



**ECU Alumni Association Winter Board of Directors Meeting Minutes  
January 24, 2020  
TowneBank Tower, Trade Club**

**Board Members Attending:** Michael Aho, Dr. Karen Correa, Phil Houston, Dr. Karla Jones, Dr. Shannon Minges, Dr. Tara Parker, Sarah Proctor, Tom Robinson, Rich Spain, Dr. Valarie Tarte, Linda Thomas, Jason Tomasula, Neil Dorsey, Keith Frazier, Christy Wallace, Ralph Finch, Jonathan Russell, Tim Willis, Robert Cherry, Karen Crawford, Daniel Spuller, Sue Ann Forrest

**Absent Members:** Adam Keen, Bianca Shoneman

**Emeritus members attending** Phil Dixon, Dave Englert, Lisa Benton, Glenda Moultrie

**ECU staff attending** Scott Francis, Tammy Gatling, Dr. Mary Smith, Shawn Moore, Chris Dyba, Megan Howard, Caroline Tait, Patricia Fritz, Kelly Brown, Jeremy Perry

**9:00 am Chair Michael Aho called the meeting to order:** Chair Aho welcomed those attending and thanked all for their leadership and service to ECU and the ECUEAA. He recognized the ECUEAA Staff, emeritus members and Executive Committee members for their service. **Minutes from the Winter Board were approved with corrections. Motion by Neil Dorsey, second by Keith Frazier**

**9:05 am Christopher Dyba, VC for Advancement Addressed the Meeting.** He thanked the ECUEAA for the time to address the meeting. He welcomed all to the TowneBank Tower. He recognized the Chancellor's Office for allowing the hiring of ECUEAA staff over the past year (when a hiring freeze was otherwise in place) and was glad that the ECUEAA is now fully staffed. He spoke of the ECUEAA engagement efforts for affinity chapters and its outreach efforts. VC Dyba indicated that fundraising was increasing, and the Athletic Department financials are rebounding. The East Campus fundraising was very good in 2019, and 2020 looks to be even better year. Budget issues are slowing down West campus fundraising. He mentioned that 3 hotels are coming or planned for downtown Greenville, but only one of these would be on ECU property under a lease agreement; otherwise, there is no ECU involvement in these projects.

**9:30 am Dr. Ron Mitchelson, Interim Chancellor** addressed the meeting by indicating that Greenville is changing, as is ECU: these changes can benefit the growth of ECU. He relayed that there will be a Listening Session for the Chancellor's search at the Board meeting later today and everyone needs to participate. He also noted that he is not a candidate, given his age. He stated that there are several folks serving in interim positions within the leadership team and they are a hardworking, dedicated group--all are working toward the positive good for ECU. He is proud of the progress they are making for ECU. He mentioned the success of the Miller School of Entrepreneurship, rated among the top 50 programs in the Nation. We had 123 teams from throughout the University compete in the School's Pirate Entrepreneurship Challenge. The new Life Sciences Building is going up in Greenville, across from the Millennium campus, and

Dr. Mitchelson noted that he helped choose the location because of its prominence. Once complete, the School and Building will help drive job growth, which will be good for both the City of Greenville and ECU. The Board of Governors has recently approved new University projects that will also work with the City for additional growth opportunities. There will be a meeting with Vidant Health to ensure continued cooperation with ECU and wellness for our community. Dr. Mitchelson also highlighted that the Princeton Review has selected ECU as one of the best colleges in the US and that ECU has been ranked 39<sup>th</sup> in social mobility for students, meaning our students can succeed as they move out in the world. Giving a charge to the Board, he asked the ECUSA to be ambassadors for ECU wherever they are. One message he would like us to carry is that we need to address the financial aid for students, helping address the debt students leave with at ECU. Dr. Mitchelson then introduced Associate Vice Chancellor Stephanie Whaley, who he was excited was on board within the last six months.

**9:30 am Stephanie Whaley, Associate Vice Chancellor and Director of Admissions** addressed that ECU this year had the third largest undergraduate admissions, 4,364, in ECU history, and there was an increase in transfer students. She added that the Freshman class is the most diverse in history. For 2020, the admissions goal is a 2% increase in new Freshman and Transfers. As of 1/24/20, there were 20,384 applications already submitted for admission next week, which is another increase. The increase can be attributed to ECU participating in the national free college application week held last October: 6,000 applications were received in just these 5 days. However, the projected commitment numbers are not clear. We have more admissions now, but the final numbers will be reflected when these admitted students make their deposits. New Transfer applications are on target. Overall, a new ECU Admissions strategy is in place and Ms. Whaley is leading the effort to improve the process. Admissions counselors have been increased to 5, and with 2 Regional Counselors placed in Charlotte, Wake County and Greensboro/Winston-Salem. The outreach will allow students and parents to meet with the Admissions Counselors, helping them develop a relationship with ECU. Another Regional counselor is being considered for Eastern VA/Tidewater. In the future, a move into the Washington DC area is also needed. Our Admissions program is targeting younger students, from Elementary school age and up to, develop an interest in ECU. They tour the campus to see what they can do as a student and see a special video (that was also played for us). A reason for this program is that in 2022 the High School graduates in NC will drop by 6%. This a national trend for the next 10 years and follows the impacts of the Great Recession in 2008. By having the younger students see the ECU campus and receive kid-oriented gifts, they will develop a loyalty to ECU. The number of ECU campus tours has increased and are made easier for parents and students with the opening of the new Student Center and parking options right on campus. Saturday tours have also increased.

Two financial aid programs were discussed: Raise Me and ECU's Beacon scholarships. The Raise Me program allows the potential student to earn financial aid through different achievements, beginning in high school. The Beacon scholarship can provide up to a \$1,000 for a student. These students fall right below the Honors program and receive aid based on need; private funding provides this scholarship. Ms. Whaley urged us to engage students and parents to attend ECU. We can host a recruitment event and make referrals to the Admissions Office if

there are any questions. We can also encourage folks to visit the campus and review the academic programs. A question was asked about the academic programs that have the most interest. They are Nursing, psychology and health sciences. Asked about the biggest surprise she had when coming to ECU, Ms. Whaley mentioned the large number of research opportunities for undergraduates. Asked about the biggest challenge, she replied the data showing the decrease in HS graduates and that's impact on admissions. Glenda offered to assist with recruitment activities in the DC area, and Ms. Whaley welcomed the offer. A Board member asked about the lack of Admissions involvement with Edgecombe County, and some frustrations in the past there. Ms. Whaley said she would work with the Board member on this issue. Finally, Admissions will be in the NJ area for recruitment fairs and Karen offered to sync up and assist with those efforts.

**10:10 am President's Report, Scott Francis, Associate Vice Chancellor for Alumni Relations;** Scott Francis reported that the ECUEAA is fully staffed with Kelly Brown and Jeremy Perry joining the Staff. The scholarship update was provided by Shawn Moore, showed 17 scholars, and they recently had a welcome Back Social. The Scholarship deadline is 1/31/2020. There is still time to make nominations for the Robert Wright and Alumni Awards. Caroline Tait gave an update on the technology programs. The ECUEAA website (piratealumni.com) has been updated and additional branding is occurring. Scott reviewed the many engagement activities for this past Fall. There were Tailgates at every home game and 3 at away games, led by Megan Howard. We had the Scholarship Golf Tournament, Black Alumni events, Women's Roundtable, Homecoming, and Alumni Awards. ECU has formed a Military Alumni Council, which the ECUEAA is helping to lead and we hosted its awards event last fall. The Ring Ceremony was held in December and well received by the Students and Parents. The Pirate Alumni Road Race and Color Run will be held on 4/25/2020. ECUEAA continues to be engaged on Campus and with our Chapters and Affiliates. We will participate in the 40 Under Forty Awards program on 4/18/20. ECUEAA will participate in the DC Interns welcome event with Career Services on a date to be determined. Scott ended by asking the ECUEAA to participate in the annual Pirate Nation Gives day of giving on 3/18/2020. Related to that, Scott introduced Jennifer Watson and Nicole Stokes to speak more about this day.

**10:20 am Jennifer Watson and Nicole Stokes – Annual Giving (Pirate Nation Giving Day).** They reviewed the upcoming Pirate Nation Giving Day set for 3/18/2020. This is the fourth year, and the goal is one million dollars. They will be sending out media messages and information to the ECUEAA and others soon. They will introduce a VIP Window program, which will be a 15-day window to allow various board members and others to give ahead of the actual day, and have their donations count towards the day's totals. A challenge program is available for those interested. Annual Giving is available to assist in developing social media messages, which will allow the message to be reach additional people.

**10:40 am Prior to the Break, Chairman Aho moved his report after the Committee meetings and Break returning at 11:05 am.** The following Committees met during this period: Awards, External Relations, Scholarship, and Recruitment and Retention.

**11:05 am Committee Reports.** Following the committee meetings and break, Chair Aho asked Committee Chairs to provide their reports. These can be found in BoardEffect. Otherwise, Rich Spain did report that the External Relations Committee has reached out to 1,800 people. They have been sending out Thank You cards. He mentioned that the Board has only 50% giving rate at his time. Chairman Aho also mentioned that 2 Board members have resigned (Dr. Chris Heery and Dr. Mark Samia), and their positions will remain vacant until the upcoming Board election in April, as he noted in his recent email to the Board.

Colin Johnson, SGA President reported on the SGA's activities. They had a successful Homecoming, where they sponsor and coordinate many activities. They were able to have a voting site on campus and hope to have one for the upcoming election. They are developing a financial literacy and wellness Center for the Campus. Student Legal Services is now available to students. They have been engaged with the Administration concerning tuition costs. There were several MLK service week projects. They are working to increase the mental health wellness program on campus. SGA elections are beginning currently.

**11:20 am Vince Smith – Trustee's Outreach Initiative.** Mr. Smith, as chair of the Board of Trustees' Outreach Committee talked about the development of the Trustees Outreach program. The goal is to speak as one voice, with the ECU Trustees, ECUAA, Board of Visitors, etc. supporting one voice to the General Assembly and community. For the committee, Mr. Smith is the liaison to the ECUAA. The first initiative they are working on is support for the override of the Budget veto and have a potential BOT resolution to pass on that topic, as there are several items in the Budget that will assist ECU. Following Mr. Smith's remarks, Chairman Aho suspended the meeting for lunch and the Chancellor Search Feedback Session, which would occur before the Board reconvened.

**11:45 am Lunch**

**12:00 pm Chancellor Search Feedback Session** – Chair Aho, in his capacity as a Chancellor Search Committee member, facilitated the Feedback Session, which included seven other Committee members and a representative from the UNC System office. For anyone interested in more information on the search process and future meetings, visit <http://chancellorsearch.ecu.edu>.

**1:20 pm Current Business** – Chair Aho reconvened the Board in its meeting and introduced Current Business, after thanking Aramark for providing our meal today. Introducing Current Business, he noted that the Board had much discussion in Fall 2018 and put together a draft strategic plan, but we awaited permanent leadership at the ECUAA to further this discussion and launch it. Following Scott's arrival, he and our staff have fine-tuned that and it's now before us today. Since the last Board meeting, the Executive Committee had received a draft of the strategic plan. Chair Aho gave the floor to Scott for action on Current Business.

- **Strategic Plan.** Scott Francis presented the "Strategic Initiatives 2019 – 2022 RAISE the Flag" document. Please refer to BoardEffect materials for details. Scott led a review of the Plan and how it was developed. Tom Robinson asked Scott about how the ECUAA Board can assist in his Action Plans, both

short and long goals. Keith Frazier reminded Chairs that they had a spot in their Committee reporting template for how actions related to our strategic plan/goals. Tom Robinson asked whether the Trustees outreach program and if it was part or involved with the ECUEAA mission. Chair Aho responded that it was not. Tom Robinson also asked that Chris Dyba not report about the 3 hotels as they have no impact on the ECUEAA. Tom Robinson asked about the involvement of the ECUEAA and other Boards and groups on Campus. Chair Aho will work on this listing, which he noted he had not done as originally planned.

- **Scott Francis moved to accept the Strategic Initiatives 2019 – 2022 RAISE the Flag. Seconded by Karen Crawford. Motion was approved.**

**1:50 pm**

### **New Business**

- **Chair's Report – Michael Aho, Chair.** Chair Aho referred to the Executive Committee report in BoardEffect. He reported on the Chancellor's search, given he is on the Search Committee as an official representative of the ECUEAA, which is good for the Association. He noted the makeup of the committee has been positive and received well by Pirate Nation. He indicated that they will not be using a Search firm, which helps the committee have a more hands-on role in the process. He reminded everyone that the committee's work, especially going forward, will be confidential, so there may not be many updates he could share. Chair Aho looks forward to further involvement to see that the ECUEAA is seen as relevant to the UNC System and the new President. Chair Aho thanked Scoot and the staff for all their hard work, especially now that they are a full team working for the ECUEAA as we move forward. Chair Aho reminded the Board that elections for our next slate of officers will be held at the Spring meeting, and if anyone is interested in running, please talk with Scott or him. In his remaining 5 months as Chair, he will continue to work with other groups on Campus to move us forward, and also support and move on our Strategic Plan.

#### **Bylaws Revisions. Keith Frazier, Chair, Rules and Governance**

**Committee** reviewed the proposed Bylaws that were submitted to the Board within the required 7-day window in the ECUEAA Bylaws and in our Board packet in BoardEffect. Each recommended revision was read and there was no discussion.

**Neil Dorsey moved that the Bylaws revisions as discussed and presented to the Board be approved. Seconded by Linda Thompson. The Motion was approved.**

- **Pride Alumni Council:** Scott presented the request for Affiliate status for the Pride Alumni Council. The draft Bylaws were reviewed and there was a discussion. Please refer to BoardEffect for the full report. Shane McPherson

'18, who has been involved in developing the Council, spoke to the Board on behalf of the three leaders for the initiative (including Jessica Melowski '15 and Heather White '01, '04), noting the Council would be a way for Alumni to give back to ECU. Chair Aho spoke to the ability to engage and partner through this Council, which would be only the second in the UNC system (UNC Chapel Hill has the other LGBTQ affinity group), and also build on the success and momentum associated with the Dr. Jesse R. Peele LGBTQ Center at ECU. Sheridan mentioned that the materials presented, including the Bylaws for the proposed Council, should be a model for other groups looking to join as an affinity chapter. Scott noted that the process involved in forming this Pride Alumni Council has been helpful for the ECUEAA and we will indeed use lessons learned for other groups.

**Neil Dorsey made a motion to have the Pride Alumni Council as an Affiliate of the ECUEAA. Seconded by Linda Thompson. The motion was approved.**

- **Budget.** Sarah Proctor reported that our forecast must be revised with the removal of Fox Run Group. The Affinity revenues are positive. It is noted they will all be up for renewal in 2020. Revenue has been slow and is going down. The Tailgate expenses were cut in half and did very well. The overall budget is \$80,000 to \$90,000 in the red. Sarah was heading up a Fox Run Group and Revenue ad hoc committee and she recommended this committee look to additional revenue streams, working with the External Relations Committee. They will meet in the next month. In addition, they will look at possible ECU Foundation support. The 2020-2021 Budget will be developed in the next 6 weeks. Staff will begin working on the Budget, and Sarah will be involved, working with Patricia. Chair Aho reviewed that we developed a balance budget and our goal remains doing so in the future. He said we do have cash reserves to address this year's shortfall, if needed, but this is only a limited action and certainly not preferred. He also reminded everyone that we need to be active in raising funds for our priority fund. The External Relations committee and Sarah's group can spearhead this program. A recommendation was made to better define the Priority Fund on our social media, as some may be unsure for what purpose they are actually used. By contrast, most people know what the scholarship funds do, but do not know about the Priority fund. Rich again asked for 100% Board giving.

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**2:45 pm Adjourn/Concluding remarks – Michael Aho ;** The Spring Board meeting will be April 17, 2020. The Fall Board meeting is tentatively scheduled for 9/18/2020. Scott Francis will be in Orlando to meet with Alumni on 2/12/2020 as part of the outreach across the country. Chair Aho reminded everyone a tour of TowneBank Tower would be available immediately following our meeting for those interested. Some Board members said they liked this meeting

venue, which led to a brief discussion about cost of holding meetings in various places and the need to consider that when we choose where to meet

**2:55 pm      Adjournment.**