

AGENDA
Athletics & Advancement Committee
July 9, 2020

- I. Approval of Minutes – April 2, 2020
- II. Review of Operational Metrics
- III. Action Items
 - A. Board of Visitors Officer Elections
- IV. Informational Items
 - A. Advancement Update
 - B. Athletics Update
 - C. Review of Naming Policy
- V. Closed Session



Athletics & Advancement Committee

July 9, 2020

Agenda Item: I. Approval of Minutes - April 2, 2020

Responsible Person: Fielding Miller
Committee Chair

Action Requested: Action

Notes:

Minutes
Athletics & Advancement Committee
April 2, 2020

The Athletics and Advancement Committee met via video conference on April 2, 2020.

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

A motion was made by Mr. Seagrave to approve the minutes from the February meeting. After a second and no discussion the minutes were approved.

Athletic Highlights

Mr. Jon Gilbert opened his presentation by reporting that February and YTD Pirate Club fundraising figures are down. In normal times March/April/May are more productive. Due to the current state we are in he anticipates that things will remain in the red. General fundraising (non-annual fund) is in the green and he anticipates staying in the green for the entire year.

Year-to-date football ticket sales are 2,994 of the 16,000 goal. March's goal was 1,500 with a total sale of 720. Sales are usually higher in April and May.

Athletic expenses compared to budget is tracking in the green and anticipated to remain green. Monthly athletic receipts are tracking red and will remain red for remainder of the year. He reported that there are significant savings since we are not playing any spring sports; however, there is also a loss of revenue.

Three are currently 96 student athletes still in the area and three of them are residing in campus housing.

Mr. Gilbert shared that the deadline for football season tickets has been extended; however, a specific date has not yet been determined. Athletics is still working with donors and fans to allow for payment plans for the purchase of their season tickets. There have been some season ticket holders who have stopped their payment plan with hopes to resume them later.

Mr. Gilbert reported that the NCAA extended eligibility waivers for spring sports (baseball, softball, men's and women's tennis, men's and women's golf, men's and women's track and field and lacrosse). The baseball roster has increased for one year to accommodate 35 student athletes with 27 on scholarship. This is a one-year accommodation that will revert in 2022. Returning seniors won't count against the scholarship limit however this increase could have the potential to cost an additional \$350,000 in scholarship disbursements.

Anticipated shortfalls in sponsorship is expected due to the cancellation of spring sports and the current state of the economy.

Advancement Highlights

Mr. Chris Dyba reported that fundraising figures for March are not as good as February since fundraisers will be pulled off the road and the cancellation of Pirate Nation Gives all due to Covid-19. He is working with his teams on developing new strategies for engaging with our constituents.

Board of Visitors

Mr. John Cooper thanked the board for approving the new BOV bylaws. He introduced Henry Taylor who presented the slate of 7 members for reappointment and 8 new members. The total number of voting members is 51 and 72 with emeriti.

A motion was made by Mr. Seagrave to approve the new slate of members, a second was made and the motion passed with no discussion.

He shared that the April 24th meeting has been cancelled with the plan to hold a face-to-face or video meeting in June.

Mr. Dyba noted that the pandemic is having a dramatic effect on the economy and that the markets are down. The ECU endowments participate in the markets and therefore, we need to prepare for sharp declines in our endowments. Commitments for next year's funds will be disbursed but there are real implications that will affect scholarships, departmental funds, faculty support, etc. if the market does not recover. Dyba presented hypothetical numbers based on a 20% decline but stressed that the numbers are not set. We will capture the fund's value on June 30, 2020 but need to expect and prepare for the loss in value.

With no further business the meeting concluded.

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Respectfully submitted,

Maha Banning
University Advancement



Athletics & Advancement Committee

July 9, 2020

Agenda Item: II. Review of Operational Metrics

Responsible Person: Fielding Miller
Committee Chair

Action Requested: Action

Notes:



CEO Tracking Sheet
Fiscal Year - 2020
Athletics & Advancement Committee

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total	
Fundraising - Annual Fund (Pirate Club)	Fundraising for Athletics (Pirate Club), includes pledges to the Athletic Annual Fund	\$ 6,969,162	\$ 7,300,000	Plan	303,218	558,734	66,200	22,526	77,342	925,606	287,166	694,293	1,291,683	2,412,957	561,252	95,023	7,300,000	
				Actual	175,711	508,209	87,210	31,828	278,294	703,425	416,888	539,019	599,341	617,542	641,909	641,909	4,599,376	
				+/-	(127,507)	(50,525)	21,010	9,302	200,952	(226,181)	129,722	(155,274)	(692,342)	(1,795,413)	80,657			
				YTD +/-	(127,507)	(178,024)	(187,024)	(147,720)	53,232	(172,949)	49,227	(198,501)	(890,843)	(2,686,298)	(2,605,609)			
Fundraising - Athletics (excluding Annual Fund)	Fundraising for Athletics (non-Annual Fund), includes cash, pledges, planned gifts, gifts in kind	\$ 10,202,629	\$ 3,500,000	Plan	291,667	291,667	291,667	291,667	291,667	291,667	291,667	291,667	291,667	291,666	291,666	291,666	3,500,000	
				Actual	1,135,534	561,600	411,569	188,217	236,469	2,699,879	210,329	212,641	241,956	201,368	24,270	6,123,832		
				+/-	843,867	269,933	119,902	(103,450)	(55,298)	2,408,212	(81,338)	(79,020)	(49,709)	(90,298)	(267,398)			
				YTD +/-	843,867	1,113,800	1,233,702	1,130,252	1,075,054	3,483,266	3,401,928	3,322,902	3,275,192	3,182,894	2,915,498			
Season Ticket Sales - 2020 Football	Number of Season Tickets Sold	14,097	16,000	Plan							500	1,000	1,000	1,500	8,000	2,000	14,500	
				Actual						437	1,113	674	720	742	2,527	6,213		
				+/-						(63)	113	(326)	(680)	(1,258)	527			
				YTD +/-						(63)	50	(761)	(1,056)	(8,314)	(7,987)			
Season Ticket Sales - 2019-2020 Men's Basketball	Number of Season Tickets Sold	1,619	1,800	Plan		1,000	700	100									1,800	
				Actual			1,075	560	57									1,692
				+/-			75	(140)	(43)									
				YTD +/-			75	(65)	(86)									
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 40,757,349	\$ 43,440,503	Plan	2,357,402	5,784,777	4,281,160	3,809,249	3,140,947	3,153,623	6,943,347	2,873,767	2,653,446	3,156,972	2,692,209	2,593,603	43,440,503	
				Actual	1,839,434	6,050,983	3,882,290	3,077,703	3,754,076	2,804,502	5,899,617	2,909,641	3,222,690	1,539,529	1,839,807	36,820,273		
				+/-	(517,968)	(729,794)	(398,870)	(731,546)	(386,871)	(349,121)	(1,043,730)	(964,106)	(434,256)	(817,143)	(852,802)			
				YTD +/-	(517,968)	(251,761)	(650,631)	(1,382,177)	(769,048)	(1,118,169)	(2,161,900)	(2,126,025)	(1,556,782)	(3,174,225)	(4,026,622)			
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 34,677,069	\$ 36,039,243	Plan	320,800	10,562,235	1,818,544	984,700	716,000	6,569,445	2,536,664	436,000	133,500	88,000	1,175,585	10,697,771	36,039,243	
				Actual	510,264	7,970,596	3,694,235	863,449	484,250	6,731,485	2,471,317	338,399	168,109	14,341	(67,548)	23,278,896		
				+/-	189,464	(2,591,639)	1,875,691	(121,251)	(231,750)	162,040	(65,347)	(97,601)	34,609	(71,659)	(1,243,133)			
				YTD +/-	189,464	(2,402,176)	(826,485)	(547,737)	(779,487)	(617,447)	(641,793)	(780,394)	(745,785)	(819,444)	(2,062,577)			
Single Game Ticket Sales - 2019 Football	Revenue from Single Game Ticket Sales	\$ 1,162,330	\$ 1,000,000	Plan	100,000	300,000	200,000	300,000	100,000								1,000,000	
				Actual	18,233	101,630	222,653	149,581	143,940									636,036
				+/-	(81,767)	(198,370)	22,653	(150,419)	43,940									
				YTD +/-	(81,767)	(280,118)	(257,485)	(207,904)	(163,964)									
Fundraising - East (Advancement)	Fundraising for East Campus, includes cash, pledges, planned gifts	\$ 25,774,813	\$ 20,000,000	Plan	1,000,000	1,666,667	1,666,667	2,000,000	1,666,667	2,000,000	1,000,000	1,666,667	1,666,667	1,666,667	2,000,000	2,000,000	20,000,000	
				Actual	815,277	2,754,731	1,080,450	3,861,292	1,720,648	3,712,295	315,541	4,019,132	496,077	182,835	3,089,984	1,067,097	23,115,360	
				+/-	(184,723)	1,088,065	(586,217)	1,861,292	53,981	1,712,295	(684,458)	2,352,465	(1,170,590)	(1,483,832)	1,089,984	(932,903)		
				YTD +/-	(184,723)	903,342	517,235	2,178,417	2,232,398	3,944,894	3,260,235	5,612,700	4,442,110	2,958,279	4,048,263	3,115,360		
Fundraising - West (Advancement)	Fundraising for West Campus (Health Sciences), includes cash, pledges, planned gifts	\$ 7,999,239	\$ 12,000,000	Plan	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	12,000,000		
				Actual	267,967	386,052	482,638	292,242	792,809	1,364,164	1,219,256	705,040	153,236	151,636	110,625	1,645,870	7,571,534	
				+/-	(732,033)	(613,948)	(517,362)	(707,758)	(207,191)	364,164	219,256	(294,960)	(846,764)	(848,364)	(889,375)	645,870		
				YTD +/-	(732,033)	(1,345,920)	(1,863,344)	(2,571,002)	(2,778,493)	(2,414,129)	(1,194,873)	(2,489,813)	(3,316,997)	(4,184,961)	(5,074,336)	(4,428,466)		

2018

Measurement	Prior Year	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total		
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 39,117,263	\$ 38,608,346	Plan	2,019,382	4,960,533	3,730,330	3,359,490	2,666,141	2,658,468	6,070,810	2,432,860	2,413,975	3,351,910	2,887,728	2,056,719	38,608,346		
				Actual	1,844,099	5,796,906	4,085,497	3,369,001	2,594,789	2,249,448	5,662,173	3,316,324	2,810,619	2,434,775	2,713,605	1,759,365			38,636,602
				+/-	(175,284)	836,373	355,167	9,510	(71,352)	(409,020)	(408,637)	883,464	396,644	(917,135)	(174,122)	(297,353)			
				YTD +/-	(175,284)	661,089	1,016,256	1,025,766	954,415	545,395	136,758	1,020,222	1,416,866	499,731	325,609	28,256			

2019

Measurement	Prior Year	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total	
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 38,636,602	\$ 39,129,935	Plan	1,867,645	5,870,924	4,137,663	3,412,018	2,627,921	2,278,170	5,734,471	3,358,668	2,846,506	2,465,863	2,748,254	1,781,830	39,129,935	
				Actual	2,131,785	5,236,645	3,937,966	3,546,485	2,814,543	2,806,442	6,408,721	2,568,276	2,548,341	3,538,482	3,048,463	3,048,463	2,171,199	40,757,349
				+/-	264,140	(634,280)	(199,697)	134,467	186,622	518,272	674,350	(790,392)	(298,165)	1,072,619	900,399	389,369		
				YTD +/-	264,140	(370,140)	(569,837)	(435,370)	(248,748)	279,525	953,775	163,383	(134,783)	937,836	1,238,045	1,627,434		

2020

Measurement	Prior Year	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total		
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 40,757,349	\$ 43,440,503	Plan	2,357,402	5,784,777	4,281,160	3,809,249	3,140,947	3,153,623	6,943,347	2,873,767	2,653,446	3,156,972	2,692,209	2,593,603	43,440,503		
				Actual	1,839,434	6,050,984	3,882,290	3,077,703	3,754,076	2,804,502	5,899,617	2,909,641	3,222,690						
				+/-	(517,969)	266,207	(398,870)	(731,546)	613,129	(349,122)	(1,043,730)	35,874	569,243						
				YTD +/-	(517,969)	(251,761)	(650,631)	(1,382,177)	(769,048)	(1,118,169)	(2,161,900)	(2,126,025)	(1,556,782)						

2018

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total		
					Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 38,650,522	\$ 37,629,296		Plan	334,954	11,028,241	1,898,778	1,028,145	747,590	6,859,289	2,648,581	455,236	139,390	91,883	1,227,452	11,169,757	37,629,296	
					Actual	535,238	12,047,079	1,702,832	382,116	471,151	6,620,296	2,346,213	(211,415)	304,337	331,510	1,671,843	10,973,802	37,175,001	
					+/-	200,285	1,018,837	(185,947)	(646,029)	(276,439)	(238,993)	(302,368)	(566,652)	164,947	239,627	444,391	(195,955)		
					YTD +/-	200,285	1,219,122	1,023,175	377,146	100,708	(138,285)	(440,652)	(1,107,305)	(942,358)	(702,730)	(258,340)	(454,255)		

2019

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total		
					Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 37,175,001	\$ 37,620,470		Plan	334,875	11,025,655	1,898,333	1,027,904	747,415	6,857,680	2,647,960	455,130	139,357	91,861	1,227,164	11,167,137	37,620,470	
					Actual	489,969	7,501,526	1,692,841	526,264	3,381,528	6,116,664	1,711,630	547,719	152,989	97,322	1,921,316	10,537,300	34,677,069	
					+/-	155,094	(3,524,129)	(205,492)	(501,639)	2,634,113	(741,016)	(936,330)	92,589	13,632	5,461	694,153	(629,837)		
					YTD +/-	155,094	(3,369,035)	(3,574,527)	(4,076,166)	(1,442,053)	(2,183,069)	(3,119,399)	(3,026,810)	(3,013,178)	(3,007,717)	(2,313,564)	(2,943,401)		

2020

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total			
					Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 34,677,069	\$ 36,039,243		Plan	320,800	10,562,235	1,818,544	984,700	716,000	6,569,445	2,536,664	436,000	133,500	88,000	1,175,585	10,697,771	36,039,243		
					Actual	510,264	7,970,596	3,694,235	963,449	484,250	6,731,485	2,471,317	338,399	168,109						
					+/-	189,464	(2,591,639)	1,875,691	(21,251)	(231,750)	162,040	(65,347)	(97,601)	34,609						
					YTD +/-	189,464	(2,402,176)	(526,485)	(547,737)	(779,487)	(617,447)	(682,793)	(780,394)	(745,785)						

KPI	Measurement		July	August	September	October	November	December	January	February	March	April	May	June	Total		
Fundraising - Annual Fund (Pirate Club)	Fundraising for Athletics (Pirate Club), includes pledges to the Athletic Annual Fund	FY 16				1,645,385				1,126,242	3,933,960	673,397	198,078	185,519	7,762,581		
		YTD							1,645,385	2,771,627	6,705,587	7,378,984	7,577,062	7,762,581			
		FY 17	139,436	574,849	160,884	29,209	133,819	947,348	122,300	781,297	3,639,689	711,724	260,874	301,416	7,802,845		
		YTD	139,436	714,285	875,169	904,378	1,038,197	1,985,545	2,107,845	2,889,142	6,528,831	7,240,555	7,501,429	7,802,845			
		FY 18	75,031	609,283	56,060	37,502	37,406	2,184,805	112,763	552,509	1,525,033	940,560	404,188	250,258	6,785,398		
		YTD	75,031	684,314	740,374	777,876	815,282	3,000,087	3,112,850	3,665,359	5,190,392	6,130,952	6,535,140	6,785,398			
		FY 19	289,476	533,412	63,201	21,505	73,837	887,476	274,152	662,827	1,233,144	2,303,601	535,816	90,716	6,969,163		
		YTD	289,476	822,888	886,089	907,594	981,431	1,868,907	2,143,059	2,805,886	4,039,030	6,342,631	6,878,447	6,969,163			
		FY 20	175,711	508,209	87,210	31,828	278,294	703,425	416,888	539,019	599,341				3,339,925		
		YTD	175,711	683,920	771,130	802,958	1,081,252	1,784,677	2,201,565	2,740,584	3,339,925						
		Fundraising - Athletics (excluding Annual Fund)	Fundraising for Athletics (non-Annual Fund), includes cash, pledges, planned gifts, gifts in kind	FY 16				534,105				67,418	3,023,364	5,979,854	2,270,442	2,697,783	14,572,966
				YTD							534,105	601,523	3,624,887	9,604,741	11,875,183	14,572,966	
				FY 17	1,530,784	4,022,947	2,738,837	263,158	663,580	1,302,778	3,022,378	1,184,893	272,354	1,088,330	337,961	169,631	16,597,631
				YTD	1,530,784	5,553,731	8,292,568	8,555,726	9,219,306	10,522,084	13,544,462	14,729,355	15,001,709	16,090,039	16,428,000	16,597,631	
FY 18	52,643			146,299	5,800	(42,844)	147,994	274,404	110,575	67,795	47,248	39,245	109,863	184,206	1,143,228		
YTD	52,643			198,942	204,742	161,898	309,892	584,296	694,871	762,666	809,914	849,159	959,022	1,143,228			
FY 19	15,002			81,176	266,776	(75,895)	(441,073)	429,480	142,175	188,736	4,214,216	3,420,880	3,023,289	47,592	11,312,354		
YTD	15,002			96,178	362,954	287,059	(154,014)	275,466	417,641	606,377	4,820,593	8,241,473	11,264,762	11,312,354			
FY 20	1,135,534			561,600	411,569	188,217	236,469	2,699,879	210,329	212,641	241,956				5,898,194		
YTD	1,135,534			1,697,134	2,108,703	2,296,920	2,533,389	5,233,268	5,443,597	5,656,238	5,898,194						

* July 2015 - January 2016 is reported as a lump sum. New Gifts reporting began being completed monthly again in February 2016.
 * FY 2016 was when Pirate Club began receiving commitments for premium seating and philanthropic giving related to the DFS Southside renovation.
 *December 2017 was strongly impacted by the impending Tax Cut and Jobs Act that went into effect January 2018.
 *In FY16-FY18, the priority deadline was April 1; beginning with FY 19, the priority deadline was changed to May 1.
 *March 2019 includes the naming gift for TowneBank Tower
 *April and May 2019 include \$1.26 and \$2.32M in planned gifts, respectively.



Athletics & Advancement Committee

July 9, 2020

Agenda Item: III. A. Board of Visitors Officer Appointments

Responsible Person: Megan Ayers
BOV Liaison

Action Requested: Action

Notes:



MEMORANDUM

To: ECU Board of Trustees

From: Megan Ayers
Assistant Secretary to the Board of Trustees

Date: June 29, 2020

Subject: Board of Visitors Officer Appointments

In accordance with the revised Board of Visitors bylaws, the Board of Visitors met on Friday, June 29, 2020 and voted to recommend a slate of officers to lead the BOV for the 2020-2021 year. The proposed slate of officers includes:

Chair Linda Hofler
Vice Chair Wanda Montano
Secretary Shirley Carraway

Thank you for considering these officers, as well as your continued support of the ECU Board of Visitors.



Athletics & Advancement Committee

July 9, 2020

Agenda Item: IV. A. Advancement Update

Responsible Person: Chris Dyba
Vice Chancellor for
University Advancement

Action Requested: Information

Notes:

ECU Board of Trustees

University Advancement Update
July 9, 2020



Fundraising Totals

As of June 30, 2020

- Tracking Sheet



Engagement and Fundraising in a Pandemic

RESOURCES

- ALUMNI DIRECTORY
- ALUMNI EMAIL
- ALUMNI MAP
- ALUMNI NEWSLETTER
- ECU CAREER SERVICES
- ECU CONNECT
- PARTNERSHIP BENEFITS
- PIRATE LICENSE PLATES
- THINGS TO DO
- VIRTUAL AND DIGITAL RESOURCES**

COVID-19 RESOURCES

During this time of uncertainty, we are unable to connect in person, but there are many ways to keep in touch with ECU remotely. Check out the upcoming virtual events and digital resources available for alumni.

STAY INFORMED AND ENTERTAINED

COCKTAIL CREATIONS

Cocktail Creations for the Pirate Nation. Turn your kitchen in to a libations laboratory and follow bartenders from Greenville and around Pirate Nation as they teach you how to make amazing beverages. From simple to sophisticated, these cocktails will be a hit at any virtual happy hour.

PIRATE NATION VIRTUAL BOOK CLUB

During these extraordinary times, it's more important than ever to explore new ways of connecting with each other. It's also a great time to crack open a good book. Join the conversation and community of the Pirate Nation Virtual Book Club.

STORYBOOK READING

Join our favorite mates as they take you on magical journeys and introduce you to new friends. Books are an exciting way to find new worlds to explore, learn lessons, and fall in love with great characters. These stories are geared toward young readers, but everyone can enjoy them!

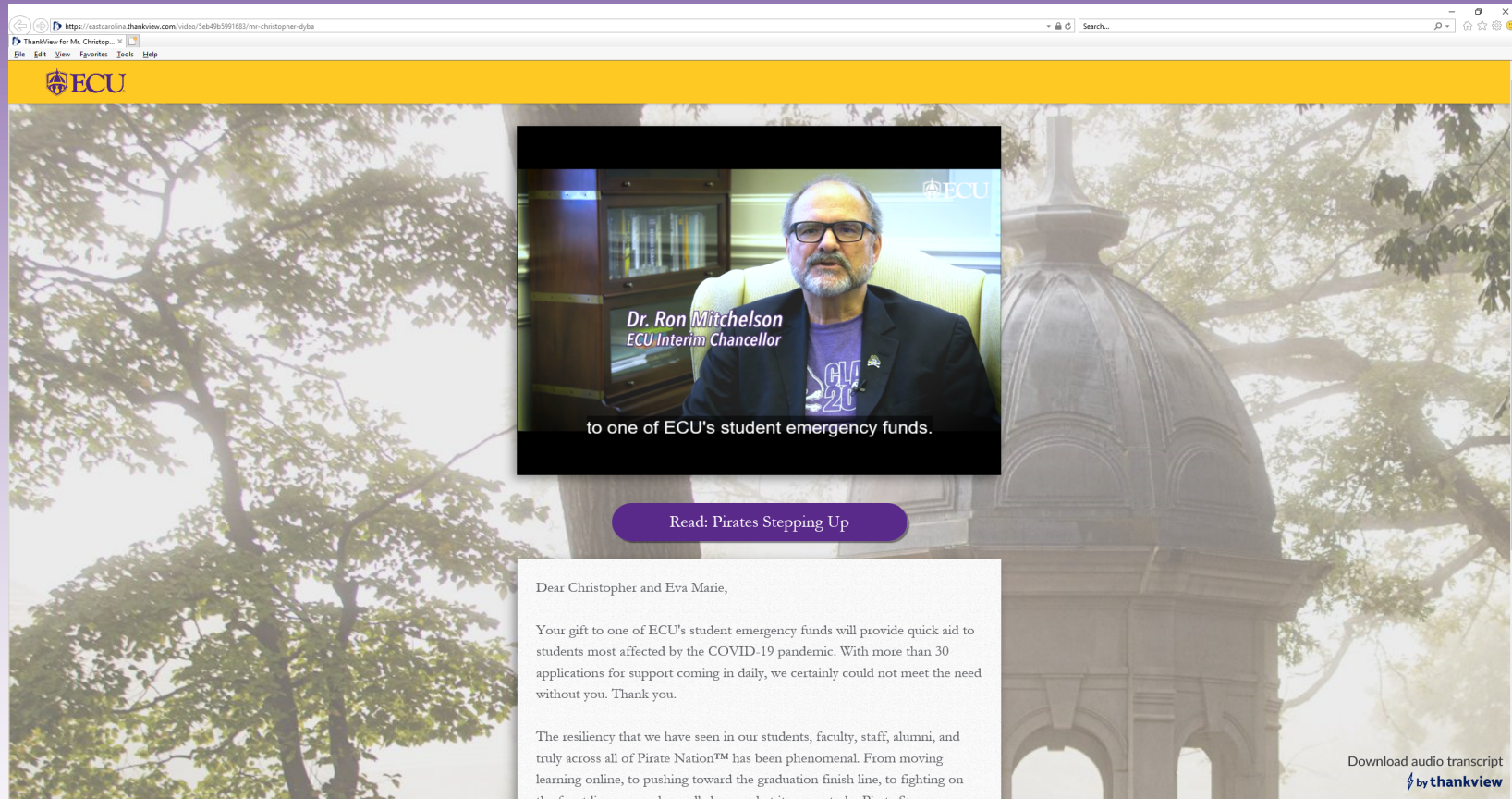
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Engagement and Fundraising in a Pandemic



The screenshot shows a web browser window displaying a ThankView video. The video features Dr. Ron Mitchelson, ECU Interim Chancellor, speaking. The video player includes a progress bar and a 'Download audio transcript' button. The background of the video player shows a large tree and a building dome.

Dr. Ron Mitchelson
ECU Interim Chancellor

to one of ECU's student emergency funds.

[Read: Pirates Stepping Up](#)

Dear Christopher and Eva Marie,

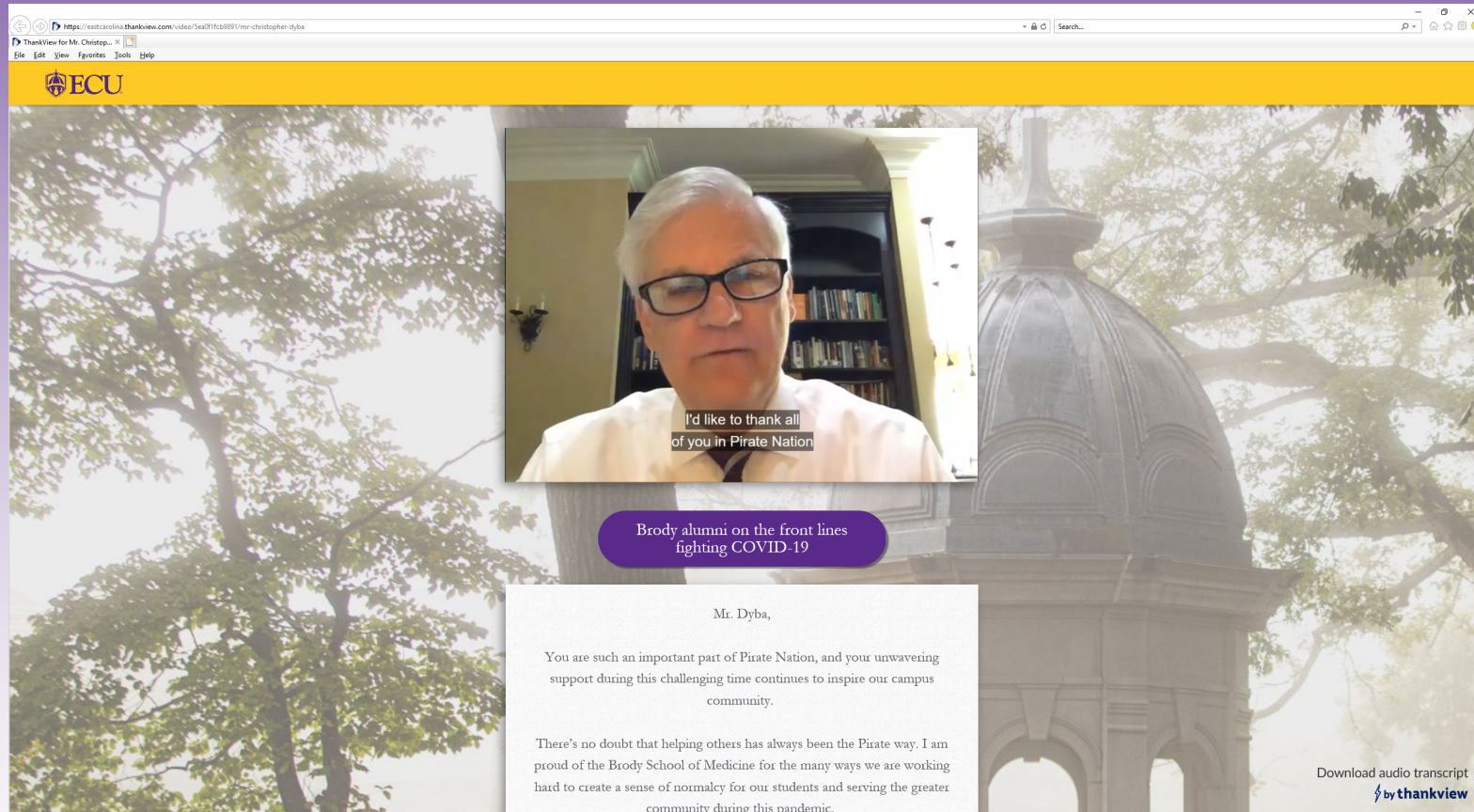
Your gift to one of ECU's student emergency funds will provide quick aid to students most affected by the COVID-19 pandemic. With more than 30 applications for support coming in daily, we certainly could not meet the need without you. Thank you.

The resiliency that we have seen in our students, faculty, staff, alumni, and truly across all of Pirate Nation™ has been phenomenal. From moving learning online, to pushing toward the graduation finish line, to fighting on the front lines...

[Download audio transcript](#)
by **thankview**



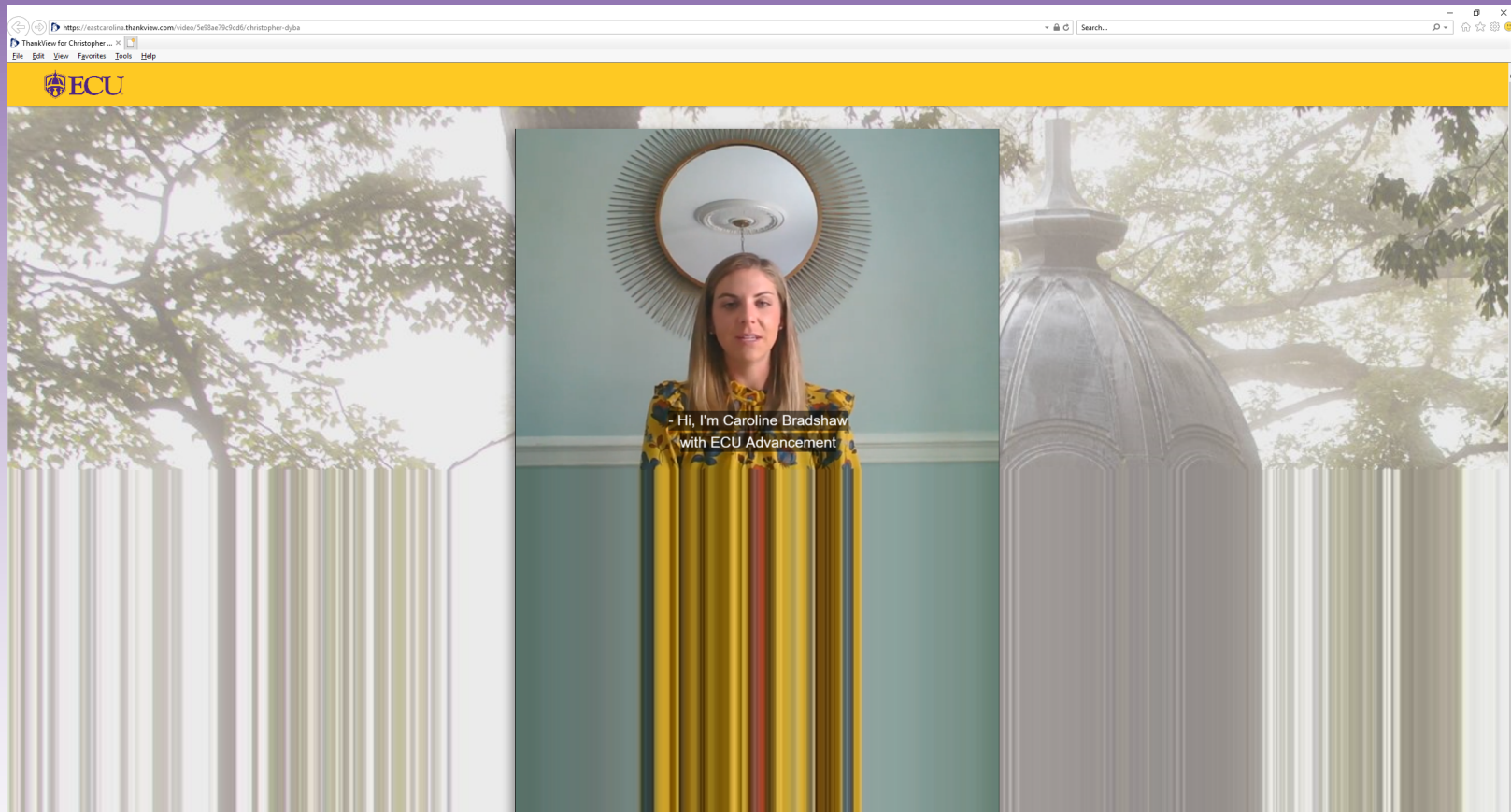
Engagement and Fundraising in a Pandemic



The screenshot shows a web browser window displaying a ThankView video. The browser's address bar shows the URL: <https://eastcarolina.thankview.com/video/5ea011cb9891/mr-christopher-dyba>. The video player features a yellow header with the ECU logo. The video content shows a man with white hair and glasses speaking. A subtitle at the bottom of the video frame reads: "I'd like to thank all of you in Pirate Nation". Below the video, a purple rounded rectangle contains the text: "Brody alumni on the front lines fighting COVID-19". A white text box below that contains the following text: "Mr. Dyba, You are such an important part of Pirate Nation, and your unwavering support during this challenging time continues to inspire our campus community. There's no doubt that helping others has always been the Pirate way. I am proud of the Brody School of Medicine for the many ways we are working hard to create a sense of normalcy for our students and serving the greater community during this pandemic." In the bottom right corner of the video player, there is a link that says "Download audio transcript" with a lightning bolt icon and the ThankView logo.



Engagement and Fundraising in a Pandemic



PIRATENATION™ GIVES

When Pirate Nation comes together in service – service for our university, service for our communities, service for health care and service through social justice – we accomplish great things. Investing in ECU® during [Pirate Nation Gives](#) is a way for us all to show how Pirates™ care and Pirates share. Every gift* advances ECU's mission of service and helps us accomplish more. With your support we:

- Provide specialized diversity and social justice experiences through the Ledonia Wright Cultural Center so all students can become culturally aware, confident and global citizens.
- Head clinical trials aimed to prevent COVID-19 from causing the type of lung damage in patients that is often fatal.
- Adapt learning and teaching styles, as well as new student orientation, to online versions in order to keep ECU open and accessible to all Pirates.
- Care for our students by continuing to raise money for student emergency funds.

Since 1907 ECU has been a beacon of educational, medical and cultural light in eastern North Carolina and beyond. If you are able, help us continue this tradition for today, tomorrow and years to come by supporting ECU during [Pirate Nation Gives](#) on Wednesday, June 24th.





Athletics & Advancement Committee

July 9, 2020

Agenda Item: IV. B. Athletics Update

Responsible Person: Jon Gilbert
Director of Athletics

Action Requested: Information

Notes:



Athletics & Advancement Committee

July 9, 2020

Agenda Item: IV. C. Review of Naming Policy

Responsible Person: Chris Dyba
Vice Chancellor for
University Advancement

Action Requested: Information

Notes:

Policy on Naming University Facilities and Activities

Version 2 (Current Version)

 Print

Policy	POL01.05.02
Title	Policy on Naming University Facilities and Activities
Category	Governance and Administration
Sub-category	Board of Trustees
Authority	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 November 21, 2014; revision approved September 15, 2017.
Contact	Office of the Vice Chancellor for University Advancement (252) 328 - 9565 Assistant Secretary to the Board of Trustees (252) 328 - 6105
Related Policies	
Additional References	Naming Proposal to ECU Board of Trustees (FORM) (http://www.ecu.edu/ecuAssets/docs/uploads/prr-uploaded-docs/Naming Proposal to ECU Board of Trustees (00020650xD856D).pdf)

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:

5.1.1. financial contributions made to the university, or

5.1.2. 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 ([http://www.ecu.edu/cs-ecu/prr/customcf/uploadedDocs/Naming_Proposal_to_ECU_Board_of_Trustees_\(00020650xD856D\).PDF](http://www.ecu.edu/cs-ecu/prr/customcf/uploadedDocs/Naming_Proposal_to_ECU_Board_of_Trustees_(00020650xD856D).PDF)), 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 ([http://www.ecu.edu/cs-ecu/prr/customcf/uploadedDocs/Naming_Proposal_to_ECU_Board_of_Trustees_\(00020650xD856D\).PDF](http://www.ecu.edu/cs-ecu/prr/customcf/uploadedDocs/Naming_Proposal_to_ECU_Board_of_Trustees_(00020650xD856D).PDF)) 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, 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. 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 upon 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. (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, 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 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.

5.5.8.1 Non-cash gifts.

5.5.8.1.1 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).

5.5.8.1.2 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.

5.5.8.1.3 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.

5.5.8.1.3.1 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. 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 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.

East Carolina University

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Athletics & Advancement Committee

July 9, 2020

Agenda Item:

V. Closed Session

Responsible Person:

Fielding Miller
Committee Chair

Action Requested:

Notes: