

# AGENDA Athletics & Advancement Committee November 5, 2020

- I. Approval of Minutes September 10, 2020
- II. Advancement Update
  - A. Review of Advancement Operational Metrics
  - B. Data Systems Merger
  - C. Review of Building Names Ad Hoc Committee
- III. Review of Athletics Operational Metrics
  - A. Review of Athletics Operational Metrics
  - B. Athletics Update
- IV. Closed Session



Agenda Item:	I. Approval of Minutes - September 10, 2020
Responsible Person:	Fielding Miller Committee Chair
Action Requested:	Action
Notes:	

### Minutes Athletics & Advancement Committee September 10, 2020

The Athletics and Advancement Committee met on September 10, 2020.

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

A motion was made to approve the minutes from the July meeting. After a second and no discussion the minutes were approved.

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 which was better than expected because of the Grady White gift. Expenses were \$4.7M under budget due to the shut down of spring activities. There were little to no expenses for the spring besides payroll and facilities. The shut down of activities also had a negative impact on revenue which was short \$2.9M.

The current year annual fund target is \$6.2M with \$500,000 collected so far. The nonannual fund goal is \$1.5M, which is a net loss. 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 if there is an open weekend for both teams or if both teams do not progress to conference play the game could be played at the end of the season. The Norfolk State game has been rescheduled to 2025 and the SC game has not been determined. We will not hold any football contests prior to the UCF game.

At this time there will not be any fans in the stands at the first game, UCF, September 26<sup>th</sup>. This lack of attendance is a decision that was made by the governor's office. Mr. Gilbert is hopeful that we will be able to accommodate a percentage of fans by the Navy game, October 17<sup>th</sup>. 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. He reminded the board that all athletic employees did have a 5-day furlough and he anticipates another one due to lack of revenue.

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. He shared that there was a \$5M verbal pledge that occurred before the pandemic. The individual still has interest in making a gift; however, the timing is not right. Mr. Dyba reported that east campus is ahead of their goal two months into the fiscal year. The teams are adapting to virtual engagement and colleges are embracing it too with virtual town hall meetings. There is concern for the long-term pipeline of donors. Cold calling and 1st time donors aren't as reachable as established supporters of the university.

Mr. Dyba shared with the board about the recent data security incident in Advancement. Blackbaud who is a third-party vendor for some of Advancement's data experienced a ransom attack. All alumni were notified by email or letter and 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. He asked the members of the committee for their input since according to BOT policy 6.4 the Chancellor has the authority to appoint an ad hoc Naming Committee to consider the proposal to rename a building. 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. Chair Davenport said we must take time to investigate all the inventory on campus so that this process can be done and not need revisiting. He also emphasized that the process should be done holistically and comprehensively to define what is suitable. A motion was made to form an ad hoc Naming Committee to examine all the buildings and bring all the facts to the board. Mr. Smith reiterated the importance of the work ahead and reminded the group that history is both positive and negative. The motion received a second and passed. Mr. Dyba was given the charge to assemble a committee and communicate back to the BOT.

### **Closed Session**

The committee moved into closed session to discuss one naming opportunity.

A motion was made and passed unanimously to approve the naming opportunity for recommendation to the full board tomorrow.

An update was provided on the two namings submitted in July of 2020. This remains confidential; however, the families have been made aware and the hope is to have a proper recognition ceremony later.

The committee returned to Open Session and concluded.

With no further business the meeting concluded.

###

Respectfully submitted,

Maha Z. Banning University Advancement



Agenda Item:	II. A. Review of Advancement Metrics
Responsible Person:	Chris Dyba Vice Chancellor University Advancement
Action Requested:	Information
Notes:	



CEO Tracking Sheet Fiscal Year - 2021 Athletics & Advancement Committee

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
**			. 8	Plan	257,528	474.541	56,225	19,132	65.688	789.528	243.895	589,673	1.097.046	2.049.360	476.680	80.704	6.200.000
	Fundraising for Athletics (Pirate	\$ 6,088,474	\$ 6,200,000	Actual	94,672	125,767	27,681	40,167	05,000	703,320	245,055	303,073	1,037,040	2,043,500	470,000	00,704	288,287
	Club), includes pledges to the	5 0,000,474	5 0,200,000	+/-	(162.856)	(348,774)	(28,544)	21,035									200,207
	Athletic Annual Fund			YTD +/-	(162,856)	(511.630)	(E40 174)	(519,139)	+					-	+	-	
	ı			11D+/-	(102,850)	(511,630)	(540,174)	(519,139)							1		
	1	1		Plan	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	1,500,000
	Fundraising for Athletics (non-	\$ 6,382,013	\$ 1,500,000	Actual	(34,749)	55,586	(24,218)	36.886	123,000	123,000	123,000	123,000	123,000	123,000	123,000	123,000	33,505
Fundraising - Athletics (excluding Annual Fund)	Annual Fund), includes cash,	3 0,362,013	3 1,300,000	+/-	(34,749)	(60,414)	(24,210)	(88 114)	+					-	+	-	33,303
	pledges, planned gifts, gifts in kind			YTD+/-	(159,749)	(229,163)	(378.381)	(466,495)							-		
	1			110 1/-	(133,743)	(223,103)	(370,301)	(400,433)				l.		L.		l l	
				Plan													
Same Tallet Sales 2020 Same III	N			Actual													-
Season Ticket Sales - 2020 Football	Number of Season Tickets Sold			+/-													
				YTD +/-													
				Plan													-
Season Ticket Sales - 2020-2021 Men's Basketball	Number of Season Tickets Sold	1,692	1,800	Actual													-
				+/-													
				YTD +/-													
	1	1										1					
		4 20 500 000	4 42 440 502	Plan	2,124,086	5,947,442	4,248,173	3,823,356	3,398,538	2,973,721	6,797,077	2,973,721	2,548,904	2,973,721	2,548,904	2,124,086	42,481,729
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 38,690,990	\$ 43,440,503	Actual	1,691,233	5,083,372	3,169,626	1,905,228									11,849,459
				+/-	(432,853)	(864,070)	(1,078,547)	(1,918,128)									
				YTD +/-	(432,853)	(1,296,923)	(2,375,470)	(4,293,598)									
	T	1		Plan	313,341	7,833,536	2,506,731	940,024	313,341	5,640,146	2,193,390	626,683	313,341	626,683	626,683	9,400,243	31,334,14
		4 22 422 044	\$ 36,039,243	Actual	241,092	6,439,375	862,853	142,689	313,341	5,040,140	2,193,390	020,083	313,341	020,083	020,083	9,400,243	7.686.009
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 33,133,914	\$ 30,039,243			(1.394.161)	(1.643.878)	(797,335)									7,080,005
				+/- YTD+/-	(72,250)	(=)== :)===)	(1,643,878)	(797,335)									
				YID+/-	(72,250)	(1,466,410)	(3,110,289)	(3,907,624)								l l	
		1		Plan													
	Revenue from Single Game Ticket			Actual													
Single Game Ticket Sales - 2020 Football	Sales			+/-													
	J			YTD +/-													
	1			110 1/-													
				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
	Fundraising for East Campus,	\$ 23,115,360	\$ 20,000,000	Actual	531,403	2,425,573	517,613	9,746,143	, , , , , ,	, , , , , , , , , , , , , , , , , , , ,	, , , , , , , , ,	, , , , , ,	,,,,,,	,,,,,,	, , , , , ,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	13,220,732
Fundraising - East (Advancement)	includes cash, pledges, planned gifts		,,	+/-	(468,597)	758,906	(1.149.054)	7,746,143									
	,,,,,,			YTD +/-	(468,597)	290,309	(858,744)	6,887,399									
	1			,	(122,231)	222,303	(	2,22.,233						-			
	Consistence of a Want Constant (Unable			Plan	650,000	900,000	800,000	900,000	1,200,000	2,000,000	900,000	700,000	750,000	1,200,000	1,000,000	1,000,000	12,000,000
Frankrisian Mark (Advances 11)	Fundraising for West Campus (Health	\$ 7,571,534	\$ 12,000,000	Actual	1,081,369	1,704,606	267,860	286,910		•		1	1				3,340,745
Fundraising - West (Advancement)	Sciences), includes cash, pledges,	. , , , , , , , , , , , , , , , , , , ,	, 12,000,000	+/-	431,369	804,606	(532,140)	(613.090)									
	planned gifts			YTD +/-	431,369	1.235.975	703.835	90,745									
				,	.51,505	-,100,070	. 05,055	30,143									



Agenda Item:	II. B. Data Systems Merger
Responsible Person:	Chris Dyba Vice Chancellor University Advancement
Action Requested:	Information
Notes:	

## **Data Merge Advancement & Athletics**





# ONEECU





Agenda Item:	II. C. Review of Building Names Ad Hoc Committee
Responsible Person:	Chris Dyba Vice Chancellor University Advancement
Action Requested:	Information
Notes:	

## **Ad Hoc Committee Update**

## Gerald Prokopowicz - chairperson

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.





Agenda Item:	III. A. Review of Athletics Operational Metrics
Responsible Person:	Jon Gilbert Director of Athletics
Action Requested:	Information
Notes:	



CEO Tracking Sheet Fiscal Year - 2021 Athletics & Advancement Committee

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
**			. 8	Plan	257,528	474.541	56,225	19,132	65.688	789.528	243.895	589,673	1.097.046	2.049.360	476.680	80.704	6.200.000
	Fundraising for Athletics (Pirate	\$ 6,088,474	\$ 6,200,000	Actual	94,672	125,767	27,681	40,167	05,000	703,320	245,055	303,073	1,037,040	2,043,500	470,000	00,704	288,287
	Club), includes pledges to the	5 0,000,474	5 0,200,000	+/-	(162.856)	(348,774)	(28,544)	21,035									200,207
	Athletic Annual Fund			YTD +/-	(162,856)	(511.630)	(E40 174)	(519,139)	+					+	+	-	
	ı			11D+/-	(102,850)	(511,630)	(540,174)	(519,139)							1		
	1	1		Plan	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	1,500,000
	Fundraising for Athletics (non-	\$ 6,382,013	\$ 1,500,000	Actual	(34,749)	55,586	(24,218)	36.886	123,000	123,000	123,000	123,000	123,000	123,000	123,000	123,000	33,505
Fundraising - Athletics (excluding Annual Fund)	Annual Fund), includes cash,	3 0,362,013	3 1,300,000	+/-	(34,749)	(60,414)	(24,210)	(88 114)	+					+	+	-	33,303
	pledges, planned gifts, gifts in kind			YTD+/-	(159,749)	(229,163)	(378.381)	(466,495)							-		
	1			110 1/-	(133,743)	(223,103)	(370,301)	(400,433)				l.		L.		l l	
				Plan													
Same Tallet Sales 2020 Same III	N			Actual													-
Season Ticket Sales - 2020 Football	Number of Season Tickets Sold			+/-													
				YTD +/-													
				Plan													-
Season Ticket Sales - 2020-2021 Men's Basketball	Number of Season Tickets Sold	1,692	1,800	Actual													
				+/-													
				YTD +/-													
	1	1										1					
		4 20 500 000	4 42 440 502	Plan	2,124,086	5,947,442	4,248,173	3,823,356	3,398,538	2,973,721	6,797,077	2,973,721	2,548,904	2,973,721	2,548,904	2,124,086	42,481,729
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 38,690,990	\$ 43,440,503	Actual	1,691,233	5,083,372	3,169,626	1,905,228									11,849,459
				+/-	(432,853)	(864,070)	(1,078,547)	(1,918,128)									
				YTD +/-	(432,853)	(1,296,923)	(2,375,470)	(4,293,598)									
	T	1		Plan	313,341	7,833,536	2,506,731	940,024	313,341	5,640,146	2,193,390	626,683	313,341	626,683	626,683	9,400,243	31,334,14
		4 22 422 044	\$ 36,039,243	Actual	241,092	6,439,375	862,853	142,689	313,341	5,040,140	2,193,390	020,083	313,341	020,083	020,083	9,400,243	7.686.009
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 33,133,914	\$ 30,039,243			(1.394.161)	(1.643.878)	(797,335)									7,080,005
				+/- YTD+/-	(72,250)	(=)== :)===)	(1,643,878)	(797,335)									
				YID+/-	(72,250)	(1,466,410)	(3,110,289)	(3,907,624)								l l	
		1		Plan													
	Revenue from Single Game Ticket			Actual													
Single Game Ticket Sales - 2020 Football	Sales			+/-													
	J			YTD +/-													
	1			110 1/-													
				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
	Fundraising for East Campus,	\$ 23,115,360	\$ 20,000,000	Actual	531,403	2,425,573	517,613	9,746,143	, , , , , ,	, , , , , , , , , , , , , , , , , , , ,	, , , , , , ,	, , , , , ,	,,,,,,	,,,,,,	, , , , , ,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	13,220,732
Fundraising - East (Advancement)	includes cash, pledges, planned gifts		,,	+/-	(468,597)	758,906	(1.149.054)	7,746,143									
	,,,,,,			YTD +/-	(468,597)	290,309	(858,744)	6,887,399									
	1			,	(122,231)	222,303	(	2,22.,233						-			
	Consistence of a Want Constant (Unable			Plan	650,000	900,000	800,000	900,000	1,200,000	2,000,000	900,000	700,000	750,000	1,200,000	1,000,000	1,000,000	12,000,000
Frankrisian Mark (Advances 11)	Fundraising for West Campus (Health	\$ 7,571,534	\$ 12,000,000	Actual	1,081,369	1,704,606	267,860	286,910		•		1	1				3,340,745
Fundraising - West (Advancement)	Sciences), includes cash, pledges,	. , , , , , , , , , , , , , , , , , , ,	, 12,000,000	+/-	431,369	804,606	(532,140)	(613.090)									
	planned gifts			YTD +/-	431,369	1.235.975	703.835	90,745									
				,	.51,505	-,100,070	. 05,055	30,143									



Agenda Item:	III. B. Athletics Update
Responsible Person:	Jon Gilbert Director of Athletics
Action Requested:	Information
Notes:	



Agenda Item:	IV. Closed Session
Responsible Person:	Fielding Miller Committee Chair
Action Requested:	
Notes:	