AGENDA
University Advancement Committee
Board of Trustees’ Meeting
July 19, 2005

Action: Approval of May 6, 2005 Minutes

No formal report is planned at this time. Committee Chair Brody will introduce Interim Vice Chancellor for University Advancement Marilyn Sheerer. Dr. Sheerer will make brief comments and be available for questions.
The University Advancement Committee met on May 6, 2005 in Mendenhall Student Center Great Room. All committee members – Committee Chairman David Brody, Bill Bodenhamer, Robbie Hill, Cole Jones, Fielding Miller, and Margaret Ward – were present. Mr. Brody called for approval of the April 1, 2005 committee meeting minutes. A motion was made to approve the minutes, seconded by Mrs. Ward. The minutes were approved and the meeting was turned over to Dr. William Shelton, Vice Chancellor for University Advancement, and Ms. Kathryn Yandell, Associate Vice Chancellor for University Development.

Dr. Shelton reminded the board that at the beginning of the year strategic directions were identified and he was continuing the practice of reporting on the status of those directions by asking Ms. Yandell to provide a Development update. Ms. Yandell stated that while this is not a year-end report, significant improvement had been made since the Board had identified fundraising as one of its major priorities. Several areas were identified as priorities for this year – the first being leadership giving, which deals with the participation percentage of all university boards. Ms. Yandell indicated her pleasure in stating that 100% of the members of the Board of Trustees are donors to the University and thanked them for their support of ECU. The Executive Council participation rate also is 100%, and Cabinet is currently at 88% with solicitations continuing. The level of participation by the ECU Foundation Board is 90%, but with the inclusion of verbal commitments, their participation is 100%. The Medical Foundation Board is in the same place, about 92%, but with the verbal commitments made, they also are at 100%. The Educational Foundation Board, which is the Pirate Club, is at 100%. The Alumni Association Board has 83% participation and active solicitation is ongoing. The level of giving from the Board of Visitors is 83% and efforts are ongoing to actively solicit their members. Of the 8 leadership groups we worked with this year, 5 are at 100% participation and Ms. Yandell stated she was confident the remaining 3 will achieve 100% by the end of the fiscal year. She further stated that gifts may be made by using an on-line giving link on the ECU website.

Ms. Yandell reported through April 30 gifts and pledges total $16.2 million, putting us ahead of last year for the same time period. Last year’s year-end total was $14.3 million. In addition, there is approximately $9 million in documented outstanding solicitations with anticipation that some of those will close before June 30, thus the possibility of ending the year higher than $16 million. ECU is currently third in the UNC system in fundraising results.

Having been identified earlier as a priority to increase the level of giving from faculty/staff, a plan for a faculty/staff campaign has been developed. Due to the resignation of the Director of Annual Giving, who has accepted a position at the University of Tennessee, we are in an active national search for a new director. The hiring process should be completed by mid-summer and the faculty/staff campaign plan implemented during the next fiscal year.

Ms. Yandell stated that in 2002 a feasibility study was initiated to determine our readiness internally and externally to conduct a major fundraising campaign. One of the recommendations of the study was to complete the development of the Advancement infrastructure. One step to achieving this recommendation was to hire a Director of Advancement Services. The role of this position is to provide strategic direction to the advancement services functions, which include information management, prospect research/management, and donor relations. Advancement Services will effectively serve all development efforts at East Carolina and will support the management of fundraising. Ms. Yandell
introduced and recognized Gerry Meisner, Director of Advancement Services. Mr. Meisner most recently served as Director of Advancement Information Systems at the University of Tennessee. His past experiences include positions at the University of Buffalo and at Texas A & M. Mr. Meisner has an MBA in Accounting, MA in Marine Resources Management, and BA in Biology and Anthropology. His wife is a research chemist at Oakridge and hopes to join the ECU family in the future.

After concluding her report, Ms. Yandell asked for questions. Mrs. Ward inquired whether Advancement Services will keep records for academic, athletics and medical giving to which Ms. Yandell responded that the information systems for the Medical Foundation/Health Sciences and academic giving have been combined. Efforts are being made toward an exchange of information between athletics (Pirate Club) and the information system used by Advancement Services, and it is anticipated this will happen within the next twelve months, thus, providing better coordinated and integrated data. Mr. Bodenhamer asked how much of the reported $16.2 million was deposited and how much was pledged to which Ms. Yandell responded deposits are approximately $12 million and the pledge balance is about $4 million. Dr. Shelton reiterated that at the end of the third quarter totals are about 15% ahead of last year and thanked the staff – the Medical Foundation, Pirate Club, ECU Foundation, Directors of Development, and University Development – for their efforts.

Committee Chairman Brody informed Trustees’ Chairman Talton of the conclusion of the University Advancement report. Mr. Talton offered his congratulations for Advancement’s success to date and welcomed Gerry to ECU. Chairman Talton thanked Dr. Shelton for his efforts as Vice Chancellor for University Advancement – and for all the jobs he has done while here – and for adding much to the success of East Carolina University. We look forward to that success continuing as he assumes his position in the College of Education.