



AGENDA
Athletics & Advancement Committee
September 15, 2022

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|------|--------------------------------------|-------------|
| I. | Approval of Minutes – April 28, 2022 | Action |
| II. | University Advancement | |
| | a. Comprehensive Campaign Update | Information |
| III. | Athletics | |
| | a. Name, Image, and Likeness Update | Information |
| | b. Athletics Update | Information |
| IV. | Closed Session | |



**Athletics & Advancement Committee
September 15, 2022**

Agenda Item: I. Approval of Minutes - April 28, 2022

Responsible Person: Fielding Miller
Committee Chair

Action Requested: Action

Notes:

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. A motion was made for the committee to approve the appointment of Mr. Matt Crisp to serve a three-year term on the ECU Endowment Fund Board and recommend this item be included on the consent agenda for the full board's consideration tomorrow. After a second and no discussion the motion was approved for consideration at tomorrow's meeting.

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. A motion was made that the committee accept the recommendations from the Board of Visitors for reappointments and new member appointments, with the addition of four 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, Clark Hales, Phil Kirk, Nichole Kloss, Phil Tetterton, Andrew Wasilick and Scott West

And recommend to the full board the officer recommendations from the Board of Visitors as follows: Chair – Alisa Chapman; Vice Chair – Preston Mitchell; Secretary – Dutch Holland. After a second, the motion was passed.

Closed Session

Mr. Dyba presented a naming opportunity to the committee for full consideration at the board meeting tomorrow. A motion was made and a second was received with unanimous approval for presentation to the full board tomorrow.

The committee returned to Open Session.

With no further business the meeting concluded.

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Respectfully submitted,

Maha Z. Banning, University Advancement



**Athletics & Advancement Committee
September 15, 2022**

Agenda Item: II. A. University Advancement
Campaign Update

Responsible Person: Chris Dyba
Vice Chancellor for
University Advancement

Action Requested: Information

Notes:



**Athletics & Advancement Committee
September 15, 2022**

Agenda Item: III. A. Name, Image, and Likeness

Responsible Person: Jon Gilbert
Director of Athletics

Action Requested: Information

Notes:



**Athletics & Advancement Committee
September 15, 2022**

Agenda Item: III. B. Athletics Update

Responsible Person: Jon Gilbert
Director of Athletics

Action Requested: Information

Notes:



**Athletics & Advancement Committee
September 15, 2022**

Agenda Item:

IV. Closed Session

Responsible Person:

Fielding Miller
Committee Chair

Action Requested:

Notes:

CLOSED SESSION MOTION

The committee will go into closed session to:

- to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award; and
- to consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.