AGENDA
East Carolina University Board of Trustees
Advancement and Naming Committee
Friday, May 5, 2006

I. Advancement

   A. Approval of February 24, 2006 minutes  Action

   B. Update on Advancement activities       Discussion
Board of Trustees Chairman Steve Showfety commented on the recent combining of the Advancement and Naming Committees into one group and asked Committee Chairman Bill Bodenhamer for his report. Committee members present were Bruce Austin, Robbie Hill, Cole Jones, Bob Lucas and Mark Tipton.

Committee Chairman Bodenhamer called the meeting to order at 11:28 a.m. and asked for approval of the minutes of the December 16 meeting. A motion was made by Mr. Tipton to approve the minutes. The motion was seconded by Mr. Hill and unanimously approved.

Chairman Bodenhamer then recognized Marilyn Sheerer, interim vice chancellor for university advancement, and Bill Clark, interim president of the ECU Foundation, Inc., for an update on advancement activities. Dr. Sheerer stated there are no action items on the agenda but three basic information items. The first is that many attending this meeting should have received a survey from Bentz Whaley Flessner, the consulting firm working with the university on the campaign readiness assessment. While responses to the survey have been good thus far, she encouraged those who had not yet completed the survey to take a few minutes to do so as their input is important. The second item pertains to the search process for a permanent vice chancellor for university advancement. Several individuals have been interviewed and the committee is currently determining whether any of the individuals should be brought to campus. The search is ongoing and it is very likely the search committee will ask Witt Kieffer (search firm) to provide names of additional candidates for consideration. Mr. Hill asked whether additional names are being sought because qualified individuals are not applying. Kevin Seitz, vice chancellor for administration and finance and co-chair of the search committee, responded the search consultants presented names of 11 candidates for consideration of which 5 were interviewed. After conducting interviews, the committee asked the search firm to continue their work to find additional candidates. The committee feels strongly the best person for ECU should be hired as it is significant to ECU's future. Chairman Bodenhamer thanked Mr. Seitz for his response and acknowledged that hiring the right person is critical and a decision should not be rushed just to fill the position.

Dr. Sheerer then introduced Mr. Clark, who stated that included in today's meeting materials is an executive summary of fundraising efforts. The summary provides a breakdown of every foundation–ECU Educational Foundation, ECU Foundation and the Medical Foundation–along with year-to-date totals as of December 2005, year-to-date totals of prior year, and a final total. Chairman Bodenhamer stated the report is excellent and he looks forward to having a summary of deposits, gifts and pledges for each of the foundations at every meeting. He asked how the Pirate Club's new Circle of Excellence fits into the summary, to which Mr. Clark responded the intent of the summary is to report fundraising at the point of impact when the donor makes their commitment–for example, gives their check, signs their pledge card or makes a trust–so the summary is not a cash report but a commitment report on money. He further stated he believes the Pirate Club has about $5 million reported in the summary for the first six months of the year with $4 million of that being Circle of Excellence.

There being no further advancement and/or naming items, Chairman Bodenhamer adjourned his committee at 11:50 a.m.