AGENDA
Advancement and Naming Committee
ECU Board of Trustees
William H. Bodenhamer, Chair
Trustees Suite, Room 254, Mendenhall Student Center
4:00 p.m.
Thursday, December 15, 2005

I. Advancement
   A. Approval of September 30, 2005 Minutes  Action
   B. Update on Advancement Activities  Discussion

II. Naming
   A. Naming Policies  Discussion
   B. Potential Naming Opportunities  Discussion
Board of Trustees’ Chairman Mr. Showfety announced that Mr. Bodenhamer is now chair of the Advancement and Naming Committee, formerly known as University Advancement Committee, and that the committee has taken on additional responsibilities with the combining of two committees. The following members were in attendance: Chairman Bodenhamer, Bruce Austin, Robbie Hill, Cole Jones, Bob Lucas and Mark Tipton.

Mr. Bodenhamer called the meeting to order and reported there were no naming items for action. He then introduced Dr. Marilyn Sheerer, Interim Vice Chancellor for University Advancement, and Ms. Sharon Hamilton, Director of Corporate and Foundations Relations, and asked for their report on advancement activities.

Dr. Sheerer thanked members of the Steering Committee for attending this meeting and indicated one of the reasons for introducing the committee members is it represents our desire and effort to bring together the three foundations to work more collaboratively for the university. It is important to make sure we are using our resources wisely and that the effort is indeed cooperative. The members of our steering committee are Bill Clark, Paul Clifford, Nick Floyd, Don Leggett, Donna McLees and Dennis Young. We are missing one member, Janice Faulkner, who could not be with us due to an automobile accident earlier today. Janice is a wonderful volunteer who is contributing her time and knowledge because of her commitment to ECU. Dr. Sheerer acknowledged and thanked all the committee members for working together on behalf of our university advancement efforts. Also, Mr. Bodenhamer thanked the members for their commitment.

Dr. Sheerer reported she, Kevin Seitz and Hyman Brody – co-chairs of the search committee for the Vice Chancellor for University Advancement – have had a teleconference with Dennis Barton and Alice Miller, search consultants retained by the chancellor for this process. The chancellor also has spoken with the consultants and everyone agrees it is time to re-start the search process.

Dr. Sheerer went on to report that the Directors of Development – now known as Major Gifts Officers – have relocated to the central advancement office and introduced them: Greg Abeyounis from the College of Health and Human Performance; Kathy Brown from the College of Human Ecology; Cindy Kittrell from the College of Fine Arts and Communication; Marcy Romary from the College of Education; and Scott Wells from the Harriot College of Arts and Sciences. In addition to working together in a collaborative manner, they also will continue as a liaison with their respective units. Academic Affairs is working to have a part-time employee in each of these units to work on smaller gifts, alumni relations and related activities. Our goal is to build an infrastructure that recognizes not only the value of fundraising connected to these units but also acknowledges the need to increase our endowment by obtaining larger gifts through a centralized model.
Prospect management and the coordination of core services are two items being addressed not only by the Steering Committee but by the entire advancement staff. Task forces have been formed with the major objective to ascertain how to better utilize our resources across campus – whether it’s gift records or database management. We are working to determine what works best and, as necessary, to realign what we are doing so as to be a more efficient organization.

Dr. Sheerer mentioned information in the trustees’ notebook, prepared by Bill Clark, interim President of the ECU Foundation, which shows a slight increase in our endowment. If there are questions, please feel free to contact Mr. Clark.

October 7 is set for the East Carolina Advancement Network (ECAN) meeting and all ECU affiliated board members and members of the various advancement councils have been invited. Chancellor Ballard is on the agenda as are advancement consultants Bill McGoldrick and Karin George. Terry Holland, Mike Lewis and Janice Faulkner also will make brief comments.

Dr. Sheerer asked for questions before proceeding with Ms. Hamilton’s report on “Building an Effective Corporate and Foundation Relations Program.” Mr. Bodenhamer thanked Dr. Sheerer for her comments. He then acknowledged and thanked Mr. Brody for his past efforts as chair of the University Advancement Committee and welcomed four new members to this committee.

Dr. Sheerer stated she had been questioned about how advancement is working with the corporate and foundations sector. While at times it has been proposed that we are not doing well in that area, Dr. Sheerer indicated she believes we are fairly successful and it has a lot to do with Sharon Hamilton’s work. Sharon’s work represents what we would like to have happen in all areas and that is to work collaboratively across the foundations.

Ms. Hamilton reported that as ECU’s first director of corporate and foundation relations, she was given a wonderful and unique opportunity to build a program from scratch. In the world of university development, corporate and foundation relations is a relatively new area so there aren’t a lot of “how to” manuals available. She has spent a lot of time talking to faculty and staff and board members to see what their needs are and what they wanted to see in this program. She also has talked with her counterparts at other universities in various stages of their corporate and foundation relations programs as well as using her experiences on the other side of the fund raising table. Having spent about 10 years in corporate affairs where one of her responsibilities was to review proposals and advise senior leaders on where the corporate philanthropy dollars should go, she is well aware of what it took to get her company’s attention. Using past experience in building a corporate and foundations relations program here, she has used a building block format and has determined the need to do three things: First and foremost is coordination. It is imperative that corporate and foundation efforts across the university are coordinated because to the corporation or foundation we are approaching, we are all East Carolina University. Increasingly, companies and foundations want a single point of contact with the university. They want to be able to
call one person – not that the person will have all the answers but that person can coordinate and eventually obtain the answers they want. Companies and foundations want to make sure the gift they make to our university fits the university’s priorities.

The second building block is to emphasize that strategy in proposal writing is the key to receiving corporate and foundation gifts. There are myths out there that if you just keep cranking out these proposals eventually some of them are going to hit. Proposals are just a small part of the process and it’s really the end part. A lot of work has to be done prior to the proposal being produced and we are trying to bring all the players around the table so we know everyone’s role in this process. Our approach to corporations and foundations needs to be donor centered. What is it they want from us that is going to help them do what they want to do? What do we have to offer that will affect their workers and products and address their concerns? Why should they care about ECU? What’s in it for them? And who do we know who can open doors or influence the gift decision?

The third component we tried to instill is quality communications. We want to ensure we’re speaking the language of the funder. Ms. Hamilton went on to say she met with some GoldenLeaf program officers a couple of months ago and asked what she could do in her role in corporate and foundation relations to make their job easier in dealing with our faculty. The response was to please tell them “we are not academics.” Have them come to us with a business plan that will outline what the university is doing and how it will help the economy. We must educate the corporate and foundation world about the university’s points of distinction so those doors open a little easier for us and make it easier when we go to talk to them. When a corporation or foundation says they want access to someone at the university or wants some kind of information, we need to ensure a response in a very timely fashion.

In your meeting materials is a list of tools designed to assist faculty and staff in approaching corporations and foundations. Ms. Hamilton also stated she is available by request to conduct seminars for faculty to assist them in learning things such as what is a fundable project and what is attractive to a corporation or foundation. In addition, our office has a very good working relationship with the Office of Sponsored Programs. Face-to-face visits with funders are a big part of corporate and foundation relations and these contacts are the best research that can be done.

Ms. Hamilton stated that one of her very first goals was to make sure we were being successful in our own backyard and that East Carolina was represented in front of the major players in North Carolina. Success in recent years has included gifts from K. B. Reynolds Charitable Trust, one of the largest foundations in the state; Progress Energy; GoldenLEAF; Harold H. Bate Foundation; T.A. Loving Company; and Blue Cross and Blue Shield of NC. As wonderful as these gifts are, we need to grow our resources and we need to grow them significantly and we are not going to do that by working just in our own backyard. So what we tried to do here in the first few years is to go after corporate dollars and foundation dollars in the areas where ECU is known nationally. Perfect examples of this concept are the Wachovia gift with Partnership East – $1.25 million came to the university to support our efforts to produce more teachers by increasing their access – and a $1 million gift from the BB&T Foundation, which the chancellor assisted in getting, to grow an ECU leadership initiative. Ms. Hamilton thanked board member, Mr. Tipton, for his enthusiasm, his commitment and his
involvement in helping bring a $100,000 gift from the National Housing Endowment Board for our construction management program. He was instrumental in bringing them to ECU and their gift last year was the largest single gift they have ever given to a university at one time. Mr. Tipton also brought a well-known philanthropist to ECU to help benefit cardiovascular research. These are the kinds of connections ECU needs. Also, Caterpillar is a very generous donor to East Carolina’s construction management program and Ms. Hamilton anticipates that to be true moving forward. She reported that while to date we have not been successful in bringing in a gift from the Gerber Foundation for a childhood obesity initiative, it is important to know that 80 letters of intent were submitted to the Gerber Foundation and this was ECU’s first submission to Gerber. Of those 80 letters of intent, only 11 were asked to submit a full proposal and East Carolina was one of them. The reason ECU was selected is we have world renowned experts in endocrinology and childhood obesity and it was the merit of that proposal that attracted their attention. Although our proposal made it to the final cut, ECU did not receive the funding as it is a little out of their price range at this particular time. We will continue to shop that proposal around because it is very significant research that will actually try to identify the biochemical markers in children that may predispose them to becoming obese later in life. It is a very, very significant program and East Carolina University is fortunate to have the experts here.

Ms. Hamilton indicated that in the first quarter of this year alone, ECU is in the process of sending out proposals totaling about $5 million. She asked board members to please contact her if they know anyone at any of the companies or foundations she has mentioned or other companies or foundations they believe should be considered as potential funders.

Mr. Bodenhamer asked Ms. Hamilton about AAA, as he has been on their board since 1990, to which Ms. Hamilton responded they are at the point where his input could be invaluable.

Ms. Hamilton stated that while she is proud of what has been built so far, there is much to be done to grow this program significantly and successfully. She emphasized the importance of university administration setting priorities and our deans and faculty developing projects within those priorities with her role being to simply facilitate the process. In closing, she reviewed a checklist of things that would assist her, such as letting her know who you know, telling her if there is somebody who she or other development staff need to be calling on, writing a proposal cover letter or a letter of support to corporation or foundation officials you know and/or make a phone call or arrange a meeting with those individuals. Ms. Hamilton told the trustees they are great ambassadors for this university and that she wants them to hold us accountable.

Mr. Bodenhamer thanked Ms. Hamilton and asked for questions. Mr. Tipton stated his pleasure at working with Ms. Hamilton and with Dr. Sheerer and commended them on the job they are doing. He also complimented Ralph Rogers and Doug Kruger for a job well done in building a program that is nationally and internationally recognized probably as the number one program in the country.

Before adjourning the committee meeting, Mr. Bodenhamer asked for a motion to approve the minutes of the July 19 meeting. Mr. Tipton moved to approve the minutes as presented, Mr. Hill seconded and the minutes were unanimously approved.
Mr. Showfety commented that the prominence of this committee will grow as we toward
the naming of a permanent vice chancellor and the start of the Centennial Campaign.
He went on to say he believes the right foundations are being laid to prepare ourselves
for the campaign and thanked Dr. Sheerer for her outstanding job of helping us get
organized.

There being no further business, Mr. Bodenhamer concluded his committee’s report.
EAST CAROLINA UNIVERSITY TRUSTEES
POLICY ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

I. Establishment and Source of Authority. The Board of Governors of the University of North Carolina delegated the duty and authority to the Board of Trustees to approve the names of all individuals on whom "Honorary Distinction" is conferred by the university. As a means of guiding the development of recommendations to the Board of Trustees for naming university facilities and activities, the Trustees created the Committee on Naming Facilities and Activities, hereafter referred to as the "Committee," as a permanent committee.

II. Organization.
   A. Membership. Members shall be appointed by the Chair of the Trustees on an annual basis. Members may include trustees, staff or other individuals whose knowledge and presence may benefit the Committee.
   B. Chair. The Chair of the Committee will be appointed by the Chair of the Trustees.
   C. Assistance. The Committee may call upon any university employee for assistance in the performance of its duties.

III. Functions of the Committee.
   A. Role. The Committee shall be a fact finding and advisory body for the Trustees and shall have no policy making or administrative authority.
   B. Duties. The Committee shall advise the Trustees and the Chancellor in confidence with respect to proposals to name or change the name of university facilities or activities consistent with the procedures and guidelines established in this policy statement.
C. **Meetings.** The Committee shall meet at such times and places as it finds necessary for the effective performance of its duties. Meetings shall be called by the Chair, on written request from any three members of the Committee, or by the Chancellor. A simple majority of membership of the Committee shall constitute a quorum. All members present at a meeting may vote. No proxies shall be recognized at any meeting of the Committee.

D. **Naming Responsibility.**

(1) The act of naming a building, an addition to a building, or a significant interior or exterior space ordinarily accessible to the public, shall be the responsibility of the Board of Trustees, after receiving a recommendation from the Committee. Whenever a naming proposal originates, at the earliest feasible date it shall be routed through the responsible dean and/or vice chancellor to the Chancellor, from the Chancellor to the Committee, from the Committee to the Executive Committee of the Trustees, and from the Executive Committee to the full Board for final action.

(2) The act of naming a school, department, other unit, or activity shall be that of the Board of Trustees, after receiving a recommendation from the Committee.

**IV. Policies and Procedures With Respect to Naming Facilities and Activities.**

A. **Subjects for Naming.** It shall be the policy of the university that any facility or activity of the university not previously named may be named in consideration of:

(1) personal services rendered or financial contributions made to the university, or

(2) services rendered to society at large.

For the purposes of this policy statement, the following definitions shall apply:

(1) "Facility". Facility means every building, addition to a building, space in a building, outdoor spaces such as a garden, court or plaza, and other tangible and relatively permanent feature locations on any university property.
(2) "Activity". Activity means every school, department, unit, center, program, or organization operating under the auspices of the university.

(3) "Personal Service". Personal service means substantial service that is sustained in character, and rendered to or on behalf of the university as a student, faculty member, administrator, staff member, alumnus, trustee, or friend of the university.

(4) "Financial Contribution". Financial contribution means a contribution of money or property that is substantial in relation to the facility or activity being named.

B. Caution. The act of naming a university facility or activity for a person, a family, or an organization is a conferral by the university of a high and conspicuous honor. It is intended to be a permanent act. The act endurably recognizes the person, family, or organization so honored, and it perpetually exhibits to the world the judgment and standards of this university as to the qualities and actions that justify linking the name of the individual, family, or organization so honored with that of this institution. All who are involved in the act of naming a facility or activity must ever be aware that they are naming public property with the intent for it to be perpetual recognition of the person, family, or organization being honored. It follows that the act of naming a facility or activity is to be taken discreetly, advisedly, soberly, and with concern for how that action will be viewed in retrospect.

C. Chancellor's Responsibility. Subject to the responsibilities of the Committee, the Chancellor also shall have responsibility and authority with respect to and is an essential participant in all naming actions. No facility or activity may be named without early knowledge and prior approval of the Chancellor. The Chancellor shall endeavor to determine that any such proposed action is consistent with the interest of the university, to assure that the amount of contribution warrants the action proposed, and to maintain equity in the relationship of donations for similar naming actions.
D. **Duration and Change of Naming Actions.** Every name assigned to a facility or activity is intended to be enduring. A recommendation to change or alter in any way the name of a previously named facility or activity must be initiated by the Board of Trustees. Circumstances that may lead to consideration of a name change may include, but shall not be limited to such items as:

1. significant renovation or addition of space,
2. actions by an honored person that brings discredit to the institution,
3. failure by the honored person to fulfill agreed upon obligations, or
4. the demolition of a facility or the discontinuation of an activity.

E. **Delay in Certain Naming Actions.** A facility or activity shall not be named for a person who is honored chiefly or solely for services rendered as a faculty member, staff member, administrator, or trustee until that person shall have died or shall have been retired from the regular service of the university for at least two years.

F. **Faculty Consultation.** When a facility or activity to be named is closely related to a school, department, or other unit having its own administration and faculty, the members of the administration and faculty shall be consulted by the Chancellor or his designee before the Committee acts on the naming proposal. Recommendations from the unit shall be weighed as one factor, but shall not constitute approval or disapproval of the proposal.

G. **Buildings or Facilities Constructed By Public Funds.** When a building or facility that is currently standing or one to be built is funded entirely from non-gift resources (state allocations, federal grants, or fees), the Trustees may require the proceeds to be placed in unrestricted endowment funds within any one or multiples of its related foundations for the general benefit of an area or the entire university.
H. Procedure. Whenever a naming proposal originates, at the earliest feasible date it shall be routed through the responsible dean and/or vice chancellor to the chancellor, from the chancellor to the Committee, from the Committee to the Executive Committee of the Trustees, and from the Executive Committee to the full Board for final action. It shall be the responsibility of the Chancellor or his designee to assure that a form, developed and approved by the Trustees ensuring uniform reporting of data to the Committee, is provided to individuals planning to submit proposals for naming, and that all pertinent information is collected and completed before forwarding the materials to the Committee.

1. Step One: Upon the identification of an individual(s) for whom a facility is proposed to be named, subject to the individual’s agreement to donate the funds requested, the Chancellor may bring the proposal to the Naming of Buildings, Facilities, and Other Recognitions Committee for consideration and to determine whether there are objections to said naming.

2. Step Two: Upon the receipt of at least 60% of the funds committed and with a written gift agreement in place for the remainder, the Chancellor may present a recommendation to the Board of Trustees in closed session to approve the naming of the facility. Gifts of irrevocable trusts may be considered case by case apart from this 60% receipt requirement. If approved, the Chancellor will make public the naming action at an appropriate time.

3. The Form. The form developed by the Chancellor and approved by the Trustees shall be completed and signed by the person responsible for originating the proposal for naming. If the proposal involves a financial commitment of $25,000 or more, a copy of the signed Letter of Intent defining pertinent arrangements must also be included.

4. Time Delay for Review. There shall be a minimum of thirty (30) days for review and collection of additional materials and information between the consideration and actions by the Naming Committee and consideration by the Board of Trustees. If the Chancellor believes a naming opportunity needs immediate attention, he/she...
may request that the Board Chair determine as soon as practicable, by phone or fax, a majority determination of the Board of Trustees as to the appropriateness of suspending the naming policy and deciding the naming question forthwith.”

**Tentative Prior Approval.** From time to time, as a benefit and guide to staff and potential donors, the Trustees may choose to pre-approve groups or classes of facilities or activities that may be considered for naming upon the completion of a qualified gift arrangement at a designated level. If not otherwise stated, facilities and activities which receive prior approval concerning levels of gifts required to attain naming privileges shall extend for five (5) years from the date of approval. After five (5) years, all classes or groups of prior approved items shall be reevaluated or deemed to have expired.

I. **Shared Funding for Naming Opportunities.** Naming opportunities are intended to recognize individuals, organizations or families for their efforts on behalf of the university. Required gift levels may not be split into units among unrelated individuals, with recognition conferred in multiple or hyphenated name fashion, without prior permission of the Board of Trustees.

J. **Transfer of Donations.** When a facility or activity is to be named in consideration of a financial contribution, the money or other property constituting the donation shall be transferred to the university or one of its related foundations, or its future transfer shall be assured through signed documentation before official action shall be taken.

1. **Non-cash gifts.**
   a. **Gifts of real estate.** The valuation of real estate shall follow IRS regulations and CASE Management Reporting Standards for establishing value. The valuation for the gift shall be based on a qualified current MAI appraisal (less than six months of age).
   b. **Gifts-in-Kind.** In accordance with IRS regulations and CASE Management Reporting Standards, gifts of real and personal property are to be counted at full fair market value regardless of the value the donor
may be able to take as a charitable deduction. Gifts of $5,000 or more shall be valued by qualified, independent appraisers.

c. Additional requirements. When an opportunity to name a facility or service is expected in return for a non-cash gift, the Trustees may require additional agreements from a donor to assure the eventual net from the sale of real estate or other valuables is not less than the value required for naming. Some examples of potential requirements could include a delay in naming until the article of value is sold, the requirement of multiple appraisals, or the requirement of a make-up provision in which the donor commits to make up the difference between the net received from the sale of the asset and the minimum amount required for naming.

(2) Commitment periods may not extend more than five years.

(3) Once a designated level of giving has been established for naming, no portion of "annual gifts" or "membership fees" may be counted toward the total required for naming purposes.

L. List of Named Facilities. The Chancellor or his designee shall maintain a list of officially named facilities and activities.

M. Effective Date. This policy shall become effective July 25, 1997.

Note: Amendments to the East Carolina University Trustees Policy On Naming University Facilities and Activities are listed on the following page(s)
AMENDMENTS MADE TO THE NAMING POLICY

1. Addition to the Naming Policy to be placed at the end of section H., 1.

   “If the Chancellor believes a naming opportunity needs immediate attention, he may request that the Board Chair determine as soon as practicable, by phone or fax, a majority determination of the Board of Trustees as to the appropriateness of suspending the naming policy and deciding the naming question forthwith.”

   Approved by the Board of Trustees on May 12, 2000.

2. Section H., of the Naming Policy was removed

   “Time Delay for Review. There shall be a minimum of thirty (30) days for review and collection of additional materials and information between the consideration and actions by each Trustee committee in the chain leading to formal approval by the Board of Trustees. Example - Chancellor must provide a completed package and recommendation to the Committee thirty (30) days in advance. The Committee sends its recommendation and the completed package to the Executive Committee thirty (30) days prior to its meeting. The Executive Committee forwards the package and its recommendation to the members of the Board of Trustees at least thirty (30) days prior to their next meeting. If the Chancellor believes a naming opportunity needs immediate attention, he may request that the Board Chair determine as soon as practicable, by phone or fax, a majority determination of the Board of Trustees as to the appropriateness of suspending the naming policy and deciding the naming question forthwith.”

   Approved by the Board of Trustees on May 22, 2002.

3. Section K., 2 of the Naming Policy was removed and Sections K., 3. and K., 4. were renamed Sections K., 2. and K., 3.

   “At the Committee's discretion, it may recommend prior approval or reserve a facility or activity for a particular donor pending the completion of funding of at least forty percent (40%) of the total committed toward the project.”

   Approved by the Board of Trustees on May 22, 2002.
Two additional components were added to Section H, “Procedure”, of the Naming Policy.

(1) **Step One:** Upon the identification of an individual(s) for whom a facility is proposed to be named, subject to the individual’s agreement to donate the funds requested, the Chancellor may bring the proposal to the Naming of Buildings, Facilities, and Other Recognitions Committee for consideration and to determine whether there are objections to said naming.

**Step Two:** Upon the receipt of at least 60% of the funds committed and with a written gift agreement in place for the remainder, the Chancellor may present a recommendation to the Board of Trustees in closed session to approve the naming of the facility. If approved, the Chancellor will make public the naming action at an appropriate time.

(2) **The Form.** The form developed by the Chancellor and approved by the Trustees shall be completed and signed by the person responsible for originating the proposal for naming. If the proposal involves a financial commitment of $25,000 or more, a copy of the signed Letter of Intent defining pertinent arrangements must also be included.

4. An addition was added to section H of the Naming Policy.

   **Approved by the Board of Trustees on December 12, 2003**

   “**Time Delay for Review.** There shall be a minimum of thirty (30) days for review and collection of additional materials and information between the consideration and actions by the Naming Committee and Consideration by the Board of Trustees. If the Chancellor believes a naming opportunity needs immediate attention, he may request that the Board Chair determine as soon as practicable, by phone or fax, a majority determination of the Board of Trustees as to the appropriateness of suspending the naming policy and deciding the naming question forthwith.”
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
COMMITTEE ON NAMING UNIVERSITY FACILITIES AND ACTIVITIES

Name of Originator

_______________________  ______ ____________  __________________
Department/Division    Phone    Email

Proposed Name(s) to Honor:  _____________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Address:    City      State     Zip

Telephone:  ___________________________________________________________________
            Home       Business

Relationship to the University:  __________________________________________________

Proposed Object for Naming:  ____________________________________________________

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:  ________________________________________________
Amount of the Total Commitment:  ____________________________________________
Amount Paid:  ____________________________
Current Pledge Balance:  ____________________________
Status of Payments:  ____________________________
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

UA & Naming  16 of 18
PROPOSAL TO EAST CAROLINA UNIVERSITY BOARD OF TRUSTEES
TO NAME A FACILITY OR ACTIVITY

ROUTING SHEET

Chancellor’s Office:
Received ____________________
Action ______________________ /
Date_________________________
Forwarded or returned __________
Chancellor’s Signature          Date

Comments_____________________________________________________________________
_____________________________________________________________________________

Naming of Buildings, Facilities and Other Recognitions Committee:
Received ____________________
Action ______________________ /
Date_________________________
Forwarded or returned __________
Chair’s Signature              Date

Comments_____________________________________________________________________
_____________________________________________________________________________

Board of Trustees:
Received ____________________
Action ______________________ /
Date_________________________
Forwarded or returned __________
Chair’s Signature              Date

Comments_____________________________________________________________________
_____________________________________________________________________________
Board of Trustees

Motion to go into Closed Session for
Advancement and Naming Committee
December 15, 2005

I move that we go into Closed Session in order to prevent the premature disclosure of an honorary award or scholarship.