



ECUAA Board Meeting Minutes
Date: April 30th, 2021 Time: 8:45am
Location: Virtual (Zoom)

- **Call to Order: 9:01am**
- **Welcome:** ECUAA Board Chair, Sheridan Barnes
 - Acknowledged Emeritus Members
- **Roll Call:** Tammy Gatling
- **Agenda Adoption:** None
- **Approval of Meeting Minutes from Previous Meeting:** Approved (consensus taken).
 - **Motion:** Tom Robinson and 2nd Neil Dorsey

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

Overview/Highlights:

- Shawn Moore presented five of the scholars and provided them with an opportunity to speak.
- Scholars included: Alyssa Coleman, Caroline Reason, Erin Fuller, Candice Killian, and Shaelyn Raleigh.

ECU Advancement Updates: Vice-Chancellor, Christopher Dyba

Overview/Highlights:

- Shared appreciation for the board's work and advocacy over this past year. Need a strong ECUAA and volunteers across to the nature to engage alumni.
- Fundraising numbers are up, and some of the levels of donors/volunteers are down this year. Looking for a new academic year and bring folks back to Greenville and ECU.
- A lot of momentum and excitement surrounding the new chancellor. Pirate Nation Gives coincidentally coincided with Chancellor Rogers first week.
- Pirate Nation has had a lot of new donors and a lot of activity. Thanked everyone and Chancellor Rogers for efforts and participation.

Chancellor: Phillip Rogers

Overview/Highlights:

- Provided greetings and then opened the floor for the board to respond to the following questions.
 - Where does ECU have key advantages and momentum?
 - What are the biggest challenges ECU is currently facing or will face in the future, and why? What are the most promising unexploited opportunities for growth? Or, looking ahead, what do you see as our greatest opportunities?
 - What would need to happen for ECU to exploit the potential of these opportunities?
 - If you were me, what would you focus attention on?
 - Suppose a headline is written about ECU in five years – what do you want that headline to say? What is one thing we could do to make ECU “better?”
- **Addition way to provide feedback:** <https://chancellor.ecu.edu/pirate-perspectives/>
 - You are welcome to share your thoughts via the online pirate perspectives survey if you were not able to share your thoughts during this meeting.



- **Discussion/Highlights:**

- Discussion surrounding the questions above took place.
- Kimrey Miko took down the responses and details from the chat.
- Highlights:
 - Having successful alumni proudly identify themselves as ECU products across the nation is a key to raising the image of ECU.
 - Engage health sciences, great opportunities for optometry and dental hygiene as well.
 - Engage the pirate community and seek to improve those areas with the distinct goal of making ECU a premier institution of higher education.
 - ECU should deepen the partnership with N.C. Rural Center to create some type of Economic Development, Educational attainment initiative for rural Eastern N.C. all counties East of I-95.
 - Certain universities look down on ECU since we are considered more of a practitioner school vs. a heavy research institution. Would like ECU to build an image that we are both.
 - The GRID is becoming increasingly dominated by slumlords renting substandard housing to the largest number of students possible.
 - The School of Education deserves a grand building like UNCW to celebrate and promote our legacy.
 - Partner with companies to include opportunities into coursework for those that need to continue to work.

Presidents Report: ECUEA President, Scott Francis

- **Overview/Highlights:**

- **Provided the updates for the board:**
 - Volunteer base: Increase 33%, Progress +58%, Raise Goal: Empower Leadership.
 - Board Engagement: 100%, Progress 100% (\$35,328), Raise Goal: Empower Leadership.
 - Scholarships: \$26,000, Progress \$21,865 (84%), Raise Goal: Invest in Students and Young Alumni.
 - Revenue: \$205,000, Progress: \$224,810 (110%), Raise Goal: Strengthen Alliances Storytelling. Provided information on the alumni priority fund gifts for FY20 and FY21. FY 21 is projecting higher than the FY 20 numbers.
 - Events: On track to reaching goals. Summer events are being planned.

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

Overview/Highlights:

- ECUEA Scholars and Scholarship Fund:
 - 2021-22 scholars (10 returning and 9 new students)
 - Oakley Woodland Hogg Endowed Scholarship
 - Pirate Alumni Virtual 5k (18 states and 2 countries represented)
 - The Painted Peacock partnership: Captain's collection
 - Participation and Sponsorship Opportunities:
 - Pirate Alumni Road Race: Color Run Edition 4/23/22.
 - Purple Gold Golf Open: 9/10/21.
- Robert H. Wright Award Recipients:
 - Adam Butler, Jamie Chamberlin, Victoria Chan, William Guiler, and Dan Shefet.



- North Carolina Literary Review Events
- Chancellor Town Halls and Pirate Perspectives

Marketing Communications: Caroline Tait and Kelley Brown

Overview/Highlights:

- **Alumni Face Mask Campaign:**
 - 252/300 gifts, \$16,895.10 raised as of 4/29/21.
 - \$11,354.10 to priority fund.
 - \$2,250 to scholarship pool.
- **Alumni Social Media Ambassador Program:**
 - Social Pirates: Coming Soon.
- **Key Digital Resources:**
 - PirateAlumni.com
 - Website, Email, and Events
 - ECUConnect.com
 - Alumni career website, mentorship, directory, job board, events, and networking.
 - Class Notes
 - Social Media
 - Pirate's Corner
 - Monthly eNewsletter
 - Audience: 78,778
- **Social Media Updates:**
 - Facebook: 14.3K Followers: Up 100% in the past two years.
 - Instagram: 6.3K Followers: Up 100% in the past two years.
 - Twitter: 9,280 Followers.
 - LinkedIn: ECU Alumni Association: 715 Followers. ECU Alumni: 11,473 Followers.
 - ECU Connect: 4,602 Registered.
 - Join, Follow, and Share.
- **Additional Staff Updates:**
 - Jeremy Perry
 - Black Alumni Weekend Activities last weekend.
 - Virtual Ring Ceremony, this past Sunday.
 - Summer planning session with chapter leaders in motion.
 - Event planning is in the works for Charlotte ECU/APP game.
 - Megan Howard
 - Working on the first mentoring program. Paired up 27 alumni mentors and mentees. Thanked the board members who signed up.
 - New dates are coming up for new cohorts.
 - Picking back up the planning for the fall events and football season (partnering with Pirate Club).
 - Pirates Path: Fully virtual webinars. Have been a success, please register for these events.



ECUAA Board Executive Committee Reports Report

- **Chair Report: Sheridan Barnes:**
 - **Executive Board:**
 - Monthly meetings continue to be productive and in support of service to the ECU community.
 - Meetings set a path for upcoming board meetings and discuss matters that may require input/action from ECUAA BOD Executive Team and/or full board.
 - **Chancellor Rogers support of ECUAA and ECUAA BOD :**
 - The ECUAA BOD stands in support of you, the University, and welcome forward opportunities as such.
 - **Support of 112th Spring Commencement Ceremony on behalf of ECUAA BOD:**
 - Recognition of Robert H Wright Recipients
 - Adam Butler, Jamie Chamberlin, Victoria Chan, William Richard, and Dana Shefet
 - **Virtual Space:**
 - Utilizing for the benefit of conducting business
 - New discovery, team building, games, interactive, polling, voting, etc.
 - **ECU Fiscal Sustainability Update:**
 - Uploaded documents to Boardable.
 - Review and forward comments to FSCC website.
 - **Exiting Board Members:** Acknowledge the outgoing board members.
 - **Thanks:** Provided thanks to everyone.
- **Budget Updates: Patricia Fritz**
 - **Overview:** Provided insight into the budget process and went over the budget for FY21-22. The full budget can be found via Boardable.

Motion

Tom Robinson moved to accept the budget for FY21-22. Motion was 2nd, but the person did not state their name.
Motion carries (numbers not provided).

- **Special Report: Recruitment and Retention: Sue Ann Forrest**
 - **Re-Election of Current Board Members:**
 - Tara and Karen were re-elected.
 - **Nominations for Officers Position (Candidate information share via Boardable).**
 - Officer Elections:
 - Chair: Rich Spain
 - Sue Ann Forrest made a motion to confirm Rich Spain. 2nd Shannon Minges. All were in favor.
 - Vice-Chair: Karla Jones and Allen Smith.
 - Board vote was taken: Karla Jones, Vice-Chair
 - Secretary: Robert Cherry
 - Sue Ann Forrest made a motion to confirm Rich Spain. 2nd Tara Parker. All were in favor.
 - Treasurer: Keith Frazer and Tom Robinson
 - Board vote was taken: Keith Frazier, Treasurer



- **New Board Member Vote:**
 - Presented and elected were: Amanda Cochrane, Lily Faulconer, Brandon Ives, Jacob Parrish, Chris Tomasic, and Robin Towle.
- **Other notes:** Thanks, Rich Spain and Karla Jones, for helping with the new board member selection process. And noted that the committee should put more effort into securing a more diverse group of candidates.
- **Vice Chairs Report: Rich Spain**
 - Encouraged everyone to get involved in events and thanked everyone for their service.
- **Secretary's Report: Karla Jones**
 - Thanked the executive committee and board for all of their hard work this year.
- **Treasurers' Report: Tom Robinson**
 - Looking forward to working with Keith over the next year to increase income and overcome the deficits that are present.

Executive Board: Committee Reports

- **Audit Report: Chair, Keith Frazier:**
 - Nothing new to report since the last meeting.
- **Rules and Governance: Chair, Keith Frazier:**
 - Thanked Neil Dorsey for his work on this committee.
 - Updates: Added language surrounding virtual meetings, the chair appointing committee changes, and a new section that discusses the Roberts Rules of Order (can appointment of a Parliamentarian).

Motion

Neil Dorsey moved that we approve the bylaws as presented on Boardable. 2nd Robert Cherry.

Discussion:

John Archibald: Article 7 officers; asked if we should update it from, he/she to add they (i.e. he/she/they).

Motion Passed (numbers no provided).

- **Awards Committee Report: Chair, Val Tarte:** No new updates.
- **External Relations Committee Report: Caroline Tait:**
 - Have been working with undergraduate admissions and have moved forward with the postcard campaign. Pre-labeled and stamped postcards that will go to students.
- **Scholarship Committee Report: Neil Dorsey**
 - Committee has done a great job even during the pandemic.
 - There will be a discussion of fundraising in the future.



Current Business: ECUEA President, Scott Francis and Chair, Sheridan Barnes

- **Fiscal Sustainability Committee:**
 - They look at all opportunities across ECU for efficiency and where we could be saving.
 - The results and findings are loaded to Boardable for review.
- **Departing Board Members:**
 - Acknowledged the following outgoing board members: Rachelle Chapman, Michael Aho, Phil Houston, Linda Thomas, Dan Spuller, and Sheridan Barnes.

New Business: Chair, Sheridan Barnes

- **Future Meeting Dates:**
 - August 2021: New Board Orientation and Executive Committee Retreat
 - September 24th, 2021: Fall Board Meeting
- **Upcoming Events:**
 - May 4th: Chancellor's Town Hall (Pirate Nation)
 - May 25th: Pirates Path featuring Fielding Miller

Unfinished Business

Emeritus Director Vote:

- Karla Jones inquired about the Emeritus Director Vote for Michael Aho and when it will occur from Sheridan Barnes.
- Scott Francis: Michael can be voted on today and Sheridan at a later day.

Nomination/Vote:

Karla Jones nominated Michael Aho from the floor for Emeritus Director. 2nd, Val Tarte

Board vote taken (totals not provide): Michael Aho was elected.

Motion to Adjourn: Sarah Proctor and 2nd Shannon Minges

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



Board Meeting Roster:

Mr.	Michael	Aho	Absent
Mr.	John	Archibald	
Mr.	Sheridan	Barnes	
Mr.	Robert	Cherry	
Dr.	Karen	Correa	
Mrs.	Karen	Crawford	Absent
Mrs.	Jamie	Cullin	
Ms.	Jamie	Deaver	Absent
Mr.	Neil	Dorsey	
Ms.	Sue Ann	Forrest	
Mr.	Keith	Frazier	
Mr.	Gregory	Hedgepeth	
Mr.	Phil	Houston	Absent
Dr.	Karla	Jones	
Mr.	Adam	Keen	
Dr.	Shannon	Minges	
Dr.	Tara	Parker	
Mrs.	Sarah	Proctor	
Mr.	Eric	Rivenbark	
Mr.	Tom	Robinson	
Mr.	Jonathan	Russell	
Mrs.	Bianca	Shoneman	
Mr.	Allen	Smith	Absent
Mr.	Richard	Spain	
Mr.	Daniel	Spuller	
Dr.	Valerie	Tarte	
Mrs.	Linda	Thomas	
Mrs.	Christy	Wallace	
Mr.	M. Shawn	White	

Staff Present:

1. Scott Francis
2. Tammy Gatling
3. Dr. Mary Smith
4. Megan Howard
5. Jeremy Perry
6. Shawn Moore
7. Kelley Brown
8. Caroline Tait
9. Chris Dyba
10. Patricia Fritz

Emeritus Council Present:

1. Carl Davis
2. Phil Dixon
3. Dave Englert