



**ECUAA Board Meeting Minutes
December 1, 2017**

Board members attending: Michael Aho, Neil Dorsey, Jeff Foster, Keith Frazier, Mark Garner, Kathy Herring, Ron Hinton, Shannon Holcomb, John Israel, Wes Johnson, Angela Moss, Glenda Moultrie, Sarah Proctor, Tom Robinson, Tyna Sloate, Rich Spain, Dan Spuller, Lynnette Taylor, Linda Thomas, Jason Tomasula, Tim Willis, and Karla Jones (via telephone).

Emeritus members attending: Carl Davis, Dave Englert, and Frank Grayiel.

ECU staff attending: Heath Bowman, Mary Median, Shawn Moore, Chris Williams, Caroline Tait, Megan Howard, Lindsay West, Joel Stocks, Britt Scholar, and Sherrilyn Johnson.

Chair, John Israel called the meeting to order at 9:05 am.

Heath Bowman introduced Phillip Woods, Executive Director of the Pirate Club

- Woods gave a general update on Pirate Club activities and on the Southside stadium renovations

Heath Bowman introduced the owners and operators (ECU alumni) of Smash Waffles.

- The company started in Greenville, are opening two new stores in Durham and Wilmington, and now have 500 requests for franchises.
- Thought the test store will always be in Greenville, the flagship store in will be in Raleigh.

Committee Breakout Meetings – Session 1 – 9:45 to 10:30

- Audit
- Recruitment and Retention
- Outreach

Committee Breakout Meeting – Session 2 – 10:30 – 11:18

- Finance and Membership
- Rules and Conduct

President's Report

- Search for Executive Assistant in the interview stage with hopes that someone will be in place by January 2018.
- The inaugural Ring Ceremony will be held on Sunday, December 3 at the East Carolina Heart Institute. Over two hundred people are expected; Fifty students will be receiving their rings.
- ECU Connect

- The platform is changing the way it looks in Q1 2018, so additional marketing (“Did You Know?” section and video tutorials) for to potential and current users has been reschedule after the redesign.
- ECUAA will be adding students in 2018 to the platform and staff is discussing what will look like.
- The October issue of ECU Connections was sent to 90,607 alumni.
- ECUAA staff will be attending the CASE Regional III Conference in Atlanta from February 11 -14, 2018

ECUAA Pipeline Projects

- ECU Alumni Travel Program is finalizing vendor consults and selecting trips for 2019. Once destinations are chosen marketing materials will be developed and distributed.
- ECUAA Student Alumni Group – The Outreach team is making strides and will report on progress.
- Pirate Plates
 - Discussions are upcoming between ECUAA and the Provost regarding a marketing agreement. ECUAA proposes 25% of annual revenue go to the ECUAA scholarship fund and program in return for marketing plates to alumni.
- Pirate Tales – Story-telling platform is still in the concept phase.

Break for lunch. Reconvened at 12:00 noon

ECUAA Staff Area Updates

- Membership and Resource Development – Chris Williams
 - Developing video content for social channels
 - Holiday TY video from scholars
 - Scholar profiles
 - Video sponsorship shout outs
 - College of Fine Arts and Communication Internship
 - December Grad Cap Contest
 - Pirate Nation Gives Day, March 21, 2018 - Drive alumni to make contributions to ECU online to alumni association funds.
 - This year’s focus is on students.
 - Volunteer support is needed
- Scholarship and Signature Programs – Shawn Moore
 - Scholarship Program update
 - Speakers and Activities (Building Professional Network, Life Coaching, Cooking Class, End of the Semester Breakfast)
 - Volunteering at ECUAA Events (Tailgates, Purple and Gold Golf Open, and Ring Ceremony)
 - Attendance at A Purple and Gold Evening was very well received by event guests and the scholars.
 - Upcoming in 2018

- Announcing of Recipients (RHW Award, Alumni Awards, and 2018-19 ECUAA Scholars).
 - Save the Date and sponsorship requested for:
 - Road Race – Saturday, April 21.
 - Purple and Gold Golf Open – Friday, September 7.
- Outreach – Dr. Mary Medina
 - The first Ring Ceremony will be Sunday, December 3. A video, a part of the ceremony, was viewed.
 - Homecoming Recap:
 - Doughnut party
 - Game Day Tailgate
 - Women’s Roundtable BOD Meeting
 - Black Alumni Reunion
 - Tailgate Season
 - Consistent numbers with the largest being Tulane (221 people).
 - Special groups included in tailgates this year:
 - Legacy families
 - College of Engineering and Technology
 - Military
 - Tulane fans
 - One Port of Call (away) was at West Virginia. It was a Friday night event with 29 in attendance.
 - Regional Programs
 - Chapter Newsletter is going out monthly to chapter leadership.
 - Chapter Funding Program
 - Volunteer Summit is in the planning phase.
 - Regional Chapters – in NC (4), outside NC (9), and in on-boarding phase (3)
 - Treasured Brew Tours – Two events held to date.
 - White Street Brewing Company in Raleigh with 75 in attendance
 - Uptown Brewing Company in Greenville with 38 in attendance
 - Catawba Brewing Company in Charlotte will be on February 3
 - Affinity Chapters & Reunions
 - There was a brief update on all the affinity chapter as well as a recap of reunions occurring during Homecoming.
 - Alumni Travel Program
 - Heath and Megan are meeting with vendors and will selecting destinations for 2019.
 - ECU Future Alumni Network
 - The program will be launching Spring 2018 and hope to have information and materials up on the ECUAA website by March or April.

Committee Reports

- Chair’s Report - John Israel

- Action Item: Selection of a Spring BOD meeting date. April 27 was selected as the next meeting date and Bowman will share this with the Chancellor. If the Chancellor is unable to attend, April 13 was selected as a back-up date.
- Secretary's Report – Keith Frazier
 - Minutes from the October 6 meeting were presented for approval. Kathy Herring and Glenda Moultrie both motioned to approve, Tom Robinson seconded; minutes were approved unanimously.
- Treasurer's Report - Jason Tomasula
- Audit Committee Report – Dan Spuller
 - Audit report was presented to the committee by Dixon Hughes Goodman; it was clean.. The committee approved the audit report and the 990.
- Awards and Nomination Committee Report – Keith Frazier
- Recruitment and Retention – Linda Thomas
 - Action Item: A survey is going out to the BOD again due to poor participation by member on the first survey.
 - Ex-Officio members of the BOD will receive all communication that BOD member receive.
 - The SGA president, who is an ex-officio member, will receive a standing invitation to the meeting and will be encourage to be the “student voice” to the board.
 - Action Item: Meeting minutes were requested to be posted on the ECUAA website as well as meeting dates and times.
- Finance Committee Report – Sarah Proctor
- Scholarship Committee Report – Wes Johnson
- Membership and Marketing Committee Report – Ron Hinton, III
 - Reported on the future membership model of ECUAA which will be discussed during the business meeting.
- Outreach Committee Report – Tim Willis
- Rules and Conduct Committee – Neil Dorsey
- Emeritus Council Update – Carl Davis
- Presentation from Student Body President – La'Quon Rogers
 - Highlighting positive impacts of Greek community.
 - SGA's promotion of healthier campus – encouraging a bike friendly campus
 - Working with Lime Bike – Bike Sharing service
 - Suicide prevention software solution update
 - SGA Budget – \$500 K per semester
 - \$255K to clubs and organizations, graduate student groups included in this

Current Business

- Alumni Center Update
 - Prime Properties is not interested in moving forward on this project with ECUAA.
 - Vice Chancellor Dyba has interest from other developer to want to work on this project with ECUAA and he is assessing the options.

- There will most likely be a few months before we can move forward with exploring options given the upcoming retirement of Dr. Niswander, Vice Chancellor for Administration and Finance, as this position is very involved in the process.
- Chancellor wants the right partner on this project, then the goal is to get the BOD working committee back on this project.
- Expenditure Policy
 - The new expenditure policy was presented for approval with one minor edit. Jason Tomasula motioned to approve with the edit, Keith Frazier and Tyna Sloat seconded; the policy was approved unanimously.

Fox Run Group

Proposal in BoardMax

Call on Nov 7th to gather more information

Discussion on contract and concerns about agreement

“Out clause” needs to be further defined – Just says breach but what defines a breach

Keith requested additional language under “Use of Marks” section – Would like to see that ECUAA has review/approval of Fox Group’s use of our marks

Can enter into a 2 month agreement to “inventory” the marketing portfolio – May be worth exploring in order to include some monetary metrics to the agreement that can be tied into the breach section.

Membership & Revenue Presentation

Analysis of the current annual giving model – 106K rev and 4K expenses

Net Rev 102K

90% of alumni associations choose not to offer any benefits or see little to no engagement from the benefits they do offer

MIT website show a good example of solicitation for giving

Annual Giving Strategies by Greg Abeyounis and Jennifer Watson

Board Approved unanimously voted to adopt the all-inclusive Alumni Association model.

Linda Thomas said ECUAA needed a strategic plan.

Health had closing remarks.

Voted to adjourn - Was about 3:20ish