

**AGENDA**  
**Athletics & Advancement Committee**  
**February 6, 2025**

- |      |  |             |
|------|--|-------------|
| I.   | Approval of Minutes – November 21, 2024                        | Action      |
| II.  | ECU Athletics  |             |
|      | a. Athletics Operational Metrics & General Update              | Information |
|      | b. Athletics Nonsalary Compensation Plan                       | Action      |
| III. | University Advancement   |             |
|      | a. University Advancement Operational Metrics & General Update | Information |
|      | b. Scholarship Fundraising Update                              | Information |
| IV.  | Closed Session   |             |



**AGENDA ITEM**

- I. Approval of Minutes – November 21, 2024..... Fielding Miller  
Committee Chair

**Situation:** Approval of the minutes from the November 21, 2024, meeting.

**Background:** N/A

**Assessment:** N/A

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

**Athletics and Advancement**  
**November 21, 2024**  
**Minutes**

The Athletics and Advancement Committee met in a regular session on November 21, 2024. A quorum was established, and the committee approved the minutes from the September 26, 2024, meeting.

Vice Chancellor for University Advancement Christopher Dyba provided an update on University Advancement, highlighting efforts that align with the university's strategic plan to enhance student success. Key priorities include increasing scholarship funding, expanding student emergency funds, and enhancing resources for high-impact practices. These initiatives also involve engaging key volunteers to create transformative experiences for students.

A cornerstone of this strategy is the Chancellor's Scholars Initiative, which focuses on raising unrestricted \$2,500 scholarships. The immediate goal is to award as many scholarships as possible by December 2024 for the next recruitment cycle, with a long-term vision of granting a couple of hundred or more scholarships annually. These scholarships aim to attract top-tier students, improve retention and graduation rates, and reduce student debt through a combination of endowments, planned gifts, and collective support.

UA's strategic fundraising efforts are designed to meet UNC System performance metrics, which directly impact state funding and help ensure the university's long-term sustainability and growth. Additionally, UA is modernizing its technological capabilities by implementing "Ascend" by Kindsight, a Salesforce-based CRM system tailored for higher education fundraising. This two-phase implementation began in September 2024, with Phase 1 expected to go live by January 2026 and full implementation to be completed within 24 months. These initiatives reflect UA's dedication to innovation, strategic funding, and supporting student success.

Director of Athletics Jon Gilbert updated several key topics impacting ECU Athletics, starting with the head football coaching search. He shared that a broad-based assessment of the program is underway, including tapping into his network of colleagues across the country. Over the past three weeks, he has identified and spoken with potential candidates, including interim head coach Blake Harrell. Gilbert noted that the ECU Athletics program and the ECU Football brand are highly regarded nationwide. He emphasized the focus on supporting the players, who have shown remarkable resilience and determination to finish the season strong, as evidenced by their three-game winning streak.

The search for a new head coach aims to find someone who is the right fit for ECU and understands the evolving college athletics landscape. Gilbert highlighted the importance of NIL

(Name, Image, Likeness) modeling, the transfer portal, talent evaluation, and efficient management systems in today's competitive environment.

Gilbert also reviewed several upcoming milestones, including the bowl game selection process on Sunday, December 8. ECU is now bowl-eligible, focusing on finishing the season strong in the final two games. He outlined the football signing period from December 6-8, during which all commitments made under the previous leadership will be honored. However, the incoming coaching staff will review any unsigned commitments after this period. The transfer portal window will open on December 9 and close on December 28, with a critical follow-up date on January 13, marking the start of the new semester.

Regarding NIL initiatives, Gilbert stressed the critical need to generate NIL opportunities and praised Team Boneyard as a valuable partner. ECU is working on improving its NIL standing within the conference and has begun incorporating Pirate Club priority points for donations to NIL efforts, fostering deeper engagement with supporters.

On the subject of the House settlement and NCAA-related financial discussions, Gilbert explained the context and forward-looking implications. The House settlement involves potential back payments of \$700,000 per year over 10 years (totaling \$7 million) and introduces a revenue-sharing model moving forward. The revenue share, totaling \$22 million annually, is allocated as follows: 75% to football, with smaller percentages designated for men's basketball, women's basketball, and other sports. Considering the impact of roster caps and scholarship allocations, ECU is still determining how to implement this model within Pirate Nation. Secondary lawsuits are anticipated, and Deloitte Consulting has been engaged to help navigate these complexities.

Gilbert concluded by celebrating the successes of ECU's fall sports programs. Soccer won the AAC Championship in its first NCAA appearance, while volleyball achieved its highest league finish, entering the tournament as the third seed. He also noted upcoming events, including the Navy football game at noon next Friday on ESPN and the men's basketball game against NC A&T at 5:30 PM.

During the closed session, the committee reviewed and approved one naming proposal for Jim Chesnutt, which was forwarded to the full board for approval via the consent agenda.



Meeting of the Board of Trustees  
Athletics & Advancement Committee  
February 6, 2025

**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.



**AGENDA ITEM**

II. B. Athletics Non-salary Compensation Plan .....Jon Gilbert  
Director of Athletics

**Situation:** In accordance with UNC Policy 300.2.14 and the ECU Policy on Non-Salary and Deferred Compensation for Employees Exempt from the State Personnel Act, this non-salary compensation plan for East Carolina University Athletics staff is endorsed by the Chancellor and is being presented for approval by the ECU Board of Trustees.

**Background:** To the extent allowed by applicable law and the policies of ECU and the University of North Carolina and subject to the approval of such entities as may be required by law and of any said policies, employees in the positions identified within this plan would be eligible for the specified non-salary compensation based upon completion and/or achievement of the benchmark(s) established for said bonus.

**Assessment:** The ECU Board of Trustees needs to review and approve the nonsalary compensation plan for ECU Athletics so these compensations can be awarded when applicable. Pursuant to 300.2.14.2[R], University request Board of Trustees delegate all future Athletics Non-Salary and Deferred Compensation plans and for Athletic EPS positions to the Chancellor.

**Proposed Motion:**

I move the committee approves the nonsalary compensation plan for ECU Athletics as presented in board materials. Further, pursuant to UNC Policy 300.2.14.2, I move the committee delegates all future athletics non-salary and deferred compensation plans and for Athletic EPS positions to the Chancellor

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

**ECU Athletics Department  
Non-Salary Compensation Plan**

In accordance with UNC Policy 300.2.14 and the *ECU Policy on Non-Salary and Deferred Compensation for Employees Exempt from the State Personnel Act*, this non-salary compensation plan for East Carolina University Athletics staff is endorsed by the Chancellor and the East Carolina University Board of Trustees.

To the extent allowed by applicable law and the policies of ECU and the University of North Carolina and subject to the approval of such entities as may be required by law and of any said policies, employees in the positions identified below would be eligible for the specified non-salary compensation based upon completion and/or achievement of the benchmark(s) established for said bonus. Payment of any such non-salary compensation is contingent upon the availability, as determined at the discretion of the Director of Athletics, of non-State appropriated funds, the varsity sport program being in compliance with all NCAA, Conference, and ECU policies, regulations, bylaws, and constitutional provisions including, but not limited to, those relating to academic matters and achieving all minimum APR standards (if the most recent available academic period single year APR is at 930 or below, no bonuses will be paid); and there being no pending or active NCAA, Conference, or ECU investigations of significant, intentional, or repetitive violations and conduct of any person who is a part of the varsity sport program. Decisions concerning non-salary compensation shall not be based in whole or in part upon discriminatory factors of the employee's race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, or veteran status. Employees may be eligible for additional non-salary compensation not listed below, but only to the extent allowed by applicable law and policies and expressly approved by the East Carolina University Board of Trustees and such entities as may be required by law and said policies.

Employees must actively participate as a member of the ECU athletics staff as listed below in the sport bonus activity to be eligible for the bonus (i.e., the employee is ineligible for this bonus while reassigned, suspended, or on leave).

Further, in order to receive payment of bonuses, employee must be employed by and performing substantial services for ECU on the date the academic award is reported publicly.

The amount of such bonuses shall be determined by the Director of Athletics after consultation with the Sport Administrator and Head Coach (if applicable).

**Football Staff**

**Academic Bonus**

A one-time bonus of up to \$5,000 per year for the academic year, if calculated according to NCAA requirements, the ECU varsity intercollegiate football team ("Team") has, with regard to single-year Academic Progress Rate ("APR") for the Team, achieved an APR of 985 or more.

Employees who may be eligible for this bonus:

- Ten (10) Football Assistant Coach positions allowed per NCAA
- Football General Manager
- Director of Football Operations



Director of Player Development  
Director of Player Personnel and Recruiting  
Director of Strength and Conditioning

**Competitive Bonus**

A competitive Bonus of up to 1/24 of employee annual salary (equivalent to 1/2 of one month) for the Team's participation in a bowl game or up to 1/12 of annual salary (equivalent to one month) if the Team wins a bowl game. These payments are not cumulative.

Employees who may be eligible for this bonus:

Ten (10) Football Assistant Coaches positions allowed per NCAA  
Director of Strength and Conditioning

**Competitive Bonus**

Competitive Bonuses of up to \$5,000 for the Team's participation in a bowl game and payment of up to \$5,000 if the Team wins a bowl game.

Employees who may be eligible for this bonus:

Football Chief of Staff  
Director of Football Operations  
Director of Player Development  
Director of Player Personnel and Recruiting

**Competitive Bonus**

Competitive Bonus of up to \$5,000 for the Team's participation in a bowl game.

Employees who may be eligible for this bonus:

Head Football Athletic Trainer  
Director of Creative Media  
Director of Football Scouting  
Director of Football Video Operations  
Director of High School and Alumni Relations  
Football Recruiting Coordinator  
Senior Defensive Analyst  
Senior Offensive Analyst  
Senior Special Teams Analyst

**All Other Bonuses**

**Academic Bonus**

In the event that the team earns the American Athletic Conference academic award as determined by the American Athletic Conference office, employee may be eligible for an academic bonus of up to 1/12 of employee annual salary.

Employees who may be eligible for this bonus:

Director of Men's and Women's Golf

Head Coach – Lacrosse  
Head Coach – Soccer  
Head Coach – Softball  
Head Coach – Swimming  
Head Coach – Tennis  
Director of Men's and Women's Track and Field/Cross Country  
Head Coach – Cross Country/Assistant Coach – Track and Field  
Head Coach - Volleyball  
Assistant Coach - Men's Basketball  
Assistant Coach - Women's Basketball  
Assistant Coach - Men's and Women's Golf  
Assistant Coach - Lacrosse  
Assistant Coach – Soccer  
Assistant Coach – Softball  
Assistant Coach – Swimming  
Assistant Coach – Tennis  
Assistant Coach – Track and Field/Cross Country  
Assistant Coach – Volleyball  
Director of Operations – Men's Basketball  
Director of Operations – Women's Basketball  
Director of Operations – Lacrosse  
Director of Operations – Soccer  
Director of Operations – Volleyball  
Director of Operations / Assistant Coach – Softball  
Student Athlete Resource Coordinator / Assistant Coach – Men's Basketball  
Director of Player Development – Men's Basketball  
Director of Player Development – Women's Basketball  
Director of Recruiting / Assistant to Director of Operations – Women's Basketball

**Academic Progress Rate (APR) Bonus:**

With regard to single-year Academic Progress Rate ("APR") for the Team, an APR equal to 985 or greater, employee may be eligible for an academic progress rate bonus of \$2,000. Further, in order to receive payment of this bonus, employee must be employed by and performing substantial services for ECU on the date the APR is announced publicly and employed during the measured academic year. The APR is announced publicly the spring after a completed academic year.

Employees who may be eligible for this bonus:

Director of Men's and Women's Golf  
Head Coach – Lacrosse  
Head Coach – Soccer  
Head Coach – Softball  
Head Coach – Swimming  
Head Coach – Tennis  
Director of Men's and Women's Track and Field/Cross Country  
Head Coach – Cross Country/Assistant Coach – Track and Field  
Head Coach - Volleyball

Assistant Coach - Men's Basketball  
Assistant Coach - Women's Basketball  
Director of Operations – Men's Basketball  
Director of Operations – Women's Basketball  
Student Athlete Resource Coordinator / Assistant Coach – Men's Basketball  
Director of Player Development – Men's Basketball  
Director of Player Development – Women's Basketball  
Director of Recruiting / Assistant to Director of Operations – Women's Basketball

**Competitive Bonus**

In the event that the team wins the Conference Championship or the team is selected for NCAA (post season) Championship Tournament appearance, employee may be eligible for one bonus of up to 1/12 of employee annual salary.

Employees who may be eligible for this bonus:

Director of Men's and Women's Golf  
Head Coach – Lacrosse  
Head Coach – Soccer  
Head Coach – Softball  
Head Coach – Swimming  
Head Coach – Tennis  
Head Coach – Cross Country/Assistant Coach – Track and Field  
Head Coach - Volleyball  
Assistant Coach - Men's Basketball  
Assistant Coach - Women's Basketball  
Assistant Coach - Men's and Women's Golf  
Assistant Coach - Lacrosse  
Assistant Coach – Soccer  
Assistant Coach – Softball  
Assistant Coach – Swimming  
Assistant Coach – Tennis  
Assistant Coach – Track and Field/Cross Country  
Assistant Coach – Volleyball  
Director of Operations – Men's Basketball  
Director of Operations – Women's Basketball  
Director of Operations – Lacrosse  
Director of Operations – Soccer  
Director of Operations – Volleyball  
Director of Operations / Assistant Coach – Softball  
Student Athlete Resource Coordinator / Assistant Coach – Men's Basketball  
Director of Player Development – Men's Basketball  
Director of Player Development – Women's Basketball  
Director of Recruiting / Assistant to Director of Operations – Women's Basketball

**Competitive Bonus - Baseball**

Assistant Coaches and Director (as determined by Head Coach) shall be eligible to receive a competitive Bonus in the amounts as specified in conjunction with the team’s achievement below.

Conference Champion (either Regular Season or Tournament)	\$2,500
NCAA Regional Participation	\$2,500
NCAA Super Regional Participation	\$5,000
NCAA College World Series (CWS) Participation	\$10,000
National Champion (Win NCAA CWS)	\$10,000

These bonuses are cumulative.

**Competitive Bonus – Track and Field**

In the event that the team(s) win the Conference Championship or 5 student-athletes or relay team qualify for an NCAA (post season) Championship Meet appearance, you may be eligible for one bonus of up to 1/24 of your annual salary. In the event that the team(s) make:

- Top 30: you may be eligible for one bonus of up to 1/12th of your annual salary.
- Top 25: you may be eligible for one bonus of up to \$15,000.
- Top 10: you may be eligible for one bonus of up to \$25,000.

Employee who may be eligible for this bonus:

Director of Men’s and Women’s Track and Field/Cross Country

**Competitive Bonus – Track and Field**

In the event that the team wins the Conference Championship or 5 student-athletes or relay team qualify for an NCAA (post season) Championship Meet appearance (in the area in which employee has oversight), Assistant Track and Field Coach may be eligible for one bonus of up to 1/12 of employee annual salary.

**Competitive Bonus – Track and Field**

In the event that the team wins the Conference Championship or 2 student-athletes qualify for an NCAA (post season) Championship Meet appearance (in the area in which employee have oversight), Assistant Track and Field Coach/Throws may be eligible for one bonus of up to 1/12 of employee annual salary.

**Retention Bonus - Baseball**

If employee is employed in the position of Assistant Coach or Director (as determined by Head Coach) at ECU on October 1, employee(s) shall be eligible to receive a one-time retention bonus of up to one-twenty fourth (1/24) of employee annual base salary in effect on the immediately preceding June 15 in such amount as the Director of Athletics will establish prior to the Retention Date after consultation with the Head Coach. The factors to be considered by the Director in making this determination will include competitive performance and team achievement consistent with the goals of university’s department of athletics.

**Country Club Memberships**

Subject to approval by the Director of Athletics, designated individuals may receive Club memberships if the membership is deemed useful to the university and is job related and the club has a policy prohibiting discrimination against groups protected by federal and North Carolina law.

- Executive Associate Athletics Director/Revenue Generation; Pirate Club Executive Director
- Assistant Athletics Director/Development (Pirate Club)
- Assistant Athletics Director/Major Gifts (Pirate Club)
- Director of Development
- Executive Associate Athletics Director/Internal Operations
- Director – Men’s and Women’s Golf



Meeting of the Board of Trustees  
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**AGENDA ITEM**

III. A. University Advancement Operational Metrics & Scholarship Update..... Christopher Dyba  
Vice Chancellor for University Advancement

**Situation:** Presentation of the metrics monitored by the Athletics & Advancement Committee for fundraising. Also will provide an update on a targeted update on the Chancellor’s Scholarship initiative to enhance recruitment, retention, and graduation rates.

**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 current period.

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





**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.