

**East Carolina University
Board of Trustees
September 29, 2023
MINUTES**

The East Carolina University Board of Trustees met on Friday, September 29, 2023, at 9:00 am as part of their regularly scheduled meeting series. The meeting originated from room 249 in the Main Campus Student Center, on the campus of East Carolina University in Greenville, NC. Chair Jason Poole called the meeting to order.

PLEDGE OF ALLEGIANCE

Mr. Poole called on Army ROTC Cadet Andy Phung, a Criminal Justice major from Saigon, Vietnam, and Cadet Thomas Lee, a Computer Science major from Durham, N.C. to lead the pledge.

ROLL CALL

Mr. Poole called on Secretary Cassandra Burt to call the roll. A quorum was established.

PRESENT

Cassandra Burt
Fielding Miller
Tom Furr
Dave Fussell
Van Isley
Javier Limon
Jason Poole
Jeffrey Roberts
Carl Rogers
Jim Segrave
Vince Smith
Vanessa Workman

ABSENT

Scott Shook

READING OF ETHICS STATEMENT

In compliance with the State Government Ethics Act, Mr. Poole read the conflict-of-interest statement. No conflicts were identified.

CONSENT AGENDA

Members of the board were presented with a copy of the consent agenda. No items were identified for removal and separate discussion. Mr. Miller moved to approve the consent agenda and Mr. Segrave seconded the motion. The board voted to approve the consent agenda with no negative votes. A copy of the agenda is listed as “Attachment A”.

UNIVERSITY REPORTS

CHANCELLOR’S REPORT

Mr. Poole called on Philip Rogers, Chancellor to present a report to the board. A copy of the report is listed as “Attachment B.”

REPORT FROM THE STUDENT GOVERNMENT ASSOCIATION

Mr. Poole called on Javier Limon, President of the Student Government Association to present a report on behalf of the student body. A copy of the report is listed as “Attachment C.”

REPORT FROM THE FACULTY

Mr. Poole called on Anne Ticknor, Chair of the Faculty Senate, to present a report on behalf of the faculty. A copy of the report is listed as “Attachment D.”

REPORT FROM THE STAFF

Mr. Poole called on Dana Lopez, Chair of the Staff Senate, to present a report on behalf of the staff. A copy of the report is listed as “Attachment E.”

REPORT FROM THE BOARD OF VISITORS

Mr. Poole called on Preston Mitchell, Chair of the Board of Visitors, to present a report on behalf of the Board of Visitors. A copy of the report is listed as “Attachment F.”

COMMITTEE REPORTS

ATHLETICS AND ADVANCEMENT COMMITTEE

Mr. Poole called on Mr. Miller, chair of the Athletics and Advancement Committee to provide a report on behalf of the committee. A copy of the report is listed as “Attachment G.”

AUDIT, RISK MANAGEMENT, COMPLIANCE AND ETHICS COMMITTEE

Mr. Poole called on Mr. Smith, chair of the Audit, Risk Management, Compliance and Ethics Committee to present a report on behalf of the committee. A copy of the report is listed as “Attachment H.”

BUDGET, FINANCE, AND INFRASTRUCTURE COMMITTEE

Mr. Poole called on Mr. Isley, chair of the Budget, Finance, and Infrastructure Committee to present a report on behalf of the committee. A copy of the report is listed as “Attachment I.”

UNIVERSITY AFFAIRS COMMITTEE

Mr. Poole called on Mr. Fussell, chair of the University Affairs Committee to present a report on behalf of the committee. A copy of the report is listed as “Attachment J.”

STRATEGY AND INNOVATION COMMITTEE

Mr. Poole called on Mr. Furr, chair of the Strategy and Innovation Committee to present a report on behalf of the committee. A copy of the report is listed as “Attachment K.”

CLOSED SESSION

Ms. Burt motioned the board move into closed session to prevent the premature disclosure of an honorary degree, prize, or similar award; and to consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee. Mr. Isley seconded the motion and the board voted to move into closed session with no negative votes.

RETURN TO OPEN SESSION

ACTIONS FROM CLOSED SESSION

There were no actions for board consideration coming from closed session.

UNFINISHED BUSINESS

There was no unfinished business for board consideration.

NEW BUSINESS

Mr. Poole announced the board will attend the University of North Carolina System Board of Trustees workshop November 14, 2023, at University of North Carolina – Greensboro.

ADJOURNMENT

Hearing no further business to come before the board, Mr. Poole adjourned the meeting.

Respectfully submitted,

Ms. Megan Ayers
Assistant Secretary to the Board of Trustees

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A G E N D A
September 29, 2023

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|-------|---|---|
| I. | Call to Order | Jason Poole
Presiding |
| II. | Pledge of Allegiance | |
| III. | Roll Call | Cassie Smith
Secretary |
| IV. | Conflict of Interest | |
| V. | Consent Agenda | Jason Poole |
| | <u>Minutes</u> | |
| | a. Approval of Minutes, April 28, 2023 | |
| | <u>Athletics & Advancement Committee</u> | |
| | a. Blair Blacknall Meeting Room (Room 307) | |
| | b. Earl Boykin Plaza at Clark LeClair Stadium | |
| | c. Hitachi Astemo Renaming | |
| | <u>Budget, Finance, and Infrastructure Committee</u> | |
| | a. Property Acquisition – 2325 Stantonsburg Road, Greenville | |
| | b. Property Acquisition – 402 Bowman Gray Drive | |
| | c. Investment Policy for Institutional Trust Funds | |
| | d. Construction Manager @ Risk for Jones & Legacy Residence Halls | |
| VI. | Chancellor’s Report | Philip Rogers
Chancellor |
| VII. | Report from the Student Body | Javier Limon
SGA President |
| VIII. | Report from the Faculty | Anne Ticknor
Chair of the Faculty |

- IX. Report from the Staff** **Dana Lopez**
Chair of the Staff Senate
- X. Report from the Board of Visitors** **Preston Mitchell**
Chair of the Board of Visitors
- XI. Committee Reports and Recommendations**
- A. Athletics and Advancement Committee **Fielding Miller, Committee Chair**
 - B. Audit, Enterprise Risk Management, Compliance & Ethics Committee **Vince Smith, Committee Chair**
 - C. Budget, Finance, & Infrastructure Committee **Van Isley, Committee Chair**
 - D. Committee on Strategy & Innovation **Tom Furr, Committee Chair**
 - E. University Affairs Committee **Dave Fussell, Committee Chair**
- XII. Closed Session**
- XIII. Items Recommended from Closed Session**
- XIV. Unfinished Business**
- XV. New Business**
- XVI. Adjourn**

Chancellor Philip G. Rogers
BOT Remarks – September 29, 2023

Attachment B

Thank you, Mr. Chairman. Good morning, trustees.

It's good to be with you today and I thank you for the engagement across all the committee meetings and strategic topics we unpacked yesterday. I especially enjoyed the student life cycle panel during Strategy & Innovation because it knits together many of our strategic priorities, including student success, social & economic mobility, and workforce success – all goals we seek to advance together with a One ECU mindset.

And it's a timely moment to highlight this mission-aligned work – b/c it demonstrates that we are laser focused on what we were built to do and its why last year resulted in many historic wins for ECU. A year where we set a record in research funding (\$85.5M across 438 awards – 450% growth). A year where we set a record in total philanthropic giving by raising more than \$95M and exceeding our campaign goal 5 months early. And just recently, we hit another important milestone with the passage of a new state budget that allows to celebrate the transformational investments the state of NC is making in the university system and specifically here at ECU.

As you know by now, the focused and disciplined approach to setting legislative priorities by the Board of Governors and President Hans resulted in another year of tremendous appropriations across the UNC System. We're grateful to the state for passing a budget that prioritizes salary increases of 7% over the biennium to retain and recruit our talented faculty/staff, funding for the performance weighted enrollment change, funds for faculty retention, support for rural medical residencies, \$531M in repairs and renovations, and significant investments in capital projects.

The budget also provided a \$500M investment in NC Innovation over the biennium. The funding supports universities in transitioning research and innovations into commercialized products for industry, which will fuel economic growth. ECU will serve as the lead of an innovation hub for the eastern region.

In terms of specific ECU items, we're grateful for the many generous resources allocated to support future-focused, innovation-driven work, such as:

- Funds to increase the primary care workforce – including operating dollars for clinical preceptorships for nursing students, increasing the class size at the Brody School of Medicine, planning funds to develop alternative models for educating and growing the physician assistant workforce, and enhancing the capacity to serve patients in the Psychological Assessment and Specialty Services (PASS) clinic.
- ECU Athletics will receive \$1.16M recurring starting in 2024-25 as part of the sports wagering revenues.
- \$200M in new capital funds – to include...
 - \$50M in additional inflationary adjustments to take the total authorization of the new medical education building up to \$265M.
 - \$18.9M to renovate the Leo Jenkins building; and
 - \$46M to renovate the Howell Science building.
- One of THE most significant investments in the state budget is a \$410M allocation to transform rural health care in North Carolina, with ECU and ECU Health at the center of this work. The NC Care rural health initiative will include:
 - \$50M for a new children's behavior health facility at ECU.
 - \$35M for a new medical examiners' facility, which is a vital need since we are at the center of providing these services for the region.
 - Funds for healthcare stabilization investments, rural care centers, and a clinically integrated network to support rural health care.
 - These are, in my estimation, the most significant investments in rural health care in our state's history.

While national public opinion suggests a decline in the trust/confidence in higher education across our country, I would respectfully offer that the significant legislative investments over the last two years demonstrate the trust and confidence our state leaders have in our abilities to deliver on ECU's mission. Our focused and disciplined advocacy efforts, your participation in this work, our external affairs team on the ground telling our story, strengthening relationships with state leaders, the clinical integration work with ECU Health, and our focus on driving value for the region and the state are all key factors in these historic investments.

A special word of thanks to Karson Nelson Hallow and Michelle Brooks for their tireless work throughout the session. We are fortunate to have them both advocating for ECU.

I think we're well aware there will always be distractions and detractors - especially in a click-bait world where interests or agendas exist that are misaligned with our mission. Decisions to traffic false or incomplete narratives and rushes to judgement are simply part of daily life. Instead, it's our task to boldly pursue our aspirations, seek continuous improvement through innovative and adaptive strategies, and to proudly proclaim our excellence and achievements.

I'm proud, for example, that we're a campus whose recruitment and retention strategies are beginning to take root in a competitive market. We welcomed nearly 5,600 new undergraduate students to ECU this year – an increase of 4%. We experienced an increase of 11% in out-of-state students without sacrificing opportunities for in-state students. Our retention rates for first year students and transfer students improved this year up to 82%. Certainly, like any institution, we have more to do across our enrollment strategies and student success agenda, including moving the needle on our student success performance metrics.

ECU also moved up nearly 40 spots in the recent US News Rankings; we're recognized as the NC leader and a top 10 university nationally in online education; and we're a first mover in designing a micro-credentialing opportunity in the creator economy space.

We're an institution on the move – future-focused and innovation-driven, boldly pursuing our mission to be a national model for student success, public service, and regional transformation and I am proud that we deliver on the value proposition for our learners and our state.

My thanks to this Board for the leadership provided as we pursue our mission.

Mr. Chairman, this concludes my remarks.

Report from the Student Government Association

Javier Limon, President of the Student Government Association

September 29, 2023

Good morning, Trustees. It has been an absolutely wonderful week on campus, especially coming off of ECU's first win of the season with our first shutout in 23 years. *We are so back* and I'm glad to see the wind is back in our sails. Students have been back on campus for a little over a month and man did they come in strong. With the amount of engagement, enthusiasm, and eagerness to get involved I could almost forget that the two years online ever even happened. In these first six weeks, I've had more students email, call, walk into the office, and set up meetings with me than in my first two years in student government combined. In just three weeks, the Student Government Association doubled in size reaching pre-pandemic levels and it consists of a diverse set of backgrounds and beliefs to truly reflect our student body.

I want to reiterate that I am grateful to lead the incredible organization that is student government and I appreciate the trust placed in me to serve as the student voice on this Board. I have been working hard to fulfill my commitment to not just be a Student Body President, but also a Student Body Organizer. Any time I get invited to a student led event or meeting, I do everything in my power to make it. While my office has an open door policy, as a representative of the students I believe it is my job to go to them when I get the chance rather than always expect them to come to me. These conversations are what help keep my finger on the pulse of what the students care about and keep me grounded when my head starts getting a little too big.

Within Student Government I am so fortunate to be surrounded by student leaders that pour their heart and soul into improving the student experience. As the figurehead of SGA I often get too much credit for the incredible things we do, but I alone truly could not do it all. With their help I've launched a series of short-form fireside chats explaining what SGA is working on, with the next episode explaining to students what the Board of Trustees is. We've also launched monthly memos promoting all the incredible opportunities on this campus and in our community.

Once again, my team is working on delivering tangible results for students. Our partnership with dining services and the CLCE yielded over 120 meal swipes donated through our Swipe Out Hunger Program to be allotted to students facing food security. On Friday, October 20th we will host a day of giving in which SGA will purchase meal swipes to match every swipe donated by students. Additionally, recent budget shortfalls meant our incredible marching band would be unable to travel to the football game against App State or perform in surrounding high schools which also serve as recruiting events for us. My team and I felt it was important to have ECU represented in these areas and we allocated roughly \$10,000 to ensure the band kept marching on. I'd like to think their presence in Boone was the reason we nabbed that nice little pick six but maybe that's just me.

Looking to a future initiative, I actually want to return to a discussion we had in committee yesterday and those of you there will see why I asked my question. Currently, SGA is working

with university administration and career services to help endow a scholarship that would pay for the cost of living for students accepting internship offers within the region and beyond. The idea had been approved for SGA to distribute the scholarship last year, but we were then made aware that career services was also looking into a similar goal so we decided to pursue this route as it seemed like a natural wed of our interests. This passion of mine stemmed from my internship in Washington D.C. where several of my peers were from Harvard, Stanford; you name it - many with their living costs paid for by the school. Not only do I *believe* that our students are just as bright and deserving to occupy those spaces, **I know they are**. Once again, several of you witnessed the incredible opportunities that our students are taking advantage of in yesterday's committee meeting. In the Honors College, I personally am surrounded by these high-achieving and highly-motivated students every day. Ultimately, financial barriers should not be a reason our pirates can't get their foot in the door and denied these high impact experiences. I am very excited for this initiative to move forward and I hope to have more to report on this in a future Board meeting.

Now, in less upbeat news but still *just* as important, I am sure all of us here were heartbroken following the events at UNC-Chapel Hill. I never expected to have to message a fellow student body president asking if they were safe, much less having to do it twice in the span of two weeks. I'm sure if I asked everyone in this room for solutions I'd receive all kinds of different answers, but the idea we can all agree on is that the safety of our students, faculty, and staff must remain a priority. Following these events my administration released a campus wide letter with detailed links to resources including the LiveSafe app, and pertinent safety protocols to put students minds at ease. I want to sincerely thank Associate Vice Chancellor for Campus Safety Bill Koch and Acting Chief Beth Watkins for their support throughout that critical time period. With their help, SGA is also restarting our Student Safety Committee that will meet regularly with ECU PD and Administration in an effort to continue improving our policies and procedures.

Again, I am so proud of the work that my team and the Student Government as a whole has been doing. Even with the challenges that come our way, they only invigorate us to push harder to deliver results and improve the student experience. Thank you all, and this concludes my report from the student body.

Report from the Faculty

Anne Ticknor, Chair of the Faculty

September 29, 2023

Good morning, Board of Trustees and thank you for inviting me to share remarks from the talented faculty of ECU. Last year I used my remarks to share insights into faculty life at ECU, and I plan to do the same this year. My reasoning for this is so that our board members can be advocates for our faculty by being better informed about the contributions we make to ECU and the success of our students.

As you know, we have amazing faculty at ECU. Many of you heard from one of our outstanding faculty yesterday in the Committee on Strategy and Innovation meeting. Professor Teresa Ryan, who was the 2022 recipient of the Board of Governors Award for Excellence in Teaching, shared with the board how her research and teaching are connected to enable her students to be successful in the classroom and in the workplace. Professor Ryan is one of over 2,000 examples of our faculty enacting our Strategic Plan to ensure students success, regional transformation, and public service.

Recently, the UNC Board of Governors approved a new Faculty Workload Policy, which means ECU's current policy will be revised. This is an opportunity for our institution to showcase and recognize our faculty and the broad range of work that we do in our updated policy. Typically, faculty workload involves 3 components: teaching, scholarship, and service. Additionally, faculty may have clinical or administrative duties that replace one of the teaching, scholarship, or service parts of this plan or may be an additional workload component. These components are common at many universities across the nation in conceptualizing faculty workload.

Each year as part of our annual reporting process, faculty workload is divided into sections based on these components when planning how to fulfill their responsibilities. For example, the teaching component can include organized course sections, lab or studio sessions, field or practicum placements, mentoring or advising students, supervising student research, or a combination of teaching activities. This is a central part of our jobs and as I shared with this board last year, "teaching" is more than instructing students during a scheduled block of time. Teaching involves all the additional activities that are often not observed on paper, such as preparing learning activities, answering student questions, meeting with students during office hours, grading assignments, and the list goes on.

The scholarship part of our jobs is the advancing of knowledge, the creation of art, the building on existing theories, and the forming of new ideas. Scholarship looks different in each discipline and is dependent on the expectations of the area. For example, scholarship may be a book, it may be a peer-reviewed article, it may be a performance, or it could be producing a patent. This is what makes our areas of expertise and the expectations of our disciplines so different and unique to the profession of professor. Whatever the measure or product of scholarship is, it is time intensive. If it is a scientific research project it can take years to identify the problem, plan the study, collect and analyze the data, then to write up and disseminate the findings. If the

faculty member has secured a grant to fund the study, factor in another year or so for the grant related activities, such as writing a successful proposal to receive the funding, waiting for the funds to start the project, recruiting participants or securing equipment, working with various offices on campus to spend the funds, and writing reports for the funding agency. For those faculty whose scholarship is in the form of creative activities, there is also a lengthy timeline from conceptualization to implementation and dissemination.

Faculty also engage in service as part of their workload and at ECU we take service seriously since it is our motto and part of our mission. Service can range from serving on a professional committee or board related to our discipline to engaging in shared governance as a member of ECU's Faculty Senate or one of its 23 committees. Finally, for those faculty who have clinical or administrative duties, these duties are either off-set by eliminating one of the previous categories or it is in addition to teaching, scholarship, or service.

As you can imagine, faculty do not work a 9-5 40 hour a week job. Our responsibilities to our students and colleagues often include weeknights and weekends. This may include responding to emails, grading assignments, working on a scholarship project, presenting at a conference, participating in a service commitment, collaborating with a community partner, or it may be additional expectations that fall outside our typical workload requirements. These can be recruiting events, updating program marketing materials or digital media, talking with potential or existing donors, or a host of activities that do not fall within our expected workload. When I started my remarks I shared that my intent is for our board members to have the information they need to advocate for faculty and to share our stories with others. We are one part of ECU and faculty contributions are sometimes misunderstood or seen as not important to the success of the university. I think that is partly due to the perception that our work schedules appear too flexible or that we have too much autonomy in our work schedules and many of our activities are unseen.

We can alter these perceptions by showcasing our faculty stories and experiences publicly, highlighting how faculty enact our Strategic Plan, and by sharing the great work we do at ECU. Finally, board members can further support our faculty by advocating for salary increases that take into account the nuances of our work, inflation, and longevity. By taking these into account, our faculty are recognized for their expertise, knowledge, and experience they continue to bring to ECU, our students, and the region. Thank you for being advocates for our university and I look forward to working with each of you this year.

Report from the Staff Senate

Dana Lopez, Chair of the Staff Senate

September 29, 2023

Good morning Chairman, Members of the Board, and Chancellor Rogers.

On behalf of Staff Senate – we would like to thank Aisha Powell for her service as Staff Senate Chair for the past year and a half and her continued dedication to Staff Senate as a senator for the division of Academic Affairs. As the new Chair, I want to express my appreciation for the path Senator Powell paved for me. Her support and mentorship have helped me continue the great work Staff Senate has been doing.

With that said, we have hit the ground running this year. Over the summer and until now we have assisted in 10 new student orientations, helped students and families move into residence halls, conducted a school supply drive that benefitted ECU Community School, recommitted vendors that sponsor our Pirate Perks, and played a round of golf.

On Tuesday we participated in the UNC System – Staff Assembly Chancellor’s Cup Golf Tournament at Bryan Park in Greensboro hosted by North Carolina A&T. Congratulations to our Chancellor’s team on their performance. Thank you Justin Waters, John Gill, Brian Mattern, and Dave Loomis. I would also like to thank ECU’s Garrett Killian and Todd Inman who assisted with the tournament and serve on the UNC System – Staff Assembly as Parliamentarian and Member-At-Large respectively. The funds will allow UNC System – Staff Assembly to continue its support for professional development and educational goals for UNC System – staff through the Janet B. Royster Memorial Scholarship. Scholarship applications close on Saturday, September 30th.

Next month we will host the Annual Staff Senate Wellness Walk at the Health Sciences Campus Lake Laupus on October 19th, 11:30am-1:30pm. Last year we had over 200 participants and vendors. Participants will walk around the lake for exercise and are asked to stop at each of the resource tables along the way. There will be bingo cards for employees to fill out to encourage active participation and education related to the 5 elements of wellness which include Career/Social/Financial/Physical and Community. We invite you all to take a moment to walk with us, meet staff, and emphasize a culture of care.

Our upcoming initiatives include our silent auction to raise funds for our two scholarships, the Children of SHRA Employees and the Gail Jordan Memorial Scholarship, and nominations for staff emeritus. These nominations close on November 30th.

Lastly, our major priorities for this term are:

- To expand our understanding of AI through education and training, open communication, emphasis on Human-AI collaboration, and guidance on career path support AND
- To continue to review Flexible Work Arrangements to facilitate consistency among similar jobs and increase job satisfaction and productivity AND
- To increase our communication in support of “One ECU” through events such as University Day AND LASTLY
- To proactively engage in activities that strengthen the Staff Senate’s role in University Shared Governance.

Thank you and this concludes my report.

ECU

Board of Visitors Report



- Thank you for your service and for making a difference for ECU!
- BOV Access Scholars & Endowed Scholarship Initiative
 - Four Pay As You Go Annual BOV Access Scholarships
 - One Endowed Scholarship - Begins FY 25-26
 - Bridging the Gap in FY 24-25
- Post Pandemic World & House Keeping Items
- Annual Donation Task Force
- Community College Campus Visits
- ECU Campus Tour Feedback Program
- The BOV meetings & endeavors will have a foundation upon the Chancellor's priorities and provide BOV Members with the tools for implementation.

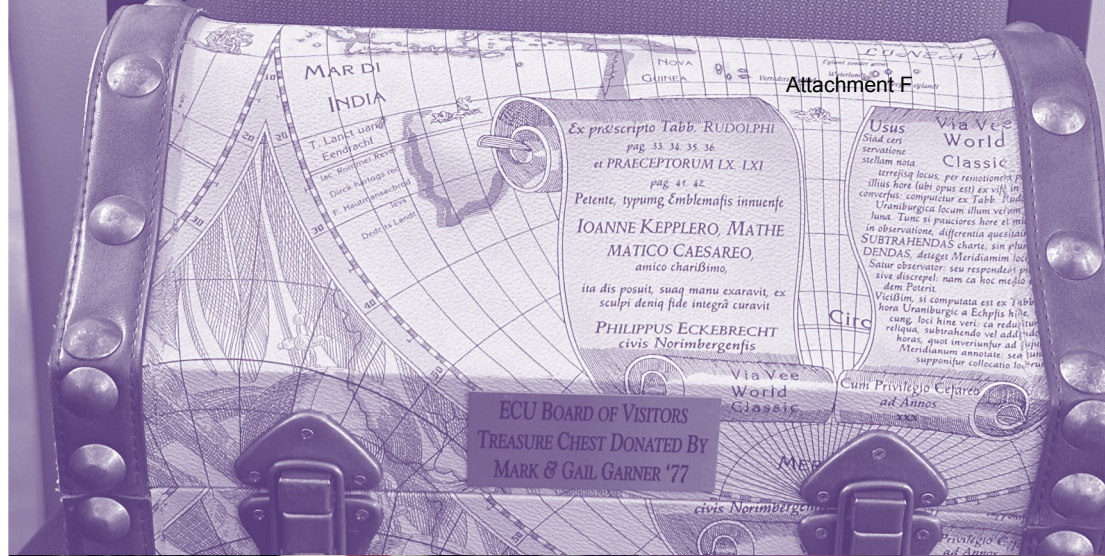




Student Recruitment, Access, Success, & Retention

Internal & External Support

- Orientation and Support of New BOV Members - Feedback Session
- BOV Membership - Diversity
- BOV Access Scholars - Beyond Just Access Scholarship
- ECU General Awareness



Lumos Celebrates the Launch of Its 100% Fiber-Optic Internet in Mebane, North Carolina, and Honors ECU Student Entrepreneur With Grant.

Attachment F



Mebane Historical Museum



Section from Business Wire Article:

At the ceremony, Lumos honored East Carolina University student entrepreneur Elizabeth LaFave with a \$1,500 grant for her company, Invenire, to work with the Mebane Historical Museum. Invenire is a digital platform that organizes, digitizes, and advertises archival content for rural museums and libraries. The platform connects museums with a broader audience, showcasing the internet's ability to educate and connect.

"Our future goal is for Invenire to be viewed as a digital learning resource reinforcing the importance of small museums and libraries," said Lafave. "Our partnership with Lumos is a vital building block in our aligned mission for digital equality."

Invenire will work with the Mebane Historical Museum to digitize its core exhibits to reach more North Carolinians and future generations.

"Today reflects the bridging of time periods for the benefit of Mebane," said Mayor Ed Hooks. "We have Lumos Fiber bringing cutting-edge fiber optics technology to Mebane, but Lumos is also philanthropically partnering with Mebane Historical Museum by donating the Invenire App. This app will allow our historical museum to continue its mission of collecting, preserving, and exhibiting all manner of Mebane's cultural and historical past via a new web-based technological approach, thereby making our museum as close to you as the phone in our hands no matter what part of the world we are in."



THANK YOU

Attachment F



GO PIRATES!



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, Minges Coliseum is receiving updated LED lighting and the bleachers on the North Side of Minges 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 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.



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 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 its use is affecting or will affect the higher education community, and ways in which our university should be prepared to approach its 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 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.