

**ECU University Budget Committee**  
Minutes for 18 February 2016 Meeting

Attending:

Terry Atkinson, Kylie Dotson Blake, Stephanie Colman, Guglielmo Fucci, Joe Gaddis, Nelson Cooper, Jeff Popke, Mark Sanders, Kerry Sewell, Wanda Wynne

Not Present:

Susan Chapman, Shanan Gibson, Bonnie Mani, Rick Niswander, Gary Vanderpool, SGA treasurer-elect

The meeting began at 3:01.

**Item 1:** The minutes of the January 20<sup>th</sup> meeting were approved by acclamation.

**Item 2:** Vice Chancellor for Advancement, Chris Dyba, visited the committee to provide an overview of his division's work and responsibilities. He first explained that balance sheets and fundraising totals (commitments) never line up exactly and that there is a firewall between those who handle money and those who raise money. Money is always needed, regardless of whether there is a campaign in progress, but a campaign is good way to seek investors. It is somewhat a "call to action" that allows institutions to articulate their vision. Some points, like student success, are timeless.

Vice Chancellor Dyba noted that unrestricted funds are ideal and that the majority of donors give that way, but that overall a small amount is given in this form. Donors' mindset has changed over the years and more and more donors want to be involved and control the process.

Advancement offices in the UNC system would like the \$1M cap on state funds to be used for advancement to be reversed. Out of the division's budget most is spent on personnel, which includes many people across campus, but not everyone is an active fundraiser. He noted that you don't shrink your way to success. The division is aggressive and building the next campaign plan. It will likely include a goal of approximately \$500M.

Dyba spoke about revocable gifts vs. irrevocable gifts. Dyba noted that the fulfillment of call center pledges is approximately 2/3. When meeting with people it is closer to 100%. Unfulfilled pledges are usually due to life changes. He noted that stewarding a gift is a great investment. Stewardship also includes keeping real estate, but there is a carrying cost associated with it. Sometimes it helps the academic mission, but not always. Gifts in kind are similar.

Dyba noted that approximately half of giving is from alumni. The other half is corporate and foundations. His office partners closely with Mike Van Scott, for example. He also noted that the ECU Foundation has to change to become more entrepreneurial.

**Item 3:** Announcements noted that there is no report yet from the Delaware Study subcommittee. Also, a meeting with IPAR about the faculty equity study was rescheduled.

The meeting adjourned at 4:10.

Respectfully submitted,  
Mark Sanders