

**ECU Board of Trustees
November 4, 2022**

MINUTES

The East Carolina University Board of Trustees met on Friday, November 4, 2022, at 9:00 am as part of their regularly scheduled meeting series. The meeting originated from room 249 in the Main Campus Student Center, on the campus of East Carolina University in Greenville, NC. Chair Scott Shook called the meeting to order.

PLEDGE OF ALLEGIANCE

Mr. Shook introduced Army ROTC Cadet Kevin Campos, a Criminal Justice major from Fayetteville, NC and Cadet Miscal Galarza, a nursing major from Fayetteville, NC lead the Pledge of Allegiance.

ROLL CALL

Mr. Shook called on Secretary, Ms. Cassandra Burt, to call the roll. A quorum was established.

PRESENT

Ryan Bonnett
Cassandra Burt
Leigh Fanning
Dave Fussell
Van Isley
Jason Poole
Jeffrey Roberts
Jim Segrave
Scott Shook

ABSENT

Tom Furr
Fielding Miller
Angela Moss

READING OF ETHICS STATEMENT

In compliance with State Government Ethics Act, Secretary Burt read the conflict of interest statement on behalf of Chairman Shook. No conflicts were identified.

CONSIDERATION OF CONSENT AGENDA

Chairman Shook presented the consent agenda for consideration. Hearing no concerns, Chair Shook asked for a motion to approve the consent agenda. The motion was made and seconded to approve the consent agenda. The motion was approved with no negative votes. A copy of the consent agenda is listed as “Attachment A.”

UNIVERSITY REPORTS

CHANCELLOR’S REPORT

Chairman Shook called on Chancellor Philip Rogers to present his report to the board. A copy of the report is listed as “Attachment B.”

RESOLUTION HONORING DR. VIRGINIA HARDY

Chairman Shook offered a resolution honoring Dr. Virginia Hardy, Vice Chancellor for Student Affairs, for her impending retirement.

The motion was made and seconded and approved with no negative votes. A copy of the resolution is listed as “Attachment B.”

REPORT FROM THE STUDENT GOVERNMENT ASSOCIATION

Chairman Shook called on Mr. Ryan Bonnett, president of the Student Government Association, to provide a report on behalf of the student body.

A copy of the report is listed as “Attachment D.”

REPORT FROM THE FACULTY

Chairman Shook called on Dr. Anne Ticknor, Chair of the Faculty, to provide a report on behalf of the faculty.

A copy of the report is listed as “Attachment E.”

REPORT FROM THE STAFF

Chairman Shook called on Ms. Aisha Powell, Chair of the Staff Senate, to provide a report on behalf of the staff.

A copy of the report is listed as “Attachment F.”

REPORT FROM THE BOARD OF VISITORS

Chairman Shook called on Ms. Alisa Chapman, Chair of the Board of Visitors, to provide a report on behalf of the staff.

A copy of the report is listed as “Attachment G.”

COMMITTEE REPORTS

ATHLETICS AND ADVANCEMENT

Chairman Shook called on Mr. Segrave to present the report on behalf of the committee.

A full text version of the report is listed as “Attachment H.”

AUDIT, RISK MANAGEMENT, COMPLIANCE, AND ETHICS COMMITTEE

Chairman Shook called on Mr. Smith to present the report on behalf of the Audit, Risk Management, Compliance and Ethics committee.

A full text version of the report is listed as “Attachment I.”

BUDGET, FINANCE, AND INFRASTRUCTURE

Chairman Shook called on Mr. Isley to present the report on behalf of the committee.

A full text version of the report is listed as “Attachment J.”

COMMITTEE ON STRATEGY AND INNOVATION

Chairman Shook called on Ms. Fanning to present the report on behalf of the committee.

A full text version of the report is listed as “Attachment K.”

UNIVERSITY AFFAIRS

Chairman Shook called on Mr. Dave Fussell to present the report on behalf of the committee.

A full text version of the report is listed as “Attachment L.”

UNFINISHED BUSINESS

There was no unfinished business coming from the board at this time.

NEW BUSINESS

There was no new business to be discussed by the board at this time.

ADJOURNMENT

Hearing no further business to come before the board, Chairman Shook asked for a motion to adjourn the meeting.

The motion was made, seconded, and passed with no negative votes.

The meeting was adjourned.

Respectfully Submitted,

Megan Ayers

Assistant Secretary to the Board of Trustees

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A G E N D A
November 4, 2022

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|-------|---|--|
| I. | Call to Order | Scott Shook
Presiding |
| II. | Pledge of Allegiance | |
| III. | Roll Call | Cassie Burt
Secretary |
| IV. | Conflict of Interest | |
| V. | Consideration on Consent Agenda <ul style="list-style-type: none">• Minutes – September 16, 2022 & October 13, 2022• Nonsalary compensation – College of Allied Health Sciences• Site selection – BSOM Medical Education Building• Construction Managers at Risk<ul style="list-style-type: none">○ Howell Science Building Renovation (Muter)○ Mendenhall Student Center Renovation (Bordeaux)○ BSOM New Medical Education Building (TA Loving/Barnhill/Metcon)• Amended and restated BOT delegations of authority• Psychiatric Medicine lease agreement• Naming Items<ul style="list-style-type: none">○ Chair’s suite in Family Medicine in honor of Dr. James Jones○ Gate 8 in Dowdy Ficklen Stadium in honor of the Greene family• Nonsalary compensation for Athletics personnel | |
| VI. | Chancellor’s Report | Philip Rogers
Chancellor |
| VII. | Report from the Student Body | Ryan Bonnett
SGA President |
| VIII. | Report from the Faculty | Anne Ticknor
Chair of the Faculty |
| IX. | Report from the Staff | Aisha Powell
Chair of the Staff Senate |

X. Report from the Board of Visitors

Alisa Chapman

Chair of the Board of Visitors

XI. Committee Reports and Recommendations

A. Athletics and Advancement Committee

Jim Segrave, Committee Vice Chair

B. Audit, Enterprise Risk Management, Compliance
and Ethics Committee

Vince Smith, Committee Chair

C. Finance and Facilities Committee

Van Isley, Committee Chair

D. Committee on Strategy & Innovation

Leigh Fanning, Committee, Vice Chair

E. University Affairs Committee

Dave Fussell, Committee Chair

XII. Unfinished Business

XIII. New Business

XIV. Adjourn

Chancellor Remarks

November 2022 BOT

Thank you, Mr. Chairman; good morning, Trustees; and good morning to all of you joining us for our final regularly scheduled board meeting of this academic semester and calendar year.

In my remarks today I'd offer a few brief comments on four items significant to the future of the university; first, a few thoughts on the tuition and fee proposals discussed in committee yesterday; next I'll provide a high-level update on two enrollment topics of interest to this group; I'm eager to bring you up to speed on the status our strategic planning effort, and close with a personal moment of reflection. So with no time to waste, let's get started.

On many occasions, you've heard me and others on our leadership team (and at the system and state level) emphasize the importance of providing access to a world class education, while at the same time striking a careful balance with respect to affordability and the value proposition associated with attending ECU. Earning a degree or a credential is an investment – a personal investment, a family investment, a lifelong investment that pays significant dividends when you attend our institution. We also have a responsibility to be thoughtful about the financial burdens that are realities for many of our students, which is why we have been quite intentional and deliberate in our approach to bringing fee and program specific tuition differential proposals forward in a way that accounts for those goals. Part of our calculus in this process is our ability to provide the services our students want and need while maintaining our commitment to affordability,

and leveraging the right financial strategies to meet those student needs. I appreciate the Board's engagement on this topic and consideration of the proposals coming out of yesterday's committee meeting. I'm proud of our students for engaging in this conversation in a thoughtful and passionate manner, particularly our SGA leadership, and we all look forward to working together in the future to advance the interests of our current students and our future students as we seek to provide a high quality, affordable educational experience in a constantly changing market.

On the enrollment front, just a couple of updates for your awareness this morning that directly impact ECU. During the October Board of Governors meeting there was discussion during Educational Planning Committee on expanding the out-of-state cap at several institutions within the system, including ECU. No committee vote occurred in October (information/discussion only), but the topic without question will be front and center again during the November meeting on our campus. During the initial discussion at the Board of Governors table, I was clear and vocal in my strong support for this additional tool in our recruitment toolbox. We have capacity, we are already providing access to qualified in-state applicants, and there is an economic development incentive for the region if we can retain talent that we enroll. In this last enrollment cycle at ECU, we increased our out of state enrollment for First Time Freshman by 10% over Fall 2021 numbers, and have additional room to grow in this space. At the state level, for the first time in over a decade, the total enrollment for the UNC System was down. You know well the demographic forecasts and the highly competitive market, so I will continue to be an advocate for this adjustment. In the interim, the admissions team knows they are to be

even more aggressive in the markets we have cultivated across the mid-Atlantic region.

A final note on the enrollment and student success front is that we are continuing to take strategic steps to build our talent base to navigate the learner journey from admissions to graduation – including how we respond to the new performance metrics established by the Board of Governors. One way to do that is through the establishment of a Chief Learner Innovation & Strategy Officer position that is currently going through the necessary HR processes at the system-level. Our intent is to fill the position initially with a part-time temporary leader that has a demonstrated record of excellence in student success at the national level. Initially we are asking the individual to assess existing organizational structures, processes, communications, resources, analytics and business intelligences, aid strategies, learner success programming, and strategic enrollment & retention action plans to advise me and Provost Coger on how to best optimize ECU's learner experiences and leverage resources and assets to achieve academic success goals. Through time we will refine the duties of this position and recruit for a permanent officer. For now our plan is to position someone without the burdens of managing an operational structure so we have a thought partner that can help us drive innovation across the student success spectrum.

Okay, shifting gears, as you know we launched our strategic planning refresh with the naming of a strategic planning committee co-chaired by Dr. Sharon Paynter and Dr. Ravi Paul. This small team is supported by national experts through AGB, which adds important capacity given our accelerated timeline. In addition to the planning committee, we are naming

a broader advisory committee to react to drafts and consider feedback from surveys and forums and, at the conclusion of that process, I'll follow up with Chairman Shook when we have a document ready for this Board's reaction. I have been clear in my expectation that we should prioritize innovation in our refreshed plan. Across every dimension of this University, we must be innovative and creative to best position ourselves for long term success. Our goal is to have a refreshed plan ready in early 2023 so units can align during the spring semester.

Finally, a moment of personal privilege and reflection given that this is Dr. Virginia Hardy's last Board of Trustees meeting as our Vice Chancellor for Student Affairs. A friend, a colleague, a passionate advocate for this institution and for eastern NC, and frankly an irreplaceable leadership voice on our team, East Carolina University is better positioned for longterm success b/c of the leadership of Virginia Hardy. From the building we are sitting in today, to the scores of individuals mentored through the employee and student leadership academies, to programs and structures designed to support our students, Dr. Hardy's legacy of service is well defined and will no doubt endure into the future. In one of the first conversations I had with Dr. Hardy upon my return to ECU, she said in only the way Virginia Hardy can say it – I've got your back, no matter what. And I can't tell you how meaningful a statement like that is to a new chancellor. And it has absolutely been true since day 1, but what's even more impressive is that it was true during my earlier time at ECU in a different role and its true for everyone she works with. Recently I was asked how to describe Dr. Hardy. That's an easy task. She is fiercely loyal to the mission, her colleagues, and our students. Her role often comes with difficult choices and pressures both internal and external, but you can

always count on her to do what is right – she won't be influenced otherwise. In a world that is too quick to tell you what you want to hear rather than what you need to hear, I could always count on her to bring forward the truth and to lead with integrity. The students are her babies (her words often), and she has cared for so many. Virginia, you'll never fully appreciate how many students you've inspired. Around every table and in every decision, she ensures the needs of the students are known.

I'll miss having her wisdom just up the hall – who else am I going to call in a frustrating moment when we need a wonderful laugh and some good humor? If you have ever noticed during the homecoming parade or football games, so many of the children of our employees (including my own) look for Ms. Virginia. They are drawn to her because they can sense her decency and genuine interest in them. Forever a kid at heart, she has brightened the day for so many of us.

Dr. Hardy, I am blessed to have been your colleague and your friend. Thank you for making a difference at ECU. May all the days ahead be filled with health, happiness, and a little Pirate mischief. Please join me in thanking Virginia for her service.

Mr. Chairman, this concludes my remarks.



A RESOLUTION

Whereas, Dr. Virginia Hardy came to East Carolina University in 1993 as a University Guidance Counselor at the Brody School of Medicine, and

Whereas, Virginia Hardy, an accomplished educator and professional, brought to East Carolina University experience as a counselor, teacher and educational leader at Wellcome Middle School and Chowan College, and

Whereas, Virginia Hardy served as Associate Director tasked with counseling, mentoring, coaching and supporting medical students, then later was named Associate Dean of Counseling and Diversity at the Brody School of Medicine in 2004, and

Whereas, Virginia Hardy served as the Interim Chief Diversity Officer in the Chancellor's Division, then later in 2007 became the Senior Associate Dean of Academic Affairs at Brody where she served more than 300 medical students, worked with faculty and oversaw design, management and evaluation of medical educational programming,

Whereas, Virginia Hardy became Vice Chancellor for Student Affairs in 2010, leading more than 320 employees as well as over 1,200 student employees annually, and created a strategic, evidence-based organization focused on student success, public service and regional transformation.

Whereas, during a time when higher education was undergoing great change with challenges related to mental health, stress, isolation and substance use, Virginia Hardy has remained constant, yet innovative and creative, and

Whereas, Virginia Hardy played a key role in important areas of East Carolina University, such as navigating the COVID global pandemic, enhancing diversity, equity and inclusion efforts and the implementation of strategic student affairs best practices across the division, and

Whereas, Virginia Hardy played a vital role in the concept, planning, construction and opening of key campus facilities such as the Health Sciences Campus Student Center, Main Campus Student Center, Gateway Hall (now Ballard Hall) and more than \$250 million in campus projects.

Whereas, Virginia Hardy places value on every individual and has fought to support a culture of self-care, personal health and well-being at a time when students and her staff faced very real challenges and stressors, and

Now Therefore Be It Resolved, the ECU Board of Trustees expresses its appreciation and gratitude for the leadership of Dr. Virginia Hardy for her unwavering support, dedication, and commitment to East Carolina University.

Approved by the East Carolina University Board of Trustees on the 4th day of November, 2022

Scott Shook, Chairman
East Carolina University Board of Trustee

**SGA Report
November 4, 2022**

What a beautiful morning it is. And what a great day to be a Pirate, come on! Little sidebar before my remarks. I was driving down first street on Tuesday I guess it was, and Fall is here man. The leaves are changing and Greenville's losing some of its green. I remember when I toured here the campus and the scenery were major factors in my decision so I always stop and appreciate how good our campus looks. Anyways, thank you for having me again it is a pleasure as always to see our universities finest all in one room and Dave, I'm glad they invited you too. Since we last met, students have enjoyed fall break, a much-needed mental reset. midterms, for better or worse are now behind us. and Halloween, which to my knowledge all busses have survived another year so that's always a plus. The Student Activities Board hosted another successful Halloween Havoc on Monday, with over 2500 students attending. And a shoutout to the football team with a big win over BYU last week, we are now bowl eligible for the second year in a row and have had a phenomenal student attendance at every home game.

I had the opportunity to attend the previous October Board of Governors meeting with Chancellor Rogers, which was a great experience to learn more about the UNC System and where we are headed. Over in SGA we have been chugging right along. We have passed resolutions recommending the implementation and access to closed captioning in online learning and in classrooms for all students without the need for DSS. We have had much discussion surrounding tuition and fee proposals that SGA has been able to participate in, hosting two student forums for the student body to come hear the proposals and give feedback. We had presentations at our assembly and the following week passed a resolution in support of the requests with some revisions on numbers, actually recommending a higher increase. I have been

talking with Campus Living, Dining, CLCE, and the Purple Pantry to put together our program for the donation of Meal swipes from students' meal plans towards our food pantry to help fight food insecurity. We are still figuring out what that final model is going to look like but are looking on track to roll out at the beginning of the Spring Semester.

We recently hosted a town hall where we invited the entire student body to come socialize and share their thoughts, concerns, and ideas around the university and what we can do better. We got some great feedback around areas like student engagement, diversity and representation on campus, and student success. I am working with Chief Barnwell on a committee of students to discuss campus safety and provide an opportunity for students to give feedback and voice concerns. Part of my platform was looking at sexual assault prevention and working to break the stigma that surrounds sexual violence. On Wednesday, working with Panhellenic and IFC we hosted guest speaker Bonny Shade at Minges Coliseum. She was able to share her survivor story, create a welcoming and open dialogue that I hope continues to proliferate through campus. We had a great turnout with well over 1500 students joining us.

I think one of the biggest trends that we continue to see across all avenues of student affairs has been great student engagement and participation. Students are excited, engaged, and active and we as a university need to be ready and willing to provide them with a well-rounded and memorable college experience. I always work so that I may be proud of the things that I am associated with, and this University is a fine example of that. I am a proud Pirate and I'm excited for our efforts to continue improving this university and to help produce more of them.

Our students are constantly fighting their own struggles and it is our responsibility to help them find the resources and crisis management solutions that they need. We must provide

students with opportunities and events to get involved and invested on campus. And we must create an environment where all students are included and encouraged to share their thoughts.

Anne Ticknor, Chair of Faculty
Board of Trustee remarks
November 4, 2022

Congratulations Vice Chancellor Hardy. I have appreciated your leadership and collaboration over the years, and it has been an absolute pleasure working with you.

This month I was asked to share ideas related to student success, in terms of enrollment and graduation rates. As I shared last month, one of the best recruiting and retention tools is to hire and retain faculty who have similar identities as our students. When students have multiple professors who reflect their identities, students succeed because they have tangible and accessible role models.

Faculty and staff work with students each day, and once our students are on campus, we are better able to support their success through our mentorship and teaching. As faculty, we are not often involved in the recruiting efforts of the university in formalized ways; however, we do recruit students through our scholarship and creative activities and in our interactions with others in our professional and personal lives. Each time we publish our research, share our creative activities, present at conferences, promote our innovative teaching activities on social media, talk to colleagues in the field, or wear our purple and gold, we are recruiting potential students to enroll at ECU and learn from us. We are essentially saying: hey, look at the cool educational activities we do at ECU—come be a part of this!

Where we really flourish and promote student success is in our academic spaces. This is where we are able to work alongside our students to see what they know and what they need to continue to learn. This is also where we are able to inform policies and procedures that need updating to reflect our current and future students. Through the Faculty Senate and its committee faculty collaborate with administrators, staff, and students to develop policies that reflect the needs of our students in our classrooms, labs, and programs. We revise and update policies that we know our students need more clarity and which can contribute to their success while students at ECU. As the UNC Code makes clear, the Faculty Senate provides guidance and advice on academic policies and institutional governance, with particular emphasis upon matters of curriculum, degree requirements, instructional standards, and grading criteria. We take this seriously in our work on our committees and here are a few of our current policy considerations:

- Proctoring exams
- Academic Integrity
- Absences
- Student Athlete progress reporting
- Writing Intensive course requirements for graduation
- Grade replacement

In my role as Chair of the Faculty, I also serve on several university committees related to student success such as the DEI Commission Steering Committee and the Strategic Planning Committee.

In addition to the service faculty do through our committee work, we also teach. Briefly here is a glimpse into my teaching activities focused on student success last year.

Since I regularly teach three 3-hour courses per semester that means that for each of the activities I mention, you should multiply it by 3.

Before the semester prep—write the syllabus, update links to university academic and well-being resources, update instructional language based on revised policies, update office hours and contact information, update course readings to reflect identities of our students, submit textbook information to bookstore, submit course reserve list to academic library, update/design Canvas course, check links for websites, upload assignments, create grading criteria

Prep for class—plan my teaching notes based on the course objectives, create my presentation based on class objectives, plan discussion questions based on the readings, plan interactive assignments to be completed in class, gather all the materials students will need, be sure to have student resources ready, consider the upcoming assignment connections, consider grading criteria to highlight during class

Teach—this may be a 3 hour class once a week or this may be broken into 2 or 3 segments over the week or it may be online with a synchronous weekly component

Meet with students—after class, before class, during class breaks, during office hours, and at other times that fit within their schedules—this may be either online or face-to-face—answer questions about the course and particular assignments, make personal connections, mentor, provide verbal feedback about assignments, and/or advise them in their next academic steps. Each meeting could be a few minutes or it could be an hour, which depends on each student's questions.

Grade assignments—read each assignment, offer feedback—usually written comments on the student's papers—provide overall comments, use the assignment criteria to assign the grade, consider equity of the grading criteria, make note of any assignment revisions needed for the next term, and then field the questions from students about their grades—see student meetings.

Outside of class follow-up about student progress—use STARFISH to identify students to highlight, to raise concerns, which alerts the student and their advisor., send reminder emails about upcoming assignments and answer group questions

Out of class faculty meetings about the course—check-in with like course instructors about activities, discuss revisions needed in future courses based on student feedback or grading trends, revise or update course readings and/or resources, troubleshoot any content or instruction issues, collaborate on upcoming teaching notes, materials, or in class activities, teaching-related professional development workshops

Course related program meetings—prepare for upcoming program reviews, review previous year assessment report, enact assessment report actions, plan assessment revisions, draft assessment revisions, reflect on these revisions, write up report

Many of us also mentor or advise students outside of our courses, for me that means mentoring students enrolled in the University Studies program or Honors College, advising students within program but not within course, and mentoring past students

This list of teaching activities illustrate how faculty engage in countless activities that contribute to student success and retention. Our intent is for our students to learn the content we teach as well as to move towards their post-college career.

As we consider the new performance based funding and how we will enact our mission—student success, public service, and regional transformation—it is clear that our faculty execute the metrics that will be used to measure our performance.

The Board of Trustees can support us by making efforts to correct salary compression and inversion, retaining faculty before they search for another job, taking a serious look at our Employee Engagement Survey Results and noting the top positive and bottom responses as well as the reasons they would consider leaving ECU. These statements resonate with our employees about what impacts their engagement. We need to find real solutions that reflect their responses so that we can retain our faculty and staff so they can continue with their student success efforts.

Aisha Powell, Chair of the Staff Senate
Board of Trustees Remarks
November 4, 2022

Good morning, Chairman, Members of the Board, and Chancellor Rogers.

On September 27th, the UNC System Staff Assembly hosted our 10th Annual Chancellors' Cup Golf Tournament at Finley Golf course. The Chancellor's Cup Golf Tournament was an overwhelming success. We are pleased to announce that we raised a total of \$93,000 during this year's tournament. Congratulations to our Chancellor's team on their outstanding performance and bringing home 3rd place. Thank you, Dave Loomis, Joe Bland, John Gill, and Justin Waters. The funds will allow UNC System Staff Assembly to continue to support the professional development and educational goals of UNC System staff

Last month on October 20th, Staff Senate sponsored a staff wellness walk formally known as the health fitness walk around Lake Laopus. We had over 200 participants and vendors who participated. The participants walk around the lake for exercise and are asked to stop at each of the tables along the way to check out each vendor's table. We had a bingo card for employees to fill out to encourage them to visit at least one table from each of the 5 elements wellness Career/Social/Financial/Physical/Community. From the feedback, participants enjoyed being outside and connecting with staff & vendors. We hope initiatives help with the overall wellness and morale of our university staff. We would like to give a special thanks to Dr. Coger for stopping by and engaging with staff and vendors.

We are currently working with the Office of Equity and Faculty Senate to develop bystander training that focuses on intervening when they witness harassment or discrimination. We hope to have beta training by the end of this month and training available to the campus community starting in February. We are also focusing on Digital Access and Inclusion. We want to ensure equitable participation and full community engagement at the university by increasing digital access and knowledge for our employees who do not use computers regularly in their jobs. Some ideas could be to designate places throughout campus where employees have access using our surplus computers.

One of the UNC Staff Assembly's retention recommendations to the UNC Board of Governors was to provide affordable on-site childcare. We are happy to announce that Staff Senate will be working with faculty from the Human Development and Family Science faculty department and the Child Development Lab to identify staff members to take part in coordinated drop-in childcare Monday through Thursday. This opportunity became available through a grant they receive, the Child Care Access Mean Parents in School (CCAMPIS) grant from the Department of Education, which is a 4-year grant that will be funded. We hope this opportunity provides staff with an opportunity to participate in leadership and professional development opportunities or take a class. We hope to share more about this in the next Board of Trustees meeting.

Lastly, ECU Staff Senate will be accepting winter coats for students at ECU Community School starting November 28th -December 20th. Boxes will be distributed throughout both campuses. If you would like to donate a winter coat, feel free to email us staffsenate@ecu.edu.

Thank you and this concludes my report.

Alisa Chapman, Chair of the BOV
Board of Trustees Remarks
November 4, 2022

Good morning! I would like to begin my comments by thanking Chair Shook, Chancellor Rogers and members of the Board of Trustees for your support of the ECU Board of Visitors. I am glad to be with you today as Chair of the BOV to provide an update on our activity this fall.

I also want to thank members of the Chancellor's leadership team, including Vice Chancellor Chris Dyba, Megan Ayres and Kimrey Miko. They have been incredibly helpful and generous of their time, as we organize and go about our work this year. Our BOV meetings would not happen without their support and leadership. Thank you.

Our next Board of Visitors meeting will be held on January 20th, here in the Main Campus Student Center.

- ~~September 2, 2022~~
- January 20, 2023
- April 21, 2023

Challenges to the Board of Visitors

You may recall from my comments to the Board of Trustees at the September meeting, that we have established three challenges for the Board of Visitors this year. We are seeking ways to help STRENGTHEN, SCALE, and SUPPORT the Board's service to ECU.

So, how are we doing?

My fellow officers, Vice Chair Preston Mitchell, Secretary Dutch Holland, as well as our Committee Leaders and BOV Members have been busy! My comments today will highlight our activity and progress to-date for each of these three areas.

The first challenge is to Strengthen the participation of our Board members. We are seeking to have greater participation in Committees and BOV activities and overall engagement with ECU.

BOV Committee Updates

The Board of Visitors has four established Committees to facilitate our work.

- Orientation Committee - Jon Defriese (Chair) / Terrance Powell (Vice Chair)

The Orientation Committee, lead by Jon Defreise and Terrence Powell, completed its annual task on August 19th when they provided an online Orientation session for 12 new members, just prior to our first BOV meeting in September. As I reported to you at the last BOT meeting, the Orientation session was well attended and provided an opportunity for new members to learn about the BOV and the work of our committees.

- Nominating Committee - Ryan Beeson (Chair) / AJ Malicdem (Vice Chair)

The Nominating Committee lead by Ryan Beeson and AJ Malicdem, are in the process of setting up a November Committee meeting to kick-off their work around the nominations process. The goal of the November meeting is to review the current nominations form and governing bylaws as a committee, and to establish a general timeline and strategy for their work which will begin around the January timeframe.

I believe we will have around 11 open seats.

(Committee members are Ryan Beeson, AJ Malicdem, Pam Baldwin, Mickey Foster, and Linda Hofler.)

- Student Recruitment Committee - Toby Thomas (Chair) / Lewis Gale (Vice Chair)

The Student Recruitment Committee, lead by Toby Thomas and Lewis Gale, have been especially busy on behalf of ECU this fall, participating recruitment events in-state and out-of-state.

The BOV had one or more members represented at 6 of the 8 ***Pirates in Your Town*** Events in cities across NC and VA (Wilmington - 2, Jacksonville - 2, Northern Virginia - 1, Charlotte - 5, Greensboro - 4 and Raleigh – 5) and we had representation in 4 of the High School Counselor events held (Charlotte, Greensboro, Greenville, and Raleigh).

Since our first meeting, Toby Thomas has traveled 1,700 miles covering these events and enthusiastically recruiting students (and their parents) to ECU.

ECU's Fall Open House was rescheduled (due to the hurricane) from October 1st to November 5th. Both Toby and Lewis will be attending the Open House event in Greenville tomorrow.

This Committee is "on fire" and "ready to go" when called on by ECU's Enrollment and Admissions Office!

- Access Scholars Committee - Duane Holder (Chair) / Wes Johnson (Vice Chair)

The Access Scholars Committee, lead by Duane Holder and Wes Johnson, is tasked with the responsibility of being the liaison group, working directly with and on behalf of the four (4) Access Scholars supported by the Board.

The Committee distributed "welcome back" greeting cards and Starbucks gift cards to each scholar to help get their semesters started.

Board of Visitor members were able to engage directly with our Access Scholars through university-sponsored events, such as the ECU-NCSU football game and attendance at the October 21st Access Scholars luncheon.

Because of the generous donations of several BOV members, additional gift cards were distributed to the Scholars at the end of October as a mid-semester "pick me up."

The Committee provided another opportunity for engagement on Wednesday evening of this week (November 2nd) with 15 members of the BOV joining three (3) of our four (4) Scholars for a virtual "meet and greet" opportunity. During this one-hour session, the scholars were given an opportunity to introduce themselves, inform and remind BOV members of their areas of study, and provide some highlights of their ECU experiences and career aspirations. BOV members were given the opportunity to introduce themselves, to share valuable advice and encouragement, and to ask questions.

The Access Scholars will be present at our January 20th meeting, in addition to a "past – graduated" Access Scholars so that Board members can see the continuing impact of their support for these individuals and bright students.

The next challenge is to Scale our work by telling ECU's story through a better understanding of ECU's institutional metrics and how ECU is focused on driving greater impact.

This challenge will play out largely in our Board of Visitor meetings throughout this year. I see this as an investment with a future dividend for ECU.

We have 59 voting members of the Board of Visitors, imagine the positive impact if each one of us finds at least ONE opportunity to "tell ECU's story" this year -- with a neighbor, work colleague, at an enrollment event, social media post, an op-ed, professional presentation... Imagine the impact.

- In our first BOV meeting we focused on two metrics -- Research & Discovery and Critical Workforce Areas
- Research & Discovery will be a recurring topic at each of our meetings. The plan is to highlight different discoveries throughout the year.
- Provost Coger and I are scheduled to meet next week to determine the institutional metrics and the research & discovery topics that will be the focus of our January meeting.

The final challenge is to Support the priorities of the Chancellor and the Board of Trustees. With this challenge we have set a goal to endow one of the four Access Scholarships the ECU Board of Visitors supports. Our intent is to expand the number of scholarships we support, once the endowment goal is met.

The BOV Officers have been thinking a lot about this goal. This is a BIG goal and one that parallels the priorities of the Chancellor and the Board of Trustees.

It costs \$125K to endow one of these scholarships. Our endowment is at \$60K now and we will add another \$10K through our regular required giving this year. This leaves us with about \$55K to raise above and beyond our regular contributions.

To kick-start our fundraising challenge, a message went out to all BOV members this week encouraging participation and contributions.

If every voting (59) BOV member doubles the required minimum of \$500 and contributes \$1,000, we will be \$30K closer to meeting our goal. Many of our members already contribute well above the required minimum.

To encourage giving, we rolled out the FIRST Access Scholars Endowment Campaign Challenge:

The first five BOV members contributing to the Access Scholars Endowment Campaign Challenge at a \$2K minimum level, will receive a pregame sideline pass for the member and one guest at the ECU vs Houston football game on November 19th!

All BOV members are invited to participate in the campaign to help us meet our goal. We already have 2 contributions in response to the FIRST challenge and two others have expressed interest! Additional campaign challenges will be rolled out throughout the year.

Concluding Comments

My commitment as Chair of the ECU Board of Visitors this year is to find ways to help to STRENGTHEN, SCALE, and SUPPORT our service to East Carolina University and to respond to the challenges that we have established for this year. We are having FUN and making progress toward our goals.

GO PIRATES!

Alisa Chapman, Chair (2022-23)
ECU Board of Visitors

**Report
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 7th. With all the current ticket promotions athletics is hoping to have 40-45K in the stands on the 19th.
- 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 50th 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.



Report of the Audit, Risk Management, Compliance, and Ethics Committee for November 3, 2022

Operational Metrics Review

The committee reviewed the operational metrics related to Internal Audit and Compliance. The metrics are generally on track for the year to date. The Athletics Compliance target for the number of education sessions has been increased due to the significant ongoing changes in collegiate athletics. The Healthcare Compliance targets could evolve this year as the ECU Health integration continues.

Action Items

The committee approved changes to the annual audit plan as proposed by Mr. Wayne Poole. One engagement was added to the plan, and one was cancelled. This does not require action by the full Board.

Informational Items

Athletics Compliance – Ms. Alex Keddie

Ms. Keddie provided a brief update on recent changes related to Name, Image, and Likeness and other Athletics compliance topics.

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.

Top Risk Update: Student Crisis Management – Vice Chancellor Virginia Hardy/Student Affairs

Dr. Hardy and her team briefed the committee on the efforts to mitigate risks related to student behaviors and dangerous incidents in the campus community. They shared information on the Dean of Students office and Student Counseling Center's efforts to assist students in distress. They also shared information on how the Care Team and University Behavioral Concerns Team ensure that risks are communicated and mitigated.

Research Compliance Update – Ms. Becky Welch

Ms. Welch briefed the committee on recent organizational changes affecting the offices that handle research compliance, export controls, sponsored programs financial compliance, and human subjects' research.

External Audit Update – Mr. Wayne Poole

Mr. Poole briefed the committee on the University's annual financial statement audit and the external audits of the affiliated entities. There are no anticipated issues with any of these audits and the external auditor reports are expected within the next month.

Recent Internal Audits – Mr. Wayne Poole

Mr. Poole briefed the committee on two recent internal audit engagements, including a consultation on the University Policy Process. The committee strongly supports the recommendations to make the policy process more efficient and consistent with the UNC Code. I directed Mr. Poole to keep us updated on the progress.

Mr. Chairman, that concludes my report.

East Carolina University | Board of Trustees
Finance & Facilities | In Person & Virtual/Main Campus Student Center 253 | November 4, 2022
Highlights

The minutes from September 15, 2022 were *approved*.

Ms. Coleman provided the metrics for fiscal year 22 and 23.

Ms Coleman presented the **2023-24 Tuition and Fees Proposal**. She shared the System Office guidance allows tuition increases for all categories except undergraduate resident and fees are limited by statute to 3% increase. Fee increases are only allowed for inflationary costs increases. There were four professional tuition increases proposed- Medicine, Dental Medicine, Nursing and Physician Assistant Studies and four fees proposed- Campus Recreation and Wellness, Transit, Dining, and Dental Materials. I will have a motion at the end of this report.

Mr. Derek West with BSA Life Structures presented the site selection for **Brody School of Medicine New Medical Education Building**. The committee approved this item and it was included on the consent agenda.

Mr. Bagnell provided information on **three CM@Risk selections**. The projects were for Howell Science Building South Renovation, Mendenhall Comprehensive Renovation Phase 2, and Brody School of Medicine (New Medical Education Building). These items were included on the consent agenda.

Ms. Coleman presented a resolution to **amend and restate BOT Delegations** for the Chancellor to approve bonuses such as sign-on bonuses, retention bonuses, and performance-based bonuses for employees exempt from the State Human Resources Act with the exclusion of Tier I Senior Academic and Administrative Officers. These delegations were approved by the committee and included on the consent agenda.

Ms. Coleman presented the **Psychiatric Medicine Lease Agreement** for extension at 905 Johns Hopkins Drive, Greenville, NC. This item was approved and included in the consent agenda.

Other informational items were provided in our materials included the Employee Engagement Survey and the 6-year capital plan.

Mr. Chairman, I do have one time for board consideration.

I move the board approve the tuition and fees proposal as presented in board materials.

That concludes my report.

Tuition & Fee Proposals for
Academic Year
2023-2024



2023-24 System Office Tuition & Fee Guidance

Tuition

- Increases for undergraduate resident are not allowed.
- All other classifications may increase.

Mandatory Fees

- Subject to 3% statutory cap
- Increase allowed for inflationary cost increases.

Special Fees

- Increases to existing special fees for inflationary cost increases will be considered.



Tuition & Fee Approvals

Tuition & Fees	BOT Recommendation or Approval	BOG Approval	BOG Information	Student Involvement Required
Tuition	X	X		X
Tuition Differentials	X	X		X
Mandatory Fees	X	X		X
Application Fees	X	X		X
Special Fees	X	X		X
Misc. Fees *	X		X	
Housing	X		X	
Dining	X		X	
Parking	X		X	

* Misc fees include graduation, cap & gown, transcripts, and transit



Process for ECU

- Provost and Vice Chancellor for Student Affairs collecting and reviewing proposals from respective areas
- Tuition and Fee Committee formed- comprised of faculty, staff, and students. First meeting October 3rd.
- Student feedback on requested proposals
- Tuition and fee committee vote on proposed increases and submit to Chancellor
- Chancellor evaluate proposals and make a recommendation to BOT in November
- BOG review and take action on proposals at February/March meetings



ECU Cost of Attendance 2022-2023

	Undergraduate Resident	Undergraduate Nonresident	Graduate Resident	Graduate Nonresident
Tuition	\$ 4,452	\$ 20,729	\$ 4,749	\$ 17,898
Fees	<u>2,873</u>	<u>2,873</u>	<u>2,873</u>	<u>2,873</u>
Tuition & Fees	7,325	23,602	7,622	20,771
Room and Board	10,816	10,816	10,538	10,538
Books & Supplies	1,654	1,654	994	994
Personal	1,586	1,586	2,058	2,058
Transportation	2,352	2,352	1,156	1,156
Loan Fee	<u>80</u>	<u>80</u>	<u>215</u>	<u>215</u>
Total Cost of Attendance	\$ 23,813	\$ 40,090	\$ 22,583	\$ 35,732

*On campus



UNC System Approved Tuition & Fees AY

Attachment K

2022-2023

Undergraduate- Resident					
	Tuition	Fees	Total Tuition and Fees	Rank of Tuition	Rank of Tuition and Fees Combined
UNC School of the Arts	\$ 6,497	\$ 2,444	\$ 8,941	3	1
NC State University	\$ 6,535	\$ 2,383	\$ 8,918	2	2
UNC-Chapel Hill	\$ 7,019	\$ 1,732	\$ 8,751	1	3
UNC Greensboro	\$ 4,422	\$ 2,957	\$ 7,379	6	4
Appalachian State University	\$ 4,242	\$ 3,047	\$ 7,289	7	5
UNC Asheville	\$ 4,122	\$ 3,092	\$ 7,214	8	6
East Carolina University	\$ 4,452	\$ 2,702	\$ 7,154	4	7
UNC Wilmington	\$ 4,443	\$ 2,691	\$ 7,134	5	8
UNC Charlotte	\$ 3,812	\$ 3,211	\$ 7,023	9	9
NC A&T State University	\$ 3,540	\$ 3,071	\$ 6,611	11	10
NC Central University	\$ 3,728	\$ 2,734	\$ 6,462	10	11
Winston-Salem State University	\$ 3,401	\$ 2,565	\$ 5,966	12	12
Western Carolina University	\$ 1,000	\$ 2,977	\$ 3,977	13	13
UNC Pembroke	\$ 1,000	\$ 2,495	\$ 3,495	13	14
Fayetteville State University	\$ 1,000	\$ 2,462	\$ 3,462	13	15
Elizabeth City State University	\$ 1,000	\$ 2,356	\$ 3,356	13	16

Ranked High to Low

Graduate- Resident					
	Tuition	Fees	Total Tuition and Fees	Rank of Tuition	Rank of Tuition and Fees Combined
UNC-Chapel Hill	\$ 10,552	\$ 1,732	\$ 12,284	1	1
UNC School of the Arts	\$ 9,196	\$ 2,444	\$ 11,640	2	2
NC State University	\$ 9,095	\$ 2,383	\$ 11,478	3	3
Winston-Salem State University	\$ 6,872	\$ 2,565	\$ 9,437	4	4
UNC Greensboro	\$ 5,219	\$ 2,957	\$ 8,176	5	5
UNC Asheville	\$ 4,914	\$ 3,092	\$ 8,006	6	6
Appalachian State University	\$ 4,839	\$ 3,047	\$ 7,886	7	7
NC A&T State University	\$ 4,745	\$ 3,071	\$ 7,816	9	8
UNC Charlotte	\$ 4,337	\$ 3,211	\$ 7,548	13	9
NC Central University	\$ 4,740	\$ 2,734	\$ 7,474	10	10
East Carolina University	\$ 4,749	\$ 2,702	\$ 7,451	8	11
Western Carolina University	\$ 4,435	\$ 2,977	\$ 7,412	12	12
UNC Wilmington	\$ 4,719	\$ 2,691	\$ 7,410	11	13
UNC Pembroke	\$ 4,280	\$ 2,495	\$ 6,775	14	14
Fayetteville State University	\$ 3,438	\$ 2,462	\$ 5,900	15	15
Elizabeth City State University	\$ 3,375	\$ 2,356	\$ 5,732	16	16

Ranked High to Low

Undergraduate- Nonresident					
	Tuition	Fees	Total Tuition and Fees	Rank of Tuition	Rank of Tuition and Fees Combined
UNC-Chapel Hill	\$ 35,580	\$ 1,732	\$ 37,312	1	1
NC State University	\$ 28,276	\$ 2,383	\$ 30,659	2	2
UNC School of the Arts	\$ 23,731	\$ 2,444	\$ 26,175	3	3
UNC Asheville	\$ 21,470	\$ 3,092	\$ 24,562	4	4
East Carolina University	\$ 20,729	\$ 2,702	\$ 23,431	5	5
Appalachian State University	\$ 20,246	\$ 3,047	\$ 23,293	6	6
UNC Greensboro	\$ 19,581	\$ 2,957	\$ 22,538	7	7
UNC Wilmington	\$ 19,063	\$ 2,691	\$ 21,754	8	8
UNC Charlotte	\$ 17,936	\$ 3,211	\$ 21,147	9	9
NC A&T State University	\$ 17,050	\$ 3,071	\$ 20,121	10	10
NC Central University	\$ 16,764	\$ 2,734	\$ 19,498	11	11
Winston-Salem State University	\$ 14,057	\$ 2,565	\$ 16,622	12	12
Western Carolina University	\$ 5,000	\$ 2,977	\$ 7,977	13	13
UNC Pembroke	\$ 5,000	\$ 2,495	\$ 7,495	13	14
Fayetteville State University	\$ 5,000	\$ 2,462	\$ 7,462	13	15
Elizabeth City State University	\$ 5,000	\$ 2,356	\$ 7,356	13	16

Ranked High to Low

Graduate- Nonresident					
	Tuition	Fees	Total Tuition and Fees	Rank of Tuition	Rank of Tuition and Fees Combined
NC State University	\$ 28,301	\$ 2,383	\$ 30,684	2	1
UNC-Chapel Hill	\$ 28,844	\$ 1,732	\$ 30,576	1	2
UNC School of the Arts	\$ 23,899	\$ 2,444	\$ 26,343	3	3
UNC Asheville	\$ 21,236	\$ 3,092	\$ 24,328	4	4
Appalachian State University	\$ 19,849	\$ 3,047	\$ 22,896	5	5
UNC Greensboro	\$ 18,937	\$ 2,957	\$ 21,894	7	6
UNC Wilmington	\$ 19,104	\$ 2,691	\$ 21,795	6	7
UNC Charlotte	\$ 18,482	\$ 3,211	\$ 21,693	8	8
NC Central University	\$ 18,048	\$ 2,734	\$ 20,782	9	9
NC A&T State University	\$ 17,545	\$ 3,071	\$ 20,616	11	10
East Carolina University	\$ 17,898	\$ 2,702	\$ 20,600	10	11
UNC Pembroke	\$ 17,339	\$ 2,495	\$ 19,834	12	12
Elizabeth City State University	\$ 16,437	\$ 2,356	\$ 18,793	13	13
Western Carolina University	\$ 14,842	\$ 2,977	\$ 17,819	14	14
Winston-Salem State University	\$ 14,407	\$ 2,565	\$ 16,972	16	15
Fayetteville State University	\$ 14,503	\$ 2,462	\$ 16,965	15	16

Ranked High to Low

UNC System Approved fees for 2022-2023

UNIVERSITY	Student Activity Fee	Rank	Athletic Fee	Rank	Student Health Fee	Rank	Educational And Technology Fee	Rank	Safety Fee	Rank	Total General Fees	Rank	Debt Service Fee	Rank	Total General Fees and Debt Service	Rank
UNC - Charlotte	650.00	10	824.00	7	335.00	9	622.00	2	60.00		2,491.00	2	720.00	1	3,211.00	1
UNC - Asheville	815.00	1	880.00	2	403.00	4	540.00	5	60.00		2,698.00	1	394.00	10	3,092.00	2
North Carolina A & T State University	714.25	4	870.00	3	370.00	6	469.06	8	60.00		2,483.31	3	588.00	4	3,071.31	3
Appalachian State University	659.00	9	783.00	9	335.00	9	576.00	3	60.00		2,413.00	6	634.00	3	3,047.00	4
Western Carolina University	632.00	11	868.00	4	350.00	7	544.00	4	60.00		2,454.00	4	523.00	6	2,977.00	5
UNC - Greensboro	577.00	12	780.00	10	372.00	5	461.00	9	60.00		2,250.00	11	707.00	2	2,957.00	6
North Carolina Central University	501.40	15	862.00	5	312.66	13	428.15	12	60.00		2,164.21	12	570.00	5	2,734.21	7
East Carolina University	702.00	6	773.00	13	319.00	12	403.00	14	60.00		2,257.00	10	445.00	8	2,702.00	8
UNC - Wilmington	698.95	7	774.55	12	246.07	15	534.94	6	60.00		2,314.51	8	376.00	11	2,690.51	9
Winston Salem State University	545.70	14	780.00	10	340.00	8	416.46	13	60.00		2,142.16	13	423.00	9	2,565.16	10
UNC - Pembroke	677.84	8	801.52	8	215.49	16	533.91	7	60.00		2,288.76	9	206.00	13	2,494.76	11
Fayetteville State University	565.00	13	833.00	6	287.00	14	382.00	15	60.00		2,127.00	14	335.00	12	2,462.00	12
UNC School of the Arts	748.00	2	-	16	882.00	1	754.00	1	60.00		2,444.00	5	-	15	2,444.00	13
North Carolina State University	707.97	5	232.00	15	445.00	2	439.28	11	60.00		1,884.25	15	499.00	7	2,383.25	14
Elizabeth City State University	738.15	3	899.31	1	333.00	11	326.00	16	60.00		2,356.46	7	-	15	2,356.46	15
UNC - Chapel Hill	394.16	16	279.00	14	410.15	3	442.30	10	60.00		1,585.61	16	146.85	14	1,732.46	16
Ranked High to Low																



Peer Tuition & Fees for AY 2021-2022

Attachment K

Undergraduate- Resident					
	Tuition	Fees	Total Tuition and Fees	Rank of Tuition	Rank of Tuition and Fees Combined
Illinois State University	10,932	3,036	13,968	5	1
Western Michigan University	13,334	100	13,434	1	2
Central Michigan University	12,644	450	13,094	3	3
Ohio University-Main Campus	12,840	-	12,840	2	4
Washington State University	10,457	1,960	12,417	6	5
Northern Arizona University	10,381	1,146	11,527	7	6
Kent State University at Kent	11,000	-	11,000	4	7
Ball State University	9,628	662	10,290	8	8
Utah State University	8,042	918	8,960	9	9
University of Nevada-Las Vegas	7,949	788	8,737	10	10
East Carolina University	4,452	2,865	7,317	11	11
Florida Atlantic University	2,522	2,357	4,879	12	12
Ranked High to Low					
Graduate- Resident					
	Tuition	Fees	Total Tuition and Fees	Rank of Tuition	Rank of Tuition and Fees Combined
Western Michigan University	16,884	923	17,807	1	1
Central Michigan University	15,194	450	15,644	2	2
Washington State University	12,076	1,664	13,740	3	3
Kent State University at Kent	11,766	-	11,766	4	4
Northern Arizona University	10,724	831	11,555	5	5
Ball State University	9,482	662	10,144	6	6
Illinois State University	7,805	1,968	9,773	8	7
Ohio University-Main Campus	9,444	276	9,720	7	8
East Carolina University	4,749	2,865	7,614	12	9
Utah State University	6,534	832	7,366	9	10
Florida Atlantic University	5,467	1,226	6,693	11	11
University of Nevada-Las Vegas	5,823	784	6,607	10	12

Undergraduate- Nonresident					
	Tuition	Fees	Total Tuition and Fees	Rank of Tuition	Rank of Tuition and Fees Combined
Washington State University	25,773	1,960	27,733	2	1
Ball State University	26,862	662	27,524	1	2
University of Nevada-Las Vegas	24,040	788	24,828	3	3
Illinois State University	21,136	3,036	24,172	6	4
East Carolina University	20,729	2,865	23,594	7	5
Utah State University	22,517	918	23,435	5	6
Ohio University-Main Campus	22,810	-	22,810	4	7
Kent State University at Kent	19,876	-	19,876	8	8
Northern Arizona University	16,600	1,161	17,761	10	9
Florida Atlantic University	14,374	2,950	17,324	11	10
Western Michigan University	16,668	100	16,768	9	11
Central Michigan University	12,644	450	13,094	12	12
Ranked High to Low					
Graduate- Nonresident					
	Tuition	Fees	Total Tuition and Fees	Rank of Tuition	Rank of Tuition and Fees Combined
Washington State University	26,526	1,664	28,190	1	1
Ball State University	25,938	662	26,600	2	2
Western Michigan University	25,325	923	26,248	3	3
Utah State University	22,393	832	23,225	4	4
University of Nevada-Las Vegas	21,914	784	22,698	6	5
Kent State University at Kent	21,952	-	21,952	5	6
East Carolina University	17,898	2,865	20,763	8	7
Northern Arizona University	19,266	859	20,125	7	8
Florida Atlantic University	16,695	1,787	18,482	10	9
Ohio University-Main Campus	17,436	276	17,712	9	10
Central Michigan University	15,194	450	15,644	11	11
Illinois State University	9,805	1,968	11,773	12	12

Source: IPEDS; includes all fees

Historical and Proposed Fees

EAST CAROLINA UNIVERSITY MANDATORY STUDENT FEES (PAID BY ALL STUDENTS)						
	Approved 2019-2020	Approved 2020-2021	Approved 2021-2022	Approved 2022-2023	Proposed 2023-2024	% Change
MANDATORY STUDENT FEES:						
GENERAL FEES:						
SGA	27.50	27.50	27.50	27.50	27.50	
MEDIA	30.00	30.00	30.00	30.00	30.00	
FINE ARTS	8.00	8.00	8.00	8.00	8.00	
CAMPUS RECREATION AND WELLNESS	271.00	271.00	271.00	271.00	291.00	7%
MINGES OPERATIONS	6.00	6.00	6.00	6.00	6.00	
STUDENT ACTIVITY PROGRAMS	71.50	71.50	71.50	71.50	67.50	-6%
STUDENT CENTERS OPERATIONS	288.00	288.00	288.00	288.00	288.00	
ATHLETIC FEE	773.00	773.00	773.00	773.00	773.00	
STUDENT HEALTH FEE	263.00	263.00	319.00	319.00	319.00	
EDUCATION AND TECHNOLOGY FEE	403.00	403.00	403.00	403.00	403.00	
TOTAL GENERAL STUDENT FEES	2,141.00	2,141.00	2,197.00	2,197.00	2,213.00	1%
DEBT SERVICE						
STUDENT REC. CENTER	-	-	-	-	-	
ATHLETIC FACILITY DEBT	70.00	70.00	70.00	70.00	70.00	
NEW STUDENT UNION (phased fee)	375.00	375.00	375.00	375.00	375.00	
TOTAL DEBT SERVICE	445.00	445.00	445.00	445.00	445.00	0%
TOTAL GENERAL STUDENT FEES & DEBT SERVICE	2,586.00	2,586.00	2,642.00	2,642.00	2,658.00	1%
SPECIAL FEES						
CAMPUS SAFETY FEE	30.00	30.00	52.00	60.00	60.00	
TOTAL SPECIAL FEES	30.00	30.00	52.00	60.00	60.00	0%
MISCELLANEOUS CHARGES						
TRANSIT (Not approved by BOG, but charged to all students)	158.00	158.00	158.00	158.00	172.00	9%
GRADUATION (Not approved by BOG, but charged to all students)	12.00	12.00	12.00	12.00	12.00	
ASSOCIATION OF STUDENT GOVERNMENTS (Approved by BOG)	1.00	1.00	1.00	1.00	1.00	
TOTAL MISCELLANEOUS CHARGES PAID BY ALL STUDENTS	171.00	171.00	171.00	171.00	185.00	8%
Total Fees Paid by Each Student	2,787.00	2,787.00	2,865.00	2,873.00	2,903.00	1%

Proposed fee changes for 2023-24

- Campus Recreation and Wellness increase \$20
- Transit increase \$14
- Off Campus Services reduction \$4



Campus Recreation and Wellness

Fee Request \$20

Current Fee \$271

Proposed Fee \$291

Revenue generated based on 19,000 FTE \$380,000



Inflation Impacts



Inflationary Cost

Significantly added to our inability to respond to uses.



Repair Escalations

Increases in van repairs and replacement costs and gas.



Inflationary Elements

Major escalations in equipment, labor cost for repair, and replacements have significant impact on small and large projects.



Competing Wages

Work Study wages and competing off-campus wages have gone up. University WS wages increased to \$10-\$12/hr with no advance notification.
Rising full-time salaries and benefits.

Actions Already Taken

Reduction in Student Labor & Operating Hours

- Total student wage reduction: \$479,000
- GA's: 16 to 11
- Full-time staff: ↓5 positions
- Facility operating hours & break closures

Increase Membership & Program Fees

- Faculty/Staff memberships: 11%
- Cost for adventure trips.

Reduction/ Elimination

- Club Sports funding: ↓40%
- Intramural Sports:
 - Number of sports (*Soccer*)
 - Season/games
- Group Fitness: ↓20 classes/week
- Van fleet: 15 to 11
- Eliminated group swim lessons

Exploring Alternate Revenue Sources

- External revenue sources not to impact students
- Pursuing small grants
- Increased ABC grant:
 - \$30K to \$60K
- Explore corporate team building
- Summer activities to the community - elevated profit margin

No Increase - Implications

Additional reduction in facility operating hours.

Potential closing of indoor and outdoor spaces.

Continued reduction for well-being, fitness, club sports, intramural sports & adventure needs.

Drastic reduction of safety practices.

Additional reduction in on-campus student employment.

Elimination of safe travel support for sport clubs.

ECU Transit

Fee Request \$14

Realignment of Off Campus Services fee to Transit \$4

Net increase to students \$10

Current Fee \$158

Proposed Fee \$172

Revenue generated based on 19,000 FTE \$266,000

This fee is currently classified as a miscellaneous fee, although all students pay.



INFLATIONARY ENVIRONMENT

	2017/2018	2022/2023	Increase
Maintenance Contract Personnel Cost x 4 Technicians	\$65/hr.	\$90/hr.	30%
Diesel Fuel (National Average)	\$2.49/gal	\$5.48/gal	120%
Average Student Wage	\$9/hour	\$14/hour	56%

Actions Already Taken

FY21/22 cuts from FY19/20 service

Eliminate Off Campus Weekend Late Night (Friday/Saturday) – Pirate Express

- 132-hour weekly reduction (8 routes: 6 hours/day X 11 buses)
- Operating cost paid by apartments - \$55 per service hour
- \$15,015 = annual overhead (supervisor & dispatcher)

Reduce On Campus Weekend Hours – Bus Routes & Safe Ride

- 24-hour weekly reduction for buses
- 24-hour weekly reduction for vans

Eliminate Blue Route (Weekend Shopping)

- 18-hour weekly reduction

Eliminate Off Campus Weeknight Routes

- 150-hour weekly reduction (6 routes: 5 hours/day X 6 buses)

Reduce On Campus Daytime Service

- 90-hour weekly reduction (9 hours/day X 2 buses)

Reduce On Campus Weeknight Route

- 56-hour weekly reduction (4 hours/day X 2 buses)

Reduce Weeknight Safe Ride Hours

- 45-hour weekly reduction (3 hours/day X 3 vans)

Reduce Off Campus Daytime Service

- 75-hour weekly reduction (multiple apartment routes; create combination routes)

FY22/23 additional cuts

Reduce On Campus Daytime Service

- 107-hour weekly reduction (2 routes)

Reduce Off Campus Daytime Service

- 107-hour weekly reduction (2 routes)

Reduce Weeknight Safe Ride

- 24-hour weekly reduction (1 van)

TOP 3 UNC SYSTEM SCHOOLS

Transit Fee Comparison			
	Transit Fee	Revenue	Notes
UNC Chapel Hill	\$215	\$6,024,744	Fee supports P2P, SafeRide, and \$4.6M to Chapel Hill Transit. Departmental Transportation Fee of 0.3% of payroll generating \$5.6M combines to provide \$10.2M to Chapel Hill Transit annually.
NC State	\$209	\$6,061,000	Fee up \$4 in 2022 from \$205 and planned increases of \$4 every other year until 2026. Parking pays for NC State staff and fee covers contractor staff and transit operations.
ECU	\$158	\$3,002,000	Last increase \$12 in 2016/17. Fee supports staff, operations, and capital replacement. Parking contributes \$364,000 annually.

<p>In addition to the fee increase requested, additional actions may be necessary. Below are potential reductions.</p>	
<p>Eliminate On Demand (Safe Ride) Program</p> <ul style="list-style-type: none"> ▪ Program Cost ▪ Eliminate FT position x 1 	<p style="text-align: right;">\$200,000 \$60,000 (salary + benefits)</p>
<p>Eliminate Motorcoach Program</p> <ul style="list-style-type: none"> ▪ Eliminate FT position x 1 	<p style="text-align: right;">\$70,000 (salary + benefits)</p>
<p>Fixed Route Eliminate Off Campus</p> <ul style="list-style-type: none"> ▪ Purple Route ▪ Brown Route 	<p style="text-align: right;">\$137,500 \$137,500</p>
<p>Fixed Route Reductions On Campus</p> <ul style="list-style-type: none"> ▪ Uptown Shuttle ▪ Health Sciences Connector ▪ Minges Park & Ride ▪ Gold 	<p style="text-align: center;">Reductions in service and/or route eliminations to meet budget</p>

Other Fees



Dental Materials Fee

- **Revenue generated from increase \$14,300**
- **Uses of funds**
 - Purchase practice teeth and other materials, such as bonding agents, composite materials, personal protective equipment and amalgam.
- **Relevant facts**
 - Fee has not increased since 2012
 - Uses state operating funds to cover annual shortfall

Rate information

- Current fee \$75
- Proposed fee \$150
- Proposed change \$75



ECU Dining Services

	Current Annual Rate (22-23)	Proposed Annual Rate (23-24)	Proposed Increase for 23-24 (\$)	Proposed Increase for 23-24 (%)
Purple 60	\$ 4,380.00	\$ 4,556.00	\$ 176.00	4.02%
Purple 40	\$ 4,380.00	\$ 4,556.00	\$ 176.00	4.02%
Purple 20	\$ 4,380.00	\$ 4,556.00	\$ 176.00	4.02%
Purple Flex	\$ 4,380.00	\$ 4,556.00	\$ 176.00	4.02%
Gold 120	\$ 1,150.00	\$ 1,195.00	\$ 45.00	3.91%
Gold 80	\$ 945.00	\$ 985.00	\$ 40.00	4.23%
Gold 40	\$ 740.00	\$ 770.00	\$ 30.00	4.05%
Gold 450	\$ 450.00	\$ 450.00	\$ -	0.00%



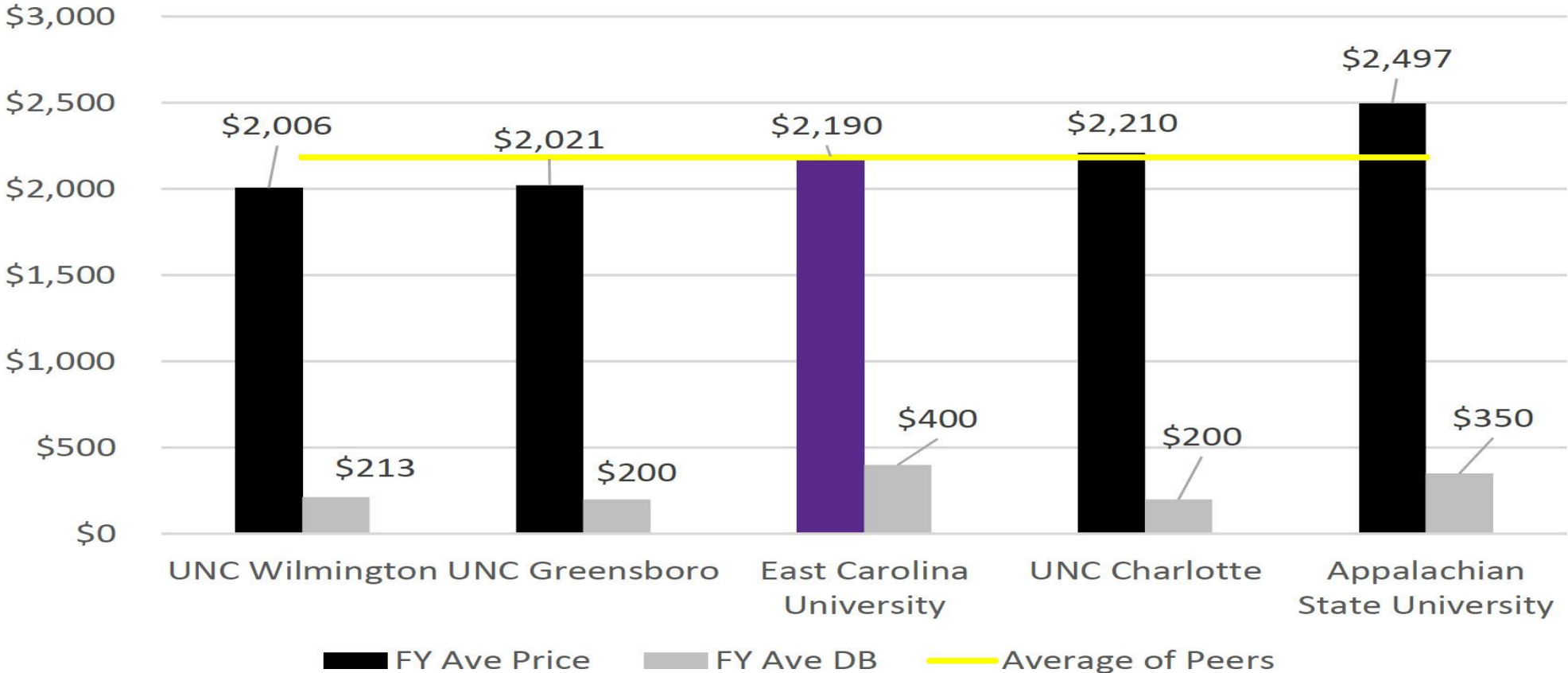
Market Analysis

ECU is well aligned with the peers on mandatory requirements and meal plan type for first year students. ECU is the only one of its peers to have lifestyle pricing.

Meal Plan	Mandatory MP Requirement	FY Meal Plan Type
Appalachian State University	First-year living on campus	Unlimited and weekly
East Carolina University	All residents	Unlimited
UNC Charlotte	First-year on campus; upperclassmen in traditional housing	Unlimited
UNC Greensboro	All residents	Unlimited and weekly
UNC Wilmington	All traditional residents	Unlimited and block
Western Carolina University	All residents	Unlimited

ECU is competitive when looking at the average price of mandatory meal plans

First-year Average Meal Plan Price and DB



ECU's Wage and Food Pressure

- Food costs have increased YOY 5.57%=\$427K
- Fall 2021 increased minimum entry level wage increased to \$11.00/hour
- FY 23 budgeted average hourly wage (loaded) is \$19.29
- FY 23 YTD average hourly wage (loaded) is \$22.17. 14.9% higher than budget
- Loaded wages include social security taxes and benefits
- FY 23 budget does not include adjustments made to existing employee hourly rates due to compression @ time of minimum hire rate was moved to \$11.00/hr.
- Cost of compression in FY 23 in labor = \$500K

TITLE	MIN	MID	MAX
Barista	\$11.00	\$13.75	\$16.50
Cashier	\$11.00	\$13.75	\$16.50
Driver	\$11.00	\$13.75	\$16.50
Food Prep Worker	\$11.00	\$13.75	\$16.50
Food Service Worker	\$11.00	\$13.75	\$16.50
General Utility Worker	\$11.00	\$13.75	\$16.50
Student Worker	\$11.00	\$13.75	\$16.50
Cook	\$12.10	\$15.13	\$18.15
Floor Technician	\$12.10	\$15.13	\$18.15
Grill Cook	\$12.10	\$15.13	\$18.15
Lead Student Worker	\$12.10	\$15.13	\$18.15
Warehouse Worker	\$12.10	\$15.13	\$18.15
Baker	\$13.31	\$16.64	\$19.97
Catering Service Worker	\$13.31	\$16.64	\$19.97
Food Service Lead Worker	\$13.31	\$16.64	\$19.97
General Utility Lead Worker	\$13.31	\$16.64	\$19.97
Hourly Supervisor	\$14.64	\$18.30	\$21.96

Professional School Tuition Increases



Brody School of Medicine

- **Revenue generated from increase \$674,000**
- **Uses of funds**
 - Community preceptor payments \$285,000
 - Support medical board preparation \$210,450
 - Mental Health and Wellness counselor* \$105,000
 - Essential instructional software \$65,000
 - Basic life Support certification \$8,550

Rate information

- Current tuition \$20,252
- Proposed tuition \$22,252
- Proposed change \$2,000; 9.9%

Rate Comparison

- BSOM is currently ranked 5th lowest in the country
- UNC Chapel Hill is currently ranked 21st in the country with an annual rate of \$38,279

*Counselor will be a part of the university counseling center



School of Dental Medicine

- **Revenue generated from increase \$286,005**
- **Uses of funds**
 - Support 1.5 faculty salaries and benefits
- **Relevant Facts**
 - SoDM has only 1 faculty in several specialized areas with no backup.
 - To maintain accreditation, faculty to student ratio should be 1 faculty to 8 students in Ross Hall clinic
 - In many cases, this requires 6 plus faculty for a class of 50 students per clinic session.

Rate information

- Current tuition \$29,944
- Proposed tuition \$31,444
- Proposed change \$1,500; 5%

Rate Comparison

- ECU BSOM is currently ranked 13th lowest in our peer group (out of 14)
- UNC Chapel Hill annual rate is \$37,361



College of Nursing

Master of Nursing
 Post- Master’s Nursing
 Doctoral of Nursing Practice
 PhD in Nursing

- **Revenue generated from increase \$358,200**

- **Uses of funds**

- Clinical Site Placement Fees/faculty travel \$161,470
- Recruitment and retention of Faculty \$143,280
- Operating expenses and student support such as maintaining labs, travel student assessment and testing \$17,630
- Need based scholarships \$35,820

Rate information

- Current tuition differential: \$2,250
- Proposed tuition differential: \$2,700
- Proposed change \$450

System Comparisons

		Approved Differential (in addition to GR)		
	Regular Graduate Rate (GR)	Masters in Nursing	Post Masters in Nursing	Doctor in Nursing Practice
ECU	4,749	2,250	2,250	2,250
UNCC	4,337	1,200	1,200	1,200
UNC	10,552	6,800	6,800	6,800
UNCG	5,219			3,000
UNCW	4,719			1,340
UNCP	4,280	215		
WCU	4,435			4,800
WSSU	3,872	1,500		2,000

Physician Assistant Studies

- Revenue generated from increase \$344,925
- Uses of funds
 - Clinical placement sites \$277,566
 - New Student Services Specialist position dedicated to the business functions of clinical placement sites and support PA admissions and general program administration \$60,258
 - Operating expenses \$7,101

Rate information

- Current tuition differential \$3,937
- Proposed tuition differential \$7,222
- Proposed change \$3,285

Comparison

ECU PA has the lowest tuition in the state and is approximately \$50,000 cheaper than 9/10 of the other programs.

- Relevant facts
 - Increased competition with other non-physician/PA learners such as nurse practitioners.
 - Osteopathic medical school (2011) and PA program (2013) at Campbell paying \$1000/clinical rotation are displacing many of our present rotations in Eastern NC.
 - Anticipated inception of an additional NC PA program at South College in the Asheville region starting January 2023

Tuition and fees as reported on PA program websites		
Program	Cost of Attendance September 2022	PA Program Tuition Website
ECU	49K	https://pa.ecu.edu/cost-tuition/
UNC-CH PA program	\$63K	https://www.med.unc.edu/ahs/unc-pa/admissions/tuition/
Duke	\$103K+	https://medschool.duke.edu/education/health-professions-education-programs/physician-assistant-program/admissions/tuition-and-aid/graduate/tuition-and-fees/physician-assistant-tuition-and-fees/
Methodist	104K	https://www.methodist.edu/paprogram/tuition-fees-aid/graduate/tuition-and-fees/physician-assistant-tuition-and-fees/
Gardner Webb	\$103K	https://school.wakehealth.edu/Education-and-Training/PA-Program/Costs-and-Financial-Aid
Wake Forest	95K	https://cphs.campbell.edu/admissions/financial-aid/physician-assistant/
Campbell	\$119K	http://www.highpoint.edu/physicianassistant/tuition-and-expenses/
Highpoint	\$103K	https://www.elon.edu/u/academics/health-sciences/physician-assistant/admissions-information/tuition-financial-aid/
Elon	\$105K	https://www.pfeiffer.edu/academics/programs/physician-assistant-ms-pas/5474/tuition-and-fees#:~:text=Total%20estimated%20tuition%20and%20fees,in%20January%202022)%20is%20%24101%2C341
Pfeiffer	\$118	https://www.wingate.edu/academics/graduate/physician-assistant-studies
Wingate	105K	https://www.wingate.edu/academics/graduate/physician-assistant-studies

Questions



Committee Report
Committee on Strategy and Innovation
November 3, 2022

Leigh Fanning – vice chair

I had the honor of filling in for committee chair Tom Furr yesterday.

Our first item was the 2nd part of a two-part series on civil discourse. As a reminder, this is a topic has been front and center on university campuses around the country and the UNC Board of Governors have prioritized this as well. In September, Provost Coger and Vice Chancellor Hardy reviewed the university's policies as it pertains to free speech and walked us through initiatives across campus that encourage and support civil discourse, such as ECUUnited and Cupola Conversations. Yesterday, we were joined by Dr. Tim Ryan, associate professor at UNC Chapel Hill who produced the Freedom of Expression in the UNC System report. We also heard from two students and two recent graduates about their experiences both on campus and in the classroom. We were really impressed with their perspectives and their ability to share their perspectives with us.

Our committee also heard an ECU Health update from Dr. Mike Waldrum. His update focused on the rebranding efforts of ECU Health, as well as the integrations of foundations.

Mr. Chairman, we did not have any action items and that concludes my report.

East Carolina University Board of Trustees
University Affairs Committee
Thursday, November 3, 2022 - 2:1 p.m.
Main Campus Student Center 249

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

The theme for yesterday's committee meeting was "Student Success within a Relationship Rich Culture. When we have new students coming in, their experience here at ECU is a blend of their academic, learning and achievement, and their belongingness and enjoyment of being here at ECU. All of that together is how they have learning and evidence of learning, degree persistence, degree progress, acquiring valued competencies, acquiring value professional skills so they can get a job they came here to get after they finish their degrees. Ultimately, that leads to them leaving and launching their careers with success as graduates and alum of ECU.

ECU is doing many things right in a changing higher ed climate

- Experiential learning activities
- Project and team experiences
- Formal and informal engagement with discipline experts
- Teaching, learning, and lab assistants, tutoring
- University-facilitated work experiences
- Leadership training and practice
- Innovation spaces
- And so much more

Our committee heard from an experiential learning panel facilitated by Dr. Sharon Paynter. The panel discussed five high-impact educational practices

1. Collaborative assignments and projects
2. Undergraduate research
3. Service Learning, Community-based learning
4. Internships
5. Capstone courses and projects

Mentors and interns on the panel provided a glimpse of an important part of student success through CUREs, Undergraduate Research Program, SECU Public Fellows Internship Program, and RISE29.

Dr. Hardy then introduced Dr. Jeremy Tuchmayer, Student Affairs Assessment, Research, and Planning gave a presentation on the First Year Assessment report.

In closed session, our committee approved nonsalary compensation for identified faculty in the College of Allied Health Sciences. That item was included on the consent agenda this morning.

And there was one additional motion coming from our committee. I'll turn it over to Ryan Bonnet for that one.

RYAN BONNETT:

I moved that the candidates for degrees, as approved by the Chancellor and the Faculty Senate, be authorized for conferral at the annual Winter Commencement on Friday, December 16, 2022.