AGENDA
Board of Trustees
Athletics and Advancement Committee
September 20, 2012

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

II. Athletics

A. Compliance Overview

B. Athletics Update

C. Financial Report

III. University Advancement

A. Naming Proposals  Action

B. Meet the ECU Ambassadors

C. Advancement Highlights
   a. Development Progress
      i. Lessons Learned at the Big 10 Fundraising Institute
      ii. ECU Progress
   b. Alumni Association
      i. Alumni Awards
Athletics & Advancement Committee  
July 19, 2012  
Talking Points

Committee members present were Danny Scott, Robert Brinkley, Bob Lucas, Kieran Shanahan and Mark Tipton.

University Advancement

Naming Proposal

Mickey Dowdy presented 12 naming proposals that were included in your board material. All 12 were approved by the committee and I’ll make a motion to approve these naming proposals at the end of my report.

Mr. Dowdy also presented a schematic of Ross Hall for future naming opportunities. The schematic outlines the monetary value of classrooms, conference rooms and offices. Again, I’ll make a motion at the end of my report to approve the Ross Hall schematic.

Mr. Dowdy gave an update on the ECU Alumni Association. He reported that Paul Clifford, President of the Alumni Association, has been chosen to be a faculty member for a summer program for Alumni Executives. Jim Newman, a 1968 graduate of the Business School, has recently been named chair of the Alumni Association. He is in a leadership position at the State Department of Insurance.

Mr. Dowdy concluded his report with a presentation outlining how University Advancement plans for fulfill their mission following the 2nd Century Campaign. He has 3 keys for accomplishing great things:

1. People
   a. The Advancement Staff – his team is more experienced and more robust now than in previous years.
   b. Donors – there are more donors than ever before and his team will continue to identify and involve the next generation of major donors
   c. Volunteer Leaders – the groups such as the ECU Foundation, the Medical and Health Sciences Foundation, the Pirate Club, the Alumni Association and the Board of Visitors all have been extremely engaged and it’s made a huge difference.

2. Strategy
   a. Lead with Scholarship (merit and need based) and the importance of building endowments
   b. Expand the number of alumni donors and members
   c. Recapture the large gift focus
   d. Over time, determine other university project priorities

3. Operations
a. Fully implement Ruffalo CODY Partnership and all Annual Fund initiatives
b. Intensify Proposal, visits and research goals
c. Utilize ONE to its full capacity
d. Build a Principal Gifts Framework
e. Implement Plans for ECAA Membership Growth
f. Sharpen Communication Strategies and finally,
g. Really support each other

**Athletics**

**Coach’s Report**

Our coach’s report this meeting was from Women’s Head Basketball Coach, Heather Macy. She gave a great presentation on the status of her team for the upcoming season. She reported that between her new recruits and the redshirt freshmen from last year, her team is looking solid. Recruiting has been highly successful and she contributes the new basketball practice facility as being a great recruiting tool. She also outlined her standards for success, which includes discipline, hardwork and exceeding expectations. She is very proud of her team’s progress academically. She had 11 of 13 players that made the Conference Commissioners Honor Roll. The average GPA ranges from 3.2 to 3.4. She has 2 players currently working on their Master’s Degrees. The goal this year academically is for her team to make the NCAA Top 25 Academic List. Nick Floyd pointed out that the Women’s Basketball team is anticipating a perfect APR score after taking a hit last.

Mr. Holland and Mr. Floyd distributed a DRAFT initiative entitled Vision of Excellence. The purpose of this “Athletics Excellence Committee” is to assist with guidance and management of Conference Affiliation and North Carolina Leadership initiatives and to advise and provide support with the overall athletics strategic planning process for Athletics Excellence. The committee discussed this initiative in detail. The committee will look at this working document at future meetings.

**Motions:**

Mr. Chairman, there are two motions coming from our committee that need Board approval:

I move that the Board approve the 12 naming opportunities that were presented in Board materials.

I move approval of the Ross Hall Schematic as presented in Board materials.

Mr. Chairman, that concludes my report.
<table>
<thead>
<tr>
<th>Session</th>
<th>Athletics &amp; Advancement</th>
</tr>
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<tbody>
<tr>
<td>Responsible Person</td>
<td>Terry Holland and Nick Floyd</td>
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<tr>
<td>Agenda Item</td>
<td>I. Compliance Overview</td>
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<tr>
<td>Item Description</td>
<td>Jamie Johnson, Associate Director of Athletics for Compliance</td>
</tr>
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<td>Comments</td>
<td>Presentation &amp; Discussion</td>
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<tr>
<td>Action Requested</td>
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<td>Disposition</td>
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<tr>
<td>Notes</td>
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<tr>
<td>Department</td>
<td>Date/Time</td>
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<tr>
<td>Ticket &amp; Marketing</td>
<td>Monday, February 07, 2011</td>
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<tr>
<td>Pirate Club</td>
<td>Monday, February 07, 2011</td>
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<td>Equipment Room</td>
<td>Thursday, March 17, 2011</td>
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<td>Sports Performance Staff</td>
<td>Thursday, March 24, 2011</td>
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<td>IMG</td>
<td>Tuesday, March 29, 2011</td>
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<tr>
<td>Facilities and Operations</td>
<td>Thursday, April 7, 2011</td>
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<td>Football Student-Athletes</td>
<td>Friday, April 15, 2011</td>
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<tr>
<td>Men's &amp; Women’s Basketball Summer Camps</td>
<td>June and July</td>
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<tr>
<td>Ticket Office</td>
<td>Tuesday, July 19, 2011</td>
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<tr>
<td>Pirate Club - Retreat</td>
<td>Tuesday, July 26, 2011</td>
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Rules Education Record
<table>
<thead>
<tr>
<th>Department</th>
<th>Date/Time</th>
<th>Attendees</th>
<th>Topics Discussed</th>
<th>Presenter(s)</th>
</tr>
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<tbody>
<tr>
<td>Coaches Meeting</td>
<td>Tuesday, September 20, 2011</td>
<td>All sports</td>
<td>Rules Education handout - Boosters, Function of the Office of Compliance</td>
<td>Jamie Johnson</td>
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<td>Board of Trustees</td>
<td>Thursday, September 22, 2011</td>
<td>Danny Scott (Chair), Robert Brinkley, Bob Lucas, Kieran Shanahan, Mark Tipton</td>
<td>Review NCAA legislation - General</td>
<td>Jamie Johnson</td>
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<td>Student-Athlete Advisory Committee</td>
<td>Sunday, October 2, 2011</td>
<td>All SAAC members, Dr. Dosser and Jamie Quinn</td>
<td>Attendance Policy; NLI Signing Period; Housing Issues; Unofficial Visit Reminders; Official Visit Summary; Recent Interpretations.</td>
<td>Jamie Johnson</td>
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<td>Coaches Meeting</td>
<td>Tuesday, October 18, 2011</td>
<td>All Sports</td>
<td>Review 2011-12 Proposed NCAA legislation</td>
<td>Jamie Johnson</td>
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<td>Coaches Meeting</td>
<td>Tuesday, November 15, 2011</td>
<td>All Sports</td>
<td>Compliance Website; Preliminary Evaluation Process; Visiting Student Status Program; Housing; FERPA, Outside Competition, Compliance Update, ACS Update</td>
<td>Jamie Johnson, Jay Malcolm, David Dosser</td>
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<td>Coaches Meeting</td>
<td>Tuesday, December 13, 2011</td>
<td>All Sports</td>
<td>Courtesy Cars, SAOF, Eligibility Process, ACS Update, Outside Consultants</td>
<td>Jamie Johnson, J.J McLamb, Rosie Thompson, Jay Malcolm</td>
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<td>Coaches Meeting</td>
<td>Thursday, January 17, 2012</td>
<td>All Sports</td>
<td>Bylaw 17 and corrective actions from recent secondary violation</td>
<td>Jamie Johnson</td>
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<td>Business Office</td>
<td>Tuesday, January 31, 2012</td>
<td>Brickman, Barry; Angie Lower; Barbara Flake; Sheri Whitfield; Gloria Nevelle; Kim Bolam; Sherrilyn Johnson;</td>
<td>Human Resources, Office of International Affairs, Meals Incidental to Competition, ACS</td>
<td>Jamie Johnson, Michelle Morris, Laurie Textor, Monica Wojciechowski, Melanie Cabezas</td>
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<td>Coaches Meeting</td>
<td>Tuesday, February 21, 2012</td>
<td>All Sports</td>
<td>Office of Compliance Staff Changes, Financial Aid Information, Phone Call Legislation, NLI Signing, End of the Year Meetings</td>
<td>Jamie Johnson, Rosie Thompson, Jay Malcolm</td>
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<td>Coaches Meeting</td>
<td>Tuesday, March 13, 2012</td>
<td>All Sports</td>
<td>Recruiting calls, contacts, and evaluations.</td>
<td>Jamie Johnson</td>
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<tr>
<td>Baseball</td>
<td>Monday, March 19, 2012</td>
<td>Billy Godwin, Dan Roszel, Nick Schnabel, Austin Homan</td>
<td>Recruiting calls, contacts, and evaluations.</td>
<td>Jamie Johnson</td>
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Rules Education Record
<table>
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<th>Topics Discussed</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>All Staff Meeting</td>
<td>Thursday, August 23, 2012</td>
<td>All Athletic Department Staff</td>
<td>Off Probation, Institutional Control, Penn State Issue, Sportsmanship</td>
<td>Chancellor Ballard, Terry Holland, Nikc Floyd, and Jamie Johnson</td>
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<tr>
<td>Session</td>
<td>Athletics &amp; Advancement</td>
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<td>Responsible Person</td>
<td>Terry Holland and Nick Floyd</td>
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<td>Agenda Item</td>
<td>II. Athletics Update</td>
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<td>Item Description</td>
<td>Informational Recaps</td>
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<td>Comments</td>
<td>Discussion</td>
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<td>III. Athletics Financial Report</td>
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<td>Item Description</td>
<td>Budget Report</td>
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<td>Comments</td>
<td>Information and Discussion as appropriate</td>
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MEMORANDUM

TO: Board of Trustees Athletics Committee
FROM: Nick Floyd
DATE: September 4, 2012
RE: Athletics Financial Report

This financial report contains two documents for your review.

The first document provides a summary of the current year’s operating budget (Fiscal Year 12-13). Similar to recent years, financial aid expenses for our student athletes account for a large portion of the budget increase due to the continuing escalation in the cost of both in-state and out-of-state tuition. In addition, some members of the football assistant coaching staff are also due longevity payments as a part of the compensation plan put in place when Coach McNeill was hired, and this amount is included in the current year’s budget. To date, revenue projections are either on or ahead of schedule, which is encouraging given the ongoing issues with the economy in general.

The second document provides a final report for Fiscal Year 11-12. While the department showed a slight surplus on an operating basis, the fund balance was reduced by $55,929 due to the inclusion of the NCAA Student Assistance Account where a portion of an accumulated fund balance in this account was expended during the year on behalf of our student athletes. It is also important to note that a payment of over $600,000 was made from surplus funds to close out the Dowdy Ficklen Stadium end zone expansion project, and a portion of next year’s debt service payment was set aside as well. In all, while it was a very good year from a financial standpoint, we recognize that we will continue to face fiscal challenges going forward given the ever increasing costs associated with funding an NCAA Football Bowl Subdivision Athletics Program.

As always, thank you for your support of Pirate Athletics, and please let us know if you would like to discuss this report in greater detail.
### EAST CAROLINA UNIVERSITY ATHLETIC FUND

**ATHLETIC BUDGET FY 2012-13**

<table>
<thead>
<tr>
<th><strong>Revenue</strong></th>
<th>Budgeted 7/1/2012</th>
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</thead>
<tbody>
<tr>
<td>Football Revenue (tickets, game guarantees)</td>
<td>$6,825,000</td>
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<tr>
<td>Other Sports Revenue</td>
<td>920,000</td>
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<tr>
<td>Marketing &amp; Promotions</td>
<td>1,100,300</td>
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<tr>
<td>Pirate Club Pledge - Scholarships</td>
<td>4,800,000</td>
</tr>
<tr>
<td>Pirate Club Pledge - Restricted Funds</td>
<td>406,000</td>
</tr>
<tr>
<td>Student Fees</td>
<td>12,621,000</td>
</tr>
<tr>
<td>Gifts In Kind Accrual (Courtesy Cars, Nike, Athletic Clubs)</td>
<td>536,700</td>
</tr>
<tr>
<td>NCAA / C-USA Distributions</td>
<td>2,400,000</td>
</tr>
<tr>
<td>Transfers (Coca Cola Pouring Rights Fund)</td>
<td>516,000</td>
</tr>
<tr>
<td>Reserve Cash (Fund Balance)</td>
<td>444,000</td>
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<tr>
<td>Other (Licensing, Interest, Concessions, Processing Fees, Parking, &amp; Miscellaneous)</td>
<td>1,160,300</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$31,729,300</strong></td>
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<table>
<thead>
<tr>
<th><strong>Expenditures</strong></th>
<th>Budgeted 7/1/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>$7,495,550</td>
</tr>
<tr>
<td>Other Men's Sports</td>
<td>4,996,250</td>
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<tr>
<td>Women's Sports</td>
<td>5,799,800</td>
</tr>
<tr>
<td>Administration/Other Support Areas</td>
<td>11,752,000</td>
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<tr>
<td>Game Operations</td>
<td>1,433,200</td>
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<tr>
<td>Repairs / Replacements</td>
<td>252,500</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$31,729,300</strong></td>
</tr>
</tbody>
</table>

**Net Operating Income / (Loss)** 0

**Fund Balance Increase/(Decrease)** 0

**Beginning Fund Balance - July 1, 2012** 3,501,218

**Projected Ending Fund Balance - June 30, 2013** **$3,501,218**
## EAST CAROLINA UNIVERSITY ATHLETIC FUND
### FINANCIAL REPORT FY 2011-12
#### AS OF: 8-26-12

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>Budgeted 7/1/2011</th>
<th>Actual 6/30/2012</th>
<th>Actual Over/(Under Budget)</th>
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</thead>
<tbody>
<tr>
<td>Football Revenue (tickets, game guarantees)</td>
<td>$8,000,000</td>
<td>$8,242,737</td>
<td>242,737</td>
</tr>
<tr>
<td>Football: Bowl Revenue</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Football: S. Carolina in Charlotte (game expenses)</td>
<td>0</td>
<td>717,738</td>
<td>717,738</td>
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<tr>
<td>Other Sports Revenue</td>
<td>830,000</td>
<td>773,269</td>
<td>(56,731)</td>
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<tr>
<td>Marketing &amp; Promotions</td>
<td>850,000</td>
<td>984,141</td>
<td>134,141</td>
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<tr>
<td>Pirate Club Pledge - Scholarships</td>
<td>4,600,000</td>
<td>4,600,000</td>
<td>0</td>
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<tr>
<td>Student Fees</td>
<td>11,886,000</td>
<td>11,890,141</td>
<td>4,141</td>
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<tr>
<td>Gift In Kind Accrual (Courtesy Cars, NIKE)</td>
<td>514,200</td>
<td>521,214</td>
<td>7,014</td>
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<tr>
<td>Fundraising / NCAA Student Assistance Accounts</td>
<td>0</td>
<td>475,610</td>
<td>**</td>
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<tr>
<td>NCAA / C-USA Distributions</td>
<td>2,173,400</td>
<td>2,670,048</td>
<td>496,648</td>
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<tr>
<td>Other (Licensing, Interest Earned, Concessions, Non Athletic Events, Rental Income, Processing Fees, Parking &amp; Misc.)</td>
<td>1,118,000</td>
<td>1,791,128</td>
<td>673,128</td>
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<tr>
<td><strong>Total</strong></td>
<td>$29,971,600</td>
<td>32,666,025</td>
<td>2,694,426</td>
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<thead>
<tr>
<th>EXPENDITURES</th>
<th>Budgeted 7/1/2011</th>
<th>Actual 6/30/2012</th>
<th>Actual Under/(Over Budget)</th>
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<tbody>
<tr>
<td>Football</td>
<td>$7,201,400</td>
<td>7,395,105</td>
<td>(193,705)</td>
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<tr>
<td>Football: Bowl Game</td>
<td>0</td>
<td>6,411</td>
<td>(6,411)</td>
</tr>
<tr>
<td>Football: S. Carolina in Charlotte (game expenses)</td>
<td>0</td>
<td>717,738</td>
<td>(717,738)</td>
</tr>
<tr>
<td>Other Men's Sports</td>
<td>4,613,017</td>
<td>4,746,221</td>
<td>(133,204)</td>
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<tr>
<td>Women's Sports</td>
<td>5,452,122</td>
<td>5,489,931</td>
<td>(37,809)</td>
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<td>Administration/Other Support Areas</td>
<td>10,977,711</td>
<td>11,782,667</td>
<td>*</td>
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<tr>
<td>Fundraising / NCAA Student Assistance Accounts</td>
<td>0</td>
<td>550,069</td>
<td>**</td>
</tr>
<tr>
<td>Game Operations</td>
<td>1,374,950</td>
<td>1,450,860</td>
<td>(75,910)</td>
</tr>
<tr>
<td>Repairs / Replacements</td>
<td>352,400</td>
<td>582,955</td>
<td>(230,555)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>29,971,600</td>
<td>32,721,954</td>
<td>(2,750,355)</td>
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</tbody>
</table>

**Net Operating Income / (Loss)** | 0 | (55,929) | (55,929) |

**Fund Balance Increase/(Decrease)** | $0 | (55,929) |
**Beginning Fund Balance** | 3,557,147 | 3,557,147 |
**Ending Fund Balance** | $3,557,147 | 3,501,218 |

* - Includes $274,280 bond interest payment for FY 12-13 and a $619,096 payment to settle the Dowdy-Ficklen Stadium end zone expansion project.

** - Difference of $74,459 due to inclusion of NCAA Student Assistance Fund
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<td>Responsible Person</td>
<td>Vice Chancellor for University Advancement - Mickey Dowdy</td>
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<tr>
<td>Agenda Item</td>
<td>A. Naming Proposals</td>
</tr>
</tbody>
</table>
| Item Description | **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, 1\(^{st}\) floor – 25K  
5. Communication Sciences and Disorders Clinic Reception Area, 1\(^{st}\) floor – 96K  
6. Occupational Therapy ROADI Evaluation Room, 1\(^{st}\) floor – 50K  
7. Classroom, 1\(^{st}\) floor – 50K  
8. Physical Therapy Planning/Work Room, 2\(^{nd}\) floor – 25K  
9. Physical Therapy Reception, 2\(^{nd}\) floor – 26K  
10. Physical Therapy Conference Room, 2\(^{nd}\) floor – 25K  
11. Occupational Therapy Kitchen Teaching Laboratory, 3\(^{rd}\) floor – 25K  
12. College of Allied Health Sciences Work Room, 3\(^{rd}\) floor – 33K  
13. Dean’s Conference Room, 3\(^{rd}\) floor – 75K  
14. Clinical Laboratory Science Reception, 3\(^{rd}\) floor – 25K  
15. Clinical Laboratory Science Prep Laboratory, 3\(^{rd}\) floor – 35K  
16. Rehabilitation Studies Conference Room, 4\(^{th}\) floor – 50K  
---  
**College of Technology and Computer Science**  
1. Keihin Controls and Instrumentation Laboratory – 100K  
---  
**Athletics**  
1. Men’s Basketball Practice Court – 250K (co-named)  
---  
**Joyner Library**  
1. Janice Faulkner Gallery |
| Comments | See Accompanying Proposals |
| Action Requested | Committee approval/review for submission to full Board. |
| Disposition | |
| Notes | |
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Barbara W. Bremer

Bremer/ 317 Pinewood Dr. Greenville NC 27858
Address: City State Zip

Telephone: (910) 756-7974
Home Business

Relationship to the University: Adjunct faculty and alumni

Proposed Object for Naming: Classroom-1st floor

Purpose for recommendation:

□ Service □ Gift
X Explanation (Attach background materials as appropriate to justify the recommendation)

If related to a gift:

Purpose of Gift: □ Annual □ Capital X Endowment □ Other
Date of Original Commitment: December 2007
Amount of Total Commitment: $100K
Amount Paid: $100K
Current Pledge Balance: $0
Status of Payments: Completed
Was the gift part of a campaign: □ Yes □ No Define:________
Was the project pre-approved: □ Yes □ No
Directed to: □ ECU Foundation □ Educational Foundation
X Medical & Health Sciences 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

Signature of University Official

June 19, 2012
Date

June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Louise O. Burevitch

Louise Burevitch/ 324 Wayne Dr. Wilmington NC 28403
Address: City State Zip

Telephone: (910) 762-8152 Home Business

Relationship to the University: Donor

Proposed Object for Naming: Main Lobby / Atrium

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

If related to a gift:

Purpose of Gift: □ Annual □ Capital X Endowment □ Other
Date of Original Commitment: December 2008
Amount of Total Commitment: $150K
Amount Paid: $150K
Current Pledge Balance: $0
Status of Payments: Completed

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

Directed to: □ ECU Foundation X Medical & Health Sciences Foundation □ Educational 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 19, 2012 Date
Signature of University Official June 19, 2012 Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Lina Edwards Wheeler

810 Prince Street Cary NC 27511
Address: City State Zip

(919) 467-7734
Telephone: Home Business

Relationship to the University: Lina Edwards Wheeler was alumni of CAHS.

Proposed Object for Naming: CSDI Student Laboratory - 1st floor

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

If related to a gift:

Purpose of Gift: X Annual □ Capital □ Endowment □ Other
Date of Original Commitment: December 2010
Amount of Total Commitment: $25K
Amount Paid: $25K
Current Pledge Balance: $0
Status of Payments: Completed

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

Directed to: □ ECU Foundation X Medical & Health Sciences Foundation □ Educational 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

Signature of University Official

June 19, 2012
Date

June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredeep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Tanya Johnson - McDowell and Riley Floyd

100 Timber View Lane Cary NC 27511
Address: City State Zip

Telephone: (919) 460-6437
Home Business

Relationship to the University: Tanya Johnson - McDowell was the therapist for Riley Floyd. The Floyd Foundation is honoring Tanya Johnson - McDowell.

Proposed Object for Naming: CSDI Therapy Room - 1st floor

Purpose for recommendation: □ Service X Gift

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

If related to a gift:

□ Annual □ Capital X Endowment □ Other
Purpose of Gift: Date of Original Commitment: December 2008
Amount of Total Commitment: $20K
Amount Paid: $25K
Current Pledge Balance: $0
Status of Payments: Completed

Was the gift part of a campaign: X Yes □ No Define:

Was the project pre-approved: X Yes □ No

Directed to: □ ECU Foundation □ Educational Foundation
X Medical & Health Sciences 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

Signature of University Official

Date

June 19, 2012

June 19, 2012
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Meta Downes

Sheldon Downes/ 118 Avon Lane Greenville NC 27858
Address: City State Zip

Telephone: (252) 756-4722
Home Business

Relationship to the University: Meta Downes was a CAIIS professor for over 30 years

Proposed Object for Naming: CDSI Clinic Reception Area- 1st floor

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 ☐ Other

Date of Original Commitment: April 2010

Amount of Total Commitment: $96K

Amount Paid: $96K

Current Pledge Balance: $0

Status of Payments: Completed

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

Was the project pre-approved: ☑ Yes ☐ No

Directed to: ☑ ECU Foundation ☐ Educational Foundation

☐ Medical & Health Sciences 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

Signature of University Official

June 19, 2012
Date

June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Linda and Jessica King

Address: City State Zip

Telephone: Home Business

Relationship to the University: Jessica King was a student in CAHS that passed away. Her mother (Linda) and friends created an endowed scholarship. Linda King has since passed away.

Proposed Object for Naming: OT ROADI Evaluation Room-1st floor

Purpose for recommendation: □ Service X Gift

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

If related to a gift:

- Purpose of Gift: □ Annual □ Capital X Endowment □ Other
- Date of Original Commitment: December 2005
- Amount of Total Commitment: $50K
- Amount Paid: $50K
- Current Pledge Balance: $0
- Status of Payments: Completed
- Was the gift part of a campaign: □ Yes X No Define: Before campaign
- Was the project pre-approved: X Yes □ No

Directed to: □ ECU Foundation □ Educational Foundation
X Medical & Health Sciences 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 19, 2012
Date

Signature of University Official

June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation  (252) 744-3523  fredep@ecu.edu
Department/Division  Phone  Email

Proposed Name(s) to Honor:  Jean Elaine Mills

Amos Mills/4820 Cyprus Ford Dr.  Fuquay Varina  NC  27526
Address:  City  State  Zip

Telephone:  (919)577-5585  Home  Business
Amos T. Mills, III & Assoc., Attorneys at Law

Relationship to the University:  Jean E. Mills was a graduate of CAHS

Proposed Object for Naming:  Classroom- 1st floor

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

If related to a gift:

Purpose of Gift:  □ Annual  □ Capital  X Endowment  □ Other
Date of Original Commitment:  October 2003
Amount of Total Commitment:  $50K
Amount Paid:  $50K
Current Pledge Balance:  $0
Status of Payments:  Completed

Was the gift part of a campaign:  □ Yes  X No  Define: Before campaign

Was the project pre-approved:  X Yes  □ No

Directed to:  □ ECU Foundation  □ Educational Foundation
X Medical & Health Sciences 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 19, 2012
Signature of University Official  June 19, 2012
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Dale Huggins

___________________________________________________________

Doug Huggins/ PO Box 285 Kill Devil Hills NC 27948
Address: City State Zip

Telephone: n/a Home Business

Relationship to the University: Dale Huggins was a CAHS alum

Proposed Object for Naming: PT Planning / Work Room- 2nd floor

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 ☑ Gift ☐ Other

Date of Original Commitment: August 2009

Amount of Total Commitment: $25K

Amount Paid: $25K

Current Pledge Balance: $0

Status of Payments: Completed

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

Was the project pre-approved: ☑ Yes ☐ No

Directed to: ☐ ECU Foundation ☐ Educational Foundation

X Medical & Health Sciences 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

Signature of University Official

June 19, 2012
Date

June 19, 2012
Date
George Hamilton/ 1044 East Rock Spring Rd. Greenville NC 27834

George Hamilton 1044 East Rock Spring Rd. Greenville NC 27834
Address: Home Business

Relationship to the University: Retired CAHS professor

Proposed Object for Naming: PT Reception- 2nd floor

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

If related to a gift:

Purpose of Gift: □ Annual □ Capital X Endowment □ Other
Date of Original Commitment: December 2007
Amount of Total Commitment: $25K
Amount Paid: $26K
Current Pledge Balance: $0
Status of Payments: Completed
Was the gift part of a campaign: □ Yes X No Define: Before campaign
Was the project pre-approved: □ Yes X No
Directed to: □ ECU Foundation X Medical & Health Sciences Foundation □ Educational 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

Signature of University Official

June 19, 2012
Date

June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Catherine V. McCulley

__________________________
Michael McCulley/ 421 Boros Road New Bern NC 28560
Address: City State Zip

Telephone: (252) 444-2349 Home Business

Relationship to the University: Catherine V. McCulley was a CAHS alum

Proposed Object for Naming: PT Conference Room- 2nd floor

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

If related to a gift:

| Purpose of Gift: □ Annual □ Capital X Endowment □ Other |
|-----------------|-----------------|-----------------|-----------------|
| Date of Original Commitment: March 1995 |
| Amount of Total Commitment: $25K |
| Amount Paid: $25K |
| Current Pledge Balance: $0 |
| Status of Payments: Completed |
| Was the gift part of a campaign: □ Yes X No Define: Before campaign |
| Was the project pre-approved: X Yes □ No |
| Directed to: □ ECU Foundation X Medical & Health Sciences Foundation □ Educational 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 19, 2012
Date

Signature of University Official

__________________________
June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredec@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: David L. Ward

David L. Ward/ PO Box 867 New Bern NC 28563
Address: City State Zip
TelephoneNumber: (252) 672-5448 Ward and Smith, PA
Home Business

Relationship to the University: Donor and Emeritus member of the Board of Directors of the Medical &
Health Sciences Foundation.

Proposed Object for Naming: OT Kitchen Teaching Laboratory- 3rd floor

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 Other
Date of Original Commitment: December 2008
Amount of Total Commitment: $25K
Amount Paid: $25K
Current Pledge Balance: $0
Status of Payments: Completed
Was the gift part of a campaign: Yes No Define:
Was the project pre-approved: Yes No
Directed to: ECU Foundation
X Medical & Health Sciences Foundation

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

Signature of University Official

June 19, 2012
Date

June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Fredo
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: PCMH Volunteer Auxiliary

Etsil Mason/ 4192 West Lang St. Farmville NC 27828
Address: City State Zip

Telephone: (252) 753-4513 Home Business

Relationship to the University: Donor

Proposed Object for Naming: CAHS Work Room- 3rd floor

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 ☑ Other
Date of Original Commitment: July 2011
Amount of Total Commitment: $30K
Amount Paid: $33K
Current Pledge Balance: $0
Status of Payments: Completed

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

Directed to: ☑ ECU Foundation ☑ Educational Foundation
X Medical & Health Sciences 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

Signature of University Official

June 19, 2012 Date
June 19, 2012 Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Edwin and Nancy Monroe

Monroe/ 104 W. Longmeadow Rd. Greenville NC 27858
Address: City State Zip

Telephone: (252) 752-6846
Home Business

Relationship to the University: Retired founding Dean of CAHS

Proposed Object for Naming: Dean's Conference Room- 3rd floor

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

If related to a gift:

Purpose of Gift: □ Annual □ Capital X Endowment □ Other
Date of Original Commitment: December 2008
Amount of Total Commitment: $75K
Amount Paid: $75K
Current Pledge Balance: $0
Status of Payments: Completed
Was the gift part of a campaign: X Yes □ No Define:
Was the project pre-approved: X Yes □ No

Directed to: □ ECU Foundation □ Educational Foundation
X Medical & Health Sciences 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 19, 2012
Date

Signature of University Official

June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Susan T. Smith

Susan Smith/ 3011 Heritage Pines Dr. Cary NC 27519
Address: City State Zip

(919) 481-9241 Home Business
Telephone:

Relationship to the University: First department chair of CLSC in CAHS

Proposed Object for Naming: CLSC Reception- 3rd floor

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

If related to a gift:

Purpose of Gift: □ Annual □ Capital X Endowment □ Other
Date of Original Commitment: February 2001
Amount of Total Commitment: $25K
Amount Paid: $25K
Current Pledge Balance: $0
Status of Payments: Completed

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

Directed to: □ ECU Foundation X Medical & Health Sciences Foundation □ Educational 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

Signature of University Official

June 19, 2012
Date

June 19, 2012
Date
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Stas and Brenda Humieny

Humieny/ 5223 Trent Woods Dr. New Bern NC 28562
Address: City State Zip

Telephone: (252) 637-2970
Home Business

Relationship to the University: CAJIS alumni and adjunct faculty

Proposed Object for Naming: CLSC Prep Laboratory - 3rd floor

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

If related to a gift:

Purpose of Gift: □ Annual □ Capital X Endowment □ Other
Date of Original Commitment: April 2006
Amount of Total Commitment: $35K
Amount Paid: $35K
Current Pledge Balance: $0
Status of Payments: Completed

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

Directed to: □ ECU Foundation X Medical & Health Sciences Foundation □ Educational Foundation

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] [Signature of University Official] [June 19, 2012] [June 19, 2012]
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Pat Frede
Name of Originator

Medical & Health Sciences Foundation (252) 744-3523 fredep@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Jennifer Elizabeth "Beth" Lambeth

Dr. H.D. Lambeth/ 414 Trail One Burlington NC 27215
Address: City State Zip

Telephone: (336) 226-4116 Home Business

Relationship to the University: Jennifer Elizabeth Lambeth is a deceased alum of CAHS

Proposed Object for Naming: REHB Conference Room -4th floor

Purpose for recommendation:

□ Service x Gift

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

If related to a gift:
Purpose of Gift: □ Annual □ Capital x Endowment □ Other (Planned Gift)
Date of Original Commitment:
June 2004
Amount of Total Commitment:
$50K+ Amount Paid:
$37K Current Pledge Balance:
$15K - planned gift
Status of Payments:
Current

Was the gift part of a campaign: □ Yes x No Define: Before campaign

Was the project pre-approved: x Yes □ No

Directed to: □ ECU Foundation x Medical & Health Sciences Foundation

□ Educational 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

Signature of University Official

June 19, 2012 Date

June 19, 2012 Date
School of Allied Health Sciences-1st Floor Naming Opportunities
School of Allied Health Sciences-3rd Floor
Naming Opportunities
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

David White, Dean
Name of Originator

College of Technology and Computer Science  328-9604  whited@ecu.edu
Department/Division  Phone  Email

Proposed Name(s) to Honor:
Keihin Carolina System Technology, Inc.

Address:  City  State  Zip

Telephone:  Home  Business

Relationship to the University:  Industry Partner/Donor

Proposed Object for Naming:  Keihin Controls and Instrumentation Laboratory
Purpose for recommendation:  □ Service  □ Gift
Explanation (Attach background materials as appropriate to justify the recommendation)

See Attached

If related to a gift:
Purpose of Gift:  □ Annual  □ Capital  □ Endowment
Date of Original Commitment:  November 2010
Amount of the Total Commitment:  $100,000
Amount Paid:  60,000
Current Pledge Balance:  40,000
Status of Payments:  Finished 2 years of the 3 year pledge
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
East Carolina University.

Campaign Gift Proposal Presented to:
Keihin Carolina System Technology Inc.
January 4, 2011

Our first century is the remarkable story of those who have come before us. Their daring vision for East Carolina created the great university we know today.

That sense of bold vision is carried forward in our new strategic plan, ECU Tomorrow: A Vision for Leadership and Service. This bold and ambitious plan for East Carolina lays out five strategic directions by which we will chart our course into our second century. Funding this margin of excellence will require in excess of $1 billion over the next 10 to 15 years.

Make no mistake: the state will not respond at a level equal to our opportunity. I am convinced, however, that just as in the past, the entire East Carolina community will seize the opportunity that is now before us.

Together, we will shape the future of our university.

Dr. Steve Ballard, Chancellor

EAST CAROLINA UNIVERSITY’S SECOND CENTURY CAMPAIGN:

For all that a university hopes to accomplish, there can be no greater goal than to provide students with the opportunity to receive an excellent education. East Carolina University has a long-standing tradition of making just such an education accessible to our citizens. As we move into our second century, East Carolina University is committing itself to deliver on that promise for future generations. East Carolina University’s Access Scholarship program will provide greater opportunity for students who demonstrate the academic potential but do not have the financial means to attend the university. For North Carolina’s best and brightest students, East Carolina University will provide exceptional, life-changing educational experiences by strengthening our flagship merit
scholarship program, EC Scholars. Even as we remain committed to serving North Carolina, East Carolina University will expand its reach globally by affording our students the opportunity to study abroad and by establishing scholarships and distinguished professorships to attract outstanding students and experts to our campus from around the world. One of the campaigns strategic directives is providing economic prosperity in the east and we believe having a strong program in construction and engineering can help us deliver on this important need.

The optimistic spirit and determined drive to succeed are characteristics that the university and the region share. While East Carolina's reach and influence now extend well beyond our immediate region, our commitment to eastern North Carolina has never been stronger. As we enter our second century, the university will build upon our past and work to bring sustainable economic prosperity to the East. This is a major commitment that will require wide-ranging cooperation and support from the entire East Carolina community. The Five Strategic Goals of the Second Century Campaign are:

1. **Education for a New Century**- ECU will prepare our students to compete and succeed in a global economy.
2. **The Leadership University**- ECU will distinguish itself by the ability to train leaders for our nation and state.
3. **Economic Prosperity in the East**- ECU will create a strong, sustainable future for the East through education, innovation, investment, and outreach.
4. **Health Care and Medical Innovation**- ECU will save lives, cure diseases, and positively transform the quality of health care for the region and state.
5. **The Arts, Culture, and Quality of Life**- ECU will provide world-class entertainment and powerful inspiration as we work together to sustain and improve the community's quality of life.

**REQUEST FOR SUPPORT:**

During this important time in the history of East Carolina University, we are asking industry partners, alumni, donors and friends to consider making their proudest gift. As a business leader in the eastern North Carolina community, we are already beginning to see the difference Keihin is making for our college. On behalf of the college of Technology and Computer Science at East Carolina, we would like to present you with an opportunity to partner with us on two areas we feel would be an important investment for Keihin and needed resources for our college to grow.

1. **Keihin Carolina System Technology Scholarship**- These will be college based scholarships that incoming freshman, transfer students, or current student enrolled in the college may apply for. The monies to support these scholarships will be expendable annually so that we can have immediate student impact through consideration of these scholarships. With a young college, growing our scholarship resources are essential to recruiting and maintaining talented students that will eventually become ideal prospects for companies such as Keihin.

2. **Keihin Carolina System Technology Controls and Instrumentation Lab**- The College of Technology and Computer Science is located on the first two floors of the Science and Technology building. Dedicated in October of 2003, $66 million dollars was utilized for the construction of this building complex through Higher Education Construction Bonds. This 270,000 square foot facility offers a wide range of naming opportunities for industry partners. Having the opportunity to endow a lab allows the college to offset the maintenance costs and further invest in these labs while offering industry partners the opportunity to be visible in our college while further investing in education. Endowing this lab will give Keihin the naming rights and a plaque will be permanently affixed at the entrance.
APPEAL FOR FINANCIAL SUPPORT:

This proposal for financial support for our students could not be more meaningful or needed more during this transformational period in East Carolina University’s history. As a leader in the community and steward of our university, below is a multi-year option for your consideration. Your anticipated consideration is greatly appreciated.

<table>
<thead>
<tr>
<th>Project Name</th>
<th>2011-2012</th>
<th>2012-2013</th>
<th>2013-2014</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keihin Carolina System Technology Scholarships</td>
<td>$30,000</td>
<td>$30,000</td>
<td>$30,000</td>
<td>$90,000</td>
</tr>
<tr>
<td>Keihin Carolina System Technology Controls and Instrumentation Lab</td>
<td>$35,000</td>
<td>$35,000</td>
<td>$30,000</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

| Totals:                                     | $40,000   | $40,000   | $40,000   | $120,000 |

On behalf East Carolina University and the college of Technology and Computer Science, thank you for your consideration and interest in allowing us to put this opportunity in front of Keihin Carolina System Technology Inc.
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Mark T. Wharton
Name of Originator

Pirate Club 737-4545 whartonm@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Don Whitaker

P. O. Box 687 Virginia Beach VA 23451
Address: City State Zip

757-425-2101 757-428-7799
Telephone: Home Business

Relationship to the University:

Proposed Object for Naming: Co-Naming of Men's Basketball Practice Court

Purpose for recommendation: ☐ Service ☑ Gift

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

☐ See Attached

If related to a gift:

Purpose of Gift: ☐ Annual ☑ Capital ☐ Endowment

Date of Original Commitment: 8/31/2010

Amount of the Total Commitment: $125,000
Amount Paid: $77,488
Current Pledge Balance: $47,512.49

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]
Signature of Originator

[Date] 8/30/12
STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University

Name: Don Whitaker
Street Address: PO Box 687
City: Virginia Beach State: VA Zip: 23451
Phone: 757-428-7799 Fax: 757-628-9269
E-mail: Whitaker3@gmail.com

Naming Opportunity(ies): Basketball/Volleyball 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 $125K 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:
$25K in 2010 (Year)
$25K in 2011 (Year)
$25K in 2012 (Year)
$25K in 2013 (Year)
$25K 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: 8/31/10
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Mark T. Wharton

Name of Originator

Pirate Club 737-4545 whartonm@ecu.edu
Department/Division Phone Email

Proposed Name(s) to Honor: Mike and Janet Rogers

305 Champions Point Way Cary NC 27513
Address: City State Zip

Telephone: 919-467-0627 919-601-6701
Home Business

Relationship to the University: Alum

Proposed Object for Naming: Co-Naming of Men's Basketball Practice Court

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

x See Attached

If related to a gift:

Purpose of Gift: Annual Capital Endowment

Date of Original Commitment: 10/04/2010

Amount of the Total Commitment: $125,000
Amount Paid: $100,000
Current Pledge Balance: $25,000

Status of Payments: current

Was the gift part of a campaign:

Was the project pre-approved:

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

8/30/12 Date
STATEMENT OF INTENT

STEP UP TO THE HIGHEST LEVEL Campaign

East Carolina University Athletics

Name  W. Michael and Janet Rogers

Street Address  305 Champions Point Way

City  Cary  State  NC  Zip  27513

Phone ( 919 )  467-8627  Fax ( )

E-mail  wmr57@bellsouth.net

Naming Opportunity(ies)  Together with Don Whitaker the Men’s Practice Court in the Proposed Basketball Practice Facility

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 $ 125,000 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:

$ 100,000 pd. in 2010 (Year)

$ 25,000 in 2011 (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  W. Michael Rogers  Date 10-4-10

Signature  Janet D. Rogers  Date 10-9-10

Signature  ___________________________  Date ____________
Janice Faulkner was born into a farming family in rural Martin County. She earned both a BA and an MA in English from what was then East Carolina College. She joined the faculty in 1957. In addition to teaching English, she served as director of alumni affairs, chair of the board of the ECU Credit Union, director of the Regional Development Institute and Associate Vice Chancellor for Regional Development. She published two English textbooks and numerous articles on folklore, local history, historic preservation and economic development.

Janice’s career included many firsts. She was the first female executive director of the North Carolina Democratic Party, and in 1993 she became the first woman to serve on the eleven-member Council of State when she was sworn in as North Carolina’s Secretary of Revenue. She spent three highly successful years overseeing one of the most tumultuous and challenging periods in the 74-year history of that department of state government. Governor Hunt called on her again in April 1996 when he appointed her as Secretary of State with a mandate to restore that troubled office to health and a position of public trust, and yet a third time when he asked her to serve as Commissioner of the Department of Motor Vehicles. She served in this role from April 1997 to April 2001, she retired from government service following this appointment.

Since her retirement, Janice has served East Carolina University as a member of the University Foundation, the inaugural chair of the university’s Board of Visitors, the founding chair of the ECU Women’s Roundtable and on the ECU Communal Task Force and its steering committee.

In addition she has done volunteer work at the Greenville-Pitt County Chamber of Commerce authoring the Chronicles of PIE (Partners in Education). She was appointed by the UNC Board of Governors as a member of the Vidant Health/Vidant Medical Center Board of Directors (formerly University Health Systems/Pitt County Memorial Hospital). She served as secretary of that board and as chair of the board of directors of the Vidant Medical Center Foundation (formerly Pitt Memorial Hospital Foundation). During her tenure, she was chair of the foundation fund raising committee for the East Carolina Heart Institute at Vidant Medical Center and helped raise more than $8.2 million. She was also a major part of the largest single fund raising campaign the foundation ever participated in, exceeding the $37 million goal for the Children’s Hospital addition project.

She has received well-deserved recognition for her various contributions. In 1993 she was recognized by ECU with its Outstanding Alumni Award and in 2007 as one of ECU’s 100 Incredible Women by the ECU Women’s Roundtable. She received the Jarvis Medal in 2009, East Carolina’s highest award: the first woman to receive this prestigious recognition. The Jarvis Medal is only presented to a person who is integral to the history and life of East Carolina University.

She was recognized as the 2002 Citizen of the Year by the Greenville-Pitt Chamber of Commerce and in January 2011, she was the recipient of the Legends Award established by the Greenville-Pitt County Chamber of Commerce to recognize a person of distinction without whom the history of Greenville and Pitt County could not be written.
Joyner Library and Joyner’s Advancement Council are seeking to honor community leader and outstanding ECU alumna, Janice Faulkner. We are inviting you, her friends and admirers, to help make this dream a reality. Our goal is to secure a minimum of $150,000 that will enable us to update our current gallery area in honor of a woman who has served our University and State with grace and honor.

Janice Faulkner has been unstinting in her service to East Carolina University and the people of North Carolina. The proposed Janice Hardison Faulkner Gallery will be a multi-use community facility exemplifying Janice’s credo of “Service Has No Bounds.”

Joyner Library is proud of the award-winning exhibitions, seminars and conferences we have offered our students, faculty and the community over the last decade. The Faulkner Gallery will enable us to make these presentations even more rewarding. Hosting as many as 150 participants, it will provide exhibition quality lighting, high definition sound and the latest in presentation technology.

Please join us and other friends of Janice Hardison Faulkner in supporting this campaign. All of us have benefitted from her service and from her many contributions. This special place will be a fitting tribute to an outstanding citizen.

The accompanying architectural plan will help you to visualize this impressive venue, the Janice Hardison Faulkner Gallery. You may use the enclosed form to make your donation and become a proud participant in this endeavor. A plaque acknowledging those who have contributed will be displayed in the gallery. Please add your name to the list.

Larry Boyer
Dean, Academic Library and Learning Resources

Harry Stubbs
Chair, Joyner Library Advancement Council

East Carolina University Service
1957-1992
English instructor and department chair
Director, Regional Development Institute
Director of alumni affairs
Associate vice chancellor for Regional development

North Carolina State Government
1993
Secretary of Revenue
1996
Secretary of State, the first woman to serve in that role
1997-2001
Commissioner of the Division of Motor Vehicles

Other Honors and Service
1989-1991
President, NC World Trade Association
1993
Outstanding Alumni Award
1994
Founding member and first chair of ECU’s Board of Visitors
1998
Honorary doctorate from ECU
2003
First chair of the ECU Women’s Roundtable
2007
100 Incredible ECU Women
2009
Jarvis Medal, ECU’s highest honor
2011
Chair, Vidant Medical Center Foundation Board of Trustees and member of the Vidant Medical Center Board of Trustees

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<table>
<thead>
<tr>
<th>Session</th>
<th>Advancement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Person</td>
<td>Vice Chancellor for University Advancement - Mickey Dowdy</td>
</tr>
<tr>
<td>Agenda Item</td>
<td>B. Meet the ECU Ambassadors</td>
</tr>
<tr>
<td>Item Description</td>
<td></td>
</tr>
<tr>
<td>Action Requested</td>
<td>Discussion Only</td>
</tr>
<tr>
<td>Disposition</td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td></td>
</tr>
</tbody>
</table>
Ambassadors
<table>
<thead>
<tr>
<th>Session</th>
<th>Advancement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible Person</td>
<td>Vice Chancellor for University Advancement - Mickey Dowdy</td>
</tr>
<tr>
<td>Agenda Item</td>
<td>A. C. University Advancement Highlights</td>
</tr>
</tbody>
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| Item Description | a. Development Progress  
|                  | i. Lessons Learned at the Big 10 Fundraising Institute  
|                  | ii. ECU Progress  
|                  | b. Alumni Association  
|                  | i. Alumni Awards |

Comments

Action Requested Discussion Only

Disposition

Notes
Building Academic Excellence at ECU

Developing A Strategic Scholarship Initiative for ECU, our Colleges & Schools, our Students
Program Assessment
Current Strengths

• Overall $’s available for scholarships increased during Second Century Campaign
• Most every college/school has a recognition program for donors & recipients—stewardship has improved
• Administration of scholarships has improved on both campuses
• Information is more accessible by students than 5 years ago.
Program Assessment
Weaknesses

• Student need is growing at faster rate than scholarship funding
• Too few scholarship funds focused on recruitment—EC Scholars, Brody Scholars and others---more aimed at recognition/retention.
• Decentralized in nature so not as strategic as possible?
• Student awareness of scholarships needs improvement
• Donor driven---need an overall ECU strategy
Program Assessment
Opportunities

• To develop a clear ECU strategy
• Donors are receptive to scholarship pitch and understand importance
• We have the ability to expand our donor base and this is a great conversation around which to focus
• We are adding some development staff capacity at a time when these plans are being developed
• Some coordination initiatives underway
## ECU Scholarships—Funded by Private Support

<table>
<thead>
<tr>
<th>Scholarship Type</th>
<th>$Amount</th>
<th>Merit</th>
<th>Need</th>
<th>Recruitment</th>
<th>Retention</th>
<th>Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC Scholars (15-20/yr)</td>
<td>$10K/yr + $5K x 1 study abroad</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Brody Scholars (3/yr)</td>
<td>$21K/yr</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Access Scholars (75-80/yr)</td>
<td>$5K/yr</td>
<td>X-hybrid</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>College/School Based (many)</td>
<td>Varies</td>
<td>X-few</td>
<td>X-more</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>ECAA Scholarship (20-25)</td>
<td>$2.5K; $1K</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Work to Do

- **EC Scholars**—grow to 50/yr + larger awards; mega gift to transform and endow program

- **Access Scholars**—grow to 100/yr + endow

- **Health Sciences**—shortage of merit scholarships in every college/school; what are reasonable targets?

- **Other Areas of Need?**
Possible Area of Opportunity

- **Trustees Scholarships (name to be determined)**—for recruitment of the top community college transfer students; award equal to tuition for up to two years.

- **Purpose**—makes us more competitive for the very best Community College transfer students, an important source of students and one that is endorsed by legislators and university leadership.

A predominantly non-endowed pool of scholarship dollars made possible by many donors helping us recruit good students to the benefit of all colleges/schools.