



**ECUAA Board Meeting Minutes
February 1, 2019
Health Sciences Student Center Grand Room (Rm. 202)
ECU West Campus**

Board Members Attending: Michael Aho, Dr. Karen Correa, Dr. Christopher Heery, Phil Houston, Wes Johnson, Dr. Karla Jones, Adam Keen, Dr. Shannon Minges, Angela Moss, Glenda Moultrie, Dr. Tara Parker, Sarah Proctor, Tom Robinson, Rich Spain, Dan Spuller, Dr. Valarie Tarte, Linda Thomas, Jason Tomasula, Neil Dorsey, Jeff Foster, Keith Frazier, and Mark Garner.

Absent Members: Sheridan Barnes, Karen Crawford, Ralph Finch, Ron Hinton III, John Israel, and Tim Willis.

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

ECU staff attending: Tammy Gatling, Britt Sholar, Joel Stocks, Dr. Mary Medina, Shawn Moore, Chris Dyba, Megan Howard, Caroline Tait and Lindsay Raymond-Weston

Chair Michael Aho opened the meeting at 9:00 am

Jon Gilbert, ECU Athletic Director was introduced and spoke to the Board. He expressed his excitement at being with ECU. ECU has a great brand and our best days are ahead. He stated there are three important goals for him; one being that the athletics not operate on an island but must have good relations with all the ECU campus; two that we have competency excellent, being strong in all academics moving toward a degree; and three having our young people grow in character and serve in our community. He noted that athletics are not the most important activity but are the most visible.

Mr. Gilbert mentioned that losing the Virginia Tech football game (scheduled for fall 2019) was not a good situation but signing to play William and Mary was a good action considering the lateness in the season for scheduling. He is very impressed with Coach Dooley and the Men's Basketball team; and of course, our Baseball team being ranked in the top 25 is a great achievement. He is very encouraged by Coach Houston and his plans for this year. He wanted a coach with prior coaching experienced and that would fit into the ECU culture. Coach Houston knows North Carolina and has been a successful Head Coach everywhere he has been. He stated that it takes everyone to support our teams, and we should see a different football team this year. Winning is a process and does not happen overnight. He wants to hear from the fans and will work to address the issues.

Questions from the Board ranged from support for ECU Athletics, being the face of ECU, and a positive direction to capital projects. Mr. Gilbert did state that most of our facilities are in decent shape, but the future would call for a redo of the weight room, fixing some leaks, redoing the turf practice field, enclosing the softball batting cage, and an indoor football training area. Mr. Gilbert did address the issue of the Women's Basketball team now having their third head coach. He addressed the Team and was proud of their response to this adversity: their attitude is good, and they will be looking for a permanent coach. He thanked the Board for having him and urged everyone to come out and support the ECU Athletic teams.

Head ECU Football Coach Mike Houston addressed the Board and expressed his appreciation for being the ECU Football Head Coach. He has spent the last 2 months on the recruitment trail and setting up his coaching staff. He is very happy with his recruits. He has 3 open scholarships and may keep one open. He talked about his decision to take the ECU position, and how his family played a big part in the final decision. He looked for the right community before saying yes. He knows North Carolina and had picked out ECU as a place to be a Head Coach.

Coach Houston wants his players to act as a team and represent themselves and ECU in a positive manner. He wants to instill 3 values with his players; Academics are very important; Develop his players as young men with strong character traits; and of course, develop as players on the field. Coach was asked about his plans for the Offense Line and strategy. He is recruiting for the line and plans to be a fundamentally sound team. He was asked about his knowledge of our conference and recruiting. Coach Houston stated he is very familiar with recruiting in North Carolina and surrounding areas as he has coached in North Carolina and in Virginia having recruited in this footprint for several years. He is very happy with this year's recruitment class. He commented on a strong recruit and how he plans to use him at tight end. He ended by saying the team's attitude is excellent and he looked forward to a good season.

Chair Michael Aho thanked Jon Gilbert and Coach Houston for coming today and speaking with us. Philip Wood, Director of the Pirate Club, also in attendance, was recognized at this time.

(9:40 am): **Chair Michael Aho gave brief opening remarks.** He shared news that Tyna Sloate has resigned from the Board. Ron Hinton had earlier resigned as Secretary due to a job move to Texas but was retaining his Director seat.

In light of Ron Hinton's resignation, **Jeff Foster moved that Neil Dorsey be elected Secretary and serve as such until the next elections. Glenda Moultrie seconded the motion. Motion passed unanimously.**

Approval of Minutes: Secretary, Neil Dorsey reported on the minutes held on September 28, 2018 at the Greenville Centre. **Motion to approve by Neil Dorsey, seconded by Michael Aho. Minutes were approved unanimously as presented.**

(9:50 am): **Closed Session:** **Glenda Moultrie moved that the ECUEA Board move to a Closed Session to discuss Personnel issues, under North Carolina statute Statute 143.318.11(6), and the session would include elected Board members (not ex-officio, including ECUEA staff) and Emeritus members. Tom**

Robinson seconded the motion. Motion passed unanimously. Chair Michael Aho clarified that Vice Chancellor Chris Dyba and Chief of Staff Jim Hopf would join for a portion of the closed session when we were ready for them.

(11:40 am): Board returns from Closed Session; no action was reported out.

Brody School of Medicine Alumni relations update

Laura Bond, Director of Brody Alumni Affairs and Dr. Claudia Daly, Board Chair spoke of the recent development of the Brody School of Medicine Alumni program.

- They are looking to incorporate all graduates of Brody, from Doctors to Ph.D. and Master's into the Alumni program. Their goal is to create "Team Health".
- They have been in contact with the ECUEAA for ideas and suggestions on how to grow the Board and interest in a Brody Alumni group.
- At the present time, there is no board, but they are working on reaching out to recent alumni, those in the Pitt County area, as well as current students.
- The Brody Alumni data base is weak currently, but they are working on updating it.
- They will have a reunion this fall and hope to develop interest in the Alumni Board.
- They would like one of the first activities for the group to be networking opportunities.
- They asked the ECUEAA Board "Why were they active on the Board?":
 - Glenda Moultrie said that it is a way to give back to ECU, a way to show our passion for ECU and a way to encourage others to join with us.
 - Tom Robinson stated it was pride in ECU and a way to emphasize the positive aspects of the University.
- The next question was "What was it like to serve on the Board?":
 - Michael Aho said it was the ability to have a voice, to engage the Alumni and students before they left ECU. It is also a chance to introduce change to assist Alumni on their career paths in an effort to better network. It is a great way to get past leaders involved and bring in the future leader with new ideas.
- The next question asked was "How do you measure success?":
 - Phil Dixon suggested a report card method. This would help with recording attendance, engagement and participation in events.
 - Michael Aho suggested the ECU Foundation Board guidelines/report card could be a useful model for Brody.
 - Neil Dorsey suggested looking at the members in community involvement and how they represent ECU.
- Phil Dixon asked, "Why is Brody a school and not a college?":
 - No one had the answer and Chris Dyba said he would investigate this question.

Michael thanked Laura Bond and Dr. Claudia Daly for presenting and looked forward to working with them in the future.

Lunch – 12:15 pm – 12:45 pm

Business Meeting

Presidents Report

Dr. Mary Medina presented the President's Report.

Scholarships/Awards & Nominations

- The scholarship program review showed that the scholars completed over 260 hours of community service, had an overall GPA of 3.74, with one at 4.00 and four at 3.94.
- The 2018 Golf tournament had 133 teams and raised \$20,000. This year's Golf Tournament will be on September 6, 2019.
- The Pirate Alumni Run will be held April 13, 2019 and will be the same weekend as Pirate Fest and Pigskin Pig Out.
- Nominations are now open for the Awards program.

Outreach

- The Outreach program is presently working with the Women's Roundtable. They will have their Emeritus Luncheon April 11, 2019, Board Meeting on April 12, and ECU Incredible Women's Series on September 19, 2019.
- The Black Alumni Chapter is in early planning for the 2019 reunion.
- The Future Alumni applications are open and will close on March 8, 2019.
- Regional engagement is currently looking at restructuring and revamping the chapters and affinity groups.
- There was a review of last year's tailgate numbers, in particular the Centennial members who did not use their benefit.
- The Pirate Adventure program was reviewed and shows to be very promising. We do receive a commission on all adventures. New trips are being considered for 2019-20.

Marketing/Communications

- The ECUEA is in the process of a Director of Marketing/Communications search.
- ECU Connect 2.0 will be focusing on mentoring, directory, and jobs. The goal is to have 5,000 members by the end of the year, currently we have 3,000. There will be a relaunch in March 2019.
- An E-Newsletter is being developed aimed at alumni, students, business community, and campus partners.
- There is a new Alumni decal mailing tentatively scheduled for May 2019.
- The Board was reminded about the Pirate Nation Giving Day, March 20, 2019 and urged to not only give, but to let others know about his opportunity to support the ECUEA priority fund.
- There was an update on the holiday ornament and clothing program at UBE.
- Board Max has been sold and we will be transitioning to BoardEffect sometime in March. There will be a review of possible changes.

Chair Michael Aho thanked the Staff for all the work they have done, and the future actions for the ECUEA.

SGA Report

SGA President Jordan Koonts was introduced by Michael Aho and thanked for the ongoing partnership with the ECUAA.

- Jordan mentioned that the SGA elections process has started.
- He gave an update on the recent student fee increase decision:
 - The amount of student involvement and a positive response from the Chancellor was a highlight of this year.
 - The students had a well-planned out presentation that reflected in a positive manner on the University pertaining to their fee concerns.
 - SGA is working on reducing the cost of text books.
- Jordan noted that the SGA is working to have a student's Banner ID reflect how they could modify their names to reflect how they should be addressed. They are also supporting the expansion of the Pirate Academic Success Center.
- The SGA provided \$30,000 for the new Student Support Center and \$15,000 to support new artist at the Pirate Fest.
- He recommended everyone visit the new Student Center on Main Campus.
- ECU will host the UNC Association of Student Government in 2020, offering a great opportunity to showcase ECU.
- He attended the Board of Trustees retreat and there were good discussions on moving forward and advocating for ECU.
- Glenda asked about an email she received about a crime. Jordan said it did not come to the SGA and Student Affairs is investigating.
- Jordan was asked to talk about why the fee increase process turned out so well. Jordan stated that the students were professional in their approach, engaged in conversations, and took the feedback to develop their responses.

Chair's Report

Chair Michael Aho, reported one of his goals was to be engaged with the other ECU Boards.

- He has met and presented at the ECU Board of Trustees, emphasizing on working together and keeping each other informed before the media finds out about things first.
- He has interacted with the Chancellor quite a bit. They met to discuss our exclusion for the Athletic Director search last fall; the Chancellor did apologize for this oversight, and we were kept informed of the search activities and Michael was involved in the process.
- He has been open with his concerns and provided honest feedback to the Chancellor.
- Michael said he was excited to be working with the Brody School of Medicine and supporting them.
 - During January's Board of Visitors meeting, we were asked by the Chancellor's Office to offer support for Brody as were others due to recent controversial issues and press coverage. In discussions with the Brody leadership, we held off with this action. Michael will be talking with Dean Mark Stacy next week and share an update after that.

- Michael did participate in the 360-feedback session on the Chancellor last fall. He felt it opened lines of communication with the Chancellor and the Foundation Board Chairs who participated agreed to support the Chancellor after that session.
- Chairman Aho reported on the recognition of the former Forever Pirate and Centennial Pirate programs. A mailer with a new Alumni pin and ornament were sent to these members. This action was a result of a review of their status after the change in Alumni membership.
- The Strategic plan continues to be worked on at this time. Michael thanked all those that responded providing feedback on the Plan. There will be further discussions in the Committees.
- Michael and Heath had been reviewing our Bylaws and governance concerning the roles of the Chair and President, and who can speak for the Board. Michael gave the example of the letter concerning the hiring of the football Coach, which had been sent in December. Michael discussed his approach to this issue by saying he seeks approval from the Executive Committee and maybe the full Board before communicating on our behalf. That said, our Governance documents are unclear. He noted the letter he sent earlier in the week about Heath's resignation, for example, was shared with the Executive Committee before it was sent. Keith Frazier had done an initial draft, the Committee weighed in, and Michael sent it to respond to public coverage of the resignation. Michael asked that we work on the clarification of the role of the Chair and President.
 - There was a discussion on this matter, and Michael put forth that his actions were done in good faith. He asked if anyone had specific feedback and wanted to share concerns. No one spoke up. Michael stated he has not spoken to the media, other than conveying the letter, and looked to the Board for guidance when speaking for the Board. There will be further discussions on this issue this afternoon.

Committee Breakouts

1:30 pm – 1:55 pm

Session 1: Awards and Nominating and Marketing

1:55 pm – 2:20 pm

Session 2: Finance and Scholarship

2:20 pm – 2:50 pm

Session 3: Recruitment and Retention and Outreach

Current Business

Chair Michael Aho called for current business at 2:56 PM.

Alumni Center:

- Chair Michael Aho reported that after the Board of Trustees meeting in November 2018 there was a discussion about the ECUAA being moved to the Dail House, the Chancellor's former residence.
 - In December ahead of today's meeting, Michael had asked Heath Bowman and Vice Chancellor Dyba for documentation on costs of renovation, maintenance, and related matters. Heath was going to complete his assessment about whether the Dail House

would be sufficient for the staff's needs and future growth. Michael wanted this information if the ECUAA was going to be asked to decide at this meeting.

- Michael shared that he has not been received the information as of today.
- Michael has had a discussion with the Chancellor about this issue. The Chancellor stated that someone would occupy the Dail House, and the ECUAA would be given first right of refusal, unless we took too long to make a decision.
- Vice Chancellor Dyba recommended waiting until after January 1 for further action. He does have a fundraising strategy; but would it redirect from other fundraising options?
- Michael expressed the need for information before any decision can be made.
- Carl Davis said he talked with the Chancellor on this topic and he is supportive of what must be done to the Dail House. Carl asked why would we go from a 70-year-old building to a 110-year-old building?
- One major concern is if the Chancellor does leave in the future, the Board of Trustees or Governors might want to move the next Chancellor back to the Dail House and sell the present Chancellor's house.
- It was reported that ECU has submitted an RFP for a Hotel downtown and 2 proposals have been received.
 - Carl Davis stated that he has urged the Chancellor to add the Alumni Center to the RFP.
 - There was no discussion on this point.
 - Tom Robinson indicated he was suspect of the University direction of support for the ECUAA dealing with an Alumni Center.
 - Michael stated that no matter what the project, we need information.
 - Mark Garner said it does not matter what the project, we need the information.
- **Tom Robinson made a motion that the ECUAA Board request information from the University including financing and fiscal plans for any proposed Alumni Center prior to accepting any direction from the University.**
 - **Motion failed for a lack of a second.**
- Mark felt the information on the Dail House for renovations, etc. was available and we could get it.
- Sarah Proctor suggested that if we were asking for information on the Dial House, we would look as if we were settling and there are no other options.
- Carl Davis said that he has reviewed the history of the center and that parking was always an issue. He suggested we could politely decline any offer until we received the requested information.
- Michael will follow up with Vice Chancellor Dyba for the Dail House request for information, and, upon the recommendation of some Board members, would also ask for environmental impact studies associated with the property.

Sponsorship and Advertising:

- Chair Michael Aho reported that Fox Run Group had completed interviews for a staff person to be responsible for ECU. Heath was part of that process. It is expected that a person will be named by mid-February. There was concern that Fox Run had not moved as quickly as they should. We started our retainer payments on January 1.

- Michael will follow up with Fox Run.

Defining Engagement:

- Dr. Mary Medina presented the staff's views after a request to define engagement based upon the draft ECU Engagement Categories from the 9/29/18 meeting.
- The Council of the Advancement and Support of Education (CASE) was discussed, as was the previous document the Board had considered based on CASE's findings.
- The Association needs to define rewarding and valuable volunteer activities.
- Staff discussed looking at the University and meaningful activities that impact on the University; this would mean showing how volunteering is not just confined to ECUEA projects or activities.
- Neil Dorsey suggested looking at community volunteering as it presents a positive image of ECU.
- Dr. Chris Heery asked how you would capture this data for engagement.
 - Mary stated there are several tools, including self-reporting.
- Michael said that this discussion does relate to our Strategic plan (Section 6) and there will be further discussion to develop a framework for defining engagement.

Strategic Planning:

Chair Michael Aho thanked all those who have responded to his request for input on the draft Plan.

- Staff has done a review of the plan. It is now on Boardmax.
- He would like additional input to develop the final plan and put it into action. It will serve to provide guidance as we move forward.
- It is requested that the Committees review and set actions.
- We need to develop a plan on how to move forward, what roles will the Board and Staff play, and future actions. Michael said he received no negative responses to the plan.
- The responses and comments will be reviewed, and plan modified along with ideas about how to implement the plan.
- This will be discussed at the April Board meeting and action decided on how to implement the plan through 2023.
- Michael indicated he has thought about a Strategic Planning committee, but no decision has been made at this time.

New Business

FY20 Budgeting – Initial Discussion:

Sarah Proctor reviewed the budget process.

- They will be looking to Joel and Britt for guidance and timeline.
- The Board was asked for input.
 - One question was raised about the decal process.
- The Committee wants to hear from the Board about the Budget.

Chairman Michael Aho called for further new Business

- Judge Jeff Foster asked if the ECUEA was expected to conduct the 2019 40 Under 40 program.

- Michael said No. Michael went on to say that we have made no statement on the 40 Under 40 program at this time.
- The question of Heath Bowman's resignation statement was raised.
 - A discussion was conducted with Board members expressing thanks to Heath for his work for the ECUAA. There was further discussion about Heath's resignation letter and the surprise resignation.
- **Judge Jeff Foster moved that the below statement (shown on the screen for the full Board to see) be issued by Michael for the ECUAA Board. Tom Robinson seconded. The motion was Approved with one dissent, Dr. Valerie Tarte.**

“We thank Heath Bowman for his service and appreciate his efforts on behalf of the ECU Alumni Association. We wish him well in all his future endeavors”.

- Chairman Michael Aho will send this statement to the media, Vice Chancellor Dyba, and ECU Public Affairs. Michael will not make any other comments to the media about this topic on behalf of the Board.

Brief Officer and committee Reports (Full Reports on BoardMax)

Treasurer's Report:

- Jason Tomasula reported that we are on target for this Budget year. We do receive weekly fiscal reports. Our annual giving is above budget projections, at \$63,000. If Marketing through Fox Run can be on target, this can increase.
- Rich Spain asked that the Board use the Pirate Giving Day, March 20th as an opportunity to give some amount to our priority fund so we can show a 100% giving level from the Board.

Audit:

Tom Robinson referred to his written report.

Awards and Nominating:

Linda Thomas added to the young Alumni report and will be asking the Chancellor's Office on what information they want on vetting our Awards program nominations.

Finance:

Sarah Proctor referred to her written report.

Marketing:

Tom Robinson mentioned the Spring mailing with a decal is being developed. He then referred to his written report for other updates.

Outreach:

Tim Willis was not present. The Board was asked to refer to his written report.

Recruitment and Retention:

Dr. Karla Jones referred to her written report.

Scholarship:

Wes Johnson referred to his written report, drawing attention to the success of our Scholars.

Emeritus Council:

Carl Davis thanked Chairman Aho for working with him to reach out to Emeritus members to be involved.

Chairman Michael Aho thanked the committees for their work, and those involved with scholarship and awards especially, given this will be a busy month for them.

- Michael reported that he had already texted the Board statement on Heath Bowman to Vice Chancellor Dyba and received a reply prior to meeting adjournment.
- Michael shared that Vice Chancellor Dyba had asked him to forward any potential names for consideration as Interim ECUAA President, so asked the Board to please send these to him asap. He also shared that Dyba would consult him on the selection.
- In addition, there will be discussions on the recruitment and selection process for a permanent ECUAA President.

Annual Board Meeting:

- The next Board meeting will be on **April 26, 2019** at the new Student Center.
- Michael thanked Tammy for setting up this meeting site.
- Phil Dixon asked that the room arrangements be one that we can see and hear each other with a better sound system. Michael agreed and asked Tammy to please keep this in mind.

Keith thanked Michael for all he has done since becoming Chairman.

At 4:30 PM Glenda Moultrie moved for adjournment. Linda Thomas seconded, and the motion was approved unanimously.