask for your support of this fee increase as it goes through the process and comes before the full Board.

As always, thank you for your support and please let us know if you would like to discuss this report in greater detail.

**NICK FLOYD**

EXECUTIVE ASSOCIATE DIRECTOR OF ATHLETICS

365 WARD SPORTS MEDICINE BUILDING • EAST CAROLINA UNIVERSITY • GREENVILLE, NC 27858-4353  
PHONE: 252-737-4502 • FAX: 252-737-4537 • FLOYDR@ECU.EDU • [WWW.ECUPIRATES.COM](http://WWW.ECUPIRATES.COM)

East Carolina University is a constituent institution of the University of North Carolina, and is an equal opportunity/affirmative action university.

C.S. 14-351



**EAST CAROLINA UNIVERSITY ATHLETIC FUND**  
**FINANCIAL REPORT FY 2016 - 17**

<b>REVENUE</b>	<b>Budgeted 7/1/2016</b>	<b>Actual 10/25/2016</b>	<b>Projected 6/30/2017</b>	<b>Projected Over/(Under) Budget</b>
Student Fees	\$ 15,194,400	7,570,182	15,194,400	0
Football Ticket Revenue	6,300,000	5,959,101	6,300,000	0
Men's Basketball Ticket Revenue	475,000	300,752	475,000	0
Women's Basketball Ticket Revenue	44,500	14,570	44,500	0
Baseball Ticket Revenue	300,000	0	300,000	0
Pirate Club Scholarship Pledge	5,967,800	0	5,967,800	0
NCAA / AAC Distributions	4,635,000	0	4,635,000	0
Concessions and Licensing	1,175,000	34,416	1,175,000	0
Athletic Guarantees	1,200,000	0	1,200,000	0
Sports Marketing	1,750,000	1,073	1,750,000	0
Gifts In Kind	2,217,975	0	2,217,975	0
Other Sports Fundraising / NCAA SAF	387,000	450,476	450,476	63,476
Other (Bowl game, Other Sports tickets, Football parking, Processing fees, Non Athletic events, Transfers, Restricted Private Gifts, Misc.)	<u>\$ 40,765,000</u>	<u>14,785,392</u>	<u>40,828,476</u>	<u>63,476</u>
<b>EXPENDITURES</b>	<b>Budgeted 7/1/2016</b>	<b>Actual 10/25/2016</b>	<b>Projected 6/30/2017</b>	<b>Projected Under/(Over) Budget</b>
Administration	\$ 6,679,700	1,799,097	6,679,700	0
Repairs / Replacements	319,000	465,098 #	319,000	0
Facilities	883,250	110,111	883,250	0
Home Game Operations	1,375,350	240,553	1,375,350	0
Conference Championship Travel	634,500	40,759	634,500	0
Spirit Groups	289,750	104,826	289,750	0
Other Support Services	6,574,200	2,172,143	6,574,200	0
Football	9,200,300	3,521,840	9,200,300	0
Men's Basketball	3,024,800	772,418	3,024,800	0
Other Men's Sports	3,599,350	1,284,447	3,599,350	0
Women's Basketball	2,228,300	700,228	2,228,300	0
Other Women's Sports	5,569,500	2,198,235	5,569,500	0
Other Sports Fundraising / NCAA SAF	<u>387,000</u>	<u>98,871</u>	<u>450,476</u>	<u>(63,476)</u>
Total	<u>40,765,000</u>	<u>13,508,625</u>	<u>40,828,476</u>	<u>(63,476)</u>
<b>Net Operating Income / (Loss)</b>	<b>0</b>	<b>1,276,767</b>	<b>0</b>	<b>0</b>
<b>Fund Balance Increase/(Decrease)</b>	<b>\$ 0</b>	<b>1,276,767</b>	<b>0</b>	<b>0</b>
Beginning Fund Balance	(1,880,317)		(1,880,317)	
Ending Fund Balance	<u>\$ (1,880,317)</u>		<u>(1,880,317)</u>	

# - Includes \$240,000 for Clark-LeClair Stadium waterproofing that will be offset against excess revenue or moved to a non-budget capital reserve account.

East Carolina University  
Board of Trustees  
Athletics & Advancement Committee  
November 10, 2016

Session	Athletics & Advancement Committee
Responsible Person	Jeff Compher, Director of Athletics JJ McLamb, Associate Director of Athletics
Agenda Item	III. D.
Item Description	Facility Update
Comments	
Action Requested	Information
Disposition	
Notes	

East Carolina University  
Board of Trustees  
Athletics & Advancement Committee  
November 10, 2016

Session	Athletics & Advancement Committee
Responsible Person	Edwin Clark, Committee Chair
Agenda Item	IV. A.
Item Description	Closed Session
Comments	
Action Requested	
Disposition	
Notes	