

**AGENDA**  
**Athletics & Advancement Committee**  
**September 9, 2021**

- I. Approval of Minutes – April 22, 2021
  
- II. Athletics
  - A. Review of Athletics Operational Metrics
  - B. Name, Image, Likeness (NIL)
  - C. Facilities Update
  
- III. University Advancement
  - A. Review of Advancement Operational Metrics
  - B. Endowment Fund Board Appointment
  - C. Fundraising Update
  
- IV. Closed Session



**Athletics & Advancement Committee  
September 9, 2021**

Agenda Item: I. Approval of Minutes – April 22, 2021

Responsible Person: Fielding Miller  
Committee Chair

Action Requested: Approval

Notes:

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

The Athletics and Advancement Committee met on April 22, 2021.

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

A motion was made to approve the minutes from the February 2021 meeting. After a second and no discussion the minutes were approved.

Board of Visitors

Dr. Linda Hofler presented names for reappointment to the Class of 2025 and appointment to the Class of 2025.

A motion was made that the Board of Visitors nominees for reappointment and new member appointments be approved as presented in board materials. And, the following officers for 2021-22 be approved:

Chair, Wanda Montano  
Vice Chair, Alisa Chapman  
Secretary, Preston Mitchell.

Athletics

Mr. Jon Gilbert reviewed the metrics for Athletics. The Annual Fund is currently in the red but reminded the board that this is tied to season ticket sales. The season ticket deadline is May 3<sup>rd</sup> and he anticipates closing well. To date there are 7,500 season tickets sold and anticipates 14,000 or above in sales this year.

Fundraising (excluding Annual Fund) is in the green primarily due to the We Believe campaign.

Athletic revenue compared to budget remains in the red and will for the remainder of the year due to capacity regulations. Athletic staff have been diligent this year with efficiencies.

He reported that the recruiting dead period opens June 1 and official visits will resume.

Mr. Gilbert discussed the impact on recruiting with the transfer portal. He said coaches will still recruit to build a program, develop players, and not field a team. Currently the number of men in the basketball portal is 1,389, football has 1,400, and women's basketball 900.

Mr. Gilbert shared that the name, image, and likeness legislation is anticipated to pass in August. There will be copyright restrictions in place to protect the university. He also shared that the Supreme Court heard the NCAA v. Alston case regarding amateurism on March 31.

This Saturday will be the last of the 15 football spring practices. It will be an open practice.

ECU did submit a bid to host baseball regionals and/or super regionals. Notification should come on May 10<sup>th</sup>.

ECU will be hosting the NCAA Women's soccer tournament on April 28. This tournament will bring 9 teams to Greenville which should have a positive economic impact on the city.

### Advancement

Mr. Chris Dyba reported that east campus fundraising is in the green at over \$26M and that the goal for this year, \$20M, has already been met.

He reported a trend in less donors giving more money. To work on keeping donors more engaged Advancement is transitioning from student callers to more relationship building and have hired two more gift officers. Social media will be a tool to “track” donors as to allow for engagement not only based on their degree but also their behavior/interests.

He reported the success of Pirate Nation Gives stating that over \$6M was raised with double the number of donors as last year and triple the number of new donors. He attributes a lot of the success to Chancellor Rogers’ first week falling in line with Pirate Nation Gives.

West campus is halfway to their goal. They will stay focused to hit their goal.

Fundraising numbers have been good this year and much of that is attributed to Planned Giving which supports the concept of relationship building. He shared an example of a gift that spanned 35 years and was anticipated at \$1M which resulted in \$5M. Mr. Dyba hopes to bring forth another large naming opportunity at our July meeting.

Dr. Rogers has been engaging with our constituents virtually with two completed town halls and one more next week. Mr. Dyba said he is eager to get our Chief Relationship Officer (Dr. Rogers) face to face with our loyal donors.

### Naming

Mr. Vern Davenport thanked the Naming Standards Writing Group for their work. He gave a brief Heritage Hall update reminding the board that there is a virtual version of Heritage Hall and a potential future physical space, the Dail House. Upgrades are needed and coordination with the city must take place. At this time the Ad hoc naming committee will be put on hold while a more substantive and comprehensive strategy is developed.

Chancellor Rogers stated that he wants us to evolve into a stronger, healthier, future-focused university and to become a more equity-minded campus. He stated this will be hard work and will require a campus-wide/community-wide dialogue. In the coming weeks, Chancellor Rogers will formulate a plan to launch a Chancellor’s Commission on Diversity, Equity and Inclusion to have an adaptive and comprehensive conversation about these issues. He mentioned three action items necessary to move forward:

1. Complete a historical analysis
2. Assess our current reality
3. Set vision for future based on findings of 1 and 2

With no further business the meeting concluded.

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Respectfully submitted,

Maha Z. Banning  
University Advancement



**Athletics & Advancement Committee**  
**September 9, 2021**

Agenda Item: II.A. Review of Athletics Metrics

Responsible Person: Jon Gilbert  
Director of Athletics

Action Requested: Information

Notes:





**Athletics & Advancement Committee  
September 9, 2021**

Agenda Item: II.B. Name, Image & Likeness

Responsible Person: Jon Gilbert  
Director of Athletics

Action Requested: Information

Notes:



**Athletics & Advancement Committee  
September 9, 2021**

Agenda Item: II.C. Facilities Update

Responsible Person: Jon Gilbert  
Director of Athletics

Action Requested: Information

Notes:





**Athletics & Advancement Committee  
September 9, 2021**

Agenda Item: III.A. Review of Advancement Metrics

Responsible Person: Chris Dyba  
Vice Chancellor for  
University Advancement

Action Requested: Information

Notes:





**Athletics & Advancement Committee  
September 9, 2021**

Agenda Item: III.B. Endowment Fund Board  
Appointment

Responsible Person: Chris Dyba  
Vice Chancellor for  
University Advancement

Action Requested: Approval

Notes:

Proposed Motion:

I move that the committee recommend for appointment by the full board, Mr. John May of Chicago, IL, to serve a three-year term on the ECU Endowment Fund Board, as presented in board materials.

August 30, 2021

To: ECU Endowment Fund Board

From: Christopher Dyba

Re: Member nomination

At the recommendation of the ECU Foundation Investment Committee, I submit the nomination of John May (Chicago, IL) to serve a three-year term on the ECU Endowment Board. John currently serves as Vice Chair of the ECU Foundation Investment Committee.

John May is the Founder and Managing Partner of CORE Industrial Partners, a Chicago-based private equity firm with over \$700 million in assets under management (AUM) that invests in lower middle market manufacturing and industrial technology companies.

Thank you



**Athletics & Advancement Committee  
September 9, 2021**

Agenda Item: III.C. Fundraising Update

Responsible Person: Chris Dyba  
Vice Chancellor for  
University Advancement

Action Requested: Information

Notes:



**Athletics & Advancement Committee  
September 9, 2021**

Agenda Item:

IV. Closed Session

Responsible Person:

Action Requested:

Notes:

Proposed Motion:

I move that the committee go into closed session:

- To prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award; and
- To consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee