

AGENDA
Advocacy Committee
November 22, 2019

- I. Approval of Minutes – September 12, 2019 Action

- II. Updates from Advocacy Representatives
 - A. NC General Assembly
 - B. Board of Governors
 - C. Board of Visitors
 - D. Pirate Club
 - E. Medical and Health Sciences Foundation
 - F. Alumni Association
 - G. ECU Foundation

- III. Advocacy Log

- IV. State Relations Update

**Advocacy Committee Report
September 12, 2019**

The Advocacy Committee met this morning, with all members present.

Following the review of the conflict of interest statement, BOT Chair Davenport charged the committee with the following tasks:

- Advocating for priorities critical to the mission of East Carolina University and the UNC System.
- Advance local, state and federal policy consistent with previously identified priorities
- Monitor and discuss key policy issues at the state and federal level that impact ECU, the UNC System and higher education in general.

The committee then reviewed target advocacy audiences not limited to but including the general assembly, UNC Board of Governors, and community groups.

Members of the committee were assigned to act as advocacy committee representatives: Max Joyner, Leigh Fanning and Angela Moss were assigned to the legislature. Angela Moss was assigned to work with the Board of Governors. Phil Lewis will work with John Cooper of the Board of Visitors. Vince Smith will work with the ECU Foundation and Alumni Association, Angela Moss will work with the Medical and Health Sciences Foundation and Robbie Moore with Pirate Club.

Mr. Smith discussed advocacy protocols including phone trees, talking points, tracking & monitoring of contacts, and communication.

Precipitating goodwill is an important key for the committee. All members will need to build relationships, track relationships, and separate goodwill from issues. Short and long term goals will be determined as the committee begins their important work, but a key goal is consistent messaging.

Mr. Smith will talk with individual committee members and determine priorities.

Advocacy Tracking Log

	Board Member	Additional Support	Constituent	Date	Location
NC General Assembly					
UNC Board of Governors					
ECU Board of Visitors					
ECU Foundation					
Alumni Association					
Pirate Club					

Advocacy Tracking Log

	Board Member	Additional Support	Constituent	Date	Location
Med & Health Sci Foundation					