

**AGENDA**  
**Athletics & Advancement Committee**  
**April 22, 2021**

- I. Approval of Minutes – February 11, 2021
- II. Board of Visitors
  - A. New Member Recommendations & Officer Recommendations
- III. Review of Athletics Operational Metrics
  - A. Review of Athletics Operational Metrics
  - B. Athletics Update
- IV. Advancement Update
  - A. Review of Advancement Operational Metrics
  - B. Naming Standards Update



## Athletics & Advancement Committee

April 22, 2021

Agenda Item:

I. Approval of Minutes  
February 11, 2021

Responsible Person:

Fielding Miller  
Committee Chair

Action Requested:

Action

Notes:

**Highlights - Athletics & Advancement Committee  
February 11, 2021**

Athletics

Annual Fund renewals went out recently. The Annual Fund is currently in the green primarily due to the We Believe campaign which brought in \$976,000.

With the upcoming 86 events over the next couple of months expenses will start trending upward.

Football season ticket applications will be mailed March 1. Season ticket prices will remain the same as last year.

The Academic Progress Rate (APR) is at 984 which is the highest ECU has been in six years.

The reinstatement process of swimming and tennis is going extremely smooth so far.

Intercollegiate things that are currently trending:

- Name, image, and likeness - rights which allows athletes to profit is still a hot topic.
- One-time transfer exemption which allows students to transfer without sitting out a year. This has a potential to cause universities to “re-recruit” their current plays.
- Supreme court to hear NCAA v. Alston case regarding amateurism.

Morale in the athletic department is reported as good because of good communication and support from the chancellor. The staff have a good understanding of where things are.

Advancement

East campus fundraising is in the green and the goal for this is year, \$20M has already been met. A recent gift of \$1.9M from the Golden Leaf Foundation was a collaboration of efforts across academic units and campus leaders. Next month, March 17<sup>th</sup> is Pirate Nation Gives (PNG) Day.

To date, west campus has raised over \$6M. Last year’s total gifts were \$7.5M.

Dr. Mitchelson recommended the following five current buildings for re-naming with the Proposed New Name:

<b>Current Name</b>	<b>Proposed New Name</b>
Jarvis Hall	Pamlico Hall
Joyner (West) Library	Main Campus Library
Joyner East	School of Communication
Cotton Hall	Albemarle Hall
Fleming Hall	Currituck Hall

The BOT policy on the criteria for naming, the university’s commitment and responsibility to diversity and inclusion from the Strategic Plan and the ECU Creed were all addressed as well as the University’s pledge to act against racism and injustice. Examples of re-namings that have taken place at other institutions were shared. The committee encouraged a comprehensive look at all namings and asked the Chancellor to return at the next meeting with standards that are objective and consistent and can be used for pending and future re-namings.

There are three naming opportunities for full board approval.



## Athletics & Advancement Committee

April 22, 2021

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Fielding Miller  
Committee Chair

Action Requested:

Action

Notes:



## MEMORANDUM

TO: ECU Board of Trustees

FROM: Linda Hofler  
Chair, Board of Visitors

DATE: April 16, 2021

RE: Board of Visitors New Member Appointments & Officer Recommendations

On behalf of the ECU Board of Visitors Executive Committee and Nominating Committee, it is my pleasure to recommend the following nominees for reappointments and appointments. Nominations were solicited from members of the Board of Trustees, Board of Visitors and the Chancellor's Executive Council.

### Recommended for reappointment to the Class of 2025:

Jennifer Congleton	Joshua Mauney
Johna Faulconer	Lee Mulkey
Duane Holder	Worth Paschal
Dutch Holland	Robin Peace

### Recommended to appointment to the Class of 2025:

Daphne Brewington	AJ Malicdem	Vanessa Workman
Rachelle Chapman	Brad Osborne	
Nyki Hardy	Mark Pabst	
Wes Johnson	Keva Walton	

### Recommended appointment to the Class of 2022:

Lewis Gale (to fill vacant seat of Philip Rogers)

Finally, in accordance with the Board of Visitors bylaws, the Board of Visitors voted on April 16, 2021 to recommend the following slate of officers for the 2021-22 year:

Chair: Wanda Montano  
Vice Chair: Alisa Chapman  
Secretary: Preston Mitchell

Thank you for considering these recommendations, and for your continued support of the ECU Board of Visitors.

# Nomination Form

<b>First Name of Nominee</b>	Daphne
<b>Last Name of Nominee</b>	Brewington
<b>Preferred Address</b>	4604 Southlea Drive Winterville, NC 28590
<b>Preferred Phone</b>	252-847-5243
<b>Preferred Email</b>	dbrewing@vidanthealth.com
<b>Business/Company Name</b>	Vidant Medical Center
<b>Business Address</b>	2100 Stantonsburg Road , Greenville NC 27834
<b>Profession/Title</b>	Senior Vice President- Nurse Executive
<b>Areas of interest in higher education</b>	student-recruitment, advocacy
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	BSN- Nursing 1990, MSN- Nursing - 1998, PhD- Nursing - 2013
<b>Name of Nominator</b>	Linda Hofler
<b>Nominator Email Address</b>	hoflerli20@ecu.edu
<b>Nominator Phone Number</b>	252-341-0924
<b>Attachments</b>	bio-resume, letter-of-rec
<b>Upload Bio OR Resume</b>	<a href="http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/D-Brewingtons-CV-2020-Senior-Vice-President-Nurse-Executive-CNE.docx">http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/D-Brewingtons-CV-2020-Senior-Vice-President-Nurse-Executive-CNE.docx</a>

**Upload Letter**

<http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/nja-forms/17/Letter-of-Recommendation-DCB-2-2021.docx>

Letter of Recommendation

ECU Board of Visitors

Dr. Daphne Brewington

Submitted by Dr. Linda Hofler

It is my pleasure to recommend Dr. Daphne Brewington for consideration for the ECU Board of Visitors Class of 2021. Dr. Brewington is an eastern NC native and three time graduate of ECU College of Nursing. She currently serves in the most senior leadership position in Nursing for Vidant Medical Center, the 21<sup>st</sup> largest hospital in the United States. Prior to that role, she led the Clinical Education and Professional Development activities for the Vidant Health system. Dr. Brewington is an expert in nursing practice, and has a wide sweeping network of colleagues across the United State. She serves as a Magnet appraiser for ANCC, the national credentialing agency for the Magnet Program. This program designates centers of Magnet Excellence across the US and internationally. Her professional experience along with her long standing community engagement in eastern NC, make her a perfect candidate for consideration as a member of the Board of Visitors.

Dr. Brewington is a well-respected leader, a first generation college student and a mentor to students and professional colleagues who desire professional growth and achievement. She is a member of the ECU College of Nursing Hall of Fame, inducted for her contributions in advancing the profession of nursing in Eastern NC, our state and nation

She is an exceptional example of the role that ECU plays in developing leaders and spreading the reach of their knowledge across our country. There is no doubt that she could be an inspiration to our Access Scholars, an advocate for our University and a professional who can contribute greatly to the advocacy work of the Board of Visitors.

I am certain that her membership on the Board of Visitors will add depth of knowledge and skill the already strong membership.

Thank you for your consideration of this nomination.



# Daphne C. Brewington, PhD, RN

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Registered nurse with over 30 years of experience in an academic medical center. Nurse Leader capable of setting the strategic vision for nursing practice, the facilitation of learning and continuous development among professionals. Proven leadership, operational, professional development and nursing practice competencies and capacities useful to transform the organization's nursing practice, education, learning and development strategy.

## Education

PhD in Nursing (December 2013). East Carolina University College of Nursing Greenville North Carolina

Masters of Science in Nursing, Clinical Nurse Specialist (December 1998). East Carolina University Greenville, North Carolina

Bachelor of Science in Nursing (December 1990). East Carolina University Greenville, North Carolina

Associate Degree in Nursing (1985). Beaufort County Community College Washington, North Carolina

Licensed as a Registered Nurse in the State of North Carolina.

## Professional Experience

### **Senior Vice President – Nurse Executive, Chief Nurse Executive (November 16, 2020 – Present)**

Provide executive leadership of professional nursing practice for a 974 bed Magnet® designated Academic Medical Center (Vidant Medical Center), that employs over 3,0000 registered nurses. Vidant Medical Center (VMC) is the 21<sup>st</sup> largest hospital in the United States that serves a 29 county geographic area. VMC is a Level I Trauma Center and Comprehensive Stroke center with the following centers of excellence: Neurosciences, Cancer, Cardiac, Transplant, Maynard Children's Hospital, Women's Services and Regional Rehab Center.

Provide operational executive leadership for Adult Medical Services, Nursing Support Services, Behavioral Health Services, Nursing Professional Development and Nursing Professional Practice. Design and develop strategy to achieve and align organizational and nursing goals. Lead nursing in every area that nursing is practiced, through direct and indirect reporting structures. Positioned as a strategic partner in the planning and executive decision making for Vidant Medical Center and Vidant Health. Co-lead the VH Clinical Excellence Committee (CEC) in partnership with the VH Chief Medical Officer (CMO).

### ***Vice President Education and Professional Development (February 2019-Present)***

Design and develop strategy to transform the Nurse Residency Program and orientation processes to enhance the experiences of nurses as they transition into practice. Design and develop strategy to transform structures, processes and experiences for nursing and allied health students. Re-established the Nurse Extern Program. Co-led the VH Role Development and Transitions subcommittee of the VH NEC. Designed and developed the VH Nursing Summit in partnership with representatives of the VH Education VCG. Partnered with VH executive leaders to design education strategy for the work-place well-being initiative. Co-led the VH Clinical Ladder Transformation. Oversight for contracts related to student clinical rotations, partnerships and agreements. Design and develop strategy for life support

training transformation for the implementation of Resuscitation Quality Improvement (RQI). Design and develop processes to quantify education and professional development return on investment. Graduated the first and second cohorts of VH Aspiring Nurse Leaders in May 2019 and May 2020. Nurse Residency Program Accredited as a Transition to Practice Program by the American Nurses Credentialing Centers Commission on Accreditation in June 2020. Assumed executive leadership responsibility for Adult Medical Services and Nursing Support Services June 8, 2020.

***Administrator Nursing Professional Practice, Development, Clinical Education and Magnet Program Director (August 1, 2017-February 2019)***

Cultivate and sustain a Magnet® culture within a large tertiary care and academic medical center, to embody the Magnet Model Components of Transformational Leadership, Structural Empowerment, Exemplary Professional Practice, New Knowledge, Innovation and Improvement. Demonstrated leadership as the Magnet Program Director for an academic medical center with > than 900 beds. Led the organization through two successful Magnet initial and re-designation document submissions and the accompanying four day site visits. Vidant Medical Center's initial designation (2013) and re-designation (2018).

Lead the Center for Learning and Performance at Vidant Medical Center. Support the vision to enhance the experiences for thousands of nursing and allied health students annually. Approximately 200 nurses begin their initial transition to practice through the nurse residency program annually. 75% of nurses outperform the Performance Based Development System Assessment as a result of the initial orientation experience. Examine and evaluate the impact of Professional Development activities. Assess and evaluate Simulation and Community Training Center (life support training) activities. Administer for the Simulation and Community Training Center Budgets to promote financial stewardship and improve outcomes. Over the course of a year, led the CLP team through change management and the adoption of processes for a newly transformed Education Model, executed October 1, 2018. Foster inter-professional relationships with the College of Nursing, Community Colleges, ECU School of Medicine, Allied Health Professionals, Eastern Area AHEC, the North Carolina Board of Nursing & the Magnet Recognition Program.

Led the VH Leadership Advisory Council in partnership with Organizational Development to develop and implement the VH Aspiring Nurse Leader Program. A successful inaugural program launched in May 2018.

***Director of Professional Practice and the Magnet Program Director & Interim reassignment to the role of Director of Nursing (Nurse Executive) at Vidant Pungo a critical access hospital***

Assumed responsibilities of an expanded role to support a critical access hospital within the Vidant Health System from April 7, 2014 – July 1, 2014, a 90-day transition period as the organization's nurse executive while maintaining current role duties

*October 2007 – August 2017*

Oversee processes for cultivating and sustaining a professional practice environment through shared decision making structures. Facilitate shared governance through education, mentoring planning, development, coordination, evaluation and outcomes measures.

- Develop strategies to promote a strong professional practice environment and the image of nursing internally and externally
- Manage fiscal and human resources for Clinical Nurse Specialists and the Magnet Journey budgets
- Leadership oversight for a team of (4) Clinical Nurse Specialists. Serve as the practice consultant to organizational CNSs in Women's, Children's and Oncology
- Organizational liaison to the College of Nursing and affiliated Schools of Nursing
- Nursing Practice consultant to nurse leaders across the Vidant Health system

- Led the writing team for a successful document submission. Orchestrated the Vidant Medical Center four-day site visit that led to Vidant Medical Center's initial Magnet® designation on July 15, 2013
- Preceptor for graduate level nursing students and Doctorate in Nursing Practice student
- Practice Partner for Academic Progression through Regionally Increasing Baccalaureate Nurses (RIBN) Project

### **Education Coordinator, Nursing Hospital Education Department**

*Sept 2006 – August 2007 Pitt County Memorial Hospital, Greenville, NC*

Designed, implemented and evaluated orientation and professional development activities to meet the needs of nurses and other healthcare professionals. Provide fiscal and managerial responsibility for nursing and patient education functions within the education department and community- training center. Collaborate with affiliated schools of nursing, allied health and high schools in providing clinical rotation and shadowing experiences. Assure the maintenance and renewal of Approved Provider Status for Continuing Nursing Education (CNE) by the North Carolina Nurses Association, an accredited approver by the American Credentialing Center's Commission on Accreditation.

### **Education Specialist (Nursing) Hospital Education Department**

*October 2001 – September 2006 Pitt County Memorial Hospital, Greenville, NC*

Assess organizational educational needs and priorities in collaboration with organizational leaders. Serve as one of two nurse planners. Plan, implement and evaluate Continuing Nursing Education (CNE) activities, utilizing best practices, needs assessments, evidence based practice, and nursing research to plan and revise educational activities. Develop and evaluate self-study modules. Coordinate teleconferencing efforts for nursing educational activities. Co-authored a successful renewal application for approval as a provider of CNE through the North Carolina Nurses Association. The North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

### **Educational Nurse Specialist**

*1996 – 2001 Pitt County Memorial Hospital, Greenville, NC*

Assess the educational needs of staff on the Surgical Intensive Care and Surgical Intermediate Units, approximately 150 employees. Responsible for initial and ongoing education. Planned, facilitated and taught educational activities based on needs assessment, literature reviews, research, and best practice initiatives. Mentor to staff nurses, unit educators, clinical coaches, unlicensed assistive personnel, and students. Educational consultant to staff, other departments and hospitals. Implemented a service line specific mobile educational cart concept.

### **Staff Nurse III**

*1994 – 1996 Pitt County Memorial Hospital, Greenville, NC*

Provided care to patients with life threatening complex problems in the Trauma, Surgical and Neurosurgical ICU, utilized advanced therapies such as Jet Ventilators, hemodynamic monitoring and intracranial pressure monitoring. Served in the role of team leader, clinical preceptor and float charge nurse for three critical care specialty areas.

### **Nurse Manager**

*1992 – 1994 Pitt County Memorial Hospital, Greenville, NC*

24-hour accountability for a 24-bed Neurosurgical/Trauma/ENT unit. Managed budget, staffing resources and staffing productivity. Facilitated unit based CQI process, developed monitors and participated in data collection. Planned monthly educational sessions and ongoing competency validation in collaboration with the Educational Nurse Specialist. Evaluated the impact of staff competence on patient outcomes.

### **Staff Nurse**

1985 – 1992 *Pitt County Memorial Hospital, Greenville, NC*

Provided care to patients requiring complex neurosurgical, surgical and trauma nursing care, utilizing advanced technology and therapies. Served in the role of charge nurse, team leader and assistant nurse manager.

### **Honors and Awards**

- Inducted in the East Carolina University College of Nursing Hall of Fame (March 2018)
- Magnet Appraiser, endorsed by the Magnet Recognition Program (2015-present).
- Hospital Hero (2014) - American Healthcare Coalition
- North Carolina Great 100 Nurse Recipient (2000)
- Member of the Institute of Leadership Excellence Planning Committee (2008-2011).
- Excellence in Leadership Award at Vidant Medical Center (2010)
- Completed the Greenville North Carolina Chamber of Commerce Leadership Institute Program October 2010 – June 2011.

### **Research and Publications**

Abstract "*Practice Shared Governance Council as a Vehicle for Nursing Research*" accepted for Podium Presentation for the 2016 National Magnet Conference in Orlando Florida October 7, 2016.

Shakira Henderson, PhD, DNP, MS, MPH, RNC-NIC, IBCLC and Daphne Brewington, PhD, MSN, BSN, RN

Abstract "*Achieve Academic Progression through Synergistic Academic & Practice Partnerships: Advancing Education and Practice Excellence*" accepted for podium presentation for the 2016 National Magnet Conference in Orlando Florida October 6, 2016. Daphne Brewington, PhD, MSN, BSN, RN and Nettie Evans, MSN, RN, NEA-BC

Doctoral Dissertation: "New Nurse Transitions: A qualitative study of perceived difficulties". (December 2013).

Poster presentation at Southern Nurses Research Society in Austin Texas "The Minority Nurse Leader" February 2010.

Podium Presentation at the 4<sup>th</sup> International Conference on Patient and Family Centered Care: Partnerships for Enhancing Quality and Safety August 17 – 19, 2009.

Simulation: An evaluative approach to teaching and learning. In collaboration with Dr. Laura Gantt, received a collaborative research grant for this research study in February 2007. Poster Presentation at the Southern Nurses Research Society Conference in Alabama (February 2008)

Poster presentation: "Simulation an innovative approach to teaching and learning". Collaborative Research Day (February 2008).

Qualitative Research Study "Understanding the Experiences of New Nurses: Through the Lens of Support" (December 2007). Unpublished study for qualitative research course within doctoral studies.

Co Author of: "*From Paper to Presence: Evaluating Competency in a Challenging Health Care Environment*". Perspectives on Patient Care (2004) Volume 18 pgs. 83 - 86. Publication of Pitt County Memorial Hospital and University Health Systems of Eastern Carolina.

"Raise the Roof on Excellence in Nursing Practice: A Framework for Nursing Professional Development." Perspectives on Patient Care (2003) Volume 17 pgs. 5-7. Publication of Pitt County Memorial Hospital and University Health Systems of Eastern Carolina.

## **Accomplishments**

Completed doctoral studies December 2013. Degree conferred on December 13, 2013

Recipient of the PCMH/ECU Collaborative Research Award March 2007

Member of the Great 100 Nurses, Inc. Board of Directors October 2005 -January 2009.

Editorial Board Member for Perspectives on Patient Care Journal (2004 - 2011).

Writing Advisor for "Perspectives on Patient Care "Journal (2004-2011).

Training Center Faculty for ACLS Instructors (2005 – 2010)

Basic Cardiac Life Support (BLS) Instructor (1994 – 2013)

Program Planning Committee Member for Women's Bible Studies at Faith and Victory Church (2002 – 2015).

Member of Alpha Kappa Alpha Sorority, Inc. Iota Kappa Omega Chapter of Alpha Kappa Alpha (2005-present)

## **Professional**

Member of the American Nurses Association 2014 - Present

Member of the North Carolina Nurses Association 2014 – Present

Member of the North Carolina Magnet Program Director Consortium 2013 -Present

Inducted into Beta Nu Chapter of Sigma Theta Tau International Honor Society 1999. Member Beta Nu Chapter of Sigma Theta Tau (1999 – present)

Attended and presented (podium presentation) at the American Nurses Association Conference March 2018.

Attended the National Magnet Conference and Leadership Symposium in Denver Colorado, 2018. Vidant Medical Center's 2<sup>nd</sup> Re-designation celebrated.

Attended the National Magnet Conference and Leadership Symposium in Orlando Florida October 2016.

Attended and presented (podium) at the National Magnet Conference in Houston Texas October 2017.

Attended and presented (podium) at the Vidant Health Nursing Summit May 2016: Swanson's Theory of Caring useful to develop a system-wide Nursing Professional Practice Model

Attended and served as a panelist at the North Carolina RIBN Conference March 2015, Greensboro North Carolina

Attended the "Leading in Dynamic Shared Governance" Conference featuring Tim Porter O'Grady September 14 &15, 2015.

Attended the National Magnet Conference and Leadership Symposium in Atlanta Georgia October 2015.

Attended the National Magnet Conference and Leadership Symposium in Dallas Texas, October 2014.

Attended and served as a panelist at the North Carolina Regionally Increasing Baccalaureate Nurses (RIBN) Conference (Academic Progression in Nursing), September 2014, Charlotte, North Carolina

Attended the National Magnet Conference in Orlando Florida October 2013. Celebrated Vidant Medical Center's Initial Magnet Designation

# Nomination Form

<b>First Name of Nominee</b>	Rachelle
<b>Last Name of Nominee</b>	Chapman
<b>Preferred Address</b>	1002 Mango Place
<b>Preferred Phone</b>	7578316470
<b>Preferred Email</b>	ref1002@yahoo.com
<b>Business/Company Name</b>	Self
<b>Business Address</b>	1002 Mango Place
<b>Profession/Title</b>	Public Relations Consultant
<b>Areas of interest in higher education</b>	student-recruitment, communications, advocacy
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	2008/BS/Management of Recreational Facilities and Services
<b>Name of Nominator</b>	Michael Aho
<b>Nominator Email Address</b>	michaelcaho@gmail.com
<b>Nominator Phone Number</b>	7039807560
<b>Attachments</b>	bio-resume, letter-of-rec
<b>Upload Bio OR Resume</b>	<a href="http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Rachelle-Chapman-resume.docx">http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Rachelle-Chapman-resume.docx</a>

**Upload Letter**

<http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/nja-forms/17/Recommendation-BOV.docx>



**Michael C. Aho '02**  
1350 Beverly Rd, Apt 611 McLean, VA 22101  
[michaelcaho@gmail.com](mailto:michaelcaho@gmail.com)

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February 18, 2021

Dear Board of Visitors Nominating Committee:

It is a pleasure to nominate **Rachelle Chapman '08** of Knightdale for service on our Board of Visitors.

Rachelle has served on the ECU Alumni Association Board of Directors since I appointed her in spring 2020. She brings experience as a public relations consultant, formed in large part through becoming paralyzed from the chest down and forever becoming a quadriplegic. That was in 2010 when the world was ahead of her but instead of letting that stop her influence, she has turned that event into a motivating one for others.

Just 13 weeks after her life-changing injury, Rachelle began playing adapted sports. Within a year of that, she had appeared on The Today Show, Headline News, MSNBC, Inside Edition, and other news shows. She's been featured in Cosmopolitan Magazine, In Touch magazine, and was a guest on Vh1. She's married to her Pirate husband and brings a fresh perspective informed by her unexpected life experiences.

I think Rachelle will help revitalize our advocacy and communications efforts and bring a perspective we have not had in the Board of Visitors. She will serve well as an adviser to the Chancellor and Board of Trustees, if she is consulted on the issues facing ECU. I think Rachelle can be a future leader for our institution and advocating for it, and being selected to serve on our Board will help launch her further on that path. I would be glad to call her a fellow Visitor and think we need her voice in our ranks.

Thanks for your consideration!

Pirates together, Pirates forever,



Michael C. Aho '02  
Member, Board of Visitors  
Director and Former Chair, Alumni Association Board of Directors

## **Rachelle Friedman**

1002 Mingo Pl.  
Knightdale, NC 27545  
757-831-6470  
[ref1002@yahoo.com](mailto:ref1002@yahoo.com)  
[www.diaryofawheelgirl.com](http://www.diaryofawheelgirl.com)

### OBJECTIVE

To obtain a position within a well established company where I may utilize my skills in public relations, communication and social media outlet management to advance the success of the company

### EDUCATION

- East Carolina University, Greenville, NC / graduation: August 2008
- Degree: B.S Management of Recreational Facilities and Services
- Concentration: Tourism

### EMPLOYMENT

Public Relations consultant-Nov/2010-present

- Create social media ads through Instagram in collaboration with large companies
- Year-long partnerships as ambassador for Clorox, Barefoot Wine and Piedmont Rising
- Successful blogs in Huffington Post, [XoJane.com](http://XoJane.com), Woman's Health Magazine and other outlets
- Public speaking at schools, conferences, and churches around the country
- Have appeared on The Today Show, HLN, MSNBC Inside Edition, and Vh1
- Managing and analyzing personal website [www.diaryofawheelgirl.com](http://www.diaryofawheelgirl.com) via Wordpress
- Author of NY Times Best Sellers List "The Promise", my memoir published in May 2014

Program Coordinator-Resources for Seniors-Raleigh, NC Sept/10-May/10

- Updated social media outlets, and assisted in the creation of the monthly newsletter distributed throughout the surrounding area.
- Planned day to day activities for the center
- Supervised employees and volunteers
- Recruit new members through marketing and give tours
- Implemented monthly staff meetings, and prepared monthly reports

Program Coordinator/lifeguard -Raleigh Parks and Rec -Raleigh, NC-Nov/08-May/2010

- Schedule youth sports practices, games and after school activities for youth 5-12yrs old
- Operate the front desk at the center and register guests
- Prepare and distribute newsletters

### EXPERIENCE AND VOLUNTEER WORK

#### **Communications and Marketing Assistant**

Internship with Greenville Convention and Visitors Bureau-May/08-Aug/08

Full time, internship where I gained experience in the operation of a visitor center in a growing town. I developed a sports marketing guide which was printed and utilized by the bureau. It was sent out to sports planners with the goal of having tournaments scheduled in the area. I also created a meeting space guide and composed multiple press releases.

### KNOWLEDGE & SKILLS

- Microsoft Office proficiency
- Strong written and oral communication skills
- Experience speaking in front of large audiences including live tv interviews and public speaking engagements
- Works well in a team setting while also able to succeed individually
- Proven success in building social media platforms

# Nomination Form

<b>First Name of Nominee</b>	Wes
<b>Last Name of Nominee</b>	Johnson
<b>Preferred Address</b>	799 Weeping Willow Drive, Powder Springs, GA 30127-6230
<b>Preferred Phone</b>	678 427 4913
<b>Preferred Email</b>	wjohnson7041@gmail.com
<b>Business/Company Name</b>	Southern States Marketing
<b>Business Address</b>	Same as above
<b>Profession/Title</b>	recently retired self employed entrepreneur in the Sales and Marketing Profession; importer/distributor/wholesaler of children's toys
<b>Areas of interest in higher education</b>	communications, advocacy
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	1985 B.S. Business Administration - Marketing
<b>Name of Nominator</b>	Van Isley
<b>Nominator Email Address</b>	van.isley@pb-supply.com
<b>Nominator Phone Number</b>	919 524 8465
<b>Attachments</b>	bio-resume, letter-of-rec

<b>Upload Bio OR Resume</b>	<a href="http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/WesResumeFeb2021.doc">http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/WesResumeFeb2021.doc</a>
<b>Upload Letter</b>	<a href="http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Wes-BOV-Letter.pdf">http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Wes-BOV-Letter.pdf</a>



10405 Chapel Hill Road  
Morrisville, NC 27560-8710  
919-380-3400  
Fax 919-380-3401

February 10, 2021

Re. Wes Johnson – Nomination for ECU Board of Visitors

To Whom It May Concern:

I am writing in support of the nomination of Wes Johnson as a prospective member of the ECU Board of Visitors. I have known Wes personally for roughly 57 years...we are both 57 years old. Wes and I grew up together, attended the same church, schools and were college roommates at ECU. As such, to say I know Wes well is an understatement.

Wes is smart, thorough, professional and above all, significantly loyal and devoted to East Carolina University. He is an avid supporter and has actively served on the Alumni Association Board for many years. He has been a consistent contributor to the University, the Alumni Association and the Pirate Club both financially and with respect to his time and talent. Wes' wife, Darlene, graduated from ECU with a nursing degree. Wes' daughter recently graduated from ECU with an Accounting degree.

Wes is a very unassuming individual who will work diligently and do more than his part to represent ECU if selected to serve on the Board of Visitors while never needing a pat on the back or any attention for the work he does. He just quietly, consistently and dependably goes about his business. He is ethical, honest and authentic. He is open-minded and will be diligent in researching whatever issues may surface. He will make decisions with ECU's best interest in mind without regard to special interests or personal interests. We sincerely need him on the Board of Visitors and I can unequivocally recommend him to serve.

Please feel free to call with any question, concerns or for additional insight.

*Van Isley*

Van Isley  
Class of '85

***...it's about the service!!!***

PROFESSIONAL RESUME OF:

Wesley Johnson  
799 Weeping Willow Drive  
Powder Springs, GA 30127  
678-427-4913

Work History:

Jan. 2000 - Southern States Sales, Powder Springs, GA  
July 2020 President/Owner

Feb. 1996 - Southern States Marketing, Inc, Marietta GA  
Dec. 1999 Manufacturer's Representative

July 1985 - Roses Stores, Inc Henderson, NC  
Feb. 1996 Sr. Buyer Juvenile Furniture/Baby Needs and Infant/Toddler Apparel. April 1994 to February 1996

Buyer Juvenile Furniture/Baby Needs. May 1990 to April 1994

Associate Buyer Seasonal Lawn and Garden. October 1987 to May 1990.

Sales Coordinator of In-Store Selling Effort. July 1985 to October 1987.

Education:

East Carolina University  
Bachelor of Science, Business Administration 1985  
Concentration in Marketing

ECU Involvement:

ECU Alumni Association Board of Directors 2010 to 2019  
Chaired ECUEA Scholarship, Awards, and Marketing Committees

ECU Educational Foundation:  
Clark-LeClair Stadium Capital Campaign  
Circle of Excellence Campaign  
Step Up to the Highest Level Campaign  
Dowdy-Ficklen Stadium Renovation Campaign

ECU Foundation Donor  
ECU Medical Foundation Donor  
Leo Jenkins Society  
Father of ECU alumna Allison Johnson BSA '13, MSA '14  
Spouse of ECU alumna Darlene Johnson BSN '85  
Season ticket holder – Football, Baseball, Basketball

ECU References:

Jim Westmoreland – Retired Assoc. Dean Ext. Affairs COB  
Van Isley – ECU Board of Trustees  
Dr. Cal Christian – Chair ECU Dept. of Acet



# Nomination Form

<b>First Name of Nominee</b>	Nyki
<b>Last Name of Nominee</b>	Hardy
<b>Preferred Address</b>	1005-B Foxrun Drive, Albemarle, NC 28001
<b>Preferred Phone</b>	(704) 315-9097
<b>Preferred Email</b>	nykihardy@hotmail.com
<b>Business/Company Name</b>	City of Albemarle
<b>Business Address</b>	144 North Second Street, Albemarle, NC 28001
<b>Profession/Title</b>	Assistant City Manager
<b>Areas of interest in higher education</b>	communications, student-recruitment
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	2003/MBA/Business, 1999/BS/Hospitality Management
<b>Name of Nominator</b>	Duane T. Holder
<b>Nominator Email Address</b>	dholder@co.cumberland.nc.us
<b>Nominator Phone Number</b>	(252) 714-3832
<b>Attachments</b>	bio-resume, letter-of-rec
<b>Upload Bio OR Resume</b>	<a href="http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Nyki-Hardy-resume-January-2021_.pdf">http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Nyki-Hardy-resume-January-2021_.pdf</a>



**Upload Letter**

<http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/nja-forms/17/030521-Letter-of-Recommendation-N-Hardy.docx>

**Amy H. Cannon**  
County Manager

**Duane T. Holder**  
Deputy County Manager



**Tracy Jackson**  
Assistant County Manager

**Sally S. Shutt**  
Assistant County Manager

**Angel Wright-Lanier**  
Assistant County Manager

## Office of the County Manager

March 5, 2021

Board of Visitors Nominating Committee  
ECU Board of Visitors  
East Carolina University  
Greenville, North Carolina 27858

Dear Committee Members:

It is my honor and pleasure to nominate Ms. Nyki Hardy for consideration for membership on the East Carolina University Board of Visitors. I have known Ms. Hardy both professionally and personally for several years and she is an excellent representative of ECU. She is a native of Pitt County, North Carolina, graduating from JH Rose High School in Greenville. She went on to complete both her undergraduate and graduate degrees from the university.

Professionally, she is a local government official with a servant's heart. This career public servant has worked in several different communities throughout the state, including Raleigh and Charlotte. She also volunteers for local non-profit organizations. Wherever she has gone, she proudly represents the purple and gold and Eastern North Carolina. She currently works and resides in Albemarle, North Carolina and her presence in the western part of the state would certainly be a value-add for our university.

I am attaching her resume for your review as you consider her application. Should you desire any further information about Ms. Hardy or her qualifications please feel free to contact me directly at [dholder@co.cumberland.nc.us](mailto:dholder@co.cumberland.nc.us) or (252) 714-3832.

Thank you,

Duane T. Holder, ICMA-CM, MPA

Courthouse, 5th Floor | Suite 512 | P.O. Box 1829  
Fayetteville, North Carolina 28302-1829 | Phone: 910-678-7723 / 910-678-7726 | Fax: 910-678-7717

[co.cumberland.nc.us](http://co.cumberland.nc.us)

# Nyki Hardy, MBA

1005-B Foxrun Drive Albemarle, NC 28001

(704) 315-9097 | [nykihardy@hotmail.com](mailto:nykihardy@hotmail.com)

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## Education

### Master of Business Administration

East Carolina University, Greenville, NC- 2003

### Bachelor of Science in Hospitality Management, minor Business Administration

East Carolina University, Greenville, NC- 1999

## Training and Professional Development

Virginia Tech Project Management Professional coursework

UNC School of Government Municipal/County Government Administration program

UNC School of Government Local Government Fellow: Leading for Results program

City of Charlotte Insights Program: Leadership Excellence for Women

## Professional Memberships

International City/County Management Association

North Carolina City & County Management Association

- MPA Programs Committee Member

## Volunteer Experience

Homes of Hope, Inc Board Member

## Professional Experience

### Assistant City Manager, City Manager's Office, City of Albemarle NC, November 2018 to Present

Responsible for organizing, developing, and implementing municipal operations, budgets, policies, research efforts, capital projects, special projects, intergovernmental relations, and other administrative activities in cooperation with the City Manager, City Council, and department heads. Work includes providing leadership in establishing goals and priorities for the organization; managing department heads, functions and projects; developing policies and programs; researching data and trends; representing the City with a wide variety of other governmental jurisdictions, citizens groups, community programs, businesses, civic and other groups; and planning and administering capital projects. Member of the City of Albemarle Leadership Team.

- **Emergency Management:** Lead for City Albemarle's response to COVID-19. Developed coronavirus response action plan that included: weekly leadership team COVID-19 conference calls, initiating and receiving council approval for COVID-19 emergency leave for employees impacted by coronavirus, before Families First Coronavirus Response Act was passed, developing COVID-19 communication plan including coronavirus webpage, social media posts, targeted videos, news releases, and council and employee communication, implementing health safety measures to protect employees and community members including closure of public access to public facilities and amenities, ordering personal protective equipment and disinfecting supplies, implementing enhanced cleaning, developing action steps when an employee tests positive, executing operational changes and telecommuting, issuing local State of Emergency, advising City manager on budgetary and financial strategies to address financial impact of COVID-19, developing spending plan for CARES Act funding allocation from county, designating FEMA public assistance coordinator, implementing social distancing and technology strategies for open meetings and staff meetings, and communicating with local public health department.

- **Leadership and Organizational Development:** Developed Leadership Team Business Meetings to enhance communication between Department Directors and City administration and improve decision making to include citywide perspective. Hired consultants to lead improvement of team dynamics among leadership team.
- **Change Management:** Initiated and led change initiative to enhance budget process, including implementation of plus/delta evaluation process, development of an improved budget calendar to transition to year-round budget planning, developing a budget priority setting process for departments, developing budget priority setting workshops for City Council, incorporating budget planning into Leadership Team Business Meetings and implementing training for budget entry and revenue and expenditure projections. Utilized this change initiative as a foundational step towards strategic plan development.
- **Strategic Planning:** With support from Centralina Regional Council, began scoping work for strategic plan development. Led development and implementation of the City's first ever community survey, which will be used to begin visioning work with City Council in winter 2021.
- **Governing Body Management:** Implemented City Council workshops for complex issues to allow for more informed discussion and decision making among City Council. Implemented agenda setting process improvement. Successfully advocated for an in-house City Attorney to improve legal counsel provided to staff and City Council.
- **Project Management:** Introduced project team approach to the organization to manage cross departmental initiatives. The project team approach has transitioned the city from a siloed, top-down culture to a collaborative, team decision making culture. This has been instrumental in implementing a parking plan to address parking needs of the new Pfeiffer University Health Sciences Campus in downtown Albemarle. This approach has also been used successfully to gain Council support for a storm water program feasibility study and funding a wayfinding system.
- **Senior Leadership Management:** Led and managed a team of five Department Directors. Established expectations through work plans. Monitored and evaluated performance with regular meetings. Coached, advised, and supported team with personnel, operational, fiscal, and organizational matters. Assisted with recruitment and hiring of HR Director, Police Chief, Fire Chief, Public Housing Director, Economic Development Director, and City Clerk/Assistant to the City Manager positions. Acted as Interim Public Housing Director when position was vacated.

### **Business and Special Projects Manager, Office of Innovation and Strategy, Mecklenburg County Public Health Department (HLT), Charlotte NC, April 2014 to October 2018**

Responsible for leading complex projects for the Public Health Department. Accountabilities include providing strategic guidance and direction to department leaders and professional staff. Member of the Community Health Leadership Team.

- **Leadership and Emergency Management:** Operated as Planning Chief for Mecklenburg County's response to the Hepatitis A outbreak. Work involved leading and tracking strategic planning efforts to address the sudden increase of Hepatitis A cases in the county.
- **Strategic Planning and Community Engagement:** Led the planning and development of Mecklenburg County's first community-wide comprehensive HIV prevention plan to reduce new HIV infections in Mecklenburg County, which has the 2<sup>nd</sup> highest rate of new HIV cases in NC and 25<sup>th</sup> in the nation. Work involved engaging community leaders, faith leaders, hospital officials, physicians, HIV experts, Health Director, and other health department staff to develop strategic HIV prevention plan.
- **Grant Writing and Program Development:** Successfully secured funding for the "Improving Community Outcomes for Maternal and Child Health" program, a \$1.5M multi-year grant awarded by the NC Division of Public Health. Work included community engagement using the collective impact model, data analysis, grant writing, budget development, contract administration, communication planning, grant program implementation and staff recruitment and onboarding.
- **Crisis and Risk Management:** Implemented development of risk assessments and risk assessment process for Preventive Health and Environmental Health Divisions and the Women, Infants and

Children (WIC) program, in response to service failures in the department's Clinical Services division that became a leading local news story. Objective was to identify and communicate risks to department and County leadership and work to implement risk mitigation strategies to strengthen program performance and improve service delivery.

- **Project Management and Policy Development:** Facilitated and managed the Employee Health and Safety work group. The work group, which consisted of the department attorney, executive, senior and mid-level staff, was charged with developing recommendations for the deficiencies with the department's employee health and safety efforts. The work group revamped the employee health and immunization policy and developed and implemented recommendations for a coordinated employee health and safety system; including hiring an Employee Health and Safety nurse to manage the newly formed Employee Health and Safety program. Successfully implemented department's first mandatory influenza vaccination campaign and immunizations and tuberculosis (TB) skin test compliance campaign. Work included budget development, contract negotiations with Novant Health, developing and implementing a communication plan to inform staff of the new requirements, designing employee immunization clinics, guiding and assisting newly hired Employee Health and Safety nurse, working collaboratively with human resources (HR) compliance, legal and employee relations staff and developing compliance policy for staff and managers.
- **Organizational Development:** Implemented multi-year organizational development efforts to improve leadership skills, employee morale and staff cohesiveness.

#### **Business Manager, Executive Administration, Mecklenburg County Manager's Office (CMO), Charlotte NC, September 2013 to April 2014**

Managed the business, administrative, and Board of County Commissioners (BOCC) support functions for the CMO. Oversaw the department's budget and fiscal operations, supervised professional-level staff, supervised administrative staff, coordinated with internal support departments (i.e. human resources, asset and facility management, information technology, public information, budget, and finance) and ensured compliance with County policies and procedures. Managed the department's Employee Climate Survey, the Environmental Action Plan, and wellness initiatives. Responsible for the department's performance management, including compiling data and creating metrics for development of the department's strategic plan and balanced scorecard. Member of CMO Administrative Division Executive Team.

- **Staff Management and Performance Evaluation:** Managed staff, including hiring, training, coaching, deploying, supervising, and evaluating performance to meet department needs.
- **Budget Development and Monitoring:** Administered the department's budget planning and development in consultation with CMO executives, as well as budget and performance monitoring and improvement.
- **Facility Management:** Managed small capital/facility improvement projects for CMO.

#### **Assistant to the County Manager (now titled Senior Assistant to the County Manager), Executive Administration, Mecklenburg County Manager's Office (CMO), September 2008 to September 2013**

Provided professional level support to the County Manager and the Manager's Executive Team. Led special projects on behalf of the County Manager. Coordinated recruitment, hiring, and other HR functions for the CMO.

- **Organizational Performance Management:** Monitored budget and financial performance results and communicated with appropriate staff to address performance issues.
- **Executive Meeting Facilitation:** Facilitated monthly meetings of the Health and Human Services Executive Leadership team, BOCC committee meetings and weekly CMO Executive Team meetings.
- **Leadership:** Managed the County Manager's American Recovery and Reinvestment Act initiatives to secure stimulus funding, requiring collaboration with leadership across several County departments.
- **Project Management:** Assisted with large scale special projects for CMO including, development of the County's Homeless Resource Center, the transition of Child Support Enforcement from the State to

County authority, the Reid Park Collaborative education initiative, and the Business Shared Services Assessment.

- **Policy Development:** Assisted the Clerk to the Board and the CMO Executive Team with development and revision of Board policies and procedures.
- **Legislative Strategic Planning:** Served as interim legislative liaison for a year, working with federal and state lobbyists on behalf of the County.

### **Administrative Officer III, Administration, City of Charlotte Solid Waste Services (SWS) November 2005 to September 2008**

Managed the City's multifamily waste collection, disposal and bulky item collection contracts ensuring the contractor's compliance with terms of the contract, resolving complaints from citizens and property managers, providing contract status updates to management, and working with planning staff and developers to determine the waste collection needs of multifamily developments.

- **Budget Development and Fiscal Management:** Prepared and managed the budget for Solid Waste Services Contract Services Division, multifamily collection contract and rollout container contract, assessed financial and operational impact of policy changes related to contracts and advised leadership. Prepared monthly expenditure reports and projection of expenditures.
- **Contract Compliance:** Prepared monthly report identifying issues with contracts and detailing corrective action taken.
- **Strategic Planning:** In collaboration with the Director, led development and monitoring of the department's strategic operating plan. Responsible for managing balanced scorecard initiatives and measures as well as providing monthly, mid-year, and year-end performance reports.
- **Problem Solving:** Created and implemented the "New Development Project" which involved the collaboration of residential and mixed-use architects and developers, property managers, contractors and other City staff to customize solid waste plans for new multifamily developments before and during construction to identify and prevent any potential service issues and/or impediments.
- **External Communication:** Developed educational brochures and website for multifamily collection services. Spoke at community events to educate citizens on solid waste services.
- **Staff Training and Development:** Created multifamily collection contract training guide for SWS Contract Services Division and implemented field training for the department's field monitoring staff.

### **Administrative Officer I, Administration, City of Charlotte Solid Waste Services (SWS) July 2005 to November 2005**

Managed the City's rollout container contract, processed purchases of new rollout containers, and resolved complaints from citizens.

- **Policy Implementation:** Assisted with revision and implementation of the City's rollout container policy, worked with SWS Technology Division to identify homes affected by the policy changes.
- **External Communication:** Communicated policy changes to impacted residents.
- **Monitoring and Evaluation:** Developed and maintained monthly report to measure rollout container statistics against policy goals and objectives.
- **Contract Management:** Assisted with the "Multifamily Reduction of Service" contract amendment.
- **Contract Compliance:** Held regular business meetings with the City's multifamily waste collection contractor and property managers to ensure understanding of the contract amendment and compliance.

# Nomination Form

<b>First Name of Nominee</b>	Aaron-John
<b>Last Name of Nominee</b>	Malicdem
<b>Preferred Address</b>	109 Knickerbocker Dr., #101, Alexandria, VA 22310
<b>Preferred Phone</b>	(757) 472-8408
<b>Preferred Email</b>	malicdema07@alumni.ecu.edu
<b>Business/Company Name</b>	US House of Representatives
<b>Business Address</b>	216 NE Nash Street Suite B Wilson, NC 27893
<b>Profession/Title</b>	Director of Operations
<b>Areas of interest in higher education</b>	advocacy, communications, student-recruitment
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	2011, BS, Engineering
<b>Name of Nominator</b>	Dajuan Lucas
<b>Nominator Email Address</b>	dajuan.l.lucas@gmail.com
<b>Nominator Phone Number</b>	252-360-9239
<b>Attachments</b>	bio-resume, letter-of-rec
<b>Upload Bio OR Resume</b>	<a href="http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/AJ-Malicdem_R_20210228.pdf">http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/AJ-Malicdem_R_20210228.pdf</a>



**Upload Letter**

[http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/nja-forms/17/2021.03.01-RECOMMENDATION-LETTER\\_ECU-Board-of-Visitors-for-AJ-Malidem.docx](http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/nja-forms/17/2021.03.01-RECOMMENDATION-LETTER_ECU-Board-of-Visitors-for-AJ-Malidem.docx)

March 7, 2021

Ms. Megan Ayers  
Assistant Secretary to the Board of Trustees  
202 Spillman Building  
East Carolina University  
Greenville, North Carolina 27858

Dear Ms. Ayers:

I write to recommend Mr. Aaron-John E. "AJ" Malicdem for appointment to the East Carolina University (ECU) Board of Visitors.

Currently, AJ serves as the Director of Operations to Congressman G. K. Butterfield. He serves as one of Mr. Butterfield's senior leadership staff. AJ helps formulate Mr. Butterfield's legislative agenda coordinating multi-faceted projects and programs to ensure that the resources and infrastructure are in place to best serve the constituents of the First Congressional District of North Carolina. He also is the lead staff for the Congressional Black Caucus' TECH2025 initiative that advocates for an increase in diversity in the technology industry.

AJ started at ECU in 2007 giving back to the community through his membership on the Men's Track & Field team, joining Alpha Phi Alpha Fraternity, Inc., and being appointed to serve the students in the Student Government Association as Student Body Chief of Staff for three semesters under the Tremayne Smith and Joshua Martinkovic Administrations.

AJ represent the best of us as Pirates. As a member of Mr. Butterfield's Senior Leadership Team, he work with the broader team to advocate and support for the constituents of the First Congressional District, many who reside right here in Eastern NC.

I am confident that his appointment to the Board will continue to serve the University and eastern North Carolina well. If you have any questions regarding AJ, please contact me at [insert email here]. in a number of ways and since his graduation in 2011 he has upheld the motto of the University, *Servire*

Sincerely,

DaJuan Lucas  
*Class of 2023*  
Board of Visitors

Aaron-John E. "AJ"

# Malicdem

5109 Knickerbocker Dr., #101, Alexandria, VA 22310

(757) 472-8408

malicdema07@alumni.ecu.edu

www.ajmalicdem.com

TS/SCI w/ CI Polygraph



## OBJECTIVE

**Government professional with at least seven years of coordinating multi-functional projects, and managing operations for an elected government official. Advanced technical acumen to solve, innovate, and analyze. Aiming to apply strategic thinking and creative problem-solving to perform a range of administrative, communication and policy-related duties.**

## PROFESSIONAL HIGHLIGHTS

**Director of Operations** 01/19 to Present

**U.S. House of Representatives**

- Assist the Chief of Staff in personnel management, staff vacancy interviews and on-boarding; management of service contracts, lease contracts, and subscriptions; assisting in management of the MRA to maintain assets and resources
- Manage the Member in a variety of roles serving as driver, advisor, and liaison between Member and staff on appropriate matters
- Co-lead the CBC TECH2020 initiative assisting with strategic programming and representing the Member to advance TECH2020's mission
- Serve as liaison between Member and CBC staff attending weekly Chief of Staff briefings and assisting in any way on CBC initiatives
- Serve as one of three of Member's team leaders to provide strategy, advice, and direction for the Member and staff in the absence of a Chief of Staff
- Serve as coordinator for office closure in the district
- Manage issue-portfolio on Science, Space, and Technology, Veterans Affairs, Defense, Postal, and Appropriations
- Direct and improve existing processes and procedures maintaining the integrity of excellent customer service

**Manager of Operations** 04/18 to 12/18

**U.S. House of Representatives**

- Assisted the Chief of Staff in personnel management, resource management, and event planning
- On-boarded, trained, and developed new staff and interns.
- Managed issue-portfolio on Science, Space, and Technology, and Postal
- Streamlined existing processes and procedures; conducted legislative correspondent duties while position was vacant

**Intelligence Analyst** 04/16 to Present

**U.S. Air Force Reserves**

- Understand and apply analytical principles to solve intelligence and operational problems
- Participate in strategic military exercise developing operations plans for a theoretical military campaign from an intelligence perspective
- Assist in training and development of new Airmen to the unit

## STRENGTHS & SKILLS

- **Strong Interpersonal Skills**
- **Excellent Verbal & Written Communication**
- **Exceptional Problem-Solving**
- **High Technical Acumen**
- **Proficiency: Microsoft Office, Apple Apps, Adobe & IT troubleshooting**
- **Operations Management**
- **Project & Program Management**
- **Employee Relations**
- **Strategic Planning**
- **Administration**
- **Training & Development**

## EDUCATION

**M.S. Applied IT** 08/2013

**George Mason University**

- GPA: 3.81
- Academic Excellence in IT Award
- Concepts in National Security and analysis of intelligence and public policy

**B.S. Engineering** 12/2011

**East Carolina University**

- Involved in various student organizations including Student Government.
- Curriculum encompassed application of engineering concepts for capstone project.

## VOLUNTEERISM

- **Coordinated tech-focused network building event involving multiple tech companies at the Congressional Black Caucus Foundation's Annual Legislative Conference.**
- **Coordinated community fashion expo-event to raise donations toward the National Kidney Foundation and Fresenius Dialysis Center**
- **Coached multiple high school Track & Field athletes**
- **Coordinated community fashion show and silent auction event to raise donations toward a local mentoring organization.**

# Nomination Form

<b>First Name of Nominee</b>	Brad
<b>Last Name of Nominee</b>	Osborne
<b>Preferred Address</b>	302 SilverLeaf Court Greenville NC 27834
<b>Preferred Phone</b>	252-347-4105
<b>Preferred Email</b>	flyfishbrad@gmail.com
<b>Business/Company Name</b>	KI Furniture
<b>Business Address</b>	302 SilverLeaf Court Greenville NC 27834
<b>Profession/Title</b>	Sales Specialist
<b>Areas of interest in higher education</b>	student-recruitment, communications, advocacy
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	1994 BSBA Marketing
<b>Name of Nominator</b>	Linda Hofler
<b>Nominator Email Address</b>	hoflerli20@ecu.edu
<b>Nominator Phone Number</b>	252-341-0924
<b>Attachments</b>	bio-resume, letter-of-rec
<b>Upload Bio OR Resume</b>	<a href="http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Brad-Osborne-Resume.pdf">http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Brad-Osborne-Resume.pdf</a>

**Upload Letter**

<http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/nja-forms/17/Reference-Letter-Brad-Osborne.docx>

Letter of Reference-Brad Osborne

Board of Visitors- Class of 2021

February 22, 2021

Submitted By Linda D. Hofler

I am writing this letter to nominate Brad Osborne for membership to the ECU Board of Visitors Class of 2021. Mr. Osborne is a native of Eastern NC with a long history of support for ECU and Eastern NC. He and his family have deep ties to ECU and our community and are respected business professionals.

Mr. Osborne supports his community and region through philanthropy and community service. You can see from his resume an extensive history of community volunteerism. He has served his current employer since 1994, consistently performing at high levels and being recognized for his leadership.

He has been a Pirate Club member for many years, and is interested in service to the University in a more expanded role. The Board of Visitors, in its advocacy role, strives to identify members who have wide circles of relationships to strengthen advocacy on behalf of the University. Mr. Osborne has these deep and well respected relationships which will be extremely helpful to the BOV as we onboard a new chancellor and support ECU in the transition out of a very difficult time in our region, our state and our world.

I highly recommend Brad Osborne for membership on the Board of Visitors. He has the perfect combination of love for ECU, a broad range of business and personal relationships and a history of philanthropy and volunteerism in our community.

Thank you for considering Brad Osborne for membership to the ECU Board of Visitors, Class of 2021. He will be a great addition and will serve the BOV well.

# Brad Osborne

302 Silverleaf Court  
Greenville, NC 27834  
252.347.4105  
brad.osborne@ki.com

## **PROFILE**

KI Sales Specialist that collaborates with customers to tailor inspiring learning and work environments. Manufacturer's representative specializing in educational and healthcare furniture solutions.

## **EDUCATION**

East Carolina University — BSBA-Business, 1994

## **PROFESSIONAL EXPERIENCE**

### **Sales Specialist, KI furniture; Eastern NC 1994-Present**

Top 10 Sales Specialist the past 10 years. Recipient of the President's Club award.

### **Board Member, EAB (Educational Advisory Board) KI 2010-2018**

Tasked to understand the pulse of the education market and be able to convert such learning into integrated growth initiatives for KI.

## **COMMUNITY EXPERIENCE**

### **Board Member, SportWorks Ministry 2011-2020**

SportWorks is a Christian ministry for the student-athletes of East Carolina University.

### **Chairman, Eagle Classic All Sports Tournament 2014, 2019, 2020**

Eagle Classic All Sports Tournament for The Oakwood School. (Golf, Tennis, and 5k/Fun Run) Generated fundraising for financial aid to students for an education at a premiere college preparatory school. Serving K-12 grades.

### **Coach JV girls tennis for The Oakwood School - 2017-2019**

Coached and developed players to help build the tennis program at Oakwood.

### **Board Member-VP, Ironwood Golf and Country Club 2013-2014**

Responsible for developing a business plan and guiding the club from a \$600k annual loss to creating a profit. Served as Vice President both years on the board.

### **Committee Member- Covenant UMC building committee 2010**

Responsible for final selections of furniture and finishes for the new sanctuary and classrooms.

**OTHER COMMUNITY SERVICE**

- Donor and volunteer- Salvation Army
- Donor and volunteer- Children's Miracle Network
- Donor and volunteer- First Born Community Center/Ministry
- Volunteer- Releaf of Greenville, NC (advocated for a greener Greenville)
- Member and volunteer at Covenant United Methodist Church

**ACCOMPLISHMENTS AT EAST CAROLINA UNIVERSITY**

- ECU Educational Foundation donor for 26 years (Currently at Sabre Society Level)
- Treasurer of Student Government Association- 1992-1993
- President of the Student Pirate Club- 1991-1993
- Member of Pi Kappa Alpha Fraternity
- President of RHA (Residence Hall Association) - 1990



# Nomination Form

<b>First Name of Nominee</b>	Keva
<b>Last Name of Nominee</b>	Walton
<b>Preferred Address</b>	172 Berkshire Avenue, Belmont, NC 28012
<b>Preferred Phone</b>	704-502-2526
<b>Preferred Email</b>	klw40@bellsouth.net
<b>Business/Company Name</b>	Mecklenburh County ABC Board
<b>Business Address</b>	3333 North Tryon Street, Charlotte, NC 28206
<b>Profession/Title</b>	Chief Executive Officer
<b>Areas of interest in higher education</b>	advocacy, communications
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	1984, Urban & Regional Planning
<b>Name of Nominator</b>	Wanda Montano
<b>Nominator Email Address</b>	wanda@undauntedvision.com
<b>Nominator Phone Number</b>	252-751-3925
<b>Attachments</b>	letter-of-rec, bio-resume
<b>Upload Bio OR Resume</b>	<a href="http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Walton-nomination-package.pdf">http://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Walton-nomination-package.pdf</a>

**Upload Letter**

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4104 Colony Woods Drive  
Greenville, NC 27834-8795

February 19, 2021

Maj. Gen. (ret.) William L. Holland  
Chair, Nominating Committee  
ECU Board of Visitors

Ms. Megan Ayers  
Assistant Secretary to the Board of Trustees  
East Carolina University  
Greenville, NC 27858-4353

RE: Mr. Keva Walton

Dear Dutch and Megan,

I am writing to recommend the appointment of Mr. Keva Walton to the ECU Board of Visitors. Mr. Walton is a 1984 graduate of East Carolina, and currently serves as the CEO Of the Mecklenburg County ABC Board.

Mr. Walton brings a breadth of non-profit Board experience to the Board of Visitors. He has had a distinguished career working in City Government, in senior leadership positions with several non-profits in the Charlotte community, including with the Charlotte Chamber of Commerce.

In addition to his career, Mr. Walton demonstrates a life of service to non-profits in cultural, social justice, family services and entrepreneurship – thus living our motto of Servire.

The appointment of Mr. Walton to the Board of Visitors also adds much needed geographic diversity from the Southern Piedmont region and the largest city in North Carolina as well as racial diversity.

Attached is Mr. Walton's bio. I recommend his appointment.

Best Regards,



Wanda Montano  
BoV Class of 2024  
BoV Vice Chair 20-21

Attachments

## Keva Walton - BS Urban & Regional Planning; East Carolina University 1984

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Mr. Walton is a native of Raleigh, North Carolina. He holds a bachelor's degree in Urban and Regional Planning from East Carolina University and a Master of Public Administration from the University of North Carolina – Charlotte.

Keva's professional career launched in Southern Pines, North Carolina where he served as Town Planner. He oversaw enforcement of the town's land development processes, ensuring development activity was consistent with established, local, land development policy.

Employed with the City of Charlotte, North Carolina for over nine years, Mr. Walton held several positions within the city organization including: Senior Strategic Planner with the Charlotte-Mecklenburg Planning Commission, Training Specialist and Neighborhood Matching Grants Coordinator with the City Manager's Office, and Division Manager with the Neighborhood Development Key Business. As Neighborhood Development division leader, he led a team of professionals focused on strengthening and rebuilding Charlotte's most distressed neighborhoods by actively engaging the skills and talents of their residents.

In 1995, Mr. Walton joined the YMCA of Greater Charlotte as Executive Director of the Johnston Branch, where he led a team that implemented the restoration of the Johnston Branch to its stature as a focal point of community activity and inclusion in North Charlotte.

In 1998, Mr. Walton joined Goodwill Industries of the Southern Piedmont in the role of Vice President - Workforce Development Services. In this regional role, he led workforce development strategy, encompassing operation of multiple career centers, and a team of professionals committed to preparing a trained, ready-to-work, workforce.

He joined the Charlotte Chamber of Commerce in 2006 in the role of Senior Vice President, Member Engagement and Strategic Partnerships/Diversity. He oversaw the Charlotte Chamber's seven chapters, and the annual development, and execution of program content for the organization. He was also responsible for development and oversight of diversity and inclusion, partnership development with the region's ethnic/international and regional chambers. He also served as loaned executive to the Charlotte-Mecklenburg Development Corporation (CMDC).

In December 2016, Keva was appointed Chief Growth Officer for the Charlotte Chamber/Charlotte Regional Business Alliance organization. He led the economic & talent development teams along with, research/data analytics and public policy professionals, who worked across local, state, national and international relationships, to create a regional climate for economic growth and expansion.

In June 2020, Mr. Walton joined the Mecklenburg County Alcoholic Beverage Control Board as Chief Executive Officer. North Carolina ABC Boards manage the sale of distilled spirits, establish effective alcohol education & treatment partnerships, and administration of North Carolina regulatory provisions.

The Mecklenburg County ABC Board currently operates twenty-nine stores with 300 plus full and part time employees. The Board operates solely on revenue derived from spirit sales in Mecklenburg County. Annual profits from sales are returned to local government, and local non-profits focused on substance abuse education and treatment. In its nearly seventy-five-year history, the Mecklenburg County ABC Board has invested over one billion dollars into the people and community institutions of Charlotte-Mecklenburg.

Keva's civic and volunteer engagements include: UNC-Charlotte Foundation Board; James Ross Scholarship Fund; Venturprise Board of Directors, BEFCOR Board of Directors, M&F Bank Community Advisory Committee; Children's Theatre Board of Trustees, Mint Museum Board of Trustees, Thompson's Child and Family Focus Board of Trustees, and Loaves and Fishes Board of Directors, Charlotte-LISC Community Advisory Committee.

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# Nomination Form

<b>First Name of Nominee</b>	Mark
<b>Last Name of Nominee</b>	Pabst
<b>Preferred Address</b>	3611 Wyneston Rd Greenville
<b>Preferred Phone</b>	(252) 717-2999
<b>Preferred Email</b>	mdpabst3@aol.com
<b>Business/Company Name</b>	Williams and Pabst Denistry
<b>Business Address</b>	2799 S Charles Blvd
<b>Profession/Title</b>	Dentist
<b>Areas of interest in higher education</b>	fundraising, advocacy
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	1989 Biology
<b>Name of Nominator</b>	Scott Shook
<b>Nominator Email Address</b>	shooks20@ecu.edu
<b>Nominator Phone Number</b>	2528837466
<b>Attachments</b>	
<b>Upload Bio OR Resume</b>	

**Upload Letter**

served as a delegate to the American Dental Association for North Carolina. He is also a Fellow in the American College of Dentists, the International College of Dentists, and the Pierre Fauchard Academy.

He opened his dental practice in Greenville in 1985. Dr. Williams and his wife Martha are active members of St. Paul's Episcopal Church. They enjoy traveling and spending time with their two children Ward and Martha Ann.

[Dental Sleep Practice Magazine Article - Summer 2015](#)

## Mark D. Pabst, DDS



Dr. Pabst earned his undergraduate degree from East Carolina University. He received his DDS from the University of North Carolina School of Dentistry. Dr. Pabst has been actively involved in organized dentistry for the past twenty years.

Dr. Pabst is a member and currently serves as Speaker of the House for the North Carolina Dental Society. He is a Fellow in the American College of Dentists and the International College of Dentists. He is also involved in

various service organizations in the Greenville community.

He opened his dental practice in Greenville in 1994. Dr. Pabst and his wife Mary Jon are members of First Presbyterian Church in Greenville and both serve in various areas of the church. They enjoy tennis, golf, and spending time with their three children Jennifer, Jessica, and Samantha.

## Continuing Education

We believe continuing education is a vital asset in the changing dental profession. This training will allow us to maintain a high standard of excellence. As a dental team we exceed the minimum requirements set by the state of North Carolina.

*Each clinical team member is CPR certified.*

Need help? [CONTACT US NOW!](#)

## Our Location

2799 Charles Blvd.,  
Greenville, NC 27858-5933

[\(252\) 355-2300](#)

[MAP & DIRECTIONS](#)



## NOMINATION COVER FORM

Name of Nominee: Vanessa A Workman

Preferred Address: 507 Guilder Lane

Greenville, NC 27858

Preferred Number: 252-258-7285 Preferred Email: albernaz@mac.com

Business / Company Name: Eastern Radiologists, Inc

Business Address: 2101 W Arlington Blvd, Ste 210

Greenville, NC 27834

Profession / Title: Physician/Radiologist

Areas of particular interest in higher education: (Check any that apply)

Fundraising     Student Recruitment     Communications     Advocacy

ECU Alum?     No     Yes    Year/Degree/Major \_\_\_\_\_

Name of Nominator: Leigh Fanning Phone: 252-258-5384

Nominator Email Address: leighfanningecu@gmail.com

**SUBMIT NOMINATIONS BY: March 8, 2021 to:**

Megan Ayers  
Assistant Secretary to the Board of Trustees  
202 Spilman Building  
East Carolina University  
Greenville, NC 27858  
[ayersm@ecu.edu](mailto:ayersm@ecu.edu)

**\*\*\* Nominations will only be accepted from members of: ECU Board of Trustees, ECU Board of Visitors, and Chancellor's Executive Council. Nominations for the Class of 2021 may be submitted until March 8, 2021 and will be considered after the nomination period closes. This is a nomination cover form briefly introducing the nominee. Please attach the nominee's personal bio or professional resume and a letter of reference on the nominee along with this form.**



Curriculum Vitae

**Vanessa A. Workman, MD**

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507 Guilder Lane • Greenville, NC 27858  
(252) 258-7285

**EDUCATION**

College:

University of Akron 1990  
Akron, Ohio  
Bachelor of Science

Medical School:

University of Cincinnati College of Medicine 1990-1994  
Cincinnati, Ohio  
Doctor of Medicine

Residency:

University of North Carolina Hospitals 1994-1998  
Chapel Hill, North Carolina  
Residency Training

Fellowship:

University of Texas Health Science Center 2000-2001  
Division of Cardiovascular and Interventional Radiology  
San Antonio, Texas  
Fellowship Training

**EMPLOYMENT**

Staff Radiologist, Interventional Radiology/Breast Imaging 2001-present  
Eastern Radiologists, Inc.  
Greenville, North Carolina

Affiliate Professor of Radiology 2001-present  
Brody School of Medicine at East Carolina University  
Greenville, North Carolina

Staff Radiologist 1998-2000  
South Texas Radiology Group, PA  
San Antonio, Texas

Tutor, Department of Pathology 1992-1993  
University of Cincinnati College of Medicine  
Cincinnati, Ohio

Teaching Assistant, Department of Biochemistry 1991-1992  
University of Cincinnati College of Medicine  
Cincinnati, Ohio

### **PROFESSIONAL LICENSURE**

North Carolina Medical Board #96-00002 1995

### **SPECIALTY CERTIFICATION**

American Board of Radiology June 1998  
Interventional Radiology and Diagnostic Radiology

### **PROFESSIONAL MEMBERSHIPS**

Society of Cardiovascular & Interventional Radiology 2000-present

American Roentgen Ray Society 1995-present

Radiological Society of North America 1995-present

American College of Radiology 1995-present

### **ACTIVITIES**

ECU Foundation Board Recruitment and Engagement Committee 2020 – present  
Vice Chairperson

ECU Foundation Board 2017-present

ECU Four Seasons Chamber Music Festival Focus Group 2016-present

Eastern Radiologists, Inc Executive Committee 2014-present

Saint Peter Catholic School Advisory Council 2015-2020

Annual ECU School of Music Gala Chairperson 2014

ECU Friends of the School of Music Board 2013-2016

Vidant Medical Executive Committee 2008-2015

## HONORS AND AWARDS

RSNA Roentgen Resident/Fellow Research Award	1997
Introduction to Research Program Delegate American Roentgen Ray Society San Diego, California, May 5-10	1996
Alpha Omega Alpha – National Medical Honor Society, Junior inductee	1993
Adriano Essay Contest participant Highest Honors, Pathology	1992
Dr. and Mrs. David B. Allman Scholarship	1989-1992

## PUBLICATIONS

1. Castillo M, Albernaz VS, Mukherji SK, Smith MM, Weismann JL. Imaging of Bezold's Abscess.
2. Albernaz VS, Castillo M, Mukherji SK, Tennison MB. Magnetic Resonance Features of West Syndrome. *International Journal of Neuroradiology*. 1998; 4(1):15-20.
3. Albernaz VS, Castillo M, Mukherji SK. Facies to Remember: Wilson's disease. *International Journal of Neuroradiology*. 1998; 3(3):206-217.
4. Albernaz VS, Castillo M, Hudgins PA, Mukherji SK. Imaging Findings in Patients with Clinical Anophthalmos. *American Journal of Neuroradiology*. 1997, 18:555-62.
5. Mukherji SK, Albernaz VS, Lo WWM, Gaffey MJ, Megerian CA, Feghali JG, et al. Papillary Endolymphatic Sac Tumors: CT, MR and Angiographic Findings in 20 cases. *Radiology*. 1997; 202:801-808.
6. Albernaz VS, Castillo M, Greenwald MJ, Mukherji, SK. Imaging of Microphthalmos. *International Journal of Neuroradiology*. 1996; 2(6):522-33.
7. Albernaz VS, Castillo M, Mukherji SK, Ihmeidan, IH. Congenital Arhinia. *American Journal of Neuroradiology*. 1996; 17:1312-14.
8. Albernaz VS, Castillo M, Mukherji SK. Retinopathy and Brain Necrosis Following External-Beam Radiotherapy. *The International Medical Image Registry*. 1996;2(1):23-24.

9. Albernaz VS, Huston B, Castillo M, Mukherji SK, Bouldin TW. Pseudallescheria boydii Infection of the Brain: Pathologic Confirmation. American Journal of Neuroradiology. 1995; 17:589-592.

10. Albernaz VS, Tomsick TA. Embolization of Arteriovenous Fistulae of Maxillary Artery Following LeFort I Osteotomy: A Report of two Cases. Journal of Oral and Maxillofacial Surgery. 1995;53:208-210.

## **BOOK REVIEWS**

1. Albernaz VS. Pediatric Radiology, Barkovich JA. Academic Radiology 1995;2(11):1035.

## **NATIONAL PRESENTATIONS**

1. Excerpta Extraordinaire: Bezold's Abscess: A Report of Two Cases with secondary complications. American Society of Neuroradiology. Philadelphia, Pennsylvania, May 16-21, 1998.

2. Imaging Features of Wilson's Disease. Scientific Exhibit. American Society of Neuroradiology. Philadelphia Pennsylvania, May 16-21, 1998.

3. Solitary Brain Metastases versus Primary Astrocytoma: Evaluation with Proton MR Spectroscopy. American Society of Neuroradiology. Toronto, Canada, May 16-22, 1997. Radiological Society of North America, Chicago, Illinois, Dec. 1997.

4. Infantile Spasms: Imaging Features in 35 Patients. American Society of Neuroradiology. Toronto, Canada, May 16-22, 1997.

5. Imaging Findings in Anophthalmos. Radiological Society of North America. Chicago, Illinois, December 1-6, 1996.

6. Endolymphatic Sac Tumors: Imaging Features in 12 Patients. American Society of Neuroradiology. Seattle, Washington, June 21-27, 1996.

7. Anophthalmos and Severe Microphthalmos: Imaging Features. Scientific Exhibit. American Society of Neuroradiology. Seattle, Washington, June 21-27, 1996.

## **LECTURES BY INVITATION**

1. Emergency X-ray Interpretation. Tampa Bay Advanced Practice Nurses Council, 1/11/97.

# Nomination Form

<b>First Name of Nominee</b>	Lewis
<b>Last Name of Nominee</b>	Gale
<b>Preferred Address</b>	6440 Northwyck Place, Raleigh, NC
<b>Preferred Phone</b>	919-368-1835
<b>Preferred Email</b>	lmgale@gmail.com
<b>Business/Company Name</b>	Gale Benefit Solutions dba AFLAC
<b>Business Address</b>	276 W. Millbrook Road, Raleigh
<b>Profession/Title</b>	Insurance Agency Owner
<b>Areas of interest in higher education</b>	advocacy, student-recruitment
<b>ECU Alum</b>	yes
<b>Year/Degree/Major</b>	2007/ BA Communications
<b>Name of Nominator</b>	Philip Rogers
<b>Nominator Email Address</b>	pgr20@ecu.edu
<b>Nominator Phone Number</b>	252-328-6212
<b>Attachments</b>	
<b>Upload Bio OR Resume</b>	

**Upload Letter**





## Athletics & Advancement Committee

April 22, 2021

Agenda Item: III. A. Athletics Operational Metrics

Responsible Person: Jon Gilbert  
Director of Athletics

Action Requested: Information

Notes:







## Athletics & Advancement Committee

April 22, 2021

Agenda Item:

III. B. Athletics Update

Responsible Person:

Jon Gilbert  
Director of Athletics

Action Requested:

Information

Notes:



## Athletics & Advancement Committee

April 22, 2021

Agenda Item: IV. A. University Advancement  
Operational Metrics

Responsible Person: Chris Dyba  
Vice Chancellor for  
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				
					Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan
Fundraising - Annual Fund (Pirate Club)	Fundraising for Athletics (Pirate Club), includes pledges to the Athletic Annual Fund	\$ 6,088,474	\$ 6,200,000		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			
					Actual	94,672	125,767	27,681	40,167	69,336	698,425	595,824	590,498	869,011						3,111,380	
					+/-	(162,856)	(348,774)	(28,544)	(21,035)	(3,648)	(91,103)	(351,929)	(825)	(228,015)							
					YTD +/-	(162,856)	(348,774)	(28,544)	(21,035)	(3,648)	(91,103)	(351,929)	(825)	(228,015)							
Fundraising - Athletics (excluding Annual Fund)	Fundraising for Athletics (non-Annual Fund), includes cash, pledges, planned gifts, gifts in kind	\$ 6,382,013	\$ 1,500,000		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			
					Actual	(34,749)	55,586	(24,218)	36,886	746,044	202,410	633,544	95,895	120,956						1,832,353	
					+/-	(159,749)	(69,414)	(149,218)	(88,114)	621,044	77,410	508,544	(29,105)	(4,044)							
					YTD +/-	(159,749)	(69,414)	(149,218)	(88,114)	621,044	77,410	508,544	(29,105)	(4,044)							
Season Ticket Sales - 2020 Football	Number of Season Tickets Sold				Plan												-				
					Actual														-		
					+/-															-	
					YTD +/-															-	
Season Ticket Sales - 2020-2021 Men's Basketball	Number of Season Tickets Sold	1,692	1,800		Plan												-				
					Actual														-		
					+/-															-	
					YTD +/-															-	
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 38,690,990	\$ 43,440,503		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			
					Actual	1,691,233	5,083,372	3,169,626	1,905,228	1,843,871	2,034,595	4,909,814	2,231,856	2,440,895						25,310,490	
					+/-	(432,853)	(864,070)	(1,078,547)	(1,918,128)	(1,554,667)	(939,126)	(1,887,262)	(741,865)	(108,009)							
					YTD +/-	(432,853)	(864,070)	(1,078,547)	(1,918,128)	(1,554,667)	(939,126)	(1,887,262)	(741,865)	(108,009)							
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 33,133,914	\$ 36,039,243		Plan	313,241	7,833,536	2,506,731	940,024	313,241	5,640,346	2,193,390	626,683	313,241	626,683	626,683	9,400,243	31,334,143			
					Actual	241,092	6,439,375	867,853	142,689	11,909	5,460,745	859,640	109,669	146,618						14,274,589	
					+/-	(72,150)	(1,394,161)	(1,641,878)	(797,335)	(301,333)	(179,601)	(1,333,750)	(517,014)	(166,623)							
					YTD +/-	(72,150)	(1,394,161)	(1,641,878)	(797,335)	(301,333)	(179,601)	(1,333,750)	(517,014)	(166,623)							
Single Game Ticket Sales - 2020 Football	Revenue from Single Game Ticket Sales				Plan												-				
					Actual														-		
					+/-															-	
					YTD +/-															-	
Fundraising - East (Advancement)	Fundraising for East Campus, includes cash, pledges, planned gifts	\$ 23,115,360	\$ 20,000,000		Plan	1,000,000	1,666,667	1,666,667	2,000,000	1,666,667	3,000,000	1,666,667	1,000,000	2,000,000	1,333,334	1,333,333	1,666,667	20,000,000			
					Actual	551,069	2,425,040	517,413	9,723,638	1,362,718	6,005,222	2,276,014	552,271	2,735,410						26,148,795	
					+/-	(448,931)	758,373	(1,149,254)	7,723,638	(303,949)	3,005,222	609,347	(447,729)	1,735,410							
					YTD +/-	(448,931)	758,373	(1,149,254)	7,723,638	(303,949)	3,005,222	609,347	(447,729)	1,735,410							
Fundraising - West (Advancement)	Fundraising for West Campus (Health Sciences), includes cash, pledges, planned gifts	\$ 7,571,534	\$ 12,000,000		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			
					Actual	1,081,369	1,703,106	267,810	288,990	196,862	2,034,226	475,409	594,010	205,851						6,847,633	
					+/-	431,369	803,106	(532,190)	(611,010)	(1,003,138)	34,226	(224,591)	(105,390)	(546,149)							
					YTD +/-	431,369	803,106	(532,190)	(611,010)	(1,003,138)	34,226	(224,591)	(105,390)	(546,149)							



## Athletics & Advancement Committee

April 22, 2021

Agenda Item: IV. B. Naming Standards Update

Responsible Person: Fielding Miller  
Committee Chair

Action Requested: Information

Notes: