



**Athletics and Advancement
September 28, 2023
Committee Report**

The Athletics and Advancement Committee had a full meeting yesterday. We started with a University Advancement update.

Vice Chancellor for University Advancement, Christopher Dyba, said the ECU Foundation and the ECU Endowment Fund Board recently obtained investment consultant services from a new provider: Cambridge & Associates.

The Pursue Gold Campaign total is \$507.2M as of Wednesday, and the campaign will conclude on December 31st. At the end of fiscal year 2023, University Advancement had raised \$95.7 million with the following totals - East Campus total: \$40.6 million. West Campus total: \$26.3 million. Athletics total: \$28.6 million. Fiscal year 2024 is off to a great start with \$6 million total raised for July and August. The post-campaign efforts will be aligned with the Chancellor's strategic plan and focus on student scholarships to ensure student success.

VC Dyba provided an update on the ECU Endowment Fund Board. He shared a document from Cambridge & Associates containing updates as related to new target classes and ranges. Also reviewed, was a change to the Investment Policy Statement that has been approved by the ECU Endowment Fund Board. Mr. Matt Crisp's term has been extended on the ECU Foundation Board. Mr. Vince Smith will serve as Vice Chair for the ECU Endowment Fund Board as dictated by our bylaws.

Kendra Alexander, Associate Vice Chancellor for Development, presided over a student panel, "Impact of the Campaign from a Student Perspective". Four students participated including Molly Baile, Christine Chan, Jarobi Clark, and Noah Presley. It was wonderful to hear the impact on these special students.

The committee then heard from Director of Athletics, Jon Gilbert Campaign, who provided the board with an athletics update. Regarding, ECU Athletics fundraising, to date, the Pirates Unite Campaign is hovering at \$24M. There have been 43 six-figure gifts and 6 \$1M or more gifts to the campaign. The Pirate Club has \$6.8 million in pledges, trending slightly ahead of last year. The Pirate Club Executive Committee alone has given \$7 million to the Pirates Unite Campaign in the past 15 months. The Pirate Club currently has 188 donors at the Sabre Society giving level.

Towne Bank Tower is sold out for the season. Men's basketball season tickets sold so far are 1,300 (300 of which are brand new season ticket holders). Estimate that 1,700-1,800 season tickets will be sold.

Some changes were made for concessions in Dowdy Ficklen Stadium entering this fall's season. The number of Point-of-Sale stations increased from 150 to 300. The stadium has also gone "cashless". The year-over-year increase in revenue for the first home game was \$48,000 – even considering a decrease in attendance. Per capita concessions spending increased by \$3.28 per person compared to last year.

Currently, Mingos Coliseum is receiving updated LED lighting and the bleachers on the North Side of Mingos are being replaced with retractable chair back seating. These upgrades will be completed prior to basketball season beginning.

Mr. Gilbert relayed that his top objective is to stay in alignment with the Chancellor's strategic plan. Athletics is working to build and grow student-athletes to be the best they can be. The average GPA is 3.2 for all student-athletes.

Our committee approved the naming of the Plaza at Clark-LeClair Stadium in front of the main gate in honor of Earl Boykin, Meeting Room #307 in the Main Campus Student Center in honor of Blair Blacknall, and the renaming of Hitachi Astemo, Inc. System Technology Controls and Instrumentation Lab to reflect the company name change from Keihin Carolina System. These items were approved as part of the full board consent agenda this morning.

Mr. Chairman, that concludes my report.

Report of the University Affairs Committee for September 28, 2023

The University Affairs Committee met in regular session with Trustees Fussell, Roberts, Furr, Limon, Segrave, Smith and Workman in attendance. A quorum was established.

The Committee approved the minutes of the April 27, 2023 meeting.

The committee was encouraged to reach out to Provost Coger with any questions about the operational metrics included in board materials.

The theme for our meeting was “Opportunities in a Time of Great Change” and Provost Coger, Vice Chancellor Frye and Dr. Paynter took us through three opportunities and challenges: Artificial Intelligence, Student Mental Health, and Regional Transformation.

Provost Coger spoke about Generative Artificial Intelligence, informing the committee about what it is, how it’s use is affecting or will affect the higher education community, and ways in which our university should be prepared to approach it’s use. ECU is embracing opportunities to leverage AI to enhance possibilities related to student learning and Provost Coger underscored the importance of providing resources to both faculty and students as AI becomes more and more engrained in day-to-day.

Vice Chancellor for Student Affairs Brandon Frye then introduced the topic of student mental health and spoke of ways in which the Student Affairs division is focused on supporting our students. Vice Chancellor Frye turned it over to Dr. LaNika Wright who shared information about the university’s focus on “whole person care.” Dr. Wright shared and detailed the three tenets in Student Health’s approach to health: comprehensive health care, cultivating a culture of well being, and educating the campus community. Dr. Wright also introduced three student guests, two of whom who stopped to help the third student present who had been having a health emergency on campus earlier this week. Drs. Wright and Frye addressed the students and thanked them, and meeting attendees expressed their appreciation and pride for the students who were able to keep calm and assist a fellow student in a time of need.

Acting Chief Research Officer Sharon Paynter then spoke to the committee about the importance of regional transformation and how ECU delivers in this space, sharing information about the RISE29 program which is intended to leverage the intersection between faculty expertise, student learning outcomes, and the needs of community partners. Dr. Paynter mentioned several impact statistics about the RISE29 program, including 23 new businesses operating in 6 counties, 198 student interns, almost 60,000 field hours with 74 small business across the east, 114 new jobs created and 16 jobs retained. Dr. Paynter also discussed ECU’s collaboration with NC Innovation, details of which will be presented at a future BOT meeting.

There were no action items at our meeting. Mr. Chairman, that concludes my report.



Report of the Budget, Finance, and Infrastructure Committee for September 28, 2023

The Budget, Finance, and Infrastructure Committee met at 3:30 p.m. on September 28, 2023. This was likely our shortest meeting on record. Final operational metrics for fiscal year 2023 were reviewed and VC Coleman highlighted preliminary metrics for fiscal year 2024. The committee took action on four items that were approved this morning through the consent, including property acquisitions for 2325 Stantonsburg Road and 402 Bowman Gray Drive, the Investment Policy for Institutional Trust Funds, and the Construction Manager at Risk selection for Jones Hall and Legacy Hall renovations. Vice Chancellor Coleman provided several items for information in board materials.

Mr. Chairman, that concludes my report.

Report of the Committee on Strategy and Innovation – September 28, 2023

The Committee on Strategy and Innovation met on September 28, 2023 and all committee members were present. The first item on the agenda was a panel discussion entitled ECU's Commitment to Student Success facilitated by Dr. Sharon Paynter, Acting Chief Research Officer. The purpose of the panel was to show the continuum of the student experiences through the lens of a current student, a faculty member, an industry leader, and a young alum currently employed in the region. Panelists shared their experiences and insights gained through internship programs, research teams, and other experiential learning opportunities. The panel also highlighted university-industry partnerships that support cutting edge research and innovation in addition to providing a talent pipeline to improve workforce sustainability.

The committee also heard a presentation by Carnegie, a nationally recognized higher education marketing and strategy group. Carnegie conducted research related to enrollment marketing and analyzed ECU's place in the competitive higher education landscape. From there, Carnegie was able to identify ECU's personality archetype, or our "persona" as an institution. Our archetype aligns so well with who we are – a Proud Advocate, a Collaborative Guide, and a Transformative Innovator. We look forward to seeing how this research gets implemented in our enrollment marketing and beyond.

The committee had no action items.

Mr. Chairman, that concludes my report.

Report of the Audit, Risk Management, Compliance, and Ethics Committee for September 28, 2023

Operational Metrics Review

The committee reviewed the operational metrics related to Internal Audit and Compliance. For fiscal year 2023, all metrics finished in the green with one exception – Employee Conflict of Interest disclosures. There were six employees who did not submit the required disclosures by the deadline. All have since been addressed.

For fiscal year 2024, all metrics are in the green for the year to date through August. Two new metrics are being tracked this year, related to human subjects research education and compliance monitoring.

Action Items

The committee had no action items.

Informational Items

Enterprise Risk Management – Ms. Stephanie Coleman

Vice Chancellor Coleman shared the matrix of top risks and briefed us on the recent activities of the ERM Committee. Ms. Coleman told us that the University's top five enterprise risks have been submitted to the UNC System Office as required. Ms. Coleman noted several steps that the UNC System is taking to address workforce-related risks. She shared that Athletic Director Jon Gilbert recently briefed the ERM Committee on the top intercollegiate Athletics risks. Mr. Wayne Poole told us that an internal audit is currently underway, reviewing the controls and culture that are in place to safeguard student athlete health, safety, and well-being. This is an example of how the ERM and Internal Audit functions work hand in hand with management to identify risks and evaluate how they are being mitigated.

University Policy Process Update – Mr. Wayne Poole

Mr. Poole updated the committee on the previous recommendations to streamline the University's policy development process, make it more efficient, and bring it in line with the UNC Code. Mr. Poole shared that the process revisions have been drafted and agreed to in principle by the University Policy Committee and Chancellor's Executive Council. The details of how the process will work, and the software that will be used to manage it, are being refined. The University expects a soft launch of the new process this fall and a full implementation of the final process by January.

Internal Audit Annual Requirements – Mr. Wayne Poole

Mr. Poole briefed us on several items that are required to be covered with the committee each year, including the Audit Committee and Internal Audit charters, the Internal Audit Annual Report, and the Self-Assessment of the Internal Audit activity that is required of all state agencies in North Carolina. Mr. Poole told us that ECU's Internal Audit activity exceeds the standard established by the state and the self-assessment has been submitted to the North Carolina Council of Internal Audit.

Recent Internal Audits – Mr. Wayne Poole

Mr. Poole briefed the committee on two recent internal audit engagements.

We reviewed other audit topics in closed session.

Mr. Chairman, that concludes my report.