

**AGENDA**  
**Athletics & Advancement Committee**  
**November 11, 2021**

- I. Approval of Minutes – September 9, 2021
  
- II. University Advancement
  - A. Review of Advancement Operational Metrics
  - B. Naming Catalog for Bio Life Sciences Building
  - C. Comprehensive Campaign Update
  
- III. Athletics
  - A. Review of Athletics Operational Metrics
  - B. Non-salary Compensation Plan
  - C. Athletics Update
  
- IV. Closed Session



**Athletics & Advancement Committee  
November 11, 2021**

Agenda Item: I. Approval of Minutes - September 9, 2021

Responsible Person: Fielding Miller  
Committee Chair

Action Requested: Approval

Notes:

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

The Athletics & Advancement Committee met yesterday and heard updates from Director of Athletics Jon Gilbert and Vice Chancellor for Advancement Chris Dyba.

Jon reported that the Athletics Annual Fund is up 61K. Athletic expenses compared to budget have done well with the intense monitoring of expenses. An anticipated \$20M deficit turned out to be \$4.5M.

Regarding ticket sales, we are in a better position for FY2021 season football tickets than the last few years with around 13,500. Next year's ticket goal is 14,000. We're actually expecting a large crowd at the game against South Carolina – with over 40,000 tickets sold. Basketball season ticket sales will launch soon with a goal of 1800 tickets.

The Pirate Club is fully staffed for the first time in quite awhile. Premium seating has been a hot commodity. We've made improvements to the Williams-Clark Club area with new furnishings and graphics. Growing the Student Pirate Club has been a priority this year and we're up to about 3700 members.

Jon provided an update regarding our student athletes and Name, Image, Likeness. Currently there are 60 student athletes who have submitted a disclosure form, the majority of which are for social media promotions.

We had some discussion about conference realignment; some institutions in our conference may be leaving. We have the best TV deal compared to the other five leagues. It is important to bring in institutions that bring value and are a good fit.

Vice Chancellor Dyba reports this fiscal year has started off strong with almost \$5M in less than 2 months for east campus and nearly \$785K for west campus. The goal for east campus is \$20M and west campus is \$12M. West campus has strong momentum around the integration model with Vidant. Fundraisers are back on the road being very careful and cautious and are slowly having events on campus and on the road. People seem eager to be engaged again and engagement helps with fundraising. A recent shift in the fundraising model within Advancement resulted in discontinued use of student callers and on to a more personalized effort with two annual fund officers.

Mr. Chairman, there was one action item regarding the appointment of John May to the Endowment Fund Board that was a part of the consent agenda this morning. I will also have two action items coming out of closed session, but for now, this concludes my report.

### **IN CLOSED SESSION**

On behalf of the Athletics and Advancement Committee, I move the board revise the name of the Leo Jenkins Cancer Center to the "Leo Jenkins Building: as presented in board materials.

### **AFTER CLOSED SESSION:**

On behalf of the Athletics and Advancement Committee, I move the board approve the non-salary compensation for certain personnel in the Athletics Department as presented in board materials.



**Athletics & Advancement Committee  
November 11, 2021**

Agenda Item: II.A. Review of Advancement Metrics

Responsible Person: Chris Dyba  
Vice Chancellor for University Advancement

Action Requested: Information

Notes:





**Athletics & Advancement Committee  
November 11, 2021**

Agenda Item: II.B. Naming Catalog for Life Sciences  
& Biotechnology Building

Responsible Person: Chris Dyba  
Vice Chancellor for University Advancement

Action Requested: Action

Notes:

## Life Sciences and Biotechnology Building Naming Opportunities

Entire Building: \$10,000,000

First Floor:

- Entire Floor: \$1,000,000
  - o The first floor will have the highest visibility of any of the naming options
- Large Seminar Room: \$500,000
  - o This room will host visitors and speakers and many students taking high enrollment classes. It's likely that people would refer to it by the name rather than building/number.
- Classroom/Seminar: \$100,000
- Field labs\* (860 and 280 sq ft options): \$50,000
- Team Room 1010: \$25,000

Second Floor:

- Entire Floor: \$1,000,000
  - o The second floor is where biology faculty, and faculty in physics and engineering, study internal processes that affect a body's growth, development, and functioning.
- Biology Department Suite (office, meeting rooms, student waiting area, etc.): \$250,000
- Imaging Core: \$150,000
- PBL Classroom: \$100,000
- Meeting Room: \$50,000
- Huddle Rooms: \$25,000

Third Floor:

- Entire Floor: \$1,000,000
  - o The third floor is the place where biology faculty, and collaborators from engineering, advance our understanding about earth's biodiversity and the environment.
- Tissue and Genomics Core Spaces\*: \$250,000
- Classroom/Seminar: \$100,000
- Meeting Room: \$50,000
- Huddle Rooms: \$25,000

Fourth Floor: Unfinished

- Patio - \$500,000

**\*Note:** The field labs and imaging and genomics core will be in areas that are only OneCard accessible.

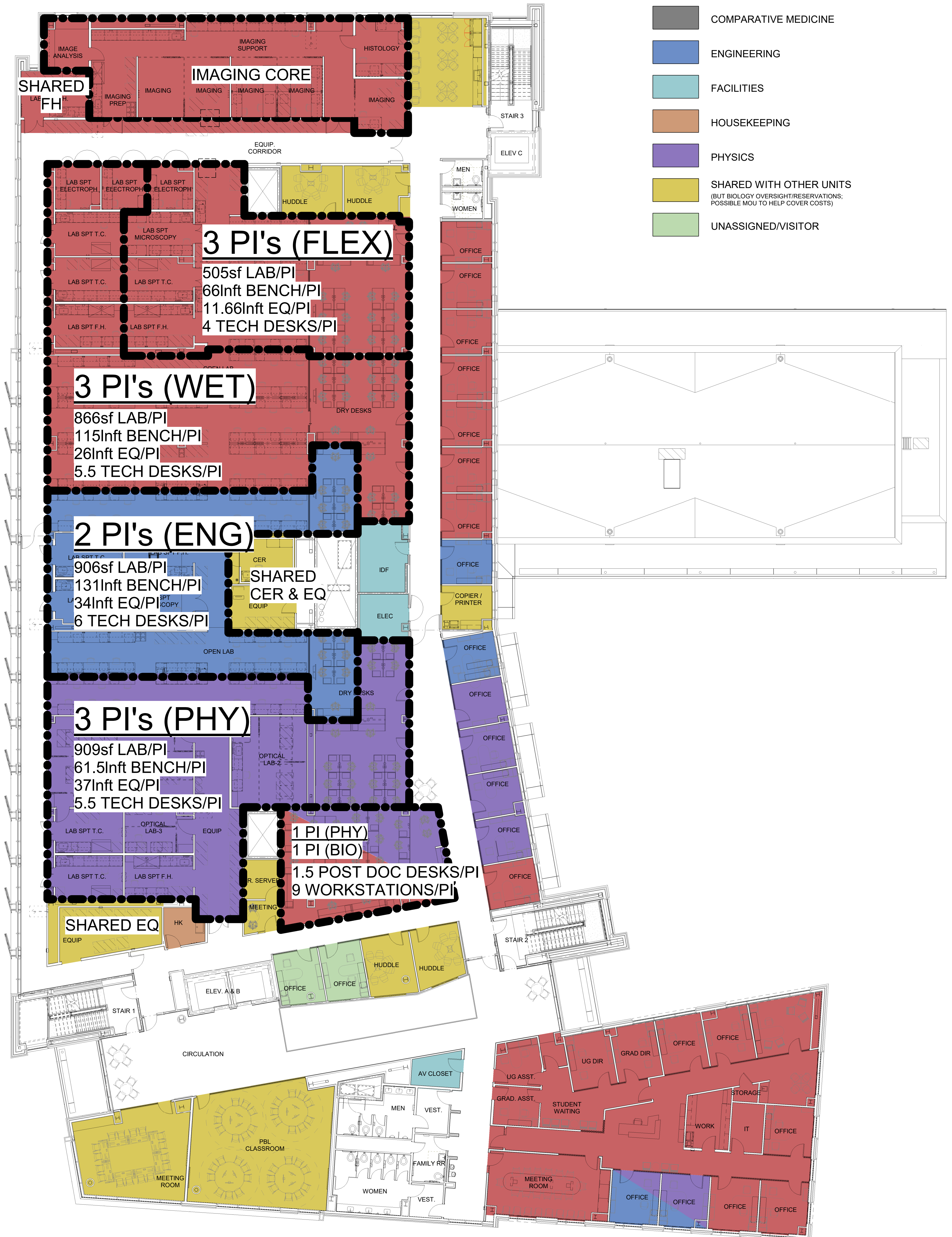


- BIOLOGY
- COMPARATIVE MEDICINE
- ENGINEERING
- FACILITIES
- HOUSEKEEPING
- PHYSICS
- SHARED WITH OTHER UNITS  
(BUT BIOLOGY OVERSIGHT/RESERVATIONS;  
POSSIBLE MOU TO HELP COVER COSTS)
- UNASSIGNED/VISITOR

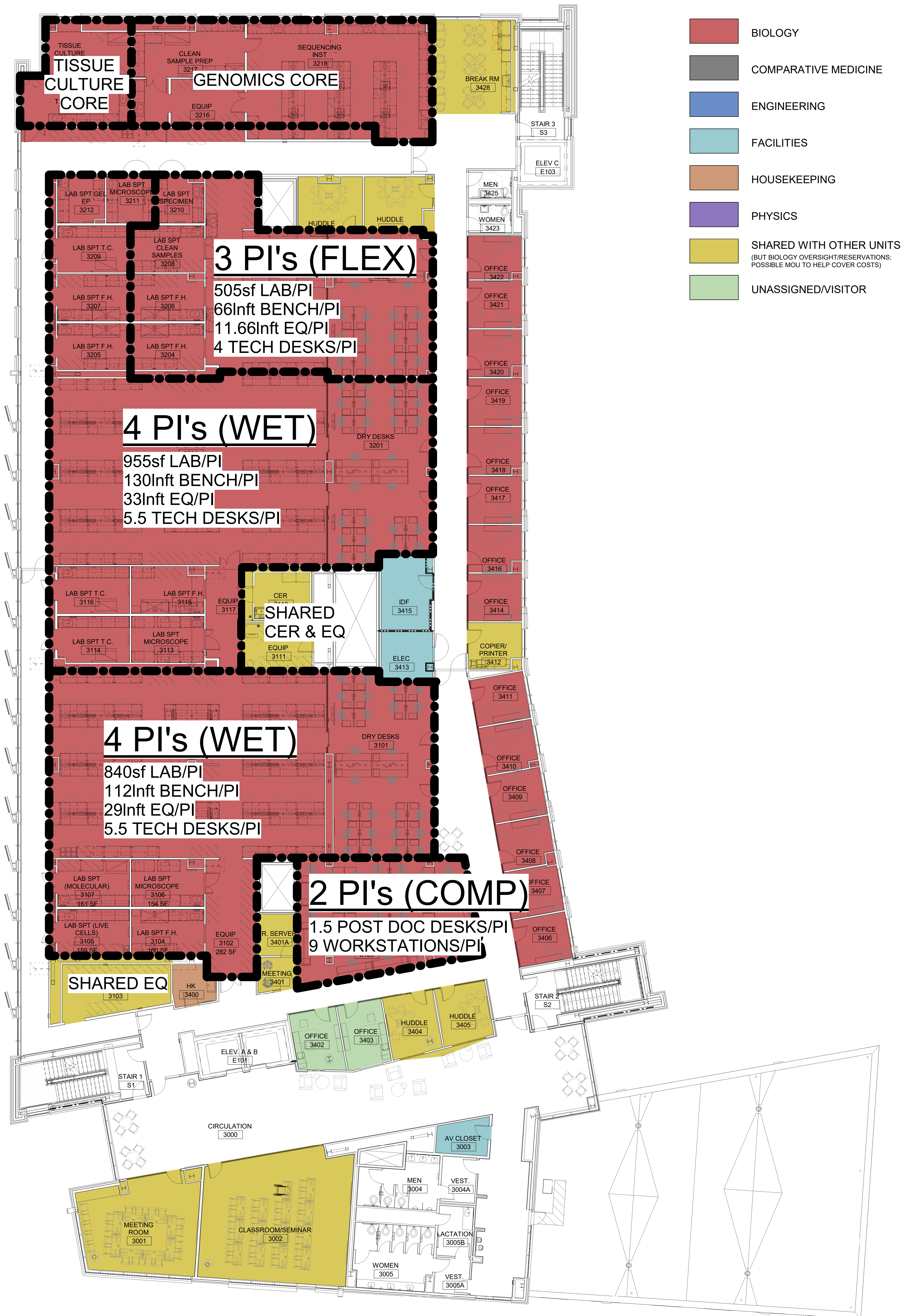




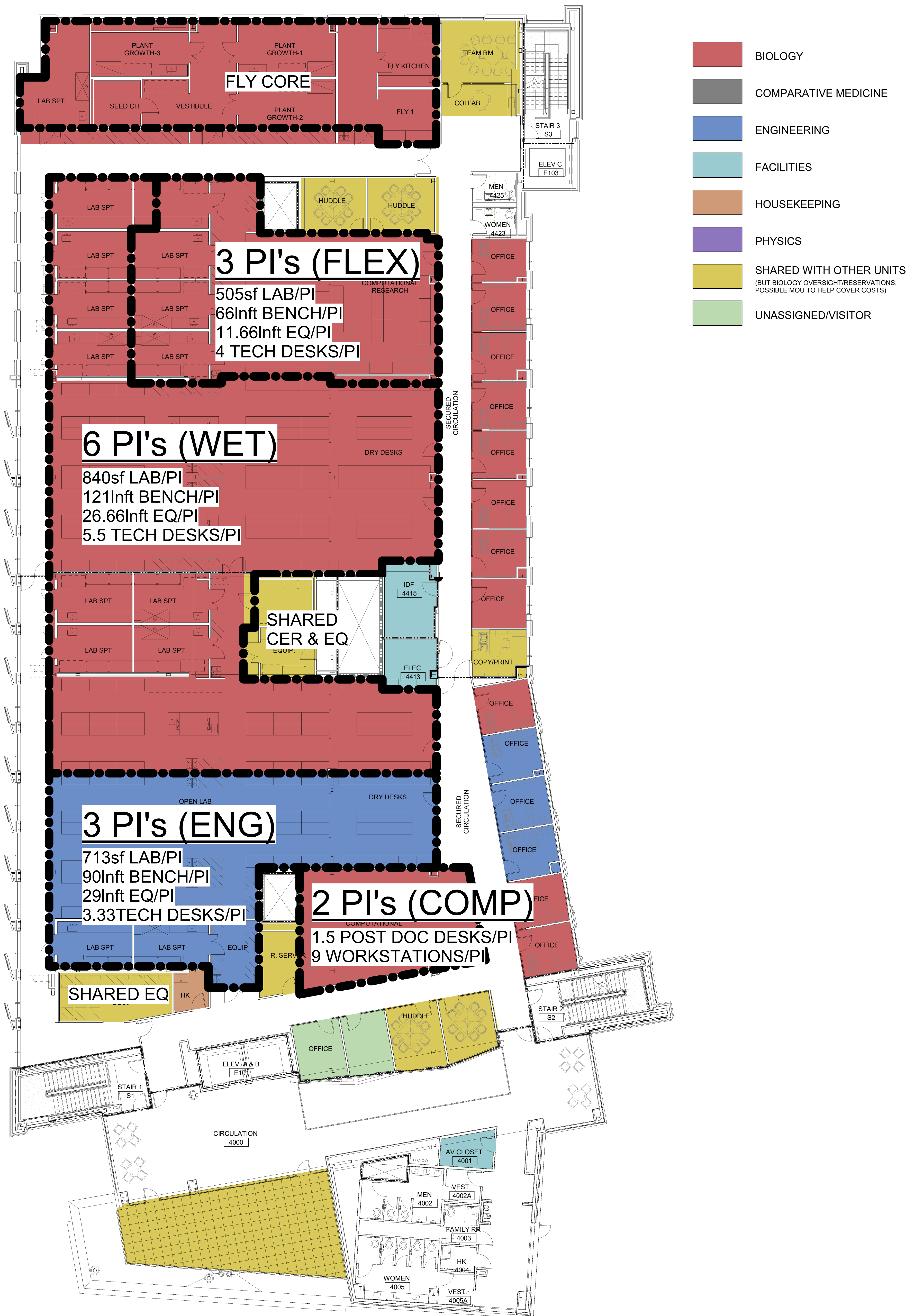
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**Athletics & Advancement Committee  
November 11, 2021**

Agenda Item: II.C. Comprehensive Campaign

Responsible Person: Chris Dyba  
Vice Chancellor for University Advancement

Action Requested: Action

Notes:

Public Phase Comprehensive Campaign Resolution of the Board of Trustees  
November 12, 2021

Whereas East Carolina University welcomed its 12th chancellor, Dr. Philip Rogers, in March;

Whereas East Carolina University comprises more than 28,000 students and nearly 200,000 living alumni, in addition to a network of loyal parents, friends, community members and corporate and foundation partners;

Whereas East Carolina University has seen steadfast philanthropic support across all priorities;

Whereas East Carolina University has a desire to increase scholarships, enhance research initiatives, construct state-of-the-art facilities, and expand its endowment;

Whereas East Carolina University has a bold strategy to enact, through increased brand awareness and philanthropic support, its vision of a model institution that is future-focused and innovation-driven;

Therefore, the Board of Trustees of East Carolina University endorses the launch of the public phase of the \$500 million comprehensive campaign to advance and transform this great institution.



**Athletics & Advancement Committee  
November 11, 2021**

Agenda Item: III.A. Review of Athletics Metrics

Responsible Person: Jon Gilbert  
Director of Athletics

Action Requested: Information

Notes:







**Athletics & Advancement Committee  
November 11, 2021**

Agenda Item: III. B. Nonsalary Compensation

Responsible Person: Stephanie Coleman  
Vice Chancellor for Administration & Finance

Action Requested: Approval

Notes:

**ECU Athletics Department  
Non-Salary Compensation Plan**

In accordance with UNC Policy 300.2.14 and the *ECU Policy on Non-Salary and Deferred Compensation for Employees Exempt from the Human Resources Act*, this non-salary compensation plan for East Carolina University Athletics staff is endorsed by the Chancellor and the East Carolina University Board of Trustees.

To the extent allowed by applicable law and the policies of ECU and the University of North Carolina and subject to the approval of such entities as may be required by law and of any said policies, employees in the positions identified below would be eligible for the specified non-salary compensation based upon completion and/or achievement of the benchmark(s) established for said bonus. Payment of any such non-salary compensation is contingent upon the availability, as determined at the discretion of the Director of Athletics and Chancellor, of non-State appropriated funds, the varsity sport program being in compliance with all NCAA, Conference, and ECU policies, regulations, bylaws, and constitutional provisions including, but not limited to, those relating to academic matters and achieving all minimum APR standards (if the most recent available academic period single year APR is at 930 or below, no bonuses will be paid); and there being no pending or active NCAA, Conference, or ECU investigations of significant, intentional, or repetitive violations and conduct of any person who is a part of the varsity sport program. Decisions concerning non-salary compensation shall not be based in whole or in part upon discriminatory factors of the employee's race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, or veteran status. Employees may be eligible for additional non-salary compensation not listed below, but only to the extent allowed by applicable law and policies and expressly approved by the East Carolina University Board of Trustees and such entities as may be required by law and said policies.

Employees must actively participate as a member of the ECU athletics staff as listed below in the sport bonus activity to be eligible for the bonus (i.e., the employee is ineligible for this bonus while reassigned, suspended, or on leave).

Further, in order to receive payment of bonuses, employee must be employed by and performing substantial services for ECU on the date the academic award is reported publicly.

The amount of such bonuses shall be determined by the Director of Athletics after consultation with the Sport Administrator and Head Coach (if applicable).

**Football Staff**

**Academic Bonus**

A one-time bonus of up to \$5,000 per year for the academic year, if calculated according to NCAA requirements, the ECU varsity intercollegiate football team ("Team") has, with regard to single-year Academic Progress Rate ("APR") for the Team, achieved an APR of 985 or more.

Employees who may be eligible for this bonus:

- 10 Football Assistant Coach positions allowed per NCAA
- Director of Football Administration
- Director of Football Operations
- Director of Player Development
- Director of Player Personnel and Recruiting
- Director of Strength and Conditioning

### **Competitive Bonus**

A competitive Bonus of up to 1/24 of employee annual salary (equivalent to 1/2 of one month) for the Team's participation in a bowl game or up to 1/12 of annual salary (equivalent to one month) if the Team wins a bowl game. These payments are not cumulative.

Employees who may be eligible for this bonus:

- 10 Football Assistant Coaches positions allowed per NCAA
- Director of Strength and Conditioning

### **Competitive Bonus**

Competitive Bonuses of up to \$5,000 for the Team's participation in a bowl game and payment of up to \$5,000 if the Team wins a bowl game.

Employees who may be eligible for this bonus:

- Director of Football Administration
- Director of Football Operations
- Director of Player Development
- Director of Player Personnel and Recruiting

### **Competitive Bonus**

Competitive Bonus of up to \$5,000 for the Team's participation in a bowl game.

Employees who may be eligible for this bonus:

- Director of Creative Media
- Director of Football Scouting
- Director of Football Video Operations
- Senior Defensive Analyst
- Senior Offensive Analyst
- Senior Special Teams Analyst

### **All Other Bonuses**

#### **Academic Bonus**

In the event that the team earns the American Athletic Conference academic award as determined by the American Athletic Conference office, employee may be eligible for an academic bonus of up to 1/12 of employee annual salary.

Employees who may be eligible for this bonus:

- Head Coach – Men's Golf
- Head Coach – Women's Golf
- Head Coach – Lacrosse
- Head Coach – Soccer
- Head Coach – Softball
- Head Coach – Swimming
- Head Coach - Tennis
- Director of Men's and Women's Track and Field/Cross Country
- Head Coach – Cross Country/Assistant Coach – Track and Field
- Head Coach - Volleyball
- Assistant Coach - Men's Basketball

Assistant Coach - Women's Basketball  
Assistant Coach - Men's Golf  
Assistant Coach - Women's Golf  
Assistant Coach - Lacrosse  
Assistant Coach - Soccer  
Assistant Coach – Softball  
Assistant Coach – Swimming  
Assistant Coach - Tennis  
Assistant Coach – Track and Field/Cross Country  
Assistant Coach – Volleyball  
Director of Operations – Men's Basketball  
Director of Operations – Women's Basketball  
Director of Operations – Softball  
Director of Operations - Volleyball

**Academic Progress Rate (APR) Bonus:**

With regard to single-year Academic Progress Rate ("APR") for the Team, an APR equal to 985 or greater, employee may be eligible for an academic progress rate bonus of \$2,000. Further, in order to receive payment of this bonus, employee must be employed by and performing substantial services for ECU on the date the APR is announced publicly and employed during the measured academic year. The APR is announced publicly the spring after a completed academic year.

Employees who may be eligible for this bonus:

Head Coach – Men's Golf  
Head Coach – Women's Golf  
Head Coach – Lacrosse  
Head Coach – Soccer  
Head Coach – Softball  
Head Coach – Swimming  
Head Coach - Tennis  
Director of Men's and Women's Track and Field/Cross Country  
Head Coach – Cross Country/Assistant Coach – Track and Field  
Head Coach - Volleyball  
Assistant Coach - Men's Basketball  
Assistant Coach - Women's Basketball  
Director of Operations – Men's Basketball  
Director of Operations – Women's Basketball

**Competitive Bonus**

In the event that the team wins the Conference Championship or the team is selected for NCAA (post season) Championship Tournament appearance, employee may be eligible for one bonus of up to 1/12 of employee annual salary.

Employees who may be eligible for this bonus:

Head Coach – Men's Golf  
Head Coach – Women's Golf  
Head Coach – Lacrosse

Head Coach – Soccer  
 Head Coach – Softball  
 Head Coach – Swimming  
 Head Coach - Tennis  
 Director of Men's and Women's Track and Field/Cross Country  
 Head Coach – Cross Country/Assistant Coach – Track and Field  
 Head Coach - Volleyball  
 Assistant Coach - Men’s Basketball  
 Assistant Coach - Women’s Basketball  
 Assistant Coach - Men's Golf  
 Assistant Coach - Women's Golf  
 Assistant Coach - Lacrosse  
 Assistant Coach - Soccer  
 Assistant Coach – Softball  
 Assistant Coach – Swimming  
 Assistant Coach - Tennis  
 Assistant Coach – Track and Field/Cross Country  
 Assistant Coach – Volleyball  
 Director of Operations – Men’s Basketball  
 Director of Operations – Women’s Basketball  
 Director of Operations – Softball  
 Director of Operations - Volleyball

**Competitive Bonus - Baseball**

Assistant Coaches and Director (as determined by Head Coach) shall be eligible to receive a competitive Bonus in the amounts as specified in conjunction with the team’s achievement below.

Conference Champion (either Regular Season or Tournament)	\$2,500
NCAA Regional Participation	\$2,500
NCAA Super Regional Participation	\$5,000
NCAA College World Series (CWS) Participation	\$10,000
National Champion (Win NCAA CWS)	\$10,000

These bonuses are cumulative.

**Competitive Bonus – Regular Season Conference Champion - Soccer**

In the event that the team is the Regular Season Conference Champion, Head Soccer Coach may be eligible for a bonus of \$2,000.

**Competitive Bonus – Track and Field**

In the event that the team wins the Conference Championship or 1 pole vaulter qualifies for an NCAA (post season) Championship Meet appearance (in the area in which employee have oversight), Assistant Track and Field Coach/Pole Vault may be eligible for one bonus of up to 1/12 of employee annual salary.

**Competitive Bonus – Track and Field**

In the event that the team wins the Conference Championship or 5 student-athletes or relay team qualify for an NCAA (post season) Championship Meet appearance (in the area in which employee has oversight), Assistant Track and Field Coach may be eligible for one bonus of up to 1/12 of employee annual salary.

**Competitive Bonus – Track and Field**

In the event that the team wins the Conference Championship or 2 student-athletes qualify for an NCAA (post season) Championship Meet appearance (in the area in which employee have oversight), Assistant Track and Field Coach/Throws may be eligible for one bonus of up to 1/12 of employee annual salary.

### **Conference Coach of the Year - Soccer**

In the event Head Soccer Coach is named as “conference coach of the year” in the American Athletic Conference (“AAC”), as tallied by the AAC, or by the National Soccer Coaches Association of America (NSCAA), the employee will be eligible for a bonus of \$2,000.

### **National Coach of the Year - Soccer**

In the event the Head Soccer Coach is named as “national coach of the year” in NCAA Division I soccer by the National Soccer Coaches Association of America (NSCAA), the employee will be eligible for a bonus of \$3,000, regardless of the number of national awards.

### **Retention Bonus - Baseball**

If employee are employed continuously during the immediate preceding twelve months in the position of Assistant Coach or Director (as determined by Head Coach) at ECU on October 1, employee(s) shall be eligible to receive a one-time retention bonus of up to one-twelfth (1/12) of employee annual base salary in effect on the immediately preceding June 15 in such amount as the Director of Athletics will establish prior to the Retention Date after consultation with the Head Coach. The factors to be considered by the Director in making this determination will include competitive performance and team achievement consistent with the goals of university’s department of athletics.

### **Country Club Memberships**

Subject to approval by the Director of Athletics, designated individuals may receive Club memberships if the membership is deemed useful to the university and is job related and the club has a policy prohibiting discrimination against groups protected by federal and North Carolina law.

- Executive Associate Athletics Director/Revenue Generation; Pirate Club Executive Director
- Assistant Athletics Director/Development (Pirate Club)
- Assistant Athletics Director/Major Gifts (Pirate Club)
- Executive Associate Athletics Director/Internal Operations
- Director of Football Administration
- Head Coach – Men’s Golf
- Head Coach - Women’s Golf

Department	Title	Academic Bonus	Competitive Bonus	APR Bonus	Retention Bonus	Total Potential Bonus for All Employees in this Position
Baseball	Assistant Coach	\$ -	\$ 60,000	\$ -	\$ 22,540	\$ 82,540
Baseball	Director of Operations	\$ -	\$ 30,000	\$ -	\$ 4,789	\$ 34,789
Basketball - Men	Assistant Coach	\$ 34,583	\$ 34,583	\$ 6,000	\$ -	\$ 75,166
Basketball - Men	Director of Operations	\$ 5,575	\$ 5,575	\$ 2,000	\$ -	\$ 13,150
Basketball - Women	Assistant Coach	\$ 23,332	\$ 23,332	\$ 6,000	\$ -	\$ 52,664
Basketball - Women	Director of Operations	\$ 4,166	\$ 4,166	\$ 2,000	\$ -	\$ 10,332
Football	Assistant Coach	\$ 50,000	\$ 150,614	\$ -	\$ -	\$ 200,614
Football	Senior Staff	\$ 20,000	\$ 40,000	\$ -	\$ -	\$ 60,000
Football	Staff	\$ -	\$ 30,000	\$ -	\$ -	\$ 30,000
Golf - Men	Head Coach	\$ 7,500	\$ 7,500	\$ 2,000	\$ -	\$ 17,000
Golf - Men	Assistant Coach	\$ 1,458	\$ 1,458	\$ -	\$ -	\$ 2,916
Golf - Women	Head Coach	\$ 5,958	\$ 5,958	\$ 2,000	\$ -	\$ 13,916
Golf - Women	Assistant Coach	\$ 2,916	\$ 2,916	\$ -	\$ -	\$ 5,832
Lacrosse	Head Coach	\$ 6,666	\$ 6,666	\$ 2,000	\$ -	\$ 15,332
Lacrosse	Assistant Coach	\$ 7,500	\$ 7,500	\$ -	\$ -	\$ 15,000
Soccer	Head Coach	\$ 6,875	\$ 11,750	\$ 2,000	\$ -	\$ 20,625
Soccer	Assistant Coach	\$ 7,083	\$ 7,083	\$ -	\$ -	\$ 14,166
Softball	Head Coach	\$ 9,333	\$ 9,333	\$ 2,000	\$ -	\$ 20,666
Softball	Assistant Coach	\$ 8,582	\$ 8,582	\$ -	\$ -	\$ 17,164
Softball	Director of Operations	\$ 3,000	\$ 3,000	\$ -	\$ -	\$ 6,000
Strength & Conditioning	Head Coach	\$ 5,000	\$ 16,355	\$ -	\$ -	\$ 21,355
Swimming	Head Coach	\$ 6,500	\$ 6,500	\$ 2,000	\$ -	\$ 15,000
Swimming	Assistant Coach	\$ 7,250	\$ 7,250	\$ -	\$ -	\$ 14,500
Tennis	Head Coach	\$ 3,833	\$ 3,833	\$ 2,000	\$ -	\$ 9,666
Tennis	Assistant Coach	\$ 2,916	\$ 2,916	\$ -	\$ -	\$ 5,832
Track	Head Coach	\$ 6,381	\$ 10,762	\$ 2,000	\$ -	\$ 19,143
Track	Assistant Coach	\$ 15,673	\$ 29,346	\$ 2,000	\$ -	\$ 47,019
Volleyball	Head Coach	\$ 7,666	\$ 7,666	\$ -	\$ -	\$ 15,332
Volleyball	Assistant Coach	\$ 7,333	\$ 7,333	\$ -	\$ -	\$ 14,666
Volleyball	Director of Operations	\$ 2,964	\$ 2,964	\$ -	\$ -	\$ 5,928
<b>Grand Total</b>		<b>\$ 270,043</b>	<b>\$ 544,941</b>	<b>\$ 34,000</b>	<b>\$ 27,329</b>	<b>\$ 876,313</b>





**Athletics & Advancement Committee  
November 11, 2021**

Agenda Item: III.C. Athletics Update

Responsible Person: Jon Gilbert  
Director of Athletics

Action Requested: Information

Notes:

Updates regarding:

- Conference realignment
- APR
- Student attendance
- ECU Lettermen Club
- Pirates Supporting Pirates
- National Letter of Intent
- Name, Image & Likeness
- NCAA Constitution Committee



**Athletics & Advancement Committee  
November 11, 2021**

Agenda Item:

IV. Closed Session

Responsible Person:

Fielding Miller  
Committee Chair

Action Requested:

Notes: