

AGENDA
Athletics & Advancement Committee
October 2, 2025

- | | | |
|------|--|-------------|
| I. | Call to Order and Approval of Minutes – April 24, 2025 | Action |
| II. | University Advancement Update | Information |
| III. | ECU Athletics Update | Information |
| IV. | Closed Session | |
| V. | Return to Open Session | |
| VI. | Adjourn | |



Meeting of the Board of Trustees
Athletics & Advancement Committee
October 2, 2025

AGENDA ITEM

- I. Approval of Minutes – April 24, 2025..... Van Isley, Committee Chair

Situation: Approval of the minutes from the April 24, 2025, meeting.

Background: N/A

Assessment: N/A

Action: This item requires a vote by the committee.

Athletics and Advancement

April 24, 2025

Minutes

The Athletics and Advancement Committee met in a regular session on April 24, 2025. A quorum was established, and the committee approved the February 6, 2025 meeting minutes.

Dutch Holland, Chair of the Board of Visitors, expressed gratitude for the opportunity to serve and highlighted the group's 30th anniversary. The incoming executive leadership slate was presented: Chair – Toby Thomas, Vice Chair – Ryan Beeson, Secretary – Brad Osborne. The committee received a record 29 nominations, with 17 individuals recommended for appointment or reappointment. Scott Shook made a motion, seconded by Dave Fussell, to approve the slate as presented. The motion passed unanimously.

Athletic Director Jon Gilbert presented a comprehensive update on intercollegiate athletics. He emphasized ECU's commitment to student-athlete academic success, noting that athletics is highly visible but not the most critical component of the university. He discussed challenges such as NIL (Name, Image, Likeness), the House settlement, transfer portal dynamics, sports gambling, and conference realignment. Gilbert emphasized the role of athletics in elevating ECU's visibility and its commitment to academic excellence among student-athletes.

Gilbert reviewed revenue sources, noting that self-generated income trends favorably compared to peer institutions. He highlighted ticket sales, donor contributions, media rights, and conference distributions. He shared that a game guarantee for 2026 is being sought after West Virginia canceled a previously scheduled matchup.

He noted that ECU ranks around 5th or 6th among its 13 conference schools in terms of financial standing, with schools like South Florida, Memphis, and Tulane typically ranking higher due to greater institutional or state support. He illustrated how governmental and institutional backing can vary widely by state, with North Carolina providing comparatively less direct financial support.

An analysis of the operational budget showed a consistent effort to reduce deficits through revenue generation. Despite a projected deficit of \$6.9M in FY24, the actual deficit was \$5.6M. In FY23, a projected \$8.6M deficit ended at \$3.9M.

Gilbert reviewed the Equity in Athletics Disclosure Act (EADA) reporting guidelines and illustrated how institutional contributions, such as student fees and gift-in-kind donations, are factored into reported revenue. He clarified that while ECU reported a surplus, it included non-cash items and was not an actual cash surplus.

Student-athlete enrollment and retention were also reviewed. ECU has 360 scholarship athletes and 105 walk-ons. These students contribute significantly to campus revenue and community economic impact, particularly through events like golf tournaments and NCAA hosting opportunities. Student-athletes also outperformed the general student population with an average GPA of 3.26.

Gilbert reviewed the implications of the House v. NCAA settlement. Key elements include:

- \$2.8B settlement fund for back pay to athletes barred from NIL deals prior to 2021.
- ECU's share is \$700,000 annually for 10 years, deducted from future AAC conference distributions.
- Starting in 2025–26, Power Conference institutions may share up to \$20M annually (22% of average revenue) with athletes.
- All sports become equivalency sports, allowing flexible scholarship allocation within new roster limits.
- NIL payments over \$600 must be reported to the new NCAA Clearinghouse.
- ECU does not anticipate fully funding expanded roster scholarships like some larger institutions, but will increase support for baseball and match with women's sports to maintain Title IX compliance.

Gilbert also detailed:

- Use of the Purple & Gold Society to help offset operational costs shifted to revenue sharing.
- Introduction of Alston Awards tied to academic performance.
- Revenue sharing will include football, men's and women's basketball, and baseball.

Deloitte Consulting is advising ECU through this process.

Gilbert requested approval of the \$10.3M expansion of Clark-LeClair Stadium (an 11,000 sq. ft. facility). The project is fully funded through cash and gift-in-kind donations. Groundbreaking is set for August, and the timeline is 15 months. Scott Shook's motion, seconded by Cassie Burt, passed unanimously.

During the closed session, the committee reviewed and approved a personnel contract and one naming proposal.



AGENDA ITEM

II. University Advancement Update..... Christopher Dyba
Vice Chancellor for University Advancement

Situation: Vice Chancellor Dyba will provide an update on University Advancement’s fundraising progress and priorities. In addition, Associate Vice Chancellor Nicole Stokes will share an update on the progress and timeline for the University’s new CRM initiative.

Background: The Board of Trustees receives periodic updates from University Advancement regarding fundraising performance and related initiatives. A new CRM system is scheduled for implementation in 2026 to support donor tracking and engagement within University Advancement.

Assessment: Fundraising remains on track with strong donor engagement and steady progress toward annual goals and current efforts are focused on preparing for the 2026 rollout of the new CRM system to improve donor tracking and engagement.

Action: This item is for information only.

University Advancement

October 2, 2025



Fundraising Update

Foundation	FY25 as of June 30, 2025
ECU Foundation	\$29,138,731
ECU Innovation Fdn.	-
ECU Health Foundation	\$23,201,028
ECU Athletics	\$22,078,379
Total	\$74,418,139

Foundation	FY26 as of Sept 15, 2025
ECU Foundation	\$3,948,728
ECU Innovation Fdn.	\$70,000
ECU Health Foundation	\$3,789,727
ECU Athletics	\$1,755,279
Total	\$9,563,735



Chancellor's Scholars

FY26

- 75 new Chancellor's Scholars
 - Average weighted GPA: 4.18
 - Average unweighted GPA: 3.75
 - 33 counties represented
 - 28 different intended majors
 - 37 have some level of demonstrated need (23 with high need)
- 29 returning Bate Chancellor's Scholars

FY27

- 38 new Chancellor's Scholars
- 94 renewals, including Bate Chancellor's Scholars



Chancellor's Scholars

- 5 endowments toward the goal of 300
- NC legislative \$9.375M match is still pending



Strategic Engagement

- University Advancement encourages alumni and donor engagement through strategic partnerships, outreach and events.
 - ECU leadership on the road
 - Raleigh, Wilmington, Atlanta, New York City
 - Virginia, Florida, Texas, California
 - ECU Advancement travel social promotion
 - 50 posts specific to upcoming travel (FY26)
 - ECU Alumni Association activities (FY25)
 - 138 events, including 88 chapter events
 - 7,000+ attendees
 - 6 Pirates Set Sail events in partnership with Admissions, Student Affairs



Engagement Tracking

- In addition to event-specific data, University Advancement also captures individual engagement and intentions to engage.
- 350+ (FY25 & 26) engagement activities such as:
 - Hosting alumni at a home or business
 - Speaking to a class
 - Mentoring a group of students
 - Volunteering to be part of a board/council
 - Participating in the Alumni-owned Business Directory



CRM Implementation Update

- University Advancement is a part of the enterprise-wide Salesforce implementation.
- 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.



Current State

- Real-time
- - - Nightly
- . - . Monthly
- Manual



- Real-time
- - Nightly
- Feed

Future State



Strategic Approach

- Phase 1 implementation is broken into 11 functional sprints taking place October 2024 – December 2025.
 - Bio/Demo Individuals
 - Bio/Demo Organizations
 - Prospect Research
 - Prospect Management
 - Fund Management
 - Pledges and Pledge Payments
 - Gifts and Recurring Gifts
 - Memberships/Societies
 - Stewardship
 - Enhancements
 - Security
- Average of 15 hours per week of implementation meetings with staff from University Advancement, Financial Services, ITCS, Athletics, ECU Health Foundation and other campus partners.



Data Management

- Data conversion and reporting sprints follow each functional sprint
- University Advancement's CRM (Agilon ONE) houses a large, multidimensional dataset
- 3,515 tables with 675+ data points on any constituent
- 115 years of alumni degree notations
- 40+ years of connections between constituents and ECU



Multidimensional Data



- 290,814 constituents
- 263,726 are living/active
- 280,827 individuals
- 9,987 organizations
- 39 constituent categories



- 259,354 ECU degrees
- 66,681 non-ECU



- 66,874 households
- 85,000 relationships (ex. siblings)



- 386,182 contact reports



Multidimensional Data



- 501,163 Addresses
- 245,744 Phone numbers
- 235,773 Email addresses



In FY25, Advancement sent:

- 82,009 Pieces of mail
- 726,802 Texts
- 5,375,231 Emails



- 850,221 Transactions
(gifts, pledges, planned gifts,
soft credits)



In FY25, Advancement added:

- 342,307 Data points
- 9,248 Constituents



Data Integrity

- Information continues to be reviewed and cleaned since conversion testing began, including:



- 13,502 Prospect research records



- 1,385 Prospect manager mass reassignments



Involvement Updates:

- 2,900 Honors College notations
- 300+ Society memberships
- 1,077 Board/council memberships

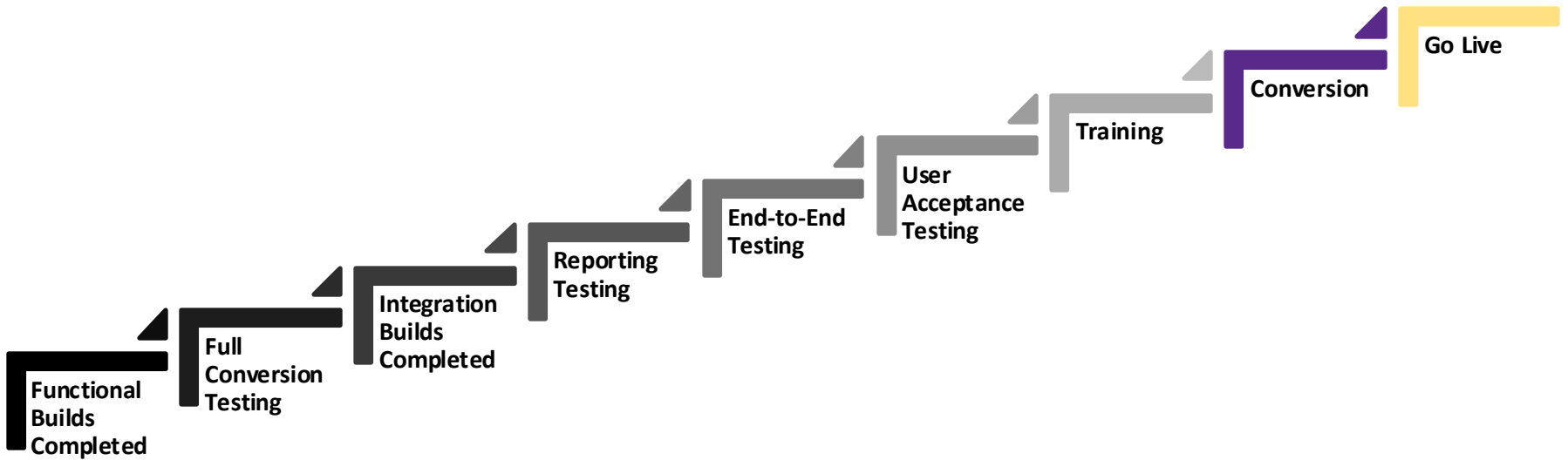


Alignment with Banner:

- 1,140 Fund names
- 1,600 Banner IDs (outside of graduation)



Upcoming Milestones



Expected Go Live

- After Pirate Nation Gives 2026 (March 4) is completed and all records have been updated, there will be a freeze of ONE so that data conversion can begin into Salesforce.
- Go live is on track for late spring 2026.



Future Phases

- Phase 2 includes several integrations:
 - Pirate Club fundraising
 - ECU Health Foundation (health care)
- Phase 2 includes new user-facing systems:
 - Donor portal
 - Online giving
 - Event registration
- Phase 3 includes several system enhancements:
 - Fundraising Intelligence Platform – integrated wealth ratings, outreach cadence determination, and AI modeling
 - Marketing Cloud – outbound message management, donor journey modeling, and integrated social media promotion



In Summary

- Fundraising and engagement activities continue to connect with existing and prospective donors.
- Investments in technology infrastructures by the university will enhance this endeavor.
- To prepare for the future, this is a moment to be strategic in all that we do.



AGENDA ITEM

III. Athletics Update..... Jon Gilbert
Director of Athletics

Situation: The Athletics & Advancement Committee will receive an update from leadership on ECU Athletics, including financial performance, competition updates, ticket sales, and the broader collegiate athletics landscape.

Background: Athletics plays a central role in ECU’s identity, visibility, and student experience. The program contributes to enrollment, fundraising, and community engagement while also navigating challenges common across Division I athletics, such as increasing expenses, shifting NCAA and conference policies, and evolving expectations for student-athlete support.

Assessment: This update will provide committee members with a financial update, highlights of recent athletic achievements and progress across programs, updates on ticket sales and fan engagements and additional context on the changing athletics environment as it relates to NIL, revenue sharing and other related topics.

Action: This item is for information only.

AGENDA ITEM

IV. Closed Session Van Isley
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.