

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

The Committee on Strategy and Innovation met on February 6, 2025. Committee members present were Tom Furr, Scott Shook, Van Isley, Carl Rogers, Anderson Ward, and Vanessa Workman. The committee approved the minutes from November 21, 2024. Ms. Karson Hallow, Director of Strategic Initiatives, provided the committee with information on the current legislative session and UNC System 2025-27 operating budget priorities. The system intends to focus on the performance funding model, budget flexibility for capital recovery funds, NC Promise schools, faculty and staff compensation, and high priority operational needs. Ms. Hallow reminded the board of the legislative budget process, which will begin with the Senate this year. She also reviewed the UNC System and ECU's budget priority processes. A major UNC System priority is for the performance funding to move from nonrecurring to recurring, and ECU as a specific proposal to match scholarship endowment dollars specifically for the Chancellor's Scholarship initiative. Ms. Hallow advised the committee of a specific UNC System draft policy priority to amend GS 116-143 intended to allow universities to discount tuition for students using military tuition assistance and employee sponsored education benefits. Additionally, Ms. Hallow provided the committee with a federal appropriations and Executive Orders update. The current expectation is to see a budget proposal from the newly installed administration in March 2025, for FY2026.

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Mr. Chairman, that concludes my report.

## **Report from the Joint Meeting of the Committee on Strategy & Innovation and the University Affairs Committee on February 6, 2025**

The Committee on Strategy and Innovation and the University Affairs Committee met in joint session with members from both committees (Fussell, Furr, Ward, Segrave, Smith, Workman, Shook, Isley and Rogers) in attendance.

Yesterday's joint Committee meeting was the second discussion in a series of three that are meant to inform and educate the Trustees on the current enrollment landscape in higher education, and how our enrollment strategy aligns with the UNC Performance Funding metrics and Chancellor Rogers' Student Success Agenda.

The focus for the presentation was new student acquisition, including three distinct types of students: first-time first year, out of state, and transfer students. Teams across Academic and Student Affairs are actively working on strategy in the recruitment and retention of students in these spaces, which begins with understanding both the national enrollment landscape and the data behind trends in the UNC System and specific to ECU.

Dr. Allen Guidry, Associate Provost for Learner Operations, Dr. Ying Zhou, Associate Provost for Institutional Planning, Assessment and Research, and Mr. Chris Stansbury, Senior Associate Vice Chancellor for Student Affairs, gave a very informative presentation that covered national demographics, projections specific to North Carolina, incoming student analysis, incoming student characteristics, and the current approach to strategic enrollment management. They took the committee on a deep dive into data for each category of students at ECU as well as in the context of our competitors in the UNC System.

Of particular interest to the committee, part of the presentation focused on why students may be choosing other system institutions, and how ECU can combat the perceived shortcomings in certain areas, particularly academic reputation.

The team concluded the presentation by describing the current strategy behind our enrollment efforts, noting our strengths in each student category as well as identified areas of opportunity for improvement and touching on the importance of student engagement so far as their efforts to persist toward degree.

The committee members had great questions for the presenters and all parties are looking forward to the third installment of this series which will focus on four related aspects of ECU's portfolio: graduate enrollments, Project Kitty Hawk, scholarships, and branding.

Mr. Chairman, that concludes my report.



## **Report of the University Affairs Committee for February 6, 2025**

The University Affairs Committee met in regular session with committee members Fussell, Rogers, Furr, Ward, Segrave, Smith and Workman in attendance.

As a first order of business, the Committee approved the minutes of the November 21, 2024 meeting of the University Affairs Committee.

Next, Dr. Buddo shared with us about all the great work the ECU Water Resources Center has been doing since it began as a college level center in 2018, culminating in this request of the Board to approve ECU's Request to Plan for UNC Center. The committee approved this request and the full board approved this item through the consent agenda this morning.

Finally, Dr. Buddo provided the board an informational update on the UNC System Institutional Peer Study. ECU is required to update their list of peer institutions every five years, and Dr. Buddo shared the process by which the workgroup for this exercise arrived at the finalized list of proposed peers, and some of the considerations they took into account. This list is now ready for submission to the System Office.

Mr. Chairman, that concludes my report.

**MEETING OUTLINE**  
**ECU Board of Trustees**  
**February 7, 2025**

**Call to Order**

**Pledge**

I'd like to introduce two Army ROTC cadets to lead the Pledge of Allegiance – Cadet Ashton Boone, a Nursing major from Henderson, NC, and Cadet Benjamin Young, a Supply Chain Management major from Belgrade, NC. Please stand.

**Roll Call**

I'll ask Secretary Dave Fussell to call the roll. All present except Fielding Miller and Jeffrey Roberts.

**Conflict of Interest Statement**

As Chair of the Board of Trustees, it is my responsibility to remind all members of the Board of their duty under the State Government Ethics Act to avoid conflicts of interest and appearances of conflict of interest as required by this Act. If any board member knows of any conflict of interest or appearance of conflict with respect to any matter coming before the Board of Trustees at this meeting, the conflict or appearance of conflict should be identified at this time.

None identified

**Consent Agenda**

You have been provided a copy of the consent agenda for this morning. Are there any items any board member would like to pull off the consent agenda and consider separately?

Hearing none, do I have a motion to approve the consent agenda as presented? Scott moved to approve, Tom Furr seconded. All voted to approve.

**Chancellor's Report**

Call on Chancellor Philip Rogers for his report to the Board of Trustees.

**Report from the Student Government Association**

Call on Anderson Ward for his report.

**Report from the Faculty**

Call on Anne Ticknor for the report from the faculty.

**Report from the Staff**

Call on Crystal Hildenbrand for the report from the Staff Senate.

**Report from the ECU Board of Visitors**

Call on BOV Chair Ret. General Dutch Holland for the report from the Board of Visitors.

**Special Comments from Vince Smith and SGA President Anderson Ward**

**Committee Reports and Recommendations**

Athletics & Advancement Committee – Jim Segrave

Audit, Risk Management, Compliance & Ethics – Vince Smith

Budget, Finance, & Infrastructure Committee – Van Isley

Committee on Strategy and Innovation – Tom Furr

*Call for a motion to go into closed session. (prepared) - Anderson moved to go into closed session.*

**Closed Session**

- A. Approval of November 22 closed session minutes.
- B. Litigation Report
- C. Chancellor Update

**Items From Closed Session**

None expected

**Unfinished Business**

No new business

**New Business**

Per UNC System Policy, this board is due for their required 4 year comprehensive self-assessment. In the coming weeks, you'll hear more from Megan about the process, dates, and what is required. So stay tuned for more information so we can meet this important requirement.

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**ADJOURN**



**East Carolina University | Board of Trustees**  
**Budget, Finance, and Infrastructure /Main Campus Student Center 249 |**  
**February 6, 2025**  
**Highlights**

The Budget, Finance, and Infrastructure Committee met on February 6, 2025.

Minutes were approved from the November 21, 2024, meeting.

Ms. Coleman presented highlights on the operational metrics for fiscal year 2025.

Ms. Coleman presented All Funds Budget Quarterly Report. Ms. Coleman shared comparative data on revenue and expenses and the budget vs actual for the 2<sup>nd</sup> quarter of FY25 didn't reflect any concerns.

Ms. Coleman presented the ECU FY24 Financial Presentation and provided highlights from the fiscal year 2024 financial statements. ECU received an unqualified opinion on its 2024 financial statements from the NC State Auditor. ECU financial performance continues to yield a strong annual financial position. Ms. Coleman also provided information on the all funds budget timeline and template for fiscal year 2026.

Chief Sugg presented the Campus Safety Report. He noted that last year was heavily involved with succession planning in the Police Department and shared that ECU's department is in the 1<sup>st</sup> year of reaccreditation, and there were no present challenges.

Ms. Coleman presented two Land Acceptances Gifted by ECU Health for approval. The two parcels of land are owned by Pitt Memorial Hospital. Parcel #92216 is being gifted for the new Medical Examiner Building and Parcel # 91523 is gifted for the Behavioral Health Facility. Both projects were funded by the State in Session Law 2023-134. Details were provided in Board materials, and the item was approved as part of the consent agenda.

Ms. Coleman presented a request to expand the Millennial Designation for the North Recreation Complex & POSO Annex. Millennial designation provides regulatory flexibility and allows collaboration with industry and private sector. Details were provided in Board materials, and the items were approved as part of the consent agenda.

Mr. Bagnell presented a request to approve the Advance Planning for the Student Health Center Roof & Drain. Details were provided in Board materials, and the item was approved as part of the consent agenda.

Mr. Bagnell presented Capital Approval for the Flanagan Building Automation Controls Replacement, Brewster Restroom Renovation, Phase I, and Eppes Building Replacement. Details were provided in Board materials, and the item was approved as part of the consent agenda.

Ms. Coleman presented two Personnel policies. They were the Employment-Related Background checks, Criminal Activity Reporting and Applicant Salary History, and Employment Policy for Exempt Professional Staff. Details were provided in Board materials, and both items were approved as part of the consent agenda.

Ms. Coleman presented a request to approve the Issuance of Special Obligation Bonds for Renovation of Legacy and Jones Residence Halls. Ms. Coleman presented the financial impact of issuing debt for these two projects. In summary, there is minimal impact. Details were provided in Board materials, and the items were approved as part of the consent agenda.

This concludes my report.

## Report of the Audit, Risk Management, Compliance, and Ethics Committee for February 6, 2025

### Operational Metrics Review

The committee reviewed the operational metrics related to Internal Audit and Compliance for fiscal year 2025 through January.

### Action Items

The committee had one action item. We approved a change to the University's annual audit plan as presented by Chief Audit Officer Wayne Poole. This item does not require action by the full Board.

### Informational Items

#### **Enterprise Risk Management – Ms. Stephanie Coleman**

Vice Chancellor Coleman advised that the ERM committee will be evaluating any necessary adjustments to the University's register of top risks and emerging risks and will share any updates with us at our April meeting.

#### **Academic Advising Update – Dr. Allen Guidry**

Dr. Guidry updated the committee on the steps taken to address previous audit recommendations related to Academic Advising. The University's response has included the establishment of an Advising Standardization Commission and sub-committees to address specific areas of opportunity. Dr. Guidry shared the timeline for the work that has already been done and the future steps that will be taken. The goal is to strengthen advising practices and standardize the student experience across the various colleges and schools, as a key part of the University's Student Success agenda.

#### **Recent Internal Audits – Mr. Wayne Poole**

Mr. Poole advised that since our last meeting, Internal Audit has closed 8 engagements. He briefed the committee on two of the audits – the University Purchasing Card Program, and the Student Emergency Response Process.

We discussed other audit and compliance topics in closed session.

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Mr. Chairman, that concludes my report.