



**ECUAA Board Meeting Minutes
September 28, 2018
ECU Greenville Centre
2200 Charles Boulevard**

Board members attending: Keith Frazier, Jason Tomasula, Michael Aho, Glenda Moultrie, Tom Robinson, Wes Johnson, Tim Willis, Linda Thomas, Valerie Tarte, Shannon Minges, Rich Spain, Neil Dorsey, Sheridan Barnes, Angie Moss, Dan Spuller, Karen Correa, Chris Heery, Karen Crawford, Ron Hinton, Ralph Finch, Mark Garner, Jeffrey Foster, Karla Jones

Emeritus members attending: Phil Dixon, Dave Englert, Carl Davis

Absent members: Adam Keen, Sarah Proctor, Phil Houston, John Israel, Tyna Sloate, Tara Parker

ECU staff attending: Heath Bowman, Tammy Gatling, Britt Sholar, Joel Stocks, Chris Williams, Mary Medina, Shawn Moore, Chris Dyba

Chair, Michael Aho called the meeting to order at 9:05am.

Meeting Minutes:

Secretary, Ron Hinton reported on the minutes from the previous meeting held on April 27, 2018 at The Martinsborough Building. Motion to approve by Ron Hinton, seconded by Wes Johnson. **Minutes were approved unanimously as presented.**

Introductory Remarks:

Michael introduced the new Board members and also announced a new Adidas alumni-branded apparel order opportunity to the Board. Overall, Michael said he wants to ensure that the Board meetings are designed to make sure we are as efficient as possible and that we utilize our time wisely.

Soft Skills workshop:

Michael introduced Board Member Ralph Finch '67 to begin the soft skills workshop with the Board. 2 hours are allotted for this soft skills workshop. Highlights included:

- What could we teach young people who will be our future alumni?
- What we can learn from younger generations?
- Should soft skills be taught?

Partner Updates:

Nationwide

- Brett Stewart (Sr. Relations Manager – Nationwide) gave a partnership update, presenting an overview of how the Nationwide/ECUAA partnership is going.
- There have been approximately 800 people sign up for insurance. Among Nationwide's other partner, the average sign up rate is around 80% and ECUAA is around 165% - 244,103 emails sent out over the course of a year. Brett spoke about Nationwide sponsoring the "Purple Gold Golf open," football tailgates, and the alumni road race.
- Nationwide is also collaborating with ECU Athletics by taking out ads with ECU and wants to show that Nationwide is here for the Pirate family. Brett also shared information about Nationwide's giveback efforts for Hurricane Florence; they used proactive calls to Nationwide members and used social media to reach out to people potentially affected. Nationwide currently has 3 Catastrophe response units in NC (Jacksonville, Wilmington, and Surf City). The Nationwide Foundation has given \$1 million to the Red Cross to specifically help the South East US rebuild post Hurricane Florence.
- ECUAA and Nationwide has a five year contract of partnership with four remaining years (end 2022)

ECU Student Affairs

- Kirk Little '82 (Chair of the Student Affairs Advancement Council) and Will Williams (Director of Development – Student Affairs) provided an update about connecting the gap between Student Affairs and the Alumni Association because we share the same constituents.
- Kirk noted that the Advancement Council includes alumni, parents, and stakeholders. He said one thing they are trying to focus on is how to know what everyone is working on when there are 36 departments, adding that Student Affairs is working to stay informed and connected communicatively as a team.
- Kirk also spoke about the Students' Treasure Chest, which is a platform where students are raising money to help other students in need. Students can submit an application to receive financial help. Basically, this is "Pirates helping Pirates through the sponsorship of Student Affairs." The website is: <https://stc.ecu.edu/>. Donations can be sent to Student Affairs, Attention Will Williams.
- Kirk said that Student Affairs is very proud of the new student center, which opens to students on January 7, 2019. Faculty are moving in throughout December. He reminded the Board that our medical campus student center is one of the few in State.
- Michael Aho mentioned that we recognize the past between ECUAA and Student Affairs has been challenging, but we are focusing on moving forward and advancing the relationship to move in the correct direction to work together and accomplish our mission.
- Kirk also mentioned the 40 Under 40 awards, asking Board members to feel free to nominate, since it just requires putting a name into the website and then the alumni fill out their own information.

Lunch – Noon – 1pm

Staff Member Reports:

Annual Giving Update – Jennifer Watson

- Jennifer gave an update from Annual Giving about how things are looking with our partnership between the Association and Annual Giving. In FY19 so far, there has been \$13,557 raised; that is compared to FY18 - \$18,270, meaning we have almost reached last year's total already. Our goal for FY19 is \$106,200; our FY19 operating budget set a \$40,000 goal for planning purposes.
- Mail messaging is going out that gives more information about the move from dues-based membership to a more philanthropic giving model. The Alumni Association Priority fund is the only fund recommended in the mailings, but an "other" line is included. Almost 25,000 households will receive a mail piece that features a solicitation for our priority fund.
- Jennifer will be working with Chris and Heath to do a lot of non-donor outreach. Segments include centennial Pirates, lifetime Pirates, and former donors. The University received approval for crowd funding and it is possible that we (ECUAA) can utilize this new portal. Jennifer was not sure yet if crowd funding will be available for campaigns for the priority fund.
- Jennifer said that from a general annual giving perspective, we are now giving our first time donors a 'thank you' email and phone call from a student, and other donor levels are outlined in the slideshow she presented.
- Mark your calendars: the next Pirate Nation Gives Day is Wednesday, March 20 2019.

Life/Centennial Member Stewardship – Chris Williams

- Chris said that the annual life member Christmas ornaments this year feature an ECU campus landmark; the mailer will include 1 brass plated ornament, a brief description of the featured landmark, and a velvet cinch sack. Each life member household receives one ornament every year between November and December, totaling about 1,300 households. One ornament per household is sent.
- Life Member Ornament Analysis: Chris provided some background on the expenses associated with fulfilling the ornament order. The three-year average is \$14,702 total expense, with yearly ranges from \$12,263-\$17,110.
 - Chris flagged that it will be difficult to mitigate the expense on this program going forward.
 - We still want to continue producing an ornament but are communicating to the life members receiving an ornament that they should expect to see one, just to ensure that no ornament is wasted or missed by receiving members.
 - The Association is also working towards a local retail partnership in order to help make the program sustainable and even shoot for revenue by selling the ornaments.
 - Heath mentioned that we can give things in honor of the past gift, but that we should also work to change the culture of 'one and done' giving.

Alumni Center – Vice Chancellor for Advancement Chris Dyba and Vice Chancellor for Administration & Finance Sara Thorndike

- Michael said he had asked Vice Chancellor Dyba to come to the Board today to provide an update; given the situation had changed since the last meeting. In his update, Chris noted the previous hotel project is off the table, and instead talked about the Chancellor's former residence (the Dail House on Fifth Street), which is zoned as a single-family occupancy. He noted it would be difficult to use no matter what the space is converted to. He added that there is talk about potentially building onto the former house in some way.
- Vice Chancellor Thorndike said that the University is at its debt capacity, so the situation is different than when the Board considered previous options for an alumni center. She did say that we have an opportunity to see what options are as far as a ground lease or a hotel partner for an Alumni Center.
- Michael summed up the discussion by noting that it sounds like the University is going to solicit for new information from Developers and others involved. He added that the debt component is a very real and important thing we would have to consider when making decisions and moving forward with a project.
- Michael reiterated that the Board will need updates on this topic going forward.

Fox Run Group Update – Michael Aho

- Michael said that the Executive Committee and a smaller group had a lot of back and forth and a good call with Fox Run Group and Angelo Scialfa, and that we had negotiated and agreed to certain terms that would be favorable to the Association. However, when we got the contract back from Angelo, it was not exactly what we talked about and agreed upon.
- Still, though, the Executive Committee supported moving forward with consideration of the contract, which was made available to the Board in advance of today's meeting. The redline version contains various changes, and Michael thanked Sarah Proctor for her superb legal expertise in negotiating the text.
- Tom Robinson moved at 2:18pm, and Neil Dorsey seconded, to approve Fox Run Group contract by recommendation of the negotiation committee. After some discussion Tom withdrew his motion a few minutes later.
- Michael and others on the negotiating committee provided additional clarification of some clauses and issues and walked through the document quickly. The main issue was related to how payments would be made and the financial services staff, in conjunction with Heath and others, provided clarification on process; the Board agreed to seek clarification on this point before final signature.
- Neil Dorsey then moved at 2:22pm, seconded by Glenda Moultrie, to approve the Fox Run Group contract upon successful negotiation of changes requested by Board. The motion was approved by the Board by voice vote at 2:26pm (22-0-1), so the Fox Run Group contract was approved. Heath noted he would be in touch with Angelo to work out final details, and then prepare the document for signature.

Current Business:

- Bylaws
 - **Action Item:** Bowman will send The Fox Run contract to the entire Board and invite any/all comments.
 - Glenda Moultrie motioned to approve Budget A as presented. Michael Aho seconded the motion. The Board unanimously voted to approve Budget A.

New Business:

- Michael introduced the proposed changes to the Association's Bylaws as found in BoardMax. He asked for a discussion, and then would entertain a Motion to approve changes. Those changes involve Article III and Article X as follows:
 - **Article III: Membership**
 - **Section 1. Alumni Members:** all graduates of East Carolina University (and all its previous names), including certificates, and former students who matriculated for at least two consecutive semesters or equivalent in pursuit of a degree or certificate. [Existing text]
 - **Section 2. Associate Members:** any individual who did not attend the institution but chooses to affiliate with the association by donating to an established endowment fund supporting the alumni association shall be considered an Associate Member and be granted the same rights and privileges as Alumni Members. [Proposed new text]
 - **Section 3. Honorary Members:** any person who has rendered conspicuous service to East Carolina University and has been awarded an Honorary Degree and/or received an Honorary Alumni Award from the Association." [Proposed new text]
 - **Article X: Amendment**
 - "These constitutions and bylaws of the corporation may be amended, altered, and/or rescinded by the board of directors from time to time without the assent of the membership." [Existing text]
 - "These bylaws may be amended at any meeting of the board of directors, as outlined in Article V, or using an online meeting, by a majority vote of the members present, provided that seven days' notice of the proposed amendment is given to each board member by email." [Proposed new text to replace existing]
- Heath explained that, on Article III and Associate Members in particular, that he did not think we should limit our options to pull on people to the Board who have an interest to serve that are non-alumni, which is why we're having a discussion and vote.
- A number of Board members raised concerns about the Associate Member category, and Michael said that the point of this agenda item is to talk about this change and come to an agreement or non-agreement and go one way or another.
- Neil Dorsey said that, if we're looking for certain types of people to serve on our Board, then we have thousands of Alumni that can step up the cause.
- Sheridan Barnes said he did not know if an honorary alumnus could serve as a Chair of the ECUAA Alumni Board, like an actual alumnus.

- Neil Dorsey moved at 2:43pm, and Karen Crawford seconded, to approve the changes to the Bylaws related to Article III Membership, but only add “Section 3. Honorary Members” and not “Section 2. Associate Members.” **The Motion was approved** unanimously by voice vote (23-0).
- Linda Thompson Thomas moved at 2:45pm, and Tom Robinson seconded, to approve Article X: Amendment as presented. **The Motion was approved** unanimously by voice vote (23-0).

ECUAA Future Board Meetings

FEBRUARY 1 2019 WINTER MEETING SCHEDULED - 2:48pm

APRIL 26 pencil in spring meeting (tentative) – 2:48pm

Strategic Planning – Sharon Justice

- Strategic planning session at **2:50pm**

Listed “Service segments” for ECUAA:

- 1) Community (around the Association)
- 2) Students (of the University)
- 3) Affinity (groups associated with the University)
- 4) ECU (as a University as a whole)
- 5) Alumni (of the University)

ECUAA Board broke out into segment groups to discuss how we will implement our communication segmentation to each group.

Strategic planning breakout began at **3:00pm**

Strategic planning breakout end at **3:36pm**

Segment discussion “what’s important” (facilitated by Sharon Justice):

- Students – we need to do a Survey or connect with them, focus groups, social media information gathering through polling, engage with them, provide “beginner steps” for people to learn how to be good alumni. Collaborate with Student Pirate Club. Mentor/mentee relationship stimulation.
- Community – engage Community Colleges, for ECU to navigate moving forward we have to position ourselves to be the “it” factor University through utilizing Students and Alumni, the Alumni need to go back into the school – we can go in and do career days and do soft skills training etc with students, active NC ECU teacher graduates, service
- Campus partners – etiquette dinners, 1 ECU (collaborate and consolidate), integrate support with other partnering groups, information sharing.
- Alumni – our Alumni Base is from so many different career areas... how do we connect our events with our Alumni base career segments and engage them (be a voice for people), if we can get Alumni to publicly identify themselves as ECU graduates, identify that “you’re” an ECU graduate or current student.

- Affinity groups – identify affinity groups, identify what other partnerships we need, travel partner to ECU alumni through affinity partnership, develop relationships with other Universities with similar missions

Additional notes

- Michael noted that Sharon has made herself available to us in order to continue to work with us and collaborate on developing our Strategic Plan.
- College of Business etiquette dinners will be held on November 5, 7, or 12. Contact Sharon Justice to register to participate!! Dinner is at the Murphy Center.

TIAA Kaspick/NC Gift Planning, LLC - Greg Abeyounis (Senior Associate Vice Chancellor for Development)

OVERVIEW AND RECAP DOCUMENTS ON TIAA KASPICK WERE GIVEN OUT AT THE MEETING.

- “There’s a chance to partner with the UNC system – what I’m bringing to you today is a relationship that brings us price breaks on charitable remainder trust and gift annuities.” – Greg Abeyounis
- “Out of 500million dollar gift goals, approximately 200 million will come from collaborative types of gifts such as remainder trust and gift annuities.” – Greg Abeyounis
- “I am coming today to have you all (ECUAA Board) approve financial services to work with a partner such as this.” – Greg Abeyounis
- Motion by Neil Dorsey to approve the participation in TIAA at 4:27pm 2nd by Linda Thompson Thomas – **Unanimous approval by voice vote.**

President’s Report – Heath Bowman

- Heath Bowman delivered President’s report at 4:27pm. The update will be loaded into BoardMax for review.
- Biography sheets for the new student workers were handed out.
- ECU Alumni Collection potentially available at U.B.E. (updates on that coming soon, not final)

Chair’s Report – Michael Aho

- Michael will be attending the ECU Foundation meeting to update them.
- Michael said that he will be in Seattle next week for work and he will be hosting an Alumni engagement social.
- Michael will be attending the Board of Trustees meeting on November 1, 2018 to brief them on the work that we are doing and to keep them in the loop.

Treasurer’s Report – Jason Tomasula

- Jason Tomasula and Joel Stocks will be working together to discuss future budget tracking as we go through this membership transition. The budget update has been loaded into BoardMax

Awards and Nominating Committee – Linda Thomas

- Linda Thomas stated that the committee has not had a chance to meet but they are looking at the Alumni Association’s bylaws to review the criteria for awards. The current plan is to review

the criterion for the awards and revise them before next year's nominations. The awards criterion has not been reviewed for at least five years.

Recruitment and Retention – Karla Jones

- Karla Jones stated that the board member expectations has been updated and that all documents have been uploaded into BoardMax. Nominations will open in November.

Scholarship Committee – Wes Johnson

- Wes Johnson reported that \$20,368.00 was raised at the Purple & Gold Golf Tournament.
- Wes stated that by continuing to build the Scholars program it will re-enforce to students that they are a part of the ECU family and the Alumni Family.
- Shawn Moore will be sending out newsletters, Monday Motivational Messages and they will be taking road trips throughout the year.
- The calendar timeline has been changed and uploaded to BoardMax

Audit Committee – Tom Robinson

- Tom Robinson stated that the audit report is on BoardMax and the DHG report is accurate.

Outreach – Tim Willis

- Tim Willis stated that our first Outreach meeting will be this evening with the Marching Pirates. We provided sandwiches, chips and drinks for them.

Emeritus Council – Michael Aho

- Board Chair, Michael Aho stated that he had a conference call with the Emeritus Council. His plans are to keep them engaged throughout this year.

ADJOURNMENT

- Glenda Moultrie made the motion to adjourn at 4:50 and Karen Crawford 2nd the motion. **It was a unanimous vote to approve and none opposed.**

MEETING ADJOURNED at 4:50 PM