

AGENDA

- 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



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 3rd 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 10th.

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. Access our current reality
- 3. Set vision for future based on findings of 1 ad 2

With no further business the meeting concluded.

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Respectfully submitted,

Maha Z. Banning University Advancement



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

CEO Tracking Sheet Fiscal Year - 2022

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Athletics & Advancement Committee																	
KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
	Fundraising for Athletics (Pirate			Plan	326,414	572,159	140,206	121,471	138,061	400,283	175,022	451,079	891,956	1,664,459	521,761	197,129	5,600,00
Fundraising - Annual Fund (Pirate Club)	Club), includes pledges to the	\$ 5,206,154	\$ 5,600,000	Actual	192,398	633,431											825,82
rundiaising-rundai rund (rinate ciub)	Athletic Annual Fund			+/-	(134,016)	61,272											
	Aciliecic Allifual Fullu			YTD+/-	(134,016)	(72,744)											
	Fundraising for Athletics (non-			Plan	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	1,500,000
Fundraising - Athletics (excluding Annual Fund)	Annual Fund), includes cash,	\$ 2,217,662	\$ 1,500,000	Actual	346,927	(40,305)											306,62
randraising Attrictics (excidently Attribut rand)	pledges, planned gifts, gifts in kind			+/-	221,927												
	picages, planned gires, gires in kind			YTD+/-	221,927	56,622											
					·			· ·	· ·		·		<u> </u>				
				Plan									4,000	4,000	4,000	2,000	14,00
Season Ticket Sales - 2022 Football	Number of Season Tickets Sold	13,000*	14,000	Actual													-
				+/-													
				YTD+/-													
				Plan			1,000	700	100								1,80
Season Ticket Sales - 2021-2022 Men's Basketball	Number of Season Tickets Sold	1,619**	1,800	Actual													-
				+/-													
				YTD+/-													
				Plan	2,055,419	5,896,805	4,338,145	3,439,084	4,194,877	3,133,804	6,592,345	2,724,343	2,698,208	3,752,309	3,227,434	1,181,281	43,234,055
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 32,547,721	\$ 43,234,056	Actual	2,012,476	5,677,609											7,690,085
				+/-	(42,943)	(219,196)											
				YTD+/-	(42,943)	(262,138)						L.					
		т т		Plan	473,220	7,209,015	1.629.585	508.275	3,265,934	5.640.426	1,648,027	528,449	147,759	93,995	1,853,422	10,493,567	33,491,675
		\$ 28.302.015	\$ 33.491.675	Actual	235.987	7,209,015	1,029,585	308,273	3,203,934	3,040,420	1,048,027	328,449	147,/59	93,995	1,855,422	10,493,567	7,335,003
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 28,302,015	\$ 33,491,675	+/-	(237,233)	(110,000)											7,335,003
				+/- YTD+/-	(237,233)	(347,233)								-			
				110+/-	(237,233)	(347,233)											
				Plan		640.000	600.000	250,000	135,000								1.625.000
	Revenue from Single Game Ticket	\$1,162,330**	\$ 1,625,000	Actual		686.095	000,000	230,000	133,000								686.095
Single Game Ticket Sales - 2021 Football	Sales	\$1,102,330	3 1,025,000	+/-		46,095											080,03.
	Juics			YTD+/-	-	46.095											
				110+/-		40,093											
		г г		Plan	1,000,000	2,333,333	1,666,667	2,000,000	1,666,667	2,333,333	1,666,667	1,000,000	2,000,000	1,333,333	1,333,333	1,666,667	20,000,000
	Fundraising for East Campus,	\$ 30,315,590	\$ 20,000,000	Actual	337.431	4.847.066	1,000,007	2,000,000	1,000,007	2,22,333	1,000,007	2,000,000	2,000,000	1,000,000	2,222,233	2,000,007	5.184.497
Fundraising - East (Advancement)	includes cash, pledges, planned gifts		20,000,000	+/-	(662,569)	2,513,733											5,104,457
	p. Luger, planted gitts			YTD+/-	(662,569)	1,851,164											
	1	L			1202,2021	2,552,204											
				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
	Fundraising for West Campus (Health	\$ 8.259.146	\$ 12,000,000	Actual	285,516	783.264	300,000	200,000	2,200,000	_,000,000	230,000	. 00,000	. 50,000	_,0,000	-,0,000	-,3,000	1,068,780
Fundraising - West (Advancement)	Sciences), includes cash, pledges,	,,	. ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	+/-	(364 484)	(116,736)											,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	planned gifts			VTD +/-	(264,404)	(404,730)											



Agenda Item:	II.B. Name, Image & Likeness
Responsible Person:	Jon Gilbert Director of Athletics
Action Requested:	Information
Notes:	



Agenda Item:	II.C. Facilities Update
Responsible Person:	Jon Gilbert Director of Athletics
Action Requested:	Information
Notes:	



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

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		г г		Plan	1,000,000	2,333,333	1,666,667	2,000,000	1,666,667	2,333,333	1,666,667	1,000,000	2,000,000	1,333,333	1,333,333	1,666,667	20,000,000
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	planned gifts			VTD +/-	(264,404)	(404,730)											



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 recommoboard, Mr. John May of Chicago, IL, ECU Endowment Fund Board, as pr	to serve a three-year term on the



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, II) 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



Agenda Item:	III.C. Fundraising Update
Responsible Person:	Chris Dyba Vice Chancellor for University Advancement
Action Requested:	Information
Notes:	



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 of prize, or similar award: and	degree, scholarship,

• To consult with an attorney to preserve the attorney-client privilege

between the attorney and the Committee