

IV.

Closed Session

AGENDA Athletics & Advancement Committee September 26, 2024

Approval of Minutes - April 11, 2024 ١. Action 11. **ECU Athletics** a. Athletics Operational Metrics & General Update Information b. Isley Indoor Performance Facility Project Action III. University Advancement a. University Advancement Operational Metrics & General Update Information b. Scholarship Fundraising Information c. CRM Update Information d. Center for Medical Education Building Update Action



AGENDA ITEM

I. Approval of Minutes – April 11, 2024...... Fielding Miller, Committee Chair

Situation: Approval of the minutes from the April 11, 2024, meeting.

Background: N/A

Assessment: N/A

Action: This item requires a vote by the committee.



Athletics and Advancement April 11, 2024 Minutes

The Athletics and Advancement Committee met in a regular session on April 11, 2024. A quorum was established, and the committee approved the minutes from the February 15, 2024, meeting.

Committee Chair Fielding Miller called for the Board of Trustees Award for Distinction nominations due on August 23, 2024.

Mr. Bryan Jenkins provided an update from the Board of Visitors. The nominating committee reviewed 29 nominations. Ten new members were appointed, and eleven were reappointed. The new officer recommendations are Dutch Holland, Chair, Toby Thomas, Vice Chair, and Ryan Beason, Secretary. A motion to approve new appointments and officers was passed and was forwarded to the full board consent agenda.

Executive Associate Athletics Director Ryan Robinson provided the committee with updates from athletics. The new commissioner of the American Athletic Conference is Tim Pernetti. This will be formally announced today.

Football season ticket sales are ahead of last year's numbers at 11,200 sold so far. The goal is for 15,000 season tickets to be sold. The TowneBank Tower is sold out again. The Pirates Unite Campaign has raised \$31M over the last two years. Progression is being made on some specific projects. The Isley Indoor Performance Center project has raised almost \$21M. The Dick & Sarah Bennet baseball building project is at \$6.2M. The golf project is fully funded at \$1.5M, and new greens and a new driving range will be installed at Ironwood Country Club. Some upcoming capital improvement projects at athletics facilities are set to start in June. They include new LED lights at the softball, soccer, and lacrosse facilities. This fall, football will have some new technology on the sidelines. Tablets for communication between players and coaches are being installed. The conference will pay for this project.

The basketball transfer portal closes on May 1st, and the football portal reopens from April 16 to April 30th.

The Golf Classic, Pigskin Pigout, Spring Football Game, baseball games, and tennis match are all happening this weekend.

The NCAA is developing some new NIL concepts. Once approved, institutions can provide assistance and services to athletes for their NIL endeavors. Most schools will be adding an NIL liaison position to their athletics staff.

The committee then heard from Christopher Dyba, the Vice Chancellor for University Advancement, who provided an advancement update, including a review of operational metrics and fundraising updates.

The current fundraising for East Campus is slightly ahead of schedule at \$19.7M. West Campus, which now includes numbers from Legacy Vidant, is at \$7.7M.

YTD \$44M has been raised. Last month was very strong due to Pirate Nation Gives on March 20th. \$8.6M was raised on that day. This included gifts from 2800 individual donors, of which more than 1000 were first-time donors. Another great figure was that 16% of donors were current students. Promoting philanthropy on campus was the focus. The team posted signs with QR codes and PNG signage on all campuses. The marketing concentrated on why philanthropy is important to the university.

Now, we are moving forward in the post-campaign environment and focusing on a major scholarships initiative. VC Dyba presented on "The Power of Scholarships and Its Effects on Admission & Retention." We must understand the crucial parts—recruitment and retention. The efforts begin with recruiting new first-year students and incoming transfer students. However, continuation efforts are just as important as maintaining sustainable enrollment. This initiative comes proactively before the expected enrollment decline nationwide.

The student success ecosystem consists of five areas of concentration. These include the student experience, student well-being, learning environment, professional readiness, and data-informed policies, procedures, and practices. The University's effectiveness at student success will benefit all ECU students, which aligns with the new strategic plan. This will also enable us to maximize the state's budget allocations.

This initiative aims to optimize how ECU can leverage scholarships to benefit our students and the University.

The University Advancement team will focus on fundraising specifically for student well-being. Some examples of current well-being practices on campus include financial wellness, mental health awareness/resources, recovery/substance abuse services, disability support services, first-generation student support, retention coaching, etc. Specific projects include the Purple Pantry and SHOES "Students Honoring Others Everyday Struggles/Stories.

Goals for this initiative:

- General & centralized scholarship fund
- Automatic scholarship process
- Scholarship renewability
- Fundraise \$2500-3000 per student per year for immediate use
- Build endowments related to these funds

- Expand Access scholarships
- Fundraise for discipline-specific scholarships with flexibility
- Continue to raise student success funds
- Form 250 new \$3000 general, recurring scholarships

The committee moved into closed session and approved three naming proposals for Varner, Dunn, and Fackrell. These items were forwarded to the full board consent agenda.

The committee also approved a recommendation to confer an honorary degree for Mr. Ronnie Barnes, the Commencement keynote speaker. This item was forwarded to the full board for approval on Friday.

The committee returned to open session and the meeting was adjourned.



AGENDA ITEM

II. A.	Athletics Operational Metrics & General Update	Jon Gilbert
		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: Key performance indicators have been identified by the administration and should be

monitored by the ECU Board of Trustees.

Assessment:

Action: This item is for information only.



CEO Tracking Sheet Fiscal Year - 2025

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
	Soundaries of a Addition (Block			Plan	299,451	495,753	213,764	14,421	169,232	706,903	1,816,724	1,210,237	875,609	817,805	230,129	149,972	7,000,00
	Fundraising for Athletics (Pirate	\$ 6,741,739	\$ 7,000,000	Actual	371,725	634,759											1,006,48
Fundraising - Annual Fund (Pirate Club)	Club), includes pledges to the			+/-	72,274	139.006			ĺ		Î	ĺ					
	Athletic Annual Fund			YTD +/-	72,274	211,280											
				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	12,000,00
	Fundraising for Athletics (non-	13.164.546	\$ 12,000,000	Actual	855,153	1,385,180	_,	2,000,000	2,000,000	2,000,000	2,000,000	_,,,	2,000,000	_,	_,	2,000,000	2,240,33
undraising - Athletics (excluding Annual Fund)	Annual Fund), includes cash,	-, - ,-	, , , , , , , , , ,	+/-	(144,847)	385,180											
	pledges, planned gifts, gifts in kind			YTD +/-	(144,847)	240,333											
				Plan													
Constant Tables Color 2024 Freeholl	Number of Course Tolory Cold	13,704		Actual													-
Season Ticket Sales - 2024 Football	Number of Season Tickets Sold			+/-								-					
				YTD +/-								-					
				Plan					ı								
Season Ticket Sales - 2023-2024 Men's		1,858	•	Actual		•											-
Basketball	Number of Season Tickets Sold	_,===		+/-			-	-	-	-	_						
				YTD +/-			-	-	-	-	-						
				Plan	603,105	7,945,729	2.932.445	1,854,842	590,029	6,229,129	548,817	1,044,186	1.327.690	1,863,593	1,761,980	11.312.454	38,014,00
	Advantable Addition Descriptor	\$ 41,875,229	\$ 38.014.000	Actual	493,106	10,326,152	2,532,443	1,034,042	350,025	0,223,123	340,017	1,044,160	1,327,030	1,003,353	1,701,560	11,312,434	10,819,25
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	ŷ 41,073,223	\$ 50,011,000	+/-	(109 999)	2.380.422											10,013,23
				YTD +/-	(109,999)	2,270,423											
				Plan	2,212,240	5.569.173	3.816.832	3,479,462	3,275,412	4.472.334	6.644.706	3.907.086	3,521,143	3.485.958	3.226.592	3.397.439	47.008.37
		\$ 47,139,082	\$ 47,008,377	Actual	2,876,169	4,628,822	3,010,032	3,473,402	3,273,412	4,472,554	0,044,700	3,307,000	3,321,143	3,403,330	3,220,332	3,337,433	7,504,99
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 47,133,002	\$ 47,000,377	+/-	663 930	(940.352)											7,504,55
				YTD +/-	663,930	(276,422)											
				Plan		400,000	350.000	100,000	50,000				•	-	•		202.22
	Revenue from Single Game Ticket	\$ 891,232	\$ 900,000	Actual	-	414,983	350,000	100,000	50,000							-	900,00 414,98
Single Game Ticket Sales - 2024 Football	Sales	3 051,232	\$ 500,000	+ / -	-	14,983		-								-	414,98
	Sales		•	YTD +/-		14,983											
				DI	4 000 000	4 500 000	2 000 000	2 000 000	4 500 000	2 000 000	4 000 000	4 500 000	2 000 000	2 000 000	4 500 000	2 000 000	20,000,00
	Fundraising for East Campus,	ć 24.610.525	ć 20.000.000	Plan Actual	1,000,000 347,433	1,500,000 1,614,333	2,000,000	2,000,000	1,500,000	2,000,000	1,000,000	1,500,000	2,000,000	2,000,000	1,500,000	2,000,000	20,000,00
Fundraising - East (Advancement)	includes cash, pledges, planned	\$ 24,618,525	> 20,000,000	+ / -	(652,567)	1,614,333											1,961,/6
	gifts			+ / - YTD +/-	(652,567)	(538,234)	-										
	Fundraising for West Campus	6 44 535 463	ć 13.000.000	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	12,000,00
Fundraising - West (Advancement)	(Health Sciences), includes cash,	\$ 11,525,163	\$ 12,000,000	Actual	2,352,867	1,472,414											3,825,28
	pledges, planned gifts			+/-	1,352,867	472,414									<u> </u> _		
	_			YTD +/-	1,352,867	1,825,281											



AGENDA ITEM

II. B.	Isley Indoor Performance Center Project Approval	Stephanie Coleman
		Vice Chancellor for Administration & Fiance

Situation: Request for approval of the Isley Indoor Performance Center Project.

The new indoor performance center will offer a dedicated practice space conveniently located next to the outdoor fields, designed to meet the training needs of multiple ECU sports teams and host large gatherings. The building will be a pre-engineered metal structure, incorporating insulated metal wall cladding, translucent polycarbonate panels, and a brick base. It will also feature exposed gutters and downspouts, align with eight overhead doors to support cross ventilation. The facility will be climate-controlled with two large air-rotation units for heating and air conditioning.

The \$24.5 project will be funded by the Pirate Club.

Background: UNC Policy Manual 66.2.5.2[R] requires Board of Governors approval of capital projects

undertaken by an Associated Entity.

Assessment: Approval of the project is requested.

Action: This item requires a vote by the committee, with a vote by the full Board of Trustees

through the consent agenda.



AGENDA ITEM

II. A.	University Advancement Operational Metrics & General Update	Christopher Dyba
	Vice Chancellor for Univer	rsity Advancement

Situation: Presentation of the metrics monitored by the Athletics & Advancement

Committee and provide fundraising update.

Background: Fundraising goals have been identified as key performance indicators that should

be monitored by the ECU Board of Trustees.

Assessment: No issues are identified for the period ending August 31, 2024

Action: This item is for information only.



CEO Tracking Sheet Fiscal Year - 2025

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				YTD +/-								-					
				Plan					ı	1							
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Basketball	Number of Season Tickets Sold	_,===		+/-			-	-	-	-	_					-	
				YTD +/-			-	-	-	-	-						
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				DI	4 000 000	4 500 000	2 000 000	2 000 000	4 500 000	2 000 000	4 000 000	4 500 000	2 000 000	2 000 000	4 500 000	2 000 000	20,000,00
	Fundraising for East Campus,	ć 24.610.525	ć 20.000.000	Plan Actual	1,000,000 347,433	1,500,000 1,614,333	2,000,000	2,000,000	1,500,000	2,000,000	1,000,000	1,500,000	2,000,000	2,000,000	1,500,000	2,000,000	20,000,00
Fundraising - East (Advancement)	includes cash, pledges, planned	\$ 24,618,525	> 20,000,000	+ / -	(652,567)	1,614,333											1,961,/6
	gifts		ŀ	+ / - YTD +/-	(652,567)	(538,234)	-										
	Fundraising for West Campus	6 44 535 463	ć 13.000.000	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	12,000,00
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	pledges, planned gifts			+/-	1,352,867	472,414									<u> </u> _		
	_			YTD +/-	1,352,867	1,825,281											



AGENDA ITEM

III. B. Scholarship Fund	lraising
Situation:	A targeted mini-campaign aligned with University Advancement's top priority: fundraising for scholarships to enhance recruitment, retention, and graduation rates.
Background:	The University's Strategic Plan emphasizes student success, and University Advancement is committed to achieving these strategic goals through targeted efforts.
Assessment:	Ongoing fundraising tracking.
Action:	This item is for information only

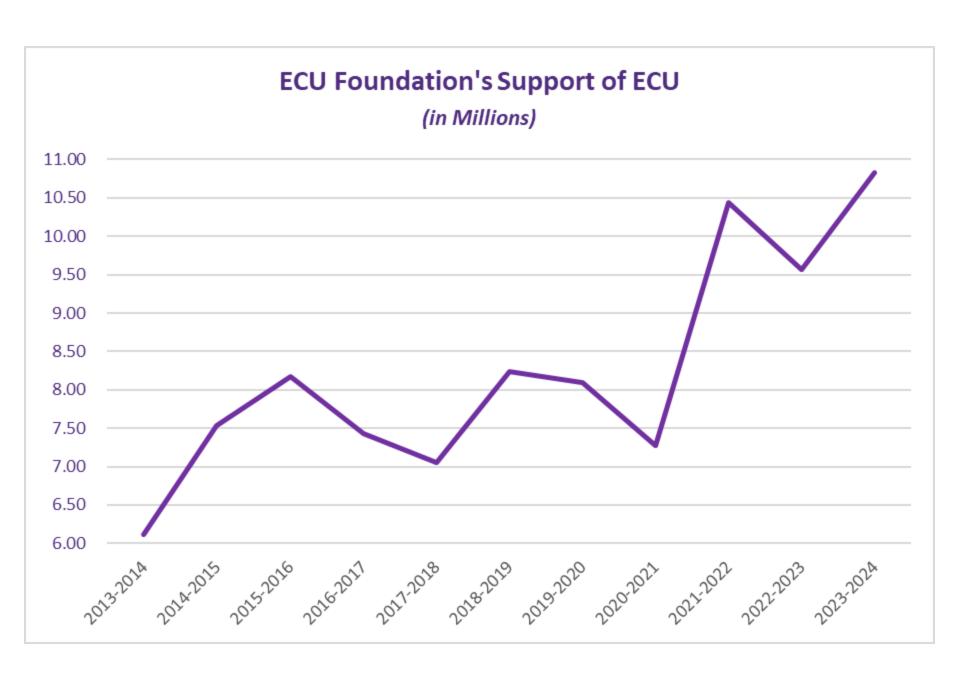
UNIVERSITY ADVANCEMENT UPDATE

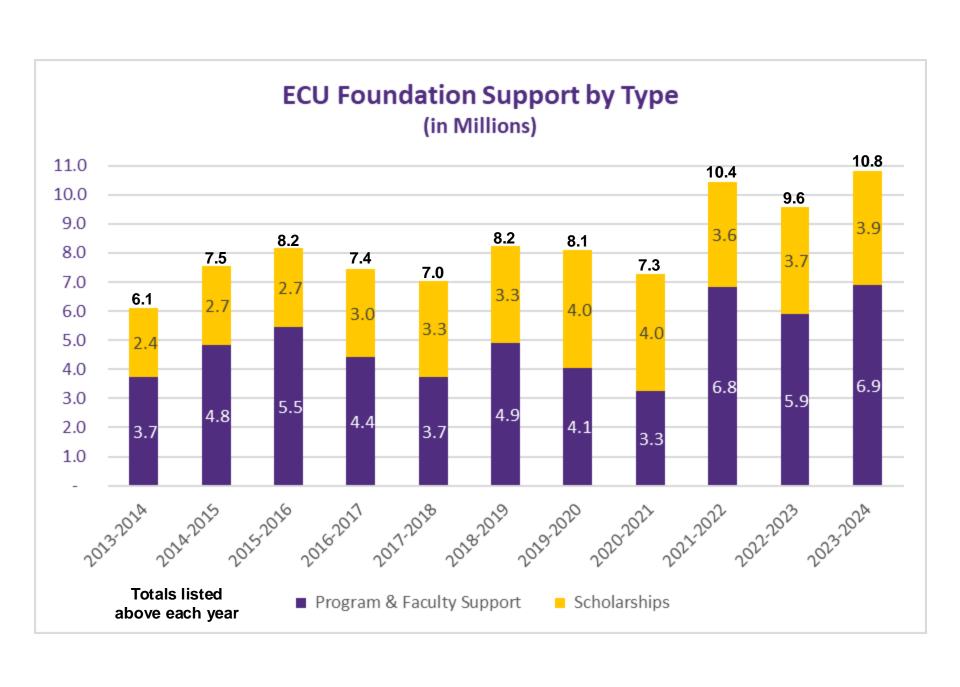


STRATEGIC ALIGNMENT

- Alignment within the division around the university's strategic plan.
- Mission Priority 1: Student Success
 - o Advancement Goal: Increase scholarship funding, increase funding for student emergency funds, increase funding for high-impact practices, and increase involvement of key-volunteers in transformative experiences for students.







SCHOLARSHIPS

- Strategic focus on recruitment and retention scholarships to bring more, high-quality students to the university.
- Chancellor's Scholars Initiative is focused on providing our partners in Admissions and University Scholarships with unrestricted scholarship funding at the \$2,500 level.
- The immediate goal is to create 100 Chancellor's Scholars awards by December 2024 with a long-term goal of awarding 200+ annually.



MAXIMIZE RESULTS

- This initiative is also designed to assist the university in meeting annual UNC System performance metrics and goals, which impact the university's state funding.
- This focused fundraising effort allows ECU to leverage maximum state funding, ensuring the sustainability and growth of our institution.



CHANCELLOR'S SCHOLARS

Purpose:

- Attract top students
- Enhance retention & graduation rates
- Reduce student debt

Opportunities:

- Endowment + Annual Support
- Planned Gift + Annual Support
- Annual Support
- Collective Support

Innovative Ideas:

- Scholarship review
- Seeking matching opportunity



CRM UPDATE

- University Advancement is a part of the enterprise-wide Salesforce contract.
- Advancement selected industry leader Kindsight and their best-in-class product "ascend," which is built on the Salesforce platform and focused on higher education fundraising.







IN GOOD COMPANY













SOPHISTICATED SYSTEMS



Modern, Future-proof System of Record

Manage your advancement and nonprofit operations with a comprehensive, unified view of your donors and prospects—all in one CRM.



Live Donor Profiles

Automatically maintain hundreds of millions of donor profiles, built on over a billion data points, and out research time for good.



Industry-leading Gift Database

Search the largest real-time gift database, with over 220 million gift records, and 2 million more added monthly.



Kindsight Score

Determine if a donor is a good fit with a proprietary score based on giving capacity, inclination to give, and cause affinity.



Time-saving Automation Tools

Breeze through complex pledge commitments, bulk processing, expedited gift matching, and more.



Gift Processing Made Simple

Streamline gift management with an automated system designed to save time and ensure data integrity.



IMPLEMENTATION PLANNING

- Two-phased implementation beginning on September 23, 2024, with expected phase 1 golive of November 2025.
- Phase 2 to follow, after a period of stabilization, with both phases set to be complete in 24 months from project kickoff.



Kindsight

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ascend Implementation																			
Project Name	ECU																		
Project Start Date	23-Sep																		
		23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan
	Weeks	Kickoff	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 16
Sprint/Phase																			
Sprint 1: Bio Demo - Constituent, Name, Address, Phone, Email,	4		Snr	int 1															
Service Indicators, Involvement Codes, Relationships			Jþi																
Bio Demo Buffer	1					Buffer													
Sprint 2: Bio Demo - Organization, Household, Affiliation	3							Sprint 2											
Sprint 3: Prospect Development/Research	4									Sprint 3									
Holiday Weeks	2														Holiday				
Sprint 4: Prospect Management	4																		nt 4
Sprint 5: Gift Processing Referential - Appeal Code/Campaign;	4																		
Designation/Allocation	-																		
PNG Buffer	2																		
Sprint 6: Pledge/Pledge Payments	4																		
Sprint 7: Matching Gift/Gift/Adjustments	4																		
Gift Buffer	1																		
Sprint 8: Memberships	3																		
Sprint 9: Stewardship/Endowments/Giving Societies	4																		
Sprint 10: Backlog Sprint (catch up on backlogged stories)	3																		
Sprint 11: Permissions	3																		
End to End/System Integration Testing	3																		
User Acceptance Testing	4																		
Training/Final and/or Delta Conversion	4																		
Go Live	1																		
Post Production Support	2																		
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Project Name	ECU			,													,
Project Start Date	23-Sep	<u>/</u>		,		,							,		'		
		27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May
	Weeks	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	Week 32
Sprint/Phase		<u> </u>		<u> </u>													
Sprint 1: Bio Demo - Constituent, Name, Address, Phone, Email, Service Indicators, Involvement Codes, Relationships	4																
Bio Demo Buffer	1			'		, '	'						,				
Sprint 2: Bio Demo - Organization, Household, Affiliation	3				'		'						<u> </u>			'	
Sprint 3: Prospect Development/Research	4			'	<u>'</u>	<u>'</u>	'						,				
Holiday Weeks	2	<u> </u>				1	'		'						'	<u> </u>	
Sprint 4: Prospect Management	4		 '		1	'	'									'	
Sprint 5: Gift Processing Referential - Appeal Code/Campaign; Designation/Allocation	4			Spri	rint 5												
PNG Buffer	2		['	['		T'	PNG	Buffer	/				′				
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Sprint 7: Matching Gift/Gift/Adjustments	4													Spr	rint 7		
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Sprint 8: Memberships	3								'				'		'		
Sprint 9: Stewardship/Endowments/Giving Societies	4												1				
Sprint 10: Backlog Sprint (catch up on backlogged stories)	3			1	'	'							,			1	
Sprint 11: Permissions	3	'			'	'	'									'	
End to End/System Integration Testing	3	'			'		'	1								<u> </u>	
User Acceptance Testing	4	'			<u> </u>		'	1								<u> </u>	
Training/Final and/or Delta Conversion	4			'									1			1	
Go Live	1						'							<u> </u>		<u> </u>	
Post Production Support	2	1 '	1	,	1	1	1 '	1					1		1	1 '	



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Project Name	ECU																
Project Start Date	23-Sep	<u></u>											,			†	
		19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug	1-Sep
	Weeks	Week 33	Week 34	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Sprint/Phase											·		,			,	
Sprint 1: Bio Demo - Constituent, Name, Address, Phone, Email, Service Indicators, Involvement Codes, Relationships	4																
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Sprint 7: Matching Gift/Gift/Adjustments	4																
Gift Buffer	1		<u> </u>														
Sprint 8: Memberships	3		Sprint 8								<u> </u>		'			'	
Sprint 9: Stewardship/Endowments/Giving Societies	4		<u> </u>			Spr	rint 9				<u> </u>						
Sprint 10: Backlog Sprint (catch up on backlogged stories)	3	<u> </u>	<u> </u>							Sprint 10			1'			'	1
Sprint 11: Permissions	3												Sprint 11				
End to End/System Integration Testing	3		'								ļ'		'			End to End	
User Acceptance Testing	4		<u> </u>										'				
Training/Final and/or Delta Conversion	4	<u></u> '									<u> </u>		'			'	1
Go Live	1	· ·															



Post Production Support

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ascend Implementation	1															
Project Name	ECU															
Project Start Date	23-Sep	,		'												
		8-Sep	15-Sep	22-Sep	29-Sep	6-Oct	13-Oct	20-Oct	27-Oct	3-Nov	10-Nov	17-Nov	24-Nov	1-Dec	8-Dec	15-Dec
	Weeks	Week 49	Week 50	Week 51	Week 52	Week 53	Week 54	Week 55	Week 56	Week 57	Week 58	Week 59	Week 60	Week 61	Week 62	Week 63
Sprint/Phase		'	'	'			['									
Sprint 1: Bio Demo - Constituent, Name, Address, Phone, Email, Service Indicators, Involvement Codes, Relationships	4															
Bio Demo Buffer	1															
Sprint 2: Bio Demo - Organization, Household, Affiliation	3			[
Sprint 3: Prospect Development/Research	4															
Holiday Weeks	2					, , , , , , , , , , , , , , , , , , ,	<u> </u>									
Sprint 4: Prospect Management	4															
Sprint 5: Gift Processing Referential - Appeal Code/Campaign; Designation/Allocation	4															
PNG Buffer	2		,									Ţ ,				
Sprint 6: Pledge/Pledge Payments	4		'	1		,				·		,				
Sprint 7: Matching Gift/Gift/Adjustments	4					,										
Gift Buffer	1					1										
Sprint 8: Memberships	3		'			'										
Sprint 9: Stewardship/Endowments/Giving Societies	4		'			'	'	'								
Sprint 10: Backlog Sprint (catch up on backlogged stories)	3															
Sprint 11: Permissions	3				ļ!	'	'	<u> </u>		'	'					
End to End/System Integration Testing	3	'	'	<u> </u>		'	'	'	L	'	'	'				
User Acceptance Testing	4		U	JAT		<u>'</u>	<u></u> '	'		'	<u> </u>	'				
Training/Final and/or Delta Conversion	4	'				Train the	Trainer (fir	irst 2 weeks)/	/Training	 '	'					
Go Live	1	'			ļ!	'	'	'		Go Live	<u> </u>	<u> </u>				
Post Production Support	2	<u> </u>	<u></u>	<u> </u>		'	L'	<u> </u>		<u> </u>	Post Pro	oduction				



QUESTIONS?





AGENDA ITEM

III. C. CRM Update	
Situation:	University Advancement has entered a contract with Salesforce and Kindsight to implement a new CRM for alumni and donor management.
Background:	Our current CRM system, which has been in place for over two decades, was overdue for an upgrade to meet modern standards.
Assessment:	Implementation has started.
Action:	This item is for information only.



AGENDA ITEM

III. D. Center for Medic	cal Education Building UpdateVice Chancellor for Unive	• • • • • • • • • • • • • • • • • • • •
Situation:	The new medical education building allows us to fundraise donors through naming opportunities in this new building.	e and steward our
Background:	The state of NC provided funding for a new medical education naming approval for space within the building.	ı building. We seek
Assessment:	After the overall slate of namings is preapproved, we will bring opportunities back to the Board for approval.	रु individual naming
Action:	This item requires a vote by the committee, with a vote by Trustees through the consent agenda.	/ the full Board of

Center for Medical Education



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Overview

- In March of 2025, the Brody School of Medicine begins construction on a 200,000 square foot, 7 story state-of-the-art center for medical education building.
- The facility will support Brody's commitment to increasing class sizes
 producing more physicians to serve our state.

Philanthropic Opportunities

 The ECU Health Foundation developed an inventory of philanthropic opportunities, which include more than 190 naming/recognition opportunities totaling more than \$52M.

Next Steps

 Upon approval, ECU Health Foundation and University Advancement teams will solidify fundraising plans and begin fundraising efforts.





Brody School of Medicine at East Carolina University Center* for Medical Education | Philanthropic Opportunities

Overview

In March of 2025, the Brody School of Medicine begins construction on a 200,000 square foot, 7 story state-of-the-art medical education building which has been funded by the State of North Carolina. The ECU Health Foundation seeks to raise additional funds in support of the activities and programs that will occur in conjunction with the new Center for Medical Education.

Purpose

The Center for Medical Education brings remarkable growth to the Brody School of Medicine. Through enhanced access to experiential learning, advanced simulation, clinical skills, interprofessional education, and collaborative spaces for students and faculty, the Brody School of Medicine will be well positioned to remain a pillar of excellence within the state and shape the future of medical education. The facility will support Brody's commitment to increasing class sizes – producing more physicians to serve our state.

Philanthropic Opportunities

Over 190 naming opportunities totaling more than \$52,000,000 have been identified. Premier giving opportunities include:

- Naming of the building (\$10M-\$15M)
- Clinical Simulation Floor (\$2.5M-\$5M)
- Human Structure & Microbiology Floor (\$1.5M-\$3M)
- Clinical Skills Floor (\$1.5M-2M)
- Outdoor Terrace (\$1M-\$1.5M)
- Learning Studio (\$2M-\$3M)
- Outdoor Terrace (\$1M-\$1.5M)
- Outdoor Plaza (\$1M-\$1.5M) & Pavilion (\$750,000-\$1M)
- Anatomy Studio (\$500,000-\$1M)

^{*} The building will be called the Center for Medical Education to distinguish it from the Brody Medical Sciences Building, which is the extant structure for the Brody School of Medicine. The Center for Medical Education will not be a research or service center or institute with a separate budget and distinct administrative structure. Rather, it will be similar to other ECU buildings like the Center for Applied Technology, the Fletcher Music Center, the Rogers Family Center, the Student Center, and the Taylor-Slaughter Alumni Center. This approach is consistent with medical school buildings at Wake Forest University (The Bowman Gray Center for Medical Education) and Duke University (The Mary Duke Trent Semans Center for Health Education).



Center* for Medical Education Philanthropic

Opportunities Range

Center for Medical Education (Building) \$10,000,000 - \$15,000,000

Outdoor

A Plaza (green space) \$1,000,000 - \$1,500,000

B Pavilion (portico) \$750,000 - \$1,000,000

Level 0 - Lower Level

C	North Commons/ Atrium	\$1,500,000 - \$2,000,000
D	Learning Studio	\$2,000,000 - \$3,000,000
E	Main Elevator Cooridor	\$150,000 - \$250,000
F	Elevator (2)	\$100,000 - \$150,000
G	Secondary Elevator Cooridor	\$100,000 - \$200,000
н	Secondary Elevator (2)	\$75,000 - \$100,000

Level 1 - Upper Ground Floor (Study Collaboration & Administration)

Α	Open Collaboration Area (Commons) (4)	\$75,000 - \$150,000
В	Dean's Suite	\$500,000 - \$750,000
C	Classroom for Small Group Learning (2)	\$200,000 - \$250,000
_		4

D Huddle (Individual Study Room) (6) \$25,000

 E
 Collaboration (2)
 \$25,000 - \$50,000

 F
 East Corridor Entry
 \$250,000 - \$500,000

 G
 Main Elevator Cooridor
 \$150,000 - \$250,000

 H
 Secondary Elevator Cooridor
 \$100,000 - \$200,000

Level 2 (Group Learning) \$1,000,000 - \$1,500,000

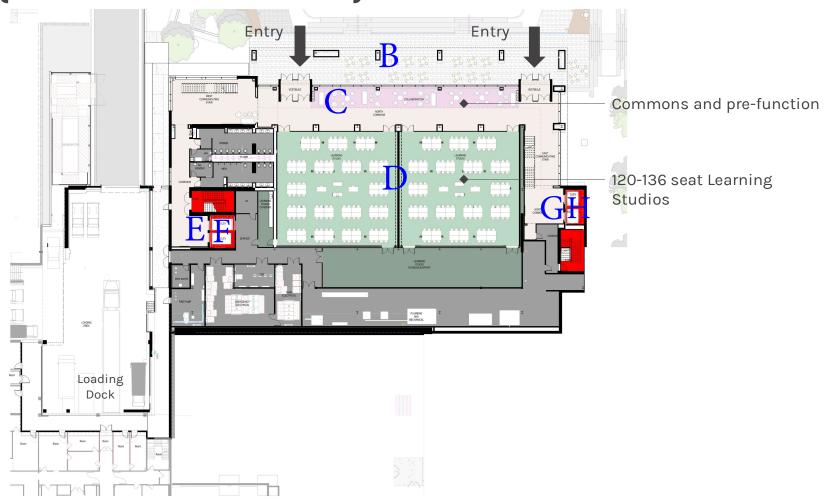
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Α	Terrace	\$1,000,000 - \$1,500,000
	Seating communities within terrace	\$25,000 - \$50,000
В	Group Learning Studio (16)	\$25,000 -\$50,000
C	Wellness Studio	\$25,000
D	Huddle (Individual Study Room) (8)	\$25,000
Ε	Collaboration (9)	\$25,000

Student House - Lounge \$50,000 - \$100,000 F Student House - Kitchen \$50,000 - \$75,000 G Н Student House - Common Area \$75,000 - \$150,000 Student House - Locker Room \$25,000 - \$40,000 ı J Student House - Carrels \$75,000 - \$125,000 Κ Student House - Study Rooms (3 per house) \$25,000 - \$40,000 Ĺ Student House \$500,000 - \$1,000,000

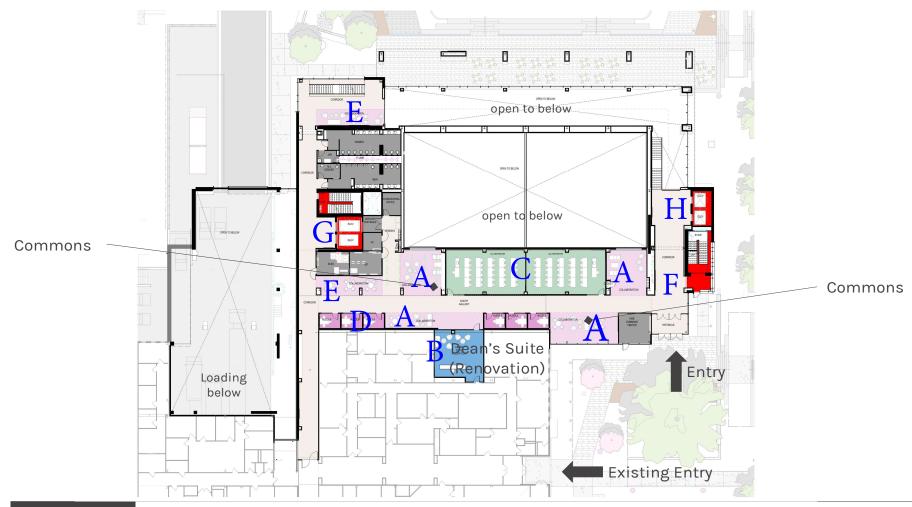
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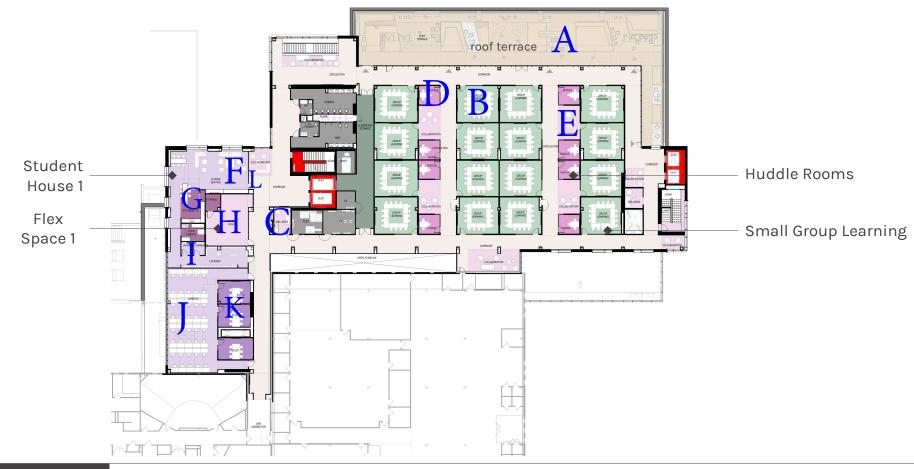
		<u>kange</u>
	Level 3 (Clinical Skills)	\$1,500,000 - \$2,000,000
Α	Office Suite	\$150,000 - \$250,000
В	Standarize Patient Suite / Training Area	\$100,000 - \$200,000
B1	Large SP Training Room	\$25,000 - \$50,000
B2	Small SP Training Room	\$25,000
В3	SP Lounge	\$25,000 - \$40,000
С	Clinical Exam Room (24)	\$25,000
D	Control/Observation Room	\$50,000 - \$100,000
E	Collaboraton (3)	\$25,000
F	Teaming Space/Corridor	\$100,000 - \$250,000
	reaning space/cornuol	7100,000 - 7230,000
	Level 4 (Clinical Skills-Simulation Gateway)	\$1,500,000 - \$2,000,000
Α	Large Debrief Room (2)	\$50,000 - \$100,000
В	Multimedia Suite	\$100,000 - \$250,000
C	Small Debrief Room (8)	\$25,000 - \$50,000
D	Huddle (Individual Study Room) (6)	\$25,000 - \$30,000
E	Wellness Studio	\$25,000
		\$25,000
F	Collaboraton (3) Study Sky Box - Collaboration	\$50,000 - \$100,000
G	• •	
Н	Staff Lounge	\$25,000 - \$50,000
	Level 5 (Clinical Simulation)	\$2,500,000 - \$5,000,000
Α	Simulation Laboratory Administrative Suite	\$150,000 - \$250,000
В	White Box/Immersion Suite	\$250,000 - \$500,000
С	Large Simulation Room (Trauma)	\$50,000 - \$100,000
D	Medium Simulation Room (4)	\$50,000 - \$100,000
Ε	Pedatrics Simulation Room	\$50,000 - \$100,000
F	OB/GYN Simulation Room	\$50,000 - \$100,000
G	Small Simulation Room (4)	\$50,000 - \$100,000
н	Large Debrief Room	\$25,000 - \$50,000
1	Small Debrief Room (5)	\$25,000 - \$40,000
J	Wellness Studio	\$25,000
K	Collaboration (2)	\$25,000
L	Small Task Trainer (2)	\$25,000 - \$50,000
M	Large Task Trainer	\$50,000 - \$75,000
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	Level 6 (Human Structures & Microbiology)	\$1,500,000 - \$3,000,000
Α	Super Laboratory	\$250,000 - \$1,000,000
В	Anatomy Studio	\$500,000 - \$1,000,000
C	Cold Storage/Cadaver Prep	\$100,000 - \$200,000
D	Flex Studio	\$150,000 - \$300,000
E	Specimen Study	\$150,000 - \$250,000
F	Wellness Studio	\$25,000
G	Collaboration (2)	\$25,000

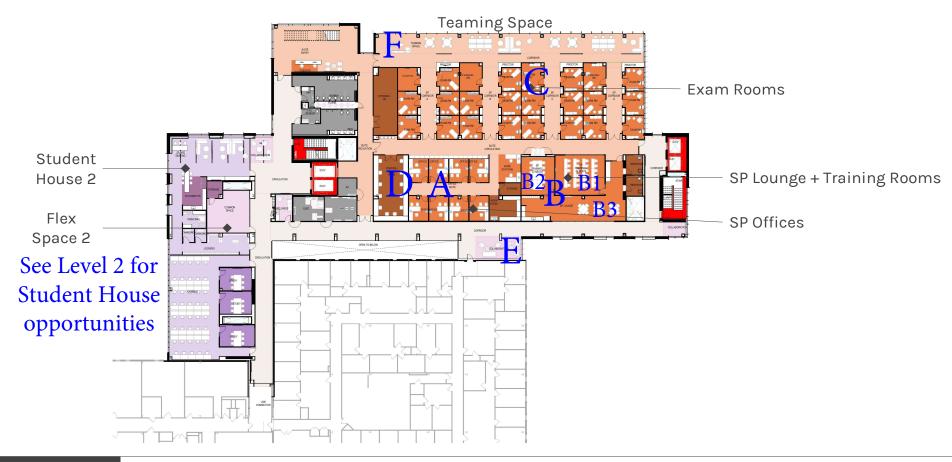
LEVEL O (LOWER GROUND LEVEL) A



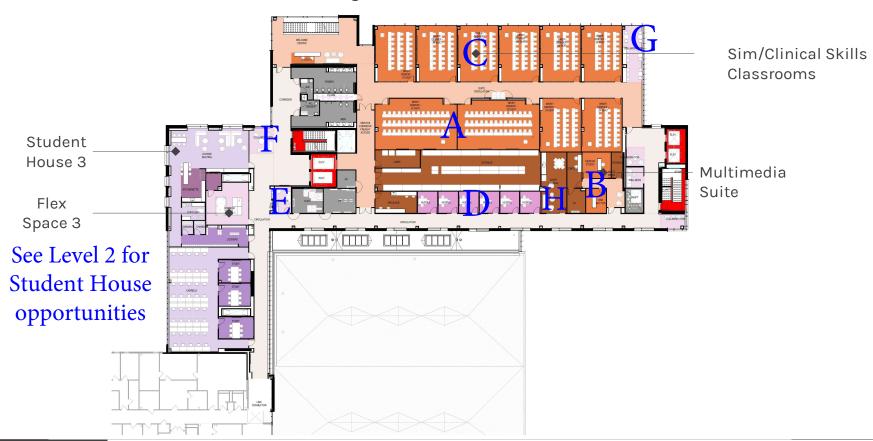
LEVEL 1 (UPPER GROUND LEVEL)

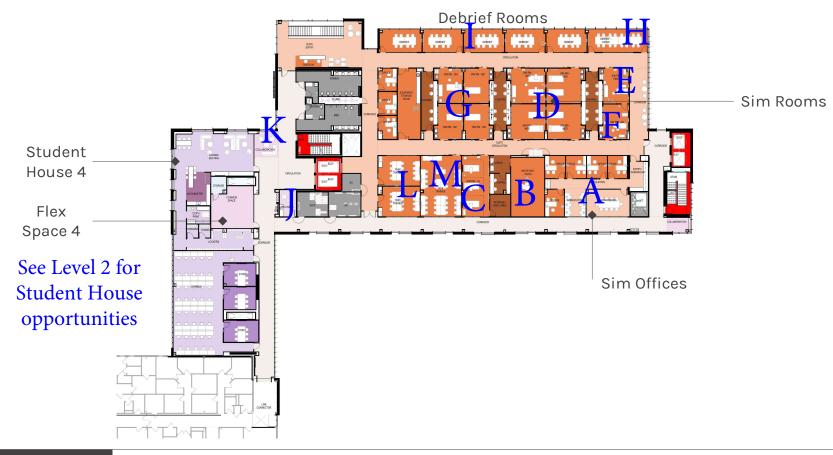


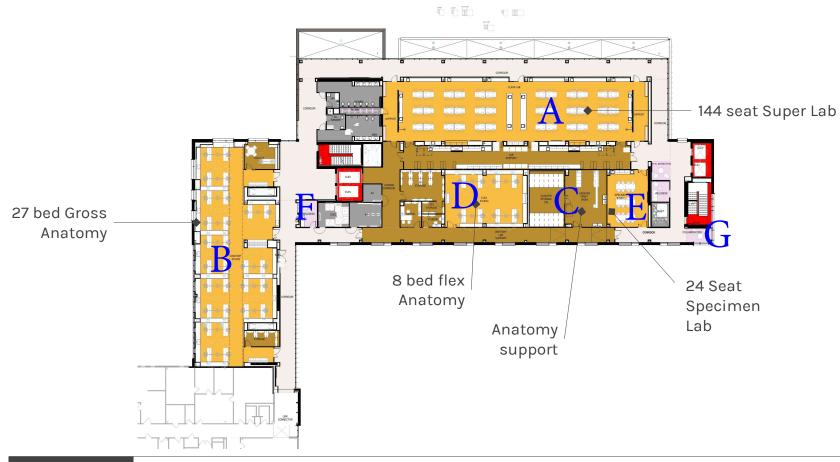




Sim/Clinical Skills Check-in, Waiting









AGENDA ITEM

IV.	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.