



**ECU Alumni Association Board of Directors Meeting Minutes**  
**September 20, 2019**  
**East Carolina Heart Institute (Conference Rooms A-D)**

**Board Members Attending:** Michael Aho, Sheridan Barnes, Neil Dorsey, Keith Frazier, Ralph Finch, Dr. Karen Correa, Phil Houston, Dr. Karla Jones, Adam Keen, Dr. Shannon Minges, Tom Robinson, Christy Wallace, Jonathan Russell, Bianca Shoneman, Robert Cherry, Rich Spain, Linda Thomas, Jason Tomasula, Sue Ann Forrest, Tim Willis

**Board Members Attending via Phone:** Sarah Proctor, Dan Spuller, Jamie Cullin

**Absent Members:** Dr. Val Tarte, Dr. Chris Henry, Dr. Tara Parker, Karen Crawford, Allen Smith

**Emeritus Members Attending:** Dave Englert; **Emeritus Members Attending Via Phone:** Glenda Moultrie

**ECU staff attending:** Scott Francis, Tammy Gatling, Shawn Moore, Chris Dyba, Megan Howard, Caroline Tait, Patricia Fritz

**9:00am Chair Michael Aho called the meeting to order:** Chair Aho welcomed those attending. Minutes from the April 2019 meeting had been approved by the prior Board in an electronic vote (June 2019).

**9:05am Chris Dyba, VC for Advancement addressed the Board:** VC Dyba welcomed Scott Francis as the new AVC for the ECUEAA. He reflected upon all the activities as we go into the new year, football games, tailgates and other ECUEAA events. VC Dyba addressed a number of issues concerning East Carolina University.

Dyba addressed media reports about ECU's involvement in a hotel project in downtown/uptown Greenville. ECU is not building a hotel downtown. A RFP was put out to judge the interest in a hotel downtown, to be built on ECU property. There was interest from 2 groups, and one has been selected to discuss this concept. If the project goes forward, there would be a 60-year lease for the ECU property for the hotel to be built upon. ECU would be involved in the branding of the site. The proposed site would be where the present parking lots are located downtown near the culvert. It would not be a convention center. ECU is looking at an up-scale hotel brand. There are potential tax credits for a developer. This is possible but there is a tight deadline for this project to meet. There would be no Alumni Center connected to this hotel concept. Other sites will be explored for an Alumni Center.

East Carolina will be restructuring the many military/veterans' programs. We have a number of excellent programs spread out among different groups at the University. This will allow for a coordinated effort to provide many services. The ECUEAA Military Affinity group will be part of this effort.

The ECU Board of Trustees have formed an Advocacy Committee. This Ad Hoc committee will serve as the voice for all the Foundations. Vince Smith will be the liaison between the Board of Trustees and the ECUEAA. The goal of this committee is to have one voice speaking for East Carolina University.

**9:30 am Ralph Finch** provided a follow up report on his prior presentation on **soft skills**. He contacted a number of HR professionals concerning the soft skills concepts when dealing with college students. Many were lacking these skills which impacted n their job interview skills. Ralph urged the ECUEAA to support the teaching of soft skills to ECU students, and Alumni. A suggestion was made to

approach our Scholars about this concept and to use opportunities to share soft skills during engagements Board members have with students and alumni.

**9:50am            Committee Meetings**

**10:25am            President's Report- Scott Francis, AVC for Alumni Affairs.** Scott introduced himself to the Board, reviewed his professional life and introduced his family. Scott mentioned that he has been on board for approximately 7 weeks and enjoying every minute.

Scott related that Trust, Care, and Collective Responsibility are key points of his work goals and that of his staff. Scott provided a PowerPoint presentation (attached) that looked at the national landscape of Alumni relations and how it related to ECU. The ECUEA has many roles in the university and community, working with our Alumni. The challenge is to communicate with our Alumni and move forward. We need to develop our Giving strategies to include support of the ECUEA Priority Fund, Support of the Endowments, and to generate revenue to support our programs. The people we need to reach and work with include the ECUEA Board, ECUEA chapters and Affinity groups, volunteers through engagement, and the Future Alumni Network. We continue to partner with many University groups such as ECU Advancement, the individual Colleges and Schools, Student Affairs, Career Resources, and Admissions: the ECUEA has a role in each of these groups. Engagement is a key activity for the ECUEA. We can build a donor pipeline, generate revenue, engage prospects, and develop talent for our future Boards and activities.

Scott mentioned that we will soon be a full staff. However, that means 8 staff, and they have plenty to do. The ECUEA Board is welcomed to assist in any way available.

Scott did a review of our Engagement and Revenue (see PowerPoint attached). This review covered the year to date. We are on track for Board giving, scholarships, and events, but revenue is behind schedule. There was a brief overview of the ECUEA social media accounts.

**10:55am            Chair's Report – Michael Aho:** Please refer to the Chair's Report attached.

**11:15am            Committee Snapshot Reports:** These can be found on Board Effect.

- **Vice Chair** Sheridan Barnes commented that we need to be looking to engage many different groups and explore different opportunities as we go forward.
- **Audit Committee** mentioned that the Audit Report was received and reviewed. It is an unmodified report. A positive report.
- **Awards & Nominating Committee** will begin accepting nominees for awards on November 1, 2019.
- **Finance Committee:** There was a recommendation on updating the ECUEA investment strategy and metrics policy. **A motion was made to approve the revised Investment Policy as presented, that the Committee had already approved. No second was required, and the motion was approved by the ECUEA Board.**
- **Emeritus Council:** Glenda Moultrie, the new Chair, indicated that she will be contacting the Emeritus members to find out their needs and how they would like to be involved.

**11:35am            Board photo and Lunch**

**1:00pm            Current Business**

Prior to resuming to the Agenda, Chair Aho **introduced Colin Johnson, President, ECU Student Government** for remarks. The SGA has goals of: (1) Affordability – affordable education. Besides looking at tuition costs, they are focusing on the costs of textbooks. There are grants available to professors to find textbooks at no cost or lower costs; (2) The SGA is working on development of additional internships and research opportunities; and (3) They are looking to have ECU be a home, with wellness and health available to the students. A question was asked about what is the biggest project for the SGA: Colin noted that it is Homecoming and all the related events.

**Financial/Budget Update:** Scott Francis provided a PowerPoint presentation on the Budget (Attached). The FY20 YTD for non-sponsor revenue is ahead right now. Giving Tuesday and the ECU Dave of Giving on March 18, 2020 are priorities. A letter from Annual Giving featuring Scott will be coming out this fall to solicit gifts to the ECUEA Priority Fund. There was a discussion about the need for more clarification in the budget materials provided to the ECUEA. The Scholarship revenue program was also reviewed. using the PowerPoint. Additional sponsorships are needed to offset costs and allow for the funds to add to our scholarship program. These two events are the only fundraising events for our scholarship program. The Purple Gold Event is not a revenue generating event and requires additional sponsorships.

Scott Francis reviewed a PowerPoint (attached) for Navigating the Road Ahead. This was an outline of future actions planned to address the need for increased revenue. This would start with the Fall appeal letter, include separating from Fox Run Group (in November), and consulting with others to set our fundraising benchmarks. We will also integrate financial/budget information more into our regular business and receive and work with referrals from the Board and Alumni for revenue sources and Pirate Nation Gives donors. Scott reviewed our three major affinity revenue partners: (1) Bank of America's ECUEA credit card contract is up in 2020. Renewal may occur, and if not, there are other banking institutions that we can look at for the future; (2) our Myer & Associates insurance contract runs from 2019-2023 and is working well, with the FY20 payment being approximately \$20,000; and (3) the Nationwide Insurance contract runs from 2019-2023 and the approximate revenue is \$50,000. The Fox run contract was canceled and ends in November 2019. They have made no sales as of the Board meeting.

**Strategic Plan:** The Plan is being reviewed, following up on the past work of Chair Aho and the Board. Scott is holding conversations with staff, VC Dyba, and the Chancellor's Office. Some consideration is underway about needing to wait for a permanent Chancellor for certain strategic direction. After these discussions, there will be a presentation of the Plan to the Board.

- Scott Francis discussed the theme for the ECUEA, **RAISE the Flag**. Reimagine storytelling; Activate Alumni experience; Invest in students and young alumni; Strengthen alliances; and Empower Leadership. Scott will be working on this theme and presenting it at a later meeting.

**External Relations:** Chair Aho reviewed the new External Relations Committee chaired by Rich Spain. This committee will be taking on the task of building relationships for engagement, donations, fundraising, chapters, and our relations other groups. They will work with the Annual Giving Staff. As we do not have a dedicated Gift Officer, this Committee will be our force multiplier toward these goals. The ECUEA Board and Alumni are being asked to assist in any way possible, especially to assist in the outreach and community engagement opportunities that the External Relations Committee flags for the Board.

The ECU Ring program is doing well. Finances will be provided at a later date. Two Ring Ceremonies are being planned. The first will be 12/1/19. Following up from our last meeting about UBE's sales of ECUEA branded items, staff noted that they investigated whether a contract had been signed and there

was not one. As such, a cease and desist letter was sent to UBE and we will not continue selling our mark there. The Board also heard a brief update about the North Carolina ECU license plate program. ECUEAA has not received revenue from this effort, since we have not met the minimum selling amounts, but ECU is still receiving the money. Chair Aho approved a one-year extension with VC Dyba earlier this year, so that will end the ECUEAA's formal participation in the program. So, the present contract is still in effect, but we are not marketing this product since we are not seeing a return on our expenses.

## **2:00pm          New Business**

**ECU Boards and Dynamics & ECUEAA's Presence and Partnerships Across the Campus:** Chair Aho reviewed the ECUEAA strategy with working with the other ECU Boards and Colleges and Schools at ECU. He has made an attempt to network and open communications with these various Boards. Staff have also been engaged with these groups across the Campus. The ECUEAA should look to expand the involvement with Colleges and Schools, sharing activities and common goals. The ECU Faculty Senate is a potential source of engagement and Aho has not yet been able to arrange a meeting. The ECU Foundation Board is not a typical Board that we can engage with, as they have a different focus, but our Chair does have an ex-officio seat there and participates in meeting. We have started to engage with the Medical and Health science Foundation and continue to work closely with the developing Alumni group associated with the Brody School of Medicine.

**Succession Planning:** Scott Francis led a discussion on succession planning for the ECUEAA Executive Committee. How will we develop future leaders? We need to look to inclusiveness in the future. The idea of an automatic succession, where Vice Chair becomes Chair, and other officers move up? Do we have a plan to move people up in the various leadership positions? Should we have a mentoring program? We need to have a plan to prepare our future leaders. A general discussion took place with many looking to have a plan for preparing our future leaders. There should be opportunities for members to express interest in leadership roles and ways to learn about these roles. The idea of automatic succession was generally disliked by many Board members. There was a suggestion for a listing of job expectations for the Board's leadership positions, to include a position job description beyond what is in the Bylaws, to ensure we can offer an answer to the question on What are the true duties of the leadership roles? We need to have a better process for selection and election of the Board and leadership roles. This may be addressed as we review the Bylaws and election process through the Rules and Governance ad hoc Committee. It was pointed out the Scott and the Staff are the operations part of the ECUEAA, and the Board is the legislative part.

Scott Francis reviewed the Board meeting times and dates. The idea of a day and half meeting was not supported. Meeting on a Saturday received a positive response from the Board members present.

## **3:15pm          Dr. Mark Stacy – Brody School of Medicine**

Dr. Stacy presented an overview of the Division of Health sciences and the different Schools and Colleges within the Division. Dr. Stacy spoke of the efforts to provide health care in a low-resource environment, the commitment to community service and the proven track record of identifying and developing talent in a diverse group of NC applicants. The curriculum fosters self-reliance and leadership as part of a primary care focus. The practices of interprofessional education, research, Outreach/care delivery and Rural Health care are priorities of the Division of Health Services. Looking at the impact of poverty on health is a point for the interprofessional teams. Dr. Stacy pointed out the research focus at the Lupus Library. A review of the 20140 Health sciences campus was provided. There is a new program to work with the Armed Forces medicine community. With increased buildings, the class size of Brody can increase with the goal of 160 students. Dr. Stacy sees the Health Sciences program as an economic engine for the

Easter North Carolina. He went on to say that through the outreach clinics, rural health services will benefit our community.

**3:50 pm          Adjourn/Concluding Remarks**

Future meetings have not been set. January 24, 2020 will be reviewed for the Winter meeting and a decision made within 2 weeks. April 24, 2010 has been proposed for the Spring meeting but will be confirmed later.

**Meeting adjourned:** Motion Keith Frazier motioned, Tom Robinson seconded, and the meeting was adjourned at 3:52 pm.