

AGENDA
Committee on Strategy and Innovation
October 2, 2025

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



Meeting of the Board of Trustees
Committee on Strategy & Innovation
October 2, 2025

AGENDA ITEM

- I. Call to Order and Approval of Minutes – April 24, 2025 Tom Furr
Committee Chair

Situation: Approval of the minutes from the Committee on Strategy and Innovation on April 24, 2025, is required.

Background:

Assessment:

Action: This item requires a vote by the committee.

DRAFT MINUTES

Thursday, April 24, 2025, at 12pm
Via Videoconference and Panopto Livestream
ECU Main Campus Student Center, Room 249
501 E. 10th St.
Greenville, NC 27858

This meeting of the Committee on Strategy and Innovation was presided over by Committee Chair Tom Furr. The following committee members, constituting a quorum, were also present in person: Scott Shook, Van Isley, Fielding Miller, Vanessa Workman, Carl Rogers, and Anderson Ward.

ECU staff present included Chancellor Rogers and Chief Communications Officer Jeannine Hutson.

I. **Call to Order and Approval of the Open Minutes**

Committee Chair Furr called the meeting to order at 12pm on April 24, 2025. The open session minutes from the February 6, 2025, committee meeting were approved by unanimous consent.

II. **Marketing and Branding Update - SimpsonScarborough**

The committee received a presentation from Mr. Jason Simon, CEO of Simpson Scarborough, a nationally recognized leader in the field of higher education brand management. Mr. Simon advised the committee on marketing challenges facing higher education and the importance of building and maintaining a comprehensive brand system and strategy. There was no action taken by the Committee.

Simpson Scarborough will return in October 2025 to present the creative concepts in the brand management system.

There being no further business and without objection, the meeting was adjourned at 1 pm.

Submitted by:

Kimrey Miko
Office of the Chief of Staff



AGENDA ITEM

- II. ECU Health Update Dr. Michael Waldrum
Dean, Brody School of Medicine
CEO, ECU Health

Situation: ECU Health Update.

Background: With the evolution of ECU Health, it is important that the trustees receive periodic updates.

Assessment: With the execution of the JOA and following the structures created along with a comprehensive plan, significant progress has been made to create a culture of excellence and build a competitive contemporary organization. There is also significant work to be done.

Action: This item is for information only.

AGENDA ITEM

III. Closed Session Tom Furr
Committee Chair

Situation: The committee requests to go into closed session.

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 the North Carolina General Statutes.

Assessment: The committee will go into closed session:

- To prevent the disclosure of confidential information under N.C. General Statutes §126-22 to §126-30 (personnel information) and N.C. General Statutes §116-360.30 (certain records of East Carolina University Brody School of Medicine); 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 disclosure of confidential competitive health care information under N.C. General Statute §131E-97.3 and health care contracts under N.C. General Statute §131E-99.
- 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.