

AGENDA
Athletics & Advancement Committee
November 3, 2022

- | | | |
|------|--|-------------|
| I. | Approval of Minutes – September 15, 2022 | Action |
| II. | Operational Metrics | Information |
| III. | University Advancement Update | Information |
| IV. | Athletics Update | Information |
| V. | Closed Session | |



Meeting of the Board of Trustees
Athletics & Advancement Committee
November 3, 2022

AGENDA ITEM

I. Approval of MinutesFielding Miller, Committee Chair

Situation: Approval of the minutes from the September 15, 2022.

Background: N/A

Assessment: N/A

Action: This item requires a vote by the committee.

**Minutes
Athletics & Advancement Committee
September 2022**

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 (MHSF). 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.

Mr. Chairman, I will have an item in closed session, and one coming out of closed session for consideration.

IN CLOSED SESSION

Three naming opportunities were approved by the committee. One we need to approve in closed session so Athletics can make a formal announcement later today.

Mr. Chairman, I move the board approve naming the Boneyard Student Section in honor of the Bill Clark Family, and the fieldside lot in honor of Scott and Karen Shook as presented in board materials.

UPON RETURN TO OPEN SESSION

Mr. Chairman, I move the board approve naming Conference Room 236 in the Main Campus Student Center in honor of Ken and Lee Conrad as presented in board materials.



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AGENDA ITEM

II. Operational Metrics..... Jon Gilbert, Director of Athletics
Chris Dyba, Vice Chancellor for University Advancement

Situation: Presentation of the metrics that are monitored by the Athletics & Advancement Committee.

Background: N/A

Assessment:

Action: This item is for information only.



CEO Tracking Sheet

Fiscal Year - 2022

Athletics & Advancement Committee

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total						
					Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-
Fundraising - Annual Fund (Pirate Club)	Fundraising for Athletics (Pirate Club), includes pledges to the Athletic Annual Fund	\$ 5,206,154	\$ 5,600,000		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					
					Actual	192,398	633,431	240,761	58,589	298,091	588,339	491,162	1,487,232	1,675,398	887,239	241,483	237,771	7,031,894					
					+/-	(134,016)	61,272	100,555	(62,882)	160,030	188,056	316,140	1,036,153	783,442	(777,220)	(280,278)	40,642						
					YTD +/-	(134,016)	(72,744)	27,811	(35,071)	124,959	313,015	629,155	1,665,308	2,448,750	1,671,530	1,391,252	1,431,894						
Fundraising - Athletics (excluding Annual Fund)	Fundraising for Athletics (non-Annual Fund), includes cash, pledges, planned gifts, gifts in kind	\$ 2,217,662	\$ 1,500,000		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	1,500,000					
					Actual	346,927	(40,305)	492,664	319,299	223,981	1,096,271	454,090	11,769,618	969,657	1,082,555	510,429	1,222,150	18,447,336					
					+/-	221,927	(165,305)	367,664	194,299	98,981	971,271	329,090	11,644,618	844,657	957,555	385,429	1,097,150						
					YTD +/-	221,927	56,622	424,286	618,585	717,566	1,688,837	2,017,927	13,662,545	14,507,202	15,464,757	15,850,186	16,947,336						
Season Ticket Sales - 2022 Football	Number of Season Tickets Sold	13,000*	14,500		Plan								4,000	4,000	4,000	1,500	14,500						
					Actual											2,506	4,486	4,834	491	12,773			
					+/-																		
					YTD +/-																		
Season Ticket Sales - 2021-2022 Men's Basketball	Number of Season Tickets Sold	1,619**	1,800		Plan			1,000	700	100	0						1,800						
					Actual				331	887	146	34							1,398				
					+/-				(669)	187	46	34											
					YTD +/-				(669)	(482)	(436)	(402)											
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 28,302,015	\$ 33,491,675		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	33,491,675					
					Actual	235,987	7,099,015	1,407,041	4,081,712	627,693	6,483,312	375,943	902,973	65,584	1,884,910	1,047,971	12,497,738	36,709,881					
					+/-	(237,233)	(110,000)	(222,544)	(3,573,438)	(2,638,241)	(842,886)	(1,272,084)	374,525	(82,358)	1,790,914	(805,451)	2,004,172						
					YTD +/-	(237,233)	(347,233)	(569,777)	3,003,661	365,420	1,208,305	(63,728)	310,746	228,571	2,019,485	1,214,034	3,218,206						
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 32,547,721	\$ 43,234,056		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	43,234,055					
					Actual	2,012,476	5,677,609	3,961,277	3,036,065	2,735,946	2,956,746	7,095,242	3,371,397	3,197,476	2,833,144	2,889,029	3,610,191	43,376,598					
					+/-	(42,943)	(219,196)	(376,868)	(403,020)	(1,458,930)	(177,058)	502,897	647,054	499,267	(919,165)	(338,405)	2,428,910						
					YTD +/-	(42,943)	(262,138)	(639,006)	(1,042,026)	(2,500,956)	(2,678,014)	(2,175,117)	(1,528,064)	(1,028,796)	(1,947,962)	(2,286,367)	142,543						
Single Game Ticket Sales - 2021 Football	Revenue from Single Game Ticket Sales	\$ 1,162,330**	\$ 1,625,000		Plan		640,000	600,000	250,000	135,000	-						1,625,000						
					Actual		686,095	291,446	127,308	211,752	54,839								1,371,440				
					+/-		46,095	(308,554)	(122,692)	76,752	54,839												
					YTD +/-		46,095	(262,459)	(385,151)	(308,399)	(253,560)												
Fundraising - East (Advancement)	Fundraising for East Campus, includes cash, pledges, planned gifts	\$ 30,315,590	\$ 20,000,000		Plan	1,000,000	2,333,333	1,666,667	1,666,667	2,333,333	2,000,000	1,666,667	1,333,333	1,333,333	1,333,333	1,666,667	20,000,000						
					Actual	337,431	4,847,066	702,843	1,497,699	14,594,906	5,461,602	1,731,775	1,423,644	1,045,878	555,775	347,421	2,355,169	34,901,209					
					+/-	(662,569)	2,513,733	(963,824)	(168,968)	12,261,573	3,461,602	65,108	90,311	(287,455)	(777,558)	(1,319,246)	688,502						
					YTD +/-	(662,569)	1,851,164	887,340	718,372	12,979,945	16,441,547	16,506,655	16,596,966	16,309,511	15,531,953	14,212,707	14,901,209						
Fundraising - West (Advancement)	Fundraising for West Campus (Health Sciences), includes cash, pledges, planned gifts	\$ 8,259,146	\$ 12,000,000		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	12,000,000					
					Actual	285,516	783,264	320,043	1,057,409	637,069	2,930,514	397,766	233,922	655,880	1,214,432	551,105	705,466	9,772,386					
					+/-	(364,484)	(116,736)	(479,957)	157,409	(562,931)	930,514	(502,234)	(466,078)	(94,120)	14,432	(448,895)	(294,534)						
					YTD +/-	(364,484)	(481,220)	(961,177)	(803,768)	(1,366,699)	(436,185)	(938,419)	(1,404,497)	(1,498,617)	(1,484,185)	(1,993,080)	(2,227,614)						



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AGENDA ITEM

III. University Advancement Update..... Greg Abeyounis,
Sr. Vice Chancellor for University Advancement

Situation: University Advancement Campaign Update and UA Performance Summary

Background: Share data for FY22, Quarter 1 FY 23, and FY 23 Additional Priorities for UA

Assessment: Up to date Pursue Gold Campaign Numbers and Metric Performance Analysis

Action: This item is for information only.

University Advancement Fundraising Update

- Pursue Gold Campaign Total: \$415.8M (as of Oct 24)
- Fiscal Year 23: \$13.7M (as of Oct 1)



FY22 Review

Annual Giving

- Unrestricted support for college/departmental/ program \$1,849,144
- Total Annual Gift dollars raised through multi-channel approach \$3,474,174
- Pirate Nation Gives \$224,823 organically online/social media



FY22 Review

Major Gifts

- ECU Foundation raised \$2,822,157
- Cumulative substantive discussions 793
- Cumulative proposals open 324 with a value of \$23,627,500
- ECU M&HS Foundation raised \$2,044,685
- Cumulative substantive discussions 453
- Cumulative proposals open \$12,729,000



FY22 Review

Charitable Gift Planning

- \$31,615,512 in documented Planned Gifts
- \$1,520,988 received testamentary gifts never documented nor counted
- Cumulative substantive discussions 206
- Proposals open for FY22 53 for \$11,431,950
- Total Planned Giving pipeline approximately \$300,000,000



FY22 Review

Corporate and Foundation Relations



*Blue Cross and Blue Shield of North Carolina awarded \$1.54 million to East Carolina University to provide telepsychiatry services over the next five years for students at Elizabeth City State University.
(Photo by Cliff Hollis)*

- Gifts and grants from corporations and foundations totaled **\$10.1 million**.
- **\$5.9 million** deposited in the ECU Foundations
- **\$4.2 million** deposited in Grants and Contracts to support research and other faculty initiatives



FY23 Update

Controllable Metrics

- ECU Foundation major gift substantive conversations 382
 - Q1 proposals 98
- ECU M&HS Foundation major gift substantive conversations 80
 - Q1 Proposals 62
- Annual Giving \$333,988.85 in unrestricted support for college/department/program
- Total Annual Gift dollars raised through multi-channel approach \$584,117
- Charitable Gift Planning \$2,030,000 with 53 substantive conversations and 13 Q1 Proposals



FY23 Update

ECU Alumni Association

- 41 total events with 33 events held since September 1
 - 28 Regional Chapter Events
 - 6 Home Tailgates
 - 3 Reunions
 - 2 Award Recognition Ceremonies
 - 1 Parent/Student Engagement Event
 - 1 Golf Tournament

- 2,631 individuals engaged



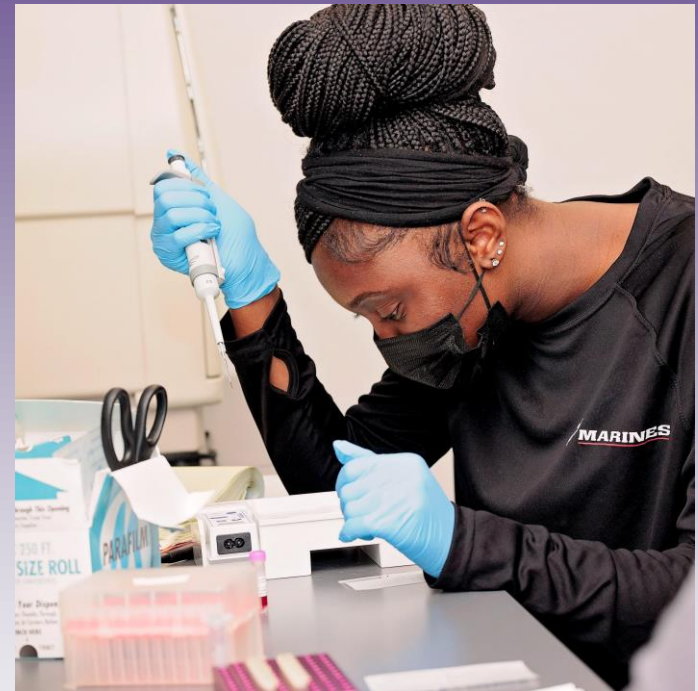
FY23 Update

Corporate and Foundation Relations

As of the end of Q1, Corporate and Foundation Relations fundraising totals were:

- \$3 million awarded
- \$13 million in upcoming/pending solicitations

At right: Fayetteville State University student Alexis Nealy works in a lab in the ECU Life Sciences and Biotechnology Building. An ECU-FSU partnership secured more than \$1.3 million in grant funding from the North Carolina GlaxoSmithKline Foundation to address regional public health workforce needs.



FY23 Update

Corporate and Foundation Relations

ECU dedicated the first floor of the Life Sciences and Biotechnology Building this fall to honor the Golden LEAF Foundation for its \$1.9 million investment in the Eastern Region Pharma Center and lifetime giving to ECU of more than \$9 million.

“When people ask what a good project looks like for the Golden LEAF Foundation, I tell them about the Eastern Region Pharma Center because it provides a clear path to job creation.” ~ Scott T. Hamilton



Chancellor Philip Rogers with Golden LEAF President and CEO Scott T. Hamilton.



FY23 Additional Priorities

- Pursue naming opportunities for colleges and facilities
- Analysis and greater university-wide strategy application for high-wealth non-connected donors
- Analysis of staff organizational structure to determine the most efficient ROI of position gaps that broaden the donor giving program self-funded from Foundations
- Continue utilization of student social media and video to help donor connectivity with students showing the impact of their support
- Participate in analysis and fundraising strategies to aid student enrollment
- Continue collaborative work across Foundations with shared services groups





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AGENDA ITEM

IV. Athletics Update Ryan Robinson
Sr. Assoc. Athletics Director

Situation: Update on recent initiatives in ECU Athletics

Background:

Assessment:

Action: This item is for information only.

AGENDA ITEM

V. Closed SessionFielding Miller
Committee Chair

Situation: The committee requests to go into closed session in order to hear personnel related items as well as to prevent the premature disclosure of an honorary degree, prize, or similar award.

Background: It is the policy of the State of North Carolina that closed sessions shall be held only when required to permit a public body to act in the public interest as permitted in Chapter 143 of the North Carolina General Statutes.

Assessment: The committee will go into closed session:

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

Action: This item requires a vote by the committee.