



ECUAA Board Meeting Minutes
Date: February 26th, 2021 Time: 8:45am
Location: Virtual (Zoom)

- **Call to Order: 9:01am**
- **Welcome:** ECUAA Board Chair, Sheridan Barnes
- **Roll Call:** Tammy Gatling
- **Agenda Adoption:** None
- **Approval of Meeting Minutes from Previous Meeting:** Approved (consensus taken).

ECU Advancement Updates: Vice-Chancellor, Christopher Dyba

Overview/Highlights:

- Provided an overview of what occurred with advancement efforts during the pandemic.
- Thanked the board for their service. Thanked the staff for working through all the challenges this year has presented (i.e. not being able to have any events).
- Chancellor Rogers: Thanked Michael Aho for serving on the search committee. Mentioned that it was a long process (a lot of meetings and candidates to review).
- Announced the townhalls with Chancellor Rogers (chance for alumni to get to know him).
- Fundraising: Pirate Nation Gives is on March 17th 2021 (support the ECUAA).
- Board of Trustees Meeting Update: Naming of two spaces within the house to Don Leggett and Harry Stubbs. Renaming of the buildings continues.
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Meet the Scholars: ECUAA, Director, Scholarship & Signature Programs, Shawn Moore

Overview/Highlights:

- Shawn Moore resented five of the scholars.
- Julia Price, Abby Schwan, Chelsea Lennon, Jarod Ruffing, and Abdul Zahra.

ECU Black Alumni Chapter: President, Dr. Vertricia Harris

Overview and Highlights:

- Announced the leaders for the Black Alumni Chapter.
- Provided the mission and purpose of the Black Alumni Chapter.
- Provided the goals and partnerships:
 - Increase participation among alumni of different generations.
 - 2021 Spring Weekend.
 - 2021 Virtual Homecoming events and awards.
 - Ledonia Wright Scholarship support.

Presidents Report: ECUAA President, Scott Francis

Overview/Highlights:

- **PCI Update:**
 - We began our relationship with PCI (Publishing Concepts, Inc.) at the end of May for a marketing and data collection period that ended in late November.
 - After updating their information, respondents were given the option to purchase a directory book, an online directory, or ECU Alumni merchandise (bag, caps, t-shirt, or sweatshirt).



- At the completion of the marketing phase, we heard from 19,750 alumni (or around 11% of our alumni base) to update their information. On this slide is the data collected.
- At the turn of the new year, Pirates who participated and ordered merchandise began to receive their items in the mail.
- The directories are in production as we speak and will begin hitting inboxes and homes in May.
- The Alumni Association receives a commission on each sold item (directory or merchandise), with a guarantee of \$32,500 payable within 90 days of the distribution of the directory.
- **Review Alumni Relations Dashboard: [SLIDE]**
 - **Volunteer Base:**
 - 29% growth and due to some growth with the Women's Roundtable board, Black Alumni Chapter, one time volunteers who have been engaged in our virtual programs and events serving on panels and featured speakers.
 - **Board Engagement:**
 - We are currently at 43% board participation to the tune of over \$16.5K. These numbers represent gifts to anywhere at ECU from our current board members.
 - **Scholarships:**
 - We are 67% to goal on Scholarship dollars raised. We are in the process of launching a crowdfunding initiative to support our scholars and while the circumstances surrounding a recent pledge that we received are not a reason to celebrate, the Hogg family has launched an endowment with the Alumni Association in celebration of his life.
 - **Revenue:**
 - **Provided numbers for:**
 - Non-Philanthropic Revenue: Sponsorships, affinity partner funding, etc.
 - Philanthropic: Giving to the Alumni Priority Fund.
 - We are 53% to goal on revenue.
 - We anticipate surpassing our 100% goal this year. Despite our Gift in kind and direct sponsorship numbers being down due to COVID, our Nationwide Buyout of \$120K is due this year, as well as our payment from PCI.
 - We are 88% to goal in our Philanthropic giving to the Alumni Priority fund. We did not reach \$47K last year until May and then hurdled past it in June with the combination of end of Fiscal year efforts and Pirate Nation Gives being moved to June of 2020.
 - **ECUAA Staff Member Caroline:** Took ideas and suggestions from previous board committees and members and turned them around to be an effort that represents almost 18% of income to the Alumni Priority fund.
 - **ECUAA Events:**
 - At our last meeting, that goal number was 100. We have come down to 75 due to our gathering limitations.
 - We are at about 55% to goal on our events goal with several virtual Winter and Spring events being planned.
- **Spring Alumni Engagement Initiatives:**
 - **Chancellor's Town Halls:**
 - Great joint effort to bring our new University leadership directly to our alumni, introduce himself, and to hear from alumni about their interests, priorities, and challenges.
 - The town halls will begin at the end of March, shortly after Chancellor Rogers' official arrival.
 - **A Pirate's Path:**



- We will continue our Pirates Path series this Spring.
- Less frequent than last Fall. Will host Stephanie Lee, Founder and CEO of SELFMADE and former First Lady staffer at the White House and Lindsay McCormick, CEO of Bite Toothpaste and former Shark Tank Contestant, and Fielding Miller, co-founder and chief executive officer of CAPTRUST, Board of Trustees member and namesake of our school of entrepreneurship.
- This program is aimed at our Young Alumni (10 years or less out).
- **ECU Virtual 5K:**
 - 5K will again be open to the whole Pirate Nation as a virtual option.
 - Registrants will get their materials and be able to hit the roads and represent ECU while running, walking, or trotting their 5K in April.
- **2020-2021 Affinity Campaigns**
 - Utilizing the feedback from our previous non-dues revenue committee, some board member recommendations, and best practices from our UNC system and AAC colleagues, we collaborated with our finance team here to find some solutions, and have put together some initiatives to tackle two of our strategic goals:
 - Increased presence and growing our brand, along with increasing revenue.
 - **In December, we launched our Ornament sales project.**
 - Our Centennial and Life Members already had access to acquire these and were given the opportunity to opt-in to receiving theirs again this year. We also offered them for purchase to all pirates.
 - Ended up shipping out just short of 200 sold ornaments and bringing in \$8,400+ to the Priority Fund.
 - The ornament sales don't qualify as an "Affinity Giving" campaign, they were well worth doing and, again, brought in about 18% of our non-sponsorship dollars.
 - **Launching in the next couple weeks is our ECU Alumni masks campaign.**
 - By making a gift of \$25 or more to any of the four primary ECUEA funds, Pirates will receive two ECU Alumni masks, one black and one grey, as a token of our appreciation.
 - Pirates can help to protect themselves and their community while supporting ECU's alumni engagement and/or scholarship efforts.
 - This campaign will be for a limited time launching on March 17 at the launch of Pirate Nation Gives and ending April 30. If any masks remain.
 - **We are looking forward to some great outcomes from this campaign as well.**
 - Toward the end of the Fiscal Year, we plan to reach out to the 3,500+ alumni that updated their contact info through the PCI Directory project.
 - We will send them ECU Alumni mailing labels accompanied by a Thank You letter and an offer to support their favorite ECU Alumni initiative.
 - Finally, in the new Fiscal Year, we are looking into an affinity giving campaign around ECU Spirit Boxes.
 - We are unsure what the fan and gameday situations will be like this Fall, but nonetheless want to give Pirates the opportunity to get an Alumni focused BEAT T-shirt and box of gameday supplies to support any and all Pirate sports (Alcohol not included).
- **Pirate Nation Gives:**
 - March 17, 2021 and we have shared a pre-giving link with everyone via email.
 - Would like ambassadors that will use their social media to promote.
 - Highlights for Pirate Nation Gives Day:
 - The Francis Family Challenge gift is once again being offered.



- If our board has 100% participation in PNG, it will unlock a **\$1,000** gift towards our ECU Scholars fund from the Francis Family.

ECUAA Board Executive Committee Reports Report

Chair Report: Sheridan Barnes

- **Executive Board:**
 - Monthly meetings continue to be productive and in support of service to ECU community.
- **Chancellor Update:**
 - Sent a welcome letter to Chancellor elect Rogers on behalf of the Association.
 - Key talking point in that conversation was alumni engagement/reclamation.
 - Expressed we stand ready to exemplify our motto “Servire” and ready to assist in implementing his vision.
 - Board of Trustee February meeting:
 - BOT and Interim Chancellor Mitchelson updates have been loaded to Boardable.
 - ECU Fiscal Sustainability (Boardable).
 - ECU Alumni Association Kudos:
 - Class Notes
 - Mentor Connections
 - Virtual Trivia Night
- **Treasurers’ Report: Tom Robinson:**
 - Please review the attached ECU Alumni 2020-21 Operating Budget Report ending January 31, 2021.
 - This report has been updated to include the ECUAA. Staff’s best projection of how the ECUAA will end the year financially.
 - Referred the board to the last two columns headed by 12 Month Forecast.
 - It is currently predicted the ECUAA will have revenue of \$ 306,843 which is \$95,856 dollars less than budgeted.
 - Note that the ECUAA staff has projected to have only \$ 198,020 in expenses, which is a reduction of \$ 159,835 from the funds budgeted.
 - That savings is primarily because caution and restrictions canceled or delayed budgeted events due to the COVID 19 Pandemic.
 - This leaves the ECUAA staff projecting a total income of \$ 108,029 for the year.
 - That is \$ 119,386 more than the budgeted loss of - \$10,535 and avoids the use of any Unrestricted Funds Balance.
 - Based on the assumptions made by the ECUAA Staff the ECUAA will end the year with money to accomplish great things in the 2021-2022 coming year.
 - Should be noted that to meet those assumptions, expenses must be kept in check.
 - ECUAA has generated \$ 116,573 in revenue for the 7 months of this year, an average of \$ 16,654 per month.
 - To meet the staff’s assumptions \$190,270 in revenue will be needed for the last 5 months, an average of \$ 38,054 per month, which is a 128% increase.

Executive Board: Committee Reports

- **Audit Report: Chair, Keith Frazier:**
 - The Audit Committee consists of the following board members for the 2020-2021 fiscal year.



- Keith Frazier '94, Chair, Jonathan Russell '02, '17, Dan Spuller '06, '07, and Patricia Fritz '01, Staff Liaison.
 - On October 13th, 2020 at 3pm, the Audit Committee, Scott Francis and Patricia Fritz met to review and approve the 2019 calendar year (2018 tax year) Forms 990, 990-T and CD405.
 - This was a bit out of the cycle due to the extension filed and the misinterpretation of guidance issued by AICPA.
 - The committee met again on Friday, January 15th at 1pm to review and approve the same forms for the 2019 tax year.
 - Both meetings provided an opportunity to ask questions and resulted in unanimous approval of the tax forms as presented.
- **Awards Committee Report: Chair, Shawn Moore:**
 - Everyone on the committee participated and completed scoring on time this year for the first time ever.
 - The official announcement went out on 02/17/202.
 - The students are honored and excited, and their deans/department chairs are so proud.
 - 2021 Robert H. Wright Award Recipients:
 - Victoria Ashley Chan- Holly Spring, NC Public Health Studies and Psychology
 - Dana Shefet- Rosoboro, NC Public Health Studies Nutrition and Mathematics
 - Adam Keith Butler- Cary, NC Public Health Studies
 - William Guiler- Charlotte, NC, Multidisciplinary Studies –Neuroscience and Psychology
 - Jamie C. Chamberlin-Winterville, NC Biochemistry
- **Recruitment and Retention Committee Report: Chair, Sue Ann Forest**
 - Our total of completed applications ~ 15. We had a 60% completion rate.
 - Timeline
 - Feb 19 – Send email to expiring terms to confirm re-election.
 - Feb 22 – Nominations open for Executive Committee. Closes March 22.
 - March 1 – New board member applicants packets ready for committee review and interviewing.
 - March 22 – Executive nominations close.
 - March 28 –Executive nominee final statements due.
 - March 30 – Elected new Board members ballot available (Boardable), Executive Officer nomination statements available for review.
 - April 30 – Board meeting, final elections take place.
- **Scholarship Committee Report: Shawn Moore**
 - The Purple Gold Golf Open was held in October and thanks to the generous support of alumni and friends, the majority of the expense were covered.
 - This allowed more of the generated revenue to go to the scholarship fund. Though \$15,485 was realized for the fund, it was \$4,500 below average due to the COVID19 pandemic.
 - All things considered, this event was a success. ECUEA staff and many volunteers worked hard to make the event safe.
 - As COVID19 remains with us, the decision has been made to retool the annual road race into the Pirate Alumni Virtual 5K.
 - The race will be held April 17-24, 2021, and registration will be open soon. And there will be opportunities for sponsorships.



- Alternative fundraising activities and strategies are being explored by staff to negate this deficiency.
- A scholarship centric appeal in June through Annual Giving and crowd funding for the two ECUEA scholarships will be conducted in May/June.
- **Scholarships:**
 - The committee implement a new question for the applicants as well as a new tool used for recommendations (letter vs. standard form).
 - The committee received 89 applications and began scoring them in early February.
 - The scoring selection of the Scholars should be completed by 2/26/21.
- **Emeritus Council: Glenda Moultrie**
 - Appreciated the emeritus members that attended the board meeting.

Current Business: ECUEA President, Scott Francis

Budget Projections:

- See ECUEA Budget Operating Report FY2021 file on Boardable.
- Scott provided an over of the budget.

New Business: Chair, Sheridan Barnes

- **Open Discussion:** The chair opened the floor for open discussion (ECUEA's contingency plans for the Fall semester due to the pandemic).
- **Future Meeting Dates:**
 - April 30th, 2021: Spring Board Meeting
 - August 2021: New Board Orientation and Executive Committee Retreat
 - September 24th, 2021: Fall Board Meeting
- **Upcoming Events:**
 - February 26th: Military Brick Paver Ceremony
 - March 1st: Trivia
 - March 15th Chancellor Rogers First Day
 - March 25th: Chancellor's Town Hall (Eastern NC alumni)
 - March 30th: Community & Regional Planning Impact on ENC
 - April 8th: Chancellor's Town Hall (Donors)
 - April 13th: The future of farming: Dr. Ariene Peralta
 - April 20th: Pirates Path featuring Stephanie Lee
 - April 27th: Pirates Path featuring Lindsay McCormick
 - April 29th: Chancellor's Town Hall (State of NC Alumni)
 - April 30th: ECUEA Spring Board Meeting
 - May 4th: Chancellor's Town Hall (Pirate Nation)
 - May 25th: Pirates Path featuring Fielding Miller

Motion to Adjourn: Tom Robinson and 2nd Greg Hedgpeth

Respectfully Submitted by,
Karla F. Jones
ECUEA Board of Directors, Secretary



Board Meeting Roster (Attended and Did Not Attend)

Salutation	First Name	Last Name	Attended
Mr.	Michael	Aho	Yes
Mr.	John	Archibald	Yes
Mr.	Sheridan	Barnes	Yes
Mrs.	Rachelle	Chapman	No- no contact
Mr.	Robert	Cherry	Yes
Dr.	Karen	Correa	Yes
Mrs.	Karen	Crawford	No- no contact
Mrs.	Jamie	Cullin	Yes
Ms.	Jamie	Deaver	Yes
Mr.	Neil	Dorsey	No- excused
Ms.	Sue Ann	Forrest	Yes
Mr.	Keith	Frazier	Yes
Mr.	Gregory	Hedgepeth	Yes
Mr.	Phil	Houston	No- emailed
Dr.	Karla	Jones	Yes
Mr.	Adam	Keen	Yes
Dr.	Shannon	Minges	Yes
Dr.	Tara	Parker	Yes
Mrs.	Sarah	Proctor	No- no contact
Mr.	Eric	Rivenbark	No- no contact
Mr.	Tom	Robinson	Yes
Mr.	Jonathan	Russell	Yes
Mrs.	Bianca	Shoneman	Yes
Mr.	Allen	Smith	No- emailed
Mr.	Richard	Spain	Yes
Mr.	Daniel	Spuller	Yes
Dr.	Valerie	Tarte	No- emailed
Mrs.	Linda	Thomas	Yes
Mrs.	Christy	Wallace	Yes
Mr.	M. Shawn	White	Yes