



**ECUAA Board Meeting Minutes
April 26, 2019
Main Campus Student Center (Room #125)**

Board members Attending: Michael Aho, Sheridan Barnes, Karen Correa, Neil Dorsey, Ralph Finch, Jeff Foster, Keith Frazier, Mark Garner, Christopher Heery, Phil Houston, John Israel, Wes Johnson, Karla Jones, Adam Keen, Shannon Minges, Glenda Moultrie, Tara Parker, Sarah Proctor, Rich Spain, Dan Spuller, Valerie Tarte, Linda Thomas, Jason Tomasula, Tim Willis

Absent Members: Karen Crawford, Tom Robinson, and Angela Moss

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

ECU Staff Attending: Tammy Gatling, Joel Stocks, Mary Medina, Shawn Moore, Chris Dyba, Megan Howard, Caroline Tait, Lindsay Raymond-Weston and Mark Notestine

I.7:30 AM – 8:30 AM 2018-2020 ECYAA and Robert H. Wright Award Winners Meet & Greet

II. Chair Michael Aho opened the meeting at 9:00 AM: Chair Aho had brief opening remarks, thanking the ECUAA Scholars and Robert H. Wright Award Winners for attending the meet and greet. He stated we had a number of speakers today and will provide additional remarks after our speakers.

III. Approval of Minutes: Neil Dorsey, Secretary reported out the Board minutes from the February 1, 2019 at the Health Sciences Student Center. **Motion to approve by Neil Dorsey, seconded by Mark Garner. Minutes were approved unanimously as presented.**

Neil Dorsey made a check presentation to Wes Johnson, Chair Scholarship Committee and Shawn Moore on behalf of Neil & Donna Dorsey for their annual gift for the Golden Alumni Scholarship Endowment Fund.

IV. Chair Michael Aho introduced PJ Connelly, Mayor, City of Greenville, for remarks. Mayor Connelly spoke of the opportunities for collaboration for the City, East Carolina University and Pitt County. Economic development is a key to growth in our community. North Carolina is one of the fastest growing States, and Greenville is 10th in population in NC. People are moving to the Raleigh and Western NC areas, and having an impact on Eastern NC. There is a need to develop new economic partnerships in all of Eastern NC, as this will be a positive impact on Greenville and ECU. We need to develop a strong message for all of Eastern NC. This means collaboration with all in our Region, a collaborative conversation. A marketing firm has been hired to develop this message and strategy. The City wants to see ECU grow, to have additional students present to assist the City in its growth, and to

keep ECU graduates here in the East. Greenville has lots to offer to not just students, but to new residents. ECU needs to be a partner in marketing the City, supporting a positive message.

Mayor Connelly responded to questions: Plans for are in place to repave Dickenson Avenue in Fall 2019, along with new lights, signage and other improvements; Asked about the crime rate, the Mayor pointed out that there was a 20% decline in 2018; the City and ECU Police have increased their shared jurisdiction. The 10th Street connector is due to open in a few days and will ease the commute to the Medical Complex; the City is providing additional improvements. Asked about the impact of the many new apartments Uptown, the Mayor did see this as a challenge as it related to the enrollment at ECU. Asked about a hotel downtown, the Mayor said he has heard a buzz about it, but no concrete actions as of now.

V. Chair Michael Aho introduced Interim Chancellor-Designate Dan Gerlach for remarks. Interim Chancellor-Designate Gerlach began his remarks with the need for us to all work together. He echoed the Mayor's remarks about partnership and need to capitalize on our assets. Enrollment is important as is the quality of education to meet the growing economy. We need to grow employees for the future. He mentioned that the Athletic Department is showing excellent growth, and our cultural offerings are also important. ECU needs to stick to what we do and do it well. We need to respond to the Region. He stated he knows the Region/Eastern NC from his work at the Golden Leaf Foundation. Finances and enrollment are the challenges for ECU. ECU needs to continue the partnerships with the community Colleges for growth. He thanked the board for its service and asked that we assist in selling ECU. Engagement and collaboration with all are key.

Questions from the Board were: What can be done about the underfunding by the General Assembly? ECU receives less than UNC and NC State. He stated that this argument will not work in swaying the General Assembly, as will enrollment funding not work. We need to show how investing in ECU will be beneficial to all, we need to sell ECU to assist in solving the budget crisis. Asked about NC Promises and the low tuition, where does the funding come for these schools? It is back funded by the General Assembly. He stated that this was not an impact on ECU enrollment or funding, but we needed to sell ECU and its programs. We need to engage folks and go out and recruit others, bring all parties together, a unity of purpose. A question was asked about the future of the Brody School of Medicine, along with the relationship with ECU Physicians and Vidant Hospital. He has talked to the Dean of Brody and wants to protect Brody. Brody provides many health professionals and is a quality medical school. A question was asked about the delay in building the new Labs, that had monies provided some 4 years ago in a referendum. He was not up to date on that issue but would look into it. A question was asked about an ECU Alumni Center. He said he understood the issue.

Mr. Gerlach talked about the ECU brand and selling the East, a great opportunity to change the Region, with regionalization as a key. Collaboration to assist in expanding health care, business, engineering and how ECU can work in economic development. ECU can use a relationship with local commerce, to provide the labor force for economic growth.

VI. Vice Chancellor's Remarks: Chris Dyba presented Michael Aho with the Order of Cupola Award since Michael missed the ceremony. Vice Chancellor Dyba welcomed all to the new Student Center. He spoke to engagement through communications and marketing with the City. We need to talk about the excellent programs and enrollment looks good right now. Graduation is next week with Emily Procter, ECU alumnae, as the keynote speaker. We are still in the quiet time of the Campaign. Advancement is assessing and setting goals. With the interim chancellor and other unknowns, it is hard to discuss the

campaign. That said, staff will continue to raise money for the core services, scholarships, etc. Asked about the ECU alumni Center, Dyba responded that he had heard about the rumors of a hotel in the city, but nothing happening. ECU has talked with developers about a hotel in the City. ECU is doing a Master Plan and discussions about what is happening on 10th street. He doubts there will be State funding, will need charity dollars. Will need to rely on Alumni donations. He thanked everyone for their hard work, especially Staff who are working understaffed. He was asked about the Alumni center donation page on the Alumni Association web page, there is one. He was asked about the Dail House and the costs we had asked for at the February 1 meeting but had not received from Dyba. There has been no decision about the House and if the Interim Chancellor will be there or the Proctor-Young House. Discussions about renovation ongoing. Chairman Aho talked of the need for the Alumni Center, and we must begin the planning for a center, staffing, allotted space, etc. and consider how can we engage all of our Alumni for this project.

VII. Pirate Nation gives Update: Jennifer Watson reviewed the Pirate Nation Gives Day of Giving held on March 20. This will be held annual on the third Wednesday of the year. (A fire alarm happened at approximately 10:30 AM and we were evacuated from the building, returning at 10:50 AM). Ms. Watson appreciated the strong support from the Alumni board in the use of social media for the Day of Giving. There were 43 gifts from 41 Donors for about \$40,000 for the ECUEA. Expansion of the giving could be attributed to increased social media by former Alumni; Advancement hopes to expand this outreach with the help of the ECUEA and Office of Annual Giving. The total so far this year for the ECUEA Priority fund is \$53,000. ECUEA is provided with weekly Executive Reports. There will be an effort to use ECUEA Board members for giving plans. The FY20 plan is being developed with continued involvement with the ECUEA. A question was asked about the difference in the total giving amounts between the ECUEA report and that of the Advancement. The difference is due to the reporting systems. A question was asked about a goal for the Pirate Giving. No formal goal was set; there were internal goals.

VIII. Fox Run Group Update. Angelo Watson from Fox Run Group was on the telephone to provide an update on the partnership with ECU. Tim Davis was hired in mid-March to be the on-campus sales representative. He has local sales experience. Interim AVC Mark Notestine mentioned that he, Mary Medina and Joel Stocks have met to discuss the Fox Run program.

Mr. Watson indicated that they are taking a 3-prong approach to ECU. The first is to look at large scale sponsors, dealing with all parts of the ECUEA program year. Second, looking at event-based sponsors and then advertisements for ECUEA. They will look at how the ECUEA is marketed at this time. Fox Run has a target of \$320,000 in sponsorship revenue/year and the ECUEA has projected (for budget purposes) a target of \$230,000 this year. A question was asked about the time line for the goals and feedback from sponsors. Mr. Watson will provide updates regularly. A question was asked about the \$230,000 goal being impacted by the 2-month delay in getting Tim on board. Mr. Watson said it is hard to tell after only 4 months. Fox run is banking on meeting the goals. Come July, there will be a better idea of the progress. Chair Aho asked how the ECUEA can help in making contacts. Mr. Watson stated he would accept and welcome any help from Board members, welcoming the introduction to local businesses. Chair Aho mentioned the importance of engagement and working with Fox Run. Mr. Watson mentioned that Fox Run has joined the Chamber and is working on networking. He also mentioned that the Group's Regional Director, Hayden White, is also working in the process reaching out to out of state companies to market Eastern NC.

IX. Break

X. Committee Breakouts: Finance & Scholarship

XI. Committee Breakouts: Marketing and Recruitment and Retention

XII. Committee Breakouts: Awards and Nominations and Rules & Governance

XIII: Lunch

- A. Future Alumni Network (FAM):** Chairman Aho introduced Lindsay Weston. Ms. Weston covered the activities of FAM, which kicked off with a reception the previous night at the Alumni Center, where a number of Board members attended and met with the FAM Board. It was a great event with lots of conversations and discussions of the future. Madison Biggs, Co-Leader for FAM was introduced and spoke to the Board during lunch.

XIV: Business Meeting

- A. Interim President's Report: Dr. Mark Notestine:** Dr. Notestine introduced himself in opening remarks. He has been very impressed with all the Alumni Staff does and their accomplishments. Board Max has been in transition, with an end date toward the end of May. Outreach has been busy with FAM and the Chapter leaders of the year, along with Grad Bash. The Black Alumni Chapter and Women's roundtable continue to be very active. The Pirate Adventures will introduce a new year of travel. Pirate Game Day will expand to 3 Ports of Call, NC State, Navy and ODU. An Outreach Intern will be coming on Board in the near future. The recent Scholars program had 20 Scholars (9 returning), 16 instate and 4 out of state. The 2019 Road Race raised \$5,300. The 2019 Gold tournament will be September 6 and the Purple and gold Evening will be October 25. Marketing reported that ECU Connect 2.0 is kicking off. There are over 3,100 users at this time. An Enewsletter has gone out twice. A final year mailing will occur working with Annual Giving. 10,000 mailings containing a window decal will be sent out. And there were 2.5 million hits on the Grad Hats. The search for the Marketing Director is coming to an end, with interviews occurring in the next few weeks. The search for the AVC has interviewed 8 candidates by phone, and on campus interviews will occur. Efforts will be made for the Board to be involved with the on-campus interviews. It was announced that Lindsay Raymond-Weston was leaving the Alumni Staff. The Board thanked Lindsay for all her hard work and dedication to the ECU Alumni Association. The strategic Planning has been put on hold until the new AVC is hired. Questions from the floor inquired about Fox Run and how the feedback and operations were being monitored. There was concern about the delay in the operation and actions. It was hoped that Fox Run would be working with Alumni and others to make positive contacts and represent the ECUEAA, there was a need to hold them accountable. Dr. Notestine is monitoring Fox Run with Staff and understands the issues.
- B. Chair's Report:** Chairman Michael Aho has provided a written report located on Board Max. He mentioned that Ron Hinton has resigned due to his relocation. Chair Aho reminded the Board that there was still 4 months left to our terms and there was time for the committees to continue to work on their areas. He stated it was an honor to serve this year. Collaboration was a goal for this year, with a number of successes, and some not so good. He looked to partnerships and engagement with other Alumni organizations within the UNC system, and has made headway in accomplishing this goal. He visited a number of the Alumni Centers of other

UNC schools to see what they had, what they felt was good and what they would like to have to make the Center's better. These trips have provided a good background to for our future Center. Aho is also setting up a network of all the volunteer leaders from the UNC system alumni organizations.

XV: ECU Career Services: Tom Halasz presented about the activities of ECU Career Services. They are an important partnership for our alumni, providing a direct connection through ECU Connect and the Handshake platform, which should serve as a database for employers. Students are encouraged to use ECU Connect, which can also be used to tailor messages for regional events by identifying Alumni for these events for students to be connected. This can be helpful to find internships on and off campus. A question from the floor asked Tom how Alumni can be involved. He indicated we could sponsor the regional events, find internships and educate the Alumni about career services. He noted that tracking where Alumni work is very hard, and Career Services is looking for ways to do this. Career Services can be used by recent graduates for up to 6 months after graduation. They will host a part-time job fair on August 20, 2019. They do training, from interviewing to resume writing, both on and off campus. Asked about remote intervening, the team does train in this area. Career Services is also involved in student orientation, discussing how the average student has been successful and can use Career Services.

XVI. Current Business

- A. Associate Vice chancellor Search:** Discussed in prior remarks by Dr. Mark Notestine.
 - 1. Strategic Planning:** On hold waiting for new AVC.

- B. FY20 Budget:** Joel Stocks led a discussion of the proposed FY20 Budget. The Budget was in Board Max and had been discussed and approved by the Executive Committee. The budget process was reviewed. ECUEA staff were involved in this process. No major changes were made to the budget, with the exception of movement of funds into administrative costs. Fox Run revenue is part of the budget. If ECUEA receives \$158,000 in revenue, the budget will balance. There is a tax issue with expenses for Fox Run. A conservative approach was taken to show a net surplus of \$70,000 would balance the budget. ECUEA's budget is not based on Fox run goal of \$238,000. ECUEA budget is a fiscal year budget, while Fox Run is calendar year. Fox run needs to make \$230,000 to make a profit. A contingency plan, if we don't receive enough from Fox Run, is to use our reserve funds. The Fox Run program could be terminated in 18 months, and up to \$100,000 reserve funds could be used. Joel continues to review the budget and the revenue stream, including Fox Run. The budget can be modified as needed. Chair Aho discussed with the Executive Committee going back to Advancement for budget assistance, since we don't receive any funding from them. Joel has had this conversation and stated any request would need to go before the ECU Foundation Board for review and approval. The ECUEA could make such a request, as it is an option. A question was asked about what happened if Fox run fails. It was suggested that additional revenue streams be explored. In addition, having the Foundation assist in looking for bigger asks and buy-in from advancement. These actions would be beyond the sending out letter requests. Chair Aho suggested we work through the Foundation Board for support from the ECUEA, including looking for more flexibility for use of funds, although this would be a long-term option. Chair Aho informed the Board that we recently learned that the license plate program had a clause in it that we would only be provided funds after \$60,000 dollars of plates were sold. This did not occur in the first year, and Dyba recently signed the renewal for one more year. It was noted that the monies go to ECU Admissions. With regard to our merchandise at UBE, it appears there is no written agreement.

This will be investigated. A question was asked if we used reserves in prior years. FY19 was the first time in the last 4 years, using \$51,267 in reserves. Part of this was due to our change away from a dues-based organization. Advancement has provided funds beyond what we traditionally got from membership after expenses. It was further discussed that Fox Run is seen as a stop gap and Advancement needs to be a focus for the future.

Motion was made to approve the FY20 budget as presented by Sarah Proctor, seconded by Shannon Minges. Budget approved by the ECUAA Board.

- C. **BOD elections:** Dr. Karla Jones presented the following Nominees for the ECUAA Board of Directors. Second by Neil Dorsey. A vote was held, and the following were elected to the Board: Robert Cherry; Allen Coleman Smith; Jamie Cullin; Sue Ann Forrest; Johnathan Russell; Bianca Shoneman; Christy Wallace.

Dr. Karla Jones moved that the following sitting Board Members eligible for an additional term, seconded by Michael Aho: A vote was held, and the following were elected to an additional term on the ECUAA Board: Keith Frazier; Neil Dorsey; Sarah Proctor; Valerie Tarte

Officer elections: Dr. Karla Jones presented the nominees for the ECUAA Officers, seconded by Keith Frazier: the election was held and Michael Aho, Chairman, Sheridan Barnes, Vice Chair, Neil Dorsey Secretary, and Sarah Proctor, Treasurer were elected by the ECUAA Board.

XVII **New Business**

- A. **40 Under 40 Awards Discussion/Way Forward:** Dr. Virginia Hardy was present to discuss with the ECUAA Board the prior issues with the 40 Under 40 program. Dr. Hardy stated that there have been no changes in the program. A question was raised about the long-term goals and ECUAA being involved. The Alumni Association has been involved the past 3 years, including by providing a key note speaker for the ceremony and serving on the award selection committee. A statement was made by an ECUAA Board member about the history of the 40 Under 40 program and the ECUAA's involvement. 6 years ago, when it started, the ECUAA was not interested in being involved and it was set within the Office of Student Affairs. However, within the last 3 years, former AVC Heath Bowman, reached out and a cooperative effort was achieved. The ECUAA logo is now part of the program. The ECUAA is working on the marketing of the program. The program would have had a fiscal impact on the ECUAA and staff. These were reasons that the prior AVC (from when the awards were created) was against the ECUAA taking on the program. The present program is now using the ECU Main Student Center for the affair, reducing costs. The question of the selection process has been resolved: there will be a closer vetting of the initial application and review; Advancement will review; A final list will be shared with the Chancellor's Office for review. A question was asked about those persons not selected if they could be nominated again. The answer was yes. It was stated that the final list would be available to the ECUAA through the members on the selection committee. Dr. Hardy stated that she looked forward to a strong relationship with the ECUAA and feels we have it now.
- B. **FY19 Follow Up/Actions:** Chair Aho discussed the short-term goals and the reasons for us to keep on track. We need to continue to work on them, allowing for knowledge management and the committees to work on goals and developed new ideas for the ECUAA.

- C. **Rules & Governance Committee:** Keith Fraizer presented the goals of the committee: to review the Bylaws and other governance materials and to make suggestions to clarify these documents as needed. The Committee has met and will be looking at the Bylaws to select items to review and modify. The goal is to begin bringing these recommended changes back to the Board for review and approval. Along the way, the Committee will be asking for input from the Board.
- D. **FY20 Meeting Dates:** The fall meeting will be September 20, 2019. The Board and new member retreat will be later in the week of August 12 and held on Campus in Greenville.
- E. **Recognition of Outgoing Directors: The ECUEA Board recognized the following Board Members for their outstanding service on the ECUEA Board: Jeff Foster; Mark Garner, Wes Johnson, Glenda Moultrie and Angela Moss.**

XVIII. Brief Officer and Committee Reports (Full reports in BoardMax)

- A. **Treasurer's Report:** No further reports
- B. **Audit:** The Bids for the Audit company will be going out the following week for all Foundations.
- C. **Awards and Nomination:** Linda Thomas thanked the Committee and Staff for all their hard work. The Wright Awards recipients will be integrated into the Scholarship program as much possible to showcase both groups.
- D. **Finance:** Investments are up at this time. See Reports.
- E. **Marketing:** No report.
- F. **Outreach:** The Committee continues to meet.
- G. **Recruitment and retention Committee:** All committee actions are documented and in report.
- H. **Scholarship:** Wes Johnson thanked the committee and Staff for all their hard work. He flagged that we have an excellent group of scholars. The committee had made some changes in the scoring/evaluation system.
- I. **Emeritus Council:** Looking to develop a speaker's bureau. There will be further discussion on this project.

XIX Adjourn: Chair Aho thanked John Israel for serving as Past chair this year and the outgoing Board Members for their service. He thanked the Committees for their hard work. There was some brief discussion of the 40 Under 40 program and to ensure the ECUEA levels of involvement and if the Board needed to vote on this involvement. Chair Aho indicated that Heath Bowman had done this in his role as President as allowed under our present Bylaws. There was some discussion as the interpretation of the Bylaws to allow this, as well as the election process. This will be reviewed. Phil Houston stated that the ECU license plate program was set up to benefit the ECUEA when it was approved. This will be reviewed.

John Israel moved adjournment, seconded by Keith Frazier and ECUEA voted to adjourn at 3:50 PM

Neil Dorsey
Secretary