

- I. Approval of Minutes November 11, 2021
- II. Athletics
 - A. Review of Athletics Operational Metrics
 - B. Athletics Update
- III. University Advancement
 - A. Review of Advancement Operational Metrics
 - B. Spangler Professorship in the College of Education
 - C. Comprehensive Campaign Update
- IV. Closed Session



Agenda Item:	I. Approval of Minutes - November 11, 2021
Responsible Person:	Fielding Miller Committee Chair
Action Requested:	Approval
Notes:	

Minutes Athletics & Advancement Committee November 11, 2021

Advancement

Mr. Chris Dyba reported that east campus is trending well and they are \$718K ahead of schedule. West campus had a great October and is lagging a little behind schedule; however, he feels there is no question that they will meet their goal.

The Life Sciences & Biotechnology Building has great space to entice donors. He reminded the committee that the building was built with bond money but money is needed to outfit the facility and for academic programs. A slate of spaces and a schematic of spaces were presented to the committee for preapproval. The committee approved the naming catalog and this item was included on this morning's consent agenda.

My Dyba shared that he and/or his team met with all the deans and unit directors to discuss their priorities and goals for the upcoming Comprehensive Campaign. Buy in was received from all. Mr. Dyba also shared that there are a few 8-figure gift discussions going on which will be transformative for ECU and ECU's first 8-figure gift. A motion was made endorsing the public phase of the campaign and unanimously approved for presentation to the full board tomorrow.

Athletics

Mr. Jon Gilbert reviewed the metrics for Athletics. He reported that the Pirate Club has done an exceptional job with premium seating and the Student Pirate Club is growing. He shared that Athletics fundraising without Pirate Club is trending in the right direction and a recent \$100,000 gift was received for a new endowment. The new EC Letterwinners Club already has 200 members. He shared that next football season we will host 7 games with the first one being against NC State. Current basketball season ticket sales are less than expected. Athletics continues to monitor athletic expenses compared to budget and is in the green due to the counting of season football ticket sales; however, single game sales lag which is attributed to not selling as many tickets to the South Carolina contest. The upcoming contest again Cincinnati brings the highest ranked team to ever play at ECU.

Mr. Gilbert reported that six institutions were added to the American Athletic Conference. The start date is not finalized as we must wait to see when the three teams exiting leave. He also reminded the committee that each team leaving has a \$10M exit fee that goes into a conference reserve.

He announced that the APR is 993 which is the highest ever at ECU. Much growth has been made over the past three years.

Student game day attendance for the South Florida game was 10,216.

He shared that the Pirate Club brought back the Pirates Supporting Pirates program where businesses can join at a minimum of \$500. Currently there are 173 local businesses. Signing day for fall sports was yesterday, November 10. December 15 is football signing day and the second one is the first Wednesday in February.

Higher education is pushing for a policy on NIL. The newly formed constitution committee will vote in January and it is anticipated that change is coming with a large desegregation to conference level or individual schools.

Mr. Gilbert shared the success of Treasure Island, a place where student clubs from campus can gather during a football game. He believes this new venture has increased student attendance at the football games.

A question was raised asking why we don't compete with our more traditional rivals. Mr. Gilbert responded by saying a lot has to do with funding and revenue.

Our committee approved the non-salary compensation plan relative to academic bonuses which covers the gamut of all sports and competitive bonuses for conference championships and above were presented to the committee. Approval of this plan eliminates the need to come before the committee/board on sport specific as each occurrence arises. This item was included on this morning's consent agenda.

I will have a motion coming out of closed session, but for now, that concludes my report.



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



KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
				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	5.600.000
Fundraising for Athletics (Pir		\$ 5,206,154	\$ 5,600,000	Actual	192,398	633,431	240.761	58.589	298.091	588.339	491.162						2,502,77
Fundraising - Annual Fund (Pirate Club)	Club), includes pledges to the		,000,000	+/-	(134.016)	61.272	100.555	(62.882)	160.030	188.056	316.140						
	Athletic Annual Fund			YTD+/-		(72,744)	27,811	(35,071)	124,959	313,015	629,155						
									,								
	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	1,500,00
Fundraising - Athletics (excluding Annual Fund)	Annual Fund), includes cash.	\$ 2,217,662	\$ 1,500,000	Actual	346,927	(40,305)	492,664	319,299	223,981	1,096,271	454,090						2,892,92
Fundraising - Athletics (excluding Annual Fund)	pledges, planned gifts, gifts in kind			+/-	221,927	(165,305)	367,664	194,299	98,981	971,271	329,090						
	pleages, planned girts, girts in kind			YTD+/-	221,927	56,622	424,286	618,585	717,566	1,688,837	2,017,927						
							-										
				Plan								4,000	4,000	4,000	1,500	1,000	14,50
Season Ticket Sales - 2022 Football	Number of Season Tickets Sold	13,000*	14,500	Actual													
Season Ticket Sales - 2022 Pootball	Number of Season Tickets Sold			+/-													
				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			331	887	146								1,36
Season Ticket Sales - 2021-2022 Men s Basketball	Number of Season Tickets Sold			+/-			(669)	187	46								
				YTD+/-			(669)	(482)	(436)								
		•															
Athletics Expenses Compared to Budget Monthly Athletics Expenses			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	43,234,05	
	Monthly Athletics Evnenses	\$ 32,547,721	\$ 43,234,056	Actual	2,012,476	5,677,609	3,961,277	3,036,065	2,735,946	2,956,746	7,095,242						27,475,36
	monthly remedical expenses			+/-	(42,943)	(219,196)	(376,868)	(403,020)	(1,458,930)	(177,058)	502,897						
			YTD+/-	(42,943)	(262,138)	(639,006)	(1,042,026)	(2,500,956)	(2,678,014)	(2,175,117)							
				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	33,491,67
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 28,302,015	\$ 33,491,675	Actual	235,987	7,099,015	1,407,041	4,081,712	627,693	6,483,312	375,943						20,310,70
	,		1	+/-		(110,000)	(222,544)	3,573,438	(2,638,241)	842,886	(1,272,084)						
				YTD +/-	(237,233)	(347,233)	(569,777)	3,003,661	365,420	1,208,305	(63,778)						
				Plan		640,000	600,000	250,000	135,000								1,625,00
Single Game Ticket Sales - 2021 Football	Revenue from Single Game Ticket	\$1,162,330**	\$ 1,625,000	Actual		686,095	291,446	127,308	211,752								1,316,60
	Sales			+/-		46,095	(308,554)	(122,692)	76,752								
				YTD+/-		46,095	(262,459)										
				Plan	1,000,000	2,333,333	1,666,667	1,666,667	2,333,333	2,000,000	1,666,667	1,000,000	2,000,000	1,333,333	1,333,333	1,666,667	20,000,00
Fundraising - East (Advancement)	Fundraising for East Campus,	\$ 30,315,590	\$ 20,000,000	Actual	337,431	4,847,066	702,843	1,497,699	14,594,906	5,461,602	1,731,775						29,173,32
ini	includes cash, pledges, planned gifts	S		+/-	(662,569)	2,513,733	(963,824)	(168,968)	12,261,573	3,461,602	65,108						
				YTD+/-	(662,569)	1,851,164	887,340	718,372	12,979,945	16,441,547	16,506,655						
	Fundraising for West Campus (Healt)	h		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	12,000,00
Fundraising - West (Advancement)	Sciences), includes cash, pledges,	\$ 8,259,146	\$ 12,000,000	Actual	285,516	783,264	320,043	1,057,409	637,069	2,930,514	397,766						6,411,58
ranarang west (navancement)	planned gifts			+/-		(116,736)	(479,957)	157,409		930,514	(502,234)						
				YTD+/-		(481,220)	(961,177)				(938,419)						



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



Agenda Item:	III. A. Review of Advancement Operational Metrics
Responsible Person:	Chris Dyba Vice Chancellor for University Advancement
Action Requested:	Information
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Agenda Item:	III. B. Spangler Professorship In the College of Education
Responsible Person:	Chris Dyba Vice Chancellor for University Advancement
Action Requested:	Approval
Notes:	





Greenville Centre, Suite 1100 | 2200 South Charles Boulevard | Mail Stop 301
East Carolina University | Greenville, NC 27858-4353
252-328-9550 office | give2ecu@ecu.edu | www.ecu.edu/give

To: ECU Board of Trustees

From: Christopher Dyba

Re: Professorship

In late fall 2021, Board of Governor member Anna Spangler Nelson talked to Chancellor Rogers and committed to supporting a professorship in our College of Education to support early childhood literacy. Through the Spangler Foundation, she gave \$2,000,000 in December, which is eligible for the state match on professorships.

While naming of endowments, such as professorships, does not fall under ECU's Board of Trustee policy, the UNC System Office determined that the establishment of this professorship should be approved by the Board of Trustees. There are three other similar professorship endowments being created across the system.

Attached are supporting documents.

Thank you,



105 Spilman Building | Mail Stop 101 | East Carolina University* | Greenville, NC 27858-4353 252-328-6212 office | 252-328-4155 fax

December 17, 2021

Dr. David English Vice President for Academic Programs, Faculty, and Research The UNC System 910 Raleigh Road Chapel Hill, NC 27514

Dear Dr. English:

Enclosed for your review is the Plan for the Establishment of the Spangler Distinguished Professorship of Early Child Literacy within the College of Education at East Carolina University. The necessary \$2,000,000 has been committed and we seek your approval for this professorship to be placed in the queue for State matching funds of \$667,000.

Establishment of this professorship will provide support for a single professor who will teach and provide leadership in the training of new teachers, the support of in-service teachers and the preparation of future literacy faculty to ensure reading proficiency in children in North Carolina. This will allow the College secure an associate or full professor in the College to serve as a role model for faculty and students at East Carolina University.

Thank you for reviewing the enclosed plan and we appreciate your support of our efforts at ECU.

Sincerely,

Philip Rogers, EdD

Chancellor

Enclosure: Professorship Plan



A Plan for the Establishment of the Spangler Distinguished Professorship of Early Child Literacy

College of Education East Carolina University

December 2021

The College

The mission of the College of Education is the preparation of professional educators and allied practitioners. Significant to this mission is a strong commitment to three important related areas, all of which are realized through partnerships and other endeavors. These three areas are:

- 1. the encouragement and nurturing of professional growth for educators and allied practitioners at all levels and in all areas of the educational endeavor.
- 2. a continuing emphasis on and support for scholarship and research/creative activity.
- 3. and service in all areas of professional education.

Critical to such commitment is the promotion of effective teaching; staff participation in the improvement of schools; and, in concert with other state agencies, the development and creation of educational policy for North Carolina.

The Distinguished Professorship

The Spangler Distinguished Professorship in the College of Education will provide support for a single professor who will teach and provide leadership in the training of new teachers, the support of in-service teachers and the preparation of future literacy faculty to ensure reading proficiency in children in North Carolina. The person selected shall have experience and credentials as a teacher and scholar commensurate with the rank of associate or full professor in the College. The initial appointment will be for a period of five years and will be renewable in accordance with the standard schedule for annual review of faculty. The appointee will be expected to teach in the College's teacher preparation programs and to conduct research in early literacy and will be expected to engage in collaboration with other educator preparation programs in North Carolina as part of a community of literacy champions. This professorship may be filled by an external or internal appointment. All searches and appointments will be conducted in accordance with the rules and regulations of the UNC Board of Governors and institutional personnel policies. Decisions regarding the holders and terms of appointment will be made by the Dean in consultation with the Provost.

The yearly interest income will be used exclusively for support of the endowed professorship, including such purposes as a salary supplement for the holder, travel and research expenses associated with his or her professional responsibilities, stipends for the holder's teaching and research assistants, special equipment or library books and programmatic support needed to support the teaching, research and service activities of the distinguished professor.

Budget for the Spangler Distinguished Professorship in the College of Education

\$2,000,000 +\$ 667,000	Gift donated by C. D. Spangler Foundation NC Board of Governor's Distinguished Professorship Endowment Trust Fund
\$2,667,000	Total endowment corpus
\$2,667,000	x 4.00% = \$106,680 Projected Annual Interest Payout

The current yearly income distribution rate for endowments set by the ECU Endowment Board is 4.00%. This percentage is subject to change based on the policy of the ECU Endowment Board. In the case of a change, the budget will be adjusted accordingly.



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



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

<u>Proposed Closed Session Motion</u>

I move that we go into Closed Session:

- to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award; and
- to prevent the disclosure of confidential information under N.C. General Statutes §126-22 to §126-30 (personnel information) and the federal Family Educational Rights and Privacy Act; and
- to consider the qualifications, competence, performance, character, fitness, or appointment of prospective and/or current employees and/or to hear or investigate a complaint or grievance by or against one or more employees; and
- to consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.