

**University Affairs Meeting – Board of Trustees**  
**April 28, 2022**  
**Main Campus Student Center**

**BOT Committee Members Attending:** Leigh Fanning (chair), Chandler Ward, Tom Furr, Jeff Roberts and Vince Smith.

Other BOT members attending: Jim Seagrave, Scott Shook

Meeting started at 2:34pm.

Ms. Fanning opened the meeting at 2:34pm by reading the conflict of interest statement as well as the Jurisdiction Review and Conduct Statement for University Affairs.

Meeting from the February 10, 2022, UA meeting were approved without dissent

- **Operational Metrics**

- Research Metrics – Mike Van Scott – we have exceeded our goal for the last two years and are on track for passing that this year
- Student Affairs – Virginia Hardy – We are continuing to see students as the semester ends and throughout the summer even with less staff. We will be trying to recruit more counselors for the fall.
- Student Affairs – Virginia Hardy – housing is lagging a bit behind but have between March 30<sup>th</sup> and April 25<sup>th</sup> we have 2,436 housing commitments. Returning students will have the option for single rooms soon and we are focusing of options for transfer students too. If they have paid their deposits, we are letting them pick their rooms now.
- Academic Affairs – Grant Hayes – As of Monday, April 25<sup>th</sup> we are down (year to date) by 3.9% in applications (most all of this is in-state students). Out of state new freshman applications are up. New freshman enrollment deposits are down 7.4%, transfer applications are down 8%, and transfer deposits are down 10%. New graduate admits are down 21 students and overall enrollment is down 260 students (18,560).

- **Agenda Item**

- **Student Enrollment and Recruitment Update – Stephanie Whaley**
  - She shared some information about our Admitted Students Events (Pirates Aboard) – 1,240 in Fall 2021 and 1,900 in Spring 2022. We had about 6,000 total guests in March 2022. We also hosted multiple Admitted Student Fridays and Hoist the Colors events with 499 students attending those events, which gave us a 48% increase for admitted student events from last year to this one.
  - Stephanie shared the various ways to communicate with students in many ways (emails, texts, social media, digital, videos, etc.). Tik Tok has been an added element for outreach. Digital advertising is stepping up and have options for things like Hulu and Roku.

- ECU has been doing Yield Encouragements with things like No Quarter Flags, License Plate Mailers, Yard Signs and T-Shirts.
  - We expect to see the largest bump over the weekend around May 1<sup>st</sup>. There are 7,000 fewer high school seniors graduating in NC – so to be only a couple hundred behind is pretty impressive.
- **Intercollegiate Athletics Survey Report**
  - Provost Hayes gave options for questions about the report which was provided in the board materials. No questions.
- **Conferral of Degrees**
  - “I move that the candidates for degrees, as approved by the Chancellor and the Faculty Senate, be authorized for conferral at the annual Spring Commencement on Friday, May 6, 2022.”
    - **MOTION – Chandler Ward made motion for conferral of degrees, seconded by Jim Seagrave – approved without dissent.**
- **Center for STEM Education Designation**
  - Mike Van Scott followed up on the board materials report to remove the designation of “center” related to STEM education. He believes are taking resources away from the STEM programs and the request is to remove the designation
  - **MOTION – Chandler Ward made a motion to remove the center designation and move the program to the College of Education. Vince Smith seconded the motion. Approved without dissent.**
- **Patents and Commercialization**
  - Chancellor Rogers offered opening remarks about how ECU is improving in these categories. Marti Van Scott explained more about the specifics at ECU. The three categories include intellectual property, industry testing and licenses. Many of our research endeavors are multidisciplinary in nature which is a trend we need to continue to do as go forward. We are pushing beyond just having new inventions or patents created but are also looking to make sure they are functional and worthy of the funding support each receives. We have gone from having one start up business every other year to multiple per year.
  - Carlisle Rogers talked about the future for innovation. Topics include natural resources, digital, educational, collaborative IP, biomedical accelerator, and reagents. He shared examples of issues in North Carolina (skin cancer, west Nile virus, opioids and athlete health) and how we have faculty members combatting these issues and have all created startups.
- **Pirate Entrepreneurship Challenge Student Winner**
  - Michael Harris from the Miller School talked about the Entrepreneurship Challenge being created but is open to the entire campus. More the 375 teams have received more than \$400,000 in prizes in 5 years. He introduced the winner

of the year five challenge. The student winner, Jamarus Payton, shared his story and how he won the challenge. He created Carolina Chicken and Waffles and talked about how the concept came to being. The mobile idea allows his company is to reach more diverse communities in eastern NC. He is looking to expand and partner with breweries and grow his franchises in Wilmington, Rocky Mount, Jacksonville, Greenville, and other areas.

Moved to Closed Session at 3:38pm

Returned from Closed Session at 3:44pm

Meeting Adjourned at 3:45pm

## Report of the Audit, Risk Management, Compliance, and Ethics Committee for April 28, 2022

### Operational Metrics Review

The committee reviewed the operational metrics related to Internal Audit, Healthcare Compliance, Research Compliance, and Athletics Compliance. All metrics are in the “green” year to date.

### Action Items

Chief Audit Officer Wayne Poole presented the fiscal year 2023 annual audit plan and discussed the process for developing the plan. The committee approved the plan as presented; it does not require approval by the full board.

### Informational Items

#### **Enterprise Risk Management – Ms. Stephanie Coleman**

Vice Chancellor Coleman briefed the committee on the risk identification and prioritization exercise which was recently completed. This process included staff, faculty, students, and administration and resulted in the register of top risks and emerging risks being updated. Ms. Coleman presented the updated risk register, which has been accepted by the Chancellor and Executive Council and is required to be submitted to the UNC System Office.

#### **Employee Workforce Risks and Resources – Ms. Sara Lilley**

Ms. Lilley provided an update on employee well-being and assistance programs. These programs are valuable tools in managing the risks related to the University workforce. The workforce is currently the top risk in the enterprise risk register.

#### **Healthcare Compliance/Office of Institutional Integrity – Ms. Michelle Deville**

Ms. DeVille provided an update on the recent activities of the Office of Institutional Integrity. These activities include healthcare billing compliance, HIPAA compliance, and other ECU data compliance responsibilities.

#### **Update on University Employee Code of Conduct – Mr. Wayne Poole**

Mr. Poole briefed the committee on the status of the draft University-wide Employee Code of Conduct. This document is intended to address a gap between ECU’s compliance infrastructure and the federal guidelines for organizational compliance programs. Mr. Poole advised us that feedback has been received from the Faculty Senate and from other employee groups and is being incorporated into the document. Mr. Poole advised that the Faculty Senate wishes to review the document again when they resume business in the Fall of 2022. Because of the compliance implications, I requested that the document be brought to this Board for review and approval at our July 2022 meeting.

### Other

The committee also received a briefing on one recent audit, and an update on the University’s Information Security Program.

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Mr. Chairman, that concludes my report.



**East Carolina University | Board of Trustees**  
**Finance & Facilities | In Person & Virtual/Main Campus Student Center | April 28, 2022**  
**Highlights**

- I. **Minutes from February 10, 2022 - Approved**
- II. **Review of Operational Metrics** - Stephanie Coleman, VC for Administration & Finance, provided info that the State expenses are trailing compared to normal spend plan; Unrestricted fund balance is currently \$4 M better than plan. Administration & Finance Auxiliary changes - is \$2 M better than plan and Student Affairs auxiliary Dining is behind \$2M. Tuition revenue is doing well compared to budget and prior year. Mandatory fees continue to trend above budget plan. Athletics Financial Performance is \$1.2M better than budget; had a good baseball season in ticket sales and other revenues have offset the shortfall from football sales, and expenses are on target. ECUP Financial Performance contract revenue is behind by \$2M; UPL payment is behind. Anticipate a loss for the year.
- III. **All Funds Budget** - Stephanie Coleman, VC for Administration & Finance, thanked the University Budget Director and her staff and all departments and divisions that worked tirelessly on completing this task. VC Coleman shared the FY23 Budget Development Timeline, Shared Operating Revenues and expenses in comparative format for actual FY21 and budgeted FY23. She shared the All Funds Budget for FY23. The next steps and future opportunities were provided. I'll have a motion at the end of this report.
- IV. **Annual Safety Report** - Bill Koch, Associate VC for Campus Safety and Auxiliaries, and Chief Barnwell shared crime trends information. The Officers now carry Narcan and it's also available in the Student Health Center. The UNC System is piloting the Safe Zone Mental Health App and the ECUPD Chief and the Dean of Students have met with vendor and are working on deployment plan.
- V. **Advance Planning Increase for Fleming HVAC and Bathroom** - Bill Bagnell, Associate VC for Campus Operations, provided Action Item #1 to Increase in Advance Planning Fleming Residence Hall Renovation of HVAC System and Bathrooms. Action Item #2 Designer Selection Approval on Brody School of Medicine (New Medical Education Building). This item was approved as a part of the consent agenda this morning.
- VI. **BOT Designer Selection Medical Education Building** - Bill Bagnell, Associate VC for Campus Operations, requested Action Item #1 Designer Selection Approval on Brody School of Medicine (New Medical Education Building). This item was also approved as part of the consent agenda this morning.
- VII. **Informational Items**
  - A. Stephanie Coleman, VC for Administration & Finance, provided the Comprehensive Budget Report.
  - B. Stephanie Coleman, VC for Administration & Finance, provided the Report of Approved EHRA Employee Salary Adjustments.
  - C. Stephanie Coleman, VC for Administration & Finance, provided the Pension Report.
  - D. Stephanie Coleman, VC for Administration & Finance, provided the Annual HR Compliance Report.
  - E. Stephanie Coleman, VC for Administration & Finance, provided the Report of Related Persons.
  - F. Bill Bagnell, Associate VC for Campus Operations, provided information to the Committee on the Designer Selections since last board meeting.
  - G. Bill Bagnell, Associate VC for Campus Operations, provided information to the Committee on Approved BOT Delegated Capital Projects \$300K - \$750K.
  - H. Bill Bagnell, Associate VC for Campus Operations, provided information to the Committee of Capital Projects submitted for BOG approval.

- I. Bill Bagnell, Associate VC for Campus Operations, provided information to the Committee on the Capital Projects Updates.
- J. Stephanie Coleman, VC for Administration & Finance, provided the Statement of Bonded Indebtedness as of December 31, 2021.

**VIII. OTHER - N/A**

Mr. Chairman, I have one motion coming out of the Finance and Facilities Committee:

I move the board approve the All Funds Budget as presented in board materials.

**Health Sciences Committee**  
**April 28, 2022**

- Minutes from the February 10, 2022 meeting were approved.
- Dr. Ron Mitchelson discussed the metrics that include the number of applications to health sciences division undergraduate, graduate and professional programs. Additional metrics include sponsored awards, Laupus Library Resource Utilization, and patient visits.
- Dr. Sylvia Brown presented an overview of the College of Nursing that included their COVID-19 response, graduation data, highlighted accomplishments, and addressed the challenges the college faces.
- Ms. Taylor Nelson, College of Nursing student, is one of the first two graduates of the new BSN to PhD program. She discussed her love of ECU's spirit, nurse pride, sense of community, mentorship focus, and passion for service.
- Dr. Waldrum provided an update on the brand rollout, JOC formation, planning initiatives to drive improvement, and work around financial integration. He also highlighted several accolades for the BSOM in the recent months.
- Dr. Amanda Williams presented the proposed ECU Physicians Compensation Plan and the School of Dental Medicine Incentive Plan. Both of those items were included as part of the consent agenda this morning.
- The committee approved several personnel related items that were included in the consent agenda this morning. Those included
  - The initial appointment as chair with tenure for Dr. Michael Lang
  - The initial appointment with tenure for Dr. Lisa Moreno-Walton
  - Incentive payments in the School of Dental Medicine
  - Nonsalary compensation for Dr. Frances Okala
  - Health Sciences promotion and tenure recommendations.

Mr. Chairman, I will have one item coming out of closed session for board consideration, but for now that concludes my report.

**AFTER CLOSED SESSION**

I move the board approve the initial appointment with tenure for Dr. Bimbola Akintade, the new Dean of the College of Nursing, as presented in board materials.

**Minutes**  
**Athletics & Advancement Committee**  
**April 28, 2022**

The Athletics and Advancement Committee met on April 28, 2022.

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

A motion was made to approve the minutes from the February 10, 2022 meeting. After a second and no discussion the minutes were approved.

Advancement

Mr. Chris Dyba reported that East campus has a goal of \$20M and current fundraising dollars reflect \$31.6M which is remarkable. West campus has not paced as well but with the recent integration fundraising dollars will go up and there are currently some big gifts in the works.

He reported on Pirate Nation Gives (PNG), ECU's day of giving. This day usually coincides with Founders week; this year it coincided with the Chancellor's installation. PNG brought in \$8.5M across all priorities. The university had 274 new donors (those without any previous transaction) and almost 1300 repeat donors. Social media played a large part in this day. Numbers were captured from March 9 to March 24 yielding over 160,000 impressions and over 20,000 video views. Additionally, the PNG hashtag averaged 48 mentions/day with over 4 million impressions. During that week, the campaign celebration was held at Minges. He thanked those that attended for celebrating the evening and noted that so far, for this campaign, we have raised nearly \$392M with \$60M of it being from this fiscal year. He reminded the board of the Pursue Gold campaign pillars: Creating Golden Opportunities, Championing Research, Sustaining Our Values and Building Our Future.

Due to a recent resignation of an ECU Foundation board member Mr. Dyba presented the recommendation that Matt Crisp serve a three-year term on the ECU Endowment board. The committee approved the recommendation to appoint Mr. Matt Crisp to serve a three-year term on the ECU Endowment Fund Board. This item was approved as part of the consent agenda this morning.

Athletics

Mr. Jon Gilbert reviewed the metrics for Athletics. He reported that the Annual Fund is doing well which is tied to football tickets. The football ticket sales goal is 14,500 and he thinks they may exceed that goal. Trade Club and tower will be sold out. A question was raised about the best year ever with football ticket sales; that was 2008-2009. It is unlikely that goal will be reached again due to the changes in the TV platform. Linear networking allows more people to watch and there is no longer a black out with the local market. A question was raised about reducing the size of the stadium as has been done at other schools. Mr. Gilbert stated we offer a range of pricing which allows for individuals to purchase seating in different areas of the stadium. A question was also raised about converting the old club level into loge boxes. He stated that the change would cost several hundred thousand dollars. And shared that there is more demand for suites over loge boxes.

He reported that May 12 there will be a campaign event. Currently there are numerous conversations with donors about opportunities to invest. There will be no bonds for any of the facility projects; therefore, the monies for each project must be on hand before the building begins. He anticipates some sizeable, monumental gifts.



He reminded the board that we will have 4 home football games to start the season. The time of the NC State game has not been set and should be announced in late May or early June. He assured the board that he is seeking a late afternoon or night game.

The NIL intent was for student athletes to benefit. It turns out that it has come to essentially pay to play. A question was raised about an LLC independent company outside of the institution. He felt that doing so would create donor fatigue. Someone posed the question about financial literacy through all of this, and Mr. Gilbert shared the ECU NIL committee helps student athletes understand it.

Mr. Gilbert discussed the NCAA transformation committee and the massive forthcoming deregulation late summer or early fall. Each conference will vote on how to spend their funds (i.e.: number of coaches/scholarships); however, there will be limitations due to equity issues. The liability and decision making will fall within each conference. There will be no such thing as competitive equity with the NCAA. He shared that the industry is changing at a rapid pace.

The anticipated date of completion of the 7,000 square foot weight room is October or November.

He reminded the board of the upcoming Armada dates.

#### BOV

Ms. Wanda Montano recognized outgoing members of the Board, presented a slate of new members and recommended the slate of officers beginning July 1, 2022. I will have a motion at the end of this report.

#### Naming

The committee approved one naming opportunity – the Family Therapy Room in the Family Therapy Clinic in honor of Dr. David Dosser. That item was a part of the consent agenda this morning.

Mr. Chairman, I have one item for board consideration:

Coming out of the Athletics and Advancement Committee, I have an amended motion. I move the board accept the recommendations from the Board of Visitors for reappointments and new member appointments, with the addition of THREE (rather than 4) more individuals, as follows:

Reappointments: Pam Baldwin, Brad Congleton, Lewis Gale and Toby Thomas

New Member Appointments: Christina Bowen, Tom Campbell, Scott Chase, Richard Cobb, Terrance Copper, Barnanne Creech, Phil Kirk, Nichole Kloss, Phil Tetterton, Andrew Wasilick and Scott West

I move the board also accept the officer recommendations from the Board of Visitors as follows:  
Chair – Alisa Chapman; Vice Chair – Preston Mitchell; Secretary – Dutch Holland.

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**AFTER CLOSED SESSION**

Upon the recommendation of the Chancellor in conjunction with the ECU Foundation Board, I move the board approve a salary increase of 5% funded from the ECU Foundation for Vice Chancellor Chris Dyba, as presented in the board materials.