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
AGENDA ITEM

I. Approval of Minutes........................................................................................................Fielding 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.
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.
### Fiscal Year - 2022

#### CEO Tracking Sheet

<table>
<thead>
<tr>
<th>Metric</th>
<th>First</th>
<th>Second</th>
<th>Third</th>
<th>Fourth</th>
<th>Fifth</th>
<th>Sixth</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Fiscal Year - 2022 Football Sales</td>
<td>$1,497,699</td>
<td>$1,851,164</td>
<td>$2,012,476</td>
<td>$2,055,419</td>
<td>$2,513,733</td>
<td>$3,439,084</td>
<td>$7,099,015</td>
</tr>
<tr>
<td>Total Athletics Revenue Compared to Budget</td>
<td>$2,012,476</td>
<td>$2,055,419</td>
<td>$2,513,733</td>
<td>$3,439,084</td>
<td>$7,099,015</td>
<td>$8,772,386</td>
<td>$21,142,180</td>
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<tr>
<td>Single Game Ticket Sales - 2022 Football</td>
<td>15,836*</td>
<td>14,322</td>
<td>12,000,000</td>
<td>20,000,000</td>
<td>43,234,056</td>
<td>33,491,675</td>
<td>125,000</td>
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<tr>
<td>Total Athletics Expenses Compared to Budget</td>
<td>$1,162,330</td>
<td>$1,619*</td>
<td>$325,516</td>
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<td>$702,843</td>
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*Note: Figures represent estimated values and should be verified with the latest financial reports.
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

- 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

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)
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
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.
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
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
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 Session

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.