

**ECU Board of Trustees
September 15, 2017
Murphy Center**

MINUTES

The Board of Trustees met in regular session at Murphy Center on the Athletics Campus of ECU. Chair Kieran Shanahan called the meeting to order and called on Chelsea Cullen, a first-year graduate student from Chapel Hill, in the cultural anthropology masters' program, to deliver the invocation. Following the invocation, Mr. Shanahan introduced cadet Sterlyn Newkirk, a Clinical Laboratory Sciences major from hope Mills, NC, and Cadet Alexis Lupton, a Management Information Systems major from Suffolk, VA, to lead the Pledge of Allegiance.

Mr. Shanahan then introduced the two new Lieutenant Colonel's for ECU's ROTC program, both of whom came to ECU in June of this year: Air Force ROTC - Lt. Col. Wimmer who came from Buckley Air Force Base in Colorado and Army ROTC – Lt. Col. Coleman, who came to ECU from Battle Creek, Michigan.

ROLL CALL

Mr. Shanahan called on Kel Normann to call the roll:

Members Present

Edwin Clark
Mark Copeland
Vern Davenport
Deborah Davis
Leigh Fanning
Max Joyner
Fielding Miller
Kel Normann
Bob Plybon
Jason Poole
LaQuon Rogers
Kieran Shanahan
Vince Smith

Members Absent

Max Joyner

READING OF ETHICS STATEMENT

In compliance with the State Government Ethics Act, Mr. Shanahan read the conflict of interest statement and asked if anyone had a conflict of interest to disclose. No conflicts were identified.

REPORT FROM THE CHAIR

Mr. Shanahan gave a short report from the Chair in response to the election, thanking the other board members for their confidence and their service.

APPROVAL OF MINUTES

Mr. Shanahan asked for a motion to approve the minutes from the regular meeting on July 28th meeting and the special called meetings on August 25. The motion was seconded and approved with no negative votes.

UNIVERSITY REPORTS

CHANCELLOR'S REPORT

Dr. Staton gave his remarks to the board. A full text version of the Chancellor's remarks is listed as "Attachment A."

REPORT FROM THE STUDENT GOVERNMENT ASSOCIATION

Mr. LaQuon Rogers, President of the Student Government Association, brought an update from the SGA. A full text version of Mr. Rogers' remarks is listed as "Attachment B."

REPORT FROM THE FACULTY SENATE

Dr. Donna Kain, Vice Chair of the Faculty, brought an update from the Faculty Senate. A full text version of the Dr. Kain's remarks is listed as "Attachment C."

REPORT FROM THE STAFF SENATE

Ms. Kimrey Miko, Chair of the Staff Senate, brought an update from the group. A full text version of the Ms. Miko's remarks is listed as "Attachment D."

COMMITTEE REPORTS

ATHLETICS AND ADVANCEMENT COMMITTEE

Committee Chair Edwin Clark gave the report from the Athletics and Advancement Committee. A summary of this report is listed as "Attachment E." There was one item that needed action by the board.

Mr. Clark moved that the board approve the revised ECU Policy on Naming University Facilities and Activities as presented in board materials.

The motion was approved with no negative votes. This item is listed as "Attachment F."

AUDIT, ERM, COMPLIANCE AND ETHICS COMMITTEE

Mr. Kel Normann gave the report from the Audit, ERM, Compliance and Ethics Committee. A summary of this report is listed "Attachment G." There were no items that required board attention.

FINANCE AND FACILITIES COMMITTEE

Mr. Davenport, gave the report from the Finance and Facilities Committee in Mr. Joyner's absence. A summary of the Finance and Facilities Committee report is listed as "Attachment H." There were no items that required board attention.

HEALTH SCIENCES COMMITTEE

Ms. Davis gave the report from the Health Sciences Committee. A summary of this report is listed as "Attachment I."

Ms. Davis read a resolution of congratulations for Dr. Phyllis Horns for being selected as the 2017 University of Alabama at Birmingham Outstanding Alumni Award and requested that the board approve the resolution. The resolution was approved unanimously. The text of the resolution is listed as "Attachment J."

UNIVERSITY AFFAIRS COMMITTEE

Mr. Copeland gave the report from the University Affairs Committee. A summary of this report is listed as "Attachment K." There were no items that needed board attention.

CLOSED SESSION

Mr. Rogers made a motion that the board go into closed session. That motion was seconded and approved unanimously.

MOTIONS FROM CLOSED SESSION

Upon resumption of open session, Mr. Shanahan called for any motions that were a result of closed session discussions.

Ms. Clark moved that the board approve the nonsalary compensation for athletic assistant coaches and staff as presented in board materials. The motion was approved unanimously.

The election was conducted for the Assistant Secretary to the Board of Trustees. At the conclusion of the election, Ms. Megan Ayers was unanimously elected Assistant Secretary.

Ms. Davis moved that the board approve the non salary compensation for 15 faculty members in the School of Dental Medicine in compensation for their productivity as presented in board materials. The motion was approved unanimously.

Ms. Davis moved that the board approve the exception to the \$15,000 cap on moving expenses for Dr. Keim in the School of Dental Medicine as presented in board materials. The motion was approved unanimously.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

Mr. Shanahan reminded the board about the November 1 BOT workshop in Chapel Hill.

ADJOURNMENT

Hearing no other business, Mr. Shanahan adjourned the meeting at 12:00 p.m.

ADJOURN

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Respectfully Submitted,
Megan Ayers
Office of the Assistant Secretary to the Board of Trustees



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BOARD OF TRUSTEES | SEPTEMBER 15, 2017

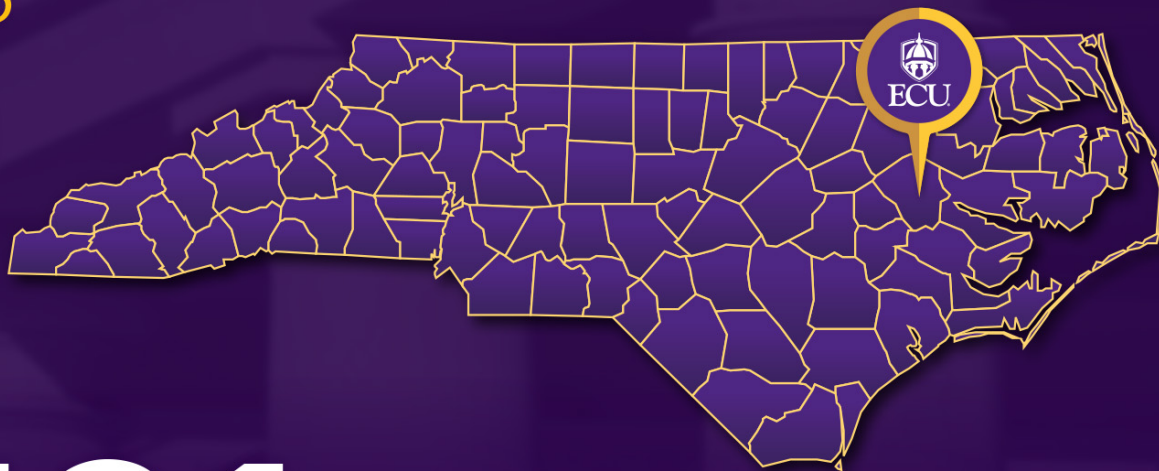
PAINT THIS ONE PURPLE

STUDENTS REPRESENTED

IN ALL

100

NC COUNTIES



RECORD ENROLLMENT

29,131

UNDERGRADUATE

23,265

GRADUATE

5,866

PREPARE FOR GROWTH

THERE ARE
2.4 MILLION FEWER

COLLEGE STUDENTS IN
THE U.S. THAN THERE
WERE FIVE YEARS AGO

NC WILL SEE GROWTH
DESPITE DECLINING
NUMBERS OF STUDENTS



**STATE OF NORTH CAROLINA
ENROLLMENT THROUGH 2031**

PERCENTAGE CHANGE:  **50%**

PROJECTED GRADS IN 2031: **94,947**

THIRD LARGEST FRESHMAN CLASS: **4,400**



97% LIVING
ON CAMPUS



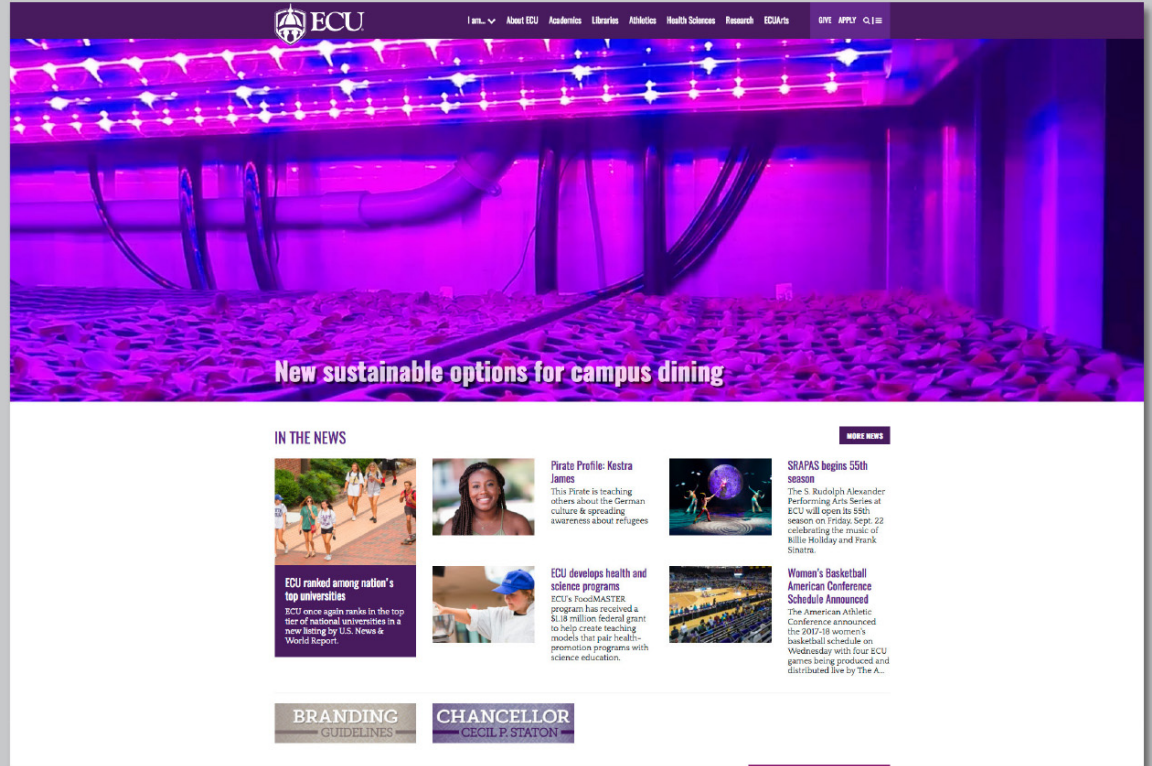
815 STUDENTS IN
LIVING LEARNING COMMUNITIES

*HURRICANE
HARVEY
&
HURRICANE
IRMA*



MARKETING AND BRANDING INITIATIVE

NEW WEBSITE LAUNCH



MARKETING AND BRANDING
INITIATIVE

PRINT

ADVERTISING

CAMPAIGN



For those who serve our country, we remain on duty.

East Carolina University has long held our relationship with the United States military in special regard. In a state embraced by many military families and veterans, ECU is proud to be the first university in the nation and the only employer in North Carolina to receive the "Continuity of Employer Support Award" from the U.S. Department of Defense. The award recognizes sustained support of National Guard and Reserve service members. It's a validation that ECU embraces with honor.


Our talented students participate in military family opportunities to earn degrees at their schools. Our long-standing ROTC programs continue to produce some of our nation's best leaders. Expert faculty design nationally recognized engineering solutions for world leaders. An after-school program specifically for students eases the transition from high school to college life.

ECU is committed to supporting the men and women of the U.S. military. They enrich our university mission in Greenvale.

ECU gives back to the military community.

TOP Recognition ECU has been ranked in the Department of Administrative Management's "Top 100" list of the nation's most innovative and forward-thinking universities.	Best for Vets ECU is recognized as the "Best for Vets" university in the nation by the Department of Defense.	Military Friendly ECU is recognized as a "Military Friendly" university by the Department of Defense.	Only One in N.C. ECU is the only university in North Carolina with a dedicated military center and a comprehensive array of support programs for service members and their families.
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Demonstrating a culture of support. Earning a commitment to service. Building partnerships that help our state and our world. These are hallmarks of a great university. These are hallmarks of ECU.



www.ecu.edu

Great Value. Greater Good.

North Carolinians who earn their medical degrees at East Carolina University's School of Medicine graduate, on average, with far less debt than students at other U.S. medical schools. A recent report featured by CNN Today College as a study from Quicken Loans (re-named Simply) as the most affordable medical school in the United States.


This accolade is one of many examples of how ECU is committed to making high-quality medical education more accessible to our students.

The innovation and care we provide for our students serves as even greater proof for our award-winning, high-quality health care more accessible to all of North Carolina.

ECU doctors are transforming health care in North Carolina.

90%+ Each graduate with a medical degree from ECU is employed in a health care profession within 6 months of graduation.	No. 1 North Carolina's top medical school for research and innovation.	80%+ Best patient care experience in the nation.	\$54,480 LESS Average student debt at graduation.
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High-quality, nationally ranked programs. Lower than average tuition. Opportunities that prepare professionals who have real connections to our people they serve. These are hallmarks of a great university. These are hallmarks of ECU.



www.ecu.edu

We teach North Carolina.

ECU has become the leading source of education professionals for the state, meeting a pressing need for more teachers, principals and other education and preparing them for today's classroom.


Even before their first day on the job, graduates of East Carolina University's College of Education have clocked 800+ hours of experience in a public school setting. They've learned from nationally recognized faculty with expertise in advanced instructional techniques, special education, STEM Science, Technology, Engineering and Math and principal preparation. And they're scoring above the national average on nationwide assessments of teacher quality and preparation. In fact, the quality and rigor of the ECU College of Education experience places its graduates in the top 10 percent in the National Council on Teacher Quality report.

Over a century ago, this institution was created to address a dire shortage of teachers in eastern North Carolina. Today, its nationally renowned College of Education is serving the entire state with some of the best prepared educators in the nation.

ECU educators address a statewide need.

No. 1 Most colleges and universities in the nation are ranked in the top 100 of the nation.	8.8 MILLION ECU educators address the needs of over 8.8 million North Carolinians.	95 The number of graduates from the ECU College of Education who are employed in the state's public schools.	TOP 10% Of U.S. public schools, ECU graduates are in the top 10% of the nation's best prepared educators.
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Finding solutions to complex problems. Preparing the next generation for success. Leading through service and connection to community. These are hallmarks of a great university. These are hallmarks of ECU.



www.ecu.edu

3.6 MILLION CIRCULATION REACHING AN ESTIMATED 7.3 MILLION READERS



**RURAL PROSPERITY
INITIATIVE**



RURAL PROSPERITY INITIATIVE

Eastern North Carolina faces even greater challenges compared to the rest of the United States:

50% MORE
FATALITIES FROM DIABETES

15% MORE
PEOPLE OVER THE AGE OF 25 DID NOT FINISH
HIGH SCHOOL

20% MORE
PEOPLE ARE LIVING BELOW THE POVERTY LINE





**RURAL PROSPERITY
INITIATIVE**



LAB SCHOOL

THESE PROJECTS ARE JUST BEGINNING:

COASTAL STUDIES INSTITUTE

MILLER SCHOOL OF ENTREPRENEURSHIP

NATIONAL SCIENCE FOUNDATION GRANTS

MILLENNIAL CAMPUS

**DENTAL MEDICINE COMMUNITY SERVICE
LEARNING CENTERS**

LAB SCHOOL

RURAL EDUCATION INSTITUTE

SCHOOL OF PUBLIC HEALTH

ECU-VIDANT HEALTH CLINICAL INTEGRATION



MILITELLO



FRYE



REARDON



SMITH

\$999,751

GRANT FROM THE NATIONAL SCIENCE FOUNDATION

DR. MATTHEW MILITELLO, DR. DAVID FRYE, DR. ROBERT REARDON, DR. RONNIE W. SMITH

STRATEGIC PLAN

 ECU.
CAPTURE YOUR HORIZON
Strategic Plan 2017-2022

Our Mission

To be a national model for student success, public service, and regional transformation, East Carolina University:

- Uses innovative learning strategies and delivery methods to maximize access;
 - Prepares students with the knowledge, skills, and values to succeed in a global, multicultural society;
 - Develops tomorrow's leaders to serve and inspire positive change;
 - Discovers new knowledge and innovations to support a thriving future for eastern North Carolina and beyond;
 - Transforms health care, promotes wellness, and reduces health disparities; and
 - Improves quality of life through cultural enrichment, academics, the arts, and athletics.
- We accomplish our mission through education, research, creative activities, and service while being good stewards of the resources entrusted to us.

 ECU. **CAPTURE YOUR HORIZON**

POINTS OF
PIRATE PRIDE

STUDENT AFFAIRS



► FRESHMAN ORIENTATION

4,287 STUDENTS

5,038 FAMILY MEMBERS

TOTAL ATTENDANCE: **9,325**



► PIRATE PALOOZA

73 STAFF AND
FACULTY VOLUNTEERS

OVER 4,000
STUDENTS ATTENDED



► THAT BIG IDEA CHALLENGE

SOCIAL ENTREPRENEURSHIP COMPETITION

Two teams from ECU advanced to regional competitions in Boston and San Francisco. Faculty and staff from the Miller School of Entrepreneurship in the College of Business and the Innovation Design Lab provide guidance to the student teams, and judged their presentations.

A close-up portrait of Dr. P. Darrell Neuffer, a middle-aged man with short, light brown hair and blue eyes. He is wearing a white lab coat over a light blue checkered shirt and a dark tie. He is smiling slightly and looking directly at the camera. The background is blurred, showing what appears to be a laboratory or office setting with other people in the distance.

DR. P. DARRELL NEUFFER
DIRECTOR, EAST CAROLINA
DIABETES AND OBESITY INSTITUTE





RANDY B. STITT



BARBERSHOP TALK

LEADERSHIP PROGRAM DEVELOPED BY ECU STUDENT RANDY B. STITT

A portrait of Lakesha Alston Forbes, a Black woman with short, dark, curly hair and glasses, smiling. She is wearing a purple collared shirt under a grey blazer. The background is a wooden bookshelf filled with various books and brochures. One prominent book has the text "All Pirates!" and "iversity" on its cover. Another book has a colorful geometric pattern. A small sign on the shelf reads "Center for Leadership".

LAKESHA ALSTON FORBES
ASSOCIATE PROVOST FOR EQUITY AND DIVERSITY

UNIVERSITY ADVANCEMENT

\$500 MILLION COMBINED CAMPAIGN

**\$4.6 MILLION RECEIVED IN FIRST
TWO MONTHS OF FY 2017-2018**

\$145 MILLION
TOWARD CAMPAIGN ALREADY
RAISED, PLEDGED, OR COMMITTED
(APPROX.)

\$500 MILLION



\$145 MILLION



Walter & Marie Williams
STEPP Program

\$1.5 MILLION COMMITMENT
TO THE WALTER AND MARIE WILLIAMS STEPP PROGRAM

NEW BOARD OF GOVERNORS MEMBERS
ON CAMPUS OCTOBER 12, 2017



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CAPTURE YOUR HORIZON

BOARD OF TRUSTEES | SEPTEMBER 15, 2017

Remarks to the Board of Trustees on behalf of the Faculty Senate

9/15/2017

Donna Kain, Vice Chair of the Faculty
Associate Professor, Department of English

Welcome from the Faculty Senate. It's probably cliché to say that universities are places that foster the free exchange of ideas and the development and dissemination of knowledge—knowledge meaning information informed by insight and the skills to apply it. We are proud to be engaged in these endeavors every day in a variety of forms. We develop and share knowledge with our students, communities, professions, and beyond. I focus today on how we do that here—every day—and how the faculty ensure that we are not only an institution of learning but a learning organization—a term I first learned in the another life working in the private sector.

As a learning organization, we are constantly evaluating what we do—particularly our curriculum—to ensure that it meets the changing needs of students, professions, and a democratic society. The Faculty Senate and our committees assist with this work by facilitating, in partnership with administration, curriculum development at the course and program level and by assessing our programs, courses, and teaching efforts. For example, the university is in the process of revising our general education curricula, which involves updating foundational learning outcomes, and working with units across campus to incorporate those outcomes into courses. We regularly vet proposals for new courses and programs to ensure they meet the mission of the university and to consider ways that courses meet requirements such as opportunities for student learning through service, intensive writing, diversity, and other initiatives.

Beyond the classroom, the faculty is very active in hosting and conducting campus symposia, lectures, talks, and conversations of all kinds. At the most visible, for instance, Jeffrey Johnson, Professor of English, heads up the Voyages of Discovery lecture series—maybe some of you heard Dr. Robert Ballard, the oceanographer who discovered the Titanic—last night. We invite you to a talk by Colson Whitehead in October. Mr. Whitehead is the author of *The Underground Railroad* and recent Pulitzer Prize winner. This is just an example of what we offer.

Some of our campus conversations are less visible but equally important. These are efforts by faculty and students to talk outside the classroom about timely and sometimes tough issues. On these occasions, we are committed to the free exchange of ideas and opportunities to hear diverse viewpoints. In an age when people can shop for perspectives that reflect only their beliefs, this openness to ideas is more important than ever.

The faculty is committed to these ideals and to encouraging student to learn to discuss issues civilly and productively. We do this work so our students will be the informed citizens who can advance knowledge, contribute to learning organizations, and help society continue to learn.

Thank you.

The ECU Staff Senate has stayed busy in the past couple months.

At this week's meeting we hosted Al Delia and Dr. Mark Stacy to educate the senate on Project Unify. Our bylaws don't allow for anyone other than Senators to speak at meetings, but we made an allowance this time so our audience members could speak on their own accord and get much needed answers to their questions.

Various committees of the senate are hard at work to achieve the goals set forth this year. The Communications and Marketing committee is redesigning the Senate website using Wordpress to make the site helpful and interesting and they are also working to grow our online presence by utilizing social media tools such as Facebook. Planning has begun to update the Staff Senate video shown each Monday at the University's new employee orientation sessions. This committee is working to promote the Health Fitness Walk taking place October 10 at Lake Laupus, which is planned by our Rewards and Recognitions committee. The goal is to wrap the lake with atleast 50 vendors from the local community, there will be a DJ and Zumba demonstration, and everyone's favorite pirate - PeeDee - will join in the walk.

Our other committees have exciting ideas they are working on, such as meet and greets planned by the Diversity Committee in collaboration with the Office of Equity and Diversity. Leadership and Professional Development committee will present a short leadership segment during our November meeting and Human Resources committee will serve dinner again this year at the Hope Lodge.

The September 30 home football game is the Faculty/Staff Appreciation game and Athletics has been generous enough to invite our senators to participate in game day events. The Senate will join as a group at the Pirate Walk to support the football team and we will assist with handing out promotional items to patrons entering the game. Three lucky senators will also participate in on-field promotions during game breaks, so be sure to look for us on the big screen!

In closing, we are staying busy, and the year is flying by. I'm impressed with this group of staff leaders – they are committed to achieving our mission of staff representation in all areas, all the time and I'm honored to lead them. Thank you for your attention... and I welcome your questions.

Go Pirates!

Talking Points
Athletics & Advancement Committee
September 14, 2017

Our committee began its meeting by reviewing the ECU Policy on Naming University Facilities and Activities. As you recall, at the July Athletics and Advancement Committee meeting, a subcommittee was formed to review the naming policy. 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 and I'll have a motion in just a minute.

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

Mr. Chairman, I will have an item for closed session, but at this time, I'd like to make a motion:

I move that the board approve the revised ECU Policy on Naming University Facilities and Activities as presented in board materials.

FOLLOWING CLOSED SESSION

I move that the board approve non salary compensation for athletic coaches and staff as presented in board materials.

POLICY ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Authority: East Carolina University Board of Trustees

History: Initially approved on July 25, 1997 with amendments in 2000, 2002, 2003, and 2009. A complete revision was mandated by the Board of Trustees in 2013 and this policy was subsequently approved on April 25, 2014. Policy was amended and approved on Nov. 21, 2014.

Contact for Info: Office of the Vice Chancellor for University Advancement – 252-328-9565
Assistant Secretary to the Board of Trustees – 252-328-6105

1. Establishment and Source of Authority

- 1.1 The Board of Governors of the University of North Carolina delegated the duty and authority to the Board of Trustees to approve the names of all individuals on whom "Honorary Distinction" is conferred by the university. As a means of guiding the development of recommendations to the Board of Trustees for naming university facilities and activities, the Trustees will follow this policy for honorary naming and monetary gift naming.
- 1.2 Since East Carolina University was founded, the University's physical spaces have been named to reflect its rich history and traditions. The act of naming a university facility or activity for a person, a family, or an organization is a conferral by the university of a high and conspicuous honor. It is intended to be a permanent act. The act enduringly recognizes the person, family, or organization so honored, and it perpetually exhibits to the world the judgment and standards of this university as to the qualities and actions that justify linking the name of the individual, family, or organization so honored with that of this institution. All who are involved in the act of naming a facility or activity must ever be aware that they are naming public property with the intent for it to be a perpetual recognition of the person, family, or organization being honored. It follows that the act of naming a facility or activity is to be taken discreetly, advisedly, soberly, and with concern for how that action will be viewed in retrospect.

2. Definitions

- 2.1 "Facility" is defined as every building, addition to a building, space in a building, outdoor spaces such as a garden, court or plaza, and other tangible and relatively permanent feature locations on any university property.

- 2.2 "Activity" is defined as every college, school, department, unit, center, program, or organization operating under the auspices of the university.
- 2.3 "Personal Service" is defined as substantial service that is sustained in character, and rendered to or on behalf of the university as a student, faculty member, administrator, staff member, alumnus, trustee, or friend of the university.
- 2.4 "Financial Contribution" is defined as a contribution of money or property that is substantial in relation to the facility or activity being named.

3. Review

- 3.1 The naming policy shall be reviewed periodically by the Board of Trustees, the Office of University Advancement and/or the Office of the Assistant Secretary to the Board of Trustees with all recommended changes requiring approval by the Chancellor and the Board of Trustees.

4. Responsibilities

4.1 Board of Trustees

- 4.1.1 The act of naming a facility or program shall be that of the Board of Trustees, acting after receiving the recommendation of the Chancellor. Benefactors or honorees should be informed throughout the naming discussions that final naming approval for all University facilities and programs rests with the Board of Trustees.

4.2 Chancellor

- 4.2.1 Subject to the responsibilities of the Board of Trustees, the Chancellor shall have responsibility and authority with respect to, and is an essential participant in, all naming actions.
- 4.2.2 No facility or program may be named without prior approval of the Chancellor. The Vice Chancellor for University Advancement shall receive and review all recommendations prior to forwarding naming proposals to the Chancellor. The Chancellor and/or designee shall ensure that the proposed action is consistent with the interests of the University, to assure that the amount of any contribution warrants the action proposed, and to maintain equity in the relationship of donations for similar naming actions.
- 4.2.3 The Chancellor may recommend exceptions to any of the following policies, subject to approval of the Board of Trustees.

4.3 Faculty

- 4.3.1 When a facility or activity to be named is closely related to a school, department, or other unit having its own administration and faculty, the

members of the administration and faculty shall be consulted by the Chancellor or his designee before the Board of Trustees acts on the naming proposal. Recommendations from the unit shall be weighed as one factor, but shall not constitute approval or disapproval of the proposal.

5. **Procedures**

5.1 It shall be the policy of the university that any facility or activity of the university not previously named may be named in consideration of:

I.A.1.1.1. financial contributions made to the university, or

I.A.1.1.2. services rendered to the university or society at large.

5.2 Whenever a naming proposal originates, at the earliest feasible date it shall be routed through the responsible dean and/or vice chancellor to the Vice Chancellor for University Advancement. The Vice Chancellor for University Advancement will determine whether the proposal meets the requirements for either a financial contribution or honorary naming. It shall be the responsibility of the Vice Chancellor to assure that a form, developed and approved by the Board of Trustees ensuring uniform reporting of data to the Athletics and Advancement Committee of the Board of Trustees, is provided to individuals planning to submit proposals for naming, and that all pertinent information is collected and completed before forwarding the materials to the Committee.

5.3 **The Form**

5.3.1 The form developed by the Chancellor and approved by the Board of Trustees shall be completed and signed by the person responsible for originating the proposal for naming. If the proposal involves a financial commitment ~~of \$25,000 or more~~, a copy of the signed Letter of Intent defining pertinent arrangements must also be included.

5.4 **Prior Approval**

5.4.1 When possible as it relates to construction or renovation of a facility, As a benefit and guide to staff and potential donors, the Board of Trustees shall pre-approve a menu of possible facilities and/or activities that may be considered for naming. ~~If not otherwise stated, facilities and activities which receive prior approval concerning levels of gifts required to attain naming privileges shall extend for seven (7) years from the date of approval. After seven (7) years, all classes or groups of prior approved items shall be reevaluated or deemed to have expired. At the higher range of giving opportunities, flexibility will be given to meet the needs of the university while aligning with the capacity of the donor pool as stated in 5.5.8. When~~

considering a naming for a program, a naming shall be considered when determining the size of the program, the operating budget, national ranking, and visibility of the program, as well as naming amounts of peer programs in the discipline or on the University campus when available and be substantial and significant, even transformative in nature, enabling the program to improve its competitiveness or distinction, or perhaps enabling the establishment of a new program within an exciting unit.

5.5 Financial Contributions

- 5.5.1 Proposals for naming facilities and activities shall be forwarded to the Vice Chancellor for University Advancement, who shall review the proposals.
- 5.5.2 Proposals for facilities namings shall be accompanied by sufficient documentation of the gift, along with a completed naming proposal form. The minimum contribution to submit a naming proposal will be \$25,000 and only uUpon the receipt of at least 60% of the funds committed and with a written gift agreement in place for the remainder, will the Vice Chancellor for University Advancement will forward the naming recommendation to the Chancellor. (~~Gifts of irrevocable trusts~~Larger, more complex gifts may be considered on a case by case basis apart from this 60% receipt requirement).
- 5.5.3 The Vice Chancellor for University Advancement shall receive and review all recommendations prior to forwarding the naming proposals to the Chancellor.
- 5.5.4 Upon receipt of a naming proposal, the Chancellor will make recommendations to the Athletics and Advancement Committee of the Board of Trustees. If deemed appropriate ~~by the Chancellor~~, the recommendations may be made in closed session.
- 5.5.5 The Athletics and Advancement Committee of the Board of Trustees shall review recommendations from the Chancellor and select those to be recommended to the Board of Trustees for final approval.
- 5.5.6 The Board of Trustees will review the recommendation from the Athletics and Advancement Committee and will act on the proposal. With approval of the Board chair, the board may act to accept naming proposals as a group under one action.
- 5.5.7 The naming proposal recommendations may be heard in closed session ~~at the recommendation of the Chancellor~~ of either, the Athletics and Advancement Committee and/or the Board of Trustees.

5.5.8 Transfer of Donations

When a facility or program is to be named in consideration of a financial contribution, the gift shall have been received by the University or affiliated foundation, or its future receipt shall be assured through the appropriate signed gift agreement, before a naming action shall be taken, as follows:

Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of facilities and programs when a signed pledge payment agreement for the total is in hand.

If the pledged donation is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.

Irrevocable planned gifts may generate current naming of facilities and programs if current cash flow considerations are not an issue for the requesting facility or program. Irrevocable planned gifts will be credited at their face value with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.

Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under the right circumstances. Each combination request must be explained fully to the Athletics and Advancement Committee and a case made for the appropriateness of the naming given the specifics of a particular gift. Particular emphasis will be given to the cash flow requirements of the requesting facility or program, the predictability of the long-term value of the revocable deferred gift component, and the predictability of its receipt.

5.5.8

5.5.8.1 When a facility or activity is to be named in consideration of a financial contribution, the money or other property constituting the donation shall be transferred to the university or one of its related foundations, or its future transfer shall be assured through signed documentation before official action shall be taken.

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5.5.8.25.5.8.1 Non-cash gifts.

5.5.8.2.15.5.8.1.1 Gifts of real estate. The valuation of real estate shall follow Internal Revenue Service (IRS) regulations and Council for Advancement and Support of Education (CASE) Management Reporting Standards for establishing value. The valuation for the gift shall be based on a qualified current Member of the Appraisal Institute (MAI) appraisal (less than six months of age).

5.5.8.2.25.5.8.1.2 Gifts-in-Kind. In accordance with IRS regulations and CASE Management Reporting Standards, gifts of real and personal property are to be counted at full fair market value regardless of the value the donor may be able to take as a charitable deduction. Gifts of \$5,000 or more shall be valued by qualified, independent appraisers.

5.5.8.2.35.5.8.1.3 Additional requirements. When an opportunity to name a facility or service is expected in return for a non-cash gift, the Trustees may require additional agreements from a donor to assure the eventual net from the sale of real estate or other valuables is not less than the value required for naming. Some examples of potential requirements could include a delay in naming until the article of value is sold, the requirement of multiple appraisals, or the requirement of a make-up provision in which the donor commits to make up the difference between the net received from the sale of the asset and the minimum amount required for naming.

~~5.5.8.2.3.1 Commitment periods may not extend more than five years.~~

5.5.8.2.3.25.5.8.1.3.1 Once a designated level of giving has been established for naming, no portion of "annual gifts" or "membership fees" may be counted toward the total required for naming purposes.

5.5.9 Shared Funding for Naming Opportunities

5.5.9.1 Naming opportunities are intended to recognize individuals, organizations or families for their efforts on behalf of the university.

Required gift levels may not be split into units among unrelated individuals, with recognition conferred in multiple or hyphenated name fashion, without prior permission of the Board of Trustees.

5.5.10 Buildings or Facilities Constructed By Public Funds

5.5.10.1 When a building or facility that is currently standing or one to be built is funded entirely from non-gift resources (state allocations, federal grants, or fees), the Board of Trustees may require the proceeds to be placed in unrestricted endowment funds within any one or multiples of its related foundations for the general benefit of an area or the entire university.

5.6 **Honorary Namings**

5.6.1 Naming a facility to honor individuals should be extraordinary, and made if:

5.6.1.1 the individual has had a University-wide influence, or the individual has made exceptional contributions to the nation or world;

5.6.1.2 the individual being honored has been separated from the university for at least two years.

5.6.2 Proposals for naming facilities and activities based on honorary service shall be forwarded to the Vice Chancellor for University Advancement who shall review the proposal.

5.6.3 Proposals for honorary facilities namings shall be accompanied by sufficient justification of the naming as well as the naming proposal form.

5.6.4 Upon receipt and review of all applicable materials, the Vice Chancellor for University Advancement will forward the official naming recommendation to the Chancellor.

5.6.5 Upon receiving a formal recommendation, the Chancellor will review the honorary naming proposal, and if approved, will make a recommendation to the Athletics and Advancement Committee of the Board of Trustees.

5.6.6 The Athletics and Advancement Committee of the Board of Trustees shall review recommendations from the Chancellor and select those to be recommended to the Board of Trustees for final approval.

6 **Criterion for Renaming**

6.1 It shall be the policy of East Carolina University that all namings of campus facilities and activities, are in accordance with the University's vision, mission, and core values.

6.2 The decision to change or alter in any way the name of a campus facility or activity rests with the Board of Trustees, acting on the recommendation of the Chancellor. ~~Any person may submit a proposal to the Chancellor requesting that a campus facility or activity be renamed.~~ The Vice Chancellor for University Advancement shall receive all proposals to rename campus facilities and/or activities, and upon review, make a recommendation to the Chancellor requesting renaming.

6.3 Circumstances that may lead to consideration of a name change may include, but shall not be limited to such items as:

6.3.1 the University significantly renovates or adds space;

6.3.2 the University demolishes a facility or discontinues an activity;

6.3.3 an honored person fails to fulfill ~~an~~ agreed upon obligations; or

6.3.4 a benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the University's standards, or otherwise be contrary to the best interest of the University. Care must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who have conferred a naming honor at an earlier age to have erred. Names should not be altered simply because later observers would have made different judgments.

6.3.5 Student, faculty, and staff concerns should be given particular emphasis.

6.4 Upon receipt of a proposal to rename a facility or activity, the Chancellor may appoint an ad hoc Naming Committee to consider the proposal. The Chancellor will notify the Board of Trustees of the committee appointment.

6.5 The ad hoc Naming Committee shall include at least one representative from the University Counsel's Office, the faculty, the staff, the student body, and the Office of University Advancement.

6.6 Once appointed, the ad hoc Naming Committee shall convene at the earliest reasonable date to review the merits of the proposal.

6.7 The ad hoc committee will solicit substantial input from all stakeholders in considering the proposal.

6.8 The ad hoc Naming Committee will submit a recommendation to the Chancellor regarding the proposal. The Chancellor will in turn submit his recommendation to the Board of Trustees.

6.9 **Authority to Rename**

- 6.9.1 Final authority for renaming campus facilities and activities rests with the Board of Trustees in response to the Chancellor's recommendations.
- 6.9.2 The Board of Trustees will review the Chancellor's recommendation. The Board will decide to accept or decline the Chancellor's recommendation.
- 6.9.3 If a recommendation to rename a facility or activity is declined, the existing name will remain intact.
- 6.9.4 Once a request has been declined, there is a rebuttable presumption that the Board will not reconsider the decision for two years absent a recommendation from the Chancellor supporting reconsideration based on a material change in circumstances or discovery of material information previously unknown or that did not exist when the prior decision was made.
- 6.9.5 If a contractual agreement with an honoree or donor exists providing for the removal of the honoree's or donor's name from a campus facility or activity, then such provision may be acted upon by the Chancellor. Such action shall be reported to the Board of Trustees.

7 **List of Named Facilities**

- 7.1 The Assistant Secretary to the Board of Trustees shall maintain a record of officially named facilities and activities.

**NAMING PROPOSAL TO EAST CAROLINA UNIVERSITY
BOARD OF TRUSTEES**

Name of Originator

_____ Phone _____ Email

Proposed Name(s) to Honor: _____

Address: _____ City _____ State _____ Zip _____

Telephone: _____
Home _____ Business _____

Relationship to the University: _____

Proposed Object for Naming: _____

Purpose for recommendation:

- Honorary (Attach background materials as appropriate to justify the recommendation)
- Gift (Attach background materials as appropriate to justify the recommendation and complete the section below)

Purpose of Gift: Annual Capital Endowment

Date of Original Commitment: _____

Amount of the Total Commitment: _____

Amount Paid: _____

Current Pledge Balance: _____

Status of Payments: _____

Was the gift part of a campaign: Yes No Define: _____

Was the project pre-approved: Yes No

Directed to: ECU Foundation Educational Foundation
 Medical Foundation Other

If the Gift was more than \$25,000:

1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator

Date

PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
TO NAME A FACILITY OR ACTIVITY

ROUTING SHEET

Office of Vice Chancellor for University Advancement:

Received _____
Action _____/_____

Date

Vice Chancellor's Signature Forwarded or returned _____
Date

Comments _____

Chancellor's Office:

Received _____
Action _____/_____

Date

Chancellor's Signature Forwarded or returned _____
Date

Comments _____

Athletics and Advancement Committee of the Board of Trustees:

Received _____
Action _____/_____

Date

Chair's Signature Forwarded or returned _____
Date

Comments _____

Board of Trustees:

Received _____
Action _____/_____

Date

Chair's Signature Forwarded or returned _____
Date

Comments _____

Report of ECU Board of Trustees Audit, ERM, Compliance, and Ethics Committee September 14, 2017

Committee Members Present: Kel Normann (Chair), Bob Plybon (Vice Chair), Mark Copeland, Jason Poole, Vince Smith, and LaQuon Rogers

Other Board Members Present: Kieran Shanahan (Board Chair), Edwin Clark, Vern Davenport, Deborah Davis, Leigh Fanning, Fielding Miller

Action Items (There are no items which require action by the full board):

- Approval of the July 27, 2017 meeting minutes.

Enterprise Risk Management

Mr. Tim Wiseman presented an overview of the University-wide risk ranking exercise and the top ten risks that were identified through this process. Risk management plans are being developed for the top ten risks, and will be provided to the Chancellor, Executive Council, and Audit Committee when they are finalized. The committee requested that the next iteration of the risk ranking exercise include more student input.

Research Compliance

Ms. Norma Epley presented the status of the University's required conflict of interest reporting for the 2016-2017 academic year. The University achieved 100% compliance with the COI reporting requirements of individuals working with federal grants. The University achieved 98.25% compliance with ECU and UNC system COI reporting requirements. (Only 51 out of 2,900 employees who are required to report failed to do so; most of these were temporary employees, or are no longer employees of ECU.)

Dr. Van Scott provided an update on the search for a new Export Control Officer and a new Director of the Office of Grants and Contracts. Both are critical positions as ECU increases its research endeavors.

Internal Audit

Chief Audit Officer Stacie Tronto and her team presented an overview of the key performance indicators and significant accomplishments of the University's Internal Audit function for the 2017 fiscal year. Internal Audit met or exceeded all key performance indicators that are required to be reported to the Board and to UNC General Administration. ECU has the only Internal Audit office in the UNC system in which all staff auditors have achieved a relevant internationally recognized professional certification. Other key accomplishments included developing and operationalizing a ProCard expense data analytics tool and implementing an Internal Audit Internship program. Ms. Tronto advised the committee that Internal Audit is in the process of selecting an audit management software system, which will be the next significant step forward for the Internal Audit team.



East Carolina University | Board of Trustees

Finance & Facilities | Murphy Center | September 15, 2017

Highlights

Finance and Facilities Committee met on September 14, 2017.

I. MINUTES

- A. The committee approved the minutes from the July 27, 2017 meeting.

II. ACTION ITEMS

- A. Rick Niswander, Vice Chancellor for Administration and Finance, presented and discussed the summary of Designer Selection Approvals since the last BOT meeting.
- B. Bill Bagnell, Associate Vice Chancellor for Campus Operations, provided the Capital Projects Update. He reviewed the main campus Student Center, west end high rise residence hall, Student Services building in Uptown Greenville, Southside Renovation, and the Biotech building. Dr. Jay Golden, Vice Chancellor for Research, Economic Development and Engagement discussed the planning for redevelopment of the Haynie Building on 10th Street.
- C. Bill Koch, Associate Vice Chancellor for Environmental Health and Campus Safety, Chief of Police John Barnwell, and La'Quon Rogers, SGA President, provided an update on Campus Safety.
- D. Kitty Wetherington, Interim Associate Vice Chancellor for Human Resources, provided the Salary Increase Report.
- E. Don Sweet, Associate Vice Chancellor and Chief Information Officer, provided the ITCS Annual Report.

Meeting adjourned at 8:56 am.

**Health Sciences Committee (Open Session)
September 14, 2017**

- Minutes from the July 27, 2017 meeting were approved.
- Dr. Benson reviewed some of the highlights from each individual school/college/unit within the division. He thanked the Health Sciences Committee for their approval of the appointment of Mrs. Elizabeth Ketterman as the Director of the William Laupus Health Sciences Library effective September 1st. Dr. Benson also congratulated Mrs. Amy Ellis on the appointment as the Director of Health Sciences Communications.
- In lieu of a formal report from the Brody School of Medicine, Dr. Benson expressed appreciation from the medical school's leadership for the work by the Board of Trustees to select Dr. Stacy as the next Dean. Dr. Benson reported that Dr. Stacy is deeply into the orientation process for various issues and opportunities, even though he has just worked with us for two weeks.
- Dr. Chadwick presented an update of the School of Dental Medicine (SoDM) including the Community Service Learning Centers. Applications for admission have continued to rise with each class. The students represent 76 NC counties. In their efforts to achieve student diversity, the SoDM reaches this with 37% of the student population. The benchmark for NC is 33%. Student debt remains low with the ECU SoDM 2017 class average at \$119, 228 and the national average around \$239,895. There are patients in 99 NC counties that are served by Ross Hall and the 8 Community Service Learning Centers. Patient populations continue to grow in all areas. As of August 31, 2017, there have been 48,524 dental patients seen. Dr. Chadwick also outlined the meaningful research being conducted in numerous studies by their students and faculty.

ECU BOT Health Sciences Committee Action:

Action Items from closed session to be announced in open session:

Request - The Health Sciences Committee approve the following motions:

I move that the board approve the resolution of congratulations to Dr. Phyllis Horns for being selected as the 2017 recipient of the University of Alabama at Birmingham School of Nursing Distinguished Alumni Award.

The motions passed unanimously.

BOT Attendees:

Deborah Davis (Committee Chair)
Vern Davenport (Committee Vice Chair)
Edwin Clark (Committee Member)
Mark Copeland (Committee Member)
Kel Normann (Committee Member)
Jason Poole (Committee Member)
Bob Plybon (Committee Member)
Leigh Fanning
Max Joyner
Fielding Miller
La'Quon Rogers
Vince Smith
Kieran Shanahan

Health Sciences Committee (Closed Session)
September 14, 2017

ECU BOT Health Sciences Committee Action:

Action Items from closed session:

Request - The Health Sciences Committee approve the following motions:

I move that:

- The board approve the non-salary compensation payments to the following School of Dental Medicine eligible faculty members: Dr. Loren Alves, Dr. Bobby Collins, Dr. Christopher Cotterill, Dr. Nisha Ganesh, Dr. Isabel Gay, Dr. Alex Gillone, Dr. Van McCarlie, Dr. Maggie Pafford, Dr. David Paquette, Dr. Luis Schlichting, Dr. Mahmoud Serag, Dr. Stevan Thompson, Dr. Robert Timothy, Dr. Michael Webb and Dr. Alison Yeung. These payments are in recognition of the individuals' clinical productivity in faculty practice as stipulated in their employment contracts. These payments cover the period of January 1, 2017 – June 30, 2017.
- The board approve the exception to the \$15,000 cap on moving expenses for Robert Keim, DDS, EdD who has joined the School of Dental Medicine from Los Angeles, CA. The excess is \$641.70.

The motions passed unanimously.

University Affairs Committee – September 14, 2017

Attendees: Copeland, Shanahan, Miller, Poole, Rogers, Davis, Fanning, Plybon, and Smith

Academic Affairs – Ron Mitchelson

- **Title IX Organization Update – Hardy / Forbes**
 - Dr. Hardy gave a brief summary about ECU's practices for Title IX investigations and procedures. The Office of Equity and Diversity will be the starting point for all Title IX investigations. Student Affairs will still handle the adjudication process for students. There are expectations that federal standards/guidelines will be coming out soon and ECU will be in a good place to adjust and align with any changes.

- **Intercollegiate Athletics Report – John Fletcher**
 - Dr. Fletcher talked about course clustering for our athletes. We only had 87 sections of classes that had 20% of enrolled students in that course being student athletes. ECU's standard is higher than the NCAA standard and we believe ECU is in a very good place. Dr. Fletcher explained some of the MAR (Mandatory Academic Requirements) and MCR (Mandatory Course Requirements). Many of the students that fall into this category have a need for an extra math course.

- **Chancellor's Exceptions – John Fletcher**
 - This fall we have 7 students that fall into the MAR/MCR category. These sections deal with students that don't meet the MAR criteria, but are given an enrollment exception. Again, many cases involve the need for an extra math course. Some of these students are student-athletes that are recruited to attend ECU. Provost Mitchelson says that these students are tracked on a monthly basis through the Academic Success Committee.

- **Enrollment Update – Ying Zhou**
 - The Provost shared ECU is working on an Enrollment Plan developed in 2014-15.
 - The target is still to hit 30,000 in enrollment by Fall 2019.
 - ECU's total enrollment represents about 12% of the overall UNC System.
 - UNC-Charlotte moved ahead of ECU by 186 students, which drops ECU to 4th.
 - For graduate enrollment online, ECU represents about 1/3 of the total in the UNC System.
 - Dr. Zhou featured some of the largest program increases at ECU (undergraduate) including Construction Management, Nursing, Criminal Justice and Public Health Studies
 - Doctoral program growth included Audiology, Dentistry, Medicine, Nursing Practice and Physical Therapy.
 - ECU First-time full-time students – we accepted about 70% of those that applied
 - Our retention gap between males and females is at the lowest point in ECU's recent history (only 3%).
 - Dr. Jayne Geissler shared that in the first couple weeks of classes this fall, more than 1,500 students have gotten tutoring assistance.
 - Provost Mitchelson talked about the Finish in Four campaign and addressed some of the barriers that ECU has removed to help our students include prerequisites, course substitution and account holds that have impacted student success. He added that ECU has looked at math requirements, general education requirements, and total hours needed for graduation.

Student Affairs – Virginia Hardy

- **Student Success Initiatives: Service and Leadership**

- Dr. Erik Kneubuehl talked the Center for Leadership and Civic Engagement (CLCE) and how it teaches students about leadership and service.
- Tara Kermiet talked about some of the leadership programs including ECU Leads, which is one of the newest programs and is a three-year multi-stage leadership program. The program addresses many of the needs that employers are wanting, which makes our students even more employable post-graduation. The Center also manages three scholarship award programs including the Williams Leadership Award program, named after Walter and Marie Williams. The Center awarded more than \$75,000 last year alone. Service Learning is another key focus at ECU. We have 243 sections of service learning courses with nearly 5,000 students enrolled in these courses.
- Nichelle Shuck talked about the service side of the office. 5,967 Students logged nearly 22,000 service hours last year. She highlighted Campus Kitchen, a national program to help alleviate hunger. ECU is one of 53 schools in the country with a Campus Kitchen, and we are the only one in the UNC System. Another key service program is Alternative Break Experiences where our students spent their spring/fall breaks serving communities in six different states on topics such as hunger, homelessness and other societal needs. In just one week, our Pirates served 1,500 hours in these communities, which had an impact of \$36,000 to these areas. In March 2018, ECU will have its first global Alternative Break Experience when students will go to Northern Ireland.
- We also heard from two ECU students Jeremiah McCoy and Rachel Potter who shared some of their personal experiences in leadership and service and how that has shaped their ECU collegiate experience.

Research, Economic Development and Engagement – Jay Golden

- Many of the topics were addressed during the lunch conversations, so these were some summaries of the topics.

**ECU Board of Trustees
October 17, 2017**

MINUTES

The Board of Trustees met in a special called board meeting in Conference Room 105 of the Spilman Building on the campus of East Carolina University. Chair Kieran Shanahan called the meeting to order and read the conflict of interest statement. No conflicts were identified.

Mr. Shanahan called on Megan Ayers to call the roll:

Members Present

Edwin Clark
Vern Davenport
Deborah Davis
Leigh Fanning
Max Joyner
Kel Normann
Jason Poole
Bob Plybon
LaQuon Rogers
Kieran Shanahan
Vince Smith

Members Absent

Mark Copeland
Fielding Miller

CLOSED SESSION

A motion was made for the board go into closed session to prevent the disclosure of confidential personnel information under N.C.G.S Statues 126-22 and 126-30, to consider the qualifications, competence, performance, character, fitness or conditions of appointment of one or more prospective and/or current employees, and to consult with the attorney and to preserve the attorney-client privilege. The motion was seconded and passed unanimously.

RESUMPTION OF OPEN SESSION

Upon resumption of open session, Mr. Rogers moved that that the board approve the Tier I SAAO I salary increases as presented in board materials (Attachment A). The motion seconded and approved unanimously.

Hearing no other business, Mr. Shanahan adjourned the meeting.

ADJOURN

####

Respectfully Submitted,

Megan Ayers
Office of the Assistant Secretary to the Board of Trustees