AGENDA
Athletics & Advancement Committee
November 21, 2024

I.   Approval of Minutes – September 26, 2024   Action

II. University Advancement

      a. University Advancement Operational Metrics & General Update   Information

      b. Scholarship Fundraising & CRM Update   Information

III. ECU Athletics

      a. Athletics Operational Metrics & General Update   Information

IV. Closed Session

ECU BOARD OF TRUSTEES

AGENDA ITEM

I.   Approval of Minutes – September 26, 2024……………………………………………. Fielding Miller, Committee
        Chair

Situation: Approval of the minutes from the September 26, 2024, meeting.

Background: N/A

Assessment: N/A

Action: This item requires a vote by the committee.

Athletics and Advancement
September 26, 2024
Minutes

The Athletics and Advancement Committee met in a regular session on September 26, 2024. A quorum was established, and the committee approved the minutes from the April 11, 2024, meeting. Vice Chair, Jim Segrave led the meeting.

Director of Athletics, Jon Gilbert, provided updates from the athletics department, reporting that all metrics are positive. He highlighted the current Annual Fund/Impact Fund status, which stands at $6.7 million.

Gilbert also acknowledged Lance and Heath Clark of Bill Clark Homes, who are now the largest donors in ECU Athletics history. Their contributions to traditional athletics and the Name, Image, and Likeness (NIL) space have been unparalleled. The Pirates Unite Campaign, which has raised $40 million over two years, has received 109 major gifts, 95 of which are the largest one-time gifts from the respective donors.

Gilbert announced that the Isley Indoor Performance Facility is now fully funded through private donations. The facility, designed to meet the training needs of multiple athletic teams and provide a climate-controlled environment, comes at a total cost of $24.5 million. A motion to formally approve the building was made by Scott Shook and seconded by Cassie Burt, and it was unanimously approved. Over 450 donors contributed to the Isley facility. Chancellor Rogers expressed his pride in this achievement, stating that the trust donors have shown translates into meaningful investments in the student-athletes.

Regarding other facility updates, the funding for the baseball facility project is nearing completion but remains $2 million short. The athletics department plans to announce a week of fundraising challenges to help close this gap. Additionally, the Harold Varner Golf Facility's renovations, including new greens and a driving range, have been completed, with plans underway for a clubhouse. LED lights have been installed at the soccer, lacrosse, and softball fields, and plans are in place to replace the artificial turf at the baseball and softball stadiums.

On the football front, Gilbert reported that 15,100 season tickets have been sold, demonstrating continued strong support. He also mentioned that student attendance has averaged nearly 11,000 per game, with Family Weekend expected to attract approximately 10,000 students.

In broader news, Gilbert noted that the ongoing settlement of the House vs. NCAA case could significantly impact intercollegiate athletics, potentially leading to revenue sharing across football-playing schools. The athletics department has enlisted Deloitte to assist with strategic planning for the future. Gilbert also addressed conference realignment, stating that the

athletics department is in a strong financial position within the current conference and continues to benefit from exposure through ESPN.

In closing, Gilbert praised the department's excellent staff and highlighted the stability within the department, which has been beneficial to both student-athletes and donors.

Due to time constraints, Vice Chancellor for University Advancement Christopher Dyba provided a brief update on university advancement, reviewing key operational metrics and recent fundraising efforts. He emphasized that scholarships, particularly the Chancellor's Scholarship initiative, remain the top priority for University Advancement. Dyba also noted that increased endowment support is channeling more funds back to the campus, contributing to ongoing enrollment growth.

Dr. Michael Waldrum, Dean of the Brody School of Medicine and CEO of ECU Health, provided an update on the new Center for Medical Education Building. Through state budget allocations, $265 million has been secured for the construction of a new 7-story, 200,000-square-foot facility, along with a parking deck and central utilities plant. The state-of-the-art building will enable Brody to increase class sizes, helping to produce more physicians for North Carolina. Construction is set to begin in March 2025 and is expected to be completed by August 2027. More than 190 naming opportunities have been identified within the building. A motion to approve the proposed naming menu, which will allow fundraising efforts to begin, was moved by Shook, seconded by Isley, and approved. This item was forwarded to the full board consent agenda.

The committee went into closed session to consider naming proposals and nominations for the Trustees Award for Distinction.

The committee adjourned immediately following closed session.

AGENDA ITEM

II. A. University Advancement Operational Metrics & General Update………………………… Christopher Dyba
Vice Chancellor for University 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 October 31, 2024
Action:	This item is for information only.

ECU

CEO Tracking Sheet
Fiscal Year - 2025
Athletics & Advancement Committee

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total
Fundraising - Annual Fund (Pirate Club)	Fundraising for Athletics (Pirate Club), includes pledges to the Athletic Annual Fund	$ 6,741,739	$ 7,000,000	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	7,000,000
				Actual	371,725	634,759	118,362	24,116									1,148,962
				+ / -	72,274	139,006	(95,402)	9,695									
				YTD +/-	72,274	211,280	115,878	125,573									
Fundraising - Athletics (excluding Annual Fund)	Fundraising for Athletics (non-Annual Fund), includes cash, pledges, planned gifts, gifts in kind	13,164,546	$ 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	855,153	1,385,180	482,190	2,630,557									5,353,080
				+ / -	(144,847)	385,180	(517,810)	1,630,557									
				YTD +/-	(144,847)	240,333	(277,477)	1,353,080									
Season Ticket Sales - 2024 Football	Number of Season Tickets Sold	13,704		Plan													-
				Actual													-
				+ / -										-			
				YTD +/-										-			
Season Ticket Sales - 2023-2024 Men's Basketball	Number of Season Tickets Sold	1,858	1,900	Plan			0	1,800	100	0	0						1,900
				Actual			0	1,945									1,945
				+ / -			-	145									
				YTD +/-			-	145		-	-						
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	$ 41,875,229	$ 38,014,000	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	38,014,000
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				+ / -	(109,999)	2,380,422	(607,508)	(807,637)									
				YTD +/-	(109,999)	2,270,423	1,662,916	855,279									
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	$ 47,139,082	$ 47,008,377	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	47,008,377
				Actual	2,876,169	4,628,822	4,445,585	3,980,941									15,931,517
				+ / -	663,930	(940,352)	628,753	501,479									
				YTD +/-	663,930	(276,422)	352,331	853,809									
Single Game Ticket Sales - 2024 Football	Revenue from Single Game Ticket Sales	$ 891,232	$ 900,000	Plan	-	400,000	350,000	100,000	50,000								900,000
				Actual	-	414,983	522,701	101,729									1,039,413
				+ / -	-	14,983	172,701	1,729									
				YTD +/-	-	14,983	187,683	189,413									
Fundraising - East (Advancement)	Fundraising for East Campus, includes cash, pledges, planned gifts	$ 24,618,525	$ 20,000,000	Plan	1,000,000	1,500,000	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	20,000,000
				Actual	346,358	1,610,913	1,231,944	1,241,191									4,430,406
				+ / -	(653,642)	110,913	(768,056)	(758,809)									
				YTD +/-	(653,642)	(542,729)	(1,310,785)	(2,069,594)									
Fundraising - West (Advancement)	Fundraising for West Campus (Health Sciences), includes cash, pledges, planned gifts	$ 11,525,163	$ 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	2,352,867	1,472,414	1,195,166	1,738,533									6,758,980
				+ / -	1,352,867	472,414	195,166	738,533									
				YTD +/-	1,352,867	1,825,281	2,020,447	2,758,980									

AGENDA ITEM

II. B.   Scholarship Fundraising & CRM Update……………………………..…………..…………… Christopher Dyba
Vice Chancellor for University Advancement

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.
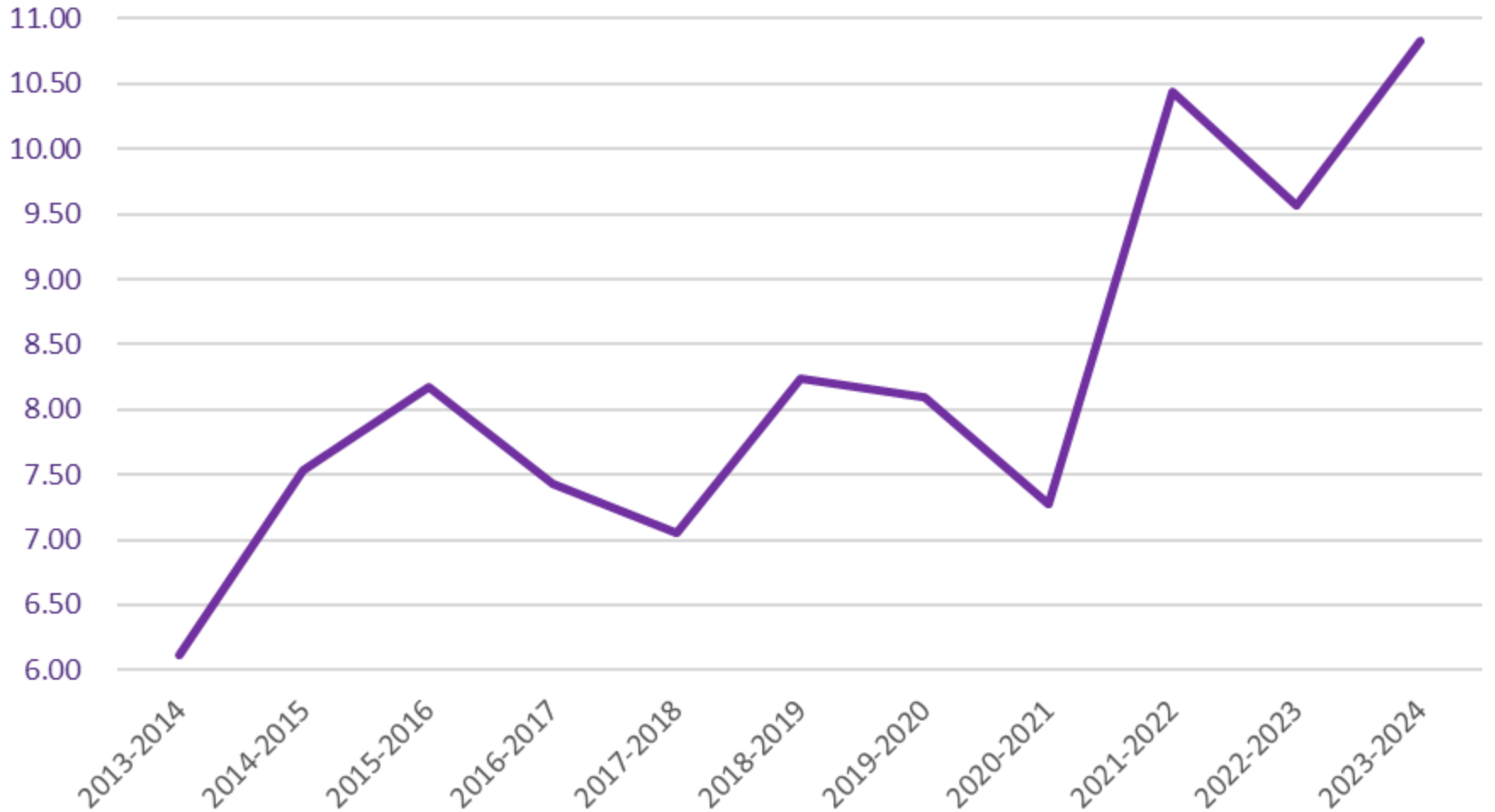
Assessment: Ongoing fundraising tracking.

Action: This item is for information only.
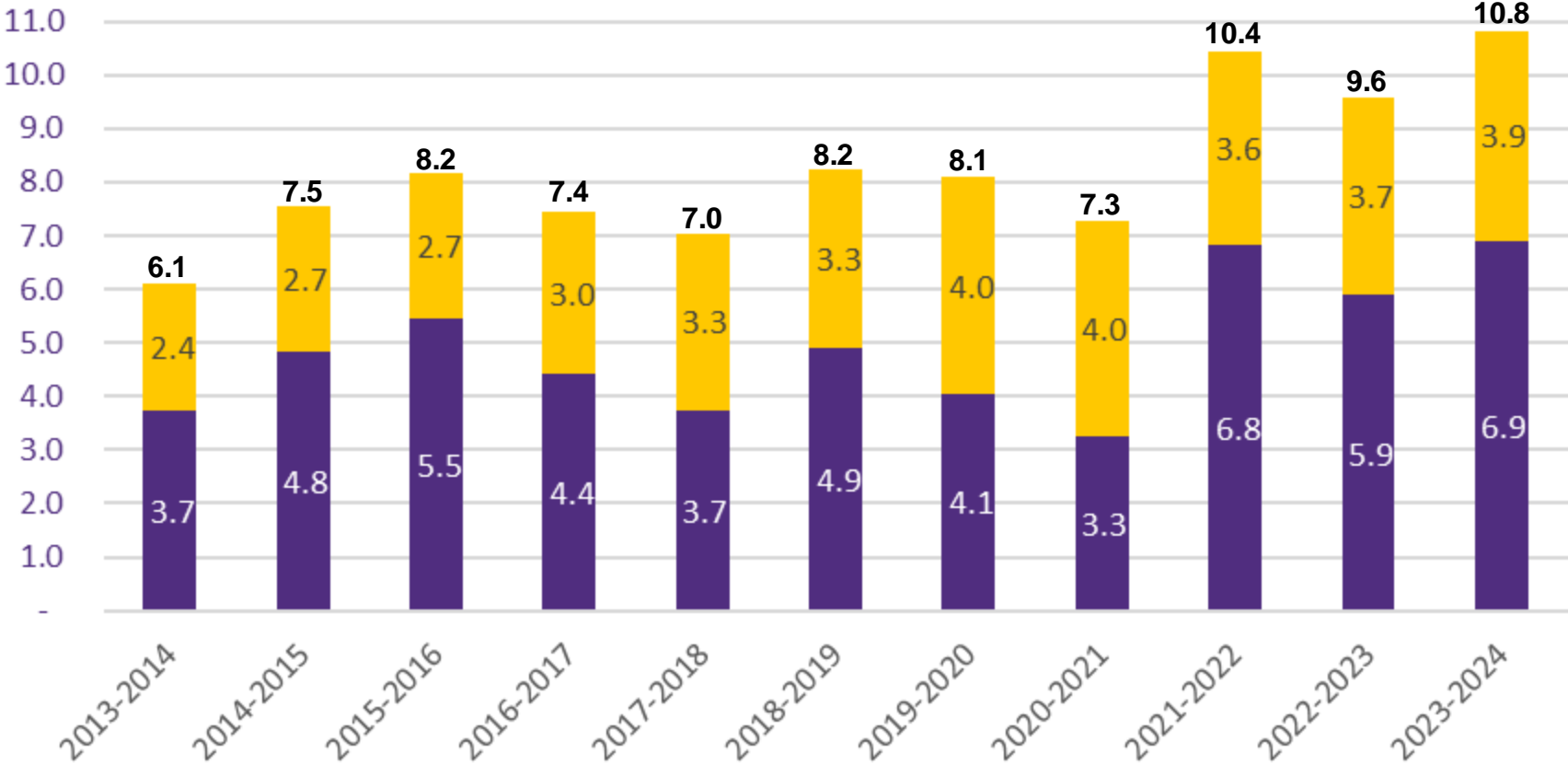
UNIVERSITY ADVANCEMENT UPDATE

STRATEGIC ALIGNMENT

- Alignment within the division around the university's strategic plan.

- Mission Priority 1: Student Success
  - 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.

ECU

ECU Foundation's Support of ECU
(in Millions)

ECU Foundation Support by Type
(in Millions)

Year	Program & Faculty Support	Scholarships	Total
2013-2014	3.7	2.4	6.1
2014-2015	4.8	2.7	7.5
2015-2016	5.5	2.7	8.2
2016-2017	4.4	3.0	7.4
2017-2018	3.7	3.3	7.0
2018-2019	4.9	3.3	8.2
2019-2020	4.1	4.0	8.1
2020-2021	3.3	4.0	7.3
2021-2022	6.8	3.6	10.4
2022-2023	5.9	3.7	9.6
2023-2024	6.9	3.9	10.8

Totals listed above each year

■ Program & Faculty Support   ■ Scholarships

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 as many Chancellor's Scholars awards by December 2024 as possible with a long-term goal of awarding 200-300 annually.

ECU

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

ECU.

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 cut 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 began on September 23, 2024, with expected phase 1 go-live of January 2026.

- Phase 2 to follow, after a period of stabilization, with both phases set to be complete in 24 months from project kickoff.

PHASE 1 TIMELINE

Kindsight

ascend Implementation

		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
Project Name	ECU																		
Project Start Date	23-Sep																		
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, Service Indicators, Involvement Codes, Relationships	4		Sprint 1																
Bio Demo Buffer	1					Buffer													
Sprint 2: Bio Demo - Organization, Household, Affiliation	3							Sprint 2											
Sprint 3: Prospect Development/Research	4									Sprint 3	Holiday		Sprint 3						
Holiday Weeks	2														Holiday Weeks				
Sprint 4: Prospect Management	4																	Sprint 4	
Sprint 5: Gift Processing Referential - Appeal Code/Campaign; Designation/Allocation	4																		
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																		

PHASE 1 TIMELINE

Kindsight

ascend Implementation

Project Name	ECU
Project Start Date	23-Sep

Sprint/Phase	Weeks	27-Jan Week 17	3-Feb Week 18	10-Feb Week 19	17-Feb Week 20	24-Feb Week 21	3-Mar Week 22	10-Mar Week 23	17-Mar Week 24	24-Mar Week 25	31-Mar Week 26	7-Apr Week 27	14-Apr Week 28	21-Apr Week 29	28-Apr Week 30	5-May Week 31	12-May Week 32
Sprint 1: Bio Demo - Constituent, Name, Address, Phone, Email, Service Indicators, Involvement Codes, Relationships	4																
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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																

ECU

PHASE 1 TIMELINE

Kindsight

ascend Implementation

Project Name	ECU																
Project Start Date	23-Sep																
		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																	
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End to End/System Integration Testing	3														End to End		
User Acceptance Testing	4																
Training/Final and/or Delta Conversion	4																
Go Live	1																
Post Production Support	2																

ECU

PHASE 1 TIMELINE

Kindsight

ascend Implementation

		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
Project Name	ECU															
Project Start Date	23-Sep															
	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																
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End to End/System Integration Testing	3															
User Acceptance Testing	4	UAT														
Training/Final and/or Delta Conversion	4					Train the Trainer (first 2 weeks)/Training										
Go Live	1										Go Live					
Post Production Support	2											Post Production		Stabalization		

ECU

QUESTIONS?

AGENDA ITEM

III. 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
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Athletics & Advancement Committee

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				YTD +/-	1,352,867	1,825,281	2,020,447	2,758,980									

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.