

# AGENDA Athletics & Advancement Committee November 21, 2019

- I. Approval of Minutes September 12, 2019
- II. Review of Operational Metrics
- III. Informational Items
  - A. Athletics Update
- V. Closed Session



Agenda Item:	I. Approval of September 12, 2019 Minutes
Responsible Person:	Fielding Miller Committee Chair
Action Requested:	Approval
Notes:	N/A

# Minutes Athletics & Advancement Committee September 12, 2019

The Athletics and Advancement Committee met in regular session September 12, 2019.

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

The minutes from the April 2019 were approved.

#### Athletic Highlights

Jon Gilbert shared that he was thankful to be here for the past 9 months and allowed members of his team to introduce themselves.

Presented to the board was the mission statement for athletics which is aligned with East Carolina University's mission statement.

Mr. Gilbert reported that ECU Athletics employees were required to sign an attestation of compliance form which will help ensure institutional control. He also shared that the state of NC passed a sports betting bill which allows for legal sports betting and athletic staff and students were educated regarding NCAA sports wagering.

Currently ECU has 446 student athletics, 135 who receive full scholarships (encompassing 5 sports), 222 students that receive partial scholarships, 97 walk-ons and 8 students who are in their 5<sup>th</sup> year or have a medical hardship.

Mr. Gilbert conveyed to the group the recent implementations deployed to increase Fan Engagement which include, *The Helm* letter, *60 Seconds with the AD, @ECUAthletics* Twitter account with nearly 8 million total impressions since January 1, 2019, the *ECU Facebook Football* page on Facebook which generated over 3,000 followers and providing free admission to women's soccer and volleyball home matches. In reference to our first home game against Gardner Webb he did recognize that operationally we were not as prepared as we should have been. The deficiencies are being addressed to ensure improvement by the next game. Of note, there were no alcohol related health incidents at the game, just heat related health issues.

Mr. Phillip Wood provided the Pirate Club update reporting that the energy is starting to translate in the numbers. Current Pirate Club membership is at 5,432 which is better than this time last year with a goal of 6,018 members. The fundraising goal for this calendar year is \$7.2M and they are currently at \$6.6M. Student Pirate Club (SPC) numbers are down approximately 2,000 students. Noted that in 2010 membership was at its highest and that was undoubtedly because that is the year the Boneyard opened. The Pirate Club is working on ways to show the students more value in hopes to attract more SPC members.

Football season ticket sales reflect an increase over last year with an 89% renewal rate. All suites and loge boxes have been sold. Remaining premium inventory is 130 seats in the Trade Club level and 319 seats in the Williams Clark Club level.

Mr. Gilbert explained the criteria for the Academic Performance Report (APR) which allows ECU to receive distributions from the NCAA. The projected APR is 973. ECU is currently working on acquiring recovery points.

A slide was shown demonstrating how ECU's total revenue compared to expenses compares with other schools in our conference.

Mr. Gilbert gave an update on the following projects:

- ToweBank Tower 99% complete
- Hight Field complete
- Strength and Conditioning- waiting on paint and graphics
- Volleyball Locker Room –in progress
- Baseball Waterproofing phase 1 done
- Softball Batting Cage waiting on approval, completion expected in February
- Auxiliary Fields completed
- Men's Basketball Locker Room project soon to begin with December completion date

Chairman Miller shared that he feels like Athletics has turned a corner and reiterated the positive energy surrounding our programs.

There was discussion around the cost of attendance and Mr. Gilbert explained to the board the process for disbursements.

Discussion was also had regarding the ESPN contract. Mr. Gilbert explained that we will be receiving an upfront payment that will help with the much-needed infrastructure. He explained that we are only required to stream 30 events on our platform and decisions will need to be made regarding what we do and don't stream. This new contract will require more staff; some of which may be hired staff and some contracted staff. There is a company in Charlotte that we may partner with in order to utilize their studio. This partnership will be advantageous to other entities on campus.

A question was posed regarding the beer sales in the stadium. Currently, it appears that the net profit from sales is approximately \$25K.

The current Training Table which accommodates football, men's and women's basketball was discussed. The need for expansion to accommodate other teams was addressed but currently availability of space and cost are problematic.

#### Advancement Highlights

Mr. Chris Dyba explained to the group the difference between Advancement's reporting of fundraising totals (fiscal year) compared to Athletics (calendar year). He also shared that Advancement reports their numbers to three different entities, CASE, VSE, and the UNC System and all universities must report the same way. He also explained that fluctuations in the 5-year trend report is often seen when large planned gifts are documented (like the \$7M gift to the West campus in 2018) and noted the peak in 2017 in Athletics due to the Southside expansion. Mr. Dyba shared the year-to-date total of \$10M (\$3.6M for East campus, \$500K for West campus and \$5.9M for Athletics). He then reported the campaign fundraising total is \$251M which means we are halfway to goal.

Mr. Dyba shared the recommendation for new members, Lynn Lane for a term ending June 30, 2020 and Matt Slate for a term ending June 30, 2022 to the Endowment Fund Board. A motion was made to approve the nominees, with no opposition the motion was passed. The full board will vote to elect the nominees at tomorrow's meeting.

Mr. Scott Francis the new Associate Vice Chancellor and President of the ECU Alumni Association spoke to the board and shared his goals for the alumni Association. He plans to develop initiatives to transform the life of a pirate beginning with onboarding them in high school, involving them while they are here on

campus, being there as they venture out into the working world and staying engaged with them as they prepare for their planned gift to ECU.

His three goals are:

- Growing Engagement
- Growing Opportunity
- Growing Pirates

#### **Closed Session**

The committee moved into closed session to discuss several naming opportunities and athletic personnel matters. The four naming opportunities and the athletic personnel matters were reviewed and approved for recommendation to the full board tomorrow.

The committee returned to Open Session and concluded.

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Respectfully submitted,

Maha Banning University Advancement



Agenda Item:	II. Review of Operational Metrics
Responsible Person:	Chris Dyba Vice Chancellor for University Advancement
	Jon Gilbert Director of Athletics
Action Requested:	Information
Notes:	N/A



Athletics & Advancement	

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
	Fundraising for Athletics (Pirate			Plan	303,218	558,734	66,200	22,526	77,342	929,606	287,166	694,293	1,291,683	2,412,957	561,252	95,023	7,300,0
Fundraising - Annual Fund (Pirate Club) Club), includes pledges to the		\$ 6,969,162	\$ 7,300,000	Actual	175,711	508,209	87,210	31,828									
	Athletic Annual Fund			+/-	(127,507)		21,010	9,302									
	Athletic Annual Fund			YTD +/-	(127,507)	(178,032)		(147,720)									
	Fundraising for Athletics (non-		\$ 3,500,000	Plan	291,667	291,667	291,667	291,667	291,667	291,667	291,667	291,667	291,666	291,666	291,666	291,666	3,500,
Fundraising - Athletics (excluding Annual Fund)  Annual Fund), includes cash, pledges, planned gifts, gifts in kind		\$ 10,202,629		Actual	1,135,534	561,600	411,569	188,217									
	"		+/-	843,867	269,933	119,902	(103,450)										
			YTD +/-	843,867	1,113,800	1,233,702	1,130,252										
				Plan													
Season Ticket Sales - 2020 Football	Number of Season Tickets Sold	14,097	tbd	Actual													
				+/-													
				YTD +/-													
				Plan			1,000	700	100								1
		1,619	1.800	Actual			1.075	560									
Season Ticket Sales - 2019-2020 Men's Basketball	Number of Season Tickets Sold	-,	-,	+/-		i	75	(140)									
			l t	YTD +/-			75	(140)									
			\$ 43,440,503	Plan	2,357,402	5,784,777	4,281,160	3,809,249	3,140,947	3,153,623	6,943,347	2,873,767	2,653,446	3,156,972	2,692,209	2,593,603	43,440,
Ashlasia Francis Commenda Budas	Advantable Addition Commence	\$ 40,757,349		Actual	1,839,434	6,050,984	3,882,290	3,077,703									
Athletics Expenses Compared to Budget Monthly Athletics Expenses	Monthly Athletics Expenses			+/-	(517,969)		(398,870)	(731,546)									
				YTD+/-	(517,969)	(251,761)	(650,631)	(1,382,177)									
	*													<u> </u>	<u> </u>		
			Plan	320,800	10,562,235	1,818,544	984,700	716,000	6,569,445	2,536,664	436,000	133,500	88,000	1,175,585	10,697,771	36,039	
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 34,677,069	\$ 36,039,243	Actual	510,264	7,970,596	3,694,235	963,449									
	,			+/-	189,464	(2,591,639)	1,875,691	(21,251)									
				YTD +/-	189,464	(2,402,176)	(526,485)	(547,737)									
	1										-	-					
			\$ 1,000,000	Plan	100,000	300,000	200,000	300,000	100,000								1,000,
	Revenue from Single Game Ticket	\$ 1,162,330		Actual	18,233	101,630	222,653	149,581									
	Sales			+/-	(81,767)	(198,370)	22,653	(150,419)									
				YTD +/-	(81,767)	(280,138)	(257,485)	(407,904)					l.				
				Plan	1.666.667	1.666.667	1.666.667	1.666.667	1,666,667	1.666.667	1,666,667	1.666.667	1.666.667	1.666.667	1.666.667	1.666.667	20,000
	Fundraising for East Campus,	¢ 25 774 912	,774,813 \$ 20,000,000	Actual	815,277	2,754,731	1,080,450	3,861,292	1,000,007	1,000,007	1,000,007	1,000,007	1,000,007	1,000,007	1,000,007	1,000,007	20,000,
	includes cash, pledges, planned gifts	3 23,//4,813	\$ 20,000,000	+/-	(851,389)	1.088.065	(586,217)	2.194.626								-	
	merades casis, piedges, pianned girts		1	YTD+/-	(851,389)	236,675	(349 542)	1,845,084								-	
	1			110+/-	(651,369)	230,073	(349,342)	1,045,084									
				Plan	1.000.000	1.000.000	1.000.000	1.000.000	1.000.000	1.000.000	1.000.000	1.000.000	1.000.000	1.000.000	1.000.000	1.000.000	12.000.
Fundraising or West (Advancement) Fundraising for West Campus (Hea Sciences), includes cash, pledge	Fundraising for West Campus (Health	5 7 999 239	\$ 12,000,000	Actual	267.967	386.052	482.638	292,242	2,230,000	2,300,000	2,230,000	2,230,000	2,230,000	2,230,000	_,,,,,,,	2,220,000	-1,000,
	Sciences), includes cash, pledges,	,555,255	- 11,000,000	ACCUSI	201,301	500,032	702,030	272,272									



Agenda Item:	III. A. Athletics Update
Responsible Person:	Jon Gilbert Director of Athletics
Action Requested:	Information
Notes:	N/A



Agenda item:	IV. Closed Session
Responsible Person:	Fielding Miller Committee Chair
Action Requested:	
Notes:	N/A