

# AGENDA Athletics & Advancement Committee February 2, 2023

Ι.	Approval of Minutes – November 3, 2022	Action
11.	Operational Metrics	Information
.	University Advancement Update	Information
IV.	Athletics Update	Information
V.	Closed Session	



# **AGENDA ITEM**

١.	Approval of Minu	tesFielding Miller, Committee Chair
Situa	tion:	Approval of the minutes from the November 4, 2022.
Back	ground:	N/A

Assessment: N/A

Action: This item requires a vote by the committee.

### Minutes Athletics & Advancement Committee November 2022

The Athletics and Advancement Committee met on November 3, 2022.

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

A motion was made to approve the minutes from the September 15. 2022 meeting. After a second and no discussion the minutes were approved.

#### <u>Advancement</u>

Mr. Greg Abeyounis recapped FY2022 figures and reported that this FY has been a productive first three months. East Campus has raised \$3.2M and west campus has brought in \$526,000. The Pursue Gold campaign total to date is \$421.3M with \$19.8M coming in this FY. He reported that Annual Fund dollars are budget relieving dollars, and we are currently using a broad approach in reaching out to donors. So far this FY \$462,000 has been raised for unrestricted support for colleges, departments and programs. Major gift fundraising on east campus has yielded 400 substantive conversations with 110 proposals and west campus yielded 85 conversations with 65 proposals. Charitable gift planning totals are \$4.5M with 53 substantive conversations. Collaboration across campus has been instrumental in the successes reported. Corporate and Foundation Relations has received \$3M in the first quarter of FY23 with \$13M pending solicitations. He mentioned our partnership with Fayetteville State University for regional public health workforce needs and wonderful long time/on going support of the Golden Leaf Foundation.

He reported that the focus of Pirate Nation Gives (PNG) will be participation and organic giving.

Mr. Abeyounis shared the hard work of our alumni association and the collaboration across campus that allows for connectivity with our alumni in many different regions. To date, there have been many wonderful events engaging over 2600 individuals.

#### **Athletics**

Mr. Ryan Robinson shared several athletic updates:

- Football season ticket sales will begin in December to accommodate the many individuals that pay for them on a payment plan.
- The Pirate Unite campaign has raised \$12M since May. Of those gifts: three are \$1M or higher, 26 are \$100K or higher and 34 are \$50K and above.
- Football is bowl eligible for the second straight season.
- Game time for the Houston game on November 19 will the announced Monday, November 7<sup>th</sup>. With all the current ticket promotions athletics is hoping to have 40-45K in the stands on the 19<sup>th</sup>.
- Women's soccer player Jazmin Ferguson was named AAC Rookie of the Year.
- The auxiliary wight room is near completion with equipment due for delivery in late November.
- Athletic signing period begins next week for all sports.
- The average Pirate Club gift is \$850. Efforts are being made to reach out to \$100 donors for a potential increase in their giving.

- Name Image and Likeness (NIL) opportunities for our athletes has increased with local businesses. Mr. Robison said that athletics is pleased with the activity over the last two months.
- A plan is in process for install chairbacks on one side of Minges coliseum. Currently, fundraising is nearly halfway to goal.

A question was raised about alcohol sales. Figures were not available; however, it was noted that sales were better than last year and specifically in the tower. Also, noted was that efforts must continue to find new revenue opportunities.

Mr. Robinson reported that we are leading the conference in football game attendance, and we have the highest attendance in the non-Power 5 schools. We are also number 50<sup>th</sup> in the country for attendance. Student attendance set a record at the NC State game and is averaging 9500 students per game. Mr. Robinson said it is up to athletics to create spaces for students to come and engage - using the student tailgate lot as an example. There will be one provided for baseball. Baseball ticket sales go on sale in two weeks.

Two naming opportunities were presented to the committee – the Chair's Suite in Family Medicine for Dr. James Jones and Gate 8 of Dowdy Ficklen Stadium in honor of the Greene Family. The committee approved these items and they were included on the consent agenda.

Non-salary compensation for athletic coaches and staff was also approved by the committee and was on the consent agenda this morning.

The meeting was adjourned.



## **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.

#### ECU. CEO Tracking Sheet

Fiscal Year - 2023
Athletics & Advancem

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
	Fundraising for Athletics (Pirate		Ū.	Plan	327,166	724,938	443,170	239,838	244,406	354,031	430,100	610,547	929,699	1,224,093	702,979	219,033	6,450,00
Fundation Annual Fund (Direta Club)		\$ 7,031,894	\$ 6,450,000	Actual	234,317	495,731	204,197	35,571	31,658	1,439,389							2,440,8
Fundraising - Annual Fund (Pirate Club)	Club), includes pledges to the			+/-	(92,849)	(229,207)	(238,973)	(204,267)	(212,748)	1,085,358							
	Athletic Annual Fund			YTD +/-	(92,849)	(322,056)	(561,029)	(765,296)	(978,045)	107,313							
	Fundraising for Athletics (non-			Plan	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	24,000,00
Fundraising - Athletics (excluding Annual Fund)	Annual Fund), includes cash,	\$ 18,447,336	\$ 24,000,000	Actual	1,654,907	4,356,135	697,673	2,311,780	2,769,339	14,275,655							26,065,48
Fundraising - Achiecies (excluding Annual Fund)	pledges, planned gifts, gifts in kind			+/-	(345,093)	2,356,135	(1,302,327)	311,780	769,339	12,275,655							
	preuges, planned girts, girts in kind			YTD +/-	(345,093)	2,011,042	708,715	1,020,495	1,789,834	14,065,489							
				Plan								5,000	3,000	5,000	2,000	1,000	16,0
Season Ticket Sales - 2023 Football	Number of Season Tickets Sold	15,835	16,000	Actual													-
Season newer sales 2020 rootsan	Humber of Season frekets sold			+/-													
				YTD +/-													
				Plan			565	835	100	0							1,5
eason Ticket Sales - 2022-2023 Men's Basketball	Number of Season Tickets Sold	1,398	1,500	Actual			565	841	121	2							1,5
				+/-		_	-	6	21	2							
				YTD +/-			-	6	27	29							
		A 26 700 004		Plan	274,173	7,720,663	1,834,300	1,559,706	321,361	6,778,746	744,996	522,271	127,796	1,569,043	1,197,457	14,035,487	36,686,0
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 36,709,881	\$ 36,686,000	Actual	1,094,344	7,961,050	5,667,837	1,128,424	635,550	9,548,155							26,035,3
				+/-	820,172	240,387	3,833,537	(431,282)	314,189	2,769,409							
				YTD +/-	820,172	1,060,559	4,894,096	4,462,814	4,777,003	7,546,413							
				Plan	2.240.800	6.540.187	4,299,176	2,928,200	2.727.623	2.977.093	7.163.273	3.332.952	3.387.925	2,911,599	2.838.655	4,217,114	45.564.59
		\$ 43.376.598	\$ 45,564,597	Actual	2,240,800	4.978.845	4,299,176	3.363.540	3,650,921	6.324.972	7,103,273	3,332,952	3,387,925	2,911,599	2,838,000	4,217,114	25.377.74
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 43,370,358	\$ 45,564,597	+/-	65,536	(1.561.342)	4,753,127	435,340	923.298	3,347,879							23,377,74
				+/- YTD+/-	65,536	(1,495,806)	(1,041,856)	(606,515)	316.782	3,664,661							
				110	03,330	(1,455,800)	(1,041,630)	(000,313)	510,762	5,004,001							
				Plan	150.000	400.000	250.000	250.000	50.000								1.100.00
	Revenue from Single Game Ticket	\$ 1.371.440	\$ 1,100,000	Actual	179,789	716.838	476,056	162,143	92,716								1,627,54
Single Game Ticket Sales - 2022 Football	Sales	, 1,3/1,44U Ş	Ş 1,100,000	+/-	29,789	316,838	226,056	(87,857)	42,716								1,027,54
	50105			YTD +/-	29,789	346.627	572,683	484,826	527,542								
				110 1/-	25,705	540,027	572,005	404,020	527,542								
																	20,000,00
				Plan	1 000 000	1 336 000	1 666 000	2 000 000	2 000 000	1 666 000	1 000 000	1 666 000	2 000 000	2 000 000	1 666 000	2 000 000	
	Fundraising for Fast Campus	\$ 34 901 209	\$ 20,000,000	Plan	1,000,000	1,336,000	1,666,000	2,000,000	2,000,000	1,666,000	1,000,000	1,666,000	2,000,000	2,000,000	1,666,000	2,000,000	
Fundraising - East (Advancement)	Fundraising for East Campus,	\$ 34,901,209	\$ 20,000,000	Actual	1,060,679	1,469,225	490,634	3,239,472	1,103,030	1,952,530	1,000,000	1,666,000	2,000,000	2,000,000	1,666,000	2,000,000	
Fundraising - East (Advancement)	Fundraising for East Campus, includes cash, pledges, planned gifts	\$ 34,901,209	\$ 20,000,000	-		1,469,225 133,225					1,000,000	1,666,000	2,000,000	2,000,000	1,666,000	2,000,000	
Fundraising - East (Advancement)		\$ 34,901,209	\$ 20,000,000	Actual +/-	1,060,679 60,679	1,469,225	490,634 (1,175,366)	3,239,472 1,239,472	1,103,030	1,952,530 286,530	1,000,000	1,666,000	2,000,000	2,000,000	1,666,000	2,000,000	
Fundraising - East (Advancement)	includes cash, pledges, planned gifts	\$ 34,901,209	\$ 20,000,000	Actual +/-	1,060,679 60,679	1,469,225 133,225	490,634 (1,175,366)	3,239,472 1,239,472	1,103,030	1,952,530 286,530	1,000,000	1,666,000	2,000,000	2,000,000	1,666,000	2,000,000	9,315,57
	includes cash, pledges, planned gifts Fundraising for West Campus (Health			Actual +/- YTD +/-	1,060,679 60,679 60,679 667,000	1,469,225 133,225 193,904 1,000,000	490,634 (1,175,366) (981,462) 1,000,000	3,239,472 1,239,472 258,010 1,000,000	1,103,030 (896,970) (638,960) 1,000,000	1,952,530 286,530 (352,430) 1,333,000							9,315,57
Fundraising - East (Advancement) Fundraising - West (Advancement)	includes cash, pledges, planned gifts	\$ 34,901,209 \$ 9,772,386		Actual +/- YTD +/- Plan	1,060,679 60,679 60,679	1,469,225 133,225 193,904	490,634 (1,175,366) (981,462)	3,239,472 1,239,472 258,010	1,103,030 (896,970) (638,960)	1,952,530 286,530 (352,430)							9,315,57



### AGENDA ITEM

III. Operational Metrics ......Chris Dyba, Vice Chancellor for University Advancement

Situation: University Advancement Campaign Update and UA Performance Summary

Background:

Assessment:

Action: This item is for information only.



# **AGENDA ITEM**

IV.	Athletics Update	Jon Gilbert
		Director of Athletics

Situation:	Update on recent initiatives in ECU Athletics
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Background:

Assessment:

Action: This item is for information only.



# **AGENDA ITEM**

V.	Closed Session	
		Committee Chair
Situa	tion:	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.
Back	ground:	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.
Asse	ssment:	The committee will go into closed session:
		<ul> <li>To prevent the premature disclosure of an honorary degree, prize, or similar award.</li> </ul>
		<ul> <li>To consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.</li> </ul>
Actio	on:	This item requires a vote by the committee.