



East Carolina University | Board of Trustees Athletics & Advancement Committee Meeting | September 24, 2015 Agenda

- I. Approval of April 23, 2015 Minutes Action

- II. Athletics Information
 - A. Compliance Update
 - B. 2015-16 Annual Goals
 - C. Financial Report / NCAA Presidential Dashboard / Season Ticket Sales
 - D. Facilities

- II. University Advancement Information
 - A. Fiscal Year 15 Fundraising Report
 - B. Campaign Feasibility Presentation

East Carolina University
Board of Trustees
September 24, 2015 2015

Session	Athletics & Advancement Committee
Responsible Person	Edwin Clark, Chair
Agenda Item	I.
Item Description	Approval of Minutes – April 23, 2015
Action Requested	Approval
Disposition	
Notes	

Board of Trustees
Athletics & Advancement Committee
April 23, 2015
East Carolina Heart Institute

Edwin Clark, Chair of the Athletics & Advancement Committee called the meeting to order. Committee members present included Vern Davenport, Max Joyner, Bob Plybon. Other board members present included Mark Copeland, Robert Brinkley, Carol Mabe, Danny Scott, Steve Jones and Jake Srednicki.

Mr. Clark read the conflict of interest statement. No conflicts were reported. Mr. Joyner made a motion to approve the minutes of the February 19th committee meeting. Mr. Plybon seconded the motion and the minutes were approved unanimously.

CLOSED SESSION

Max Joyner read a motion for the committee to go into closes session. The motion was seconded and approved unanimously.

Following closed session, the board returned to open session.

University Advancement

Heritage Hall

Vice Chancellor Dyba lead a discussion regarding the establishment and plan for Heritage Hall. Two board members have been appointed as liaisons for this project - Max Joyner and Bob Plybon. There was a consensus that the group should capitalize on the current enthusiasm to establish a timeline that represents the motion made at the February meeting. VC Dyba shared that he has had conversations with some key personnel at the university (student affairs, the library, facilities) but there are still many questions that need answering that will help determine the project scope and next steps. The expectation is that at the July meeting, a more defined timeline will be presented, we'll know what is going in Heritage Hall, where it will be located, and hopefully even an estimated cost so we know what fundraising efforts that will be needed. Is there anything anyone wants to add regarding Heritage Hall?

Fundraising Update & Campaign Preparation

Vice Chancellor Dyba shared the fundraising figures through March 2015. He was happy to report that our fundraising efforts as of March 31 exceed totals compared to last year.

He also shared that the ECU Foundation and the Medical and Health Sciences Foundation have been working on updating their strategic plan in order to be in line with the university's strategic plan. As the division of Advancement begins preparation for an upcoming campaign it is important that the foundations and the university mirror one another. He informed the committee that a newly created position is in the works to hire a campaign manager/director of strategic initiatives. University Advancement continues to prepare for a comprehensive campaign and will present a full presentation on campaign readiness at a future Trustee meeting.

Associated Entities

All four foundations provided edits to the Chancellor's office regarding the revised regulations from UNC GA. ECU's collective revisions were sent to GA by the requested March deadline and we have not received any feedback. Vice Chancellor Dyba expressed that the leadership of the four foundations is prepared and ready to be in compliance by July 1.

Namings

Vice Chancellor Dyba presented three Naming Proposals (documentation is included in your board material). The proposals were all approved by the committee and I'll have a motion at the end of my report.

BOV Appointments

Plybon; Joyner – approved with no negative votes

Athletics

Coaches Update

9 conference champions, consistent high academic performance
Historical year for swimming – winning the AAC championship. Women were 10-0 last year.
Championship meet was close.

Over 2000 hours of community service; both men and womens were all academic teams last year.

Recruitment is ambitious -

Sports Update

Jeff Compher brought a sports update.
Spring football kicked off last weekend. Well over 4,500 people attended that event. Equipment sale brought over \$53,000. Baseball is performing well. Two come-from-behind victories this week against ACC – NC State and Duke. Third place in conference.

Conference affiliation is helping with recruitment.

Facilities Update

CSL to perform feasibility study on premium seating in Dowdy. Repairs at Clark LeClair are being prioritized.

Athletics Financial Report

Pirate Club numbers are over \$6.8 in pledges and over \$5M in receipts and _____ up to date.
Huge incentive for Pirate Club members to get their payments made by April 1 due to reseating.

Rate increase accounts for portions of the numbers. Early returns are encouraging.

\$300000 ahead of season ticket revenue

Cost of Attendance

Last week, ECU announced their approach to the cost of attendance for student athletes.

Allowed to 240.2 scholarships; looking at 2 year implementation; football m and w basketball first year; rest of sports will get 50% value; and the second year they will receive the other 50%. This is the most aggressive implementation in the conference. Others are looking at phasing in 4-5 years or even capped at a lower than full funding level.

Monies will be distributed to athletes account. Each athlete will have to have their own bank account to receive.

MOTIONS

East Carolina University
Board of Trustees
September 24, 2015 2015

Session	Athletics & Advancement Committee
Responsible Person	Jamie Johnson – Athletic Compliance
Agenda Item	II. A.
Item Description	Compliance Update
Action Requested	Information / Discussion
Disposition	
Notes	

East Carolina University
Board of Trustees
September 24, 2015 2015

Session	Athletics & Advancement Committee
Responsible Person	Jeff Compher, Director of ECU Athletics
Agenda Item	II. B.
Item Description	2015-16 Annual Goals
Action Requested	Information / Discussion
Disposition	
Notes	

The background features a light gray halftone dot pattern. A diagonal line runs from the top-left corner towards the bottom-right, creating a sense of depth and movement. In the corners, there are faint, embossed-style letters, including 'UN' and 'MED' in the top-left and 'UN' and 'AUM' in the bottom-right.

2015-16 ANNUAL GOALS

JEFF COMPHER

2015-16 ANNUAL GOALS

- 1. Increase single year GPA (combined fall/spring GPA) by a minimum of 10 teams. (Mike Hanley)**
- 2. Implement an efficient process to enhance counseling services for Student-Athletes. (Mike Hanley)**
- 3. Design and initiate a capital campaign for south side renovation of Dowdy-Ficklen Stadium. (J. Batt)**

2015-16 ANNUAL GOALS

- 4. Complete the athletics facilities master plan. (JJ McLamb)**
- 5. Negotiate new Nike apparel contract or change to another vendor. (Lee Workman)**
- 6. Increase season tickets sold for all sports. (Shelley Binegar)**

2015-16 ANNUAL GOALS

- 7. Expand brand knowledge and awareness of ECU on regional and national levels. (Shelley Binegar/Lee Workman/Jeff Compher)**
- 8. Emphasize and improve customer service in all areas. (Shelley Binegar/J. Batt/JJ McLamb)**
- 9. Win at least three American Athletic Conference Championships with all teams finishing in top half of conference standings. (Jeff Compher)**

East Carolina University
Board of Trustees
September 24, 2015 2015

Session	Athletics & Advancement Committee
Responsible Person	Nick Floyd, Senior Associate Athletic Director
Agenda Item	II. C.
Item Description	Financial Report / NCAA Presidential Dashboard / Season Ticket Sales
Action Requested	Information / Discussion
Disposition	
Notes	



EAST CAROLINA

DEPARTMENT OF ATHLETICS

MEMORANDUM

TO: Board of Trustees
Athletics & Advancement Committee

FROM: Nick Floyd
Executive Associate Director of Athletics

DATE: September 8, 2015

RE: Athletics Financial Report

The first document provides a summary of the current fiscal year (FY 15-16) operating budget as well as the final close-out figures from FY 14-15. As noted in the report, both revenues and expenses came in above the projected amounts resulting in a net operating surplus of \$48,362. While this total is not as high as originally budgeted, we are pleased that the department generated an operating surplus in this transition year into the American Athletic Conference (AAC). Taking this modest surplus into account, the overall fund balance is reduced to a negative \$795,568, and while we are projecting a breakeven budget for this current year, the hope is that we will be able to gain some additional ground in reducing this total.

Football season ticket sales information is included in the second document. Sales for this year fell by about 500 season tickets resulting in a revenue shortfall of \$154,480 which will be managed as the year progresses through normal budget adjustments. Long term, one of the annual goals for this current year is to develop plans to address season ticket sales for all sports in order to increase both revenue and attendance for all home athletic events.

The third document contains information related to the NCAA Financial Dashboard "Presidential View". Starting last year, the UNC General Administration requires that this information be shared with the Board on an annual basis and it provides comparative information about the program to fellow AAC members, Conference USA, and all Football Bowl Subdivision (FBS) public institutions. We will review this information during the course of the meeting and answer any questions you may have at that time.

In conclusion, the first year of participation in the American Athletic Conference was successful and has set a good foundation for the future. The fiscal challenges remain intact and we will continue to be aggressive in developing plans to meet these challenges so as to give our coaches and student-athletes the absolute best opportunity to be successful going forward.

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



**EAST CAROLINA UNIVERSITY ATHLETIC FUND
BUDGET TO ACTUAL**

as of : 09 - 04 - 15

REVENUE

	FY 15 - 16	FY 14 - 15	FY 14 - 15
	<u>Budget</u>	<u>Budget</u>	<u>Actual</u>
Student Fees	** 14,145,400	** 13,335,500	** 13,517,117
Football Ticket Revenue	6,575,000	6,250,000	6,252,805
Football Bowl Game	0	0	1,098,621
Men's Basketball Ticket Revenue	525,500	525,000	536,292
Women's Basketball Ticket Revenue	44,500	20,000	61,455
Baseball Ticket Revenue	300,000	275,000	251,599
Pirate Club Scholarship Pledge	6,367,800	5,454,900	5,945,715
NCAA / AAC Distributions	3,800,000	4,000,000	4,244,689
Concessions and Licensing	1,075,000	950,000	1,049,656
Athletic Guarantees	1,602,000	1,550,000	1,556,500
Sports Marketing	1,625,000	1,700,000	1,587,796
Gifts In Kind	947,050	940,000	952,382
Other Sports Fundraising / NCAA SAF	387,000	387,000	404,026
Other (Other Sports tickets, FB parking, Processing fees, Non Athletic events, Misc.)	<u>834,000</u>	<u>236,000</u>	<u>512,104</u>
Total Revenue	<u><u>\$38,228,250</u></u>	<u><u>\$35,623,400</u></u>	<u><u>\$37,970,757</u></u>

** - Includes student fee money to directly support Marching Band, Cheerleaders, Pure Gold Dancers over and above their Athletic budget.

EXPENDITURES

	FY 15 - 16	FY 14 - 15	FY 14 - 15
	<u>Budget</u>	<u>Budget</u>	<u>Actual</u>
Administration	5,020,450	4,367,980	3,884,015
Repairs and Replacements	318,300	310,900	711,094
Facilities	919,500	804,100	957,455
Home Game Operations	1,421,100	1,410,200	1,637,929
Conference Championship Travel	634,700	603,600	626,575
Spirit Groups	** 327,700	** 305,530	** 321,421
Other Support Services	6,517,500	5,791,197	5,897,896
Football	9,418,800	8,616,408	9,305,818
Football Bowl Game	0	0	797,255
Men's Basketball	2,813,200	2,679,725	2,750,659
Other Men's Sports	3,228,850	3,059,979	3,377,723
Women's Basketball	2,158,100	1,977,253	2,175,451
Other Women's Sports	5,063,050	4,905,928	5,083,505
Other Sports Fundraising / NCAA SAF	<u>387,000</u>	<u>387,000</u>	<u>395,599</u>
Total Expenditures	<u><u>\$38,228,250</u></u>	<u><u>\$35,219,800</u></u>	<u><u>\$37,922,395</u></u>
	<u><u>\$0</u></u>	<u><u>\$403,600</u></u>	<u><u>\$48,362</u></u>

**EAST CAROLINA UNIVERSITY
2015 FOOTBALL
SEASON TICKET SALES**

Level	Ticket Price	Tickets Sold	Gate Receipts	2014	2013	2012	2011	2010	2009
Club Level	\$303.74	1,230	\$373,600.20	1,245	1,279	1,298	1,290	1,304	1,277
Pirate Club Chairback	\$303.74	7,833	\$2,379,195.42	7,540	7,586	7,870	8,354	8,350	0
Pirate Club Bench	\$279.44	2,995	\$836,922.80	2,995	3,050	3,368	3,850	3,610	10,766
Club Level Faculty/Staff	\$247.66	10	\$2,476.60	10	10	12	12	14	14
Chairback Faculty/Staff	\$247.66	392	\$97,082.72	405	373	397	388	389	
Pirate Club Faculty/Staff	\$228.04	356	\$81,182.24	365	362	362	440	423	747
Economy Plan	\$205.61	2,966	\$609,839.26	3,407	3,432	3,820	4,602	4,513	3,240
Economy Plan Faculty/Staff	\$205.61	31	\$6,373.91	45	40	47		112	
Crow's Nest Savings	\$154.21	568	\$87,591.28	743	612	679	1,228	629	2,475
Student Pirate Club Guest	\$154.21	705	\$108,718.05	688	634	810	1,016	808	356
Graduate Plan	\$154.21	649	\$100,082.29	858	908	1,105	1,409	1,138	1,316
Military Donation	\$150.00	0	\$0.00	0	18	15	18	42	0
Military Purchase	\$154.21	22	\$3,392.62	22	37	42	52	24	0
Distance Ed/Band/Cheer/Department	\$154.21	383	\$59,062.43	318	292	257	123		
Golden Ticket	\$100.00	0	\$0.00	0	86	167	0	790	
IMG Cash Accounts	\$100.00	0	\$0.00	0	0	50	50	50	50
SEASON TOTALS		18,140	\$4,745,519.82	18,641	18,719	20,299	22,832	22,196	20,241

CAR DEALERS	350
IMG TRADES	500
TRADE AGREEMENTS	600
SEASON TOTALS	19,590

SEASON TOTAL	\$4,745,519.82	AVG
BUDGET	\$4,900,000.00	\$261.61
DIFFERENCE	-\$154,480.18	

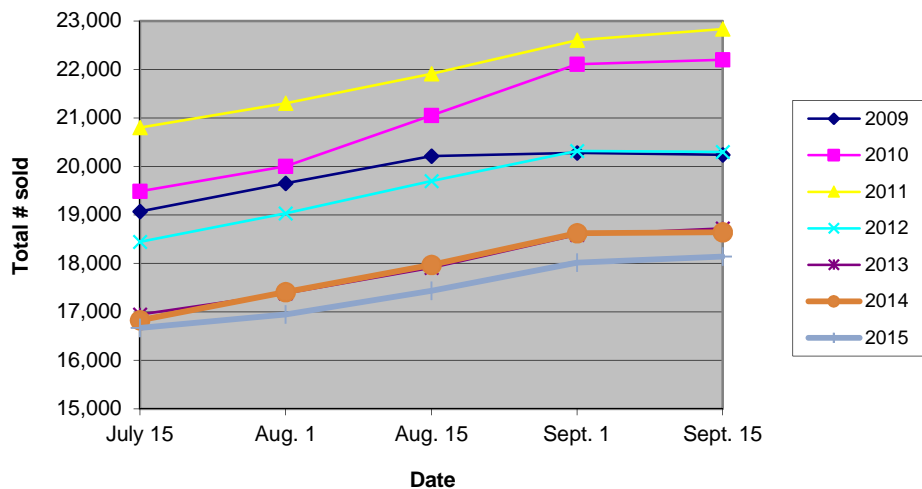
ECU PIRATE FOOTBALL WEEK TO WEEK SEASON TICKET SALES COMPARISON

TOTAL SOLD

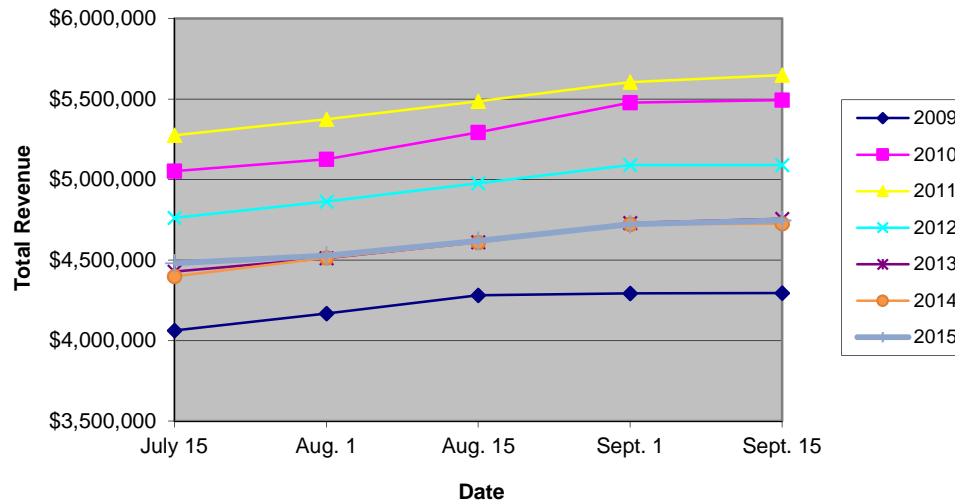
TOTAL REVENUE

DATE	2009	2010	2011	2012	2013	2014	2015	DATE	2009	2010	2011	2012	2013	2014	2015
March 25	100	6,016	6,059	6,252	5,263	5,920	6,534	March 25	\$21,200	\$1,605,005	\$1,585,905	\$1,662,000	\$1,425,830	\$1,584,405	\$1,807,551
April 1	656	13,252	14,476	13,258	10,604	13,085	14,922	April 1	\$137,425	\$3,499,430	\$3,757,785	\$3,471,875	\$2,808,695	\$3,467,510	\$4,055,513
April 8	1,826	16,818	17,248	14,789	14,020	14,457	15,275	April 8	\$382,600	\$4,428,515	\$4,473,000	\$3,858,425	\$3,703,175	\$3,833,525	\$4,150,182
April 22	5,341	17,336	18,345	16,412	15,145	14,782	15,676	April 22	\$1,150,175	\$4,566,615	\$4,737,155	\$4,290,000	\$3,998,065	\$3,916,196	\$4,251,531
April 29	10,563	18,113	18,666	16,801	15,501	15,000	15,742	April 29	\$2,270,025	\$4,754,040	\$4,819,175	\$4,392,165	\$4,097,270	\$3,971,310	\$4,267,089
May 6	15,835	18,255	19,006	17,003	15,778	15,234	15,762	May 6	\$3,397,625	\$4,790,555	\$4,894,285	\$4,440,765	\$4,169,315	\$4,029,900	\$4,272,489
May 13	16,639	18,376	19,213	17,205	15,969	15,411	15,795	May 13	\$3,572,100	\$4,821,870	\$4,942,530	\$4,491,635	\$4,219,840	\$4,075,440	\$4,278,186
May 27	17,824	18,678	19,716	17,473	16,239	15,772	15,908	May 27	\$3,820,125	\$4,888,235	\$5,063,990	\$4,558,735	\$4,287,180	\$4,164,805	\$4,304,259
June 15	18,185	18,952	20,225	17,785	16,499	16,257	16,139	June 15	\$3,890,950	\$4,947,990	\$5,171,145	\$4,637,390	\$4,344,430	\$4,269,945	\$4,358,877
June 30	18,656	19,245	20,504	18,047	16,808	16,521	16,278	June 30	\$3,984,925	\$5,004,495	\$5,216,455	\$4,687,020	\$4,402,570	\$4,333,480	\$4,399,294
July 15	19,071	19,483	20,801	18,443	16,947	16,828	16,666	July 15	\$4,062,725	\$5,053,365	\$5,274,705	\$4,761,895	\$4,427,520	\$4,398,020	\$4,479,238
Aug. 1	19,650	20,000	21,298	19,028	17,380	17,405	16,944	Aug. 1	\$4,168,275	\$5,126,630	\$5,374,180	\$4,864,295	\$4,512,485	\$4,513,975	\$4,526,927
Aug. 15	20,211	21,052	21,906	19,699	17,905	17,970	17,436	Aug. 15	\$4,280,550	\$5,293,680	\$5,485,355	\$4,976,130	\$4,610,635	\$4,609,670	\$4,618,993
Sept. 1	20,276	22,106	22,603	20,314	18,589	18,620	18,017	Sept. 1	\$4,292,415	\$5,477,020	\$5,605,400	\$5,091,085	\$4,730,250	\$4,722,320	\$4,721,691
Sept. 15	20,241	22,196	22,832	20,299	18,719	18,641	18,140	Sept. 15	\$4,295,665	\$5,493,295	\$5,649,050	\$5,091,085	\$4,757,175	\$4,725,850	\$4,745,520

2009 vs 2010 vs 2011 vs 2012 vs 2013 vs 2014 vs 2015



2009 vs 2010 vs 2011 vs 2012 vs 2013 vs 2014 vs 2015



Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Athletics-generated revenues as a percent of total athletics revenues. Generated revenues include all revenues that are earned by the athletics department for participation in athletics (for example, ticket sales, alumni contributions, licensing, etc.)

1. Link to Peer Selection Input

**Click this button to open a new browser window to select your three peer groups.*

2. Load/Reload Percentile Data

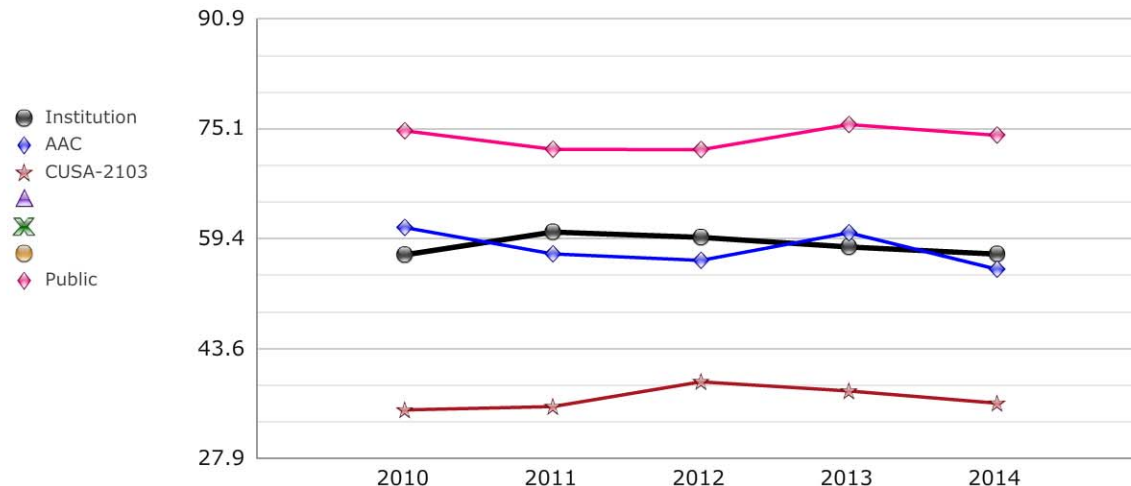
Idle

**Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.*

View Single-Year Detail

4.a. Generated revenues / total athletics revenue (%)

Annual Trend



*Note: Annual Trends group comparator data uses 50th percentile.

4.a. Generated revenues / total athletics revenue (%)

Annual Trend

	2010	2011	2012	2013	2014
Institution	57.1	60.3	59.6	58.2	57.2
AAC	61.0	57.2	56.3	60.2	55.0
CUSA-2103	34.8	35.3	38.9	37.6	35.8
Public	74.9	72.2	72.1	75.7	74.2

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Identifies total athletics expenditures.
 StuAidExp + GuarExp + CoachSalExp + AsstSalExp +
 CoachOthCompExp + AsstOthCompExp + SStfSalExp +
 SStfOthCompExp + SevPayExp + RecruitExp +
 TeamTravelExp + EqUniSupExp + GameExp +

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

2. Load/Reload Percentile Data

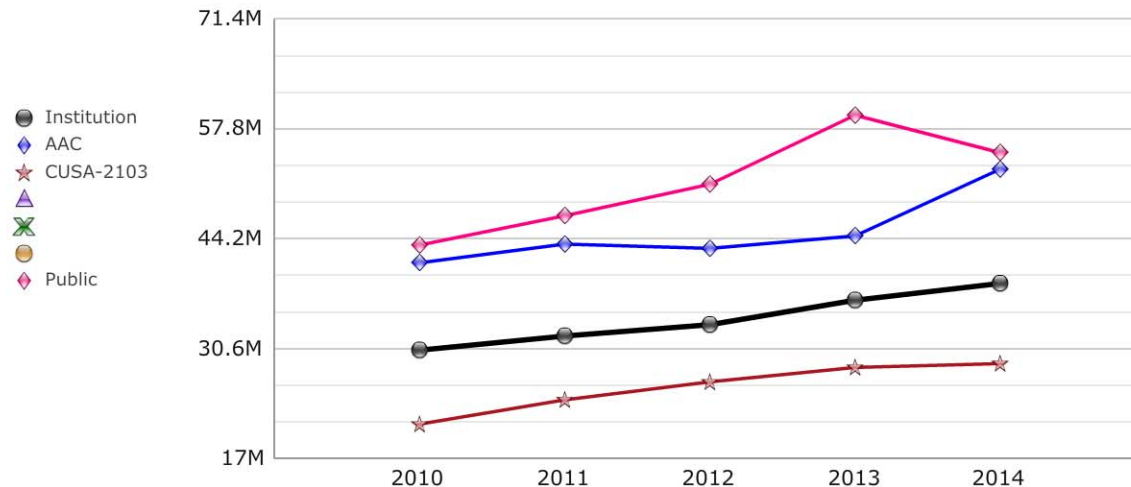
Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

9. Total Expenditures (\$)

Annual Trend



*Note: Annual Trends group comparator data uses 50th percentile.

9. Total Expenditures (\$)

Annual Trend					
	2010	2011	2012	2013	2014
Institution	30,473,691.0	32,220,961.0	33,623,495.0	36,639,494.0	38,723,518.0
AAC	41,283,522.0	43,591,527.0	43,067,025.0	44,612,535.0	52,850,346.0
CUSA-2103	21,309,000.0	24,328,234.0	26,542,476.0	28,337,108.0	28,815,063.0
Public	43,478,383.0	47,109,301.0	50,994,785.0	59,540,002.0	54,911,316.0



Financial Dashboard

East Carolina University

About Presidential View

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Identifies the combined coaching staff and support staff/administrative salaries, benefits and bonuses paid by the university and by a third party and severance payments and their share of total athletics expenditures. (CoachSalExp + AsstSalExp + CoachOthCompExp +

1. Link to Peer Selection Input

**Click this button to open a new browser window to select your three peer groups.*

2. Load/Reload Percentile Data

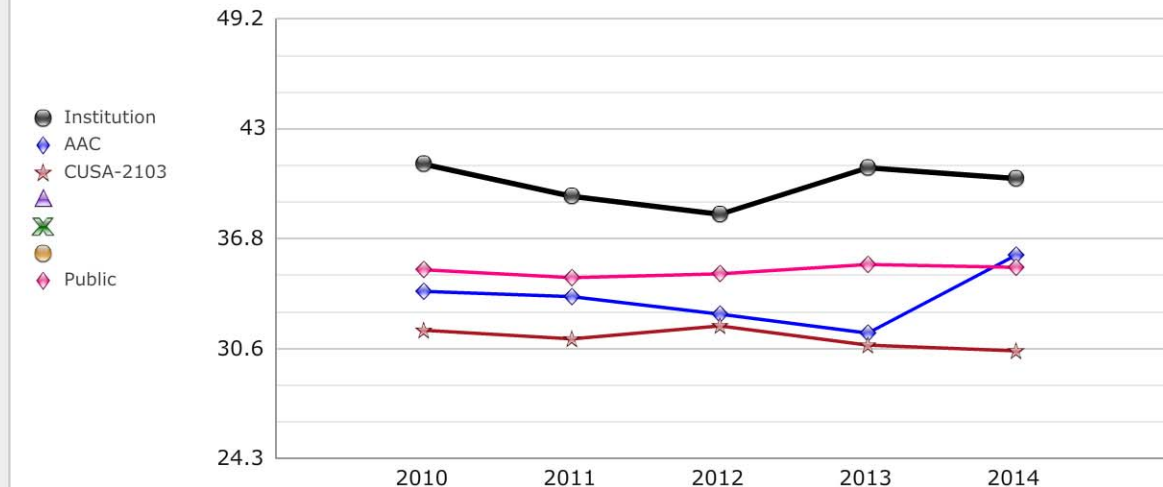
Idle

**Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.*

View Single-Year Detail

11. Salaries and benefits (%)

Annual Trend



*Note: Annual Trends group comparator data uses 50th percentile.

11. Salaries and benefits (%)

Annual Trend

	2010	2011	2012	2013	2014
Institution	41.0	39.2	38.2	40.8	40.2
AAC	33.8	33.5	32.5	31.4	35.8
CUSA-2103	31.6	31.1	31.9	30.8	30.4
Public	35.0	34.6	34.8	35.3	35.2

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Total athletics expenditures divided by the total number of unduplicated student-athletes (as reported in Table 1 - Athletics Participation).
 (StuAidExp + GuarExp + CoachSalExp + AsstSalExp + CoachOthCompExp + AsstOthCompExp + SStfSalExp +

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

2. Load/Reload Percentile Data

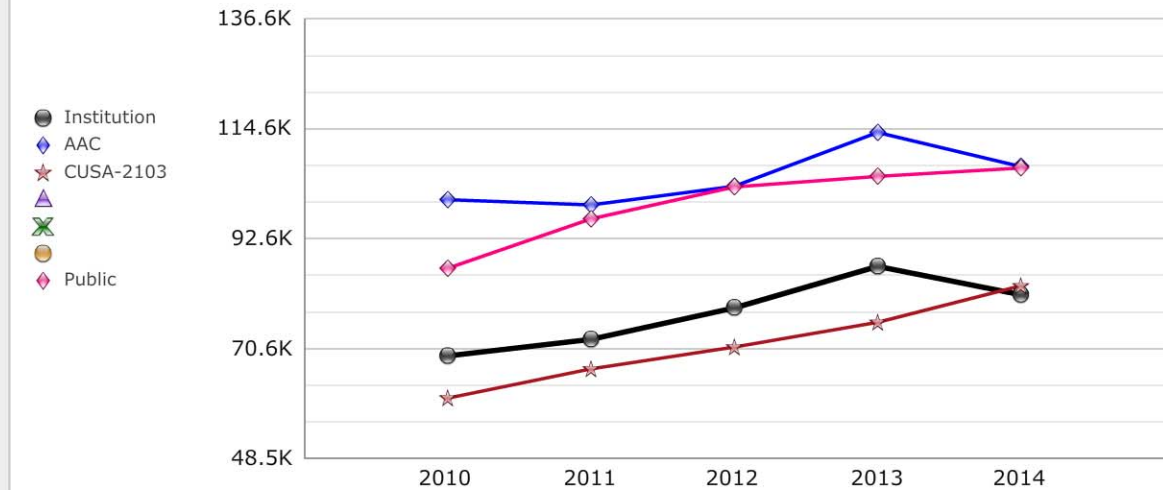
Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

15. Athletics expenses / student-athlete (\$)

Annual Trend



*Note: Annual Trends group comparator data uses 50th percentile.

15. Athletics expenses / student-athlete (\$)

Annual Trend					
	2010	2011	2012	2013	2014
Institution	69,101.3	72,406.7	78,743.6	87,029.7	81,351.9
AAC	100,385.4	99,360.1	103,115.7	113,851.4	107,069.0
CUSA-2103	60,672.8	66,503.1	70,874.1	75,824.0	83,167.1
Public	86,656.5	96,575.2	102,979.7	105,093.0	106,780.2

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Athletics expenditures as a percentage of total institutional expenditures.
 (StuAidExp + GuarExp + CoachSalExp + AsstSalExp + CoachOthCompExp + AsstOthCompExp + SStfSalExp + SStfOthCompExp + SevPayExp + RecruitExp +

1. Link to Peer Selection Input

**Click this button to open a new browser window to select your three peer groups.*

2. Load/Reload Percentile Data

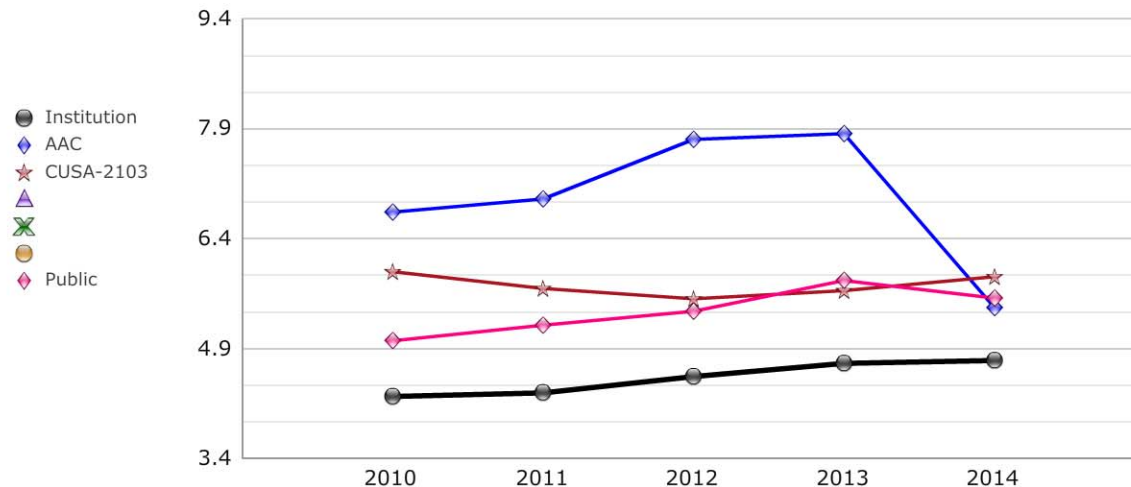
Idle

**Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.*

View Single-Year Detail

16. Athletics expenditures / institutional expenditures (%)

Annual Trend



*Note: Annual Trends group comparator data uses 50th percentile.

16. Athletics expenditures / institutional expenditures (%)

Annual Trend					
	2010	2011	2012	2013	2014
Institution	4.2	4.3	4.5	4.7	4.7
AAC	6.7	6.9	7.7	7.8	5.4
CUSA-2103	5.9	5.7	5.6	5.7	5.9
Public	5.0	5.2	5.4	5.8	5.6

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Compares the athletics expenditures rate of change with the university expenditures rate of change. A positive value means the athletics expenditures rate of change outpaced the university expenditures rate of change. A negative value means the university expenditures rate of

1. Link to Peer Selection Input

**Click this button to open a new browser window to select your three peer groups.*

2. Load/Reload Percentile Data

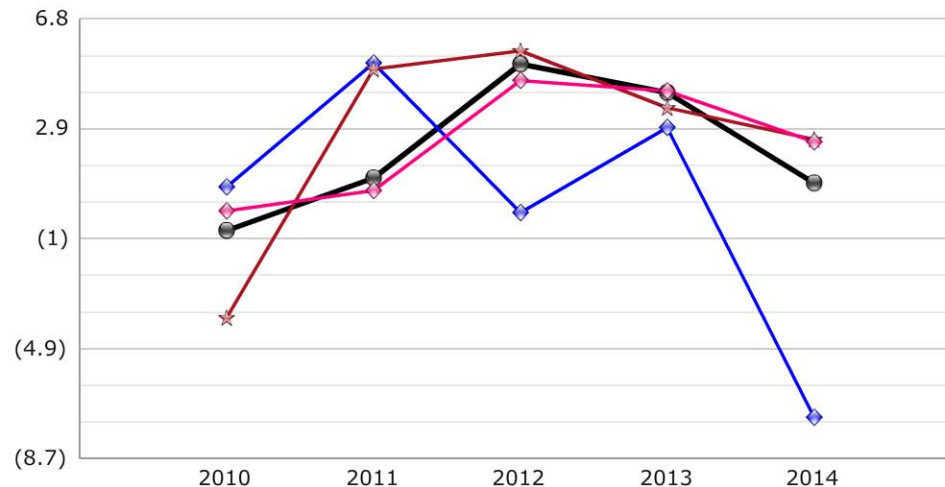
Idle

**Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.*

View Single-Year Detail

17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Annual Trend



*Note: Annual Trends group comparator data uses 50th percentile.

17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Annual Trend					
	2010	2011	2012	2013	2014
Institution	(0.7)	1.2	5.2	4.2	1.0
AAC	0.9	5.2	(0.1)	2.9	(7.3)
CUSA-2103	(3.8)	5.0	5.6	3.6	2.5
Public	0.0	0.7	4.6	4.2	2.4

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
- 4.a. Generated revenues / total athletics revenue (%)
- 6. Net revenues (\$)
- 9. Total Expenditures (\$)
- 11. Salaries and benefits (%)
- 15. Athletics expenses / student-athlete (\$)
- 16. Athletics expenditures / institutional expenditures (%)
- 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)

Total athletics revenues less total athletics expenditures.
 (TktRev + StuFeesRev + GuaranteesRev + ContributionRev + ThrdPrtyRev + GovSupRev + DirInstitSupRev + IndirFacAdmnRev + NCAADistRev + BroadcastRev + ConsessionsRev + RoyalAdvertSponsorRev +

1. Link to Peer Selection Input

*Click this button to open a new browser window to select your three peer groups.

2. Load/Reload Percentile Data

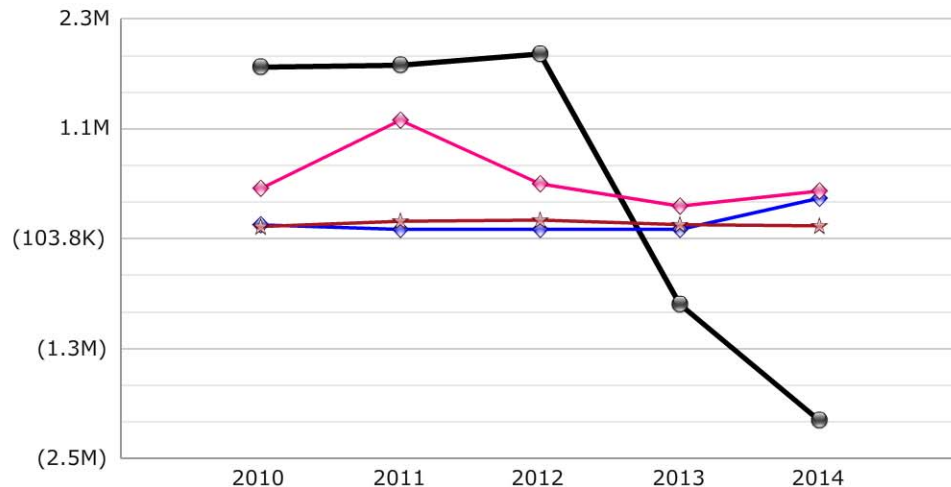
Idle

*Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.

View Single-Year Detail

6. Net revenues (\$)

Annual Trend



*Note: Annual Trends group comparator data uses 50th percentile.

6. Net revenues (\$)

Annual Trend

	2010	2011	2012	2013	2014
Institution	1,806,765.0	1,827,908.0	1,951,677.0	(834,262.0)	(2,124,736.0)
AAC	51,140.0	0.0	0.0	0.0	347,026.0
CUSA-2103	32,794.0	91,456.0	104,750.0	53,041.0	38,684.0
Public	454,743.0	1,215,290.0	507,375.0	257,779.0	427,851.0

Annual Trend Group Comparators

- 1 American Athletic Conference
- 2 CUSA-2103
- 3
- 4
- 5 FBS
- 6 Public
- 7 20M to 50M

Presidential Indicators

- 3. NCAA Academic Progress Rate
 - 4.a. Generated revenues / total athletics revenue (%)
 - 6. Net revenues (\$)
 - 9. Total Expenditures (\$)
 - 11. Salaries and benefits (%)
 - 15. Athletics expenses / student-athlete (\$)
 - 16. Athletics expenditures / institutional expenditures (%)
 - 17. Athl. Exp. Rate of Change vs. Univ. Exp. Rate of Change (%)
- Overall Academic Progress Rate for entire athletics program.

1. Link to Peer Selection Input

**Click this button to open a new browser window to select your three peer groups.*



2. Load/Reload Percentile Data

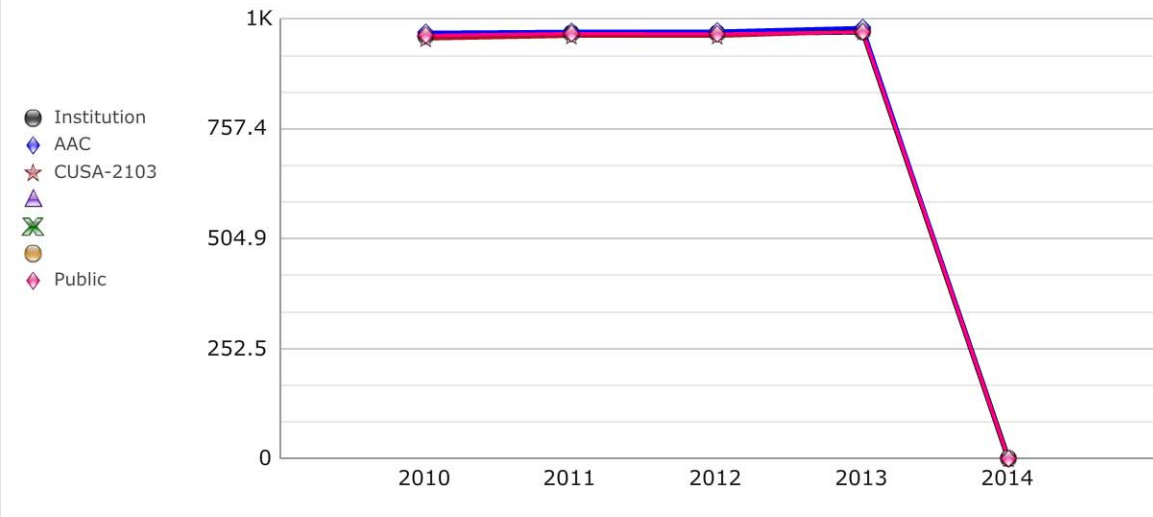
Idle

**Note: After saving and confirming a peer group, click the button above to load the data into the dashboard.*

View Single-Year Detail

3. NCAA Academic Progress Rate

Annual Trend



*Note: Annual Trends group comparator data uses 50th percentile.

3. NCAA Academic Progress Rate

Annual Trend					
	2010	2011	2012	2013	2014
Institution	970.0	976.0	976.0	980.0	0.0
AAC	979.0	981.0	982.0	990.0	0.0
CUSA-2103	964.0	970.0	970.0	980.0	0.0
Public	972.0	976.0	975.0	980.0	0.0

East Carolina University
Board of Trustees
September 24, 2015 2015

Session	Athletics & Advancement Committee
Responsible Person	Jeff Compher, Director of ECU Athletic Director
Agenda Item	II. D.
Item Description	Facilities Update
Action Requested	Information / Discussion
Disposition	
Notes	

East Carolina University
Board of Trustees
September 24, 2015 2015

Session	Athletics & Advancement Committee
Responsible Person	Chris Dyba, Vice Chancellor for University Advancement
Agenda Item	III.
Item Description	University Advancement
Action Requested	Information / Discussion
Disposition	
Notes	A. Fiscal Year 15 Fundraising Report B. Campaign Feasibility Presentation

Advancement Update

ECU Board of Trustees Meeting
September 24, 2015

Fundraising Totals

as of June 30, 2015

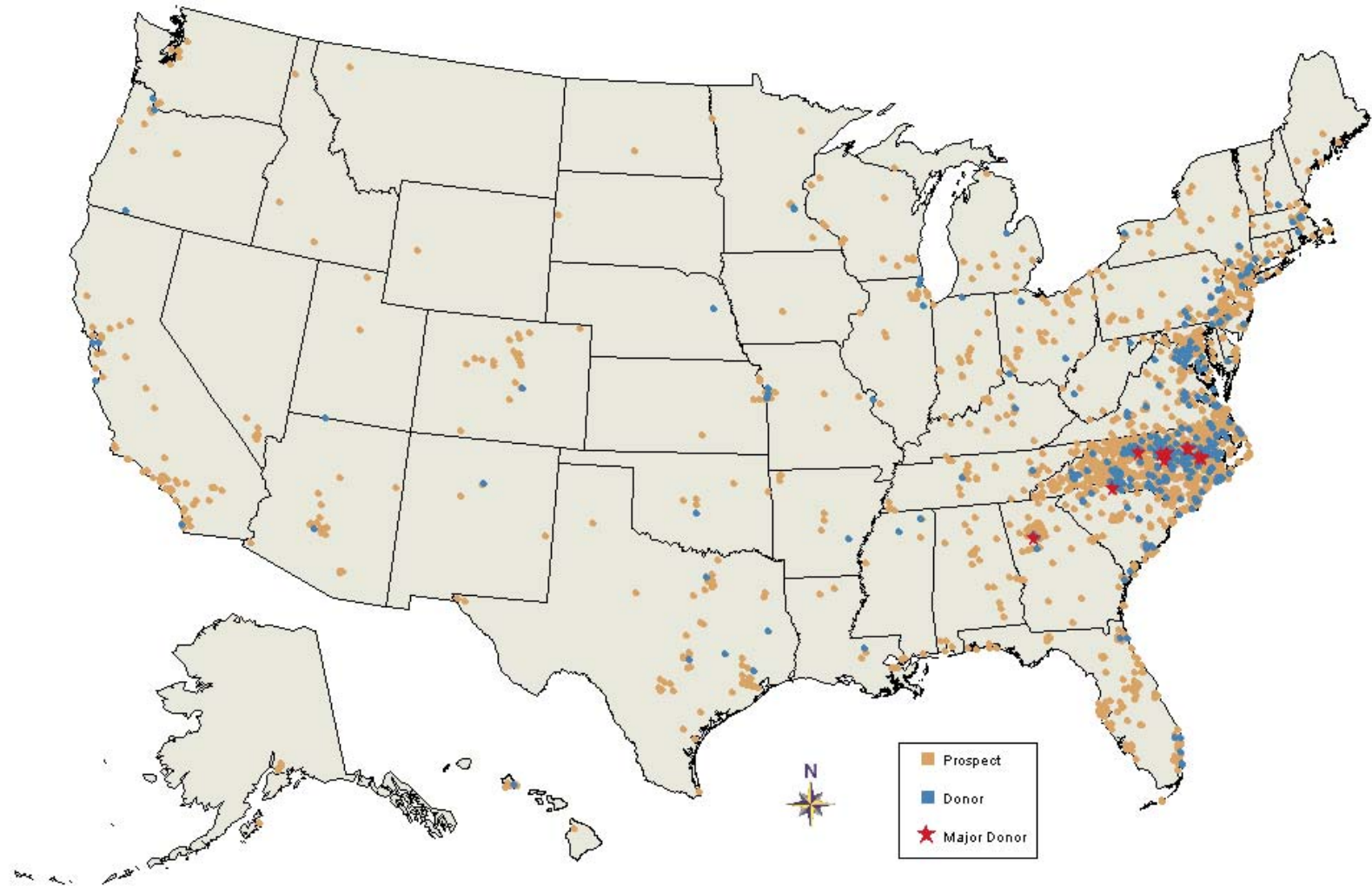
Campaign Feasibility

- Analyzed **181,629 prospects** against **5 distinct models**
- Returned **all records** and broke them into **4 categories**
- Findings:
 - Almost **500** prospects for Principal Gifts of **\$250K or more** per year
 - Nearly **2,300** prospects for **gifts between \$2,501 - \$250,000** per year
 - Almost **22,000** prospects for **gifts between \$250-\$999** per year
 - Over **12,500** prospects for **planned gifts**
 - **Several thousand** individuals with whom we should **reserve financial and human resources** because we have determined that they are unlikely to make gifts

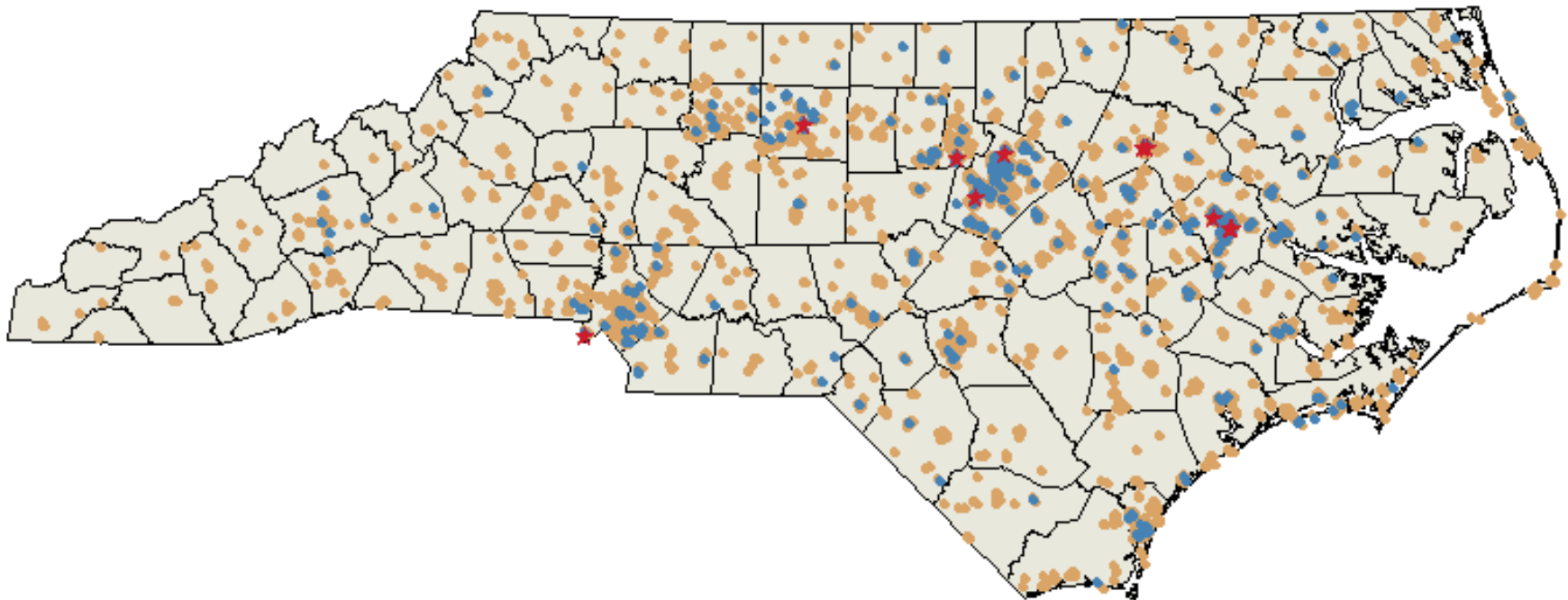
Target Analytics[®]

 East Carolina University.

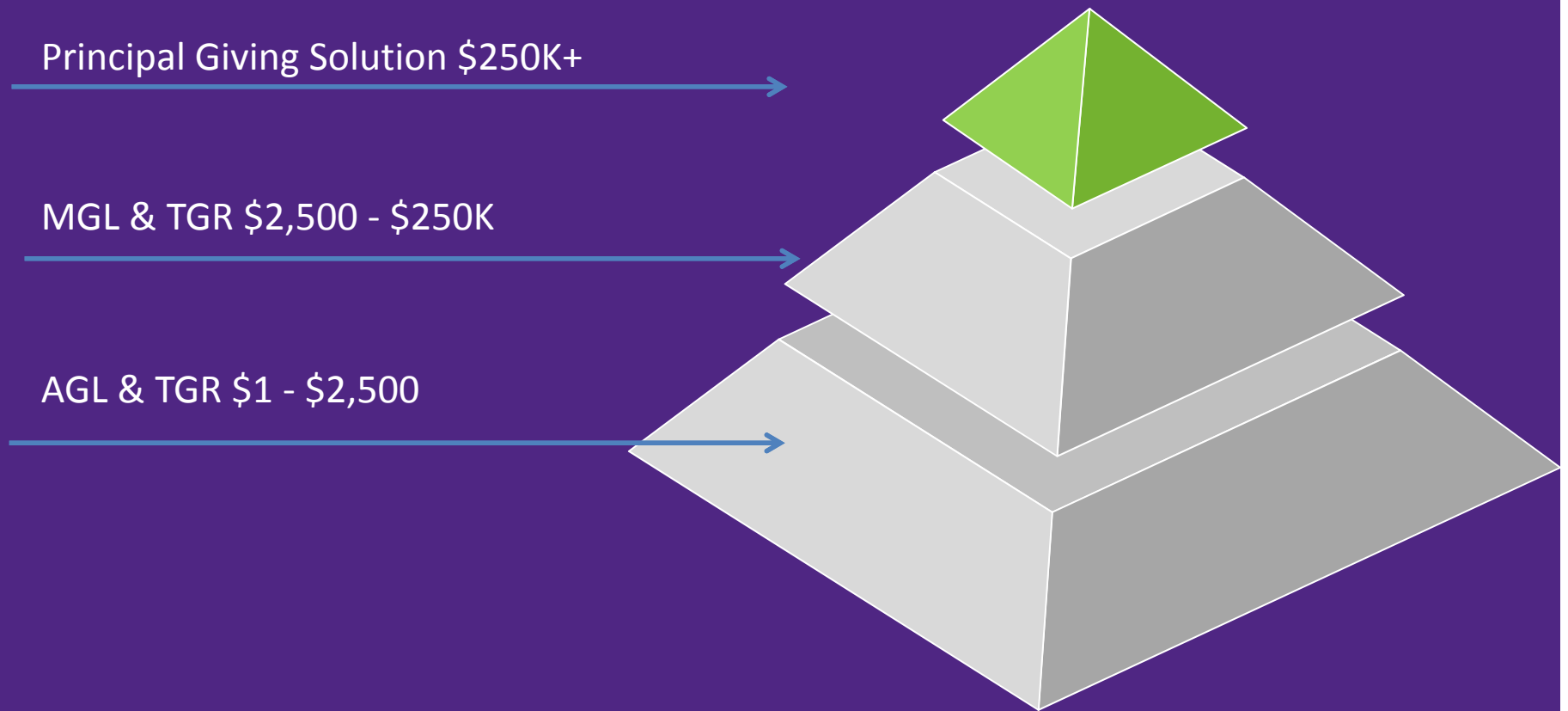
National Distribution



Distribution by County within North Carolina



Definitions for Target Analytics Segmentation



Principal Giving Results

- Total file assessment to identify *top tier prospects* for fundraising initiatives
- Provides *360° analysis* of your prospect database
- *Combines both inclination and capacity* to give to ECU over a one-year period
- Scored prospects should be considered the *highest priority for major giving* prioritization and prospecting purposes

Score Description	Annual Gift Dollar Range	# Records
Tier 1 – Tier 4	\$250,000+ (annually)	470

Major Giving Results

- Individuals likely to make a major gift are designated as *excellent, very good or good*
- Use the major gift inclination and capacity scores to *evaluate their relationship* to ECU
- Target gift range category should be the basis for your initial ask amount and *guide individual solicitation plans*

Major Giving Likelihood Score	TGR 7 \$2,501- \$5,000	TGR 8 \$5,001-\$10,000	TGR 9 \$10,001-\$25,000	TGR 10-12 \$25,001- \$250,000
Excellent (MGL 701-1000)	1090	718	354	83

Annual Giving Results

Annual Giving Likelihood Score	\$1 - \$100	\$101 - \$500	\$501 - \$1,000	\$1,001-\$2,500
Excellent (AGL 901-1000)	26	923	1,157	1,270
Very Good (AGL 801-900)	462	4888	1,801	800
Good (AGL 701-800)	1702	3,577	448	125
Average (AGL 501-700)	11,795	15,247	4,517	372
Lower Scoring (AGL < 501)	106,233	20,885	2,358	77

Planned Giving Results

- Prospects were screened for their *likelihood to give a gift* through planned giving vehicles
- The groups noted below represent the *best planned giving prospects* for ECU
- Solicitation should be prioritized by *top likelihood to make a planned gift*
- Use demographic information in conjunction with the likelihood scores for *marketing*

Planned Giving Likelihood Score	# of prospects
Excellent (PGL 901-1000)	436
Very Good (PGL 801-900)	3,139
Good (PGL 701-800)	9,060

WealthPoint[®] Data Sources

Hard Asset Data



- Contains over 22 million recent employer and career information, compensation, private company stock ownership, management biographies
- MarketGuide profiles: biographical and financial data on corporate officers and directors
- Public stock holdings/transactions by corporate officers, directors, major shareholders; transaction histories, last-traded stock prices through BATS Exchange
- Primary and secondary holdings of real estate, estimated property values, including properties in trusts

Wealth & Biographical Indicators



- Detailed self-reported biographical information including education, interests, children, etc.
- Compiled information from more than 70 different data sources to isolate 3.4 million high net-worth individuals nationwide with the presence of items such as luxury automobiles, yachts and private planes
- Data and analytical insights on lifestyle segmentation, demographics, purchasing habits, brand preferences, and life-event triggers (based on subscription level)
- Using the email address in a constituent record PeopleGraph searches 90+ social media services for accounts, profile images, and demographics and also provides a social media rating indicating the constituent's influence and outreach (subscription add-on)

Philanthropic Interests



- Nonprofit officers and board members identification, private/family foundations
- The largest collection of public donations available with over 105 Million philanthropic gift records; NOZA adds over a million donation records to its database each month
- In-depth information on more than 24 Million federal elections contributions including amount and recipient