



ECUAA Board Meeting Minutes

Date: September 18th, 2020 Time: 8:00am

Location: Virtual (Zoom)

- **Call to Order: 8.34am**
- **Welcome:** ECUAA Board Chair, Sheridan Barnes
- **Roll Call:** ECUAA President, Scott Francis (role taken from the participants list). See appendix F.
- **Agenda Adoption:** None
- **Approval of Meeting Minutes from Previous Meeting:** N/A

University Updates: ECU Interim Chancellor, Dr. Ron Mitchelson

Overview/Highlights:

- **Pandemic & Remote Learning:**
 - Provided and overview of the opening and closing of the campus due to the pandemic.
 - Provided number of cases and the measures that had been put into place.
 - Provided the health officials that they were in contact when making the decision to go remote (decision about the undergraduate decision to go remote) and the graduate program to stay on ground). Reasoning: There was a surge cases about 2 weeks after the first day of classes on 8/10.
 - **Current State:** Testing conducted this week and the peak has passed. Remote learning is going well.
- **Commencement:** Will be virtual for December.
- **Athletics (Football):**
 - Will resume in September.
 - The public and students will be not be allowed to attend. Working on allowing the players family to attend the games (approx. 350 approved to attend).
- **Spring Semester:**
 - Planning the re-opening for the spring with parameters in place (i.e. single rooms, quarantine dorm, testing, opening later, no spring break, etc.).
 - In person commencement in the works.
- **Enrollment Numbers:**
 - 28,798 is the enrollment for the fall (3rd largest in ECU's history).
 - 8,720 new students to ECU.
 - Set a record for Fall 2019 to Fall 2020 retention 84%.
 - Set a record for the 5-year students at a 63% graduation rate.
- **Student Support Needed:**
 - Need emergency funds due to unemployment and various needs.
 - Go to the main page for ECU Advancement and click the labeled box to donate (student emergency funding).
- **ECU Accolades:**
 - Princeton Review, Washington Monthly, US News and World Report, and the H.E.D. Award for diversity.
- **Life Sciences and Bio Tech building:**
 - Construction is moving along.
 - Provided an overview for the 22 acres near the building. Note that an announcement for the land would be coming soon.



- **Chancellor Search:**
 - Is ongoing.
 - Hope to have the new chancellor on Jan. 1st.
- **Thank you:**
 - Grateful for the support received throughout his first full year in the role.

Questions/Inquiries/Comments:

- Linda Thomas: Inquired on if there are any the stats readily available for public viewing (i.e. enrollment, retention, etc.).
 - Chancellor Mitchelson: Referenced the ECU website public facing dashboards that provide COVID-19 numbers and the IPAR site provides the enrollment/retention numbers.
 - Links shared within the chat box.
- Robert Cherry: Inquired if ECU had any flexibility to move virtually beginning of the fall.
 - Chancellor Mitchelson: Gave a recap: 45% were hybrid or online. 55% were face to face.

ECU Advancement Updates: Vice Chancellor, Christopher Dyba

Overview/Highlights:

- Provided an overview of what occurred with advancement efforts during the pandemic.
- **Fundraising:**
 - Had a good year that ended June 30th.
 - **Day of Giving (Pirate Nation Gives):** usually in March but moved to late June due to the pandemic. Raised almost \$3 million during the day of giving.
 - **Student Needs:** \$185,000 was given this year (previously \$10,000-20,000). A lot of donations to the Purple Pantry food bank. Distributed on 2,000 pounds of food.
 - One gift short of a record year.
 - Thanked everyone for the support and asked that the board continues to be advocates.
- **Townhalls:** Attend and participate in the Town Halls with the academic Deans.
- **Questions/Inquiries/Comments:**
 - Sheridan Barnes: Inquired about the email sent earlier about a data breach.
 - Christopher Dyba:
 - Information was sent to everyone affected via email or mail.
 - Background information provided: Third-party vendor was used for data base management (research and pulling data). They are not the primary software for advancement.
 - There was a ransomware attack. Only affected biographical data (names and addresses). Did not affect financial data or credit information. Nothing was stolen.



Meet the Scholars: ECUEA, Director, Scholarship & Signature Programs, Shawn Moore

Overview/Highlights:

- There are 17 scholars in total with 6 attending today. Students have been participating in virtual game nights, cooking sessions, life coaching, mental health, etc. via Zoom. Attendance has been good.
- **Each student spoke for a few minutes about themselves and future goals.**
 1. Lena Calkins
 2. Trysten Culler
 3. Emma Plyler (Provided impact of the scholarship and the experience).
 4. Conor Ferns
 5. Emma Greene
 6. Matthew Jennette

Presidents Report: ECUEA President Scott Francis

- **PCI Update**
 - Relationship began in May for a marketing and data collection period that ends in late November.
 - September: 16,000 alumni responded to the post card, email, or phone calls.
 - Provided a breakdown of the numbers of new and verified.
 - After updating their information, respondents are given the option to purchase a directory book, an online directory, or ECU Alumni merchandise.
 - The Alumni Association receives a commission on each sold item, with a guarantee of **\$32,500** payable 90 days after the distribution of the merchandise.
- **Review Alumni Relations Dashboard:**
 - Provided an overview of the volunteer base, board engagement, scholarships, revenue, and events.
- **Year in Review:**
 - Showed a video of what we accomplished in FY 2020.
 - Thanked the board for the efforts and to continue our work to engage our alumni in many ways.
- **FY21 Prospectus**
 - **Some of our priorities this year are:**
 - **1,000 gifts to the Alumni Association.**
 - **Scholarship funding:**
 - Need to expand efforts to support scholars and the associations scholarship program.
 - Looking at additional scholarship-centric outreach and campaigns to support our scholarships.
 - **Volunteer Engagement:**
 - Grow volunteer base and network by 33% this year.
 - Needs: Regional volunteers, presenters and panelists for events, admissions volunteers, chapter leadership, and Pirate Nation Gives ambassadors.
 - **Increased Presence of Alumni:**



- Referenced Allen Smith's statement on competing for alumni's time and attention (re: during these tough times). We can still continue to build our brand of positivity.
- **Fall Alumni Engagement Plans:**
 - **Deans Town Halls:**
 - Great joint effort. The Deans speak directly to alumni and provide them with ECU's priorities, challenges, and the great work that is being done.
 - **A Pirate's Path:**
 - A series that highlights Pirates that have interesting or different career and/or educational paths to get where they are.
 - Aimed at our Young Alumni (10 years or less out).
 - Several current board members have answered the call to be the featured speakers.
 - We will start on October 4th with Dr. Shannon Minges.
 - **Purple and Gold Golf Open**
 - The only remaining in person event that we are hosting this Fall.
 - Adjustments have been made to the typical tournament experience.
 - Promoting a safe and entertaining way to hold the tournament and support our scholarship program.
 - **Shawn Moore: Spots still available for some of the slots.**
- **Class Notes Page:**
 - Page is live. Here is the link: <https://www.piratealumni.com/classnotes>.
 - Board is asked to share it with their networks.
 - Examples of notes would include birth announcements, engagement/marriage announcements, career promotions, awards/special recognition, obituaries, military recognitions, etc.

ECUAA Board Chair Report: Sheridan Barnes

- **New Board Members:**
 - **Introduced the 5 new members: Each member spoke and introduced themselves.**
 1. John Archibald: Durham, NC
 2. Jamie Deaver: Raleigh, NC
 3. Greg Hedgepeth: Knightdale, NC
 4. Erik Rivenbark: Myrtle Beach, SC
 5. Shawn White: Clayton, NC
- **Vision:**
 - Leadership, engagement, and partnership.
- **Adhoc Committee:**
 - Will resume the Rules and Governance Committee.
- **Parliamentarian:**
 - Based on Karla Jones's recommendation, surrounding Roberts Rules of Order and a need for a parliamentarian, will appoint a parliamentarian that may also serve as the Sergeant at Arms. Reviewing Robert Rules of Order for future meetings.
- **Recommendation:**
 - Ensure that the board is engaged, visible, and transparent.



Committee Reports
(See Appendices and Boardable for Submitted Reports)

- **Audit Report: Chair, Keith Frazier:**
 - Report within Boardable and Appendix A.
 - **Updates:** Audit will be wrapping up soon.
- **Awards Committee Report: Chair, Val Tarte:**
 - Report within Boardable and Appendix B.
 - **Overview:** Provided an overview of the report. Needs input from the board on potential recipients who are accomplished and diverse.
 - **Questions/Comments/Inquiries**
 - Shawn Moore: Will assist in receiving nominations as well. Looking at other institutions for ideas. Encouraged everyone to use their networks.
 - Sheridan Barnes: Inquired about a previous diversity strategy.
 - Linda Thomas: During her time as Recruitment and Retention Chair, developed a diversity matrix that was for the board makeup, not for awards.
- **External Relations Committee Report: ECUAA Director for Outreach, Mary Medina**
 - Report within Boardable and Appendix C.
 - **Overview:** Provided an overview for the committee based on the report. Email Committee Chair, Allen Smith with feedback, tips, and ideas.
- **Recruitment and Retention Committee Report: Chair, Sue Ann Forest**
 - **Updates:** Needs boards assistance with recruiting.
 - Need to fill in our strengths and weakness and be more diverse (What areas can we tap into).
 - Encouraged the entire board to provide potential members.
 - **Action:** Nominate one person for the board.
- **Scholarship Committee Report: Chair, Neil Dorsey**
 - Report within Boardable and Appendix D.
 - **Highlights:**
 - The pool of scholarships may have a potential loss of \$20-25,000.
 - Discussion point from the committee meeting: Creating a ECUAA board endowed scholarship. Will put together a package for review and see if the board will be interested. Present and past board members would be contributors.
 - Needs the board to aid with sponsorship recommendations within our communities.
 - Looking at alternative fundraising.
 - **Questions/Inquiries/Comments:**
 - Shawn Moore: Need ongoing sources of fundraising for more events outside of the main two events.
 - Neil Dorsey: Volunteer opportunities for the October 16th event.
- **Emeritus Council: Glenda Moultrie**
 - **Highlights:**
 - Still working on reaching out to the emeritus members.



- Will share information about upcoming events with them for volunteering, donations, and making contributions to the scholarship committee.
- Idea is to send out an online survey surrounding engagement.
- **Immediate Past Chair Report: Michael Aho**
 - **Chancellor search update:**
 - In-person meetings have resumed and they are reviewing the candidates. Narrowed down candidates for the interviews.
 - **Need Development:** Going forward the UNC system president can be a part of the searches and provide top candidates during chancellor search.
 - **Note:** New rule does not apply to this search but will apply in the future.
 - **Vice Chair Report:** Rich Spain
 - Provided a welcome.
 - **Secretary's Report:** Karla Jones
 - Requested that all board leaders, officers, and chairs submit written reports each meeting (if they plan on reporting during a meeting).
 - **Treasurers' Report:** Tom Robinson:
 - Full report is posted via Boardable and Appendix E (partial).
 - Indicated that there may be a deficit, therefore we need to increase the support or at least maintain it.

ECU SGA President: Tucker Robbins

Overview:

- **Pandemic:**
 - Provided insight on how moving to remote learning impacted the student body.
 - Sent an online form to the student body for them to voice their concerns.
 - **Main issues:** Refunds and grading accommodations. One update was that the administration and faculty implemented the pass/fail system. Student concerns have been noted and addressed, if not resolved.
 - **Transition to Remote:** Connecting was important. Certain days of the week, the SGA officers engage with classmates virtually.
- **Resources for Students:**
 - ECU counseling center.
 - Financial support.
- **Partnerships:**
 - Adopted an officer to partner with SGA.
- **Mental Health initiative:**
 - Better You (In conjunction with the ECU wellness center).
- **Spring Semester:**
 - ECU cannot fully uphold mission without being on campus. Would like the board to support a safe return.
- **Questions/Inquiries/Comments**
 - Sheridan Barnes: Asked what ECUSA can do for SGA.
 - Tucker Robbins: Requested board support for students returning to campus. Mentioned that students want to come back to campus, but the pandemic makes it difficult. If it can be done safely, they would like to return. Stated that the student body's voice is to come back to campus.



- Glenda Moultrie: Mentioned the parties that had occurred within the Greek communities that were contributors to the spread of the virus. Inquired on if SGA had been in communication with them to re-enforce the seriousness of the matter.
 - Tucker Robbins: Spoke to the reported Greek life instances and the clusters. State that they were not a fair assessment (reasoning: they do not live together just a part of the same org.). Mentioned that any results of the investigations are confidential and that it is hard to reach the students right now. They have made efforts to reach and educate them. No disciplinary actions go through SGA. Made it known that everyone should wear a mask and protect others within the pirate community.
- Tom Robinson: Supports students being students and that there are personal risks of damaging themselves or someone. Indicated that returning to campus puts the university in the place to be held accountable.
 - Tucker Robbins: Mentioned that things being discussed for there to be anormal spring. Some freshman got apartment off campus and the goal is to have residences halls with only one person to a room. The off-campus environment needs to improve.
- Linda Thomas: Mentioned that students are going to have to hold themselves accountable and change their behaviors. In addition, that if we cannot get it under control, we do not agree to returned. Noted that young people die too and that returning affects players, coaches, staff members, and their families as well.
 - Tucker Robbins: Mentioned that in his position, he gets pulled all sorts of ways. His role is to advocate on behalf of the students (stated that they want to return if the university and health officials can make that happen).
- Karla Jones: Asked Tucker to consider the student population that may not have spoken up, that do not feel comfortable returning, and had concerns about students not wearing masks in dorms (and other places). Also, requested that the issues concerning housekeeping within the dorms be looked into and addressed.
 - Tucker Robbins: Indicated that the survey did go out to all students but understands that some may not have responded. Students can reach out to him with concerns and he can note all points of views. Will look into the housekeeping issues as well.
- Sheridan Barnes: Asked about his platform he ran on.
 - Tucker Robbins: Provided his platform and information on the budgets and accessibility.

Current Business: ECUEA President, Scott Francis

- **ENC Alliance**
 - Eastern North Carolina Alliance: Business development company in eastern North Carolina. Similar to a chamber or an investment group.
 - **Questions/Inquiries/Comments**
 - Michael Aho: Indicated that the External Relations Committee was taking the lead on it. Goal was to partner and increase our network. Could lead to some partnerships and sponsorships. Also, mentioned that it would not be the alliance, but it's members.
 - Sheridan Barnes: Asked Mary Medina to take it back to Allen Smith and external relations for more details and insight.



- **FY21 Budget**
 - Provided an overview of the budget. Full budget posted on Boardable.
- **Philanthropy Committee**
 - Provided an overview of the committee and why it came about (i.e. transitioning from membership fees to none).
 - The Committee would examine alumni giving holistically at ECU through identifying, engaging and empowering key alumni and volunteers to support the ECUAA.
 - Directly identify, engage and empower key alumni to serve as champions of philanthropy initiatives.
 - Provide input on stewardship efforts for alumni, donors, and friends.
 - Serve as focus groups for future philanthropy initiatives.
 - This committee would help send out the Thank View messages that go out.
 - **First Initiative:** Discussion about a board giving requirement.
 - **Goal:** Convene the committee and have a proposal for the board during the winter meeting.
 - **Questions/Inquiries/Comments:**
 - Tom Robinson: Asked if this was an action the board should vote on to create the committee.
 - Sheridan Barnes/Scott Francis: It is an appointed Adhoc Committee by the chair (3 to 5 board members).

New Business: ECUAA President, Scott Francis

- **Homecoming:** Moved to the spring, no definitive dates yet (looking at a baseball game weekend).
 - Sheridan Barnes: Inquired about the homecoming date and who decides.
 - Scott Francis: There is a committee and the basketball season is done by then. Baseball is playing at the time.
 - Shawn Moore: Purple gold weekend moved on the Saturday of pirate fest weekend in April.
- **Future Meeting Dates:** Feb. 26th, 2020 Winter Board Meeting.

Motion to Adjourn: None
Adjournment: 11:42am

Respectfully Submitted by,

Karla F. Jones
ECUAA Board of Directors, Secretary



Appendices



Appendix A: Audit Committee Report

	East Carolina Alumni Association Committee Chair Report [Audit]	Date: [9-9-20]
	Submitted by: [Keith Frazier, '94]	

To: Board of Directors
From: Keith Frazier - Audit Committee Chair
Subject: Audit Committee Update
Date: September 9, 2019
Memo Color: White

EXECUTIVE SUMMARY

The new members of the Audit Committee consist of the following board members for the 2020-2021 fiscal year.

- Keith Frazier '94, Chair
- Jonathan Russell '02, '17
- Dan Spuller '06, '07
- Patricia Fritz '01, Staff Liaison

The committee met for the first time on August 19th at 4pm. Primary order of business was to meet with outside audit firm, Bernard Robinson & Company. Committee members were provided with a status of the audit engagement and were given an opportunity to ask questions.

The committee expects the ECUAA audit report to be issued by the end of September. At that time, the committee will reconvene with the audit partner to review the findings.

BACKGROUND

N/A

RECOMMENDATION (IF MEMO IS PURPLE OR GOLD)

N/A



Appendix B: Awards Committee Report

	East Carolina Alumni Association Committee Chair Reporting Process Document	Procedure: Committee Chair Reporting
	Subject: Committee Chair reporting procedure at quarterly ECUAA Board meetings	Revision - 1 Date: September 15, 2018

To: Board of Directors
From: Awards Committee Chair, Val Tarte
Subject: First Meeting – general review
Date: September 11, 2020
Memo Color: White

EXECUTIVE SUMMARY:

At the 9/3/2020 committee meeting, the mission, members’ duties, information in the Committee Handbook, nomination process, and timeline were reviewed. In an effort to give committee members a well-defined depiction of each candidate, there was discussion regarding questions asked on the nomination form as well as those on the recommendation form. Any revisions will be completed by early October. Staff shared strategies being developed and investigated to help increase the nomination pool in size and diversity. Board members will play a crucial role in expanding the breadth and depth of nominations.

BACKGROUND:

The Awards Committee annually selects the recipients of the Robert H. Wright Award (undergraduate seniors nominated by ECU staff and faculty only), Outstanding Alumni Award, Distinguished Service Award, Honorary Alumni Award, and Young Alumni Achievement Award. These are the premier awards given to alumni on the university level.

RECOMMENDATION:

Board members must play an active role to increase the alumni awards nomination pool by making nominations, soliciting others to make nominations, and sharing nomination process information with their networks.

IMPACTS:

We want to have a ‘different’ impact on the nominations going forward. We want to look for diversity. Shawn is working with us to develop a strategy to look at awards inversely. We are going to look at best-practices from our peer institutions. We want to ‘think outside of the box’ and bring diverse ways of looking a groups, backgrounds, intelligence and livelihoods to light for everyone to experience.



Appendix C: External Relations Committee

	East Carolina Alumni Association Committee Chair Reporting Process Document	Procedure: Committee Chair Reporting
	Subject: Committee Chair reporting procedure at quarterly ECUAA Board meetings	Revision - 1 Date: September 18, 2020

To: Board of Directors
From: Allen Smith, Chair, External Relations Committee
Subject: External Relations Committee Update
Date: September 17, 2020
Memo Color: White (while no official action is needed, I would like to discuss the goal of the ER Committee with the full board)

EXECUTIVE SUMMARY

As the new Chair of a relatively new committee, I took the opportunity to learn from staff, partners and committee members to glean what the purpose of this committee is, what has been done in the past and the opportunities that may await.

Defining the committee’s goals and purpose are a priority. Before establishing either, it is prudent to discuss desired outcomes and goals with the full board. Hopefully, the feedback below will shape the creation of both.

- The ER Committee needs to emphasize outreach with stewardship in mind.
- A budget for the work is limited or non-existent.
- We have an opportunity to re-energize and better leverage area chapters.
- Recently, negative news has reached alumni, perhaps more so than the good news of ECU. The ER Committee needs to formulate a counter message and highlight the many positive stories generated by the institution, its students and alumni.
- A potential partnership with admissions offers promise.
 - Leverage alumni to work directly with students to bridge the gap between education and employment
 - Engage volunteers to reduce the impact of "Summer Melt"

RECOMMENDATION

OBTAIN THE FEEDBACK OF THE BOARD REGARDING THE POTENTIAL GOALS AND PURPOSE OF THE ER COMMITTEE.



Appendix D: Scholarship Committee

	East Carolina Alumni Association Committee Chair Reporting Process Document	Procedure: Committee Chair Reporting
	Subject: Committee Chair reporting procedure at quarterly ECUEA Board meetings	Revision - 1 Date: September 15, 2018

To: Board of Directors
From: Neil Dorsey, Scholarship Committee Chair
Subject: Timelines and Updates
Date: September 10, 2020
Memo Color: White

EXECUTIVE SUMMARY

At the 9/3/2020 committee meeting, the mission, members’ duties, information in the Committee Handbook, application process, and timeline were reviewed. In an effort to give committee members a clear, concise depiction of each candidate, there was discussion regarding revising ECUEA’s additional question posed to applicants as well as the tool used for recommendations (letter vs. standard form). Any changes will be made prior to 11/1/2020. The committee also talked about the impact of COVID- 19 is having on scholarship fundraising efforts, especially events (Purple Gold Golf Open and Pirate Alumni Road Race); The ECUEA scholarship pool fund could potentially see a \$20,000 - \$25,000 loss in FY21. Alternative fundraising activities and strategies are being explored by staff to negate this deficiency which include, a scholarship centric appeal for the end of the calendar year through Annual Giving and an increase in social media marketing seeking donations to the scholarship fund featuring ECUEA scholars. Additionally, a suggestion was made to develop additional endowed scholarships, including an Alumni Board of Directors Scholarship.

BACKGROUND

The ECUEA scholarship pool fund is supported by the annual Purple Gold Golf Open and Pirate Alumni Road Race. Revenue generated through these two activities is budgeted for \$26,000 in FY21. It is uncertain if these events will occur as they have historically and/or if the projected revenue will be realized. Alternative fundraising ideas are being investigated, and the committee will look at additional funding sources and for support from Board members.



Appendix E: Treasurers Report

	East Carolina Alumni Association Committee Chair Reporting Process Document	Procedure: Committee Chair Reporting
	Subject: Committee Chair reporting procedure at quarterly ECUAA Board meetings	Revision - 1 Date: September 15, 2018

To: Board of Directors
From: Tom Robinson, Treasurer
Subject: Treasurer Update
Date: September 16, 2020
Memo Color: White

EXECUTIVE SUMMARY

My best estimate based on the budget report from Patricia Fritz and the information shared by Scott is that the ECUAA may miss it's approved Budget Revenue Target by more than \$ 200,000 and its Adjusted COVID Expectation by more than \$ 160,000. This is based on straight line assumptions with no seasonal allowance. Those numbers do not take into account any Contributed Services from the university or revenue / expense from the Golf or Road Race events, which are self-funding.

My best estimate on Expenses using the same method is that with no further expense for the year we might break even. Future expenses as budgeted may create a loss of over \$ 300,000 if revenue is not increased beyond current levels. These projections do not anticipate funds from the three major fundraising events and potential Affinity Revenue. However, revenue in the first two months is less than satisfactory.

As Treasurer it is my duty to emphasize the need for increased revenue for the ECUAA to operate effectively. My intent is to update the Executive Committee on projections monthly and the full board at each meeting.

BACKGROUND

RECOMMENDATION (IF MEMO IS PURPLE OR GOLD)

IMPACTS (EXAMPLES)



Appendix F: Board Meeting Attendees

The following attended the 9.18.2020 meeting:

Board of Directors:

1. Greg Hedgepeth
2. Sue Ann Forrest
3. Dr. Shannon Minges
4. Christy Wallace
5. Dr. Tara Parker
6. Jonathan Russell
7. Jamie Deaver
8. Jamie Cullin
9. Dr. Karen Correa
10. Keith Frazier
11. John Archibald
12. Glenda Moultrie
13. Rich Spain
14. Bianca Shoneman
15. M. Shawn White
16. Dr. Val Tarte
17. Dan Spuller
18. Linda Thomas
19. Sheridan Barnes
20. Robert Cherry
21. Neil Dorsey
22. Eric Rivenbark
23. Michael Aho
24. Tom Robinson
25. Dr. Karla F. Jones

Absent Board of Directors:

1. Adam Keen
2. Sarah Procter
3. Allen Smith
4. Karen Crawford
5. Phil Houston
6. Rachelle Chapman

ECUAA Staff:

1. Scott Francis
2. Tammy Gatling
3. Chris Dyba
4. Ron Mitchelson
5. Patricia Fritz
6. Sara Thorndike
7. Nicole Stokes
8. Dr. Mary Smith
9. Caroline Tait
10. Shawn Moore
11. Megan Howard
12. Jeremy Perry
13. Kelley Brown