

Advocacy AdHoc Committee
Main Campus Student Center, ballroom A
September 10, 2020

Mr. Scott Shook, Chair, called the meeting to order. Chair Shook read the conflict of interest statement and asked for any conflicts to be identified. No conflicts were identified.

Committee members in attendance were Scott Shook, Angela Moss (virtual), Leigh Fanning, and Max Joyner (Virtual) and Vince Smith. A quorum was established.

Also in attendance were Trustees Vern Davenport, Bob Plybon, Tom Furr, Tucker Robbins, and Van Isley. Mr. Leo Daughtry, ECU's Liaison from the University of North Carolina Board of Governors was in attendance as well.

Mr. Shook reviewed the committee charge and facilitated a conversation around the areas under the committee's purview, including North Carolina General Assembly, ECU Pirate Club, ECU Foundation, ECU Medical and Health Sciences Foundation, UNC Board of Governors, ECU Board of Visitors, and ECU Alumni Association.

Mr. Shook will work with committee members to determine which members are best suited to serve as liaison to each identified area for the upcoming year based on committee members' personal schedules and locations of residence.

Mr. Shook called upon Mr. Davenport, Chair of the Board of Trustees, to share his thoughts with the committee on the work the committee can engage in this year and he also invited members of the committee to share their thoughts on advocacy.

The committee discussed engaging in the development of a legislative agenda for ECU in an effort to keep the committee on the same set of talking points when contacting members of the North Carolina General Assembly. Additionally, the same set of talking points will be shared with members of the Board of Visitors so they may also utilize the same set of talking points with the General Assembly.

With no further business to come before the board, Mr. Shook asked for a motion to adjourn. The motion was seconded and unanimously approved. The meeting adjourned.

Respectfully Submitted,

Kimrey Miko

Highlights
Athletics & Advancement Committee
September 10, 2020

Mr. Jon Gilbert reported year end annual fund figures of \$6M which fell short of the \$7.3M goal. Nonannual fund fundraising totaled \$2.8M.

The current year annual fund target is \$6.2M with \$500,000 collected so far. Every revenue bucket will be affected by the pandemic. Soccer, volleyball and cross country have all been moved to the spring and will operate under a modified schedule.

Mr. Gilbert reported that there are 18 athletes in isolation and the numbers are trending down. Beginning with football week, players will be tested three times per week, on Monday, Wednesday and Friday. The Friday test will be an antigen test and the conference is helping fund the Friday testing.

He reported that the Marshall game, Norfolk State game and the SC have all been moved. The Marshall game could still be played this season, the Norfolk State game has been rescheduled to 2025 and the SC game has not been determined. Mr. Gilbert is hopeful that we will be able to accommodate a percentage of fans by the Navy game, October 17th. He shared that all Pirate Club members were given options as to how they wanted to proceed with their current season tickets. Ticket sales were at 10,690 and now are at 7,083.

Mr. Gilbert communicated that athletics is exploring loss of revenue insurance which is very complex.

Mr. Chris Dyba shared that FY20 was a mixed bag of success. The Medical and Health Sciences Foundation ended the year with June being their best month for the entire year. East campus brought in \$23M which exceeded the goal. The teams are adapting to virtual engagement and colleges are embracing it too with virtual town hall meetings. He shared his con for the long-term pipeline of donors.

Mr. Dyba communicated about the recent data security incident in Advancement and advised that alumni were notified informed that no sensitive information was compromised.

Mr. Dyba communicated to the board that there have been conversations about the current names of buildings on campus and requests for change. Interim Chancellor Mitchelson expressed that we must be sensitive to the current issues and remain close together and collaborate in the process of reviewing the names. Mr. Dyba was given the charge to assemble a committee and communicate back to the BOT.

Report of the Audit, Risk Management, Compliance, and Ethics Committee for September 10, 2020

Operational Metrics Review

The committee reviewed the operational metrics related to Internal Audit, Healthcare Compliance, Research Compliance, and Athletics Compliance. For the current year to date, Internal Audit is ahead of schedule on audit plan completion, and slightly below the metric for the auditor productivity rate due to scheduled vacation time. Management has completed or made satisfactory progress on 100% of the audit recommendations that Internal Audit followed up on during July and August.

Athletics Compliance and Healthcare Compliance are exceeding their metrics for the number of compliance education sessions. Healthcare compliance is exceeding the metric for the number of provider documentation reviews that have been completed. For the year to date, healthcare providers have an 89.6% pass rate, slightly below the 90% benchmark.

Action Items

The committee had no action items for this meeting.

Informational Items

Office of Internal Audit – Mr. Wayne Poole

Mr. Poole stated that the annual report of Internal Audit activities for the 2020 fiscal year was provided to the committee in the Board Materials.

Enterprise Risk Management – Dr. Sara Thorndike

Dr. Thorndike briefed the committee on the ongoing risk identification and assessment exercise. Dr. Thorndike reported that the ERM Committee has identified a list of 23 risks, and a survey has been distributed to employees, students, and other constituents, including this board, for input. Dr. Thorndike reported that the updated top risks list will be presented to the Chancellor's Cabinet in October and to the Board in November.

Annual Conflict of Interest Report – Dr. Mary Farwell

Dr. Farwell briefed the committee on the annual conflict of interest disclosures required of University employees. Dr. Farwell reported that 100% of the employees who are required to submit disclosures did so during the 2019-2020 reporting year.

Title IX Regulations Update – Ms. LaKeshia Forbes and Ms. Malorie Yeaman

Ms. Forbes reminded the committee that the US Department of Education has issued a 2,000-page update to the Title IX rules applicable to the University. The new rules went into effect in August and the University has adjusted its regulations and processes so that they comply with the new federal requirements. Ms. Forbes and Ms. Yeaman briefed the committee on some of the key procedural changes and how they are being implemented at ECU. Ms. Forbes also advised the committee that there will be training modules for Board of Trustees members to complete, and we should expect more information on that training in the coming weeks.

Mr. Chairman, that concludes my report.

Highlights
Finance & Facilities Committee
September 10, 2020

Finance and Facilities Committee met on September 10, 2020.

I. Approval of Minutes

A. The Committee approved the minutes from the July 9, 2020 meeting.

II. Review of Operational Metrics

A. Sara Thorndike, VC for Administration & Finance, reviewed the operational metrics with the Committee.

III. Informational Items

A. Sara Thorndike, VC for Administration & Finance, provided the Comprehensive Budget Report.

B. Sara Thorndike, VC for Administration & Finance, provided the Report of Approved EHRA Employee Salary Adjustments.

C. Sara Thorndike, VC for Administration & Finance, provided the Pension Report.

D. Bill Bagnell, Associate VC for Campus Operations, reported on Designer Selections since the last board meeting.

E. Bill Bagnell, Associate VC for Campus Operations, updated the committee on Capital Projects.

F. Joshua Puckett, Parking Supervisor, provided a presentation on Parking.

G. Captain Chris Sutton from the University Police Department provided a Campus Safety update.

H. Chairman Plybon provided a short update on an upcoming debt refunding since the meeting was running late.

Meeting adjourned at 3:05 pm.

Health Sciences Committee
September 10, 2020

- Minutes from the July 9, 2020 meeting were approved.
- Dr. Mark Stacy reviewed the Health Sciences Division metrics that were selected for the dashboard. Metrics for the Health Sciences division will remain consistent with fiscal year 2020 metrics. The first three metrics reflect ECU-P's financial performance, productivity and patient experience and the fourth metric demonstrates the scholarly activity of faculty in all of our health sciences colleges/schools. For ECU Physicians' financial performance, the budget is comprised of 12 monthly budgets and in most of the months there is a budgeted loss, but there are also months which are budgeted to show profit largely due to enhanced Medicaid payments (UPL). We had budgeted to lose \$1.9 million in July and we lost \$3.6 million. The higher than budgeted loss is attributable to the continuing recovery from the COVID-19 Pandemic that led to the shut-down of most services in the Spring of 2020. If you recall, during our last discussion, we had anticipated we would see financial challenges during the first two quarters of FY21. For total wRVUs, across the practice we planned to generate 140 thousand wRVUs in July but we only generated 114 thousand. Causes for lower than budgeted wRVUs include: July is a big transition for first year residents - they are simply not as productive as second and third year residents; July is also a big transition for new providers each year; for most new providers, the initial ramp-up period may take 90 days (or longer depending upon the speciality); we are still dealing with the reduced volume from the COVID-19 Pandemic shutdown; Surgery did not fully resume full schedules until late Summer; significant decrease in Emergency Medicine volume; and, coder shortages in certain areas of our practice have led to coding backlogs. There were some positive signs in July that, if they continue, will result in higher wRVU generation in August and beyond: Outpatient visits were up and procedures were up. For a patient's willingness to refer a friend or family member to ECU-P for care, generally we continue to see improvement in our overall "Likely to Refer" score month over month. Our new annual goal is 90.7%. The monthly targets reflect our desire to see continual improvement across the year.
- Dr. Mark Stacy provided a brief Health Sciences Division update in which he focused on Brody's efforts toward developing better treatments, advancing vaccine research and minimizing COVID-19's impact in the region and state while contributing to the global body of knowledge about the novel coronavirus. NCGA Session Law 2020-4, provided BSOM with a \$15M appropriation to support three key initiatives – targeting prevention, testing and treatment of COVID-19. Public health is a critical focus for BSOM, as our region is so impacted by social determinants of health – from diet and exercise to occupational exposures to chemicals, this is an important area of research for us. ECU was a top recruiting site for the national study on convalescent plasma transfusions, the subject of an FDA emergency use authorization a couple of

Health Sciences Committee
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weeks ago. Plasma contains many potential disease-fighting components, and so the plasma study helped drug companies to focus on the most beneficial components of the plasma, and now we have drug studies going on now looking at whether specific antibodies can provide an increased benefit. HB 1105, the most recent COVID Relief Bill includes funds for a project in partnership with the Dartmouth Atlas team to understand the key impacts of the disease to date. In a first for the Dartmouth Atlas, the ECU team will bring its partnership with Vidant Health to analyze every case in the 29 county region to validate the Dartmouth Atlas population-level approach.

- Dr. Sylvia Brown, Dean of the College of Nursing, presented highlights from the college. WHO designated 2020 as “Year of the Nurse and Midwife” as the College of Nursing celebrates 60 years of educating nurses. With nearly 12,000 alumni, they have scheduled events such as virtual alumni reunions and a legacy launch to raise money for Beacon Scholars. They have a record fall enrollment of 1,374 nursing students. They have enrolled 21% of minority students and 10% of male students for this year which is above the national average. Dr. Brown outlined the goals for the college for FY2021. Employment of RNs are projected to grow by 12% from 2018-2028 which is much faster than average for all occupations. The future looks bright for the ECU College of Nursing.
- Ms. Lisa Lashley, Nurse Anesthetist student, discussed her experiences as a student of ECU’s College of Nursing. As an out of state student, she and her husband (a member of the armed forces) have found a new home in eastern NC because of the national reputation of ECU and the College of Nursing’s Anesthesia program. Ms. Lashley spoke of the safety measures put in place to protect students while providing the opportunity to progress in their studies during the pandemic and complimented the faculty and staff on the family atmosphere and caring environment that exists in the school.

ECU BOT Health Sciences Committee Action:

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

Request – The Board approve the following motion:

I move that:

- The Board approve the incentive payment request for Dr. Doyle Cummings, PharmD in the Brody School of Medicine as presented in board materials.

University Affairs Meeting – Board of Trustees - September 10, 2020

- **Metrics**
 - **Academic Affairs – Grant Hayes**
 - Most applications ever at ECU and third highest enrollment in ECU’s history. First time freshman was down just a half percent, but our freshman retention rate was at 84% (up 2% from last year). Opened applications for Fall 2021 on August 1st and are off to a strong start with 572 freshman applications already submitted.
 - **Research – Mike Van Scott**
 - We ended this last year at \$57 million which is a bit down, but we are still on track to achieve the System goal set for 2022.
 - **Student Affairs – Virginia Hardy**
 - We started the fall at 89% occupancy and since the move to virtual, we are at 14% occupancy.
 - We are seeing an increase in the number of students using counseling services and we are expecting that number to keep rising too. Students have a lot of anxiety and depression and this has been a great outlet.
- **Fall Enrollment Update**
 - Dr. Zhou shared census day data (Aug. 21, 2020) that is used for state and federal reporting. We had the 3rd highest fall enrollment in history with 28,798. Graduate student enrollment grew for 5,742. We have students from all 100 counties in NC with the highest being in Wake County followed by Pitt, Mecklenburg, Johnson and Guilford counties. We had 8,720 new students starting in the fall with 4,144 new freshman and 1,874 transfer students.
 - Freshman applications reached 20,313 with 17,859 being admitted (acceptance rate of 88%). Our yield rate was 23% (26% in state).
 - Transfer application were down by 106 applications and we accepted 91% of those students – from those numbers 66% enrolled.
 - Graduate applications were up by 76 apps and we enrolled 98 more students than the year before. We have a yield rate of 67.
 - ECU’s five-year graduation rates have been increasing every year in the last eight years.
 - First year retention rate for students entering in fall 2019 was 83.5% (highest number in ECU’s history).
- **COVID Transition and Continuity Update**
 - **Academic Affairs – Stephanie Whaley Presentation – Recruiting in COVID**
 - From an ACT / NRCCUA Poll – the number one worry for students in the financial situation for their family during these difficult COVID times.
 - ECU’s strategy for moving forward is “Flexibility” to make sure we are meeting the needs of students as they are picking out schools. Many students weren’t able to take ACT/SAT tests due to COVID. ECU is

waiving these scores for the 2021 HS graduates – we are going to be taking a “test-blind” approach for this cycle only for freshman and now will only require application, essay and official HS transcripts. For transfer students, we are going to a 2.0 minimum GPA, Application and Official College Transcript.

- For fall open house, students and families will be able to interact with faculty and student leaders about ECU and specific programs. We are still doing high school visits but are doing them virtually for the time being.
- Our marketing and communications are going to be more robust in the year ahead – we are trying to do more personalized messaging that matches their interests.
- Our digital footprint is where we will make the biggest impacts with Gen Z students that include SnapChat, Facebook, Instagram and Google Ads, but also organic social media posts on Instagram and Facebook.
- ECU Admissions has hired a new assistant director for Outreach and Diversity Recruitment.