



ECUAA Board Meeting Minutes
April 27, 2018
The Martinsborough Building, 330 Evans Street

Board members attending: Michael Aho, Sheridan Barnes, Neil Dorsey, Ralph Finch, Jeffery Foster, Keith Frazier, Mark Garner, Ron Hinton, III, Shannon Holcomb, Phil Houston, John Israel, Wes Johnson, Glenda Moultrie, Sarah Proctor, Tom Robinson, Tyna Sloate, Daniel Spuller, Lynette Taylor, Linda Thomas, Jason Tomasula, Tim Willis and Angie Moss via telephone

Emeritus members attending: Phil Dixon and Dave Englert

ECU staff attending: Chancellor Staton, Chris Dyba, Heath Bowman, Tammy Gatling, Mary Medina, Megan Howard, Lindsay Weston, Caroline Tait, Shawn Moore, Chris Williams, Joel Stocks, Britt Sholar, Sherrilyn Johnson and Jim Westmoreland

Chair, John Israel called the meeting to order at 9:06 am.

Meeting Minutes:

Secretary, Keith Frazier reported on the minutes from the previous meeting held on December 1, 2017 at the ECU Health Sciences Student Center. Motion to approve by Glenda Moultrie, seconded by Shannon Holcomb. Minutes were approved unanimously as presented.

Vice Chancellor and Chancellor Remarks:

Vice Chancellor Chris Dyba addressed the Board.

- Dyba thanked Heath and the Board for their work and dedication.
- 5,200 students will be graduating next week and will all be welcomed into the new all-inclusive East Carolina Alumni Association (ECUAA).
- The ECUAA should continue to engage these students, their parents and the Greenville community.
- ECU is building a new three-story Student Services Center as a “one stop shop” for students that will include the Registrar’s office. This will free up campus space and relocate nearly 250 employees to downtown Greenville.
- Engagement is the key to giving. We’re entering into a \$500M campaign that spans the entire university. Dyba will provide some marketing materials around the campaign at the Fall meeting.
- Alumni Center – We’ll do what’s right for ECU and Greenville. There are no defined answers today and are open to viable options.

Vice Chancellor Chris Dyba introduced Chancellor Cecil Staton.

- Two years ago today, Cecil was introduced as East Carolina's new Chancellor
- His goal then and remains today is to lift ECU's brand.
 - Staton explained that ECU has several new college deans.
 - ECU's five-year plan is to double the amount of hands-on research being done at the university.
 - There is a focus on internationalization because our students deserve the same opportunities other NC universities have to offer.
 - We're requesting \$14.3M in planning money for the Brody School of Medicine.
 - The new Student Union Center will be opening in the fall and will be the best facility of its kind in the state of NC and will serve as a major recruiting tool.

President's Report:

Heath Bowman introduced Mark Notestine, President, ECU Medical & Health Sciences Foundation and Associate Vice Chancellor for Development. Heath also introduced Tammy Gatling as the new ECUEA's Executive Assistant.

In an effort to conserve time, Bowman presented the staff's reports. Highlights included:

- Outreach Chapter of the Year – Charleston, SC
- Ring Ceremony – 65 recipients and 170 guests
- Future Alumni Network – Met for the first time on April 4th
- "Beat" Shirts – To be unveiled on football weekends against UNC, ODU and UCF
- Tailgates – First one will be September 1st against NC A&T – Ticket prices are \$20 for fans 11 and older
- Homecoming – Many reunions including the Golden Alumni Society planned for Homecoming weekend
- Gradbash 2K18 – Scheduled for Thursday May 3rd from 6-9pm – ECUEA will have a presence handing out graduation gifts and welcoming seniors to the Alumni Association
- Scholarships – Recipients represented over 250 service hours and included eight graduating seniors
- Road Race – Took place on April 21 and raised \$6,000 – Great feedback this year on the route that took runners through campus
- Signature Programs – Pirate Plates – Trial agreement starts in July and runs through January 2019.
 - 2,400 plates are sold or renewed each year.
 - Trial revenue agreement is in place with the goal of striking a long-term agreement
 - Revenue would be used to fund scholarship and awards
- ECU Connect – On track for 2,000 alumni by end of year one
- Grad cap Contest – 102 entries – up 28%
- Social Media – Working with campus partners to increase alumni participants
- ECUEA received about \$4,000 from the Pirate Nation Gives campaign
- Looking ahead, the ECUEA will begin formulating a new strategic plan
 - Bowman is currently searching for a facilitator

Committee Breakout Meetings – 10:15 – 11:00am

- Recruitment and Retention
- Finance
- Membership and Marketing

ECUAA Assets Valuation - Presentation

- Angelo Scialfa, President of Fox Run Group presented his valuation of ECUAA's marketing assets.
- This valuation exercise was used to put together the Advertising and Sponsorship proposal
 - Demographics – 158,500 alumni with 116,000 of them living in NC
 - The focus should be on Greenville working outwards
 - Alumni are younger in age; <45 years old
 - Female index much higher than males and against the norm
 - Stressed looking at companies headquartered in NC and where our alumni are employed in these organizations, ECU Sponsors, ECU Connect distribution list, ECUAA website, and social media outlets
 - Total projected revenue of \$217,000 based on a 65% sell out rate (excludes any/all potential naming rights for an Alumni Center)

Lunch – Noon – 1pm

- During lunch, Jordan Koonts, Student Government Association President, addressed the Board.
- Lindsay Weston, staff, also presented on the Future Alumni Network program.

Committee Reports:

- Treasurer's Report - Jason Tomasula
 - While there are still a few outstanding items to hit the books, expenses should equal revenue for the fiscal year.
- Audit Committee Report – Dan Spuller
 - A clean audit report was presented to the committee by Dixon Hughes Goodman. The committee approved the audit report and the 990 form was filed.
 - Any Board member wishing to receive a copy of the 990 should contact Dan directly.
- Awards and Nomination Committee Report – Keith Frazier
 - Recapped the 2018 award selection season
 - Reviewed software used for the first time and only encountered minor issues
 - Frazier identified those that were selected to receive an award
 - The 2018 "A Purple & Gold Evening" will take place on homecoming weekend in October to celebrate these recipients
- Finance Committee Report – Sarah Proctor
 - The committee held a preliminary meeting with staff to discuss the 2019 fiscal year budget. The committee also asked staff to present a second version of the budget that includes proposed revenue and expenses should the ECUAA enter into an agreement with the Fox Run Group. Both budgets will be presented to the Board during this meeting under Current Business.
 - Proctor also walked the Board through the YTD investment portfolio performance.
- Membership and Marketing Committee Report – Ron Hinton, III

- Hinton asked Chris Williams, staff, to report on initiatives to transition to the all-inclusive alumni association model.
 - Williams indicated that the transition process will first include life members before moving to annual members.
 - Staff in the process of drafting marketing communications to these groups in both email and hard-copy mail formats.
 - Staff interns are also helping to identify branding strategy for these communication efforts
- Hinton indicated that the committee will likely seek to change the name of the committee in the future
- Discussions ongoing on how to further brand the organization and grow engagement
- Outreach Committee Report – Tim Willis
 - Willis reported that the committee met in mid-March and discussed specifics of the student-led Future Alumni Network.
 - Referenced the Board Engagement document placed in the meeting packet on BoardMax
 - Willis also discussed the latest ring ceremony. There was a great turnout and staff continues to build on a ceremony that will be deep-rooted in tradition.
- Scholarship Committee Report – Wes Johnson
 - Johnson said that the committee received over 100 applications during the scholarship season. Applicants were extremely diverse representing a cross-section of nearly all colleges across the university.
 - Johnson also mentioned that it was a year of “firsts.”
 - The first two \$5K Harry Stubbs scholarships were awarded.
 - It was also the first time that the committee elected to split a scholarship between two seniors entering their last semester at East Carolina.
 - Wes thanked Phil Houston and his wife for hosting the scholarship winners for dinner at their home.
 - Shawn is engaging and involving the scholars more than ever before. Many were instrumental in the success of the road race.
 - Last, Johnson further supported staff’s dedication to striking a trial agreement for the license plate program. If successful, proceeds will fund future scholarships.
- Recruitment and Retention – Linda Thomas
 - Thomas thanked her committee for their work over the past year.
 - Accomplishments include updating the Board diversity matrix, assessing the current Board makeup and identifying gaps in representation, the Board satisfaction survey, and the invitation of an SGA member to have a seat on the Board.
 - Thomas also discussed the upcoming election vote and provided committee recommendations on the number of seats to fill.
- Rules and Conduct Committee – Neil Dorsey
 - John Israel reported in Dorsey’s absence. Israel stated that the committee has proposed bylaw amendments based on the change in the alumni model. These edits will be put forward for a vote later in the meeting under Current Business.

- Associate membership is still an ongoing topic needing to be defined. Further conversations will take place on how to engage non-alumni of East Carolina.

Current Business:

- FY19 Budget
 - Heath thanked Joel Stocks for his work on putting together the two budget proposals. Bowman wishes that he could have put a better budget in front of the Board, but revenue will continue to be a challenge during the alumni model transition period.
 - The budget(s) presented are conservative in nature. While the focus has been made on revenue, expenses have been trimmed considerably.
 - Two budget models were presented to the Board.
 - Budget A – Budget excluding revenue and expenses from The Fox Run Group.
 - Budget B – Budget including revenue and expenses from The Fox Run Group.
 - There was a lengthy discussion regarding entering an agreement with The Fox Run Group.
 - **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.
- Board Elections
 - There are five open seats on the Board. The Board had a brief discussion on the candidates. 50% of the votes are required to be elected.
 - The following individuals were successfully voted to fill three of the five open seats.
 - Karen Correa
 - Christopher Heery
 - Tara Parker
- Officer Elections
 - The following Board members were elected to fill the four officer positions for FY19.
 - Board Chair: Michael Aho
 - Vice Chair: Keith Frazier
 - Secretary: Ron Hinton
 - Treasurer: Jason Tomasula
- Membership Transition
 - The tagline “Pirates Together, Pirates Forever” has been adopted.
 - Bowman directed the Board to the documents located on BoardMax that outline the segments that we’re targeting. Communication plans are coming together.
 - Linda Thomas suggested a feature on Harry Stubbs.
- Bylaw Amendments
 - Neil and his team have worked hard on providing the edits put before the Board. Many of the edits are a result of the alumni model change.

- Mark Garner requested that the language in section 7 be revised.
- Linda Thomas motioned to approve the bylaw amendments as edited. Tom Robinson seconded the motion. The Board unanimously approved to adopt the bylaw changes as amended.

New Business:

- Bowman suggested the following dates for upcoming meetings and retreats. Everyone was in agreeance with the dates.
 - New Member Orientation: Aug 16th in Raleigh
 - Board Leadership Retreat: Aug 16 & 17th in Raleigh
 - Fall Board Meeting: September 28th
 - Winter Board Meeting: February 1st – Tentative (Will discuss date in depth at the Fall meeting)
 - Spring Board Meeting: April 26th pending the baseball schedule
- East Magazine
 - ECUAA has formally divested from the magazine and has no ongoing control.
 - Moultrie suggested that we look at student magazines like The Hook to get our message across.
- Recognition of Outgoing Directors
 - A very special thank you to outgoing Board members that have honorably served the ECUAA.
 - Kathy Herring
 - Lynnette Taylor
 - John Israel
- With no further business to discuss, the meeting adjourned at 3:34 pm.