

AGENDA
Athletics & Advancement Committee
November 30, 2023

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|------|--|-------------|
| I. | Approval of Minutes – September 28, 2023 | Action |
| II. | University Advancement Update | Information |
| | a. Advancement Operational Metrics | |
| | b. Fundraising Update | |
| III. | Athletics Update | Information |
| | a. Athletics Update | |
| | b. College Athletics Major Changes & Transfer Portal | |
| IV. | Closed Session | |



Meeting of the Board of Trustees
Athletics & Advancement Committee
November 30, 2023

AGENDA ITEM

I. Approval of Minutes Fielding Miller, Committee Chair

Situation: Approval of the minutes from the September 28, 2023 meeting.

Background: N/A

Assessment: N/A

Action: This item requires a vote by the committee.



Athletics and Advancement

September 28, 2023

Minutes

The Athletics and Advancement Committee met in regular session on September 28, 2023. A quorum of the committee was established, and the committee approved the minutes from the April committee meeting.

Vice Chancellor for University Advancement, Christopher Dyba, provided the committee with an advancement update, including a review of operational metrics and fundraising update.

The Pursue Gold Campaign total is \$507.2M as of September 27, 2023, and the campaign will conclude on December 31, 2023. At the end of fiscal year 2023, University Advancement had raised \$95.7 million. East Campus total: \$40.6 million. West Campus total: \$26.3 million. Athletics total: \$28.6 million. Fiscal year 2024 is off to a great start with \$6 million total raised for July and August. Post-campaign efforts will be aligned with the Chancellor's strategic plan and focus on student scholarships to ensure student success.

VC Dyba shared a document from Cambridge & Associates containing updates on the ECU Endowment Fund Board and Foundation with new target classes and ranges. Also reviewed, was a change to the Investment Policy Statement that has been approved by the ECU Endowment Fund Board. Matt Crisp's term has been extended on the ECU Foundation Board. Vince Smith will serve as Vice Chair for the ECU Endowment Fund Board as dictated by BOT bylaws.

Kendra Alexander, Associate Vice Chancellor for Development, presided over a student panel, "Impact of the Campaign from a Student Perspective". Four students participated including Molly Baile, Christine Chan, Jarobi Clark and Noah Presley.

The committee then heard from Director of Athletics, Jon Gilbert, who provided the committee with an athletics metrics and facilities update.

The Pirate Club has \$6.8 million in pledges, trending slightly ahead of last year. Towne Bank Tower is sold out for the season. Men's basketball season tickets sold so far are 1,300 (300 of which are brand new season ticket holders). Estimate that 1,700-1,800 season tickets will be sold. The Pirate Club Executive Committee has given \$7 million to Pirates Unite Campaign in the past 15 months. Currently have 188 Sabre Society level donors.

Football concessions changes were made entering this fall's season. The number of Point-of-Sale stations increased from 150-300 in Dowdy Ficklen Stadium. The stadium has also gone "cashless". Year-over-year increase in revenue for the first home game was \$48,000 – even considering a decrease in attendance. Per capita concessions spending increased by \$3.28 per person from last year.

Currently, Minges Coliseum is receiving updated LED lighting and the bleachers on the North Side of Minges are being replaced with retractable chair back seating. Regarding, ECU Athletics fundraising, to date, the Pirates Unite Campaign is hovering at \$24M. There have been 43 six-figure gifts and 6 \$1M+ gifts to the campaign.

Mr. Gilbert relayed that his top objective is to stay in alignment with the Chancellor's strategic plan. Athletics is working to build and grow student-athletes to be the best they can be. The average GPA is 3.2 for all student-athletes.

The committee then moved into closed session to consider several naming proposals. The committee approved the naming of the Plaza at Clark-LeClair Stadium in front of the main gate in honor of Earl Boykin, Meeting Room #307 in the Main Campus Student Center in honor of Blair Blacknall; renaming of Hitachi Astemo, Inc. System Technology Controls and Instrumentation Lab to reflect the company name change from Keihin Carolina System. These three items were referred to the full board consent agenda. Additional naming proposals were approved in closed session.

The committee reviewed and approved two nominations for the Trustees Award of Distinction. These awards will be given at the December 1, 2023 Board of Trustees meeting.

The committee adjourned at 2:13 p.m.



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AGENDA ITEM

II.A. Advancement Operational Metrics / Fundraising Update..... Christopher Dyba
Vice Chancellor for University Advancement

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



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AGENDA ITEM

II. B. Alumni Association Oral History Project Christopher Dyba,
Vice Chancellor for University Advancement

Situation: Update on Alumni Association’s Oral History Project

Background: N/A

Assessment: N/A

Action: This item is for information only.



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III. Athletics Update Jon Gilbert, Director of Athletics

Situation: Update on operational metrics from ECU Athletics; updates on transfer portal

Background: N/A

Assessment: N/A

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 in order to hear personnel related items as well as to prevent the premature disclosure of an honorary degree, prize, or similar award.

Background: It is the policy of the State of North Carolina that closed sessions shall be held only when required to permit a public body to act in the public interest as permitted in Chapter 143 of the North Carolina General Statutes.

Assessment: The committee will go into closed session:

- To prevent the disclosure of confidential information under N.C.G.S. 126-22 to 126-30 (personnel information) and the federal Family Educational Rights and Privacy Act; and
- To consider the qualifications, competence, performance, character, fitness, or appointment of prospective and/or current employees and/or to hear or investigate a complaint or grievance by or against one or more employees; and
- To prevent the premature disclosure of an honorary degree, prize, or similar award; and
- 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.