

**AGENDA**  
**Athletics & Advancement Committee**  
**February 2, 2023**

- |      |  |             |
|------|--|-------------|
| I.   | Approval of Minutes – November 3, 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  
February 2, 2023

**AGENDA ITEM**

I. Approval of Minutes .....Fielding Miller, Committee Chair

**Situation:** Approval of the minutes from the November 4, 2022.

**Background:** 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.

Advancement

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 be 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 weight 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.



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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.





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**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.



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**AGENDA ITEM**

IV. Athletics Update ..... Jon Gilbert  
Director of Athletics

**Situation:** Update on recent initiatives in ECU Athletics

**Background:**

**Assessment:**

**Action:** This item is for information only.





## AGENDA ITEM

V. Closed Session .....Fielding 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 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.