

**AGENDA**  
**Athletics & Advancement Committee**  
**April 11, 2024**

- |      |   |             |
|------|---|-------------|
| I.   | Approval of Minutes – February 15, 2024               | Action      |
| II.  | Call for Nominations: Trustee Award for Distinction   | Information |
| III. | Board of Visitors Officer and New Member Appointments | Action      |
| IV.  | ECU Athletics   |             |
|      | a. Athletics Operational Metrics & General Update     | Information |
| V.   | University Advancement                                |             |
|      | a. Advancement Operational Metrics & General Update   | Information |
|      | b. Scholarships as an Enrollment Management Strategy  | Information |
| VI.  | Closed Session  |             |



**AGENDA ITEM**

- I. Approval of Minutes – February 15, 2024..... Fielding Miller, Committee Chair

**Situation:** Approval of the minutes from the February 15, 2024 meeting.

**Background:** N/A

**Assessment:** N/A

**Action:** This item requires a vote by the committee.

## **Athletics and Advancement**

**February 15, 2024**

### **Minutes**

The Athletics and Advancement Committee met in regular session on February 15, 2024. A quorum of the committee was established, and the committee approved the minutes from the November 20, 2023 committee meeting.

Director of Athletics, Jon Gilbert, provided the committee with updates on athletics metrics. The numbers are climbing and in the green, largely due to football season tickets going on sale on February 5<sup>th</sup>. YTD, \$3.6M in season ticket sales compared to \$2M at this same time last year. 3,600 tickets were sold in the first week of 2024 sales, compared to 700 last year. The goal is to sell 15,000 season tickets for the 2024 season. On Pirate Club Pledge Day, \$2.5M was raised in comparison to less than \$1M. The full football schedule with dates and opponents will be announced soon.

The student-athletes are performing extremely well in the classroom finishing the fall 2023 semester with an average 3.25 GPA. That is the highest GPA for a fall semester on record. 70% of student-athletes have a 3.0 or higher GPA.

Baseball season kicks off tomorrow. New LED lights are being installed starting next week. They will be similar to the lights added to Minges last year. An LED advertising screen was added behind home plate which should bring in additional game sponsorship revenue.

On March 11<sup>th</sup>, sports wagering becomes legal in NC. Athletics is utilizing a monitoring system, US Integrity to monitor activity.

The spring football game will be held on Saturday, April 13<sup>th</sup>. A large crowd is expected in Greenville that weekend due to baseball hosting UNC Charlotte. Work continues on Name, Image & Likeness (NIL) opportunities for our student-athletes.

Mr. Gilbert asked the committee to approve the Athletics non-salary compensation plan. Cassie Burt motioned. Van Isley seconded. Motion passed.

Current student-athlete and communications major, D'Anta Johnson greeted the committee and shared some of his story. He said that ECU just felt like home from his first visit. He thanked the group for their support as he came from a very small town in Virginia. D'Anta hopes to play in the NFL and pursue a career in sports broadcasting.

The committee then heard from Vice Chancellor for University Advancement, Christopher Dyba, who provided an advancement update, including a review of operational metrics and fundraising updates. The calendar year 2024 is off to a good start. East Campus brought in

\$4.6M in December to close out the year and the Pursue Gold Campaign. West Campus brought in \$1.3M in January to start the year. With the integration with ECU Health, we will start reporting all fundraising numbers for both sides of campus in this post-campaign environment. The Pursue Gold Campaign concluded on December 31, 2023. The comprehensive total finished at \$526.9M, well past the goal of \$500M. Totals by Foundation include \$248.9M to ECU Foundation; \$162.4M to Athletics; \$114M to ECU Health Foundation; and \$1.6M to Alumni. Respective percentages by Foundation include 47.23% to ECU Foundation, 30.81% to Athletics, 21.65% to ECU Health Foundation, and .3% to Alumni. During the campaign, over 200,000 individual transactions were recorded from over 30,000 unique donors which went on to support 2,250 individual funds. 575 new scholarships were created and the total funding for scholarships was \$184M. The scholarship gift type percentages were 34% merit-based; 24% need-based; and 42% other going to specific areas of study. Total funding for endowments, not including money towards supplemental funds, totaled \$209.3M. Since FY 2017, the foundations have provided support totaling \$161M to the University averaging \$23M per year. That number is expected to increase as the endowment grows.

The committee then moved into closed session to consider three naming proposals. The committee approved all naming proposals in closed session.

The committee adjourned at 2:59 p.m.



## AGENDA ITEM

- II. Trustees Award for Distinction – Call for Nominations..... Fielding Miller  
Committee Chair

**Situation:** The greater ECU community is full of Pirates who have contributed to the success of East Carolina University. The ECU Board of Trustees seek ways to honor those that have made significant impacts on the institution.

**Background:** The Trustees Award for Distinction was established by the ECU Board of Trustees to recognize those who have provided extraordinary leadership to the university. This award honors a Pirate who demonstrates the leadership and innovation needed to meet ECU’s mission of student success, public service, and regional transformation. The Trustees Award for Distinction is intended to be one of the most prestigious awards given at ECU each year.

**Assessment:** The nomination period for the Trustees Award for Distinction will be open from April 12 through August 23. All nominations should be submitted through the online nomination form. The Trustees Award for Distinction will be awarded at the November 22 meeting of the ECU Board of Trustees.

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



**AGENDA ITEM**

III. Board of Visitors Officer & New Member Appointments..... Preston Mitchell  
Committee Chair

**Situation:** The ECU Board of Visitors has recommended slate of officers for the 2024-25 year, as well as a slate of new member recommendations for consideration by the Board of Trustees.

**Background:** The ECU Board of Visitors is a volunteer board that advises, promotes, and advocates on behalf of the university. Membership consists of no less than forty and no more than 60 appointed members, 8 ex-officio members, and emeritus members. Appointed members are approved by the ECU Board of Trustees.

**Assessment:** The ECU Board of Trustees will consider the recommended slate of new member and officer appointments presented in these materials.

**Action:** This item requires a vote by the committee, with a vote by the full Board of Trustees through the consent agenda.



MEMORANDUM

TO: ECU Board of Trustees

FROM: Preston Mitchell, Chair, ECU Board of Visitors

DATE: April 12, 2024

RE: Board of Visitors New Member Appointments and Officer Recommendations

The Board of Visitors met on Monday, March 25<sup>th</sup> and voted to recommend the following slate of officers for the 2024-25 year:

- Chair: William “Dutch” Holland
- Vice Chair: Toby Thomas
- Secretary: Ryan Beeson

On behalf of the ECU Board of Visitors Executive Committee and Nominating Committee, it is our pleasure to recommend the following nominees for reappointments and appointments. As a reminder, nominations were solicited from members of the Board of Trustees, Board of Visitors, and the Chancellor’s Executive Council. It is my understanding it was a record year for nominations totaling 29 overall. This year, the Nominating Committee considered five candidates for reappointment and 13 new member appointments.

Recommended for reappointment to the Class of 2028:

- Worth Carter (2<sup>nd</sup> Term)
- Jordan Koonts (1<sup>st</sup> Full Term as he was filling uncompleted term)
- Sam Matheny (2<sup>nd</sup> Term)
- Alex Paschall (2<sup>nd</sup> Term)
- Joey Tart (1<sup>st</sup> Full Term as he was filling uncompleted term)

Recommended for appointment to the Class of 2028:

- |                    |                    |                   |
|--------------------|--------------------|-------------------|
| • Steve Kearney    | • Doc Berry Oliver | • Tucker Robbins  |
| • Frank Gray       | • Everett Hayes    | • Bert Ward       |
| • Anna Scott Marsh | • Petteway         | • Nicholas Wilson |
| • Trent McGee      | • Casey Prentice   |                   |

Recommended to fill vacancies in the Class of 2024:



- Trey Lewis – Class of 2026
- Robert Cherry – Class of 2026
- Courtney Moore – Class of 2027

I would like to thank the Nominations Committee Chair AJ Malicdem and Vice Chair Lance Metzler for their hard work and specifically leadership during a difficult nominations process. Also, I would like to thank the members of the Committee – Worth Paschal, Sam Matheny, and Wanda Montano. I would also like to thank Daphne Brewington who agreed to serve on this committee, but a mix-up of her email address and phone number after her much-deserved retirement resulted in her being unable to serve. I greatly encourage the BOV, relevant staff, and BOT to provide her with this opportunity to serve on this committee next year.

Thank you for considering these recommendations and for your support of the ECU Board of Visitors.



# 2024-2025

## BOV Class List

### Class of 2025

Daphne Brewington (1<sup>st</sup> term)  
Jennifer Congleton (2<sup>nd</sup> term)  
Johna Faulconer (2<sup>nd</sup> term)  
Nyki Hill (1<sup>st</sup> term)  
Duane Holder (2<sup>nd</sup> term)  
Dutch Holland (2<sup>nd</sup> term)  
Wes Johnson (1<sup>st</sup> term)  
AJ Malicdem (1<sup>st</sup> term)  
Joshua Mauney (2<sup>nd</sup> term)  
Lee Mulkey (2<sup>nd</sup> term)  
Brad Osborne (1<sup>st</sup> term)  
Mark Pabst (1<sup>st</sup> term)  
Worth Paschal (2<sup>nd</sup> term)  
Robin Peace (2<sup>nd</sup> term)  
Keva Walton (1<sup>st</sup> term)  
15 members

### Class of 2027

Ryan Beeson (2<sup>nd</sup> term)  
Ellen Bland (1<sup>st</sup> term)  
Wade Butner (1<sup>st</sup> term)  
Justin Davis (1<sup>st</sup> term)  
Robert Davis (1<sup>st</sup> term)  
Alison Garten (1<sup>st</sup> term)  
Ken Jolly (1<sup>st</sup> term)  
Lynn Lang (1<sup>st</sup> term)  
DaJuan Lucas (2<sup>nd</sup> term)  
Lance Metzler (1<sup>st</sup> term)  
Courtney Moore (filling vacancy)  
Jared Plummer (1<sup>st</sup> term)  
Tremayne Smith (1<sup>st</sup> term)  
Kyle Smithwick (1<sup>st</sup> term)  
Chip Wooten (1<sup>st</sup> term)  
15 members

### Class of 2026

Christina Bowen (1<sup>st</sup> term)  
Tom Campbell (1<sup>st</sup> term)  
Scott Chase (1<sup>st</sup> term)  
Robert Cherry (filling vacancy)  
Richard Cobb (1<sup>st</sup> term)  
Brad Congleton (2<sup>nd</sup> term)  
Barnanne Creech (1<sup>st</sup> term)  
Lewis Gale (1<sup>st</sup> term)  
Phil Kirk (1<sup>st</sup> term)  
Nicole Kloss (1<sup>st</sup> term)  
Trey Lewis (filling vacancy)  
Phil Tetterton (1<sup>st</sup> term)  
Toby Thomas (2<sup>nd</sup> term)  
Andrew Wasilick (1<sup>st</sup> term)  
Scott West (1<sup>st</sup> term)  
15 members

### Class of 2028

Worth Carter (2<sup>nd</sup> term)  
Frank Gray (1<sup>st</sup> term)  
Steve Kearney (1<sup>st</sup> term)  
Jordan Koonts (1<sup>st</sup> term)  
Anna Scott Marsh (1<sup>st</sup> term)  
Sam Matheny (2<sup>nd</sup> term)  
Trent McGee (1<sup>st</sup> term)  
Berry Oliver (1<sup>st</sup> term)  
Alex Paschall (2<sup>nd</sup> term)  
Everett Hayes Petteway (1<sup>st</sup> term)  
Casey Prentice (1<sup>st</sup> term)  
Tucker Robbins (1<sup>st</sup> term)  
Joey Tart (1<sup>st</sup> term)  
Bert Ward (1<sup>st</sup> term)  
Nicholas Wilson (1<sup>st</sup> term)  
15 members

*Continued on back*

### **Emeritus Members**

Sabrina Bengel  
Steve Brown  
Doug Byrd  
Alisa Chapman  
John Cooper  
Carl Davis  
Mark Garner  
Bob Greczyn  
Linda Hofler  
Steve Jones  
Preston Mitchell  
Wanda Montano  
Angela Moss  
Reid Overcash  
Linda Thomas  
Reid Tyler  
Terry Yeargan  
16 members

### **Ex-Officio Members**

Philip Rogers (Chancellor)  
Jason Poole (Board of Trustees)  
Matt Slate (ECU Foundation)  
Robert Cherry (Alumni Association)  
Sean Smith (Pirate Club)  
Jordy Whichard (Med & HS Fndn)  
PJ Connelly (Mayor of Greenville)  
Beth Ward (County Commissioners)  
8 members

### **Membership Summary**

60 appointed members  
8 ex-officio members  
17 emeritus members  
**85 TOTAL**

# Nomination Form

<b>First Name of Nominee</b>	Steve
<b>Last Name of Nominee</b>	Kearney
<b>Preferred Mailing Address</b>	7929 Ragan Road Apex, NC 27502
<b>Preferred Phone</b>	919-457-7075
<b>Preferred Email</b>	steve.kearney@sas.com
<b>Business/Company Name</b>	SAS
<b>Business Address</b>	100 SAS Campus Drive, Cary NC 27513
<b>Profession/Title</b>	Global Medical Director
<b>Areas of interest in higher education</b>	fundraising, student-engagement, legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	1987
<b>Degree(s)</b>	Bachelor of Science
<b>Major(s)</b>	Therapeutic Recreation
<b>Name of Nominator</b>	Van Isley
<b>Nominator Email Address</b>	Van@isleyventures.com
<b>Nominator Phone Number</b>	19195248465

<b>Attachments</b>	bio-resume, letter-of-rec
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Steve-KearneySASBio24update.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Steve-KearneySASBio24update.docx</a>
<b>Upload Nomination Letter</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Steve-Kearney-Letter.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Steve-Kearney-Letter.docx</a>

February 13, 2024

Re. Dr. Steve Kearney – Nomination for ECU Board of Visitors

To Whom It May Concern:

I am writing in support of the nomination of Dr. Steve Kearney as a prospective member of the ECU Board of Visitors. I have grown to know Steve and his family through tailgating at ECU football games over the course of the last several years. Steve's wife, Lori, graduated from ECU as did his daughter and son in law and his son is a current student in the College of Engineering at ECU. Without a doubt, they are "all in".

Steve is a proven leader in his role as the Global Medial Director at SAS. He has a Bachelor of Science degree from ECU (1987) and a Doctor of Pharmacy degree from Campbell University School of Pharmacy. He currently serves on the Board of Directors of The Governors Institute and is a past board member of the North Carolina Association of Pharmacists. He was also a founding Board Member and past President of the Campbell University College of Pharmacy and Health Sciences Alumni Association. Steve and his family have been consistent contributors to the Pirate Club including the Pirates Unite Campaign and the Pursue Gold Campaign. They are members of the Van Sant Society and the Chancellors Society as well as the Alumni Association and they have participated in the Alumni Scholarship Campaign. Clearly he's a passionate Pirate in addition to being a great husband and father.

I comfortably and confidently recommend Steve as a member of the Board of Visitors Class of 2028. Steve's wealth of knowledge, experience and passion will be a valuable addition to the Board of Visitors.

Please feel free to call with questions, concerns or for additional insight.

*Van Isley*

Van Isley  
Class of '85  
Board of Trustees

Steve Kearney, PharmD-Global Medical Director

Steve Kearney is the Global Medical Director at SAS where he helps lead the organization's focus on the future of digital health and innovation in Health Care and Life Sciences. SAS' world-renowned teams help solve the most complex healthcare challenges utilizing advanced analytical solutions, machine learning and artificial intelligence. An innovator in health outcomes and digital medicine, Dr. Kearney co-developed and implemented one of the first electronic disease registries at Duke Health where he practiced in both inpatient cardiology and outpatient internal medicine during his joint faculty appointment at Duke and UNC. He also served as the Assistant Director of the Non-Affiliated AHEC (Duke) and course Director of Ambulatory Medicine at UNC. Dr. Kearney then joined the Medical Outcomes group at Pfizer where he continued his practical actionable approach to data and the patient journey. He focused on health outcome insights from electronic medical record migrations, early personal digital assistants, novel health software programs and the first large patient claims databases. He was a founding member of Pfizer's Practice Transformation taskforce and served as the Medical Lead of the ACO resource team while also working with national thought leaders on health policy for state and federal agencies. During that time, he served on the NC Governor's Task for Heart Disease and Stroke Prevention, The Behavioral Health Subcommittee for NC Medicaid and the NC Institute of Medicine APCD Taskforce. Most recently he served on the NC Chronic Pain Advisory Board and led the Pfizer effort as part of a partnership with Community Care of North Carolina and Project Lazarus on analytic initiatives and development of a national pain management curriculum for providers. He has a Bachelor of Science degree from East Carolina University and a Doctor of Pharmacy degree from Campbell University School of Pharmacy. He completed a one-year post-doctoral residency in pharmacy practice at Moses H. Cone Memorial Hospital and then joined the pharmacy department at Duke University Medical Center in 1995 where he worked as the clinical pharmacist for family medicine and cardiology. Prior to his Pharmacy degree, Dr. Kearney developed and co-lead a Behavioral Health program for a regional hospital which included development of the curriculum, writing the policies and procedures, designing and overseeing the construction of the facility, working with County and State officials on policy and leading the Capital funds campaign for the facility. Dr. Kearney has received numerous national awards for health care quality and for excellence in teaching. He currently serves on the Board of Directors for The Governors Institute, is a past board member for the North Carolina Association of Pharmacists (NCAP), was co-founder of the NCAP Residency Leadership Conference where he was recognized for 20 years of service in 2019, and was a founding Board Member and past President of the Campbell University College of Pharmacy and Health Sciences Alumni Association. He has completed post-doctoral studies at both UNC Kenan-Flagler Business School and Harvard School of Public Health. He is the author of the "Prescription Drug Abuse" Chapter in "A Practical Guide to Analytics for Governments: Using Big Data for Good".

He also introduced this discussion on [Addiction in America](#) for the Washington Post.

He has been asked to testify on numerous occasions for the Senate HELP Committee, The House Finance Committee, state and federal agencies and has advised Ministries of Health globally.

Dr. Kearney was appointed in June 2022 to the Office of National Drug Control Policy, Executive Office of the President- Evolving and Emerging Threats Committee.

He along with SAS are founding members of the Coalition for Health AI (CHAI) and Dr. Kearney serves on the Steering Committee for the organization.



Contact Info:  
Steve.Kearney@SAS.com  
919-457-7075  
SAS World Headquarters  
SAS Campus Drive  
Cary, NC 27513

#### Recent Publications and Interviews

<https://www.clinicalresearchnewsonline.com/news/2024/01/03/trendspotting-what-s-coming-for-clinical-trials-and-research-in-2024>

<https://www.masseycancercenter.org/news/massey-organizes-first-ever-national-conference-on-cancer-catchment-area-data-analytics>

<https://www.healthcareittoday.com/2023/07/20/bridging-the-trust-gap-is-key-for-ai-to-succeed-in-healthcare/>

<https://www.prnewswire.com/news-releases/sas-and-microsoft-drive-toward-health-care-interoperability-301530297.html>

<https://azure.microsoft.com/ja-jp/blog/the-future-is-on-fhir-for-sas-and-microsoft-azure/>

[https://journals.lww.com/oncology-times/fulltext/2022/02050/artificial\\_intelligence\\_comes\\_of\\_age\\_in\\_the\\_fight.1.aspx](https://journals.lww.com/oncology-times/fulltext/2022/02050/artificial_intelligence_comes_of_age_in_the_fight.1.aspx)

<https://blogs.sas.com/content/sascom/2022/02/04/addressing-health-inequities-and-closing-the-care-gap-with-data-and-technology/>

<https://wraltechwire.com/2021/08/10/life-science-firm-biomerieux-sas-partner-to-tackle-antimicrobial-resistance/>

<https://www.forbes.com/sites/tomtaulli/2021/01/30/vaccine-rollout-how-ai-can-help/?sh=297bbdea7a81>

[https://www.sas.com/en\\_us/news/press-releases/2022/january/sas-and-vcu-massey-cancer-center-to-explore-disparities-in-cance.html](https://www.sas.com/en_us/news/press-releases/2022/january/sas-and-vcu-massey-cancer-center-to-explore-disparities-in-cance.html)

# Nomination Form

<b>First Name of Nominee</b>	Frank
<b>Last Name of Nominee</b>	Gray
<b>Preferred Mailing Address</b>	1951 Clark Ave Raleigh NC, 27605
<b>Preferred Phone</b>	9198282501
<b>Preferred Email</b>	fgray@jordanprice.com
<b>Business/Company Name</b>	Jordan Price Wall Gray Jones Carlton PLLC
<b>Business Address</b>	1951 Clark Ave Raleigh NC 27605
<b>Profession/Title</b>	Attorney
<b>Areas of interest in higher education</b>	legislative-advocacy
<b>ECU Alum</b>	no
<b>Year(s) Graduated</b>	NA
<b>Degree(s)</b>	Law
<b>Major(s)</b>	NA
<b>Name of Nominator</b>	Carl Rogers
<b>Nominator Email Address</b>	carlmrogers.ecu@gmail.com
<b>Nominator Phone Number</b>	9196040832



<b>Attachments</b>	
<b>Personal Bio OR Professional Resume of Nominee</b>	
<b>Upload Nomination Letter</b>	

# Frank Gray

1951 Clark Avenue  
Raleigh, NC 27605  
T: (919) 828-2501  
F: (919) 831-4484



## Areas of Practice

- [Administrative Law](#)
- [Business and Corporate Law](#)
- [Legislative Representation](#)
- [Municipal Law](#)

## Frank Gray

Partner- Jordan Price Law Offices

Frank, a Member of the Firm, primarily practices in areas of corporate and banking law, administrative/legislative representation, and municipal law. He is counsel to several trade associations. He currently serves as a hearing officer for the North Carolina Board of Nursing and as Town Attorney for the Town of Morrisville.

## Admissions

- North Carolina
- United States District Court, Eastern, Middle, and Western Districts of North Carolina
- United States Court of Appeals, Fourth Circuit
- United States Supreme Court

## Professional/Community Activities

- Member, North Carolina State Bar and Tenth Judicial District
- Member, North Carolina Bar Association
- Member, Wake County Bar Association
- Member, North Carolina Civil Collaborative Law Association
- Member, North Carolina Supreme Court Historical Society
- Member, Susie Sharp Inn of Court
- Member, Endowment Committee, Highland United Methodist Church
- Member, Executives Club of North Carolina (President, 1993-1994)

- Member, Rotary Club of the Capital City (Charter Member 1984; President 1986-1987)
- Member, North Carolina Association of Municipal Attorneys (President 1999-2000)
- Member, Wake County Board of Adjustment, 1984-1991
- Board of Directors, Prestonwood Country Club, 1986-1990
- Board of Directors, Association Executives of North Carolina, 1996-1998
- President, Executives Club of Raleigh, 1993-1994
- Tutor/Mentor, Daniels Middle School, 1998-2004
- Chairman, Auditory Learning Center, 1997-2007
- Mr. Gray is AV Peer Review rated
- Recipient, 2004 James E. Lavasque Distinguished Service Award, N.C. Manufactured & Modular Housing Association
- Recipient, 2015, Griff and June Glover Distinguished Service Award, N.C. Restaurant & Lodging Association
- Recipient, 2022 President's Award, N.C. Manufactured & Modular Housing Association

## Education

- B.A. Davidson College  
Davidson, North Carolina  
1970
- J.D. University of Florida  
Gainesville, Florida  
(with honors) 1973

# Nomination Form

<b>First Name of Nominee</b>	Anna Scott
<b>Last Name of Nominee</b>	Marsh
<b>Preferred Mailing Address</b>	1038 Ileagnes Road, Raleigh, NC 27603
<b>Preferred Phone</b>	336-686-4443
<b>Preferred Email</b>	annascott@marshconsultingllc.com
<b>Business/Company Name</b>	Michael Best Strategies
<b>Business Address</b>	Raleigh, NC
<b>Profession/Title</b>	Principal
<b>Areas of interest in higher education</b>	legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	2019
<b>Degree(s)</b>	BS
<b>Major(s)</b>	Communications & Media
<b>Name of Nominator</b>	Megan Ayers
<b>Nominator Email Address</b>	ayersm@ecu.edu
<b>Nominator Phone Number</b>	252-521-3310

<b>Attachments</b>	bio-resume
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Marsh_Resume_Updated24.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Marsh_Resume_Updated24.pdf</a>
<b>Upload Nomination Letter</b>	

## Anna Scott Marsh

1038 Heagnes Road | Raleigh, NC 27603 |  
(336) 686-4443 | [annascott@marshconsultingllc.com](mailto:annascott@marshconsultingllc.com)

### Work Experience

Michael Best Strategies- Principal January 2023-Present

- Serves over 20 current clients in a range of spaces, spanning from education, technology, agriculture, economic development, law enforcement, and more.
- Manages a team of 3 employees for client servicing aspects.
- Develops and implements both statewide and national strategy, which includes legislative, communications, or business development roles.
- Responsible for all business development and client development for the North Carolina strategies office.
- Serves as liaison to the DC Michael Best office.

Marsh to Mountains Consulting- President January 2022- Present

- Serve over 25 clients ranging from individual campaigns, state leadership fundraising committees, associations, 501(c)(4)s, 501(c)(3)s, PACs, and more.
- Raised over \$3 million for 20 different NC General Assembly campaign committees (limited, personal, not tax deductible) in the 2020-2022 cycle.
- Raised over \$1 million in 8 months for a General Assembly based 501(c)(4) focused on the House Senior Appropriations Chairman, relating to technology expansion and tax reform in North Carolina.
- Recently raised \$500k for McDowell for Congress from December to February 2024.

North Carolina General Assembly- Senate Staff November 2022- January 2023

- Served as temporary transition staff for fundraising clients, Senator Michael Lazzara, Senator Buck Newton, and Senator Benton Sawrey to hire all incoming support staff and draft all upcoming legislation prior to the January 2023 session start.

NC General Assembly- House Agriculture Committee Research Assistant 2021-May 2021

- Served as the only supporting internal policy staff to the two House Agriculture Chairmen, Rep. Jimmy Dixon & Rep. Jeff McNeely.
- Responsible for all bill drafting, legislative analysis, and tracking for all Agriculture policy ran by either offices.
- Staffed & supported all committees, any agriculture meetings, press conferences, and more for both legislator offices.

The Whillier Group- Deputy Finance Director 2018- January 2022

- Assisted in raising over \$20 million for a number of fundraising entities (state & federal).
- Entities included: Committee to Elect Dan Forest, Truth & Prosperity (PAC), The Better Hour Foundation(c)(4), The Republican Governors Association (10+ types of financial entities), NC Republican Council of State Committee, Mark Robinson for NC, National Republican Congressional Committee, Dan Bishop for Congress.
- Archived over 38,000 fundraising contacts and 200,000 known Republican contacts.

North Carolina Heroes Fund- Operations & Fundraising Staff December 2019-October 2019

- Processed every veteran grant, serving as case manager for each application and daily operations.
- Assisted on biannual fundraising events, raising over \$200,000 for the organization's annual operating budget

The Pat McCrory Committee- Digital Strategy Intern May 2016-August 2016

- Created Google Search and Facebook ads; Monitored and edited TV mentions/appearances.
- Responsible for all daily communications reports (social media, fundraising, advertisements, CPC budgets, etc.)

William Timmons for State Senate- Campaign Staff March 2016- May 2016

- Maintained all grassroots communication with all volunteers, donors, and students.
- Staffed all fundraising events and served as volunteer coordinator and recruiter for all schools/students in SC-D6.

### Technical Skills

Nation Builder, Microsoft, Google Drive, Basecamp, GovPredict, Wordpress, HootSuite, Adobe, TriNet, TvEyes, Asana, TweetDeck, Canva, MailChimp, i360, Wix, GoogleAds, Facebook Ad Manager/Custom Audiences, Quorum

### Awards

- East Carolina University Rhem-Schwarzmann Prize for Student Research (2018)
- Miss North Carolina International (2017)
- Miss Smithfield USA (2016)

### Education

B.S. Communications & Media, East Carolina University August 2016- Graduation May 2019  
Pre-Law and Communications, Furman University August 2015 - May 2016



Karson N. Hallow  
Office of the Chancellor  
205 Spilman, Mail Stop 101  
Greenville, NC 27858

19 February 2024

Nominating Committee  
Board of Visitors  
East Carolina University  
1000 E Fifth Street,  
Greenville, NC 27858

Greetings,

It is with great pleasure I recommend Anna Scott Marsh to serve on the Board of Visitors at East Carolina University. A 2019 graduate, Anna Scott is a proud Pirate alumna who represents her alma mater well, being known by her colleagues and friends around the state as “mover and shaker”. If provided the opportunity to serve on the Board of Visitors, Anna Scott will provide a bright, young, and energetic perspective while simultaneously understanding the dynamic landscape higher education institutions increasingly operate in.

Anna Scott works as a principal at Michael Best Strategies of Raleigh, where she serves over twenty clients (in the education, technology, economic development, and law enforcement space), leading their statewide and often national strategy for legislative advocacy, communication, and business development. In this role, she has already demonstrated her commitment to supporting ECU by working with colleagues and the Defense Alliance of NC to support an “AI Applications within the Defense Industry” program and panel on ECU’s Main Campus this April. Furthermore, she has worked with local organizations to bring over forty state legislators to events on campus and around town, boosting regional relationships and exposing members to the strengths and challenges of our community.

I trust Anna Scott will be an active and visionary member on the Board of Visitors with a demonstrated commitment to public service, student success, and regional transformation. PS - Anna Scott and her fiancé (also an alum) are looking for a roadmap back to Greenville to raise their family in Pirate Nation. I believe this Board will provide them a strong local network.

Go Pirates,

A handwritten signature in black ink that reads "Karson N. Hallow". The signature is written in a cursive, flowing style.

Karson N. Hallow

---

First Name of Nominee: Trent  
Last Name of Nominee: McGee  
Preferred Mailing Address: 116 Hearthside Drive, Greenville, NC  
Preferred Phone: 252-717-2085  
Preferred Email: trent@greenvillenc.org  
Business/Company Name: Pitt Greenville Chamber of Commerce  
Business Address: Greenville, NC  
Profession/Title: President & CEO  
Areas of interest in higher education: Fundraising, Student Engagement, Legislative Advocacy  
ECU Alum: Yes  
Year(s) Graduated: 2004  
Degree(s): BS  
Major(s): Communications / English  
Name of Nominator: Dr. Christopher Locklear  
Nominator Email Address: locklearc@ecu.edu  
Nominator Phone Number: 252-328-9095  
Attachments: Personal Bio OR Professional Resume  
Personal Bio OR Professional Resume of Nominee: [Resume-Trent-McGee.pdf](#)



Nominating Committee  
Board of Visitors  
East Carolina University

I am writing to recommend Trent McGee for service on the East Carolina University Board of Visitors. Trent is a proud 2004 Pirate graduate and demonstrates daily a commitment to service to East Carolina University, the community, and the region. As President and Chief Executive Officer of the Greenville-Pitt County Chamber of Commerce, Trent is responsible for the management of the more than 900-member organization centered around business and economic development, leading collaborative efforts in economic development, public policy, and advocacy spaces. His work uniquely positions him to support public service and regional transformation, pillars of ECU's missional work to be future focused and innovation driven.

Trent's dedication to service extends far beyond his professional duties. Serving on boards such as Greenville-ENC Alliance, Pitt County Educational Foundation, and Downtown Greenville Partnership, Trent is immersed in moving the region forward, further cementing Greenville as the hub for eastern North Carolina.

Having worked alongside Trent during my time as a Chamber Board member, including as Chamber President, I am confident he will be a committed, active visionary on the Board of Visitors as we work to remain a future focused institution.

Sincerely,



Dr. Christopher D. Locklear  
Chief of Staff  
East Carolina University

# RICHARD TRENT MCGEE

116 Hearthside Drive | Greenville, NC 27834

(252) 717-2085 | trent@greenvillenc.org

---

## **PROFESSIONAL EXPERIENCE**

### **President & CEO**

**Greenville-Pitt County Chamber of Commerce | Greenville, NC**

**November 2021 - Present**

Responsible for overseeing the day-to-day operations of the Chamber and the overall management of this 900+ member business and economic development centered organization. Leading the operations of all Chamber functions including personnel, budgeting and fiscal management, programming, contract management, membership development, economic development, public policy and advocacy, and strategic planning. Collaborate with multiple partners in the development and implementation of economic development and member growth strategies resulting in the success of business, creation of quality jobs and expansion of the tax base of the region.

### **Director of Marketing & Communications**

**Greenville-Pitt County Chamber of Commerce | Greenville, NC**

**July 2018 - February 2022**

Responsible for shaping strategic organizational direction via internal and interpersonal communications and marketing. Oversee, develop, and distribute marketing and public relations campaigns; develop and distribute written and digital promotional material. Ensuring quality control of all information released. Content editor and sales for annual *Glimpse* Magazine publication.

Direct and evaluate vendor services to ensure organization is well-positioned and productive by developing and managing internal procedures. Manage relationships/agreements with external partners/vendors. Manage monthly Power Luncheon Series, including direct supervision of speaking engagements.

### **Director of Public Policy**

**Greenville-Pitt County Chamber of Commerce | Greenville, NC**

**August 2010 - July 2018**

Functioned as staff liaison with all levels of government, including direct contact with local, state, and federal elected officials. Developed and executed a strategic government relations plan to reflect the Chamber's priorities on local, state, and federal levels. Advocated on behalf of the Chamber and its members to ensure policies, legislation and regulation were conducive to a positive and successful business environment. Developed plans of action for public policy consistent with the Chamber's strategic plan.

Organized lobbying efforts on issues of interest to local business. Coordinated and responsible for administrative duties for Governmental Affairs committee meetings and meetings with local, state, and

federal elected officials. Provided leadership, along with other staff and partner organizations, in the development and implementation of policy priorities and strategy. Staff liaison for Town Gown organization and Pitt County Committee of 100, Inc. (now Greenville-ENC Alliance).

**Director of Programs**

**Greenville-Pitt County Chamber of Commerce | Greenville, NC**

**August 2010 - February 2015**

Implemented and coordinated annual Leadership and Teen Leadership Institute programs. Staff liaison to the Young Professionals of Pitt County, with direct oversight of strategic plan, fundraising, events, and board of directors. Managed relationships with member businesses and program sponsors. Assisted President with budgeting for programs.

**On-Air Talent/Account Executive**

**Inner Banks Media, LLC**

**Greenville, NC**

**June 2007 - November 2021 (PT)**

Serve as on-air talent for local media outlet. Sold advertising to companies and was responsible for finding potential clients, closing sales, writing copy, producing ads, and offering after-sales support. Pre- and post-game station coverage for ECU football providing insight and analysis.

**Educator**

**Southwest Edgecombe High School**

**Pinetops, NC**

**August 2005 - June 2006**

Taught biology and physical science in EC department. Assisted science department in developing curriculum and lesson plans.

**ACADEMIC BACKGROUND**

East Carolina University, Greenville, NC

B.S. Communications, English Minor

2000-2004

**PROFESSIONAL INVOLVEMENT**

Current Board Member - Greenville-ENC Alliance

Current Board Member - Pitt County Educational Foundation

Current Board Member - Downtown Greenville Partnership

Current Committee Member - Greenville-Pitt County Destination Marketing Partners

Current Deacon - Oakmont Baptist Church

Former Board Member - Chambers of Commerce of the NCEast Alliance

Former Board Member - Parents for Public Schools of Pitt County

Former Board Member - STRIVE for ENC

Former Board Member - Young Professionals of Pitt County

Former Media Member - North Carolina High School Athletic Association

# Nomination Form

<b>First Name of Nominee</b>	Doc Berry
<b>Last Name of Nominee</b>	Oliver III
<b>Preferred Mailing Address</b>	4204 Six Forks Rd. Apt. 1004 Raleigh, NC. 27609
<b>Preferred Phone</b>	(919) 800-1650
<b>Preferred Email</b>	berry.oliver@ymcatriangle.org
<b>Business/Company Name</b>	A.E. Finley YMCA / YMCA of the Triangle
<b>Business Address</b>	9216 Baileywick Rd, Raleigh, NC 27615
<b>Profession/Title</b>	Branch Executive Director
<b>Areas of interest in higher education</b>	fundraising, student-engagement, legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	1990
<b>Degree(s)</b>	BS Parks, Recreation and Tourism
<b>Major(s)</b>	Parks, Recreation and Tourism
<b>Name of Nominator</b>	Barnanne Creech
<b>Nominator Email Address</b>	bwcreech@icloud.com
<b>Nominator Phone Number</b>	9192919288

<b>Attachments</b>	bio-resume, letter-of-rec
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Doc-Berry-Oliver-Resume-1-24.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Doc-Berry-Oliver-Resume-1-24.pdf</a>
<b>Upload Nomination Letter</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/ECU-BOV-Berry-Oliver-III-From-Barnanne-Creech-current-ECU-BOV-member-1.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/ECU-BOV-Berry-Oliver-III-From-Barnanne-Creech-current-ECU-BOV-member-1.pdf</a>

**From: Barnanne Creech (current ECU BOV member)**

**Date: January 20, 2024**

**RE: Letter of recommendation for ECU Board of Visitors**

Dear ECU BOV,

I am writing to recommend Doc Berry Oliver III to be considered as a member of the ECU Board of Visitors. Berry has worked with YMCA as a Director for over 27 years.

As an employee, Berry was always an innovator with the highest level of integrity. During his 34 years with the YMCA he has been involved in program development, leadership, supervision, financial development and management experience in the nonprofit and municipal government field. Berry has a proven expertise in building productive relationships with volunteers, staff and members that lead to success in program quality, staff and member satisfaction.

As a long time friend I have always put a premium on a hard work ethic and a high level of integrity and seeing Berry in action he has never failed to deliver in his personal or professional career. As a director, Berry had to address many issues in facility & program management, staffing, and fundraising. Berry has succeeded I think in part because of his undergraduate degree from ECU which laid the foundation and prepared him to accomplish so much in his professional life.

Berry is the type of ECU Pirate alumni we would want on our ECU BOV. He is a tried and true ECU Pirate and he would want nothing more than to work toward achieving our ECU BOV goals of maintaining and improving the excellence and effectiveness of ECU.

Should you have any further questions about Berry, feel free to reach me at 919 291 9288 or [bwcreech@icloud.com](mailto:bwcreech@icloud.com).

Thank you,

 1/20/24

Barnanne L-W Creech



**Johnston County YMCA and YMCA of Garner**  
Branch Executive Director

**1997 - 2007 (Garner 2006 - 2007)**

- Coordinated and developed the Branch Advisory Boards for each branch.
- Planned, organized and implemented Annual We Build People Campaign for each branch.
- Over \$1 million raised with Annual Campaign over 10-year period.
- Developed, planned and implemented programs that served needs in the communities.
- Budget grew from \$125,000 to over \$1 million during the 10-year period.

## **Education**

**East Carolina University,**  
BS Parks, Recreation and Tourism

1990

**North Carolina State University,**  
Masters Public Administration / Parks Recreation and Tourism

1997

**Duke University,**  
Certificate in Non-Profit Management

2015

## **Certifications and Trainings**

- Racial Equity Institute 2016
- Certified Pool Operator 2008
- Paul Harris Fellow, Rotary International 2007
- YMCA of the USA Certification Level - Organizational Leader 2000
- YMCA of the USA Program Design Institute 2011
- New Member Experience - Facilitator 2013
- Facilitation Leadership Boot Camp - Trainer 2013
- Pi Kappa Phi Fraternity, ECU 1985



# Nomination Form

<b>First Name of Nominee</b>	EVERETT "HAYES"
<b>Last Name of Nominee</b>	PETTEWAY
<b>Preferred Mailing Address</b>	PO BOX 97 ELIZABETHTOWN NC 28337
<b>Preferred Phone</b>	910.876.7367
<b>Preferred Email</b>	hpetteway@ec.rr.com
<b>Business/Company Name</b>	RETIRED BANKER
<b>Business Address</b>	N/A
<b>Profession/Title</b>	VP / CITY EXECUTIVE
<b>Areas of interest in higher education</b>	fundraising
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	1971
<b>Degree(s)</b>	BA/BS
<b>Major(s)</b>	ECONOMICS
<b>Name of Nominator</b>	ROB DAVIS
<b>Nominator Email Address</b>	rob.davis@robesoncountync.gov
<b>Nominator Phone Number</b>	9108746464

<b>Attachments</b>	bio-resume
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Hayes-Petteway-Bio.doc">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Hayes-Petteway-Bio.doc</a>
<b>Upload Nomination Letter</b>	

Everett Hayes Petteway

2/19/24

### Biographical Information and Current Activities

Retired. Worked in banking for 43 years, with Bank of America (30 years), First Citizens Bank (30 months) Waccamaw Bank and successor (First Community Bank (10 and ½ years). Served as a Vice-President and City Executive in Elizabethtown for majority of this time.

Former President of Elizabethtown – White Lake Chamber of Commerce

Former President and Treasurer of Elizabethtown Optimist Club

Former Trustee ( 24 years ) and Chairman of the Board of Bladen Community College

Former member of the Executive Board of Cape Fear Council of Boy Scouts of America

And received Silver Beaver Award

Former Member and Chairman of Bladen County Economic Development Commission

Former Member of the Elizabethtown Airport Economic Development Commission

Former Member of East Carolina Alumni Board

Currently Board member of Bladen We Care (charitable organization), Bladen Crisis Assistance (charitable organization).

Currently member of the Executive Board of the Bladen Community College Foundation and finance committee chairman

Currently member of Elizabethtown Presbyterian Church (50 years) and inactive Elder.

Currently President of Bladen, Columbus, Robeson Chapter of the ECU Pirate Club

Currently member of the Leo Jenkins Society at ECU

Currently (or formerly member of the Chancellor's Society at ECU (not sure if this Designation still exists)

ECU Pirate Club Member for 35 years and member of Van Sant Society

Currently fulfilling a pledge to The "Pirates Unite " campaign for athletic facilities Improvements

Baseball season ticket holder for 20+ years with permanent seat rights at Clark-LeClair Stadium

Football season ticket holder for 40+ years

## **REFERENCE IN SUPPORT OF HAYES PETTEWAY NOMINATION FOR BOARD OF VISITORS MEMBERSHIP**

Please accept this recommendation of Hayes Petteway for membership on the East Carolina Board of Visitors. I have known Mr. Petteway for over 20 years and, in my opinion, there is no ECU alumnus that is more deserving and capable to be on our Board. Hayes is the pirate that first got me involved in our local Pirate Club chapter many, many years ago. At that time he was serving as our local Pirate Club representative. There have been very few home football or baseball games that we have not run into each other. He has been a huge advocate for ECU in our local community and has always shared the attributes of our university with our high school students. Hayes graduated from ECU with a degree in Economics and went on to a successful career in banking, serving as the city executive for a bank in Elizabethtown, NC for many years. His wife, Mary Anne, graduated with an undergraduate and MBA degree from ECU. Also, his daughter, Mary Beth Eason obtained her undergraduate degree from ECU, as well as her MBA. Hayes' son-in-law, Tommy Eason, not only was a graduate of ECU, but was an outstanding baseball player and assistant baseball coach for our beloved baseball team. As you can see, Hayes' family truly bleeds purple and gold. I could go on and on about what makes Hayes a perfect fit for our Board, but I'll let his contributions speak for themselves. They are as follows:

1. East Carolina Alumni Board
2. President of the Bladen, Columbus, Robeson Chapter of ECU Pirate Club
3. Leo Jenkins Society ECU
4. Chancellors Society ECU
5. Pirate Club Member, 35 years
6. Van Sant Society ECU
7. Contributor Pirates Unite Campaign
8. Baseball Season Ticket Holder With Permanent Seat Rights, 20+ years
9. Football Season Ticket Holder, 40+ years

When you review the multitude of other boards and committees listed in the submitted "bio", you will see that his qualifications would be a tremendous asset to our Board. Therefore, I make this recommendation for Hayes to be considered for membership.

Cordially,

K. Robert Davis

# Nomination Form

<b>First Name of Nominee</b>	Casey
<b>Last Name of Nominee</b>	Prentice
<b>Preferred Mailing Address</b>	901 Nahant Court, Virginia Beach, VA 23454
<b>Preferred Phone</b>	252-548-0803
<b>Preferred Email</b>	chf1221@gmail.com
<b>Business/Company Name</b>	The Hodges Partnership
<b>Business Address</b>	1805 East Broad Street, Richmond, VA 23223
<b>Profession/Title</b>	Account Director
<b>Areas of interest in higher education</b>	student-engagement, legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	2010
<b>Degree(s)</b>	Bachelor of Science
<b>Major(s)</b>	Communication
<b>Name of Nominator</b>	Kyle Smithwick
<b>Nominator Email Address</b>	smithwickk07@gmail.com
<b>Nominator Phone Number</b>	2529451360

<b>Attachments</b>	bio-resume, letter-of-rec
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Casey-Prentice-Resume.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Casey-Prentice-Resume.pdf</a>
<b>Upload Nomination Letter</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/CaseyPrenticeNomination.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/CaseyPrenticeNomination.pdf</a>

February 16, 2024

Nomination Committee  
Board of Visitors  
East Carolina University  
202 Spilman Building  
Greenville, NC 27858

Dear Nomination Committee,

I wholeheartedly nominate Casey Prentice to the incoming class of ECU's Board of Visitors. Casey is the right choice to join our board given her professional focus on higher education awareness and recruitment, and her commitment to ECU.

I met Casey sixteen years ago at my first job at ECU during my freshman year. I started at the ECU Telefund in February 2008 raising money for ECU. Casey also worked at the Telefund but because of her success raising money, she was promoted to student manager shortly after I started. The following summer we worked together as Orientation Assistants, and after I was chosen to be the ECU Homecoming Committee Chair, I asked Casey to serve on the Committee. My friendship with Casey was formed over our shared commitment to ECU.

In her career, Casey has carved out a niche at her public relations firm as being one of the higher education subject matter experts. For the last six years, she has served as the account director working in tandem with the chief communication officer leading Virginia's Community Colleges, as system of 23 community colleges that serves 230,000 students per year. Her team has shaped strategies and tactics that have spanned program offerings, but all with the goal of boosting awareness and increasing enrollment. This year, the community college system is celebrating enrollment increases across all the programs in which her marketing efforts support.

Outside of her two-year higher education experience, she worked directly with Virginia Commonwealth University and its School of the Arts for more than two years, developing content and collateral to support its admissions and alumni offices. She has also continued working with Virginia-based four-year institutions in her current role.

She has held leadership positions with both PR and marketing organizations in Richmond, but since moving to Virginia Beach to be closer to her family, she decided to step back from those board roles to pursue her master's degree in lifespan and digital communication at Old Dominion University. Planning for her second career arc, she wants to take her industry knowledge into a higher education classroom to help shape the next generation of marketers and communicators.

Casey is passionate about higher education, and I have no doubt her enthusiasm and passion would be an invaluable asset to ECU and the Board of Visitors. She is a Pirate through and through, she is married to a Pirate, and if you pass her on the road with an ECU sticker, she has been known to throw up a hook instead of a wave.

Casey is the right person to join the ECU Board of Visitors Class of 2028 and will be a critical asset in the Virginia Tidewater region. I wholeheartedly nominate Casey Prentice to the ECU Board of Visitors. If you have any questions, do not hesitate to ask.

With Pirate pride,

Kyle B. Smithwick



# CASEY PRENTICE

## ACCOUNT DIRECTOR

### CONTACT

Casey Prentice  
[chf1221@gmail.com](mailto:chf1221@gmail.com)  
252-548-0803

### PROFESSIONAL LEADERSHIP

AMA Richmond  
Board of Directors  
Director of Public Relations  
Director of Email

PRSA Richmond  
Member  
Board of Directors

- Secretary
- VP, Awards

### ACCOMPLISHMENTS

Transformed Hodges' internship application process to be more equitable and inclusive.

Branded and launched an omni-channel communications strategy for G3, one of the largest financial assistance programs in Virginia's Community Colleges' history.

Provided digital marketing strategies for paid social campaigns at The Hodges Partnership and served as the SME for new business discussions and account teams.

### EDUCATION

East Carolina University

B.S., Communications  
Minor, Hispanic Studies

Magna Cum Laude

### WORK EXPERIENCE

#### Account Director

The Hodges Partnership / Richmond, Va. / 2017-present

- Directs monthly accounts totaling more than \$52,000 in fee per month, including managing out-of-pocket budgets totaling \$2M; primarily for various programs across Virginia's Community Colleges
- Strategizes and implements integrated, multi-channel communications plans under the earned, owned, paid model to generate awareness and top-of-funnel contacts
- Leads the agency's Content Committee, served as Internship Program lead for four years
- Promoted from account strategist to account director to lead the agency's digital team, which includes being the lead subject matter expert on social media marketing and digital channels (paid and organic), including social media, blogs, websites and podcasts

#### Communications Project and Content Manager

VCUarts / Richmond, Va. / 2014-2016

- Managed schedules, budgets and deliverables for all print and web projects for the VCUarts Dean's Office
- Responsible for purchasing needs, including initiating purchase orders and sending invoices for processing
- Provided copywriting and editing support for print and digital pieces
- Enforced University policies across VCUarts units and programs

#### Account Manager and Director of Project Delivery

The Hodges Partnership & Hodges Digital Strategies / Richmond, Va. / 2011-2014

- Utilized a variety of social media, email marketing and CMS platforms
- Oversaw partners and vendors for all web, social and mobile projects
- Developed documentation and templates for editorial calendars, beta testing scripts, CMS platforms, platform-specific ad tools and SEO plugins
- Provided high level support for content management systems (CMS) platforms, such as WordPress and ExpressionEngine
- Maintained project timelines for clients like: AMF Bowling Centers, Virginia's Community Colleges, VCU, Carpenter Co. and CarMax

# Nomination Form

<b>First Name of Nominee</b>	Tucker
<b>Last Name of Nominee</b>	Robbins
<b>Preferred Mailing Address</b>	317 Keener Blvd, Belmont, NC 28012
<b>Preferred Phone</b>	252-289-7853
<b>Preferred Email</b>	tucker22robbins@live.com
<b>Business/Company Name</b>	Medline Industries Incorporated
<b>Business Address</b>	Three Lakes Drive, Northfield, IL 60093
<b>Profession/Title</b>	Associate Supply Chain Analyst
<b>Areas of interest in higher education</b>	fundraising, student-engagement, legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	2021
<b>Degree(s)</b>	Bachelor of Science
<b>Major(s)</b>	Industrial Distribution and Logistics
<b>Name of Nominator</b>	Vince Smith
<b>Nominator Email Address</b>	smithv84@hotmail.com
<b>Nominator Phone Number</b>	703-909-8934

<b>Attachments</b>	bio-resume, letter-of-rec
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Tucker_Robbins_Resume.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Tucker_Robbins_Resume.docx</a>
<b>Upload Nomination Letter</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/ECU_VS-BOT-letterhead-2021_Robbins.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/ECU_VS-BOT-letterhead-2021_Robbins.docx</a>

# TUCKER ROBBINS

ASSOCIATE SUPPLY CHAIN  
ANALYST

## CONTACT



252-289-7853



tucker22robbins@live.com



Charlotte, N.C. 28202

## CAREER SYNOPSIS

Summa Cum Laude Graduate of East Carolina University - highly motivated, task oriented and proven leader with three years of hands on experience within the Medical Supply Chain Industry. I have successfully driven metrics, expedited processes, and strategically allocated resources to exceed customer expectations. I am continuously striving to gain more exposure in Industrial Distribution/Logistics and/or Industrial Technology Management industries.

## EXPERIENCE

June 2023 - Present

### Associate Supply Chain Analyst

Branch Realignment Team – Inventory Management

Medline Industries, LP

- Execute the process of realigning business to source from different distribution centers across the U.S. that satisfies lowering logistical costs while increasing customer service
- Implement and deliver strategies to minimize customer service disruption during realignment of business
- Ensure Cost Savings are in the best interests of the company and the customers via thorough analysis and pinpoint execution
- 2023 Annual Sales Dollars Realigned YTD: \$323,038,102

September 2021 - May 2023

### Operations Supervisor

Medline Industries Inc., Lincolnton, N.C

- Directed a team of upwards of sixty reports performing outbound and inbound tasks across a 450,000 square foot distribution facility
- Ensure Strategic Staffing practices were being implemented to meet deadlines on a daily basis
- Interact with Sales Reps to ensure customer satisfaction on timely and expedited deliveries
- Actively managed warehouse automation through a Goods to Person order-fulfillment process
- Provide Corrective Action and structured feedback to employees to improve processes that align with company expectations
- Maintain and streamline work process flow by process improvement techniques
- Operations Safety Leader - (January 2023 - June 2023)

June 2021 - September 2021

### Associate Supervisor

Medline Industries Inc., Lincolnton, N.C

- Learned aspects of Medline Distribution process
- Learned how to manage direct reports

- Learned Medline's core values and key pillars

April 2020 - April 2021

### **Student Body President**

East Carolina University , Greenville NC, NC

- Served as the Chief Advocate for nearly twenty-nine thousand students ranging from undergraduate to graduate and doctoral candidates
- Presided over and served on boards of directors, management committees and other governing boards relative to the university and student life.
- Served on the University Board of Trustees who provided guidance to Chancellor of the University
- Served on Chancellor Search Committee who conducted a nationwide search for the next leader of the University

January 2018 - April 2020

### **Technology SAP Student Assistant**

ECU College of Engineering & Technology, Greenville, NC

- Assisted College Professor by troubleshooting issues with SAP Software and case studies
- Assessed and recommended changes to structure of course as it related to SAP functionality

November 2019 - January 2020

### **Inventory Intern**

Domtar Personal Care, Greenville, NC

- Perform inventory cycle counts to investigate discrepancies in on hand inventory versus warehouse management system values
- Recommended inventory forecasting techniques

May 2018 - December 2019

### **Logistics Operator // Intern**

Coca-Cola Bottling Consolidated, Greenville, NC

- Forklift operator
- Oversee basic inbound and outbound processes

## EDUCATION

---

May 2021

**Bachelor of Science:** *Industrial Distribution And Logistics*

**Minor:** *Industrial Technology Management*

**East Carolina University, Greenville, NC**

**Overall GPA:** *3.921*

**Distinguished Honors:** Graduated *Summa Cum Laude*

## SKILLS

---

- People Leader
- Excellent Communication
- Leadership Skills
- Dependable and Reliable
- SAP Software Proficiency
- WMS Software Proficiency
- Public Speaking

## CERTIFICATIONS

---

- SAP Production
- Lean Six Sigma Yellow Belt
- MHE Trainer Certified

## REFERENCES

---

**References available upon request**

## AFFILIATIONS & AWARDS

*Phi Gamma Delta Fraternity Pi Nu Chapter East Carolina University*

President Jan. 2019 - Nov. 2019

Philanthropy Chair Jan. 2018 - Dec 2018

Ben G Irons "Iron Fiji Award" - Nov. 2019

East Carolina University - Greenville, NC

Professional Association of Industrial Distribution Member *Fall 2017 - Spring 2021*

Triple AAA Academic Scholarship - *Fall 2017*

Lemuel & Gail Clayton Academic Scholarship *Fall 2019 - Spring 2021*

National Interfraternity Council Academic Scholarship *Fall 2020 - Spring 2021*

Edward Jones - Landon Blackley Academic Scholarship *Fall 2020 - Spring 2021*

Phi Kappa Society - Academic Honor Society *Spring 2020 - Spring 2021*

Greek Life President of the Year Award *Fall 2019 - Spring 2020*

Student Body President East Carolina University - Student Government Association *Spring 2020 - Spring 2021*

Charlotte Young Professionals Group Member - *June 2021 - Current*

19 March 2024

Megan Ayers  
Assistant Secretary to the Board of Trustees  
202 Spillman Building  
East Carolina University  
Greenville, NC 27858

Dear Ms. Ayers,

I write this memorandum to personally nominate Tucker Robbins to the East Carolina University Board of Visitors, for the Class of 2028.

I believe Tucker is an exceptional choice to be a part of the important work of the Board of Visitors. His maturity and demeanor are perfectly suited to support this great organization. As an undergraduate student at East Carolina University, he was fully engaged as a seasoned ambassador of the University. His Senior year he was the Student Government Association President. So now is the time to make his Ambassadorship formal by appointing him to the Board of Visitors.

Tucker found time while majoring in Industrial Distribution and Logistics with a minor in Industrial Technology Management to run for and become the Student Body President for the 2020-2021 academic year. This of course meant he was also a Member of the East Carolina University Board of Trustees. Positions he held during a very volatile time for the University during COVID -19 and other transitional events, including completing a search for a new permanent Chancellor. As a fellow Trustee, Tucker was my "Go To" Trustee when I needed a clear view of issues impacting the University and even more importantly, students. Tucker was a strong and clear eyed voice for student issues and concerns.

Upon graduation with Distinguished Honors, Summa Cum Laude, from this great University in May 2021, with a GPA of 3.92, Tucker was sought after and hired by Medline Industries Inc. He began his role with Medline in Lincolnton, NC as an Associate Supervisor but quickly moved to the position of Operations Supervisor. In this leadership role, he directed a team of over 60 personnel. Recently, Tucker moved to the position of Associate Supply Chain Analyst, implementing cost saving delivery strategies.

In conclusion and once again, I fully endorse Tucker Robbins for nomination to the East Carolina Board of Visitors for the Class of 2028. If you have any questions please do not hesitate to call me at 703-909-8934 or email at [smithv84@hotmail.com](mailto:smithv84@hotmail.com).

Sincerely,

//SIGNED//  
VINCENT C. SMITH '84  
East Carolina University  
Board of Trustees



# Nomination Form

<b>First Name of Nominee</b>	Robert
<b>Last Name of Nominee</b>	Ward
<b>Preferred Mailing Address</b>	2834 S. Fairway Dr. Burlington, NC 27215
<b>Preferred Phone</b>	336-213-0989
<b>Preferred Email</b>	bert@bdre.com
<b>Business/Company Name</b>	Alamance Appraisals-Black Diamond Real Estate, LLC
<b>Business Address</b>	2834 S. Fairway Dr. Burlington, NC 27215
<b>Profession/Title</b>	NC Residential Real Estate Appraiser, Real Estate Broker, Realtor, Broker in Charge, and Owner of Alamance Appraisals-Black Diamond LLC
<b>Areas of interest in higher education</b>	student-engagement, legislative-advocacy, fundraising
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	1991
<b>Degree(s)</b>	Bachelor of Science
<b>Major(s)</b>	Leisure Sciences
<b>Name of Nominator</b>	Brad Osborne
<b>Nominator Email Address</b>	flyfishbrad@gmail.com

<b>Nominator Phone Number</b>	252-347-4105
<b>Attachments</b>	bio-resume, letter-of-rec
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/02152024_Bert-Ward.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/02152024_Bert-Ward.pdf</a>
<b>Upload Nomination Letter</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Robert-Ward-Nomination-Letter.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Robert-Ward-Nomination-Letter.docx</a>

Nomination Letter for Robert (Bert) Ward

February 15, 2024

To Whom It May Concern:

I am writing to nominate Mr. Robert (Bert) Ward for a seat on the ECU Board of Visitors. Bert and his family live in Burlington, NC. Bert is an ECU alum, class of 1991. He has two daughters who currently attend the ECU Honors College. His oldest, Margot, is a senior Art Education major. The youngest, Isabel, is a freshman majoring in Business Finance. Both of Bert's parents are ECU graduates (Bob and Margaret Ward). The Ward Sports Medicine building was named in their honor in 1991 as a result of their endowed gift.

Bert's wife's parents (Bill and Beverly Stocks) are both from Greenville and also attended ECU. In addition, his wife's grandmother, Dr. Mary Lois Staton was an endowed professor of the School of Education at ECU. In short, Bert and his family have deep roots as Pirates!

Following through on his family legacy, Bert desires to contribute to the advancement and transformation of ECU. He is a true Pirate and is passionate about supporting the future legacy of ECU.

I am confident that Bert will be an excellent addition to the ECU Board of Visitors. Thanks in advance for your consideration of his nomination.

Sincerely,

Brad Osborne

# **Bert Ward**

## **Resume Summary**

Robert (Bert) Ward Jr., is a native of Alamance County. Since the mid-1990s, Bert has been actively involved in the purchase, sale, renovation and management of residential properties, and has worked for some of the Triangle's and Triad's top-ranked real estate companies Coldwell Banker - Howard Perry & Walston (HPW), Coldwell Banker – Triad REALTORS® (CBTR), and Keller Williams Realty – Burlington Market Center.

After helping lead Walter Williams High School to the State AAA Football Championship as quarterback and team co-captain under Coach Sam Story in 1985, Bert briefly left Alamance County to earn a bachelor's of science degree from East Carolina University. It was there that he met his wife Mary Staton, who he's been married to since 1991.

Upon graduation, Bert came back to Alamance County to work in credit and collections for Unifi, Inc., an international textile company. From there, Bert obtained his real estate sales license in the summer of 1996, and went to work for Coldwell Banker – Alamance Realty in Burlington. After working there for just a few months, Bert left to pursue a better job opportunity with Better Homes & Gardens – Howard, Perry & Walston (HPW), as a new construction on-site sales agent at Mill Creek Golf Club in Mebane, representing nationally recognized custom home builders C. Richard Dobson (now part of D.R. Horton America's Builder) and John Wieland Homes.

By 1998, Bert had acquired a couple of rental properties, moved on from Mill Creek to obtain his broker's license, and went to work for Dan Mohr Real Estate Schools, one of the oldest and largest private real estate schools in North Carolina. While employed there as the office manager, he completed the residential appraisal courses and in 2000, began appraising for LandAmerica OneStop (formerly Primis Appraisals, and last known as eAppraiseIT), a leading national title insurance company and real estate appraisal/property information service provider.

In 2002, Bert received his North Carolina State Certified Residential Real Estate Appraiser license and founded Alamance Appraisals. Over the next four years, Bert completed more than 1200 appraisals. After the Great Recession of 2008 and the most challenging years in the real estate market since the Great Depression of the late 1920s through the early 1930s, Bert decided to get back into real estate sales full-time in late 2010 by going to work for Coldwell Banker – Triad Realtors in Burlington (CBTR). A few months later Bert was recruited and transferred to Coldwell Banker – Howard, Perry & Walston (HPW) in Mebane.

In less than two years, Bert received the Coldwell Banker International President's Elite award in 2012, which recognizes their top 2 percent of all sales associates in the world. In addition, Bert was recipient of the Mebane, NC, office Associate of the Year award with the highest number of closed units; the Gold Listings Sold Associate of the Year; Gold Sales Associate of the Year; and the Gold Listing Associate of the Year. That same year, Bert was also named Alamance County's choice for Best Real Estate Agent by the Burlington Times News by its Reader's Choice Awards. Although 2012 was a banner year for Bert in real estate sales, it was not for Coldwell Banker – HPW's Mebane office. In 2013, they closed their full-service Mebane office

and consolidated operations into their Hillsborough office. With the sales meetings and admirative support all being handled out of Hillsborough, Bert decided to leave Coldwell Banker - HPW and go to work for the largest real estate firm in Alamance County, Keller Williams Realty in Burlington. Approximately six months later, Bert's wife Mary Staton obtained her real estate broker's license, and in the Fall of 2013 Bert & Mary Staton opened their own real estate firm, Black Diamond Real Estate.

In 2014, Bert was appointed as a Director to the Burlington-Alamance County Association of REALTORS board, serving three years through 2016. Then in 2017, Bert was appointed to serve as an Officer to the Burlington-Alamance County Multiple Listing Service (MLS) Board, which requires its board members to be active practicing brokers-in-charge. In 2019, Bert served as President of the MLS Board overseeing the successful conversion from the Innovia MLS software operating system to Corelogic's Matrix operating software system. That same year, Bert also oversaw the adoption/integration/transition from Centralized Showing Service (CSS) to ShowingTime, both record keeping showing service providers.

In June 2020 during the early stages of the COVID-19 pandemic, Bert dove back into the appraisal business, and with the help of his wife Mary Staton, appraised over 450 homes in two years.

In 2022, Bert's final year serving as an Officer of the Burlington-Alamance County Multiple Listing Service Board, the Burlington-Alamance MLS board and its members agreed to merge with the Triangle MLS (Raleigh, Durham, Chapel Hill).

Today, Bert & Mary Staton own and operate Alamance Appraisals – Black Diamond Real Estate, LLC where they work full-time; appraising for lending institutions, representing buyers and sellers in real estate sales transactions, and managing investment properties on their own behalf.

[www.bdre.com](http://www.bdre.com)  
[bert@bdre.com](mailto:bert@bdre.com)  
(336) 213-0989

# Nomination Form

<b>First Name of Nominee</b>	Nicholas "Nick"
<b>Last Name of Nominee</b>	Wilson
<b>Preferred Mailing Address</b>	104 Emerald Court Beaufort, NC 28516
<b>Preferred Phone</b>	252-269-8112
<b>Preferred Email</b>	nicholaswilson2981@gmail.com
<b>Business/Company Name</b>	Carteret County
<b>Business Address</b>	210 Craven Street Beaufort NC 28516
<b>Profession/Title</b>	Public Information Officer
<b>Areas of interest in higher education</b>	fundraising, student-engagement, legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	2007
<b>Degree(s)</b>	Bachelor of Science
<b>Major(s)</b>	Business Administration, Marketing
<b>Name of Nominator</b>	Preston Mitchell
<b>Nominator Email Address</b>	pwm0809@yahoo.com
<b>Nominator Phone Number</b>	252-903-4295

<b>Attachments</b>	bio-resume, letter-of-rec
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Wilson-Nick-Resume.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Wilson-Nick-Resume.pdf</a>
<b>Upload Nomination Letter</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Nicholas-Wilson-Letter-of-Recommendation.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Nicholas-Wilson-Letter-of-Recommendation.docx</a>

February 1, 2024

AJ Malicdem  
Nominating Committee Chair  
ECU Board of Visitors

Dear Nominating Committee Chair and Committee Members,

I am proud to nominate and fully support (both personally and professionally) Nicholas “Nick” Wilson for consideration as a member for the ECU Board of Visitors. I have had a personal friendship with Nick for nearly twenty years. Furthermore, his career path into the same overall industry as my own has allowed me to develop a professional relationship and appreciation for his strong skillset & leadership. He is a great individual with numerous talents and that translates into his professional & volunteerism work where he is known for strengthening the organizations, he is part of (whether they need improvement or already at a high level of service). Nick is an ECU Alumni and avid supporter of all things ECU! That sentence cannot begin to describe his love for ECU as he always shares how it molded him into the individual and achieved his career successes. His “ECU testimony” is a powerful story of the before/during/after ECU graduation that he frequently shares and lives it for all to see. I hope he will be able to share it further via BOV endeavors. Nick’s Pirate passion is also demonstrated by his devotion by regularly giving back to ECU.

Beyond his “ECU testimony”, Nick has supported ECU in numerous ways:

- He is active within the ECU Alumni Association.
- He regularly participates in his local Crystal Coast NC Alumni Chapter, with an excitement for the meet & greets of ECU Alumni but also perspective/committed future alumni.
- He achieved Lifetime Member status for ECU Alumni Association; before that program was adjusted for membership for all.
- He has been a member of the Pirate Club for two decades.
  - Contributed towards athlete scholarships and Capital Campaigns.
- Regular participation on University Advancement Annual Giving Day for his passion endeavors and those needing “extra passion” to complete their goals.
- Advocated for ECU via his various relationships with Federal and State elected officials.



- He has served on numerous community non-profit and local government organizations that are far too many to list within this letter (see his resume).

Nick has demonstrated the ability, commitment, and passion to serve on the ECU Board Visitors. His life is an example of what a proud ECU Alumni should be. He has shared from his personal and other ECU support experiences has “created a desire to continue deepening his commitment to support student success ensuring ECU continues to lead and fulfill its mission.” Furthermore, he is now willing to be nominated to BOV as he believes his transition from the Carteret County Sheriff’s Office to Carteret County will allow him to properly fulfill the requirements and expectations. This is a perspective we badly need confirmed and followed through by future BOV members. Nick’s service on the BOV will help improve the Crystal Coast geography and ECU College of Business representation upon our board.

Finally, Nick is aware of the donation and attendance bylaw requirements, as well as the participation expectations for the ECU BOV. He has stated he will meet them and invest his time/talent/treasure, as he “believes it is his duty to give back and ensure future generations have the same opportunity for success”.

Sincerely,

Preston Mitchell

2002 and 2004 Graduate, East Carolina University

ECU Board of Visitors, Chair for 23-24

**Subject:** FW: Brief addition to my nomination of Nicholas "Nick" Wilson for BOV membership  
**Date:** Thursday, February 8, 2024 at 9:28:21 AM Eastern Standard Time  
**From:** Jenkins, Bryan Wayne  
**To:** Miko, Kimrey, Ayers, Megan Kint  
**Attachments:** image001.jpg

FYI

**Bryan W. Jenkins**

Director of External Affairs and Constituent Relations

[East Carolina University](#)

102 Spilman Building

Greenville, NC 27858-4353

Office: 252-328-2872

Cell: 919-219-1531

[Chancellor's Staff](#)



---

**From:** Preston Mitchell <[pwm0809@yahoo.com](mailto:pwm0809@yahoo.com)>

**Sent:** Thursday, February 8, 2024 8:25 AM

**To:** Jenkins, Bryan Wayne <[jenkinsbr21@ecu.edu](mailto:jenkinsbr21@ecu.edu)>

**Subject:** Brief addition to my nomination of Nicholas "Nick" Wilson for BOV membership

This email originated from outside ECU.

Bryan,

Please add the following to the folder as I apologize, I forgot to include this in the nomination:

"In addition to the reasons I shared that Nick desires and would be an excellent addition to the BOV membership, his relationships and past job has created a strong networking system he can provide ECU and the BOV (under the direction of the Chancellor and Chancellor's office of course) to engage in advocacy for ECU at the Federal and State level. He has extremely strong connections and friendships in those arenas; especially in regard to the ENC region/delegation that ECU has within its mission statement. His strong relationship and connection with Representative Greg Murphy could assist with potential/future endeavors by ECU at the Federal level. Furthermore, Nick being on the BOV with AJ would provide a direct connection of two BOV members with the two House of Representatives within ENC (and via both political parties)."

Thanks,  
Preston Mitchell

# Nicholas Wilson

Beaufort, NC | 252.269.8112 | [nicholaswilson2981@gmail.com](mailto:nicholaswilson2981@gmail.com)

---

## PUBLIC INFORMATION OFFICER

Experienced Public Information Officer with 16+ years of experience in government relations and communications. Consistently delivers measurable results through impactful outreach programs, positive press coverage, and increased public awareness, building trust and community engagement.

## PROFESSIONAL EXPERIENCE

---

### **Carteret County Government | Beaufort, NC** **Public Information Officer**

**May 2021 – Present**

- Develop and implement strategic communication plans to increase awareness of County services, programs, and initiatives.
- Work collaboratively with senior leaders to clearly communicate the County's strategic plan, vision, and brand.
- Serve as primary media liaison and spokesperson during critical incidents.
- Produce relevant and timely information that engages the public in dialogue through education, public relations, marketing, advertising, and community outreach strategies.
- Develop and implement cross-channel communication strategies for internal and external audiences.
- Oversees development of key communications documents including key messages, press releases, pitches, talking points, media briefings, and speeches/scripts, among others.
- Maintain and produce content for County website and social media accounts.
- Respond to public inquiries by telephone and correspondence.
- Oversee graphic design and photography services, ensuring brand consistency.
- Provide media training for organizational spokespersons, enhancing their ability to effectively communicate key messages.

### **Carteret County Sheriff's Office | Beaufort, NC** **Public Information Officer** (*May 2017-May 2021*)

**Nov. 2009 - May 2021**

- Provided strategic communication counsel to senior management on media relations, community outreach, and public information initiatives.
- Developed and executed public relations campaigns to enhance the Sheriff's Office's image and garner positive media coverage.
- Researched current events and community issues, drafting policy statements for internal use as well as external documents such as news releases; attended town hall meetings to stay up-to-date on local legislation.
- Managed community outreach programs to build trust and cooperation between deputies and residents.
- Produced and distributed press releases, public service announcements, and social media content.

### **Senior Administrative Support Specialist** (*Nov. 2009 – May 2017*)

- Streamlined administrative processes related to data maintenance & recordkeeping while always maintaining confidentiality of sensitive materials.
- Provided comprehensive administrative support to the Sheriff and senior staff.
- Secured over \$250,000 in grant funding for various programs and initiatives.
- Managed and tracked grant funding, ensuring compliance with regulations.
- Monitored legislative actions and kept leadership informed of relevant developments.

### **TV49 Headline News Local Edition / DR Productions | Beaufort, NC** **Marketing Consultant and Production Manager**

**May 2007 – Nov. 2009**

- Developed and presented marketing strategies for over 25 local businesses, leading to increased brand awareness and customer engagement.
- Directed and produced television commercials and designed direct mail pieces, driving sales and lead generation.
- Researched and analyzed market trends, informing marketing strategies and customer presentations.
- Gathered and verified information for news stories, ensuring accuracy and credibility.
- Managed social media accounts, creating engaging content and building online communities.

## **EDUCATION**

---

**East Carolina University | Greenville, NC** **May 2007**  
 Bachelor of Science in Business Administration, Marketing

**Pitt Community College | Winterville, NC** **May 2005**  
 Associate of Arts, General Studies

## **PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS**

---

- Advanced Public Information Officer, FEMA
- Municipal and County Administration, University of North Carolina at Chapel Hill School of Government - (Class of 2023)
- National Incident Management System (NIMS) Training - Incident Command System (ICS) 100, 200, 300, 400, 700, and 800, FEMA
- Carteret County Government Employee of the Month (October 2022)
- Public Information in an All-Hazards Incident, Texas A&M Engineering Extension Service
- Certified Campaign Finance Treasurer, North Carolina State Board of Elections
- Certified Grant Manager, Grant Writing USA
- Basic Law Enforcement Training Course Leadership Award (2016)
- Class President, Carteret Community College Basic Law Enforcement Training (2016)
- Carteret County Sheriff's Office Administrative Professional of the Year (2012)

## **COMMUNITY INVOLVEMENT**

---

- Chair of Publicity Committee – Juvenile Crime Prevention Council (2022-present)
- Member, Town of Beaufort Board of Adjustment (2022-present)
- Member, Local Emergency Planning Committee (2021-present)
- Member, North Carolina Public Information Officers (2021-present)
- Member, Carteret County Safety Committee (2015-present)
- Member, Carteret County Wellness Committee (2015-present)
- East Carolina University Alumni Association (Lifetime Member)
- East Carolina University Pirate Club (2005-present)

## **ACADEMIC ACHIEVEMENTS**

---

- Mu Kappa Tau – Inducted 2006. Membership based upon performance in the top 20% of senior marketing majors.
- The National Society of Collegiate Scholars – Inducted 2006. Membership is based upon performance in the top 20% of students and a minimum GPA of 3.4.
- Golden Key International Honour Society – Inducted 2006. Membership is based upon performance in the top 15% of juniors and seniors.
- Chancellor's List, East Carolina University
- Dean's List, East Carolina University

# Nicholas Wilson

Beaufort, NC | 252.269.8112 | [nicholaswilson2981@gmail.com](mailto:nicholaswilson2981@gmail.com)

---

## PROFESSIONAL REFERENCE LIST

### **Tommy Burns**

County Manager  
Carteret County Government  
210 Turner Street  
Beaufort, NC 28516  
Office: (252) 728-8450; ext. 8006  
Mobile: (910) 658-7107  
[tommy.burns@carteretcountync.gov](mailto:tommy.burns@carteretcountync.gov)

### **Asa Buck, III**

Sheriff of Carteret County  
Carteret County Sheriff's Office  
304 Craven Street  
Beaufort, NC 28516  
Office: (252) 728-8400 ext. 8846  
Mobile: (252) 723-0900  
[asab@carteretcountync.gov](mailto:asab@carteretcountync.gov)

### **Doug Raymond Schooley**

Owner  
Doug Raymond Productions / Campaign General  
801 Deerfield Drive  
Beaufort, NC 28516  
Mobile: (252) 241-8590  
[campaigngeneral@gmail.com](mailto:campaigngeneral@gmail.com)

### **William Kenneth Raper**

Clerk of Superior Court  
Carteret County Clerk of Court  
300 Courthouse Square  
Beaufort, NC 28516  
Office: (252) 504-4400  
Mobile: (252) 659-0143  
[william.k.raper@nccourts.org](mailto:william.k.raper@nccourts.org)

## CHARACTER / PERSONAL REFERENCE LIST

### **Preston Mitchell**

Assistant City Manager  
City of Mebane, NC  
106 E. Washington Street  
Mebane, NC 27302  
Mobile: (252) 903-4295  
[pwm0809@yahoo.com](mailto:pwm0809@yahoo.com)

# Nomination Form

<b>First Name of Nominee</b>	Trey
<b>Last Name of Nominee</b>	Lewis
<b>Preferred Mailing Address</b>	304 East Nash Street
<b>Preferred Phone</b>	252-544-0863
<b>Preferred Email</b>	trey_lewis@tillis.senate.gov
<b>Business/Company Name</b>	Senator Thom Tillis Congressional Office
<b>Business Address</b>	Greenville, NC
<b>Profession/Title</b>	Northeast Regional Representative
<b>Areas of interest in higher education</b>	legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	2018, 2016
<b>Degree(s)</b>	MPA, BS - Political Science
<b>Major(s)</b>	Masters in Public Administration, Political Science
<b>Name of Nominator</b>	Megan Ayers
<b>Nominator Email Address</b>	ayersm@ecu.edu
<b>Nominator Phone Number</b>	252-521-3310

<b>Attachments</b>	bio-resume
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Resume_2022_Trey_Lewis.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Resume_2022_Trey_Lewis.docx</a>
<b>Upload Nomination Letter</b>	

# WILLIAM LEE (TREY) LEWIS III

304 East Nash Street  
Macclesfield, NC 27852

Email: [Trey\\_Lewis@tillis.senate.gov](mailto:Trey_Lewis@tillis.senate.gov)  
Tel: 252-544-0863

---

## PROFESSIONAL INTERESTS

- Develop relationships
- Gain stronger understanding of political system
- Communicating with others

## EDUCATION

*Fellow*

January 2021 – May 2021  
North Carolina Institute of Political Leadership  
Raleigh, NC

*Master*

August 2016 – May 2018  
East Carolina University, Greenville, NC  
Major: Public Administration  
GPA: 3.75

*Bachelor of Science*

August 2013 – May 2016  
East Carolina University, Greenville, NC  
Major: Political Science  
Minor: History  
GPA: 3.662

*Associate in Arts*

August 2010 - May 2013  
Edgecombe Community College, Tarboro, NC  
GPA: 3.559

## PROFESIONAL EXPERIENCE

*Northeast Regional Representative* May 2018 - Present  
Senator Thom Tillis  
Greenville, NC

- Cover 20 Northeastern NC Counties
- Attend events/meetings on behalf of Senator Tillis
- Interact daily with constituents



*Veterinary Technician/Senior  
Veterinary Assistant*

June 2015 - May 2018  
June 2012 – December 2014  
Riverside Veterinary Hospital, Rocky Mount, NC

- Run laboratory tests
- Interact with clients
- Monitor anesthesia

*Staff Assistant*

April 2015 - May 2015  
Senator Richard Burr  
Russell Senate Office Building, Washington, DC

- Passport/Visa Pickup
- Supervised Correspondence/Physical Mail
- Continued internship duties

*Intern*

January 2015 - April 2015  
Senator Richard Burr  
Russell Senate Office Building, Washington, DC

- Communicate With Constituents
- Tour Constituents Around Capitol
- Standard Office Work

## **AWARDS**

*Excellence Award*

March 17, 2016  
Riverside Veterinary Hospital, Rocky Mount, NC  
Honor awarded in appreciation of excellence in care and compassion

*State of the Union Guest*

January 20, 2015  
House of Representatives Chamber, Washington, D.C.  
Senator Richard Burr's Guest at President's Address

## **SKILLS**

Leadership

- Ability to lead

Organizational

- Ability to effectively coordinate projects
- Ability to communicate with diverse groups

Writing

- Ability to prepare research reports, memorandum, brief notes

Computing

- Fluent in the Microsoft Office package such as Word, and PowerPoint

## COMMUNITY SERVICE

- Chairman* August 2017 – May 2018  
Edgecombe County Tourism Development Authority
- Conduct Meetings
  - Promotes Tourism
  - Appointed to board in 2016, appointed chair by County Commissioners in 2017
- Board of Directors Member* February 2016 – May 2018  
Edgecombe County Chamber of Commerce
- Promoting Commerce
  - Promote Community
- Mayor* January 1, 2016 – May 2018  
Mayor, Macclesfield, NC
- Beat 15 year incumbent 60% - 40%
  - First run for political office
  - Youngest mayor in North Carolina
  - Won re-election November 2017
- Edgecombe Republican Party* Summer 2015 – Present  
Executive Board Member - Tarboro, NC
- Gain information about candidates and groups
  - Build connections with fellow Republicans
  - Campaign for candidates
- Elder* January 2013 - Present  
Macclesfield Presbyterian Church, Macclesfield, NC
- Serve on the church board with five other elders
  - Facilitate and manage church business
- Assistant Basketball Coach* 2010 – 2012  
Oakdale Baptist Church, Rocky Mount, NC
- Assisted coaching grades 5-7

## References

- Kim Canady Barnes* Senator Thom Tillis  
State Director  
310 New Bern Avenue  
Suite 122  
Raleigh, NC 27601  
(919) 922-2409

*Polly Walker*

Senator Richard Burr  
Deputy Chief of Staff  
217 Russell Senate Office Building  
Washington, DC 20510  
(202) 224-3154

*Betty Jo Shephard*

Senator Richard Burr  
Field Representative  
100 Coast Line Street  
Rocky Mount, NC 27804  
(252) 977-9522

*Dr. Robert Cameron*

Riverside Veterinary Hospital  
Owner/Veterinarian  
99 Success Court  
Rocky Mount, NC 27804  
(252) 442-3636



Karson N. Hallow  
Office of the Chancellor  
205 Spilman, Mail Stop 101  
Greenville, NC 27858

19 February 2024

Nominating Committee  
Board of Visitors  
East Carolina University  
1000 E Fifth Street,  
Greenville, NC 27858

Greetings,

I write to you to support the nomination for William Lee "Trey" Lewis, III to serve on the Board of Visitors at East Carolina University. Trey proudly boasts his bachelor's and master's degrees as a "double Pirate" graduate of 2016 and 2018. Growing up in Eastern North Carolina, ECU has always been considered home to Trey, but what stands out is his commitment to learning and living the motto, "servire" each day in communities across eastern NC. As a Board member, I have no doubt Trey will continue his unmatched willingness to serve his alma mater through advocacy and student engagement.

Trey's dedication to service is engrained in his personal and professional experience. Since 2018, Trey has served as a northeastern regional representative for US Senator Thom Tillis. In this role, he covers over 20 counties on behalf of the Senator, attending events, managing casework, and helping constituents receive the services they need at the federal level. Not only does he support constituents at the federal level, he is also a skilled connector that facilitates relationships between people among different organizations locally to create synergy and support the goals of our region. Trey has specifically supported ECU by advocating on behalf of Senator Tillis for multiple sponsored federal research grants, community project funding requests, and congressionally funded programmatic appropriations.

I believe Trey will be an active and visionary member on the Board of Visitors with a demonstrated commitment to public service, student success, and regional transformation.

Go Pirates,

A handwritten signature in black ink that reads "Karson N. Hallow". The signature is written in a cursive style with a large initial 'K'.

Karson N. Hallow

# Nomination Form

<b>First Name of Nominee</b>	Robert
<b>Last Name of Nominee</b>	Cherry, Jr.
<b>Preferred Mailing Address</b>	3412 Rounding Bend Road Winterville, NC 28590
<b>Preferred Phone</b>	252-531-3330
<b>Preferred Email</b>	recherryjr@hotmail.com
<b>Business/Company Name</b>	Hagerty Insurance
<b>Business Address</b>	PO Box 1303 Traverse City, MI
<b>Profession/Title</b>	SIU Investigator
<b>Areas of interest in higher education</b>	student-engagement, fundraising, legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	2004
<b>Degree(s)</b>	BS Criminal Justice
<b>Major(s)</b>	Criminal Justice
<b>Name of Nominator</b>	Preston Mitchell
<b>Nominator Email Address</b>	pwm0809@yahoo.com
<b>Nominator Phone Number</b>	252-903-4295

<b>Attachments</b>	bio-resume, letter-of-rec
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Resume-Robert-Earl-Cherry-Jr.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Resume-Robert-Earl-Cherry-Jr.docx</a>
<b>Upload Nomination Letter</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Robert-Cherry-Jr.-Letter-of-Recommendation.docx">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Robert-Cherry-Jr.-Letter-of-Recommendation.docx</a>

January 25, 2024

AJ Malicdem  
Nominating Committee Chair  
ECU Board of Visitors

Dear Nominating Committee Chair and Committee Members,

I am proud to nominate Robert Cherry, Jr. as a potential member for the ECU Board of Visitors. I have had the pleasure of getting to know Robert this year via his role as ECU Alumni Association Chair through not only BOV events, but also through other ECU events that we attended representing our respective Board roles and personal events.

I have come to know him as a loyal Pirate that bleeds purple and gold, whether that is at ECU or non-ECU events. As stated, Robert is currently serving as the Alumni Association Board of Directors Chair for the current year, but that role will be completed at the end of this school year. In addition to this current role, Robert has supported ECU in numerous ways:

- He has also served on the Alumni Association Board of Directors as Vice Chair, Governance Committee Chair, Recruitment & Retention Committee, Secretary, and on the Alumni Awards Committee.
- He has served on the ECU Black Alumni Chapter, with specific service on the Bylaws Committee and Reunion Awards Committee.
- He is an ECU 40 Under 40 Leadership Award winner and served as the Committee Co-Chair as well as upon the Nomination Committee.
- He has served on the ECU Hall of Fame Selection Committee.
- He served upon a past ECU Director of Intercultural Affairs Search Committee.
- He is an ECU BAC Laura Marie Elliott Leary Courageous Leader Award.
- He has served on numerous community non-profit and local government organizations that are far too many to list within this letter (see his resume).

Robert has demonstrated the ability, commitment, and passion to serve on the ECU Board of Visitors. Furthermore, I think his addition to the BOV will increase the diversity of the Board not only through his individual addition, but his networking connections will allow for future increased diversity of race and younger age members. His individual character and leadership will strengthen the BOV and assist it in making a difference for ECU!

Finally, Robert is aware of the donation and attendance bylaw requirements, as well as the participation expectations for the ECU BOV. He has stated will meet them and invest his time/talent/treasure.

Sincerely,

Preston Mitchell

2002 and 2004 Graduate, East Carolina University

ECU Board of Visitors, Chair for 23-24



# Robert Earl Cherry, Jr., FCLS

---

3412 Rounding Bend Rd  
Winterville, NC 28590

252-531-3330 (cell)  
[recherryjr@hotmail.com](mailto:recherryjr@hotmail.com)

## Education

---

East Carolina University (ECU)  
Greenville, NC  
B.S. Criminal Justice (Magna Cum Laude/GPA 3.78)

May 2004

## Employment

---

Hagerty Insurance  
SIU Investigator

October 2022-Present

- Conduct timely investigations including recorded statements and interviews
- Provide timely status updates
- Timely and clear documentation of Claim Files
- Meet claim audit scores target.
- Maintain highest level of confidentiality and professionalism
- Accept assigned referral of questionable claims with an appropriate investigative action plan
- Ensure accuracy, quality and timeliness of the evidence gathered during an investigation as well as compliance with all applicable laws, legal codes, and governing agencies
- Provide Claim Adjuster with timely investigation results and document investigative findings
- Determine whether additional evidence is required including but not limited to accident reports, accident scene reconstructions, witness statements, police reports, expert opinion, etc.
- Properly provide recommendations and decisions surrounding investigative efforts to include request for authorization for Examinations Under Oath to be conducted
- Determine whether vendor involvement is needed to include budget and management of the investigation
- Perform detailed database queries on SIU investigations to include analysis and organization of critical data to assist during the assigned investigation
- Properly evaluate and complete state compliance referrals, as applicable, when questionable or suspicious activity is identified
- Assist in providing fraud awareness training to claim staff
- Assist the claim department and give guidance in the handling of questionable claims as needed
- Maintain active membership in professional organizations that provide SIU assistance and resources
- Establish and maintain relationships with law enforcement, government regulatory agencies and insurance industry personnel assisting when needed or required

Liberty Mutual Insurance  
SIU Investigator II, Desk

July 2022-October 2022

- Under limited supervision, conduct extensive and detailed investigations of suspicious losses to determine compensability of submitted claims.
- Independently develop and execute appropriate investigation strategies for assigned cases.
- Conduct detailed background searches using ISO, Accurint, Auto Data Direct, SkopeNow, CARAX, DecisionNet, Whooster, Social Discovery Corp.
- Lead in-depth interviews of participants, witnesses, and claimants.
- Complete detailed and extensive investigations in adherence with SIU procedures.
- Gather evidence and make determinations regarding compensability.
- Engage experts and vendors as warranted.
- Communicate investigation outcome to line of business claims personnel.
- Establish extensive network with law enforcement agencies and work in collaboration in the investigation of suspicious losses.
- Evaluate incoming referrals to determine appropriate SIU investigation assignments.
- Provide fraud awareness training to internal stakeholders.
- Represent Liberty Mutual and actively participate in SIU industry association meetings comprised of SIU personnel and law enforcement.
- Share intelligence and trends with SIU and other internal/external stakeholders.

Government Employees Insurance Company (GEICO)  
Sr. Field Security Investigator/SIU Investigator

January 2014-June 2022

- Present fraud awareness training to claims associates.
- Investigate total/partial theft, fire, collision, comprehensive, bodily injury, and other potentially fraudulent automobile insurance claims.
- Conduct background database searches to collect relevant information using ISO, CLEAR, CourtLogic, TML, TLO, AutoCheck, Accurint, CARFAX.
- Conduct social networking searches and metadata analysis of digital files.
- Conduct recorded face to face interviews, examinations under oath (EUO), scene canvasses, vehicle inspections and medical clinic inspections.
- Secure and review criminal, civil, financial and medical records retrieved from government, public sector and private organizations.
- Download and analyze crash data retrieved from automobile event data recorder (EDR) consisting of airbag control modules, powertrain modules, rollover sensors, etc.
- Correspondence with other insurance company SIU Investigators as well as local, state and national law enforcement agencies, including the National Insurance Crime Bureau (NICB) and North Carolina Department of Insurance (NC DOI).
- Summarize investigative actions in a detailed written report for review by claims adjusters, claims supervisors, regional liability administrators and legal counsel.
- Member of the International Association of Special Investigation Units (IASIU) and North Carolina Insurance Crime Information Exchange (NCICE).
- Completion of Bosch Crash Data Retrieval (CDR) course.
- Completion of Reid Investigative Interviewing & Advanced Interrogation course.
- Completion of coursework through the National Insurance Crime Training Academy (NICTA).

U.S. Investigations Services (USIS)  
Investigator

October 2007-January 2014

*Special Investigator retained by the U. S. Office of Personnel Management, Federal Investigative Services Division*

- Favorably adjudicated Top Secret security clearance granted during the summer of 2013.
- Authorized law enforcement activity conducting civil service and national security clearance investigations.
- Conduct face-to-face interviews through unsworn declaration and under advisement of the Privacy Act of 1974.
- Review criminal, civil, employment/personnel, residence, education, medical/psychological and financial records.
- Submission of written reports and affidavits to the U. S. Office of Personnel Management. Reports and affidavits distributed for review to various federal agencies such as the Department of Defense, Treasury, Justice, Energy, Homeland Security, Interior, Health and Human Services and National Geospatial-Intelligence Agency.

*Store Reviewer retained by the U.S. Department of Agriculture, Supplemental Nutrition Assistance Program*

- Subject Matter Expert for a district covering North Carolina and South Carolina.
- Inspection of stores to assist the USDA in determining store eligibility to accept Supplemental Nutrition Assistance Program (SNAP) benefits.
- Inventory of eligible and non-eligible food products, point of sale devices and customer resources within stores.
- Interior and exterior draft of store dimensions accompanied by store photographs and observations of neighboring businesses.

*Field Inventory Specialist retained by Cegedim Relationship Management*

- Conduct random inventory of prescription drug samples maintained by pharmaceutical sales representatives in accordance with the Prescription Drug Marketing Act of 1987.
- Inspection of drug samples to prevent drug diversion and ensure compliance with standard operating procedures.
- Complete human resources close out procedures on resigning and terminated pharmaceutical sales representatives through acquisition of company assets, including promotional materials, training documents, computers, mobile devices, company vehicles, corporate credit cards, gas cards and unused prescription drug samples.

Nationwide Insurance

June 2005-October 2007

Casualty Claims Associate

- Interpretation of North Carolina automobile insurance policy to determine applicable coverage.
- Investigation of motor vehicle accidents through recorded/non-recorded face to face interviews, witness statements, vehicle inspections, scene canvasses and review of police reports to determine liability.
- Initial evaluation of motor vehicle damage claims to assess total loss potential and facilitate rental car authorization through Enterprise Rent-A-Car.
- Recognition of common fraud indicators and written referrals for surveillance, activity checks and credit inquiries to SIU. Participant in the SIU ride-a-long program.
- Use of signed releases in adherence to HIPPA to retrieve and evaluate medical records and bills provided by hospitals, physicians, radiologists, EMS, chiropractors and physical therapists.
- Negotiation with claimants and attorneys to obtain settlement of bodily injury claims up to \$25,000 in exposure.
- Hire defense attorneys to represent Nationwide Insurance policyholders named as parties in civil complaints. Draft suit resumes to aid defense attorneys in filing a timely response to civil complaints in accordance with rules of civil procedure. Participate in court ordered pre-trial mediation conferences.
- Process subrogation proceedings against liable insurance carriers/parties.

## Professional Affiliations, Licenses & Courses

---

- Fraud Claim Law Specialist (FCLS) 2021
- International Association of Special Investigation Units (IASIU) 2014-Present
- North Carolina Insurance Crime Information Exchange (NCICE) 2014-Present
- Bosch Crash Data Retrieval (CDR) Course 2018
- Reid Investigative Interviewing & Advanced Interrogation Course 2017
- NC Dept. of Correction Adult Probation/Parole Officers Basic 2009
- Pepperdine Negotiation & Settlement Series 2006
- NC Dept. of Insurance Company/Independent Adjuster License 2022-Present, 2005-2007

## Leadership & Community Engagement

---

East Carolina University (ECU)  
Greenville, NC

- ECU Leadership Development Academy Leadership Lunch Panelist 2023
- ECU Alumni Association Board of Directors 2019-Present
  - Chair 2023-Present
  - Vice Chair 2022-2023
  - Governance Committee Chair 2022-2023
  - Recruitment & Retention Committee 2021-Present
  - Secretary 2021-2022
  - Alumni Awards Committee 2019-2021
- ECU Hall of Fame Selection Committee 2022
- ECU Black Alumni Chapter
  - Bylaws Committee 2020
  - Reunion Awards Committee 2016
- ECU Homecoming Committee Spirit Cup Judge 2019
- ECU 40 Under Forty Leadership Awards
  - Committee Co-Chair 2018-2019
  - Nominations Committee 2017
- “*Cupola Conversations*” Greek Life Panelist 2018
- “*Barbershop Talk*” Series Presenter 2017
- ECU Director of Intercultural Affairs Search Committee 2015

Community Crossroads Center  
Greenville, NC

- Board Member 2022-Present
- External Operations Committee 2022-Present
- Driving Out Homeless Golf Tournament Committee 2022-Present

Greenville ENC Alliance  
Greenville, NC

- Board Member 2021-Present

City of Greenville, NC

Greenville, NC	
• Police Community Relations Committee	2020-2021
March of Dimes-March for Babies Greenville, NC	
• Team Captain: Alpha Phi Alpha-Zeta Eta Lambda	2006-Present
• Greenville, NC Walk Event Committee Member	2019
Jackie Robinson Baseball League, Inc. Greenville, NC	
• AKA Greenbacks Assistant Coach	2019, 2022-Present
Cornerstone Missionary Baptist Church Greenville, NC	
• CCCDC (Child Development Center) Board of Directors	2018-2019
• Graduate Recognition Committee	2016-2018
American Cancer Society Relay for Life Pitt County, NC	
• Team Captain: Alpha Phi Alpha-Zeta Eta Lambda	2015
GEICO/United Way of South Hampton Roads P.B. Young Elementary Norfolk, VA	
• Summer School Reading-A-Long Volunteer	2015
National Pan Hellenic Council (NPHC) Pitt County Chapter Greenville, NC	
• Council of Presidents	2012-2018
Alpha Phi Alpha Fraternity, Inc.	
• Association of North Carolina Alphas (ANCA)	
○ Council of Presidents	2012-2018
○ Scholars Bowl Chair	2004-2006
• Area 1 (Northeastern) North Carolina	
○ Area 1 Director	2009
○ Assistant Area 1 Director	2003-2004
• Zeta Eta Lambda Chapter, Greenville, NC	
○ Chapter President	2006-2007, 2012-2018
○ Vice President	2005-2006
○ Recording Secretary	2010-2012
○ Alumni Advisor—Eta Nu Chapter	2015-2021
• Eta Nu Chapter, East Carolina University	
○ Vice President	2004
○ Recording Secretary	2003

## Honors & Awards

---

- ECU BAC Laura Marie Elliott Leary Courageous Leader Award 2021

- ECU NPHC Chapter Advisor of the Year 2017
- ECU 40 Under Forty Leadership Award 2016
- GEICO Region 7 Volunteer Award 2015
- Alpha Phi Alpha Zeta Eta Lambda Chapter Brother of the Year 2010
- ECU Criminal Justice Dept. Outstanding Senior Award 2004
- Phi Kappa Phi Honor Society 2004
- ECU NPHC Fraternity Man with Highest GPA 2004, 2003
- ECU Ledonia S Wright Cultural Center Academic Achievement 2003
- Golden Key International Honour Society 2002
- ECU Chancellor's Leadership Conference 2002
- Phi Eta Sigma National Honor Society 2001
- National Society of Collegiate Scholars 2001
- ECU Chancellor's List 2002, 2001
- ECU Residence Hall Scholar 2000-2004

# Nomination Form

<b>First Name of Nominee</b>	Courtney
<b>Last Name of Nominee</b>	Moore
<b>Preferred Mailing Address</b>	1306 Hope Dr Greenville, NC 27858
<b>Preferred Phone</b>	2528641017
<b>Preferred Email</b>	Moorecou22@ecu.edu
<b>Business/Company Name</b>	Office of Rural Health, Department of Health and Human Services
<b>Business Address</b>	311 Ashe Ave, Raleigh, NC 27606
<b>Profession/Title</b>	Health Information Technology and Telemedicine Specialist
<b>Areas of interest in higher education</b>	fundraising, student-engagement, legislative-advocacy
<b>ECU Alum</b>	yes
<b>Year(s) Graduated</b>	2018
<b>Degree(s)</b>	Bachelor of Science
<b>Major(s)</b>	Health Education and Promotion
<b>Name of Nominator</b>	Jason Poole
<b>Nominator Email Address</b>	jason@trpsumner.com
<b>Nominator Phone Number</b>	9109783600

<b>Attachments</b>	bio-resume, letter-of-rec
<b>Personal Bio OR Professional Resume of Nominee</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Courtney-Moore_CV.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Courtney-Moore_CV.pdf</a>
<b>Upload Nomination Letter</b>	<a href="https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Moore-Recommendation-Letter-BOV.pdf">https://board-of-visitors.ecu.edu/wp-content/pv-uploads/sites/125/ninja-forms/17/Moore-Recommendation-Letter-BOV.pdf</a>



19 March 2024

Nominating Committee  
Board of Visitors  
East Carolina University

Greetings,

I write to you today to recommend Courtney (Haley) Moore to serve on the Board of Visitors at East Carolina University. A 2018 graduate, Courtney is a proud Pirate alumna that wasted no time before stepping up to give back to her alma mater and community where she lives out the motto, "servire". If provided the opportunity to serve on the Board of Visitors, Courtney has demonstrated her willingness to get involved in meaningful ways that surpass the average expectations of membership. In addition to serving on the engagement committee of the ECU Women's Roundtable Board of Directors where she facilitates leadership and development opportunities for female graduates, Courtney also volunteers significant time as the new member education advisor for the Alpha Xi Delta sorority where she supports young women through their transition to college and career journey. Courtney is an active member of the Pirate Club and prides herself for showing up for every event for ECU athletics, rain or shine.

Courtney's dedication to service extends into her professional experience as well. She currently serves as the Privacy and Security Liaison for the NC Department of Health and Human Services (DHHS) Office of Rural Health where she develops digital health curriculum to provide improved health literacy and telemedicine access for rural communities. Her prior role at ECU's Agromedicine Institute gave her the opportunity to work with community agriculture partners to offer Mental Health First Aid training as well as create and activate the NC Farm Helpline. As a rural community advocate working with one of ECU's key state partners [DHHS], Courtney is uniquely positioned to support regional transformation and the rural health and wellness vision priority of the 2023-2028 Strategic Plan, "Future Focused. Innovation Driven".

As a long-serving member of the East Carolina University Board of Trustees, I am acutely aware of the challenges that face East Carolina and our region. It will take vision, action, and perseverance to continue our record of success. I believe Courtney will be an active and visionary member on the Board of Visitors with clear and demonstrated commitment to public service, student success, and regional transformation.

Go Pirates,



Jason Poole  
Chairman, Board of Trustees  
East Carolina University

# COURTNEY MOORE, MPH

Phone: (252)864-1017  
Moorecou22@ecu.edu

Greenville, NC 27858

A rural community development and engagement specialist with a passion for increasing health related and overall quality of life in rural communities through access to appropriate, timely, and quality healthcare.

## EDUCATION

---

- MPH** University of North Carolina- Chapel Hill, Leadership in Practice May 2020  
Capstone: “Developing an Accountable Care Community to improve the built environment in Robeson County, NC”  
Advisor: Dana Rice, DrPH, MS and Vaughn Upshaw EdD, DrPH, MPH
- BS** East Carolina University, Health Education and Promotion May 2018  
Graduated Cum Laude  
Concentration in Pre-Health Professional

## HONORS AND AWARDS

---

- Interprofessional Education and Practice Vice-President** 2019-2020  
Appointed as vice-president to the UNC-CH IPEP board. A board to promote interprofessional interactions in both education and professional health care practice.
- Gilling’s School of Public Health Academic Success Award** 2019  
Recognized for academic success and involvement as a first-year graduate student.
- Public Health Leadership Student Association – Membership Chair** 2018- 2020  
Nominated and appointed to serve the Public Health Leadership Association as Membership chair serving a two-year tenure. Responsible for planning and organizing events for members to encourage lifelong learning and networking. Also, responsible to recruiting new members to join the student association.

## RESEARCH EXPERIENCE

---

- Office of Rural Health, North Carolina Department of Health and Human Services, Raleigh, NC**  
**Health Information Technology and Telemedicine Specialist II** 2023-present
- Serve as the Privacy and Security Liaison for the Office of Rural Health back to the Department of Health and Human Services and to the Department of Information Technology for North Carolina State Government.
  - Develop digital skills and health language curriculum and train the trainer supplement to increase digital and health literacy levels for rural residents in North Carolina.
  - Coordinate and deploy a successful pilot program to collect evaluative data and

- improve the curriculum for statewide implementation.
- Provide technical assistance for rural organizations that implement and sustain the use of health technology and telemedicine.
- Work collaboratively with the Farmworker Health Program to increase digital equity and broadband access for farmworkers and the agriculture community.

**Southern Ag Exchange Network (SAGE)**, University of Tennessee Knoxville – Institute of Agriculture

**Support Network Action Team Lead**, Heather Sedges, PhD 2022- 2023

- Coordinated the development and expansion of the support network offered to all thirteen states and Puerto Rico to improve farmer and farm worker mental health.
- Worked closely with action team leaders to develop the farm stress network for the southern United States.
- Worked to develop guidance for best practices in peer support and individual support for farmers, farm families, and farm workers.
- Organized a region wide farm appreciation day where each state hosted their own in accordance with the regional date.
- Developed a farm stress challenge coin to served as an education, intervention, and prevention tool to stop farmer suicide and decrease stigma surrounding mental health in agricultural communities.

**Farm and Ranch Stress Assistance Network-NC**, East Carolina University- NC Agromedicine Institute

**Farm and Ranch Stress Assistance Network of North Carolina Coordinator** 2022- 2023

- Assisted with training, set-up, and activation of North Carolina farm helpline number. Followed up with callers using case management procedures. Maintained metrics for reporting the number of calls.
- Promoted crisis and resource line promotion and quality improvement activities.
- Work with community partners to offer Mental Health First Aid and other related training.
- Supervised resource coordinator.
- Coordinated the development of Farm Connector Faith Health Initiative with CareNet.
- Collaborated with Eastern Area Health Education Center to develop and implement training for behavioral health providers to provide them with education on agriculture and farm-related stress.
- Expanded the North Carolina Farm Stress webpage ([ncfarmstress.org](http://ncfarmstress.org)).
- Complied with Federal and State grant guidelines.

**Developing an Accountable Care Community to improve the built environment in Robeson County, NC**, University of North Carolina, Chapel Hill, NC

Advisor: Aimee McHale, JD, MS 2020

- Conducted a literature review to understand the built environment in Robeson County, NC. This knowledge allowed for a full review and grant proposal to be drafted and reviewed by Robeson County leaders. The intention was to make improvements to the built environment to prevent future health catastrophes.

**National Center for Catastrophic Sport Injury Research, Chapel Hill, NC**

**Research Assistant, Kristen Kucera, PhD**

2019-2020

- Established national athletic trainer liaison network for catastrophic sports injuries nationwide.
- Developed an inventory of evidence best practices to prevent and respond to sports injuries. Informed an advisory board of these best practices with the intention of making recommendations to national governing bodies of sport.
- Collaborated with NC DPH and Child Fatality Task Force to educate stakeholders and advocate for sports' safety changes.
- Organized and facilitated a health and safety summit, converted to first virtual event with various planning teams.

**ECU Physicians Department of Psychiatry, Greenville, NC**

2017-2018

**Undergraduate Research Assistant, Vivek Anand, MD**

- Recruited research participants.
- Educated high school students on the dangers of nicotine use related to cigarette and electronic cigarettes.

**PRESENTATIONS AND INVITED LECTURES**

---

**Workshop, "Language differential and acceptability in Mental Health" Foundation for Health Leadership and Innovation – Behavioral Health Workgroup, August 5, 2022**

**Workshop, "Farm Stress and Risk Management," USDA Beginning Farmers and Ranchers Risk Management group, July 14, 2022.**

**Workshop, "Catastrophic Sport Injury Epidemiology and Progress," Annual convening of the National Catastrophic Sport Injury Research Consortium, December 2021.**

**PROFESSIONAL TRAINING**

---

**Mental Health First Aid - Instructor**

National Council of Mental Wellbeing, Greenville, NC, July 2022

**Rural Health and Agricultural Medicine, University of Iowa, Iowa City, IA, June 2022**

**Mental Health First Aid - Adult, National Council of Mental Wellbeing, Greenville, NC, June 2022**

**QPR Gatekeeper, QPR Institute, Greenville, NC, June 2022**

**PROFESSIONAL AFFILIATIONS**

---

North Carolina Public Health Association, 2022-Present Vice  
Chair of Public Awareness Committee

Member of Young Professionals in Public Health group and the Public Health Leadership group.

## **COMMUNITY SERVICE**

---

### **East Carolina University, Women's Roundtable**

Board of Directors, Engagement Committee, responsible for supporting the university through philanthropy, volunteer services for the advancement of the university, leadership development, and community development among female graduates.

Greenville, NC 2023 - present

### **Love One International**

Ambassador, responsible for fundraising to provide life-saving medical treatment to children in Uganda, Brentwood, TN, 2021- 2023

### **Alpha Xi Delta Fraternity**

New Member Education Advisor, responsible for overseeing the education and orientation of the new member class of the Gamma Phi Chapter of the national fraternity, Greenville, NC 2020 - Present

## **OTHER**

---

Passionate about leadership and career advancement.

Passionate about philanthropic involvement.



Meeting of the Board of Trustees  
Athletics & Advancement Committee  
February 15, 2024

**AGENDA ITEM**

IVA. Athletics Operational Metrics & General Update..... Ryan Robinson  
Assoc. Director of Athletics

**Situation:** Presentation of the Athletics metrics that are monitored by the Athletics and Advancement Committee, and an update from ECU Athletics.

**Background:** N/A

**Assessment:** N/A

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



CEO Tracking Sheet

Fiscal Year - 2024

Athletics & Advancement Committee

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total				
					Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan
Fundraising - Annual Fund (Pirate Club)	Fundraising for Athletics (Pirate Club), includes pledges to the Athletic Annual Fund	\$ 7,031,894	\$ 6,450,000		Plan	359,146	636,063	298,885	205,404	205,626	367,131	223,178	570,629	1,125,526	2,097,814	659,591	251,007	7,000,000			
					Actual	288,403	477,462	205,877	13,889	162,988	680,822	1,749,697	1,165,586	843,304						5,588,028	
					+/-	(70,743)	(158,601)	(93,008)	(191,515)	(42,638)	313,691	1,526,519	594,957	(282,222)							
					YTD +/-	(70,743)	(229,344)	(322,352)	(513,867)	(556,305)	(242,814)	1,283,704	1,878,661	1,596,440							
Fundraising - Athletics (excluding Annual Fund)	Fundraising for Athletics (non-Annual Fund), includes cash, pledges, planned gifts, gifts in kind	\$ 18,447,336	\$ 24,000,000		Plan	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	18,000,000			
					Actual	1,052,102	519,168	701,171	119,901	594,243	4,291,766	865,569	1,463,936	874,001						10,481,858	
					+/-	(447,898)	(980,832)	(798,829)	(1,380,099)	(905,757)	2,791,766	(634,431)	(36,064)	(625,999)							
					YTD +/-	(447,898)	(1,428,730)	(2,227,559)	(3,607,658)	(4,513,415)	(1,721,649)	(2,356,079)	(2,392,143)	(3,018,142)							
Season Ticket Sales - 2024 Football	Number of Season Tickets Sold	15,212	15,000		Plan								5,000	3,000	3,000	1,500	1,000	13,500			
					Actual											5,409	2,751			8,160	
					+/-												409	(249)			
					YTD +/-												409	(249)			
Season Ticket Sales - 2023-2024 Men's Basketball	Number of Season Tickets Sold	1,566	2,000		Plan			1,200	700	100	0	0						2,000			
					Actual			1,325	349	170	0									1,858	
					+/-			(875)	(351)	(70)	0										
					YTD +/-			(875)	(351)	(70)	0										
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 42,739,254	\$ 39,893,750		Plan	857,089	7,443,570	4,520,577	954,823	539,316	8,297,597	455,395	1,097,645	1,927,618	1,469,850	1,103,604	11,226,666	39,893,750			
					Actual	580,810	10,170,496	2,223,559	667,563	696,465	6,749,977	844,286	1,727,494							23,160,650	
					+/-	(276,279)	2,726,925	(2,297,018)	(287,259)	157,148	(1,547,620)	388,891	129,849								
					YTD +/-	(276,279)	2,450,647	(153,629)	(133,630)	23,518	(1,524,102)	(1,135,211)	(1,005,362)								
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 46,554,650	\$ 46,860,834		Plan	2,343,042	5,154,692	4,686,083	3,280,258	3,748,867	3,280,258	6,091,908	4,217,475	3,748,867	3,280,258	3,280,258	3,748,867	46,860,834			
					Actual	1,925,749	5,967,555	4,279,510	3,649,250	3,088,499	4,554,886	6,556,930	3,585,275							33,607,653	
					+/-	(417,292)	(812,863)	(406,573)	(631,008)	(660,368)	(1,274,627)	(465,021)	(632,200)								
					YTD +/-	(417,292)	(395,571)	(11,002)	(357,989)	(302,379)	(972,248)	1,437,269	805,069								
Single Game Ticket Sales - 2023 Football	Revenue from Single Game Ticket Sales	\$ 1,371,440	\$ 900,000		Plan	100,000	200,000	300,000	200,000	100,000								900,000			
					Actual	80,774	212,271	290,040	229,583	78,565										891,232	
					+/-	(19,226)	12,271	(9,960)	29,583	(21,435)											
					YTD +/-	(19,226)	(6,955)	(16,915)	12,668	(8,768)											
Fundraising - East (Advancement)	Fundraising for East Campus, includes cash, pledges, planned gifts	\$ 40,590,742	\$ 20,000,000		Plan	1,500,000	1,000,000	1,500,000	1,500,000	2,000,000	2,000,000	1,500,000	1,000,000	2,000,000	2,000,000	2,000,000	2,000,000	20,000,000			
					Actual	980,642	1,129,044	614,097	1,430,899	2,149,919	6,668,488	306,033	1,321,910	5,074,570						19,675,603	
					+/-	(519,358)	129,044	(885,903)	(69,101)	149,919	4,668,488	(1,193,967)	321,910	3,074,570							
					YTD +/-	(519,358)	(390,313)	(1,276,216)	(1,345,317)	(1,195,398)	3,473,090	2,279,123	2,601,033	5,675,603							
Fundraising - West (Advancement)	Fundraising for West Campus (Health Sciences), includes cash, pledges, planned gifts	\$ 26,306,479	\$ 12,000,000		Plan	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	12,000,000			
					Actual	615,653	1,080,854	320,566	351,158	224,953	1,220,132	2,360,873	1,209,906	299,606						7,683,701	
					+/-	(384,347)	80,854	(679,434)	(648,842)	(775,047)	220,132	1,360,873	209,906	(700,394)							
					YTD +/-	(384,347)	(303,493)	(982,927)	(1,631,769)	(2,406,816)	(2,186,684)	(825,811)	(615,905)	(1,316,298)							



Meeting of the Board of Trustees  
Athletics & Advancement Committee  
April 11, 2024

**AGENDA ITEM**

V. A. University Advancement Operational Metrics & General Update.....Chris Dyba  
Vice Chancellor for University Advancement

- Situation:** Presentation of the University Advancement metrics that are monitored by the Athletics and Advancement Committee, and an update from University Advancement.
- Background:** N/A
- Assessment:** N/A
- Action:** This item is for information only.





CEO Tracking Sheet

Fiscal Year - 2024

Athletics & Advancement Committee

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total				
					Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan	Actual	+/-	YTD +/-	Plan
Fundraising - Annual Fund (Pirate Club)	Fundraising for Athletics (Pirate Club), includes pledges to the Athletic Annual Fund	\$ 7,031,894	\$ 6,450,000		Plan	359,146	636,063	298,885	205,404	205,626	367,131	223,178	570,629	1,125,526	2,097,814	659,591	251,007	7,000,000			
					Actual	288,403	477,462	205,877	13,889	162,988	680,822	1,749,697	1,165,586	843,304						5,588,028	
					+/-	(70,743)	(158,601)	(93,008)	(191,515)	(42,638)	313,691	1,526,519	594,957	(282,222)							
					YTD +/-	(70,743)	(229,344)	(322,352)	(513,867)	(556,305)	(242,814)	1,283,704	1,878,661	1,596,440							
Fundraising - Athletics (excluding Annual Fund)	Fundraising for Athletics (non-Annual Fund), includes cash, pledges, planned gifts, gifts in kind	\$ 18,447,336	\$ 24,000,000		Plan	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	18,000,000			
					Actual	1,052,102	519,168	701,171	119,901	594,243	4,291,766	865,569	1,463,936	874,001						10,481,858	
					+/-	(447,898)	(980,832)	(798,829)	(1,380,099)	(905,757)	2,791,766	(634,431)	(36,064)	(625,999)							
					YTD +/-	(447,898)	(1,428,730)	(2,227,559)	(3,607,658)	(4,513,415)	(1,721,649)	(2,356,079)	(2,392,143)	(3,018,142)							
Season Ticket Sales - 2024 Football	Number of Season Tickets Sold	15,212	15,000		Plan								5,000	3,000	3,000	1,500	1,000	13,500			
					Actual											5,409	2,751			8,160	
					+/-												409	(249)			
					YTD +/-												409	(249)			
Season Ticket Sales - 2023-2024 Men's Basketball	Number of Season Tickets Sold	1,566	2,000		Plan			1,200	700	100	0	0						2,000			
					Actual			1,325	349	170	0									1,858	
					+/-			(875)	(351)	(70)	0										
					YTD +/-			(875)	(351)	(70)	0										
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 42,739,254	\$ 39,893,750		Plan	857,089	7,443,570	4,520,577	954,823	539,316	8,297,597	455,395	1,097,645	1,927,618	1,469,850	1,103,604	11,226,666	39,893,750			
					Actual	580,810	10,170,496	2,223,559	667,563	696,465	6,749,977	844,286	1,727,494							23,160,650	
					+/-	(276,279)	2,726,925	(2,297,018)	(287,259)	157,148	(1,547,620)	388,891	129,849								
					YTD +/-	(276,279)	2,450,647	(153,629)	(133,630)	23,518	(1,524,102)	(1,135,211)	(1,005,362)								
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 46,554,650	\$ 46,860,834		Plan	2,343,042	5,154,692	4,686,083	3,280,258	3,748,867	3,280,258	6,091,908	4,217,475	3,748,867	3,280,258	3,280,258	3,748,867	46,860,834			
					Actual	1,925,749	5,967,555	4,279,510	3,649,250	3,088,499	4,554,886	6,556,930	3,585,275							33,607,653	
					+/-	(417,292)	(187,137)	(406,573)	(631,008)	(660,368)	(1,274,627)	(465,021)	(632,200)								
					YTD +/-	(417,292)	(395,571)	(11,002)	(357,989)	(302,379)	(972,248)	1,437,269	805,069								
Single Game Ticket Sales - 2023 Football	Revenue from Single Game Ticket Sales	\$ 1,371,440	\$ 900,000		Plan	100,000	200,000	300,000	200,000	100,000								900,000			
					Actual	80,774	212,271	290,040	229,583	78,565										891,232	
					+/-	(19,226)	12,271	(9,960)	29,583	(21,435)											
					YTD +/-	(19,226)	(6,955)	(16,915)	12,668	(8,768)											
Fundraising - East (Advancement)	Fundraising for East Campus, includes cash, pledges, planned gifts	\$ 40,590,742	\$ 20,000,000		Plan	1,500,000	1,000,000	1,500,000	1,500,000	2,000,000	2,000,000	1,500,000	1,000,000	2,000,000	2,000,000	2,000,000	2,000,000	20,000,000			
					Actual	980,642	1,129,044	614,097	1,430,899	2,149,919	6,668,488	306,033	1,321,910	5,074,570						19,675,603	
					+/-	(519,358)	129,044	(885,903)	(69,101)	149,919	4,668,488	(1,193,967)	321,910	3,074,570							
					YTD +/-	(519,358)	(390,313)	(1,276,216)	(1,345,317)	(1,195,398)	3,473,090	2,279,123	2,601,033	5,675,603							
Fundraising - West (Advancement)	Fundraising for West Campus (Health Sciences), includes cash, pledges, planned gifts	\$ 26,306,479	\$ 12,000,000		Plan	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	12,000,000			
					Actual	615,653	1,080,854	320,566	351,158	224,953	1,220,132	2,360,873	1,209,906	299,606						7,683,701	
					+/-	(384,347)	80,854	(679,434)	(648,842)	(775,047)	220,132	1,360,873	209,906	(700,394)							
					YTD +/-	(384,347)	(303,493)	(982,927)	(1,631,769)	(2,406,816)	(2,186,684)	(825,811)	(615,905)	(1,316,298)							



**AGENDA ITEM**

V. B. Scholarships as an Enrollment Management Strategy.....Chris Dyba  
Vice Chancellor for University Advancement

**Situation:** Post comprehensive campaign, the Advancement team turns its efforts to fundraising for scholarships to directly support students, but also in the context of being a strategic partner in enrollment management. Many performance indicators, such as enrollment, retention, graduation rates, can be boosted through scholarships.

**Background:**

**Assessment:**

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

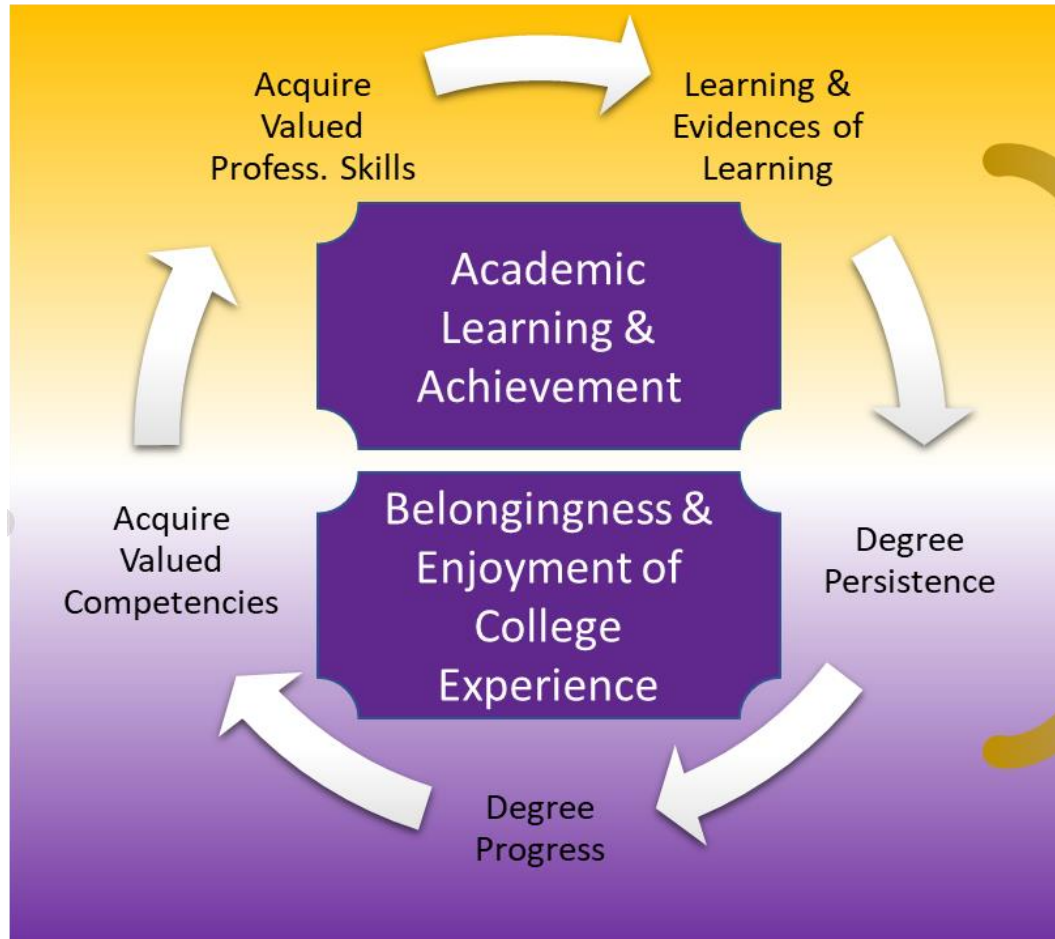
# The Power Of Scholarships

## And Its Effects on Admission & Retention

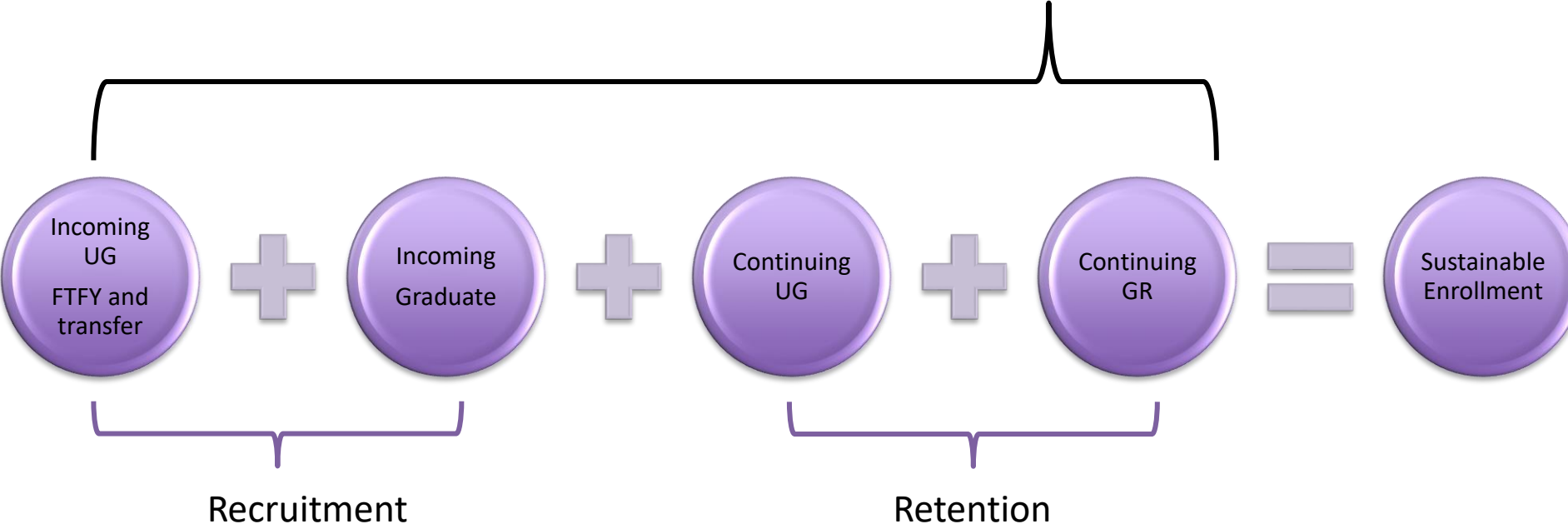
April 11, 2024



We All Want ECU  
UG & Grad  
Students  
To  
Succeed



# Student Enrollment: Understanding the Parts



# Different Complexities Exist For Today's Universities

● May 12, 2023

## Grasping for a Foothold on the Enrollment Cliff

Higher ed experts gathered in D.C. Thursday to take stock of a three-year enrollment plunge. Some charted a path forward, while others saw only dark clouds ahead.

### Publics Less Resilient

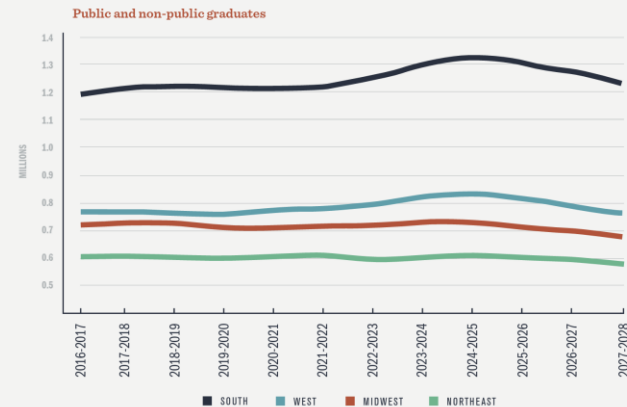
Public institutions that lost 10 percent of their enrollment between 2019 and 2020 generally had the most trouble recovering the following year, largely because of the struggles of community colleges.



Source: Department of Education's Integrated Postsecondary Education Data System • [Get the data](#) • Created with [Datawrapper](#)

## Big Drops in Enrollment Hit Colleges in the First Fall of the Pandemic. Who Was Able to Bounce Back?

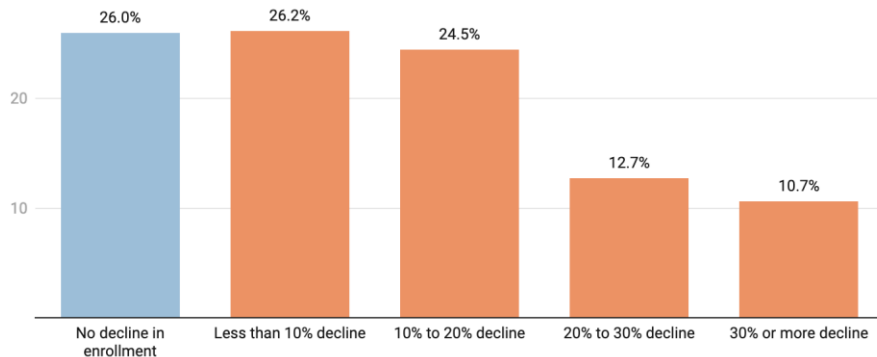
FIGURE 3 A SMALLER PIPELINE OF HIGH SCHOOL GRADUATES



SOURCE: WESTERN INTERSTATE COMMISSION FOR HIGHER EDUCATION

### Distribution of Decline

A quarter of the 2,628 colleges and universities in our dataset maintained their enrollment from 2019 to 2020. Of the rest, nearly half had a decline of 10 percent or more.



Source: Department of Education, IPEDs • [Get the data](#) • Created with [Datawrapper](#)

# The 5 “Buckets” of ECU’s Student Success Ecosystem



**The Student  
Experience**

**Student  
Well Being**

**Learning  
Environment**

**Professional  
Readiness**

**Data Informed  
Policies,  
Procedures &  
Practices**

# Our University's Effectiveness Here



The Student Experience

Student Well Being

Learning Environment

Professional Readiness

Data Informed Policies, Procedures & Practices

Benefits All

ECU Students

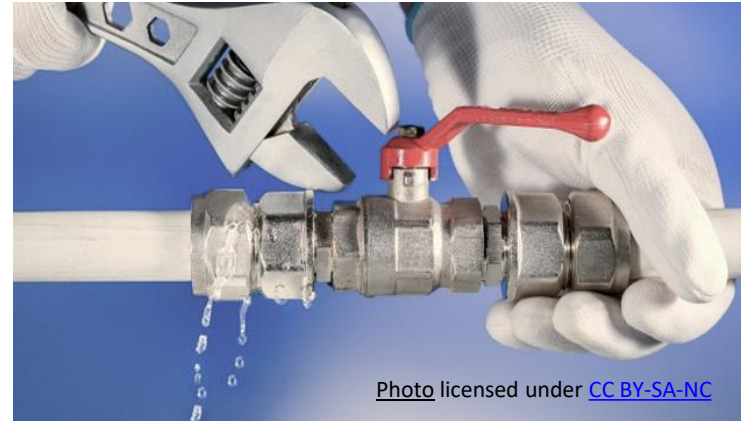


Photo licensed under [CC BY-SA-NC](#)

And Reduces the Leakiness Of Our Student Success Pipeline





# Our University's Effectiveness Here



The Student  
Experience

Student  
Well Being

Learning  
Environment

Professional  
Readiness

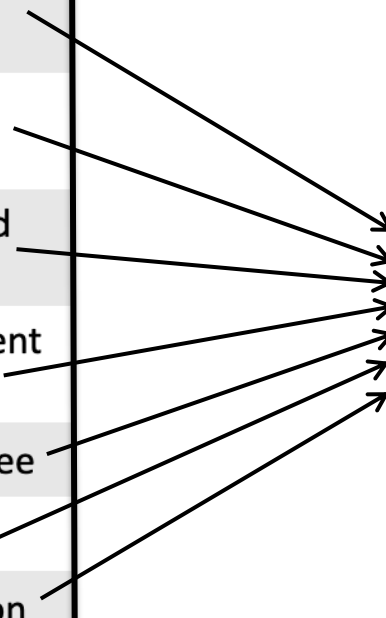
Data Informed  
Policies,  
Procedures &  
Practices



Enables Us To Maximize  
Our  
Budget Allocations  
from the  
State of North Carolina.

# ECU's State Allocations Rely On:

Budgetary Metrics
UG 4-year Graduation
UG Degree Efficiency
First-time Stud Loan Debt
Transfer Student Loan Debt
Cost per Degree
Research
SCH Production



Achieving the University's enrollment and performance metrics requires us to attract, enroll & retain students, AND help them successfully navigate their ECU Experience to earn their degrees in a timely manner.

# Our University's Effectiveness Here



The Student Experience

Student Well Being

Learning Environment

Professional Readiness

Data Informed Policies, Procedures & Practices



FOCUS OF OUR DISCUSSION TODAY



Also Enables Us To Maximize Our Budget Allocations from the State of North Carolina.

# EXAMPLES OF CURRENT WELL-BEING PRACTICES



## Student Well-Being

- **Financial Wellness** (e.g., [Scholarships](#), [Student Treasure Chest](#), [Financial Aid](#), etc..)
- Purple Pantry
- Mental Health Awareness/Resources
- **Students Honoring Others Everyday Struggles/Stories (“SHOES”)**
- Recovery/ substance abuse services
- Disability Support Services, 1<sup>st</sup> Gen Support, Retention Coaching, etc...

## **Strategic Discussion:**

What Scholarship Characteristics Are Critical to ECU in Today's Climate?

## **Strategic Discussion:**

What Scholarship Characteristics Are Critical to ECU in Today's Climate?

**Scholarships That Enable ECU's Competitiveness, Agility & Responsiveness  
In A Very Dynamic Higher Education Environment.**



# Goals .....

- **A Well Funded Centralized Scholarship Fund:** For immediate use in the current recruitment cycle plus an endowed component to enable sustainability
- **An Automatic Scholarship Process:** For at least 250 incoming UG students with GPAs above certain thresholds
- **Scholarship Renewability:** Student able to receive scholarship for up to 4 years if they maintain GPA > 3.0 (*← Key to Students' Financial Stability & Planning*)

# Goals .....

- **Fundraise for current use funds of \$2,500 to \$3,000 per student per year:** For immediate use in the current recruitment cycle plus
- **Build endowment related to these funds:** an endowed component to enable sustainability
- **Expand Access Scholars:** set an aggressive goal to double the program over the next few years. (\$5,000 each year for 4 years)

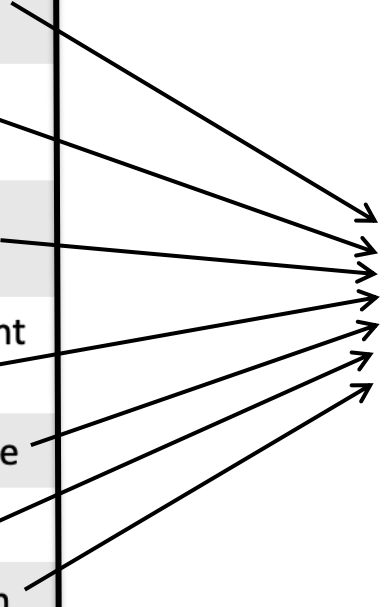


# Goals .....

- **Fundraise for discipline specific scholarships with flexibility:** balance donor intent with flexibility to recruit and retain students.
- **Continue to raise student success funds:** raise needed funds to support experiential learning and wrap around services

# Scholarships And ECU's Budgetary Metrics:

Budgetary Metrics
UG 4-year Graduation
UG Degree Efficiency
First-time Stud Loan Debt
Transfer Student Loan Debt
Cost per Degree
Research
SCH Production



Optimizing How ECU Is Able to Leverage Scholarships, Will Benefit Our Students and the University.



**Thank You**

**Endowment History**  
**Fiscal Year 2015 to Fiscal Year 2024 (as of 9/30/2023)**

**Endowment Fair Market Value**

**2015      2016      2017      2018      2019      2020      2021      2022      2023      2024**

**ECU Endowment**

<b>Beginning of Year</b>	<b>\$ 46,960,690</b>	<b>\$ 48,102,575</b>	<b>\$ 47,158,737</b>	<b>\$ 52,830,323</b>	<b>\$ 58,109,216</b>	<b>\$ 58,848,633</b>	<b>\$ 58,303,960</b>	<b>\$ 75,927,042</b>	<b>\$ 66,619,856</b>	<b>\$ 75,407,376</b>
Contributions	1,283,819	1,680,286	2,781,728	3,380,386	877,083	3,029,075	1,944,236	1,259,168	4,532,983	92,554
Investment Return	928,060	(1,629,695)	5,861,965	3,671,195	2,245,986	(738,610)	18,511,006	(7,734,274)	7,449,040	(1,513,992)
Distributions	(1,069,994)	(994,430)	(2,972,107)	(1,772,688)	(2,383,653)	(2,835,137)	(2,832,161)	(2,832,080)	(3,194,504)	(3,422,519)
<b>End of Year</b>	<b>\$ 48,102,575</b>	<b>\$ 47,158,737</b>	<b>\$ 52,830,323</b>	<b>\$ 58,109,216</b>	<b>\$ 58,848,633</b>	<b>\$ 58,303,960</b>	<b>\$ 75,927,042</b>	<b>\$ 66,619,856</b>	<b>\$ 75,407,376</b>	<b>\$ 70,563,420</b>

**ECU Foundation**

<b>Beginning of Year</b>	<b>\$ 82,589,073</b>	<b>\$ 83,095,710</b>	<b>\$ 79,944,110</b>	<b>\$ 90,751,529</b>	<b>\$ 97,351,088</b>	<b>\$ 105,981,383</b>	<b>\$ 104,346,376</b>	<b>\$ 146,146,646</b>	<b>\$ 130,233,471</b>	<b>\$ 140,841,123</b>
Contributions	3,446,493	4,732,331	4,498,875	4,832,751	8,742,972	5,244,397	11,577,351	4,055,938	4,634,096	1,282,285
Investment Return	2,355,741	(2,899,690)	11,182,817	6,763,748	4,681,940	(1,313,236)	36,782,163	(13,297,215)	12,846,521	(2,782,841)
Distributions	(5,295,596)	(4,984,241)	(4,874,274)	(4,996,940)	(4,794,617)	(5,566,168)	(6,559,243)	(6,671,898)	(6,872,966)	(6,019,987)
<b>End of Year</b>	<b>\$ 83,095,710</b>	<b>\$ 79,944,110</b>	<b>\$ 90,751,529</b>	<b>\$ 97,351,088</b>	<b>\$ 105,981,383</b>	<b>\$ 104,346,376</b>	<b>\$ 146,146,646</b>	<b>\$ 130,233,471</b>	<b>\$ 140,841,123</b>	<b>\$ 133,320,580</b>

**Alumni**

<b>Beginning of Year</b>	<b>\$ 2,465,948</b>	<b>\$ 2,680,425</b>	<b>\$ 3,005,755</b>	<b>\$ 3,158,210</b>	<b>\$ 3,415,277</b>	<b>\$ 3,452,890</b>	<b>\$ 3,400,225</b>	<b>\$ 3,749,803</b>	<b>\$ 3,578,171</b>	<b>\$ 3,683,965</b>
Contributions	77,404	391,653	62,254	87,937	31,823	19,016	22,351	19,884	37,501	1,170
Investment Return	163,706	(36,735)	124,651	226,034	52,430	(13,832)	385,274	(133,436)	130,477	(29,652)
Distributions	(26,633)	(29,589)	(34,450)	(56,905)	(46,640)	(57,848)	(58,047)	(58,081)	(62,184)	(67,752)
<b>End of Year</b>	<b>\$ 2,680,425</b>	<b>\$ 3,005,755</b>	<b>\$ 3,158,210</b>	<b>\$ 3,415,277</b>	<b>\$ 3,452,890</b>	<b>\$ 3,400,225</b>	<b>\$ 3,749,803</b>	<b>\$ 3,578,171</b>	<b>\$ 3,683,965</b>	<b>\$ 3,587,731</b>

**Medical & Health Sciences**

<b>Beginning of Year</b>	<b>\$ 23,091,877</b>	<b>\$ 22,742,301</b>	<b>\$ 21,571,343</b>	<b>\$ 24,010,241</b>	<b>\$ 26,671,656</b>	<b>\$ 28,007,370</b>	<b>\$ 29,257,849</b>	<b>\$ 39,936,270</b>	<b>\$ 40,217,076</b>	<b>\$ 40,217,561</b>
Contributions	628,048	571,172	1,034,759	1,074,991	400,495	1,577,667	981,388	1,678,906	1,095,713	553,798
Investment Return	(390,620)	(1,072,686)	2,075,925	2,321,986	1,645,193	623,027	10,691,938	(324,874)	(74,216)	627,865
Distributions	(587,004)	(669,444)	(671,786)	(735,562)	(709,974)	(950,215)	(994,905)	(1,073,227)	(1,021,013)	(1,302,005)
<b>End of Year</b>	<b>\$ 22,742,301</b>	<b>\$ 21,571,343</b>	<b>\$ 24,010,241</b>	<b>\$ 26,671,656</b>	<b>\$ 28,007,370</b>	<b>\$ 29,257,849</b>	<b>\$ 39,936,270</b>	<b>\$ 40,217,076</b>	<b>\$ 40,217,561</b>	<b>\$ 40,097,218</b>

**Educational Foundation**

<b>Beginning of Year</b>	<b>\$ 11,178,259</b>	<b>\$ 11,674,226</b>	<b>\$ 11,817,859</b>	<b>\$ 13,862,563</b>	<b>\$ 15,222,349</b>	<b>\$ 15,549,275</b>	<b>\$ 15,870,430</b>	<b>\$ 20,740,930</b>	<b>\$ 17,434,546</b>	<b>\$ 19,045,145</b>
Contributions	143,375	1,084,668	777,097	366,420	946,377	440,014	319,151	426,407	197,748	30,000
Investment Return	906,439	(356,973)	1,848,844	1,664,566	868,746	637,465	5,303,768	(3,013,708)	2,090,917	(581,691)
Distributions	(553,847)	(584,061)	(581,237)	(671,200)	(1,488,198)	(756,323)	(752,419)	(719,083)	(678,066)	
<b>End of Year</b>	<b>\$ 11,674,226</b>	<b>\$ 11,817,859</b>	<b>\$ 13,862,563</b>	<b>\$ 15,222,349</b>	<b>\$ 15,549,275</b>	<b>\$ 15,870,430</b>	<b>\$ 20,740,930</b>	<b>\$ 17,434,546</b>	<b>\$ 19,045,145</b>	<b>\$ 18,493,454</b>

**Total**

<b>Beginning of Year</b>	<b>\$ 166,285,847</b>	<b>\$ 168,295,237</b>	<b>\$ 163,497,804</b>	<b>\$ 184,612,866</b>	<b>\$ 200,769,586</b>	<b>\$ 211,839,550</b>	<b>\$ 211,178,841</b>	<b>\$ 286,500,691</b>	<b>\$ 258,083,120</b>	<b>\$ 279,195,169</b>
Contributions	5,579,138	8,460,111	9,154,714	9,742,485	10,998,751	10,310,168	14,844,478	7,440,303	10,498,041	1,959,807
Investment Return	3,963,327	(5,995,779)	21,094,202	14,647,530	9,494,294	(805,186)	71,674,148	(24,503,506)	22,442,740	(4,280,310)
Distributions	(7,533,075)	(7,261,766)	(9,133,854)	(8,233,294)	(9,423,081)	(10,165,691)	(11,196,775)	(11,354,369)	(11,828,732)	(10,812,263)
<b>End of Year</b>	<b>\$ 168,295,237</b>	<b>\$ 163,497,804</b>	<b>\$ 184,612,866</b>	<b>\$ 200,769,586</b>	<b>\$ 211,839,550</b>	<b>\$ 211,178,841</b>	<b>\$ 286,500,691</b>	<b>\$ 258,083,120</b>	<b>\$ 279,195,169</b>	<b>\$ 266,062,403</b>

**Endowment History**  
**Fiscal Year 2015 to Fiscal Year 2024 (as of 9/30/2023)**

**Endowment Count**

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
<b><u>ECU Endowment</u></b>										
True	85	89	94	98	98	102	104	106	112	113
Quasi	18	18	19	19	19	19	19	20	20	20
Total	103	107	113	117	117	121	123	126	132	133
<b><u>ECU Foundation</u></b>										
True	557	598	623	651	680	708	733	764	804	812
Quasi	84	83	80	80	78	78	77	76	75	75
Total	641	681	703	731	758	786	810	840	879	887
<b><u>Alumni</u></b>										
True	8	10	11	12	12	12	13	13	14	14
Quasi	5	5	4	3	3	3	3	3	3	3
Total	13	15	15	15	15	15	16	16	17	17
<b><u>Medical &amp; Health Sciences</u></b>										
True	191	198	216	232	239	249	258	278	288	290
Quasi	-	-	1	1	1	1	1	1	1	1
Total	191	198	217	233	240	250	259	279	289	291
<b><u>Educational Foundation</u></b>										
True	25	29	35	39	46	54	57	60	63	64
Quasi	3	3	4	4	4	-	-	-	-	-
Total	28	32	39	43	50	54	57	60	63	64
<b><u>Total</u></b>										
True	866	924	979	1,032	1,075	1,125	1,165	1,221	1,281	1,293
Quasi	110	109	108	107	105	101	100	100	99	99
Total	976	1,033	1,087	1,139	1,180	1,226	1,265	1,321	1,380	1,392

FY2015 to FY2017 numbers are from queries

FY18 going forward are from Fundriver report Endowment Transaction Rollforward Report.



<p>Home</p> <p>Organize ▾</p> <p>Activity ▾</p> <p>Report ▾</p> <p>View Reports ▶</p> <ul style="list-style-type: none"><li>Frequently Used</li><li>ASU 2016-14 Reports</li><li>Audit Logs</li><li>Expendable Fund Reports</li><li>FAS 117-1</li><li>Other</li><li>Portfolio Level Reports</li><li>Spending</li><li>Stewardship</li><li><b>Summary</b></li><li>User Defined</li></ul> <p>Manage Filters</p> <p>User-Defined Reports</p> <p>Support / Settings ▾</p>	<h3>VIEW REPORTS</h3> <p>Summary ▾</p> <ul style="list-style-type: none"><li>Book Value Report</li><li>Comprehensive Endowment Fund History</li><li><b>Endowment Transaction Rollforward Report</b></li><li>Fund History Report</li><li>Fund Statement</li><li>Fund Statement (Letterhead)</li><li>Historical Gift Report</li><li>Investment Pool Historical Gift and Transaction Summary</li><li>Investment Pool History</li><li>Investment Pool Transaction Summary Report</li><li>Market Values and Historical Gift</li><li>Pledge Balances Report</li><li>Total Transaction Summary Report</li><li>Underwater Funds Report</li></ul>	<p>Endow</p> <p>Gift, transf</p> <p><b>Report</b></p> <p>Start Date</p> <p>End Date</p> <p>Group By</p>
---	--	---

## ment Transaction Rollforward Report

er, distribution, and market activity by account for a specific period of time.

### Parameters

None ▾

 Save As Frequently Used Report

**AGENDA ITEM**

VI. Closed Session .....Fielding Miller  
Committee Chair

**Situation:** The committee requests to go into closed session 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.