

**AGENDA**  
**Committee on Strategy and Innovation**  
**April 24, 2025**

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| I.  | Approval of Minutes – February 6, 2025 | Action      |
| II. | Marketing & Branding Update            | Information |



Meeting of the Board of Trustees  
Committee on Strategy & Innovation  
April 24, 2025

## AGENDA ITEM

- I. Approval of Minutes - February 6, 2025 ..... Tom Furr  
Committee Chair

**Situation:** Approval of the minutes from the Committee on Strategy and Innovation on February 6, 2025, is required.

**Background:**

**Assessment:**

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



### **Minutes of the Committee on Strategy and Innovation for February 6, 2025**

The Committee on Strategy and Innovation met on February 6, 2025 as part of the Board of Trustees regularly scheduled meeting. The meeting originated from the Main Campus Student Center room 249, on the campus of East Carolina University.

Chair Tom Furr called the meeting to order at 12:35 pm. Committee attendance was taken and present members were: Tom Furr, Scott Shook, Van Isley, Vanessa Workman, Carl Rogers, and Anderson Ward. Committee member Fielding Miller was absent.

Mr. Furr read the conflict of interest statement, no conflicts were identified.

Mr. Furr asked for a motion to approve the minutes from the November 21, 2024 committee meeting. The motion was made by Mr. Isley and seconded by Ms. Workman. The minutes were passed with no negative votes.

Karson Hallow, Director of Strategic Initiatives, provided the board with an update on legislative affairs and the current legislative landscape, including a preview of possible UNC System priorities as well as federal priorities.

Hearing no further business to come before the committee, Mr. Furr asked for a motion to adjourn. The motion was made and seconded. The committee voted to adjourn.

###

Respectfully submitted,  
Kimrey Miko

**AGENDA ITEM**

- II. Marketing & Branding Update.....Jeannine Manning Hutson  
Chief Communications Officer &  
Director of University Communications

<b>Situation:</b>	Higher education brand management is, at best, challenging. Universities must continually differentiate their campuses and academic programs from others. East Carolina University seeks to execute a distinctive brand that embodies its strategic plan, raising awareness and successfully positioning ECU amongst peer institutions.
<b>Background:</b>	The university has engaged with Simpson Scarborough, a nationally recognized leader in the field, to assess current university branding and to provide a comprehensive brand positioning platform and strategy. They have recently begun their project with campus.
<b>Assessment:</b>	The Committee on Strategy & Innovation will receive a presentation from Simpson Scarborough on their work as an agency focused on higher education branding and marketing; the challenges facing universities today; and the importance of building and maintaining a comprehensive brand system and strategy.
<b>Action:</b>	This item is for information only.