

Board of Trustees Athletics and Advancement Committee Meeting
November 9, 2017
Agenda

- | | | |
|------|---|-------------|
| I. | Approval of September 14, 2017 Minutes | Action |
| II. | Athletics | |
| | A. Coach's Update - Julie Torbett, Volleyball Coach | Information |
| | B. Athletics Update | Information |
| III. | Advancement | |
| | A. Campaign Update | Information |
| | B. ECU Connect | Information |
| IV. | Closed Session | |
| V. | Informational Updates (in board materials) | |
| | A. Athletics Update | |
| | B. Financial Updates | |



**Board of Trustees
Athletics and Advancement Committee
November 9, 2017**

Agenda Item:	I. Approval of Sept. 14, 2017 Minutes
Responsible Person:	Edwin Clark, Chair
Action Requested:	Approval
Notes:	N/A

Minutes
Athletics & Advancement Committee
September 14, 2017

The Athletics and Advancement Committee began with a review of the ECU Policy on Naming University Facilities and Activities. At the July meeting, Committee Chairman Edwin Clark, appointed a subcommittee to review the naming policy. Vice Chancellor Dyba reported that the subcommittee met and reviewed the policies of the other schools in the UNC system as well as public universities in neighboring states to obtain best practices among our peers.

Edits to the policy include:

1. Clarifying the process and procedures for submitting a naming proposal.
2. Confirming that \$25,000 is the minimum contribution to be considered.
3. Confirming that 60% of the gift needs to be given towards a pledge at the lower end of the giving scale but allowing greater flexibility for larger, more transformative gifts.
4. Removal of the two-year separation from employment from ECU for honorary naming nominations related to faculty and staff.

The committee accepted these edits as presented. Mr. Vern Davenport moved that the committee approve the revised ECU Policy on Naming University Facilities and Activities as presented in board materials.

Vice Chancellor Dyba also gave an update on fundraising, noting that over \$4.6 million has been raised during the first two months of the fiscal year.

The committee then moved into closed session.

Upon resumption of open session, Mr. Clark informed the committee that they would not complete the other items on the agenda due to time constraints, but asked that they all review the information in their materials.

Mr. Clark adjourned the meeting at 11:05 a.m.

Respectfully Submitted,

Megan Ayers
Assistant Secretary to the Board of Trustees



**Board of Trustees
Athletics and Advancement Committee
November 9, 2017**

Agenda Item:	II. A. Coach's Update
Responsible Person:	Julie Torbett, Volleyball
Action Requested:	Information
Notes:	N/A



**Board of Trustees
Athletics and Advancement Committee
November 9, 2017**

Agenda Item:	II. B. Athletics Update
Person Responsible:	Jeff Compher, Director of Athletics
Action Requested:	Information
Notes:	N/A



**Board of Trustees
Athletics and Advancement Committee
November 9, 2017**

Agenda Item:	III. A. Campaign Update
Person Responsible:	Chris Dyba, Vice Chancellor for University Advancement
Action Requested:	Information
Notes:	N/A

University Advancement Update

Board of Trustees
November 9, 2017

Fundraising Update

■ East Campus Priorities	\$ 9,164,708
■ West Campus Priorities	\$ 1,881,731
■ Athletics	\$ 939,774
■ Total	\$11,986,213

Campaign Update

- Total raised to date: \$155M
- Marketing Firm
- Campaign is about engagement as well as resource development

In everything we do, we want to...

...remove barriers.

...increase engagement.

*...move ECU **forward**.*

175,000



ECU[®]

ALUMNI



2.85%



ECU[®]

ALUMNI

97.15%



ECU[®]

ALUMNI

Removing Barriers

- We are examining our current transactional membership model.
 - 74% of alumni associations nationwide are now in a non dues-paying model.*
- We want to support **100%** of alumni; not 2.85% of them.
- We want to act as a primary messenger to alumni about the great things happening at ECU.

Increasing Engagement

- Connect alumni and students through ECU traditions.
- Harness the power of the ECU alumni network.
- *Create* professional successes. *Celebrate* personal successes.



Welcome to ECU Connect

JOIN NOW

— Connect with —



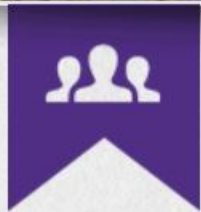
LinkedIn



Facebook

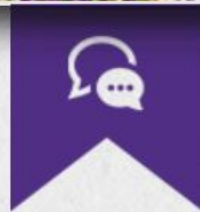
Email

Why is it safe to register with LinkedIn / Facebook?



Expand your network

Tap into the global Pirate Network



Gain knowledge

Pirate-to-Pirate career advice



Find jobs

Post openings and find job leads



Advance your career

Access to exclusive resources and connections



Online. From Any Device.



ECU Connect

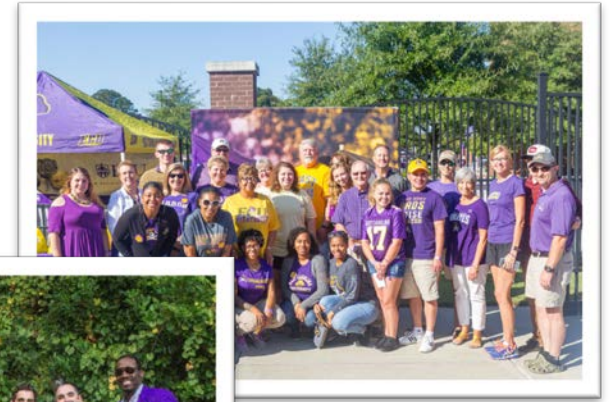
- 1,400 alumni users, 30,000 page views, 800+ jobs *(since 7/17/17)*
- Built by Graduway, a global company with 500+ clients
- ECU recognized for ‘Best Network Launch’
- This will become part of our DNA.



IECU

Moving ECU Forward

- *We are becoming:*
 - an indispensable campus partner.
 - the “big end of the funnel.”
 - an integral component of University Advancement.





Heath Bowman

*Associate Vice Chancellor for Alumni Relations
President, ECU Alumni Association*

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Naming Proposals

- Closed Session



**Board of Trustees
Athletics and Advancement Committee
November 9, 2017**

Agenda Item:

III. B. ECU Connect

Person Responsible:

Heath Bowman
Associate Vice Chancellor
Alumni Relations

Action Requested:

Information

Notes:

N/A



**Board of Trustees
Athletics and Advancement Committee
November 9, 2017**

Agenda Item:	IV. Closed Session
Person Responsible:	Edwin Clark, Committee Chair
Action Requested:	N/A
Notes:	N/A



**Board of Trustees
Athletics and Advancement Committee
November 9, 2017**

Agenda Item:	V. A. Athletics Update
Person Responsible:	N/A
Action Requested:	Information Only
Notes:	N/A

EAST CAROLINA ATHLETICS

2017-2018 Informational Recaps – Fall Update

BASEBALL

•ECU baseball's 2017-18 recruiting class picked up a pair of Top 20 national rankings after being selected No. 19 by *Baseball America* and No. 20 overall by *D1Baseball*. The rankings mark the second-straight year that head coach Cliff Godwin and his staff have produced a pair of Top 20 "evaluations." The Pirates were tabbed No. 19 by *D1Baseball* and No. 23 by *Baseball America* a year ago.

•Godwin, who is in his fourth year as the Pirates' skipper, announced that ECU will host its Fall "Meet The Pirates" Event at Lewis Field inside Clark-LeClair Stadium on Nov. 4. He also announced the annual Purple-Gold World Series will be held Nov. 9-11 (times to be determined).

BASKETBALL (MEN)

•ECU will join North Carolina, UNCG and UNCW in an exhibition "jamboree" at the Dean E. Smith in Chapel Hill on Nov. 5 to benefit the governor's Disaster Relief Fund.

•ECU will play 19 games inside Williams Arena at Minges Coliseum with 10 non-conference games and nine American Athletic Conference contests. The Pirates open the 2017-18 season at home Nov. 12 against Coppin State and begin conference play Dec. 28 at Tulsa.

•The 2017-18 roster features eight returning lettermen, six newcomers and two players that sat out the 2016-17 campaign.

BASKETBALL (WOMEN)

•The Pirates held their first practice of the 2017-18 season on Oct. 2.

•Head Coach Heather Macy, Alex Frazier and Raven Johnson attended American Athletic Conference Media Day in Philadelphia on Oct. 16.

•The Pirates were picked to finish 12th in the AAC in the preseason coaches' poll.

CROSS COUNTRY

•ECU will attempt to win its first conference title Oct. 28 when the Pirates travel to Philadelphia for the American Athletic Conference Cross Country Championships at Belmont Plateau Park.

•Junior Grace 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.

•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 senior Bakri Abushouk and Sullivan captured the respective men's and women's individual titles.

•Abushouk tied the program 8K record Sept. 29 at the Paul Short Run in Bethlehem, Pa. His time of 23:53 matched Kyle MacKenzie's time run in 2003 at the N.C. Intercollegiate Division I Men's Cross Country Championships at Overton's Lake Kristi.

•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 is in his first 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

•Under the direction of second-year head coach Scottie Montgomery, ECU currently owns a 2-6 overall record (1-3 AAC) prior to its Nov. 4 contest at Houston.

•With its 33-17 Homecoming victory over BYU on Bagwell Field inside Dowdy-Ficklen Stadium on Oct. 21, the Pirates have captured at least one non-conference victory in 13 consecutive seasons.

•ECU is the only program in the nation to play at least three non-conference games against P6 (including Notre Dame & BYU) opponents in each of the last five years, including the 2017 campaign.

•Despite its won-loss record, the Pirates currently lead the AAC in attendance (Top 5): 1. ECU (37,798); 2. UCF (37,457); 3. Memphis (34,579); 4. Navy (34,406); 5. Houston (34,109).

•The Pirates rank among the nation's Top 30 teams in four statistical categories as of Oct. 27 – passing yards per completion (23rd/13.7), fewest sacks allowed (26th/1.4), passing offense (27th/288.0) and offensive first downs (30th/167). Individually, WR Davon Grayson stands 5th nationally in receiving yards (795), 13th in receiving yards per game (99.4), 16th in receiving TDs (6th) and 28th in receptions per game (5.9).

•ECU is one of only four FBS teams (Colorado, Oklahoma State, Washington State) to have three active receivers with at least 100 career catches - Davon Grayson (123), Quay Johnson (113) and Jimmy Williams (105). The

Pirates also boast three active receivers who have amassed over 1,000 reception yards - Grayson (1,676), Williams (1,569) and Trevon Brown (1,218).

- Since joining the AAC in 2014, the Pirates lead the league in passing yards per game over a combined three-plus-year period despite utilizing five starting quarterbacks, three offensive coordinators and two head coaches - 1. ECU (323.5), 2. Cincinnati (294.4), 3. Memphis (286.5). Additionally, the Pirates also top the league in completions (1,230) and attempts (1,950) since competing in the AAC over the last three-plus seasons. Despite missing the AAC's inaugural season (2013), ECU has still accounted for a conference-high 12 400-yard passing games (Cincinnati is second with nine).

- ECU has had a combined 21 "first-time" starters (nine on offense, 12 on defense) in its lineup through the first eight games this year, which ranks fourth nationally behind Illinois/24, Ball State/22 and Baylor/22.

- ECU's six losses in 2017 have come to teams with a combined 34-8 record thus far and five past/future opponents (VT, WVU, USF, UCF, MEM) are currently ranked or receiving votes in both FBS Top 25 polls.

- ECU remains the state of North Carolina's wins leader among all FBS football playing institutions since 2007: ECU (73), NC State (71), North Carolina (*60/16 wins vacated), Duke (59), Wake Forest (59).

GOLF (MEN)

- The Pirates competed in four tournaments during the fall season and recorded a pair of Top 6 finishes.

- ECU's best finish of the fall was fifth-place at the Wolfpack Intercollegiate and their best team score was 3-over-par 867 at the Bank of Tennessee Intercollegiate.

- Senior Tim Conover registered the team's best finish of the semester, tying for fourth at the Wolfpack Intercollegiate.

- Sophomore Patrick Stephenson recorded the Pirates' lowest tournament of the season thus far, shooting a 6-under 210 at the Bank of Tennessee Intercollegiate.

GOLF (WOMEN)

- ECU has participated in four fall events, posting a 50-11-0 record (.820) with one tournament remaining. The Pirates are currently ranked No. 46 nationally by *GolfStat*.

- The Pirates won two fall tournaments (Pirate Collegiate Classic, Pinehurst Challenge). At the Pirate Collegiate Classic, ECU claimed its third-straight team title in the event by setting a new tournament 54-hole scoring record with a 1-over par 865. Dortehea Forbrigg (215) defeated teammate Kate Law (215) in a one-hole playoff to capture medalist honors. The share of first place marked the first career wins for Forbrigg and Law as they became the 12th and 13th individual golfers in program history to earn medalist honors (win an individual title).

- The two team titles pushed ECU's total tournament wins to 31 since the program began in 2000. The Pirates have one at least one team title in 16 of 18 years of existence.

- At the Pinehurst Challenge, ECU won its third title in that event carding a school-record 54-hole score of 847 (17-under) – besting the previous mark by 10 strokes. For the first time in program history, all five golfers shot par or better (216) in an event and were led by Carley Cox (211) and Forbrigg (211), who both finished tied for fifth. ECU's second-round score of 217 (11-under) tied for the lowest 18-hole team score in program history.

- Forbrigg earned The American Women's Golfer of the Month honors for September after finishing tied for 26th at the Minnesota Invitational with a then career-low score of 217 and followed that with her performance at the Pirate Collegiate Classic where she posted a personal-best score of 215.

- To go along with two wins, ECU finished eighth at the Minnesota Invitational (first fall tournament) and claimed a share of fourth at the Cardinal Cup with a score of 895 (31-over).

LACROSSE

- The American Athletic Conference announced the addition of women's lacrosse as the league's 22nd sport beginning in the 2018-19 academic year on Oct. 11. The six-team league will be comprised of ECU, Cincinnati, Temple, Connecticut, Florida and Vanderbilt, and will receive an automatic qualifier bid to the NCAA Tournament.

- The Pirates hosted their first competition, a fall scrimmage, at Johnson Stadium on Oct. 18 and fell 12-7 to Mount Olive.

SOCCER

- ECU had its best start in program history (4-0-1), went 5-2-2 in non-conference play to currently stand at 6-9-2 (overall).

- The team was undefeated at home in non-conference play 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.

•On Sept. 18, three Pirates earned AAC weekly awards – a first for the program. Newhouse (goalkeeper) was joined by Courtney Cash (offensive) and freshman Kim Sanford (defensive) following a 1-0-1 week.

SOFTBALL

•ECU begins its 2018 campaign Feb. 9 at the FIU Invitational in Miami, Fla.

•The Pirates played eight games as part of their fall competition schedule. ECU 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.

•ECU hired Molly Fichtner as an assistant coach in July. She spent the last two years as an assistant coach at Dartmouth College and played her collegiate softball at the University of Alabama where she helped the Crimson Tide reach the national championship series in 2014.

SWIMMING & DIVING

•The ECU men's team has a 3-1 record heading into an Oct. 28 dual meet against UNCW, while the women's team owns a 4-1 ledger. That will be the Pirates' final dual meet of the semester and penultimate of the season. The next and final home meet of the year is scheduled for Jan. 13 against South Carolina.

•ECU Head Coach Matt Jabs earned his first wins Oct. 14 as the Pirates posted a 5-0 dual meet record with wins over Campbell (women only), Gardner-Webb and William & Mary.

•Seniors Vendela Norrman and Alicia Roueche were named American Athletic Conference Women's Swimmer and Diver of the Week for the week ending Oct. 22. Roueche has qualified for the NCAA Regional Zone Diving Championship and Norrman has recorded an NCAA B qualifying time in the 200-yard breaststroke.

TENNIS (MEN)

•Sophomore Austin Allen won his singles flight at the Elon Invitational on Sept. 24, his first career tournament title as a Pirate.

•Will Bissett finished as the runner-up in his singles flight at the Elon Invitational on Sept. 24 and paired with teammate Javier Renones to win the Powell Doubles Flight.

•The Pirates won 22-of-26 matches at the UNCG Fall Invitational Oct. 21-22 with two doubles teams going undefeated during the weekend.

•Kasey Countee and Freddie McGeehan won the doubles championship with a perfect slate at the top of the Pirates' lineup at the UNCG Fall Invitational defeating teams from Elon, UNCG and UNC Asheville

•Countee, McGeehan and Ronny Georgi all went undefeated in singles at the UNCG Fall Tournament.

TENNIS (WOMEN)

•Celia Ruiz became the first player in program history to earn a Top 100 (No. 95) ranking by the Intercollegiate Tennis Association (ITA).

•Ruiz reached the Oracle ITA Masters Quarterfinals in Malibu, Calif., on Sept. 23, becoming the first Pirate to advance that far in the annual tournament.

•ECU hosted its annual fall tournament, the ECU Invitational, Sept. 22-23 and won four singles flights.

•Ruiz and Lisa Hofbauer were selected for the Riviera/ITA Women's All-American Championships in Pacific Palisades, Calif., becoming the first ECU doubles tandem in program history invited to the event. Ruiz was also invited to play in the Pre-Qualifying Singles Draw. Ruiz and Hofbauer also became the first players in program history to earn seeds at the ITA Carolina Regional. The duo was seeded ninth while Ruiz was also selected ninth in singles.

•Ruiz was named American Athletic Conference Women's Tennis Player of the month for September 2017 and was an ITA At-Large Selection to the 2017 Oracle ITA National Fall Championships in Indian Wells, Calif.

TRACK & FIELD

•ECU opens its 2017-18 season Dec. 2 at the JDL College Kickoff Classic in Winston-Salem, N.C.

•Curt Kraft is set to begin his 14th season as the Director of Men's and Women's Track and Field and Cross Country.

•Adam Manns, Jasmine Dawson and Courtney Warner were named to the 2016-17 United States Track and Field and Cross Country Coaches Association (USTFCCA) Division I All-Academic Team. Warner earned the distinction for the second-straight year.

VOLLEYBALL

•ECU holds a 15-7 overall record and 7-3 American Athletic Conference mark entering its road match at Tulsa Oct. 26.

•The Pirates stand in a tie with Cincinnati for fourth place in the league standings at the halfway point of AAC play. ECU was picked to finish 11th of 12 teams in the conference's preseason poll.

- Head coach Julie Torbett recorded her 400th career win Sept. 19 when the Pirates swept N.C. Central in Greenville. She also needs just two victories to become the winningest head coach in program history as she notched her 70th triumph in ECU's road sweep of Memphis Oct. 20.
- Freshman right side Bri Wood was named the AAC Offensive Player of the Week Oct. 9. She is the first Pirate recognized with a conference weekly volleyball honor since Erika Figueroa was named the AAC Defensive Player of the Week Sept. 28, 2015.
- ECU's 3-1 victory at Temple Oct. 6 was the first over the Owls in program history.
- Senior middle blocker Natalie Montini has racked up 298 career blocks, putting her ninth on the program top 10 list.
- With 11 matches to play in the regular season, sophomore libero Brandee Markwith has collected 432 digs – the ninth most in a single season in school history.



**Board of Trustees
Athletics and Advancement Committee
November 9, 2017**

Agenda Item:	V. B. Athletics Financial Update
Person Responsible:	N/A
Action Requested:	Information Only
Notes:	N/A



EAST CAROLINA

DEPARTMENT OF ATHLETICS

TO: Board of Trustees, Athletics and Advancement Committee
FROM: Lee Workman, Sr. Associate Athletics Director for Administration/CFO
DATE: October 27, 2017
RE: Athletics Financial Report

The enclosed financial report contains information for the 2017-18 ECU athletics fiscal year as of October 27, 2017.

The combined football season and individual game ticket sales revenue is below projection through five home games. Men's and women's basketball combined season ticket revenue is approaching projection with the start of both of these teams' seasons on November 10th and 12th.

Entering the second quarter of the year, three financial emphasis for the 2017-18 budget year are 1) continue to implement budget management and internal control tools, which includes a formal advance order approval process for purchases over \$250 and a new budget management tool to be implemented in the spring for budget development and daily management; 2) communication with athletics staff related to departmental financial management; and, 3) develop a 3-5 year budget projection, completed in the spring, to provide guidance in determining a sustainable financial model moving forward.

While effective expense management is one side of fiscal stewardship, revenue generation will be a primary influencer dictating funding ability for future success and accomplishment. Increasing the foundation of support and investment in the athletics program through Pirate Club contributions, ticket sales, sponsorships, licensing revenues and other auxiliary/associated revenue streams is imperative for a sustainable financial future.

As information, based upon NCAA 2016 data, ECU's total athletics spending ranks last among AAC (football playing) all sports member institutions. The average athletics budget of AAC members was just over \$52M in 2016.

We will continue to strive daily to manage resources effectively to provide opportunity and support to our student-athletes and coaches to successfully develop these young men and women into champions in the classroom, competition, and for life.

Thank you for your support. Please let us know if you have any questions or would like to discuss this report in greater detail.

Attachment





EAST CAROLINA

DEPARTMENT OF ATHLETICS

EAST CAROLINA UNIVERSITY ATHLETIC FUND FINANCIAL REPORT FY 2017 - 18

REVENUE	Budgeted	Year to Date	Projected	Projected
	7/1/2017	10/19/2017	6/30/2018	Over/(Under)
				Budget
Student Fees	\$ 15,558,900	8,334,741	15,558,900	0
Football Ticket Revenue	6,400,000	5,803,910	6,076,833	(323,167)
Men's Basketball Ticket Revenue	440,000	235,088	440,000	0
Women's Basketball Ticket Revenue	40,000	12,887	40,000	0
Baseball Ticket Revenue	360,000	0	360,000	0
Pirate Club Scholarship Pledge	6,280,400	0	6,280,400	0
NCAA / AAC Distributions	3,775,000	24,178	3,775,000	0
NCAA SAF / Other Sports Fundraising	0	401,361	401,361	0
Concessions and Licensing	1,300,000	63,111	1,300,000	0
Athletic Guarantees	255,000	0	255,000	0
Sports Marketing	1,750,000	298	1,750,000	0
Other (Other Sports Tickets, Football parking, Processing Fees, Non Athletic Events, Misc.)	<u>1,231,750</u>	<u>86,154</u>	<u>1,231,750</u>	<u>0</u>
Total Revenue	\$ 37,391,050	14,961,728	37,469,244	(323,167)

EXPENDITURES	Budgeted	Year to Date	Projected	Projected
	7/1/2017	10/19/2017	6/30/2018	Under/(Over)
				Budget
Administration	\$ 2,641,564	893,919	2,641,564	0
Repairs / Replacements	571,850	246,617	571,850	0
Facilities	820,700	271,063	820,700	0
Home Game Operations	1,697,300	379,224	1,697,300	0
Conference Championship Travel	622,700	13,406	622,700	0
Spirit Groups	51,400	104,136	51,400	0
Other Support Services	7,617,736	2,220,506	7,617,736	0
Football	8,950,600	3,265,527	8,950,600	0
Men's Basketball	2,933,750	753,041	2,933,750	0
Other Men's Sports	3,494,432	1,237,372	3,494,432	0
Women's Basketball	2,000,050	577,408	2,000,050	0
Other Women's Sports	5,756,536	2,321,651	5,756,536	0
NCAA SAF / Other Sports Fundraising	<u>0</u>	<u>148,433</u>	<u>401,361</u>	<u>0</u>
Total Operating Expenditures	37,158,618	12,432,303	37,559,979	0
Net Operating Income / (Loss)	232,432	2,529,425	(90,735)	(323,167)
Debt Service - DFS Student Section	1,211,482	920,000	1,211,482	
Fund Balance Increase/(Decrease)	\$ (979,050)	1,609,425	(1,302,217)	(323,167)
Beginning Fund Balance	(2,319,349)		(2,319,349)	
Ending Fund Balance	\$ (3,298,399)		(3,621,566)	