

AGENDA
Athletics & Advancement Committee
February 12, 2026

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|------|---|-------------|
| I. | Call to Order and Approval of Minutes – November 13, 2025 | Action |
| II. | University Advancement | Information |
| | a. University Advancement Update | |
| | b. Student Scholars Panel | |
| III. | ECU Athletics Update (15 min.) | Information |
| | a. General Athletics Update | |
| IV. | Closed Session (30 min.) | |
| V. | Return to Open Session | |
| VI. | Adjourn | |



Meeting of the Board of Trustees
Athletics & Advancement Committee
February 12, 2026

AGENDA ITEM

- I. Call to Order & Approval of Minutes – November 13, 2025..... Van Isley
Committee Chair

Situation: Approval of the minutes from the November 13, 2025, meeting.

Background: N/A

Assessment: N/A

Action: This item requires a vote by the committee.

DRAFT MINUTES

Thursday, November 13, 2025, at 1:30 p.m.
Via Videoconference and Panopto Livestream
ECU Main Campus Student Center, Room 249
501 E. 10th St.
Greenville, NC 27858

This meeting of the Athletics & Advancement Committee was presided over by Committee Chair Van Isley. The following committee members, constituting a quorum, were also present in person: Rich Balot, Matt Crisp, Carl Rogers, Jim Segrave, Scott Shook, and Curtis Struyk.

ECU staff present included Chancellor Philip Rogers, Vice Chancellor Christopher Dyba, Executive Associate Athletics Directors J.J. McLamb and Ryan Robinson.

I. Call to Order and Approval of the Open Minutes

Committee Chair Isley called the meeting to order at 1:30 pm on November 13, 2025. The open session minutes from the October 2, 2025, committee meeting were approved by unanimous consent.

II. Athletics Update

Director of Athletics Jon Gilbert provided the committee with a comprehensive update on ECU Athletics, including competitive performance, financial stability, staffing, exposure, and ongoing priorities. Highlights included:

- **National Landscape:** The committee received an overview of the rapidly evolving college athletics environment, including conference realignment, revenue-sharing models, and student-athlete compensation. ECU leadership was commended for effectively managing these challenges.
- **Competitive Success:** ECU Athletics continues to perform at a high level. The football team has earned bowl eligibility in four of the last five seasons, and the baseball program remains nationally recognized. ECU finished second in the American Athletic Conference in the Learfield Directors' Cup, reflecting broad-based success.
- **Visibility & Media Exposure:**
 - Football TV viewership increased by 39%, driven by multiple nationally televised Thursday night games.
 - Digital and social media engagement is up 9%, aligned with improved competitive performance.
 - Student attendance remains among the highest in the conference, supported by strong pre-game activities.
- **Staffing & Operations:** Athletics continues to operate as a "fragile ecosystem," managing more than 150 annual events with a lean staff. Many employees perform both revenue-generating

and operational duties, and long-term sustainability will require additional strategic staffing support.

- Financial Overview:
 - ECU's self-generated revenue continues to grow, with significant year-over-year increases from ticket sales, donor giving, multimedia rights, sports wagering revenue, and the 2024 Michigan guarantee game.
 - The Pirate Club has raised more than \$20 million for four consecutive years, a first in program history.
 - Debt obligations remain, including the TowneBank Tower shortfall (~\$300,000 annually). The remaining Pirate Club loan (\$382,000) will be paid off in December.
- Fundraising Priorities:
 - The "Pirates Unite" campaign concluded with \$43 million raised for major capital projects, including baseball expansion and Ironwood golf improvements.
 - The Purple & Gold Society, based on multi-year commitments, has generated over \$3.1 million to support student-athlete retention and future revenue-sharing requirements.
 - Large capital gifts are expected to taper as major facilities projects reach completion, shifting focus toward operational and roster-retention needs.
- Scholarships & Student-Athlete Impact:
 - ECU supported 344 student-athletes on aid last year, with a total scholarship cost of approximately \$8.5 million.
 - Walk-ons and partial scholarship athletes contribute meaningfully to campus, generating \$4.69 million in local economic impact and paying \$2.1 million back to the institution.
 - Legislative support is needed to allow graduate student-athletes to qualify for in-state tuition after early graduation.
- Roster Management:
 - Due to NCAA changes tied to the House settlement, roster sizes will be reduced over the next 2–4 years (e.g., football to 115 players; baseball to 34).
 - The football transfer portal window (January 2–16) presents timing challenges related to ECU's January 12 semester start date. Retention funding will be essential.
- Strategic Considerations:
 - Discussion was had about the potential need for additional staffing, either through a professional sports business management role or expanded fundraising capacity.
 - Concerns remain about long-term operational sustainability and the need for increased institutional support to remain competitive.
 - A recent NCAA rule change permitting student-athletes and staff to bet on professional sports is expected to be rescinded; ECU has voted in support of rescission.
- Facilities & Capital Projects:
 - Athletic facilities continue to develop, including baseball enhancements and the Ironwood golf project.
 - Multiple major projects are underway across the department, with future emphasis shifting toward retention, scholarships, and operational needs rather than large-scale construction.
- Upcoming Action Items:
 - Final Pirate Club loan payment in December.
 - Prepare for the football transfer portal opening in January.

- Continue targeted fundraising for student-athlete retention through the Purple & Gold Society.

III. Adjourn

There being no further business and without objection, the meeting was adjourned at 2:30 pm.

Submitted by:

Jenna Boardman
University Advancement



AGENDA ITEM

- I. University Advancement Update.....Christopher Dyba
Vice Chancellor for University Advancement

Situation: Vice Chancellor Dyba will provide an update on University Advancement’s fundraising progress and priorities, along with highlights related to the CRM, Pirate Nation Gives (PNG), and the Chancellor’s Scholars Initiative.

Background: The Board of Trustees receives periodic updates from University Advancement regarding fundraising performance and related initiatives.

Assessment: Fundraising remains on track with strong donor engagement and steady progress toward annual goals.

Action: This item is for information only.



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II. B. Student PanelChristopher Dyba
Vice Chancellor for University Advancement

Situation: Vice Chancellor Dyba will moderate a panel with four scholarship recipients.

Background: Students include Sofia Bick-Martinez, William Carr, Darshan Patel, and Preston Watkins.

Assessment: Sharing stories and perspectives from 2025-2026 scholarship recipients. Reinforces the importance of this initiative.

Action: This item is for information only.

AGENDA ITEM

III. A. General Athletics Update.....Jon Gilbert
Director of Athletics

Situation: The Athletics & Advancement Committee will receive an update from leadership on ECU Athletics, including financial performance, facilities updates, and the broader collegiate athletics landscape.

Background: Athletics plays a central role in ECU’s identity, visibility, and student experience. The program contributes to enrollment, fundraising, and community engagement while also navigating challenges common across Division I athletics, such as increasing expenses, shifting NCAA and conference policies, and evolving expectations for student-athlete support.

Assessment: This update will provide committee members with a financial update, highlights of recent athletic achievements and progress across programs, updates on facilities under construction, ticket sales and fan engagements and additional context on the changing athletics environment as it relates to NIL, revenue sharing and other related topics.

Action: This item is for information only.

AGENDA ITEM

IV. Closed Session Van Isley
Committee Chair

Situation: The committee requests to go into closed session to consider confidential personnel information and to prevent the premature disclosure of an honorary degree, prize, or similar award.

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 Chapter 143 of 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 the federal Family Educational Rights and Privacy Act; 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
- To prevent the premature disclosure of an honorary degree, prize, or similar award.
- 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.