



East Carolina University | Board of Trustees
Budget, Finance & Infrastructure | In Person & Virtual/Main Campus Student Center | September 15, 2022
Highlights

- I. Minutes from April 28, 2022 - *Approved***
- II. Capital Projects Update** - Bill Bagnell, Associate VC for Facilities Services provided detailed updates on the Fleming HVAC & Bathrooms Renovation, Mendenhall Renovation Phase 2, Howell Science Building South Comprehensive Renovation, Whichard Building Comprehensive Renovation, and the Brody School of Medicine New Medical Education Building projects.
- III. Lease Residential Space in Manteo, NC** - Stephanie Coleman, VC for Administration & Finance, request ECU BOT approval to Lease Residential Space for Housing in Manteo, NC from Manteo Community Housings, LLC. for the 2023 calendar year - *Approved*

Action Items

Stephanie Coleman, VC for Administration & Finance, requested approval of:

- Minutes
- Lease Residential Space in Manteo, NC

IV. 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. Bill Bagnell, Associate VC for Campus Operations, provided information to the Committee on the Designer Selections since last board meeting.
- E. Bill Bagnell, Associate VC for Campus Operations, provided information to the Committee on the Capital Projects Updates.
- F. Stephanie Coleman, VC for Administration & Finance, provided the Statement of Bonded Indebtedness as of September 30, 2022.

V. OTHER - N/A

Meeting adjourned at 2:40 pm.

Report of the Audit, Risk Management, Compliance, and Ethics Committee for September 15, 2022

Operational Metrics Review

The committee reviewed the operational metrics related to Internal Audit, Healthcare Compliance, Research Compliance, and Athletics Compliance. All metrics for the 2022 fiscal year were in the “green” for the overall year. We reviewed the metrics for July and August 2023.

Action Items

We had no action items.

Informational Items

Internal Audit Update – Mr. Wayne Poole

Mr. Poole provided copies of the Committee Charter and the Internal Audit Charter as well as the annual report of Internal Audit activity. Mr. Poole reported that for the 2022 fiscal year were no audit impairments, no instances of non-conformance to audit standards, and no instances where management accepted risks that are required to be reported to the Board.

Mr. Poole also briefed the committee on the required annual self-assessment of the Internal Audit activity and advised us that Internal Audit meets or exceeds the required professional standards in all areas. The annual self-assessment is required by law and is reported to the NC Council of Internal Auditing.

Enterprise Risk Management – Ms. Stephanie Coleman

Vice Chancellor Coleman shared the matrix of top risks and briefed the committee on the recent activities of the ERM Committee.

Mr. Wayne Poole briefed the committee on the formation of a new Regulatory Compliance Workgroup that was formed at the direction of Chancellor Rogers. The group is charged with identifying significant compliance risks, as well as ways the various compliance offices can best coordinate with each other to ensure proper coverage of risks and alignment with the University’s needs.

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

Ms. DeVille provided an update on healthcare compliance coordination efforts with ECU Health. She also advised the Committee that her office now reports to General Counsel Paul Zigas. (It previously reported to the Vice Chancellor for Health Sciences.)

Recent Internal Audits – Mr. Wayne Poole

Mr. Poole briefed the committee on a recent internal audit of pandemic relief funds and a recent consultation on the University Policy Process.

Athletics Compliance

Mr. Wayne Poole told us that a presentation on Name, Image, and Likeness legislation would be presented in the Athletics and Advancement Committee by Athletics Compliance officer Alex Keddie.

Mr. Chairman, that concludes my report.

**Minutes
Athletics & Advancement Committee
September 2022**

The Athletics and Advancement Committee met on September 15, 2022.

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

A motion was made to approve the minutes from the April 28, 2022 meeting. After a second and no discussion the minutes were approved.

Advancement

Mr. Dyba reported that last FY fundraising totals were a few dollars short of \$70M. Two months into this FY the total is \$12M. The current campaign total is \$413M. Emphasis was made on the need for scholarship monies. Scholarship dollars are used for recruitment, merit and need based – there is never enough.

A question was raised about the integration of the Vidant Foundation and our ECU Foundation (MHFS). The best practice (both for business and donors) would be to combine both foundations. An update is expected at the November meeting.

Athletics

Mr. Gilbert reported that all fall sports are underway. Basketball season ticket sales will begin Monday, September 19th. Football season ticket sales were 15,850 which is a 15% increase over last year. This is significant as most schools are trending negative. The Student Pirate Club (SPC) increased by 1300 members, bringing this year's total to 5,600. The Annual Fund is \$1M ahead of this time last year at \$6.7M.

Alex Keddie, Senior Associate Athletics Director gave a presentation on the NIL. Since its implementation in July of last year it has changed a lot and is everchanging. She explained the who can and can't hire ECU athletes. She emphasized that NIL cannot be used for pay-to-play or inducements. Also, she shared that international student athletes cannot participate in NIL.

Ms. Keddie mentioned the SABRE program, Student Athlete Brand Resource Education, which is in partnership with the Miller School of Entrepreneurship. This program provides financial literacy, personal branding, entrepreneurship, content management, social media strategies, media training, taxes, and compliance which helps the student athletes with NIL.

Currently ECU has one NIL collective (a group independent of the university that pool funds to create NIL activities for student athletes).

Mr. Gilbert shared that \$9M has been committed in cash or pledges since the launching of their campaign in May. To date there are a total of 222 gifts, 16 of the gifts being six figures and two of them being the 3rd and 4th largest gifts to ECU.

Closed Session

Three naming opportunities were presented to the committee for full consideration at the board meeting tomorrow. All three were unanimously approved for presentation to the full board.

The committee returned to Open Session.

With no further business the meeting concluded.

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Respectfully submitted,

Maha Z. Banning, University Advancement

East Carolina University Board of Trustees
University Affairs Committee
Thursday, September 15, 2022, 2:15 p.m.
Main Campus Student Center 249

Members attending: Dave Fussell, Chair, Jeff Roberts, Vice Chair, Ryan Bonnett, Leigh Fanning, Jim Segrave.

Conflict of Interest Statement - The meeting was opened by the reading of the conflict of interest statement by Chairperson Dave Fussell.

- I. Minutes from April 28, 2022, were approved without dissent.
- II. The Power of Partnerships - Vice Chancellor for Student Affairs Dr. Virginia Hardy; Provost Dr. Robin Coger; Acting Chief Research and Engagement Officer Dr. Sharon Paynter
 - a. Recruitment and Retention
 - i. Impact of Residential Life - Dr. Virginia Hardy

Partnerships help enhance recruitment and retention efforts.

Housing - ECU has a Freshmen residency. Freshmen are required to live on campus, so we need to ensure resident halls have quality of living, good programming, provides students opportunity to find a sense of community and a sense of belonging.

Peter Groenendyk, Campus Living - Approximately 5,700 rentable beds on campus (does not include beds leased back to the university for offices but includes beds in Fleming Residence Hall [off-line this year for renovation]). New, first-time students are required to live on campus (unless they live within a 35-mile radius). 95% of Freshmen class are housed on campus. Residential experience exists to connect students more fully to the university in their first formative years of scholarly development. Living on campus provides them easy access to faculty, classes, support services, peer groups that they're going to need to fully engage with in the pursuit of knowledge. Housing and residence life could be nurtured with these connections while also providing opportunities to build definitive and develop a sense of place. At the same time, we have to have a safe, affordable, and desirable place for students to live. This assessment is one of many ways we determine whether we're hitting the mark. The assessment allows us to see our scores longitudinally over a series of years, but we can also contextualize those scores by comparing ECU to other universities and where we sit in the marketplace. We have extractified random samples of about 2000 residents. (we have about 5,000 residents this spring) and have a 67% return rate compared to the national average of 34%. Nationwide, about 225,000 students participated in the survey. There were 99 questions in 19 areas of analysis.

An assessment chart with the mean score for satisfaction with student staff was provided to include scores since 2012. ECU's overall rank is 24 out of 271 in comparison to 47 schools in our Carnegie classification. This puts ECU in the top 9%.

The purpose of the assessment is self-improvement. The Executive Summary (Melissa Allay, SA Assessment, Research and Planning handed out the report to the committee) tells where we need to focus attention: Monitor, Improve, Maintain, and Top Priority.

Trustee Bonnett asked if the mold issue had been addressed.

- iii. Student Activities: Chris Stanbury, associate vice chancellor for Student Affairs reported that the folks who have fun and “party with a purpose” engages students from the beginning – tours, open house, orientation, and involvement. They take very seriously that it is their job to deliver on the promises made to the students at these events: you can come here and be successful; you can come here and be part of something very special; you can come here and be part of Pirate Nation and be a Forever Pirate and accomplish all that you want in life. Student Affairs makes sure the students are engaged and connected – the Pirate Experience.

The Pirate Experience is designed to provide meaningful opportunities for students to build community, connect with new friends, engage through events and activities outside of the classroom, and it starts opening weekend and continues all year long:

- Movies on the MCSC Lawn
- Raid the Rec
- Pirate Palooza
- New Student Welcome and Convocation plus First Year Photo
- Greek Fest

- ii. Academic Success – Provost Robin Coger – Partnerships are important throughout our university and with external partners. Student success, regional transformation, and public service wouldn’t be possible without partners. What is student success? It is the academic learning environment as well as the belongingness and enjoyment of the college experience. Academic Affairs and Student Affairs help provide this for our students, our learners. The learners we break in are of a wide variety in age, experiences, goals. All of them want to ultimately achieve a goal which often translates to being a graduate of ECU and an alum, and to make a difference in the careers they had in mind for themselves.

Learning and evidence of learning translates to transcripts. Sometimes it translates to other things depending on what your field is, and then continue to move forward on a degree (degree persistence) and progress, but making sure that in the midst of that you’re acquiring competencies that are valued for the career you have in mind and professional skills that allow you to do well and succeed in the job you have in mind. Persistence: students return to ECU to journey to degree completion.

Enrolled students are undergraduates, graduates, transfers, and non-degree-seeking students. Non-degrees are those who are here for a particular goal/additional licensure. When considering going-all-the-way-to-degree, non-degree students are not counted. When we look at the other students, the question is are they making it all the way to graduation? Those are some of the performance metrics that are important that we’re paying attention to because that’s where we’re trying to go – making sure our students are not only are recruited but that they are graduating with a degree that they came here to earn.

So when you think of partnerships in that context, the activities would change depending on which discipline. External partnerships allow us to think about experts in our field (subject-matter experts), those that already are doing the work and jobs that our students anticipate in their future. When you bring those partners in (faculty do it a lot of different ways – sometimes as guest lecturers, specific projects students are involved with where subject-matter experts are interacting with), it allows the faculty to contrast the information that they want the students to learn by bringing in and interacting with subject-matter experts.

- Formal and informal engagements with discipline experts
- Project and team experiences
- University-facilitated work experiences
- Experiential learning activities – practicing your craft/discipline in ways to build your confidence in your understanding of your field

The strength of ECU is anchored in our people and depends on our collaborations together – how we work together inside the university but also how we partner inside with those outside of the university because we are always talking about the skills that our students master so that they are the professionals that we are seeking for them to be.

Partnerships and our recent reorganization – The recent campus restructure has enabled us to have another level of conversation. The current Academic Affairs envelops deans and library directors; academic operations and support; research, economic development and engagement, equity and diversity.

- Information exchange with subject-matter experts
- Leveraging strengths to benefit our competitiveness
- Synergistic efforts of benefit to ONE ECU
- More collaborations and cooperation

Academic Affairs relies on partnerships all throughout the campus. Partnerships mean how we work together, how we work with other universities, how we work with universities and corporations, and government and community partners. All this translates to things that allow the student experience to be enriched and the student understanding of their discipline to also be enriched by those partnerships.

- b. Research as a Workforce Development Strategy – Dr. Sharon Paynter – The university recorded its highest amount of sponsored awards last year at \$82 million. And today, we are at \$17.7M. Faculty are working hard with partners to think about how to give students opportunities to learn in ways beside industries, beside experts in technical places, to do things they would have never thought about doing.

ECU has had an opportunity to show its expertise against its peers across the country. The NSF HERD Research Expenditures has ECU at 192 out of 915 universities, our highest ranking thus far. In 2020, ECU was in the top 22% of institutions that expended at least 150K on research and development.

Highlight of some of the research taking place on our campus:

Dr. Brian Sylcott, College of Engineering and Technology, and Dr. Chia-Chin Lin, College of Allied Health Science – using neuroimaging and virtual technology to understand how adults process images and sound to prevent falls and improve movement and balance in daily activity – NIH funding \$377,499.

Dr. Jason Raupp, Thomas College of Arts and Sciences – using high resolution imaging to examine underwater World War II battlefield in Kitka, Alaska – the only site on US territory – NOAA funding \$707,330.

Dr. Karen Litwa, Brody School of Medicine – studies how brains work by examining how information is processed differently when autism is present – NIH funding \$429,505; uses high tech imaging to allow undergrad students to explore the technology and science in a new undergraduate course that will debut in Fall 2022 – NFS Career Award \$1.2M.

Dr. Rebecca Asch, Dr. Mark Sprague, Dr. Roger Rulifson, Dr. Joseph Luczkovich, Thomas Harriot College of Arts and Sciences - movement and spawning of southern flounder in Core Sound - 2022 NC Dept of Marine Fisheries award \$109,956.

Research activities are a critical workforce for the university:

- Credentials at graduate and undergrad levels in K-12 education, STEM, and health sciences.
- Focuses university efforts on economic impact and community engagement that deepens partnerships and strengthens local communities and the North Carolina economy.
- In 2017, ECU committed to producing 3,517 critical workforce credentials by 2022.
- Critical Workforce Credentials awarded - baseline 2015: 3,131; 2021-22: 3,871!

Workforce starts as a partnership early in life.

With no further business, the meeting adjourned at 3:10pm.