AGENDA
ECU Board of Trustees
Advancement and Naming Committee
Great Rooms, Mendenhall Student Center
April 20, 2007

I. Approval of December 15, 2006 Minutes  Action

II. Vice Chancellor’s Report:  Discussion
   A. Development Program Update
   B. Centennial Marketing
   C. ECU Alumni Association Highlights

III. Possible Naming Opportunities  Discussion
    (to be considered in Closed Session)
MINUTES

Board of Trustees Chairman Showfety asked Advancement and Naming Committee Chairman Bill Bodenhamer for his report at which time Mr. Bodenhamer asked for approval of the minutes of the October 5, 2006 meeting. A motion was made and seconded to approve the minutes; minutes were approved.

Chairman Bodenhamer asked Mickey Dowdy, Vice Chancellor for University Advancement, for his report and to which Mr. Dowdy responded he would report on points of progress on items identified at the July meeting. Our ability to attract quality candidates for open positions continues to improve which in turn improves our centralized system. We also have recognized the need for greater coordination within our units as well as a database to be utilized by all within our system. As we build staff in preparation for a capital campaign, we also continue to pursue major gifts and to retool the annual fund. Signs of encouragement include the Monk family’s completion of their $2.5 million gift announced at last month’s press conference as well as commitments of a couple of $1 million gifts expected to close in the next week or so and several more proposals for gifts of that magnitude.

Mr. Dowdy reminded trustees of the most recent issue of EAST magazine and its cover story regarding the woman who wanted to be a teacher and due to limited means could not fulfill her dream in the traditional way but was able to achieve her goal through our distance education program. Based on that story, we have attracted two $100,000 gifts for teacher scholarships – a direct tribute to a great story by EAST editor Steve Tuttle. Great coverage continues with stories such as our Brody School of Medicine’s commitment to its fulfillment of their mission of producing rural practitioners and physicians planning to remain in North Carolina opening some dialogue with great possibilities.

In response to our need to increase first-time gifts and expanding alumni participation, Mr. Dowdy reported the expectation of exceeding last year’s alumni participation is mostly attributable to the hard work of our team and the students who work in our telefund office. He went on to report the new model of central advancement with the major gifts officers being in the central office is working well and thanked the deans for their support of this model which he believes will result in increased gifts, better teamwork and overall positive advancement efforts.

Recruitment for open positions is going well with candidates applying who are excited about the possibility of working with ECU and who genuinely want to be on our team. Mr. Dowdy is optimistic all positions will be filled by the end of January.

The good work of the Alumni Association continues and the new dues system is off to a great start with them on the road to being self-sustaining. Their group has a wonderful entrepreneurial spirit, and good things will continue to happen.
Mr. Dowdy thanked members of all university boards for their support and asked them to continue opening doors and making suggestions to staff as we depend on those connections to help us meet and exceed the expectations set for our program.

Preparation and planning continue for our upcoming campaign. Positions being filled include the senior director of major gifts, three health sciences major gift officers, and a prospect research manager. Athletics giving information is being integrated into the central database. Once this process is completed, all giving information will be accessible through one system which will enable us to begin evaluating prospective donors and qualifying the pool of prospects for the campaign. A campaign leadership list is being compiled and dialogue with those individuals will begin soon to determine their readiness and willingness to assist us. A list of university priorities will be determined in tandem with the academic programs and the strategic plan. Staff and deans will collaborate on the best ways to work together and to determine the best policies and directives to guide the process. Key factors in helping us finalize our campaign goal will be stability, which we have not had in recent years due to staff turnover, as well as agreement on priorities and allocations. While some tougher discussions may come in determining the campaign’s dollar amount goal and fitting the priorities and allocations into that goal, Mr. Dowdy indicated the “teamwork spirit” across the university will make a strong team capable of success. Mr. Dowdy expressed his belief that this is truly ECU’s time in history and his pleasure at being on the ECU team. Both Mr. Bodenhamer and trustee Mark Tipton commended Mr. Dowdy for his leadership and the advancement, alumni and foundations staffs for their efforts. There being no further business, Chairman Bodenhamer concluded his committee’s report.
## East Carolina University
### Executive Summary of Fund Raising
#### February 2007 (8 month YTD)

<table>
<thead>
<tr>
<th>Category</th>
<th>Gifts by Type (in 000's $)</th>
<th>Gifts by Purpose (in 000's $)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>New Gifts</td>
<td>Gifts In</td>
</tr>
<tr>
<td>ECU Foundation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year to Date</td>
<td>$2,077</td>
<td>$432</td>
</tr>
<tr>
<td>Prior Year to Date</td>
<td>$2,934</td>
<td>$79</td>
</tr>
<tr>
<td>Prior Year Total</td>
<td>$3,651</td>
<td>$142</td>
</tr>
</tbody>
</table>

| Medical Foundation        |           |          |             |                |             |                   |                  |               |             |
| Year to Date              | $988      | $8       | $2,365      | $126           | $3,487      | $903              | $2,584           | $0            | $3,487      |
| Prior Year to Date        | $763      | $9       | $2          | $0             | $774        | $620              | $154             | $0            | $774        |
| Prior Year Total          | $1,017    | $9       | $113        | $530           | $1,669      | $1,376            | $293             | $0            | $1,669      |

| Educational Foundation    |           |          |             |                |             |                   |                  |               |             |
| Year to Date              | $719      | $405     | $1,305      | $0             | $2,429      | $1,585            | $466             | $378          | $2,429      |
| Prior Year to Date        | $2,135    | $141     | $4,421      | $0             | $6,697      | $6,137            | $4               | $556          | $6,697      |
| Prior Year Total          | $4,314    | $180     | $4,883      | $0             | $9,377      | $8,685            | $14              | $678          | $9,377      |

| University Special Funds  |           |          |             |                |             |                   |                  |               |             |
| Year to Date              | $88       | $0       | $0          | $0             | $88         | $76               | $12              | $0            | $88         |
| Prior Year to Date        | $278      | $0       | $0          | $0             | $278        | $111              | $167             | $0            | $278        |
| Prior Year Total          | $466      | $0       | $0          | $0             | $466        | $299              | $167             | $0            | $466        |

| East Carolina University  |           |          |             |                |             |                   |                  |               |             |
| Year to Date              | $3,872    | $845     | $4,374      | $1,279         | $10,370     | $4,363            | $5,629           | $378          | $10,370     |
| Prior Year to Date        | $6,110    | $822     | $4,522      | $117           | $10,978     | $8,697            | $1,725           | $556          | $10,978     |
| Prior Year Total          | $9,448    | $331     | $6,920      | $759           | $17,458     | $14,201           | $2,579           | $678          | $17,458     |

The purpose of this report is to show 'fund raising results', not gifts. Gift reports focus on counting gifts when they are received. Fund raising reports include pledges and planned gifts when they are committed.
ECU Centennial Marketing

First Quarter, 2007

East Carolina University
Centennial Mark

- Special mark developed for centennial
- Imprimatur of Centennial Task Force
- Mark approved for use in centennial promotion and at events
- Licensed for use on special centennial merchandise
Centennial Invitation Packet – Feb. 2007

- Special Invitations to March 8 events sent to over 2000 VIP’s
  - Leaders in business, gov’t, higher education
  - High-level donors
• East, the magazine of East Carolina University
  – 4 issues annually
  – Circulation ~48,000
  – Donors, supporters, opinion leaders, campus community
• Special Centennial coverage in each issue
Centennial Booklet

- Souvenir booklet highlighting university achievements distributed at centennial events
- Booklet used throughout the centennial celebration
ECU Centennial Insert

- March 8, 2007 FSI in major market NC papers
- Insertions include:
- Total circulation of over 1 million
- Overruns used in ongoing fundraising and alumni relations activities
Centennial Pepsi Can

- In partnership with Minges Bottling Group
- Back panel of Pepsi cans carry an ECU Centennial message
- Available in areas served by Minges Bottling in Spring of 2007
  - Apprx. 1.7 million cans
Outdoor

- Billboards
  - I-40 East toward Wilmington, I-95 South at Rocky Mount, I-95 North at Benson, 264 East at Wilson, 64 East at Tarboro, 264 West at Washington, Causeway at Morehead

- Airport signs
  - Raleigh-Durham
  - Pitt-Greenville

- Centennial message “Embracing a new century of service”
RDU Airport Sign

Embracing a New Century of Service

Tomorrow starts here.
Billboard Examples

Embracing a New Century of Service

East Carolina University

Embracing a New Century of Service

East Carolina University
Print Ads

- Print ads highlighting centennial and university achievement
  - Newspaper
  - Magazines-regional placement in TIME, Newsweek, Sports Illustrated + NC Publications
Ads in regional editions of TIME, Newsweek, Sports Illustrated

A century ago, Thomas Jordan Jarvis—one of North Carolina's most prominent citizens—heroically predicted the significance of an institution founded to alleviate the critical shortage of teachers in the region.

Today, that institution prepares more teachers—as well as professionals in nursing, allied health sciences, and hospitality management—who work in North Carolina than any other university.

Today, that institution saves lives as a nationally recognized authority on health issues ranging from heart ailments to obesity and advances such as telemedicine and robotic surgery.

Today, that institution contributes to the well-being of the state by serving as a vital center of economic development, research, fine and performing arts, and intercollegiate athletics.

Today, that institution is East Carolina University. While we proudly reflect on the foundation of good works and accomplishments of our first century, it is the potential for even greater things to come that truly inspires us. Tomorrow starts here.
East Carolina’s early curriculum prepared its students—like these shown tending a garden in 1916—to work successfully in a rural, agrarian setting. As it prepares to open its centennial celebration on March 8, 2007, East Carolina still teaches its students to succeed. Today, those men and women are enabled to serve as leaders in a global, technology-driven environment.

REMEMBER March 8.
Centennial Marketing

- Estimated 29.5 Million total impressions
Centennial Gift

Following the announcement of his $1 million donation to ECU, Florida businessman Tom Arthur (second from right) receives thanks from (left to right) Jo Ann Eakin, Richard Eakin, professor of educational leadership, and James Bearden, director of the BB&T Center for Leadership Development. (Photo by Marc J. Kawanishi)

Centennial Gift Focuses on ECU Leadership Initiatives

By Jeannine Manning Hutson

As East Carolina University celebrated 100 years, an alumnus marked the occasion with a donation to the BB&T Center for Leadership Development to endow the first leadership chair in the university.

Tom Arthur of Tampa, Fla., donated $1 million March 8 to the BB&T Center for Leadership Development to establish an endowed chair in the College of Business focusing on leadership. He is the grandson of Louis C. Arthur, one of the nine men who submitted the formal offer for the location of the East Carolina Teachers Training School to the State Board of Education on June 5, 1907.

"We appreciate Tom Arthur stepping forward to be the first to endow a leadership chair, and we hope many others will follow," said Michael "Mickey" Dowdy, vice chancellor for University Advancement at ECU. "Mr. Arthur’s gift is a real catalyst for helping the university to fulfill one of its aspirations—to be a leadership university."

Dowdy added that the BB&T Leadership Center has a long-range plan to have leadership chairs for each college in the university.

A native of Greenville, Arthur earned his undergraduate degree from the University of North Carolina-Chapel Hill in 1966 and then served three
years as an infantry officer during the Vietnam War, earning the Silver Star and other military awards.

After his military service, Arthur returned to Greenville to pursue a master of business administration degree at ECU, which he completed in 1971.

Dr. James Bearden was the dean of the School of Business at that time and is now director of the BB&T Center for Leadership Development.

He said Arthur has been involved with the center since it was proposed and has been a member of the center's board since its founding.

"We think the chancellor's aspiration for this university to be a leadership university is valid and exciting because higher education is about preparing leaders for society," Bearden said. "We hope each of our 10 colleges and schools will have a leadership professorship."

"All of us are pleased whenever the theme of leadership is given such prominence, attention and support through such a magnificent gift. Mr. Arthur's gift comes at an interesting time in the life of this university and pays honor to the Arthur name in our institution's founding," he said. "He is the grandson of one of the first families of ECU. The timing is perfect for us to announce this gift at our centennial celebration."

Arthur's gift qualifies for $500,000 in matching funds from the University of North Carolina Distinguished Professorship Endowed Trust Fund, which is funded by the North Carolina legislature.

The BB&T Center for Leadership Development at ECU was established in 1983 with a $250,000 grant. Throughout the years, BB&T has made several significant contributions to the center, including $1 million in 2005.
Heart center receives $2 million gift

By Jimmy Ryals
The Daily Reflector

Thursday, March 22, 2007

As a surgeon, Dr. Randolph Chitwood saw Eddie Smith's heart six years ago. He got a different view of it Wednesday afternoon.

Through a foundation he heads with his wife, Jo Allison, Smith showed his gratitude to ECU and Chitwood with a $1.33 million donation to the East Carolina Heart Institute. Matching funds from the University of North Carolina system bring the total gift to $2 million.

"Their generosity is unparalleled in this community," Chitwood, senior associate vice chancellor for health sciences, said at a news conference Wednesday.

Smith said he hopes the gift will give others access to the same high-quality care Chitwood gave him six years ago. One Saturday afternoon in 2001, Smith was rushed to the Pitt County Memorial Hospital emergency room with acute pericarditis. His pericardium, a lining around the heart, was inflamed, and fluid was gathering on his heart and in his lungs.

Chitwood was at the beach, Smith said. The surgeon returned to perform minimally invasive surgery, and Smith said his heart's been in good shape since.

"He did a super job. He's just awfully good at what he does," Smith said in a phone interview Wednesday afternoon.

The $2 million will create the Eddie and Jo Allison Smith Endowed Chair, giving Chitwood — who heads the institute — funds for recruiting and research. The $80,000 a year it generates will help ECU recruit Chitwood's eventual replacement, if and when he retires, said Mickey Dowdy, vice chancellor for university advancement.

"It puts us in a position to be able to attract and retain great leadership at the heart institute," he said.

The Smiths' donation launches a $9 million fund drive for the institute. A $60 million state allocation is funding construction of the facility, and private donations will pay for faculty recruitment, research and construction overruns, Dowdy said. Eddie Smith said he hopes his family's gift will inspire others to give.

"It's a piece of sand that builds to a great big pearl," Chitwood said.

Scheduled to open in 2008, ECU's portion of the heart institute is a $60 million research and teaching facility. Pitt County Memorial Hospital is building a $150 million clinical tower, which should open in 2009. The General Assembly launched the institute by funding the ECU center in 2004.

The Smiths' gift drew the largest matching grant the UNC system has ever given: $667,000. The system maintains a trust fund that matches gifts endowing chairs at UNC schools. Smith said he chose his figure with the UNC match in mind.

"God has really blessed our family, our company and our associates, and we're just thrilled to be able to share," Smith said at the press conference, which his wife also attended.

The Smiths' donation is the third seven-figure gift ECU has received in the last four months. On the university's 100th birthday, March 8, Tampa, Fla. businessman Tom Arthur announced a $1 million gift to the College of Business. In November, the estate of Frances and Robert Monk gave ECU $2.5 million to help build a geriatric care center.

Jimmy Ryals can be contacted at jryals@coxnc.com.