



**July 14, 2022**

Agenda Item:

X. Action Items

Responsible Person:

Action Requested:

Notes:

A. FERPA Policy

B. Employee Code of Conduct Policy

C. Naming Menu - ECU Athletics



**July 14, 2022**

Agenda Item: X. A. FERPA Policy

Responsible Person: Ms. Beth Dawson  
ECU Registrar's Office

Action Requested: Approval

Notes:

# Family Educational Rights and Privacy Act (FERPA or Buckley Amendment)

Version 2 (Current Version)

Print

<b>Policy</b>	POL02.40.01
<b>Title</b>	Family Educational Rights and Privacy Act (FERPA or Buckley Amendment)
<b>Category</b>	Academic Affairs
<b>Sub-category</b>	Registration and Records
<b>Authority</b>	Board of Trustees
<b>History</b>	1974 Act passed into law; 2009 Act revised; Placed in University Policy Manual after EXPEDITED REVIEW, transitioned without substantive change from prior version, January 29, 2013; Revised February 16, 2018.
<b>Contact</b>	Office of the Registrar, 252-328-6747, <a href="mailto:regis@ecu.edu">regis@ecu.edu</a> ( <a href="mailto:regis@ecu.edu">mailto:regis@ecu.edu</a> )
<b>Related Policies</b>	UNC Policy Manual, 700.2 (R) ( <a href="https://www.northcarolina.edu/apps/policy/doc.php?id=792">https://www.northcarolina.edu/apps/policy/doc.php?id=792</a> ) REG08.10.02 ( <a href="https://www.ecu.edu/prr/08/10/02">https://www.ecu.edu/prr/08/10/02</a> ), Social Media Use The Family Policy Compliance Office Department of Education, 20 United States Code 1232g; 34 Code of Federal Regulations Part 99 ( <a href="https://www2.ed.gov/policy/gen/reg/ferpa/index.html">https://www2.ed.gov/policy/gen/reg/ferpa/index.html</a> )
<b>Additional References</b>	Federal Law and Regulation, 20 United States Code 1232g; 34 Code of Federal Regulations Part 99 et seq. ( <a href="https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html">https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html</a> ) Faculty Manual , Part V. Section I.A. Access to Student Education Records ( <a href="https://www.ecu.edu/cs-acad/fsonline/customcf/currentfacultymanual/manual.pdf">https://www.ecu.edu/cs-acad/fsonline/customcf/currentfacultymanual/manual.pdf</a> ) ECU's University Catalogs ( <a href="https://registrar.ecu.edu/about-catalog/">https://registrar.ecu.edu/about-catalog/</a> )

## 1. Introduction.

The University administers student educational records in accordance with the provisions of the Family Educational Rights and Privacy Act, also known as the Buckley Amendment or FERPA. This policy provides that an eligible student has a right of access to student educational records maintained by the University or any department or unit within the University, subject to certain exceptions which are outlined in this policy. This policy also protects the confidentiality of personally identifiable information in student records. Except to the extent allowed by applicable

law, personally identifiable information contained in a student educational record will not be disclosed. A copy of this policy is maintained by the University Registrar. All members of the campus community should be thoroughly familiar with this policy and comply with its provisions.

1.1. In compliance with the Family Educational Rights and Privacy Act of 1974, it is the policy of the University that eligible students have the following rights in regard to official educational records maintained by the University or any department or unit within the University. Subject to certain exceptions, the main rights of students are:

1.1.1. The right to inspect and review education records

1.1.2. The right to request to amend their education records if they believe it contains information that is inaccurate, misleading, or in violation of the student's rights of privacy, and

1.1.3. The right to limit the disclosure of their education records.

1.2. School officials are required by University policy to complete biannual FERPA training, and to complete an acknowledgement that they treat all information to which they have access, other than directory information, as protected and confidential.

## 2. Definition of Terms

2.1. Eligible student (also herein referred to as "student" or "students") is any person who has reached 18 years of age or has been in attendance at the University at any age (as an undergraduate, graduate, professional, early college or visiting student) and regarding whom the University maintains education records. This policy does not apply to students under 18 years of age attending a laboratory school operated by the University. The Chancellor shall issue a regulation or similar University policy statement regarding the FERPA rights and obligations of laboratory school students.

2.2. Education records is any record (in handwriting, print, tapes, film, computer, or other medium) provided by a student to the University for use in the educational process and/or any record from which a student can be personally identified except: sole possession notes, law enforcement or campus security records solely used for law enforcement purposes, records relating to employees of the institution (unless employment is contingent upon school attendance), records made by a physician, psychiatrist, psychologist, or other recognized professional in his or her professional capacity, in connection with treatment that are disclosed in connection with that treatment, and records obtained after a person is no longer a student (e.g. alumni records).

2.3. Directory information at East Carolina University consists of a student's name, address, major field of study, participation in officially recognized activities and sports, dates of attendance, weight and height of athletic team members, degrees and awards received and most recent previous educational agency or institution attended by the student.

2.3.1 The University designates the following categories of student information as "Limited Use Directory Information":

- University issued student electronic mail addresses ("Email Addresses")
- Photographs, videos, or other media containing a student's image or likeness (collectively "Student Images")
- Date of Birth
- Telephone Number

Use and disclosure of this information shall be limited to (1) those officials within the University who have access, consistent with FERPA, to such information and only in conjunction with an official institutional purpose; and (2) publication on websites hosted by, on behalf of, or for the benefit of the University, including the online directory available at [info.ecu.edu/directory](http://info.ecu.edu/directory). Limited Use Directory Information may only be provided to external parties that are contractually affiliated with the University.

The following shall also be considered Limited Use Directory Information that may be disclosed only to other students enrolled in the same course (regardless of whether such students are enrolled in the same

class section or break-out group) that has been audio or video recorded by the University, for instructional and educational purposes only:

- Name, to the extent it is referenced or captured during the audio or video recording
- Any photograph or image of the student captured during the audio or video recording
- Any audio or video recording of the student participating in the course
- Any online chats or other recorded communications among participants in the course captured during the audio or video recording

Students may request to withhold the Limited Use Directory Information from disclosure pursuant by making a written request to the instructor of record for the course. However, doing so may limit the extent to which they will be able to participate in the course.

To protect the privacy of other students, individuals may not make their own recordings of class sessions or share or distribute University recordings of class sessions unless they have permission from the instructor or an accommodation established through the Disability Services for Students.

2.4. School official is a person employed by the University in an administrative, supervisory, academic or research, or support staff position, including student workers, and volunteers as determined by the Office of the University Registrar.

2.5. Legitimate educational interest is a demonstrated "need to know" by those officials of an institution who act in the student's educational interest. They include: faculty, administration, clerical and professional employees, student workers, and other persons who need student record information for the effective functioning of their office or position. The following criteria shall be taken into account in determining the legitimacy of a University official's access to student's records:

2.5.1. The official must seek the information within the context of the responsibilities that he or she has been assigned; and

2.5.2. The information sought must be used within the context of official University business and not for purposes extraneous to the official's area of responsibility to the University.

### 3. Annual Notification.

3.1. East Carolina University shall send a written notice of FERPA rights to every enrolled student at the beginning of each fall semester. The Office of the University Registrar is responsible for preparing and delivering the Annual Notification.

3.1.1. This Annual Notification includes: the student's rights mentioned above in Section 1.1, the right and steps for a hearing if request to amend record is denied, as enumerated in Section 6, below, and the right to file a complaint with the Family Policy Compliance Office. It will also include the definition of a "school official" and an "educational interest" and conditions under which a record will be released.

3.1.2. The Annual Notification is sent to students via ECU e-mail (the official means of communication) after census day for any given fall semester.

### 4. Student Right to Inspect and Review Their Records.

4.1. Rights to inspect. Students have the right to inspect and review their official educational records, files, and data, maintained by the University and directly related to the student and not related to other students.

4.1.1. Documents that are not considered education records, and therefore are not subject to inspection include: sole possession notes, law enforcement or campus security records, employment records (unless employment is contingent upon student status), certain records relating to treatment by physician, psychiatrist, psychologist, etc.

4.2. Requesting inspection. Students should direct their request to inspect the records to the Office of the University Registrar. The custodian shall provide access to the records during regular business hours.

4.2.1. The university will comply with the request from a student to review his or her records within a reasonable time, but in any event not more than forty-five days after the request is made

4.2.2. Accommodations may be made for students to review their education records if circumstances make on-site inspection impractical due to geographic distance. In these instances, records may be sent to an institution near the student for an opportunity for the student to review the record.

4.2.3. If exceptional circumstances exist, or circumstances exist which effectively prevent a student from exercising their right to inspect and review the records as provided in Section 4.2.1 or 4.2.2, the University may provide copies of the records. The office providing the copies may charge a reasonable fee for each copy, but will not charge a fee to search for or retrieve the records in question.

## 5. Disclosure of Records.

### 5.1. Directory Information.

5.1.1. ECU may disclose directory information without student consent.

5.1.2. Use and disclosure of limited use directory information will be restricted to publication in official University publications or on social media sites or websites hosted or maintained by, on behalf of, or for the benefit of the University.

5.1.3. Students may block disclosure of their directory information. To block disclosure of directory information, a student must file a Non-Disclosure Form with the Office of the University Registrar by the official census date listed on the academic calendar for the current term of enrollment. These blocks must be renewed each term.

### 5.2. Written Consent Required.

5.2.1. ECU may not disclose the education records of a student to other persons unless that student has given consent in writing, unless otherwise permitted by the federal regulations.

5.2.2. The consent must specify the records or information to be released, the reasons for the release, and the identity of the recipient of the records.

### 5.3. Written Consent Not Required. ECU may disclose information from the student's record without the written consent of the student in the following situations:

5.3.1. In compliance with a court order or subpoena;

5.3.2. Requests from school officials who have a legitimate educational interest in the information;

5.3.3. Requests from other departments or educational agencies who have legitimate educational interest in the information, including persons or companies with whom the University has contracted (such as an attorney, auditor, collection agent, and the National Student Clearinghouse);

5.3.4. Requests from officials of other colleges or universities at which the student intends to enroll or has enrolled provided the student is furnished a copy, if he or she so requests, so that he or she may have an opportunity to challenge the contents of the record;

5.3.5. Requests in connection with a student's financial aid;

5.3.6. Requests from parents of a dependent student as defined in Section 152 of the Internal Revenue Code of 1986;

5.3.7. Requests from appropriate persons in connection with an emergency, if the knowledge of such information is necessary to protect the health or safety of the student or other persons; or

5.3.8. When additional circumstances exist that permit the release without student consent, consistent with applicable regulations.

### 5.4. Procedures for Protecting the Privacy of Student Information in Electronic and Social Media Enrolled in Distance or Correspondence Courses or Programs.

## Courses or Programs

5.4.1. East Carolina University recognizes the importance of maintaining the privacy and security of student identity and student records in an environment of computer networked, digital records storage. ECU is diligent in protecting the security, confidentiality, integrity and availability of all student records including student identity. The University employs strict, standard security measures, policies, standards and guidelines in our ongoing effort to protect information resources, including student records. Student personal information is protected through a variety of measures, including the administration of policy and security practices that govern the PirateID and passphrase associated with accessing ECU's PiratePort Portal, and other services that support the educational process at ECU. Students are required to have a strong passphrase that is resistant to "hacking." Students must reset their passphrase every 90 days and not reuse the account's previous six passphrases. When students use their PirateID and passphrase to access information through PiratePort and the University's learning management systems, their login credentials are encrypted for additional security. All systems containing sensitive data, including systems that contain transcripts and final grades are subject to strict IT controls, externally hosted systems are subject to an ITCS Technology Security Assessment. -

5.4.2. In addition, it is the policy of the University that faculty, staff and instructors only use electronic products that are compliant with privacy safeguards, and approved in accordance with the University's social media policy, Reg 08.10.02. section 3.

5.5. FERPA's protection of personally identifiable information in a student's education records ends at the time of a student's death. As a courtesy to the families of recently deceased students who were enrolled at the time of death, the University generally will not release information from their education records for one year without the consent of the deceased student's next-of-kin.

## 6. Procedure to Correct Records.

6.1 Informal Resolution. If a student believes his/her education record is inaccurate or misleading, the first step is to discuss the concern with the University Registrar or designee. Contact that office at 252-328-6747. If the University Registrar or designee does not agree with the student, the University Registrar or designee will inform the student of the right to a formal hearing.

6.1.1 Note: This does not apply to grade disputes (although it may be used to correct a clerical error in grades).

6.2. Formal Hearing Request. Students may request a hearing to challenge the content of his or her education record on the grounds that the information contained in the education records is inaccurate, misleading or in violation of the privacy rights of the student.

6.2.1 Students must request a formal hearing within 30 University business days from the date the student is informed by the University Registrar or designee of the decision not to revise the education records. The request must be in writing, and must be delivered to the Associate Provost for Enrollment Services, to whom the University Registrar ultimately reports.

6.3. Hearing Procedures. The Associate Provost for Enrollment Services, upon receipt of the written request, shall either hear the case personally or designate a hearing committee.

6.3.1 Committee Composition. The committee will include one representative from the University Registrar's Office or designee other than the one who has denied the request, two faculty members and two students.

6.3.2 Scheduling of Hearing. Within a reasonable period of time after the request for hearing, the student shall be informed of the date, place and time of the hearing.

6.3.3 Conduct of Hearing. The student may present evidence relevant to the issues raised and may be assisted or represented at the hearing by one or more persons of his/her choice.

6.3.4 Decision. The person or committee hearing the case shall decide it solely on the basis of the evidence

presented at the hearing. The decision shall be in writing, delivered to all parties, and will summarize the evidence and state the reason(s) for the decision. If the decision is in favor of the student, the education records will be amended accordingly. If the decision is unsatisfactory to the student, he or she may place with the education record a statement commenting on the information in the records or setting forth any reasons for disagreement with the decision. Such statements will be maintained as part of the student's education record and released with the record anytime it is disclosed to third parties. The challenge to be considered in such a hearing may extend only to the material in the respective University file; it may extend to the correct recording of a grade but not to the appropriateness of the grade.

7. Procedure for Filing an Official Complaint with the Family Policy Compliance Office.

7.1. A student has the right to file a complaint at any time with the U.S. Department of Education. However, it is expected that the student normally would exhaust the available administrative remedies for relief according to the University grievance policy procedures before filing such a complaint.

7.2. Official complaints may be directed to the Family Policy Compliance Office, U.S. Department of Education, 400 Maryland Avenue SW, Washington, DC 20202-5920.

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East Carolina University

E 5th Street | Greenville, NC 27858 (<https://www.google.com/maps/place/East+Carolina+University>) | 252-328-6131 (tel:+12523286131)

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(<https://accessibility.ecu.edu/report-an-accessibility-barrier/?referrer=http%3A%2F%2Fwww.ecu.edu%2Fpr%2F02%2F40%2F01>)

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Version 2 (Current Version)

Print

<b>Policy</b>	POL02.40.01
<b>Title</b>	Family Educational Rights and Privacy Act (FERPA or Buckley Amendment)
<b>Category</b>	Academic Affairs
<b>Sub-category</b>	Registration and Records
<b>Authority</b>	Board of Trustees
<b>History</b>	1974 Act passed into law; 2009 Act revised; Placed in University Policy Manual after EXPEDITED REVIEW, transitioned without substantive change from prior version, January 29, 2013; Revised February 16, 2018.
<b>Contact</b>	Office of the Registrar, 252-328-6747, <a href="mailto:regis@ecu.edu">regis@ecu.edu</a> ( <a href="mailto:regis@ecu.edu">mailto:regis@ecu.edu</a> )
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<b>Additional References</b>	Federal Law and Regulation, 20 United States Code 1232g; 34 Code of Federal Regulations Part 99 et seq. ( <a href="https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html">https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html</a> ) Faculty Manual , Part V. Section I.A. Access to Student Education Records ( <a href="https://www.ecu.edu/cs-acad/fsonline/customcf/currentfacultymanual/manual.pdf">https://www.ecu.edu/cs-acad/fsonline/customcf/currentfacultymanual/manual.pdf</a> ) ECU's University Catalogs ( <a href="https://registrar.ecu.edu/about-catalog/">https://registrar.ecu.edu/about-catalog/</a> )

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2.3. Directory information at East Carolina University consists of a student's name, address (~~including e-mail address~~), ~~telephone listing~~, ~~date of birth~~, major field of study, participation in officially recognized activities and sports, dates of attendance, weight and height of athletic team members, degrees and awards received and most recent previous educational agency or institution attended by the student. ~~Photographs, videos, or other media containing a student's image or likeness (collectively, "student images") are designated by the University as "limited use directory information."~~

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5.3.8. When additional circumstances exist that permit the release without student consent, consistent with applicable regulations.

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### Courses or Programs

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5.4.2. In addition, it is the policy of the University that faculty, staff and instructors only use electronic products that are compliant with privacy safeguards, and approved in accordance with the University's social media policy, Reg 08.10.02. section 3.

5.5. FERPA's protection of personally identifiable information in a student's education records ends at the time of a student's death. As a courtesy to the families of recently deceased students who were enrolled at the time of death, the University generally will not release information from their education records for one year without the consent of the deceased student's next-of-kin.

## 6. Procedure to Correct Records.

6.1 Informal Resolution. If a student believes his/her education record is inaccurate or misleading, the first step is to discuss the concern with the University Registrar or designee. Contact that office at 252-328-6747. If the University Registrar or designee does not agree with the student, the University Registrar or designee will inform the student of the right to a formal hearing.

6.1.1 Note: This does not apply to grade disputes (although it may be used to correct a clerical error in grades).

6.2. Formal Hearing Request. Students may request a hearing to challenge the content of his or her education record on the grounds that the information contained in the education records is inaccurate, misleading or in violation of the privacy rights of the student.

6.2.1 Students must request a formal hearing within 30 University business days from the date the student is informed by the University Registrar or designee of the decision not to revise the education records. The request must be in writing, and must be delivered to the Associate Provost for Enrollment Services, to whom the University Registrar ultimately reports.

6.3. Hearing Procedures. The Associate Provost for Enrollment Services, upon receipt of the written request, shall either hear the case personally or designate a hearing committee.

6.3.1 Committee Composition. The committee will include one representative from the University Registrar's Office or designee other than the one who has denied the request, two faculty members and two students.

6.3.2 Scheduling of Hearing. Within a reasonable period of time after the request for hearing, the student shall be informed of the date, place and time of the hearing.

6.3.3 Conduct of Hearing. The student may present evidence relevant to the issues raised and may be assisted or represented at the hearing by one or more persons of his/her choice.

6.3.4 Decision. The person or committee hearing the case shall decide it solely on the basis of the evidence presented at the hearing. The decision shall be in writing, delivered to all parties, and will summarize the evidence and state the reason(s) for the decision. If the decision is in favor of the student, the education records will be amended accordingly. If the decision is unsatisfactory to the student, he or she may place with the education record a statement commenting on the information in the records or setting forth any reasons for disagreement with the decision. Such statements will be maintained as part of the student's education record and released with the record anytime it is disclosed to third parties. The challenge to be considered in such a hearing may extend only to the material in the respective University file; it may extend to the correct recording of a grade but not to the appropriateness of the grade.

## 7. Procedure for Filing an Official Complaint with the Family Policy Compliance Office.

7.1. A student has the right to file a complaint at any time with the U.S. Department of Education. However, it is expected that the student normally would exhaust the available administrative remedies for relief according to the University grievance policy procedures before filing such a complaint.

7.2. Official complaints may be directed to the Family Policy Compliance Office, U.S. Department of Education, 400 Maryland Avenue SW, Washington, DC 20202-5920.

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East Carolina University

E 5th Street | Greenville, NC 27858 (<https://www.google.com/maps/place/East+Carolina+University>) | 252-328-6131 (tel:+12523286131)

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**July 14, 2022**

Agenda Item: X. B. Employee Code of Conduct Policy

Responsible Person: Mr. Wayne Poole  
Director of Internal Audit

Action Requested: Approval

Notes:

# East Carolina University Employee Code of Conduct

PRR Classification # Policy

PRR General Subject Matter Governance and Administration

[Print-friendly version](#) 

(Print-Friendly version is a word version of this template available for downloading)

**Authority:** Board of Trustees

**History:**

**Related Policies:**

[REG 01.15.03 Regulation on Conflicts of Interest, Commitment, and External Professional Activities for Pay](#)

[POL 05.25.02 Notice of Nondiscrimination and Affirmative Action Policy](#)

[REG 05.10.01 Safety Hazard Investigation](#)

[REG 06.05.03 Volunteer Regulation](#)

[POL 06.25.04 Employment-Related Background Checks and Criminal Activity Reporting](#)

[REG 10.45.01 Regulation on Research Conduct](#)

[REG 10.45.04 Regulation on the Use of Human Subjects in Research](#)

[REG 08.05.08 Information Security Regulation](#)

[REG 12.60.27 East Carolina University Healthcare Compliance Regulation](#)

[REG 12.60.26 East Carolina University HIPAA Regulation](#)

[REG 01.15.14 Protection for Reporting Improper Government Activities Regulation](#)

**Additional References:**

[University Policy Manual](#)

[ECU Health Services Employee Code of Conduct](#)

[ECU Faculty Manual](#)

[ECU SHRA/CSS Employee Handbook](#)

[N.C. General Statute 143-749](#)

[Information Security Best Practices Manuals](#)

[ECU Office of Internal Audit and Management Advisory Services Resources](#)

[ECU Office of Research Integrity and Compliance Resources](#)

[ECU Office of Institutional Integrity \(Healthcare Compliance\) Resources](#)

**Contact for Info:**

Chief of Staff – (252) 328-9094

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## 1. Introduction

### 1.1. Purpose

This Policy is designed to facilitate East Carolina University’s mission of teaching, research, and public service by articulating basic expectations for employee conduct. In that spirit, this Code of Conduct is a statement of the University’s expectations that its employees will execute their duties in an ethical, legal, and professional manner. It does not displace or override existing

specific policies, rules and regulations pertaining to employee expectations, conduct, evaluation or discipline.

This Code of Conduct will guide the decision-making, behavior and performance of all employees acting on behalf of East Carolina University (“ECU” or “University”). This Code of Conduct applies to all employees at every level of the University, including senior leadership, faculty, and staff; full-time or part-time; student and temporary employees. The Code of Conduct cannot cover every situation in the daily conduct of the University’s many varied activities nor can it substitute for professional judgment, personal integrity or common sense. However, it is the duty of each employee of the University to adhere to the expectations set forth herein. Transparency, integrity, accountability, and civility, are hallmarks of our institution.

Employees shall consider the “appearance” test in their University-related decisions and conduct. This means considering how the situation would be perceived by a reasonable external constituent if it were open to public inspection.

The diverse ideas and opinions of members of the University community will sometimes conflict and this Code of Conduct is not intended to govern employees’ personal beliefs, values, and behaviors. When acting solely in their capacities as private citizens, employees will refrain from representing that they are acting or speaking on behalf of the University.

## 1.2. Vendors, Contractors, and Volunteers

Employees who are responsible for purchasing, contracting, hiring, or supervision of external parties shall ensure, to the extent of their ability to do so, that vendors, contractors, and volunteers with whom the employee interacts conduct University-related business ethically. To the extent that it is consistent with applicable law, the University will not do business with or seek the services of those people or entities that do not adhere to the expectations set forth in this Code of Conduct.

## 1.3. Violations

Violations of this Code of Conduct or other University policies, rules, and regulations will result in an appropriate level of disciplinary action, up to and including dismissal, as described in applicable policies, rules, and regulations of the University and federal and state law.

## 2. **Expectations**

### 2.1. Employees shall act ethically and professionally in conducting University duties.

All employees of the University shall conduct all University activities ethically and in a manner that upholds ECU’s commitment to honesty and compliance with applicable laws and policies. Some University employees are also governed by ethical codes or standards of their professions or disciplines. Some examples are attorneys, auditors, accountants, ombuds, physicians, nurses, social workers, therapists, and counseling staff. Those employees are expected to comply with applicable professional standards in addition to applicable statutes, regulations, policies and procedures.

2.2. Employees shall comply with all applicable laws, University Policies, Rules and Regulations, external authorities, and reasonable directives from superiors.

Members of the University community are expected to become familiar with and comply with the statutes, regulations, and University policies and procedures bearing on their areas of responsibility.

University employees who are convicted of a criminal offense (other than a minor traffic violation), must report any conviction to their immediate supervisor within five (5) calendar days of the conviction. The immediate supervisor shall make required notifications, such as to Human Resources (HR), as prescribed in applicable University policies and regulations.

2.3. Employees shall demonstrate proper regard for the health and safety of everyone associated with the University community.

Each employee shall collaborate to the best of their ability to ensure a learning environment, workplace and work practices that conform to applicable laws and regulations regarding health and safety and environmental protection. Employees shall fulfill any applicable reporting obligations regarding health and safety.

2.4. Employees shall uphold their responsibilities related to Information Security.

Employees shall adhere to the University's policies, regulations, and accepted practices for safeguarding University data. Employees shall report information systems and data-related security or privacy incidents and issues promptly to their supervisor or other appropriate authority.

2.5. Employees shall uphold the standards of academic integrity and quality related to education and research.

All employees must undertake their academic activities with honesty and integrity. Employees must also, to the best of their abilities, protect the safety and privacy of research subjects and uphold ethical standards related to research.

2.6. Employees shall disclose and appropriately manage conflicts of interest.

Each employee has a duty to adhere to applicable ECU and UNC system policies and regulations regarding conflicts of interest or commitment, secondary employment, and external professional activities for pay. Each employee must report, consistent with those policies and regulations, actual or perceived conflicts that have the potential to adversely affect the University's interests, to compromise objectivity in carrying out University responsibilities, or otherwise to compromise the performance of University responsibilities.

2.7. Employees shall comply with the University's commitment to equality of opportunity and prohibition against unlawful discrimination.

ECU recognizes that diversity and respect for human difference within academia is a key source of intellectual vitality and innovative spirit, and that academic freedom is essential to the educational mission. Employees will comply with applicable law and University Policy designed

to foster a welcoming and inclusive environment for students, employees, and visitors regardless of their race/ethnicity, color, genetic information, national origin, religion, sex (including pregnancy and pregnancy related conditions), sexual orientation, gender identity, age, disability, political affiliation, or veteran status (including relationship or association with a protected veteran; or Active Duty or National Guard service).

2.8. Employees shall conduct all University business practices with honesty and integrity, in a manner that upholds the University's reputation as a public institution of higher education that serves the people of North Carolina.

Employees must adhere to legal and ethical business practices in all University arrangements with outside entities, including service providers, suppliers, and vendors. Employees must ensure, to the full extent of their ability to do so, that the University does not violate laws, regulations, or terms of contracts and grant agreements.

To the extent it has been entrusted to their control or care, employees must maintain, protect, and be responsible stewards of the property and assets of the University including but not limited to its intellectual property and proprietary information, data, facilities, equipment, supplies, and University funds.

2.9. Employees shall report concerns in good faith and shall not be retaliated against for doing so

All employees shall promptly report questions, concerns or suspicions about improper conduct reasonably believed to be in violation of applicable federal or state law by other employees or vendors to their direct supervisor or another appropriate ECU office or official. All such questions, concerns or suspicions can also be submitted anonymously by contacting the Office of Internal Audit and Management Advisory Services (<https://audit.ecu.edu/>). Employees also have various other reporting options, which are published in the references and related policies linked at the beginning of this document. There shall be no retaliation for good-faith reports of potential noncompliance, concerns, or questions, as addressed in the [Protection for Reporting Improper Government Activities Regulation](#).

2.10. Employees shall cooperate with inquiries, audits and investigations.

All employees shall cooperate with inquiries, audits and investigations performed by the Office of Internal Audit and Management Advisory Services, the North Carolina Office of the State Auditor, or other duly authorized officials, as allowed by law. Pursuant to NCGS §143-749, "it shall be a Class 2 misdemeanor for any officer, employee, or agent of a State agency subject to the provisions of this Article to willfully make or cause to be made to a State agency internal auditor or the internal auditor's designated representatives any false, misleading, or unfounded report for the purpose of interfering with the performance of any audit, special review, or investigation or to hinder or obstruct the State agency internal auditor or the internal auditor's designated representatives in the performance of their duties."



**July 14, 2022**

Agenda Item: X. C. Naming Menu - ECU Athletics

Responsible Person: Mr. Jon Gilbert  
Director of Athletics

Action Requested: Approval

Notes:

**PIRATES UNITE CAMPAIGN  
NAMING OPPORTUNITIES REQUESTED FOR APPROVAL**

**MULTIPURPOSE INDOOR PRACTICE FACILITY**

- Naming Rights (\$5M)
- Turf Field (\$2.5M)
- Scoreboard (100K)
- Additional naming opportunities to be determined

**DOWDY-FICKLEN STADIUM**

- Pirate Video Control Room (\$500K)
- Founders Suite/Loge Level (facing field) – (\$1M)
- North Side Concourse (250K)
- South Side Concourse (250K)
- Gate 1 (100K)
- Gate 2 (150K)
- Gate 4 (150K)
- Gate 5 (150K)
- Gate 6 (150K)
- Gate 7-8 (75K each)
- Gate 9-10 (100K each)

**BASEBALL**

- Naming Rights for baseball expansion building (\$1M)
- Pirate Club Area (\$500K)
- Pirate Club Porch area (\$100K)
- Pirate Club Indoor area (\$100K)
- Main Gate to Clark-LeClair Stadium (\$150K)
- Gate 1 (\$50K)
- Gate 3 (\$50K) – Player Will Call
- Gate 5 (\$50K) – Letterman entrance
- Gate 6 (\$50K) – Right Field Jungle
- Gate 7 (\$100K) – Jungle Entrance
- Gate 8 (\$50K)
- Gate 9 (\$50K)
- Letterman Wall (\$100k)
- Additional naming opportunities to be determined

**MINGES COLISEUM**

- Women's Tennis Lockerroom (\$100k)
- Gate 1 (\$50k)
- Gate 2 (\$50k)
- Gate 3 (\$50k)
- Gate 4 (\$50k)
- Lower Concourse (\$150K)
- Upper Concourse (\$150K)
- Concession Stands (5) – (\$50K)

**AUXILLARY WEIGHT ROOM**

- Naming Rights (\$500K)
- Fueling Station (\$100K)

**PARKING LOTS**

- Fieldside (\$50k)
- Lower Minges (\$75k)

**SWIMMING**

- Lockerroom (\$150K)
- Pool Deck (\$150K)

**MISC.**

- Pirate Quarters football entrance to Ward Sports Medicine Building (\$500k)
- Football Head Coach Endowment (\$1M)
- Athletic Director Endowment (\$1M)
- Fueling Station (Murphy Center weight room) - (\$100K)
- Walking Bridge to Harvey Hall (\$50K)
- Athletic Business Office Suite (\$50K)
- Johnson Stadium Concession (\$50k)
- Max R. Joyner Family Stadium Concession (\$50k)
- Johnson Stadium Ticket Office (\$50k)
- Softball Indoor Hitting Facility (\$250k)
- Max R. Joyner Family Stadium Press Box (\$50k)
- Johnson Stadium Press Box (\$50k)

**Note:** Naming opportunities at \$25k and below are not included