

AGENDA
Athletics & Advancement Committee
September 10, 2020

- I. Approval of Minutes – July 9, 2020
- II. Review of Operational Metrics
- III. Informational Items
 - A. Athletics Update
 - B. Advancement Update
 - C. Review of Building Names
- IV. Closed Session



Athletics & Advancement Committee
September 10, 2020

Agenda Item: I. Approval of Minutes – July 9, 2020

Responsible Person: Fielding Miller
Committee Chair

Action Requested: Action

Notes:

Minutes
Athletics & Advancement Committee
July 9, 2020

The Athletics and Advancement Committee met via video conference on July 9, 2020.

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

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

Mr. Jon Gilbert reported that May and June were strong months because of the support of the Pirate Club membership and a strong fan base. He reported that the initial goal for season ticket sales was 16,000 but due to the recent pandemic the goal was reduced to 10,000 and happy to report that total sales are at 10,600. At this time the plan is to not sell single game tickets which will help with the reduced capacity anticipated due to Covid-19.

Athletic expenses compared to budget is tracking in the green and anticipated to remain green due to the pandemic and the shutting down of operations.

Mr. Dyba shared that he is very pleased with East campus fundraising figures for FY 2020. Over \$23M was raised. The \$5M that was discussed earlier did not come to fruition but it remains on the table. West campus did not hit their goals. Mr. Dyba is meeting with leadership to discuss the unfreezing of the president position for the Medical and Health Sciences Foundation.

My Dyba addressed the investments due to the state of the economy and the market uncertainty. He also shared that a leadership change has occurred within the ECU Foundation. Mary Ann Best will now chair the Investment Committee, replacing Kel Normann.

Due to Covid-19 a lot of creativity has taken place on how to engage with the university's donor base. Mr. Dyba commended the efforts everyone has put forth with videos and virtual events to stay engaged.

Pirate Nation Gives was held last month, delayed from March. It was a very successful day that celebrated giving to the university with marketing energy and focus on what's transpiring in our world right now with special emphasis on the Ldenonia Wright Center and student emergency funds, and other areas that advance ECU's mission of service.

The ECU Board of Visitors met on June 29, 2020 and presented a slate of new officers: Linda Hofler, Chair; Wanda Montano, Vice Chair and Shirley Carraway, Treasurer. Ms. Fanning made a motion to accept the slate as presented for recommendation to the full Board. The vote carried unanimously.

Mr. Gilbert reported that 270 individuals have been tested for Covid-19 and 16 have returned positive. Most of the 16 are asymptomatic. They are all being quarantined.

Athletic finances had a projection of a \$7.5M deficit this year and next year an anticipated \$5.5M deficit. In March the deficit increased to \$11-12M for this year; however, Pirate Nation answered the call and a decrease from the NCAA and the AAC athletics may get us closer to the \$7.5M deficit opposed to the \$11-12M. Next year's projection is still \$11M - all of which is contingent on multiple factors this fall.

Athletics has instituted many efforts that helped in the reduction of expenses which include the reduction of 4 sports, eliminating summer school except for those students that need it for eligibility or sequencing, eliminated vacant positions, reduction in his salary and furloughed the entire staff for five days. These efforts equal nearly \$4.6M.

In the coming year there is an anticipated reduction of \$4.7M in revenue from decreased student fees, football, pirate club, NCAA, AAC, sports marketing and concessions. This is all contingent on fans in the stands.

Expenses for next year include:

- ESPN contract \$5M
- Spring sports extra year of eligibility 290K
- Positions for ESPN streaming \$165K
- Fully funding of lacrosse scholarships \$120K
- Covid sanitation \$100K

Mr. Gilbert shared that the Pirate Club finished strong, they were \$1M shy of their goal but all things considered he was pleased.

Scholarship support for our student athletes is \$8.4M, the Pirate Club contributes \$4.9M and the remaining \$3.5M from the institution and athletic fundraising. He emphasized the need for institutional support.

Mr. Gilbert addressed stadium capacity for the fall and said we are still waiting for directive. If we are to operate at 50% capacity that will allow 24,577 people in the stadium and 25% will allow for 12,289. The plan is to accommodate season ticket holders, students, visiting team and recruits.

Mr. Dyba discussed the current naming policy for new members and as a review for existing members. He reminded the board that the authority for naming and renaming lies with them and shared that naming can be done by financial means, honorary and renaming.

Committee Chair Miller thanked Mr. Gilbert for his hard work in athletics and acknowledged the agonizing that took place over some hard decisions that had to be made.

Closed Session

The committee moved into closed session to discuss two naming opportunities and one athletic personnel matter.

Two separate motions were made and passed unanimously to approve the naming opportunities for recommendation to the full board later today with the agreement to remain confidential so that proper recognition and celebration can be done later.

A motion was made and passed unanimously to approve the athletic personnel matter for recommendation to the full board later today.

The committee returned to Open Session and concluded.

With no further business the meeting concluded.

###

Respectfully submitted,

Maha Z. Banning
University Advancement



Athletics & Advancement Committee
September 10, 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		
					Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-
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	929,606	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	1,489,098	6,088,474	
					+/-	(127,507)	(50,525)	21,010	9,302	200,952	(226,181)	129,722	(155,274)	(692,342)	(1,795,415)	80,657	1,394,075		
					YTD +/-	(127,507)	(178,032)	(187,022)	(147,270)	53,232	(172,949)	(43,227)	(198,501)	(890,843)	(2,666,258)	(2,605,601)	(1,211,526)		
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	291,667	291,667	291,667	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	258,181	6,382,013	
					+/-	843,867	269,933	119,902	(103,450)	(55,198)	2,408,212	(81,338)	(79,026)	(49,710)	(90,298)	(267,396)	(33,485)		
					YTD +/-	843,867	1,113,800	1,233,702	1,130,252	1,075,054	3,483,266	3,401,928	3,322,902	3,273,192	3,182,894	2,915,498	2,882,013		
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	500	14,500	
					Actual						437	1,113	674	720	742	2,527	4,227	10,440	
					+/-						(63)	113	(326)	(280)	(758)	(527)	3,727		
					YTD +/-						(63)	50	(276)	(1,056)	(6,314)	(7,787)	(4,060)		
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	(440)	(43)										
					YTD +/-		75	(440)	(43)										
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	1,539,529	1,839,807	1,870,717	38,690,990	
					+/-	(517,969)	(262,207)	(398,870)	(731,546)	(386,871)	(349,121)	(1,043,730)	(964,126)	(1,124,156)	(817,443)	(852,392)	(722,886)		
					YTD +/-	(517,969)	(251,761)	(650,631)	(1,382,177)	(769,048)	(1,118,169)	(2,161,900)	(2,126,025)	(1,556,782)	(3,174,225)	(4,026,627)	(4,749,513)		
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 34,677,069	\$ 36,039,243		Plan	2%	24%	11%	3%	1%	20%	7%	1%	1%	0%	0%	30%	36,039,243	
					Actual	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	33,139,914	
					+/-	(188,464)	(2,511,539)	(1,875,691)	(2,151)	(231,150)	162,040	(65,341)	(37,501)	(34,600)	(92,585)	(1,213,133)	(841,153)		
					YTD +/-	(188,464)	(2,402,176)	(526,485)	(547,737)	(779,487)	(617,447)	(682,793)	(780,394)	(745,785)	(819,444)	(2,062,577)	(2,905,325)		
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)	(180,138)	(287,488)	(407,908)	(383,964)									
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	(684,459)	2,352,465	(1,170,590)	(1,483,832)	1,089,984	(932,903)		
					YTD +/-	(184,723)	903,342	317,125	2,178,417	2,232,398	3,944,694	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	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)	(613,348)	(517,362)	(707,758)	(207,191)	364,164	219,256	(294,960)	(846,764)	(848,364)	(892,375)	645,870		
					YTD +/-	(732,033)	(1,345,982)	(1,863,344)	(2,571,102)	(2,778,293)	(2,414,129)	(2,194,873)	(2,489,833)	(3,336,597)	(4,184,961)	(5,074,336)	(4,428,466)		



Athletics & Advancement Committee
September 10, 2020

Agenda Item: III. A. Athletics Update

Responsible Person: Jon Gilbert
Director of Athletics

Action Requested: Information

Notes:



Athletics & Advancement Committee
September 10, 2020

Agenda Item: III. B. Advancement Update

Responsible Person: Chris Dyba
Vice Chancellor
University Advancement

Action Requested: Information

Notes:



Athletics & Advancement Committee
September 10, 2020

Agenda Item: III. C. Review of Building Names

Responsible Person: Chris Dyba
Vice Chancellor
University Advancement

Action Requested: Information

Notes:



Athletics & Advancement Committee
September 10, 2020

Agenda Item:

IV. Closed Session

Responsible Person:

Fielding Miller
Committee Chair

Action Requested:

Information

Notes: