AGENDA
Board of Trustees
Athletics and Advancement Committee
July 19, 2012

I. Approval of Minutes (April 19, 2012)     Action

II. University Advancement
   A. Naming Proposals    Action
   B. Ross Hall Naming Opportunities    Action
   C. University Advancement Highlights
      1. Alumni Program and ECAA
      2. University Development and Foundations

III. Athletics
   A. Head Coach – Heather Macy, Women’s Basketball
   B. Athletics Update
   C. Athletics Financial Report
   D. Closed Session
<table>
<thead>
<tr>
<th>Session</th>
<th>Athletics and Advancement Committee</th>
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</table>
| Responsible Person | Vice Chancellor for University Advancement Mickey Dowdy  
|  | Athletic Director Terry Holland |
| Agenda Item | I.A. |
| Item Description | Minutes of the April 19 2012 Meeting |
| Comments | N/A |
| Action Requested | Committee approval |
| Disposition | |
| Notes | |
Athletics & Advancement Committee
April 19, 2012
Talking Points

Committee members present were Danny Scott, Bob Lucas, Robert Brinkley, Kieran Shanahan and Mark Tipton. Other board members present included Carol Mabe, Josh Martinkovic, Ken Chalk, Edwin Clark and Deborah Davis.

Athletics

Coach’s Report
Mr. Curt Kraft, Head coach for Men’s and Women’s Track and Field joined us and gave us an update from his team. The women’s track and field team won the Conference USA Championship this year and the men’s team placed third in the conference. In addition, Coach Kraft was named Conference USA Coach of the Year.

Coach Kraft has been with ECU for 7 years. Originally from North Dakota, he taught public school for 5 years before coming to ECU.

Because track and field is a relatively unfamiliar sport, Coach Kraft educated the committee on our program here at ECU. There is men’s and women’s cross country, men’s and women’s indoor track and field, and men’s and women’s outdoor track and field. There are a total of 90 student athletes on those teams, 50 women and 40 men. There are 6 full time staff that support track and field, the maximum allowed by the NCAA. Thirty-five to forty women are on either a full or partial scholarship. About 28 men receive some sort of scholarship assistance. Almost half of all track and field student athletes are from North Carolina.

Coach Kraft says he coaches by a philosophy that includes five things:

1. To graduate students
2. Retain student athletes
3. Community Service Work – the track and field team do 1300 – 1500 hours of community service work a year.
4. Focus on Academics – 304 athletes have been named to the Commissioner’s List in the past 7 years.
5. Follow rules – it doesn’t matter if they are NCAA rules, university rules or team rules.

Coach Kraft spoke about the difference the new track and field facilities had made in terms of recruiting and retaining his athletes. He said that ECU’s facilities are comparable to some of the best in the nation and will impact his team for years to come.

Coach Kraft also thanked the Board of Trustees, Chancellor Ballard, Terry Holland and Nick Floyd and the rest of the ECU Administration for their leadership and guidance.
**Conference Affiliation Update**

Terry Holland gave an update about where we stand in terms of conference affiliation. There has not been much to report lately, but he expects things to pick up toward the beginning of June. Coach Holland said that as it stands right now, we will have revenue sharing, we hope to have a competitive TV package and we will NOT have to travel cross country to play games unless it is for the conference championship. There was some discussion about the differences between a conference alliance versus a conference merger. Coach Holland said that by June 1, a lot of things will be much clearer, including knowing who the other members will be.

**Financial Report and Athletics Update**

Nick Floyd presented the Athletic Financial Reports that you’ll find in your board materials. He said they have are in the middle of their budgeting process for the upcoming year and reports that the conference realignment process will have a direct impact on the budget process in the upcoming years.

Mr. Floyd reported they have obtained a 7 year financing plan at a low fixed interest rate for the basketball practice facility. They expect to have the entire project completed by August of 2013.

Season ticket sales are slightly behind last years’ sales, but we are on track in terms of budget.

**University Advancement**

**Naming Proposals**

Mickey Dowdy presented four naming proposals:

- Lobby area in Baseball Office in Clark-LeClair Stadium ($100K – David and Connie Marshburn)
- Staff office in Draughon Student Study Center in Ward Sports Medicine Building ($25K – James. W. Chesnutt)
- Lobby/Reception area in Olympic Sports Building ($100K – in memory of Dr. Henry VanSant by George and Sue Turner)
- Staff office in Pirate Club in Ward Sports Medicine Building ($25K – Tom Savitski)

The committee approved these four items and I’ll have a motion at the end of my report for full board approval.
**Campaign Impact**

The Second Century Campaign Impact booklet was presented to the committee. The contents of the booklet emphasized facts and figures, highlights of the Second Century Campaign and the many volunteer leadership boards that were instrumental in the success of the campaign. We viewed the “Thank You” video produced by Clint Bailey’s marketing team.

Mr. Dowdy reported that next week all faculty and staff who made contributions during the campaign will be treated to a continental breakfast and bags of popcorn will be distributed to students to engage them in the culture of philanthropy.

What’s next for Advancement? Mr. Dowdy shared that some rebuilding of staff capacity is required. Compared to peer and aspirant peer institutions ECU has fewer front-line development officers. Last month the ECU Foundation Board met and approved a financial model that will support the addition of two positions:

1. A supervisory leadership position within Major Gifts; and
2. A gift and estate planning officer

Regarding a new campaign, Dowdy reported that although 300 new scholarships were created during the campaign, scholarships remain a huge focus for our campus (both need based and honors). In addition to scholarship fundraising, efforts will focus on University wide needs and individual college and school priorities – there’s no slowing down.

**Board of Visitors**

The Committee reviewed the nominees for the Board of Visitors. There are 9 members that are up for reappointment and 5 new members. The five new members include John Cooper of Raleigh, David Herman, Jonathan Brooks and Ray Rogers, all from Greenville, and Jean Preston of New Bern. The committee also considered the slate of officers for 2012-2013, which includes reappointing Steve Brown as Chair, Terry Yeargan as Vice Chair and Olivia Collier as Secretary. The committee approved all the nominees and officers as presented in our board materials.

**MOTIONS:**

I have two motions to present:

1. I move that the Board approve the four naming proposals as presented in the Board materials.

2. I move that the Board approve the nominees to the Board of Visitors and the reappointment of Board of Visitors officers as recommended by the Chancellor and presented in Board materials.

Mr. Chairman, that concludes my report.
<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>A. Naming Proposals</th>
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| Item Description | **Athletic Naming Proposals**  
1. Women’s Golf Assistant Coach’s Office in Olympic Sports Complex – 25K  
2. Women’s Basketball Practice Court in Basketball Practice Facility – 250K  
3. Assistant Track Coach’s Office in the Olympic Sports Complex. – 25K  
4. Defensive Staff Room in Football Office Suite in the Ward Sports Medicine Bldg. – 52K  
5. Assistant Strength & Conditioning Coach’s Office in the Murphy Center – 25K  
6. Trophy Display Case in Lobby of Basketball Practice Facility – 25K  
7. Staff Office in the Draughon Student Center in the Ward Sports Medicine Bldg. – 25K  
8. Running Backs Meeting Room in the ECU Football Team Meeting Rooms in the Ward Sports Medicine Bldg. – 50K  
9. Executive Senior Associate Athletic Director’s Office in the Ward Sports Medicine Bldg. – 50K  
10. Women’s Basketball Film/Video Room in Basketball Practice Facility – 50K  
11. Assistant Strength & Conditioning Coach’s Office in the Murphy Center – 25K |

**Business Naming Proposal**  
1. Notification Screen in the Bate Bldg. – 173K

**College of Allied Health Sciences Proposals**  
1. Classroom, 1st Floor – 100K  
2. Main Lobby/Atrium – 150K  
3. Communication Sciences and Disorders Student Laboratory, 1st floor – 25K  
4. Communication Sciences and Disorders Therapy Room, 1st floor – 25K  
5. Communication Sciences and Disorders Clinic Reception
<table>
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<tr>
<th>Comments</th>
<th>See Accompanying Proposals</th>
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<tbody>
<tr>
<td>Action Requested</td>
<td>Committee review/approval for submission to full Board.</td>
</tr>
<tr>
<td>Disposition</td>
<td></td>
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<tr>
<td>Notes</td>
<td></td>
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PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator
ECU Educational Foundation_252-737-4542 younqd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: George W. Parker

1 Augusta Way, Pinehurst, NC 28374
Address: City State Zip

Telephone: 919-770-3060 N/A
Home Business

Relationship to the University: Alumnus

Proposed Object for Naming: Women's Golf Assistant Coach's Office in the Olympic Sports Complex

Purpose for recommendation: Square Service Gift

Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:
Purpose of Gift: Square Annual Gift Capital Gift Endowment

Date of Original Commitment: June 18, 2012

Amount of the Total Commitment: $25,000
Amount Paid: $25,000
Current Pledge Balance: 0

Status of Payments: Paid in Full

Was the gift part of a campaign: Yes No Define:
Was the project pre-approved: Yes No

Directed to: Square ECU Foundation Square Educational Foundation
Square Medical Foundation No Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator

June 20, 2012

Date
STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University

Name: George W. Pinnix

Street Address: 1 Augusta Hwy

City: Pinehurst

State: N.C.

Zip: 28374

Phone: 919-776-3040

Fax: ( )

E-mail: george.pinnix@tennesseetn.com

Naming Opportunity(ies)

Women's Golf; Assistant Coach's Office in the Olympic Sports Building

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $25,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

$25,000 in 2012 (Year)

$ (check one)

$ in 20__ (Year)

$ (check one)

$ in 20__ (Year)

$ (check one)

$ in 20__ (Year)

( ) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature: [Signature]

Signature: [Signature]

Date: 6/18/2012
June 18, 2012

Mr. Michael Dowdy  
Vice Chancellor for Institutional Advancement  
1129 Greenville Centre  
2200 South Charles Street  
Greenville, North Carolina 27858

Dear Mickey:

Enclosed are proposals seeking the University’s Board of Trustees’ approval of athletics facilities naming recognition for ten (10) donors to the Educational Foundation’s “Step Up To The Highest Level” Campaign.

Also, we seek the Board’s approval of a proposed reduction in the gift amount required for banner naming recognition of the recently constructed Olympic Sports Building. In making this request, we believe that such a reduction will enhance the Educational Foundation’s efforts in soliciting an additional seven-figure gift to the “Step Up” Campaign. Further, said proposed reduction from $1.5 to $1 million still exceeds the University’s policy for a University’s building naming recognition minimum of twenty percent (20%) of a building’s construction cost. Note, construction costs associated with the Olympic Sports Building amounted to $4.3 million.

Should you have any questions concerning these requests, please advise. Kindest regards.

Sincerely,

Dennis A. Young  
Associate Director of Athletics  
Major Gifts

CC: Terry Holland  
Director of Athletics

Nick Floyd  
Executive Senior Associate Director of Athletics
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator
ECU Educational Foundation 252-737-4542 youngd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: R.E. Barnhill, Jr.

300 Barrington Drive, Tarboro, NC 27886
Address: City State Zip

Telephone: N/A 252-823-1021
Home Business

Relationship to the University: Alumnus

Proposed Object for Naming: Women's Basketball Practice Court in Basketball Practice Facility

Purpose for recommendation: ☑ Gift ☐ Service

Explanation (Attach backgound materials as appropriate to justify the recommendation)

If related to a gift:

Purpose of Gift: ☐ Annual ☑ Capital ☐ Endowment

Date of Original Commitment: Summer, 2011

Amount of the Total Commitment: $250,000
Amount Paid: $250,000
Current Pledge Balance: 0

Status of Payments: Paid in Full

Was the gift part of a campaign: ☑ Yes ☐ No
Was the project pre-approved: ☑ Yes ☐ No

Directed to: ☑ ECU Foundation ☐ Educational Foundation
☐ Medical Foundation ☐ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator

June 18, 2012
Date
STATEMENT OF INTENT
STEP UP TO THE HIGHEST LEVEL Campaign
East Carolina University

Name: R. E. Barnhill, Jr.
Street Address: 300 Barrington Dr.
City: Tarboro
State: NC
Zip: 27886
Phone: (252) 824-1021
Fax: (252) 824-8222
E-mail: rbarnhill@barnhillcontracting.com
Naming Opportunity(ies): Court Basketball/Volleyball

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, (I/we) will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $250,000.00 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:
$ 250,000.00 in 2012 (Year)
$             in 2013 (Year)
$             in 2014 (Year)
$             in 2015 (Year)

( ) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature: R. E. Barnhill

Date:

PIRATES • PIRATES • PIRATES • PIRATES • PIRATES
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator
ECU Educational Foundation 252-737-4542 youngd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: W. Kendall and Kay H. Chalk

217 Westhaven Circle, Winston-Salem, NC 27104
Address: City State Zip

Telephone: 336-760-3206 N/A Home Business

Relationship to the University: Alumni; Board of Trustee Member (Ken); Immediate Past Chair of Women’s Round Table (Kay)

Proposed Object for Naming: Assistant Track Coach’s Office in the Olympic Sports Building

Purpose for recommendation: ☑ Gift

Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:
Purpose of Gift: ☑ Capital ☐ Annual ☐ Endowment
Date of Original Commitment: June 14, 2010
Amount of the Total Commitment: $25,000
Amount Paid: $15,000
Current Pledge Balance: $10,000
Status of Payments: Current
Was the gift part of a campaign: ☑ Yes ☐ No Define:
Was the project pre-approved: ☑ Yes ☐ No
Directed to: ☑ ECU Foundation ☑ Educational Foundation ☑ Medical Foundation ☐ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator

June 18, 2012
Date
STATEMENT OF INTENT
STEP UP TO THE HIGHEST LEVEL Campaign
East Carolina University Athletics

Name  Ken and Kay Chalk

Street Address  217 Westhaven Circle

City  Winston-Salem  State  NC  Zip  27104

Phone (336) 760-3206  Fax (336) 733-2286

E-mail  kenchalk@triad.rr.com

Naming Opportunity(ies)  (Part of BB&T naming recognition to be provided)

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $25,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

$ 5,000 in 2010 (Year)
$ 5,000 in 2011 (Year)
$ 5,000 in 2012 (Year)
$ 5,000 in 2013 (Year)
$ 5,000 in 2014 (Year)

(X) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature  [Signature]  Date  6-14-10

Signature  [Signature]  Date  6-14-10
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator

ECU Educational Foundation 252-737-4542 
youngd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Billy and Valerie Dunn

3806 Sterling Trace Drive, Winterville, NC 28590
Address: City State Zip

252-321-4768 252-917-2329
Telephone: Home Business

Relationship to the University: Friends of the University

Proposed Object for Naming: Defensive Staff Room in Football Office Suite in the Ward Sports Medicine Building

Purpose for recommendation: ☑ Gift
Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:
Purpose of Gift: ☑ Capital ☑ Endowment
☐ Annual
Date of Original Commitment: First commitment dated
Amount of the Total Commitment: $52,000 (2 commitments)
Amount Paid: $40,000
Current Pledge Balance: $12,000
Status of Payments: Ahead of schedule
Was the gift part of a campaign: ☑ Yes ☑ No 
Was the project pre-approved: ☑ Yes ☑ No
Directed to: ☑ ECU Foundation ☑ Educational Foundation 
☐ Medical Foundation ☑ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator: June 18, 2012
Date
STATEMENT OF INTENT
STEP UP TO THE HIGHEST LEVEL Campaign
East Carolina University Athletics

Name ___________________________ Billy & Valerie Dunn

Street Address ___________________ 3806 Sterling Trace Drive

City _____________________________ Winterville State NC Zip 28590

Phone (252) 321-4768 Fax (252) 493-0350

E-mail ___________________________ mspromotions@aol.com

Naming Opportunity(ies) Office No 312 in Ward Sports Medicine Bldg. (Matt Maloney's office)

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $30,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

$ 6,000 in 2011 (Year)
$ 6,000 in 2012 (Year)
$ 6,000 in 2013 (Year)
$ 6,000 in 2014 (Year)
$ 6,000 in 2015 (Year)

(X) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature ___________________________ Date 4/25/10

Signature ___________________________ Date __________________

Defensive Staff Room
Supercedes This
Commitment per Dennis Young - 6-24-12 (mzranning)
STATEMENT OF INTENT
"STEP UP TO THE HIGHEST LEVEL" CAMPAIGN
East Carolina University Athletics

Name__Billy & Valerie Owen______
Street Address__3306 Sterling Trace Dr______
City_Winterville____State_NC____Zip_28590____
Phone__828-321-4768____
Fax________________
E-Mail__MSpromotions@goil.com____

To assist in attaining the goals set forth by the Department of Athletics under the "Step Up To The Highest Level" Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $22,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

$10,000.00______in 2012(Year)
$6,000.00______in 20____(Year)
$6,000.00______in 20____(Year)
$__________________in 20____(Year)
$__________________in 20____(Year)

(✓) Annually ( ) Semi-Annually ( ) Quarterly

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Signature______________________

Signature______________________

Date______________________
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennie A. Young
Name of Originator

ECU Educational Foundation 252-737-4542 youngd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Bobby Hall, Sr. Family/National Finance

151 Pinnacle Place, Little River, SC 29566
Address: City State Zip

Telephone: N/A 843-280-0130 Home Business

Relationship to the University: Alumni

Proposed Object for Naming: Assistant Strength & Conditioning Coach's Office in the Murphy Center

Purpose for recommendation: ☐ Service ☑ Gift

Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:

Purpose of Gift: ☐ Annual ☑ Capital ☐ Endowment

Date of Original Commitment: August 2, 2010

Amount of the Total Commitment: $25,000

Amount Paid: $15,000

Current Pledge Balance: $10,000

Status of Payments: Current

Was the gift part of a campaign: ☑ Yes ☐ No Define: 

Was the project pre-approved: ☑ Yes ☐ No

Directed to: ☑ ECU Foundation ☐ Educational Foundation

☐ Medical Foundation ☐ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
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3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator

June 18, 2012
Date
STATEMENT OF INTENT
STEP UP TO THE HIGHEST LEVEL Campaign
East Carolina University

Name __________________________ National Finance

Street Address __________________________
City __________________________ State SC Zip 29566
Phone (843) 280-0130 Fax (843) 280-0209
E-mail ghall@nflmoney.com

Naming Opportunity(ies) __________________________ coaches offices Williams Strength & Conditioning

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $25,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:
$5,000 ________ in 2010 (Year)
$5,000 ________ in 2011 (Year)
$5,000 ________ in 2012 (Year)
$5,000 ________ in 2013 (Year)
$5,000 ________ in 2014 (Year)

( ) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature __________________________
Signature __________________________
Date __________________________
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator

ECU Educational Foundation 252-737-4542 youngd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Mark L. and Alice Hatcher

4113 Balsaam Drive, Raleigh, NC 27612-3607
Address: City State Zip

Telephone: 919-781-4912 N/A
Home Business

Relationship to the University: Alumnus (Mark)

Proposed Object for Naming: Trophy Display Case in Lobby of Basketball Practice Facility

Purpose for recommendation: ☒ Gift
Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:
Purpose of Gift: ☐ Annual ☒ Capital ☐ Endowment
Date of Original Commitment: April 7, 2011
Amount of the Total Commitment: $25,000
Amount Paid: $25,000
Current Pledge Balance: 0
Status of Payments: Paid in Full
Was the gift part of a campaign: ☒ Yes ☐ No Define:
Was the project pre-approved: ☒ Yes ☐ No
Directed to: ☐ ECU Foundation ☒ Educational Foundation
☐Medical Foundation ☐ Other

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3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator

June 18, 2012
Date
STATEMENT OF INTENT
STEP UP TO THE HIGHEST LEVEL Campaign
East Carolina University

Name  Mr. & Mrs. James L. Hatcher
Street Address  4113 Balsam Drive
City  Raleigh  State  NC  Zip  27612-3607
Phone  (919)  781-4912  Fax  
E-mail  hatchski@aol.com

Naming Opportunity(ies)  TROPHY CASES IN LOBBY/HALL OF FAME

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $25,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:
$12,500  in 20_11  (Year)
$12,500  in 20_12  (Year)
$  in 20_  (Year)
$  in 20_  (Year)
$  in 20_  (Year)

( ) Annually  ( ) Semi-Annually  ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature  Alice V. Hatcher
Signature  James L. Hatcher
Date  4-7-11
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

**Dennis A. Young**  
Name of Originator

<table>
<thead>
<tr>
<th>ECU Educational Foundation 252-737-4542</th>
<th><a href="mailto:youngd@ecu.edu">youngd@ecu.edu</a></th>
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<tbody>
<tr>
<td>Department/Division</td>
<td>Phone</td>
</tr>
<tr>
<td></td>
<td>Email</td>
</tr>
</tbody>
</table>

Proposed Name(s) to Honor: **Max Ray Joyner, Sr. & Jr.**

**800 Daventry Drive, Greenville, NC 27858-6036**
Address: City State Zip

Telephone: **252-355-6748**  252-317-1821
Home Business

Relationship to the University: **Alumni; Current Board of Trustees Member (Sr.)**

Proposed Object for Naming: **Staff Office in the Draughon Student Center in the Ward Sports Medicine Building**

Purpose for recommendation:  
- □ Service
- ☑ Gift

Explanation (Attach background materials as appropriate to justify the recommendation)

---

If related to a gift:

<table>
<thead>
<tr>
<th>Purpose of Gift:</th>
<th>□ Annual</th>
<th>☑ Capital</th>
<th>□ Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Original Commitment:</td>
<td><strong>September 16, 2010</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amount of the Total Commitment:</td>
<td>$25,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amount Paid:</td>
<td>$15,000</td>
<td></td>
<td></td>
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<tr>
<td>Current Pledge Balance:</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Status of Payments:</td>
<td>Current</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Was the gift part of a campaign:</td>
<td>☑ Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☑ No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Was the project pre-approved:</td>
<td>☑ Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☑ No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directed to:</td>
<td>☑ ECU Foundation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☑ Educational Foundation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Medical Foundation</td>
<td>☑ Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If the Gift was more than $25,000:

1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

**Signature of Originator**  
June 18, 2012  
Date
STATEMENT OF INTENT
STEP UP TO THE HIGHEST LEVEL Campaign
East Carolina University Athletics

Name __________________________ Max Ray Joyner Sr. & Max Ray Joyner Jr. __________________________

Street Address __________________________ 800 Daventry Drive __________________________

City __________________________ Greenville __________________________ State __________________________ NC __________________________ Zip __________________________ 27858-6036 __________________________

Phone (252) 355-6748 __________________________ Fax (252) 317-1823 __________________________

E-mail __________________________ max@maxjoynerjr.com __________________________

Naming Opportunity(ies) __________________________ Staff Office in Draughon Student Study Center in the Ward Sports Medicine Building __________________________

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $25,000 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

$________ 5,000 ______ in 2010 (Year)

$________ 5,000 ______ in 2011 (Year)

$________ 5,000 ______ in 2012 (Year)

$________ 5,000 ______ in 2013 (Year)

$________ 5,000 ______ in 2014 (Year)

(X) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature __________________________ Max R. Joyner __________________________ Date __________________________ 9/16/10 __________________________

Signature __________________________ Max R. Joyner, Jr. __________________________ Date __________________________ 9/16/10 __________________________
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator

ECU Educational Foundation  252-737-4542  youngd@ecu.edu
Department/Division  Phone  Email

Proposed Name(s) to Honor: Terrell Vonta Leach

5409 White Oak Drive, Lumberton, NC 28358
Address:  City  State  Zip

Telephone:  910-736-3377  N/A  Business

Relationship to the University: Alumnus; Pirate Football Letterwinner

Proposed Object for Naming: Running Backs Meeting Room in ECU Football Team Meeting Rooms Suite in Ward Sports Medicine Building

Purpose for recommendation: ☐ Service  ☑ Gift
Explaination (Attach background materials as appropriate to justify the recommendation)

If related to a gift:
Purpose of Gift: ☑ Capital
☐ Annual  ☐ Endowment

Date of Original Commitment: December 12, 2011

Amount of the Total Commitment: $50,000
Amount Paid: $50,000

Current Pledge Balance: 0

Status of Payments: Paid in Full

Was the gift part of a campaign: ☑ Yes  ☐ No  Define: ___________________________

Was the project pre-approved: ☑ Yes  ☐ No

Directed to:  ☑ ECU Foundation  ☑ Educational Foundation
☐ Medical Foundation  ☐ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator  June 18, 2012

Date
STATEMENT OF INTENT
STEP UP TO THE HIGHEST LEVEL Campaign
East Carolina University

Name  Terzell Vonta Leach

Street Address  5409 White Oak Drive

City Lumberton  State NC  Zip  28358

Phone 910-736-3377  Fax 910-485-3523 or 486-0966

E-mail  Leachvonta@yahoo.com

Naming Opportunity(ies) Running Back' Room Football Team Rooms

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE
HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina
Educational Foundation, Inc., in the sum of $50,000 ________ to be paid in either cash, securities
or other property of equivalent market value.

If we desire to have this financial support distributed in the following manner:

$ 50,000 ________ in 2011 (Year)  CK# COS8049126

$___________ in 20___ (Year)

$___________ in 20___ (Year)

$___________ in 20___ (Year)

( ) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only,
and shall not legally bind me/us or my/our estate.

Signature  1/21/11

Signature  12/12/2011

Date  12/12/2011
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator

ECU Educational Foundation 252-737-6542 youngd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: T.A. Loving Company

400 Patetown Road, Goldsboro, NC 27530
Address: City State Zip

Telephone: N/A 919-734-8400
Home Business

Relationship to the University: Construction manager of a number of ECU Athletics projects

Proposed Object for Naming: Executive Senior Associate Athletics Director's Office in Ward Sports Medicine Building

Purpose for recommendation:
☐ Service ☑ Gift

Explanations (Attach background materials as appropriate to justify the recommendation)

If related to a gift:
Purpose of Gift: ☐ Annual ☑ Capital ☐ Endowment

Date of Original Commitment: June 28, 2010
Amount of the Total Commitment: $50,000
Amount Paid: $30,000
Current Pledge Balance: $20,000
Status of Payments: Current

Was the gift part of a campaign: ☑ Yes ☐ No Define:
Was the project pre-approved: ☑ Yes ☐ No

Directed to:
☐ ECU Foundation ☑ Educational Foundation
☐ Medical Foundation ☐ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator

June 18, 2012
Date
STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University

Name T. A. Loving Company

Street Address 400 Patetown Road

City Goldsboro State NC Zip 27530

Phone (919) 734-8400 Fax (919) 731-7538

E-mail shunter@caloving.com

Naming Opportunity(ies) Executive Senior Associate Athletics Director's Office

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $50,000.00 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

$10,000.00 in 2010
$10,000.00 in 2011
$10,000.00 in 2012
$10,000.00 in 2013
$10,000.00 in 2014

(χ) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature ____________________________
Samuel F. Hunter, President and CEO

Signature ____________________________

Date 6/28/2010
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator
ECU Educational Foundation 252-737-4542 youngd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Clifton H. "Moe" Moore in memory of his wife Mildred

P.O. Box 130 Pt. Harbor, NC 27964
Address: City State Zip

Telephone: 252-491-2785 N/A
Home Business

Relationship to the University: Alumnus

Proposed Object for Naming: Women's Basketball Film/Video Room in Basketball Practice Facility

Purpose for recommendation: ☑ Gift

Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:

Purpose of Gift: ☑ Capital

Date of Original Commitment: March 28, 2012

Amount of the Total Commitment: $50,000

Amount Paid: $50,000

Current Pledge Balance: 0

Status of Payments: Paid in Full

Was the gift part of a campaign: ☑ Yes ☐ No Define:

Was the project pre-approved: ☑ Yes ☐ No

Directed to: ☑ ECU Foundation ☑ Educational Foundation
☑ Medical Foundation ☐ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator

June 18, 2012 Date
STATEMENT OF INTENT
STEP UP TO THE HIGHEST LEVEL Campaign
East Carolina University

Name ____________________________

Street Address _____________________

City __________________ State __ Zip ___

Phone ______________________________ Fax (____) ____________

E-mail ________________________________

Naming Opportunity(ies) ____________________________ To Be Decided

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $ 50,000 ______ to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:

$__________ in 20__ (Year)

$__________ in 20__ (Year)

$__________ in 20__ (Year)

$__________ in 20__ (Year)

$__________ in 20__ (Year)

( ) Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature __________________________

Signature ____________________________

Date _____________

March 28, 2012
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dennis A. Young
Name of Originator
ECU Educational Foundation 252-737-4542 youngd@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Southco Distributing Company/Sherwin Herring Principal

2201 South John Street, Goldsboro, NC 27530
Address: City State Zip
Telephone: N/A 919-735-8012 Home Business

Relationship to the University: Friend of the University

Proposed Object for Naming: Assistant Strength & Conditioning Coach's Office in the Murphy Center

Purpose for recommendation: ☑ Service ☑ Gift
Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:
Purpose of Gift: ☑ Annual ☑ Capital ☑ Endowment
Date of Original Commitment: September 9, 2010
Amount of the Total Commitment: $25,000
Amount Paid: $15,000
Current Pledge Balance: $10,000
Status of Payments: Current
Was the gift part of a campaign: ☑ Yes ☐ No Define:
Was the project pre-approved: ☑ Yes ☐ No
Directed to: ☑ ECU Foundation ☑ Educational Foundation
☐ Medical Foundation ☐ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator
June 18, 2012
Date
STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University

Name: Southco Distributing Company - Sherwin Herring
Street Address: 2201 South John Street
City: Goldsboro
State: NC
Zip: 27530
Phone: 919-735-8012 Ext. 302
Fax: 919-735-0097
E-mail: Sherwin@southcodistributing.com

Naming Opportunity(ies): Coaches' Office in Williams Stadium and Comiskey Center

To assist in attaining the goals set forth by the Department of Athletics under the STEP UP TO THE HIGHEST LEVEL Campaign for East Carolina University, I/we will commit a gift to the East Carolina Educational Foundation, Inc., in the sum of $25,000.00 to be paid in either cash, securities or other property of equivalent market value.

I/we desire to have this financial support distributed in the following manner:
$5,000.00 in 2010 (Year)
$5,000.00 in 2011 (Year)
$5,000.00 in 2012 (Year)
$5,000.00 in 2013 (Year)
$5,000.00 in 2014 (Year)

☑ Annually ( ) Semi-Annually ( ) Quarterly

In making this Statement of Intent, it is understood that this document constitutes a declaration of intent only, and shall not legally bind me/us or my/our estate.

Signature: Sherwin Herring
Signature:
Date: 9-9-2010
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Dr. Stan Eakins, Dean, College of Business
Name of Originator
College of Business (252) 328-6359 eakinss@ecu.edu

Department/Division Phone Email

Proposed Name(s) to Honor: Edward Jones in Memory of Landon Blackley

201 Bryant Street, Rocky Mount, NC 27804
Address: City State Zip

Telephone: (252) 937-6997
Home Business

Relationship to the University: Alumni and Friends

Proposed Object for Naming: Notification screen in the Bate Building

Purpose for recommendation: ☑ Service ☑ Gift
Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:

Purpose of Gift: ☑ Annual ☑ Capital ☑ Endowment
Date of Original Commitment: May 26, 2010
Amount of the Total Commitment: $173,889
Amount Paid: $158,381
Current Pledge Balance: $15,508
Status of Payments: On schedule

Was the gift part of a campaign: ☑ Yes ☑ No Define:
Was the project pre-approved: ☑ Yes ☑ No

Directed to: ☑ ECU Foundation ☑ Educational Foundation
☑ Medical Foundation ☑ Other

If the Gift was more than $25,000:
1. Attach a copy of the signed Letter of Intent.
2. Define in detail any special arrangements or expectations the donor may have resulting from this Gift.
3. If the Gift is other than cash or cash equivalent, explain the method of valuation, and the plan for liquidation.

Signature of Originator Date

6/18/12
EAST CAROLINA UNIVERSITY FOUNDATION, INC.
FUND AGREEMENT FOR THE
EDWARD JONES ENDOWMENT FUND
IN MEMORY OF LANDON BLACKLEY

THIS AGREEMENT is made effective as of the date of the last signature hereto affixed between a group of Edward Jones employees, represented by Richard Cobb, Edward Jones Financial Advisor (Donor), and the East Carolina University Foundation, Inc. (Foundation).

The Donor wishes to establish an endowed fund to be known as the Edward Jones Endowment Fund in Memory of Landon Blackley Fund (Fund). The Foundation will establish and will administer the Fund under the following terms and conditions:

Funding:

The Fund will be activated by a transfer of $50,000 from the quasi-endowment fund entitled the Edward Jones Fund in Memory of Landon Blackley (Fund #EZ3579). The Foundation will hold and administer these proceeds and any subsequent additions to the Fund in accordance with the terms and conditions of this agreement.

Other parties may make donations to the Fund, either by bequest or gift, for inclusion in the Fund hereby established, but may not change the purpose of the Fund.

Investment:

The Foundation will invest and reinvest amounts received for this Fund in the same manner as it invests and reinvests other endowment funds of the Foundation.

Purpose of the Fund:

The purpose of the Fund is to provide support for the students and faculty and academic programs in the College of Business, and to award scholarships to students in the College of Business and students majoring in Distribution and Logistics in the Department of Technology Systems. All scholarships paid from this fund will be awarded in the name of the Edward Jones Scholarship in Memory of Landon Blackley.

Administration:

The Donor and the Foundation agree to the establishment of this fund as an endowment in the ECU Foundation. The Foundation will administer this fund according to the policies it sets for all of its endowments. The fund manager will be the Dean of the College of Business. As an
Fund Title: Edward Jones Endowment Fund in Memory of Landon Blackley

Fund Number:

endowment fund, the Fund will participate in the gains and losses of the Foundation’s investment pool. The Fund will pay an annual administrative fee, and a one-time fee is charged on all gifts to the Fund. These fees are determined annually by the ECU Foundation Board of Directors. All fees will be taken from the endowment’s investment earnings, not from the gift or the corpus amount.

Annual Spending:

The Dean of the College of Business will authorize expenditure from this fund, and the guideline for annual spending will be the spending rate authorized by the ECU Foundation Board of Directors for its endowments (normally between 4% and 5%). Annual spending will be allocated at 40% for a naming opportunity, support of the students, faculty, and academic programs in the College of Business at the discretion of the dean, and 60% for scholarships. Scholarship awards will be divided, with 75% to support students in the College of Business, and 25% to support students majoring in Distribution and Logistics in the Department of Technology Systems in the College of Technology and Computer Science. It will be the responsibility of the Dean of the College of Business to notify the Department of Technology Systems each year of the amount available for the Edward Jones Scholarship in Memory of Landon Blackley in that department.

Use of Income for Fund Purposes:

The spendable income of the Fund shall be used to provide support for the Fund purpose. Any portion of the spendable income not expended in any given year may be accumulated and used in subsequent years for the purpose set forth above.

In years when earned and accumulated investment earnings may be insufficient to meet the amount needed for the annual distribution to beneficiaries of the Fund, the East Carolina University Foundation, Inc. Board of Directors may continue to make distributions, even if such distributions will reduce the total value of the endowment below the historical value of the corpus (the value of all gifts to the Fund). The allocations to the beneficiaries must be in accordance with the Board’s distribution policy and consistent with spending from other similar endowments within the East Carolina University Foundation.

Naming Rights:

Any naming rights approved by the Donor, the College of Business, and the ECU Board of Trustees will be recognized in the name of “Edward Jones in Memory of Landon Blackley.”

Change of Circumstances:

If, at some future time, the purpose designated for the Fund no longer exists, then at the discretion of the Foundation Board of Directors, the Fund shall be used to further the objectives and purposes of East Carolina University, bearing in mind the desires of the Donor as expressed in this fund agreement.
Fund Title: Edward Jones Endowment Fund in Memory of Landon Blackley
Fund Number:

IN WITNESS WHEREOF, these parties execute this Agreement.

By: Richard Cobb, Financial Advisor
    Edward Jones
Date: 6/15/10

By: Frederick Niswander, Dean
    College of Business
Date: 5/26/10

By: William F. Clark, President
    East Carolina University
    Foundation, Inc.
Date: 6/18/12/10
<table>
<thead>
<tr>
<th>Session</th>
<th>Advancement</th>
</tr>
</thead>
</table>
| Responsible Person | Vice Chancellor for University Advancement  
Mickey Dowdy |
| Agenda Item  | B. Ross Naming Opportunities |
| Item Description | 1. Ledyard E. Ross Hall Brochure |
| Action Requested | Committee Review and Approval |
| Disposition   |             |
| Notes         |             |
Dr. Ledyard E. Ross ’51, a local orthodontist and businessman, donated $4 million to the School of Dental Medicine to support academic initiatives. In recognition of his generosity, the school’s state-of-the-art building has been named Ledyard E. Ross Hall.
Ledyard E. Ross Hall will house the latest in dental equipment and utilize innovative educational technology. At the facility, students will develop their skills and provide comprehensive dental care under faculty supervision.

Located on ECU’s Health Sciences Campus, the 188,000-square-foot, four-floor building will have 133 operatories (treatment rooms), a clinical research center, two auditorium-style learning halls, and a simulation laboratory. Specialty suites, located on the first and second floors, will include pediatric dentistry, orthodontics, oral surgery, special needs, and urgent care. The third floor will house faculty and administrative offices, while the fourth floor will remain open for future expansion. Advanced technology will allow video conferencing between Ross Hall and all of the school’s 10 Community Service Learning Centers located across the state.
For additional information or to make a gift, please contact:
East Carolina University Medical & Health Sciences Foundation Inc.
525 Moye Boulevard
Greenville, NC 27834-4354
252-744-2238 or 888-816-2238 (toll free)
www.ecu.edu/mhsfoundation
www.ecu.edu/dentistry

An equal opportunity/affirmative action university which accommodates the needs of individuals with disabilities.
<table>
<thead>
<tr>
<th>Session</th>
<th>Advancement</th>
</tr>
</thead>
</table>
| Responsible Person | Vice Chancellor for University Advancement  
|                  | Mickey Dowdy                |
| Agenda Item      | C. University Advancement Highlights |
| Item Description | 1. Alumni Program & ECAA  
|                  | 2. University Development and Foundations |
| Comments         |                              |
| Action Requested | Discussion Only             |
| Disposition      |                              |
| Notes            |                              |
# 2008-2012 Scorecard

Statistics at-a-glance about select East Carolina Alumni Association programs and services as of June 2012.

## Volunteer Services

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012 (YTD)</th>
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<tr>
<td>Total Affiliate Groups</td>
<td>49</td>
<td>54</td>
<td>62</td>
<td>63</td>
<td>63</td>
</tr>
<tr>
<td>Special Interest Groups</td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Societies / Society Volunteers/Contacts</td>
<td>17</td>
<td>18</td>
<td>16</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>Regional Chapters / Pirate Contacts</td>
<td>29</td>
<td>33</td>
<td>34</td>
<td>42</td>
<td>41</td>
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<tr>
<td>East Carolina Alumni Association Board of Directors</td>
<td>26</td>
<td>26</td>
<td>26</td>
<td>26</td>
<td>26</td>
</tr>
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</table>

## Data Services (includes inactive and deceased)

<table>
<thead>
<tr>
<th></th>
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<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012 (YTD)</th>
</tr>
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<tbody>
<tr>
<td>Alumni Records</td>
<td>128,352</td>
<td>129,844</td>
<td>133,210</td>
<td>137,743</td>
<td>142,952</td>
</tr>
<tr>
<td>Records Maintained (Total)</td>
<td>180,012</td>
<td>179,661</td>
<td>183,590</td>
<td>188,336</td>
<td>191,547</td>
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<tr>
<td>Parent Records</td>
<td>Unknown</td>
<td>13,859</td>
<td>14,868</td>
<td>14,968</td>
<td>12,476</td>
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<td>Friend/Individual Records</td>
<td>Unknown</td>
<td>28,769</td>
<td>27,468</td>
<td>27,283</td>
<td>27,226</td>
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<tr>
<td>Other Records</td>
<td>Unknown</td>
<td>Unknown</td>
<td>Unknown</td>
<td>8,342</td>
<td>8,893</td>
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## Online Services

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Site*% New Visits</td>
<td>45.88%</td>
<td>58.40%</td>
<td>40.99%</td>
<td>41.92%</td>
<td>45.87%</td>
</tr>
<tr>
<td>Web Site* Page Views</td>
<td>392,604</td>
<td>408,177</td>
<td>486,662</td>
<td>496,024</td>
<td>571,514</td>
</tr>
<tr>
<td>Web Site* Visits</td>
<td>65,820</td>
<td>110,066</td>
<td>200,246</td>
<td>224,358</td>
<td>195,142</td>
</tr>
<tr>
<td>Web Site* Registered for the Online Community</td>
<td>3,958</td>
<td>5,014</td>
<td>5,783</td>
<td>6,690</td>
<td>7,051</td>
</tr>
<tr>
<td>ECIA Fans on Facebook</td>
<td>N/A</td>
<td>1,220</td>
<td>3,273</td>
<td>4,439</td>
<td>5,244</td>
</tr>
<tr>
<td>LinkedIn Group Members</td>
<td>N/A</td>
<td>N/A</td>
<td>3,066</td>
<td>4,056</td>
<td>6,049</td>
</tr>
<tr>
<td>Twitter Tweets / Followers</td>
<td>N/A</td>
<td>N/A</td>
<td>920 / 736</td>
<td>1,601 / 1,235</td>
<td>2,365 / 2,296</td>
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## Awards and Scholarships

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<td>2</td>
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<td>ECU Alumni Association Teaching Awards</td>
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## Communications

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## Servire/EC Alumni

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<td>------------------------------------------------</td>
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<td>Total ECAA Members</td>
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<td>56</td>
<td>67</td>
<td>81</td>
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<tr>
<td>Forever Pirates</td>
<td>390</td>
<td>637</td>
<td>772</td>
<td>1,026</td>
<td>1,314</td>
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<tr>
<td>Annual</td>
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<td>5,118</td>
<td>5,921</td>
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<td>Retention Rates</td>
<td>64.75%</td>
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<td>Student Forever Pirates</td>
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<td>-</td>
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<table>
<thead>
<tr>
<th>Financials (*Includes Previously Deferred Money)</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012 (YTD)</th>
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<tbody>
<tr>
<td>Total Revenue (All Sources)</td>
<td>$1,355,999</td>
<td>$1,129,982</td>
<td>$1,657,964</td>
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<td>Dues Revenue - Annual Membership</td>
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<td>$149,215</td>
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<td>Dues Revenue - Life Membership</td>
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<td>$14,393</td>
<td>$14,959</td>
<td>$13,109</td>
<td>$14,290</td>
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<td>(Centennial, Forever, Senior Forever)</td>
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<td></td>
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<td></td>
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<tr>
<td>Program Expenditures (Actual)</td>
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<td>$610,850</td>
<td>$629,664</td>
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<td>Total Fund Balances</td>
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<th>Professional Staff (*Includes 2 full-time staff paid from other University Budgets)</th>
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<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012 (YTD)</th>
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<td>Full-Time Staff</td>
<td>11*</td>
<td>9*</td>
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<table>
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<tr>
<th>Athletic Support</th>
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<tr>
<th>Athletic Support</th>
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</table>

| Away Tailgates                                                                    | 3    | 7    | 5    | 3    | 3         |
| Alumni Away Tailgate Attendance                                                  | 397  | 2,591| 2,308| 3,298| 1,103     |
| Bowl Event Attendance                                                            | -    | 1,506| 1,315| 3,377| -         |
| Senior Day Games Sponsored                                                       | 7    | 7    | 7    | 7    | 7         |
| Pirate Club Membership Level                                                     |       |      |      |      |           |
| Purple Pirate                                                                    |      |      |      |      |           |

<table>
<thead>
<tr>
<th>Alumni Programs</th>
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<th>Alumni Programs</th>
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<tr>
<th>Alumni Programs</th>
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</table>

| Class Year Reunion Participation                                                | 150  | 100  | 80   | 66   | 69        |
| Alumni Home Tailgate Attendance                                                | 4,850| 3,800| 4,436| 4,127| 3,615     |
| Scholarship Golf Classic                                                        | 150  | 160  | 136  | 147  | 166       |
| Pirate's Bounty Scholarship Auction                                            | 100  | 200  | 400  | 250  | 225       |
| Pirate Alumni Road Race & Fun Run                                              | 175  | 194  | 231  | 295  | 273       |
| Freshmen Sendoffs                                                              | 700  | 838  | 736  | 910  | 717       |
| ECU Club at Cypress Glen                                                       | 300  | 473  | 480  | 340  | 300       |
| Pirate Career Casts                                                            | 51   | 392  | 250  | 346  | 151       |
| ECU Night at UNC-TV                                                            | 35   | 24   | 47   | 40   | 40        |
| Tidewater Golf Tournament                                                      | 70   | 65   | 60   | 65   | -         |
| Chancellor's Tour / Deans on Deck / Networking Breakfasts                      | 316  | -    | 308  | 382  | 94        |
| Number of Viewing Parties Hosted                                               | 38   | 112  | 163  | 135  | 46        |
| Number of Affinity Reunions Hosted                                             | 5    | 6    | 7    | 4    | 9         |

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<th>Travel</th>
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<table>
<thead>
<tr>
<th>Travel</th>
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<table>
<thead>
<tr>
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<table>
<thead>
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<th>Awards Won</th>
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East Carolina University
Board of Trustees
July 19-20, 2012

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<th>Athletics &amp; Advancement</th>
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<tr>
<td>Responsible Person</td>
<td>Terry Holland and Nick Floyd</td>
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<tr>
<td>Agenda Item</td>
<td>I. Visit from Head Coach – Heather Macy, WBB</td>
</tr>
<tr>
<td>Item Description</td>
<td>Head Coach</td>
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<td>Presentation &amp; Discussion</td>
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<tr>
<td>Action Requested</td>
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<td>Athletics &amp; Advancement</td>
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<td>Agenda Item</td>
<td>II. Athletic Update</td>
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<tr>
<td>Item Description</td>
<td>Informational Recaps</td>
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EAST CAROLINA ATHLETICS
2011-2012 Informational Recaps – Summer Update

FOOTBALL
• Eight games, including five at Dowdy-Ficklen Stadium, are scheduled for live television coverage in 2012 according to a June 14 release of Conference USA's initial broadcast selections. FOX Sports Networks will air three of the home contests, including the season opener against Appalachian State at 12:00 noon on Sept. 1. FSN, which began its partnership with C-USA last year, will also broadcast Navy's visit on Oct. 27 and a potentially pivotal league interdivision matchup against Houston on Nov. 3. The Cougars' trek to Greenville will mark their first since ECU posted a 38-32 victory in the 2009 league title game. CBS Sports Network will carry the Pirates' games against Southern Miss (Sept. 15), UCF (Thursday, Nov. 4) and Marshall (Friday, Nov. 23). Other contests currently scheduled for broadcast are Memphis (CSS) on Oct. 13 and Tulane (Cox) on Nov. 17. ECU's local package, which is coordinated by IMG College and aired by WTIN-TV, will be announced at a later date.
• A total of 26 football student-athletes earned ECU Honor Roll (3.0 grade point average or higher) status for their work in the classroom during the spring semester. Included in the 26 were three Dean's List (3.5 GPA) and five Chancellor's List (4.0 GPA) selections – IWR Carter Gagnon, PK Warren Harvey, DE Matt Milner, P/H Trent Tignor and FS Justin Venable.
• Nine returning starters have earned preseason all-conference accolades from various media sources - OWR Andrew Bodenheimer (Phil Steele), DT Michael Brooks (Athlon, Phil Steele), ILB Daniel Drake (Phil Steele), ILB Jeremy Grove (Athlon, Phil Steele), IWR Justin Hardy (Athlon, Phil Steele), OT Grant Harner (Phil Steele), FS Damon Magazu (Phil Steele), DE Matt Milner (Phil Steele) and OG Will Simmons (Athlon, Phil Steele).

BASEBALL
• The Pirates closed out the 2012 season with a 36-24-1 overall record and a 13-10-1 Conference USA record, finishing sixth in the league standings.
• ECU made its 26th NCAA regional appearance and fifth under head coach Billy Godwin when it was tabbed as the No. 2 seed at the Chapel Hill Regional along with No. 1 UNC, No. 3 St. John’s and No. 4 Cornell. The Pirates posted a 1-2 record, picking up their lone win against Cornell (10-6).
• Senior Tim Younger (LF/2B) was named to the 2012 Chapel Hill All-Regional Team after batting .357 (5-for-14) with two RBI, two runs scored, one walk, 14 putouts and six assists.
• Six Pirates were selected in the 2012 Major League Baseball First Year Amateur Player Draft - senior C Zach Wright (.294, 62 hits, 5 HRs, 39 RBI, 41 runs) was drafted in the 12th round by the Los Angeles Angels, senior LHP Kevin Brandt (2.12 ERA, 7-6, 106.1 IP, 68 Ks, 4 complete games) was taken in the 18th round by the Tampa Bay Rays, junior RHP Jharel Cotton (3.65 ERA, 8-3, 74.0 IP, 62 Ks) went to the Los Angeles Dodgers in the 20th round, senior 3B Corey Thompson (.315, 76 hits, 4 HRs, 40 RBI, 40 runs) was drafted by the Chicago White Sox in the 31st round, junior LHP Tyler Joyner (3.01 ERA, 6-2, 92.2 IP, 68 Ks, 2 complete games) went in the 33rd round to the Kansas City Royals and junior 1B John Wooten (.338, 80 hits, 9 HRs, 40 RBI, 50 runs) was the last ECU player drafted when the Oakland Athletics selected him in the 37th round. Wright, Brandt, Thompson and Wooten all signed professional contracts as of June 18, 2012.
• A pair of 2012 signees were also selected in the 2012 MLB Draft - RHP/1B Quinn Carpenter (27th round) and RHP Justin Johnston (30th) were both drafted by the Boston Red Sox.
• Seven players earned C-USA post-season accolades - Brandt and Wooten were named first-team All-Conference USA, while Cotton, Drew Reynolds, Thompson and Wright were all named second team and right-hander Jeff Hoffman was named to the all-freshman squad.
• Thompson picked up his second-straight C-USA All-Tournament Team selection after batting a team-best .583 (7-for-12) with three RBI and three runs scored during ECU’s three tourney games.
• Wooten became the first Pirate in school history to hit a home run in his first and last collegiate at-bat. On Feb. 20, 2010 against Virginia, he hit a solo home run, and in the Chapel Hill Regional against North Carolina (June 3, 2012), he smacked a solo home run in his final plate appearance. Wooten also became the first Pirate since Darryl Lawhorn (2003) to win the triple crown (.338, 9 HR, 40 RBI).
• Head Coach Billy Godwin recorded his sixth 30-win season in seven years heading the East Carolina program. He owns a 253-162-1 all-time mark, while his 253 victories rank second all-time at ECU behind Hall of Famer Gary Overton (427).
• Several Pirates were named to national player-of-the-year watch lists throughout the season. Zach Wright was named to the Johnny Bench Award (top collegiate catcher) for the third time in his career, while Tanner Merritt was named to the NCBWA Stopper-of-the-Year watch list. Brandt and Joyner were both named to the initial Pitcher-of-the-Year Watch List and Jack Reinheimer earned inclusion on the Brooks Wallace Watch List (top collegiate shortstop). Additionally, Reynolds was named to the John Olerud Two-Way Player-of-the-Year Watch List and was a semi-finalist.
• Reynolds was named to the 2012 C-USA All-Academic Team and joined 15 other Pirates on the C-USA Commissioner's Honor Roll for the 2011-12 year.
BASKETBALL (MEN)
*East Carolina finished the season with an overall record of 15-16 and earned a 10th-place finish in Conference USA with a 5-11 league mark. The Pirates' 15 wins were the second-most in any season in the past 15 years, only bested by last year's 18 victories in head coach Jeff Lebo's initial campaign.
*The Pirates advanced to the quarterfinals of the Conference USA tournament for the second straight season with a two-point win over No. 7 seed Rice. The Pirates are 3-2 under Lebo at the tournament after going 0-7 in their first seven C-USA tournament appearances.
*Lebo's 33 victories are the second-most by an ECU coach in his first two seasons. Joe Dooley won 34 games during his first two years as head coach (1995-97).
*The Pirates won double-digit home games (10) for the second-straight season. ECU has won 10 or more games at Minges Coliseum in back-to-back seasons on just five occasions (2000-01 and 2001-02 was the last time).
*Miguel Paul was named second-team All-Conference USA and Darrius Morrow was voted third-team, marking the first time that ECU had multiple All-Conference USA selections in the same season. Paul was also voted second-team National Association of Basketball Coaches (NABC) All-District 11.
*Junior Maurice Kemp was named to the Conference USA Men's Basketball All-Academic Team.
*Redshirt sophomore Darius Morales decided to transfer at the end of the season and was granted his release.

BASKETBALL (WOMEN)
*In one of the finest academic years for the women's basketball program, East Carolina placed 11 of its 13 players on the Conference USA Commissioner's Honor Roll. Senior Whitney Edwards, junior Ariana Jackson and sophomore Kyani White also earned the C-USA Academic Medal (3.75 or higher GPA).
*Head Coach Heather Macy signed junior college standout Elise Shelton for the 2012-13 campaign. Shelton played for Phoenix College last season as a freshman, averaging a double-double with 14.7 points and 11.6 rebounds per game. She also led the Arizona Community College Athletic Conference (ACCAC) in rebounding and blocked shots, was fifth in field goal percentage and eighth in scoring.
*ECU won six of its last eight games to end the 2011-12 season with a 12-19 overall record and 5-11 Conference USA ledger.
*The Pirates knocked off Tulsa 59-49 in the first round of the 2012 Conference USA Women's Basketball Championship, marking the first time the No. 11 seed has emerged victorious since the 2003 event. East Carolina also won at least one game in the tournament for the fourth-straight year.
*Senior Brittany Edwards ended the season with 45 blocked shots, tying her with Marcia Girven for ninth on the program's single-season top list.
*Having posted a 9-5 record at home during the campaign, East Carolina produced its ninth consecutive winning season inside Minges Coliseum. The Pirates have captured 42 of their last 56 decisions in Greenville.
*Lone signee Colleen Marshall, a 5-9 guard, led her Gaithersburg High School squad to its second-straight Maryland 4A state championship and ended her prep career winning her last 54 contests.
*Beginning next season, East Carolina will welcome the services of three players who missed the 2011-2012 campaign for various reasons. Junior forward Ariana Jackson is fully rehabbed from a knee injury while transfer students Kyani White (guard/Virginia Tech) and Whitney Edwards (guard/Virginia) will suit up for the Pirates for the first time in 2012-13.

CROSS COUNTRY
*The men's and women's cross country teams turned in strong performances in 2011 with the women having their best season in program history. Each squad won the ECU Pirate Invitational for the third-straight year and the men finished in the top five in two-of-five meets (in which it had a team score), while the women turned in five top-five performances.
*Led by a trio of seniors, the women's squad earned its first regional ranking in program history. The Pirates checked in 10th in the Southeast Region after the third week of the season and rose to ninth following the fourth week, according to the U.S. Track & Field and Cross Country Coaches Association polls.
*To end the year, the women's squad turned in the program's best performance at the NCAA Southeast Regional, placing 11th out of 35 squads. The previous high placement for the Pirate women was a 13th-place showing in 2001. East Carolina also made a 10-spot jump from the 2010 meet.

GOLF (MEN)
*East Carolina made its first-ever appearance in the NCAA Championship finals, finishing 26th among the 30-team field. The Pirates advanced to the championship round by placing second at the Southeast Regional in Athens, Ga.
*The Pirates received votes in the final Nike Golf/Division I Coaches poll of the regular season; ranking 27th overall. ECU ranked 34th in the latest Golfweek/Sagarin Ratings (as of June 2, 2012). The Pirates had the second-highest power ranking of any Conference USA team (No. 22 UCF) and third-highest among any team in North or South Carolina (No. 21 Duke, No. 23 Clemson).
Senior Harold Varner was named Conference USA Player-of-the-Year, becoming the first ECU golfer to win the award. The Golf Coaches Association of America (GCAA) also named him first-team All-East Region.

Senior Adam Stephenson was voted second-team All-Conference USA and first-team All-East Region by the GCAA.

ECU placed in the Top 5 in 12 of 13 tournaments played this season with the exception being the NCAA Championships.

Varner (2nd) and Stephenson (5th) posted two of the five lowest single-season scoring averages in school history. Varner ended his career with the lowest scoring average (72.28) at ECU.

The Pirates earned a third-place finish at the Conference USA Championships. It was their best finish ever at the league championship tournament (previous best was sixth on three occasions).

ECU ranked second in the nation with 25 eagles made this season (California was first with 26). The Pirates posted the 16th-most birdies in Division I this year with 577.

ECU was one of five Division I teams (Harvard, Marshall, Missouri-Kansas City, UTEP) to record multiple hole-in-ones during the season. Ryan Eibner did it on No. 13 at the Country Club of Landfall (Wilmington, N.C.) and Zach Edmondson aced No. 16 at the Riviera Country Club (Los Angeles, Calif).

GOLF (WOMEN)

The Pirates (105-68) concluded the 2011-12 season with their fifth-straight NCAA Regional appearance where they finished 21st out of 24 teams.

Sophomore Fanny Wolte was named to the 2012 C-USA All-Academic Team.

ECU had three golfers earn All-Conference USA accolades - senior Amy Otteson, a three-time selection, took home first-team honors, while Wolte was a second-team selection and freshman Katie Kirk was named to the third team.

The Pirates finished sixth at the 2012 C-USA Championships with a tournament score of 930. Otteson carded a final round 3-over par and finished tied for seventh, while Wolte took home a share of 18th after a final round 7-over par 79. Senior Julia Strandberg claimed a share of 30th, redshirt sophomore Faith Hardison tied for 31st and Kirk placed 41st.

Head Coach Kevin Williams added a fourth commitment to the 2012 incoming freshmen class. Brittany Talton from Smithfield, N.C. will join early signees Lane Gakeler, Frida Gustafsson-Spang and Nicoline Engstrom Skaug as incoming freshmen for the 2012-13 season.

The Pirates recorded five Top 3 finishes in 12 events, including a pair of tournament titles (Golfweek Program Challenge and UNCW Lady Seahawk Classic). Strandberg recorded her lone tournament win at the Wild Eggs Cardinal Cup in fall to become the eighth different Pirate golfer to claim a tournament title. In 12 years of the program’s existence, ECU has amassed 22 tournament and 20 individual titles and has made eight NCAA regional appearances (five straight).

SOCCER

Senior Kimmy Cummings was one of 12 Conference USA student-athletes to receive the Jim Castaneda Postgraduate Scholarship Award.

The soccer program announced its 2012 schedule and will play four games against 2011 NCAA Tournament participants and nine total home games at the East Carolina Soccer Stadium – Old Dominion, Davidson, Charlotte, High Point, UTEP, Colorado College, SMU, Tulsa and Marshall.

SOFTBALL

East Carolina finished the season with a 25-28 record (11-12 in Conference USA play), marking just the third losing campaign since the fastpitch program began in 1984. The other two were in 1989 (18-20) and 2003 (24-31).

Since joining C-USA in 2002, the Pirates had only four losing records in league action prior to this year - 2008 (10-12), 2004 (10-14), 2003 (5-19) and 2002 (10-13).

Of the Pirates’ 52 regular season games, 44.2 percent were against teams that qualified for the NCAA Tournament. East Carolina also played four contests versus clubs that advanced to the Women’s College World Series.

ECU wrapped up the league season with a .267 team batting average, the highest in program history - topping .266 marks in 2008 and 2009.

Sophomore designated player Jill Jelnick completed her postseason academic honor haul by earning a place on the Capital One Academic All-America Second Team. Jelnick owns a 4.00 cumulative grade-point average as an English education major. She was one of just 34 players chosen for this spring’s three Division I softball squads, one of only three underclassmen and the lone Conference USA student-athlete. She becomes the Pirate softball program’s eighth Academic All-America honoree and the second in the last three seasons as Charina Sumner was placed on the third team in 2010.

Prior to her All-America accolades, Jelnick was named to the Capital One Academic All-District 3 First Team and Conference USA All-Academic Team.
A pair of Greenville products earned All-Conference USA honors in senior Suzanne Riggs and freshman Sarah Christian. Riggs led the squad in nearly every offensive category including batting average (.325), runs batted in (33), slugging percentage (.563), home runs (eight), on-base percentage (.449) and walks (28). Christian ended the year ranked fifth in C-USA with 18 victories, tied for the third most by a rookie in program history. Only Toni Paisley (21/2007) and Jami Bendle (19/1995) owned more than Christian’s 18. Christian also set the record for innings pitched by a rookie with 200.0, the third most by a C-USA pitcher in 2012.

Sophomore Jordan Lewis was named the March 26 Conference USA Hitter-of-the-Week after batting .455 against UTEP and helping the Pirates to a three-game sweep. She drove in a team-best five runs and finished second on the squad with four scored. The Fremont, Calif., product slugged .636 and posted a .538 on-base percentage in the series.

ECU has signed three student-athletes for the 2013 squad with infielder Casey Alcorn (Hummelstown, Pa.), pitcher Morgan Eisenga (Escalon, Calif.) and utility player Kelsi Briggs (Yorba Linda, Calif.).

**SWIMMING AND DIVING**

The women finished the dual meet season with an overall record of 8-3, while the men’s team posted a 4-4 mark. The men’s team hasn’t had a losing dual meet season since 1982-83, while the women have won eight or more dual meets in 16 of the last 20 years.

A total of 18 members of the East Carolina men’s and women’s swimming and diving teams earned All-Conference USA accolades. The Pirates finished third in both the conference women’s championship and men’s invitational meet.

The Pirates established 17 records this season, 14 freshman standards and accumulated 10 NCAA “B” cuts.

**TENNIS (MEN)**

The Pirates posted their fifth consecutive winning season with an overall record of 13-11, the longest such streak in the history of the program. ECU also tallied a 10-3 record at home during the spring of 2012.

Junior John Schmitt was named to the Conference USA Men’s Tennis All-Academic Team.

Sophomore Joran Vliegen was named Second-Team All-Conference USA after leading all league players with 13 victories at the No.1 singles position.

**TENNIS (WOMEN)**

Head Coach Tom Morris’ Lady Pirates, whose 2012 roster featured only one senior, produced a 10-16 record during the spring campaign.

ECU’s 4-3 win over UAB in the first round of the C-USA Championships (Memphis, Tenn.) on April 19 marked the fifth-straight season that the Lady Pirates opened league tourney play with a victory.

The lone senior, Natalie Collins, owned the team’s top singles mark at 12-13 while playing primarily at the No. 1 position all spring. Newcomer Renata Bakieva was next with a 10-12 record as ECU’s No. 2 player.

Collins and Bakieva also held down East Carolina’s top doubles ledger at 8-9.

Of ECU’s 10 victories, six were shutouts while two others were 6-1 decisions.

**TRACK**

The Pirates added three more United States Track and Field and Cross Country Coaches Association All-America honors to the program annals in 2012 for their efforts at the NCAA Outdoor Championships. Junior Tymita Butts earned First-Team accolades for her third-place finish in the high jump while senior Dennis Aliotta garnered second-team laurels (10th/shot put) and classmate Quinton Harley was awarded honorable mention status (20th/400-meter hurdles).

A program single-season record 21 athletes earned bids to the NCAA East Preliminary Round. East Carolina’s participation was highlighted by Butts, who tied Boston University’s Allison Barwise for the high jump title. Aliotta and Harley also qualified for the C-USA Outdoor Championships for the first time in their careers.

It was a year of “firsts” for the program as Butts was selected the 2012 indoor and outdoor United States Track and Field and Cross Country Coaches Association Southeast Region Field Athlete-of-the-Year, while Aliotta and sophomore Kathryn Warner earned spots on the 2012 Conference USA All-Academic Team.

The Pirate women followed up an impressive league indoor performance with a second-place showing at the Conference USA Outdoor Championships – the highest-ever finish for the program at the event. The men matched their best result with a fourth-place finish, just six points behind second-place UTEP.

ECU produced seven individual league outdoor champions in New Orleans, highlighted by a C-USA record shot put mark by senior Dennis Aliotta. His throw of 19.39 meters vaulted him into the top 10 nationally in the event and he was named Performer of the Meet as a result.

East Carolina enjoyed a landmark indoor campaign in 2012 which resulted in the first-ever Conference USA team title for the women’s squad. The Pirates defeated defending champion and No. 14 UCF 123-113.5 to claim the crown. The men also produced their best-ever finish at the event, taking third behind Tulsa and Houston.
*For his efforts in leading the women to the league title, head coach Curt Kraft was named the 2012 C-USA Coach-of-the-Year – another first for the program.

*ECU sent six athletes to the NCAA Indoor Championships, marking the most national qualifiers in a single season in school history. Junior Tynita Butts was named First-Team All-America as a result of her seventh-place showing in the high jump while senior Montrell Morrow, junior Tiffany Harris and sophomores Tyshonda Hawkins, Tania Minkins and Alesha Goggins garnered Second-Team All-America accolades in the weight throw and women's 4x400 relay events, respectively.

*The Pirates won a total of five events at the Conference USA Indoor Championships as Butts captured the high jump title, senior Brittany Copeland won the 3,000-meter run, junior Brooke Kott topped the field in the 800-meter run, Morrow took the weight throw championship and the women’s 4x400 relay edged UCF in the last leg of the race.

*Kraft’s athletes are now responsible for 26 indoor program records, 16 of which were set during the 2012 calendar year.

*A total of 22 track and field athletes collected academic recognition from Conference USA, earning spots on the 2012 Commissioner’s Honor Roll.

VOLLEYBALL

*East Carolina will host two in-season tournaments during the 2012 campaign for the first time since 2008. The upcoming season also marks the return of the Conference USA Tournament which was last held in 2009.

*Head Coach Pati Rolf has signed seven players to join her program beginning this fall, including a trio of transfer student-athletes in Nicole Willis (LSU), Katie Gratale (UNC Wilmington) and Virginia Fitch (American University). Torre Blake, daughter of former Pirate and NFL standout Jeff Blake, is included in the signing class and will enroll at East Carolina as a true freshman.

*After a brief stint with the program in the fall of 2011, Jeri Estes has agreed to join the Pirates as a full-time assistant coach after completing a recent tenure with Russian professional club team Uralkochka-NTMK (which he coached for the last ten years).

*The volleyball squad continued to excel in the classroom as 11 of its 13 members were selected to the 2012 Conference USA Commissioner’s Honor Roll.
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<thead>
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<th>Session</th>
<th>Athletics &amp; Advancement</th>
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<td>Responsible Person</td>
<td>Terry Holland and Nick Floyd</td>
</tr>
<tr>
<td>Agenda Item</td>
<td>III. Athletics Financial Report</td>
</tr>
<tr>
<td>Item Description</td>
<td>Budget Report</td>
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<tr>
<td>Comments</td>
<td>Information and Discussion as appropriate</td>
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<tr>
<td>Action Requested</td>
<td></td>
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<tr>
<td>Disposition</td>
<td></td>
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<tr>
<td>Notes</td>
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MEMORANDUM

TO: Board of Trustees Athletics Committee
FROM: Nick Floyd
DATE: June 29, 2012
RE: Athletics Financial Report

The attached financial report contains information for the 2012 fiscal year through June 22, or basically the full year.

Fiscal operations for this past year went well, with actual revenues exceeding projections in almost all categories. Expenses stayed mostly within budget lines as well, with the exception of the R&R budget where we made some conscious decisions to allocate excess revenues to some various renovation projects as we have done in the past.

In addition, as noted on the bottom of the report, we plan to prepay a portion of the debt service obligation on the football stadium expansion project (approximately $800,000), thus freeing up some additional funds for next year’s budget.

We are also in the process of finalizing the FY 2013 budget, and while it appears that football season ticket sales will decrease from last year’s record numbers, we are optimistic that we will reach our budgeted sales projections. In addition, the department’s scholarship expenses continue to increase and the ability to cover this annual expense will remain a challenge for the program going forward.

Thank you for your continued support of the athletics program, and please let us know if you would like to discuss this report in greater detail.
## EAST CAROLINA UNIVERSITY ATHLETIC FUND
### FINANCIAL REPORT FY 2011 - 12

### REVENUE

<table>
<thead>
<tr>
<th>Description</th>
<th>Budgeted</th>
<th>Actual 7/1/2011</th>
<th>Actual 6/22/2012</th>
<th>Actual 6/30/2012</th>
<th>Actual Budget Over/(Under)</th>
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<tbody>
<tr>
<td>Football Revenue (tickets, game guarantees)</td>
<td>$7,200,000</td>
<td>7,308,015</td>
<td>7,308,015</td>
<td>108,015</td>
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<tr>
<td>Football: Bowl Revenue</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Football vs. South Carolina in Charlotte</td>
<td>800,000</td>
<td>1,645,457</td>
<td>1,645,457</td>
<td>845,457</td>
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<td>Other Sports Revenue</td>
<td>830,000</td>
<td>784,971</td>
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<td>45,029</td>
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<tr>
<td>Marketing &amp; Promotions</td>
<td>850,000</td>
<td>101,303</td>
<td>984,141</td>
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<td>Pirate Club Pledge - Scholarships</td>
<td>4,600,000</td>
<td>4,600,000</td>
<td>4,600,000</td>
<td>0</td>
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<td>Student Fees</td>
<td>11,886,000</td>
<td>11,875,230</td>
<td>11,886,000</td>
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<tr>
<td>Gifts In Kind Accrual (Courtesy Cars, Nike, Clubs)</td>
<td>514,200</td>
<td>0</td>
<td>514,200</td>
<td>0</td>
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<tr>
<td>NCAA / C-USA Distributions</td>
<td>2,173,400</td>
<td>160,449</td>
<td>2,679,273</td>
<td>505,873</td>
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<tr>
<td>Other (Licensing, Interest Earned, Concessions, Restricted Private Gifts, Processing Fees, Parking, Miscellaneous)</td>
<td>1,118,000</td>
<td>1,086,191</td>
<td>1,286,747</td>
<td>168,747</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$29,971,600</strong></td>
<td><strong>27,561,616</strong></td>
<td><strong>31,688,804</strong></td>
<td><strong>1,717,204</strong></td>
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### EXPENDITURES

<table>
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<tr>
<th>Description</th>
<th>Budgeted</th>
<th>Actual 7/1/2011</th>
<th>Actual 6/22/2012</th>
<th>Actual 6/30/2012</th>
<th>Actual Budget Under/(Over)</th>
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<tbody>
<tr>
<td>Football</td>
<td>$7,201,400</td>
<td>7,035,470</td>
<td>7,155,129</td>
<td>46,271</td>
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<tr>
<td>Football: Bowl Game</td>
<td>0</td>
<td>6,402</td>
<td>6,402</td>
<td>(6,402)</td>
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</tr>
<tr>
<td>Football vs. South Carolina in Charlotte</td>
<td>0</td>
<td>717,737</td>
<td>717,737</td>
<td>(717,737)</td>
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<tr>
<td>Other Men’s Sports</td>
<td>4,613,017</td>
<td>4,455,134</td>
<td>4,536,891</td>
<td>76,126</td>
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<tr>
<td>Women’s Sports</td>
<td>5,452,122</td>
<td>5,311,476</td>
<td>5,400,586</td>
<td>51,536</td>
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</tr>
<tr>
<td>Administration/Other Support Areas</td>
<td>10,977,711</td>
<td>10,520,533</td>
<td>10,866,546</td>
<td>111,165</td>
<td></td>
</tr>
<tr>
<td>Game Operations</td>
<td>1,374,950</td>
<td>1,439,646</td>
<td>1,434,475</td>
<td>(59,525)</td>
<td></td>
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<tr>
<td>Repairs / Replacements</td>
<td>352,400</td>
<td>569,088</td>
<td>663,437</td>
<td>(311,037)</td>
<td></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>29,971,600</strong></td>
<td><strong>30,055,466</strong></td>
<td><strong>30,781,203</strong></td>
<td><strong>(609,603)</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Net Operating Income / (Loss)** | 0 | (2,493,870) | 907,601 | 907,601 |

Prepay portion of FY 12-13 debt service on D-F Stadium east end zone expansion | 0 | 0 | (800,000) |

**Fund Balance Increase/(Decrease)** | $0 | (2,493,870) | 107,601 | 907,601 |

**Beginning Fund Balance** | $3,557,147 | $3,557,147 |

**Ending Fund Balance** | $3,557,147 | $3,664,748 |
I move that we go into Closed Session:

1. to prevent the disclosure of confidential information under N.C. General Statutes §126-22 to §126-30 (personnel information) and the federal Family Educational Rights and Privacy Act;

2. to consider the qualifications, competence, performance, character, fitness, or conditions of appointment of one or more prospective and/or current employees and/or to hear or investigate a complaint, charge, or grievance by or against one or more individual employees; and

3. to consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.