

**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



**Athletics and Advancement Committee**

November 21, 2019

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



**Athletics and Advancement Committee**

November 21, 2019

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 and Advancement Committee**

November 21, 2019

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





**Athletics and Advancement Committee**  
November 21, 2019

Agenda Item:

IV. Closed Session

Responsible Person:

Fielding Miller  
Committee Chair

Action Requested:

Notes:

N/A