The Board of Trustees met in regular session in the Great Rooms of Mendenhall Student Center on the campus of East Carolina University. Chairman Robert Greczyn called the meeting to order at 8:30 a.m. and read the following provision regarding conflict of interest requirements:

“As Chair of the Board of Trustees, it is my responsibility to remind all members of the Board of their duty under the State Government Ethics Act to avoid conflicts of interest and appearances of conflict of interest as required by this Act. Each member has received the agenda and related information for the Board of Trustees’ meeting. If any board member knows of any conflict of interest or appearance of conflict with respect to any matter coming before the Board of Trustees at this meeting, the conflict or appearance of conflict should be identified at this time.”

Mr. Greczyn asked if anyone would like to declare a conflict of interest or appearance of conflict for this meeting. No one declared a conflict.

ROLL CALL

Members present:

Bruce Austin
William Bodenhamer
Robert Brinkley
David Brody
Joel Butler (arrived late)
Robert Greczyn
Andrew Griffin
Robbie Hill
Robert Lucas
Carol Mabe
David Redwine
Mark Tipton
Margaret Ward
APPROVAL OF MINUTES

Chairman Greczyn asked for a motion to approve the minutes of the July 17, 2008 meeting. Mr. Austin made the motion to approve the minutes and Mrs. Mabe seconded the motion. The motion was passed with no negative votes and the minutes were approved as submitted. Mr. Hill then made the motion to go into closed session. Mrs. Ward seconded the motion and the board adjourned to the Trustees Suite for closed session. Following closed session, Mr. Lucas made the motion to reenter open session. The motion was seconded by Mr. Bodenhamer.

REPORT OF THE CHAIR

Mr. Greczyn stated that the most important issue on campus is the students’ safety and that the university is redoubling its efforts to ensure that the campus is safe. He also recognized that the students need to take responsibility for their own safety as well. Mr. Greczyn addressed the incident after the West Virginia v. ECU football game and stated that he didn’t expect to have anything like that happen again.

Mr. Greczyn acknowledged the work done in the Financial Aid Department. He stated that due to the increase in financial aid and the rapid growth in enrollment, there were issues that needed to be addressed. He said he is certain that those issues have been resolved. He stressed that the university needs to find the right balance in enrollment growth based on the number of students versus the quality of services. Mr. Greczyn stated that emphasis needs to be placed on infrastructure development and making sure that the university understands the concept of customer service.
Mr. Greczyn noted that there will be a groundbreaking of the Family Medicine Center today, moving forward with the longstanding vision of the Brody School of Medicine.

CHANCELLOR’S REPORT

Dr. Ballard recognized four coaches for their respective teams winning the Conference USA Academic Performance Award: Coach Shawn Heinchen, Men’s Tennis, with an average GPA of 3.69; Coach Tracey Kee, Softball, with an average GPA of 3.26; Coach Mack McCarthy, Men’s Basketball, with an average GPA of 2.78; and Coach Press McPhaul, Men’s Golf, with an average GPA of 3.06.

Chancellor Ballard acknowledged several people who have taken new key leadership positions in the university, including Dr. Linda Patriarca, Dean of the College of Education, Dr. Paul Cunningham, Dean of the Brody School of Medicine, Ms. Donna Payne, University Attorney, and Mr. Philip Rogers, Executive Assistant to the Chancellor.

BOARD OF GOVERNORS REPORT

Mr. Dixon reported to the board on news from the Board of Governors. Specifically, Mr. Dixon stated that President Erskine Bowles has praised ECU for its strides made in Distance Education. In addition, Mr. Dixon updated the board on how the UNC System stands financially.

FACULTY SENATE REPORT

Faculty Senate Chair, Jan Tovey stated that the Faculty Senate is looking at several policies and guidelines for revisions. For example, the Admissions / Retention Policy Team is meeting to revise policies such as the Academic Integrity Policy and the
Faculty Governance Committee is reviewing Tenure Guidelines. Dr. Tovey also gave an update on the Carnegie Classification for the Engaged University.

Dr. Tovey stated that the faculty is extremely concerned about the rapid increase in enrollment growth and is ready to work with the board as well as the administration to find a solution.

SGA REPORT

SGA President Andrew Griffin said that SGA is very busy. One of the main SGA initiatives is to encourage students to register to vote in the upcoming Presidential election. In addition, the SGA is trying be creative with ideas that allow students the opportunity to voice their opinions and feedback.

AUDIT COMMITTEE

Committee Chairman Joel Butler gave the Audit Committee Report. A summary of the Audit Committee meeting is listed as Attachment A. There were no action items.

FACILITIES AND RESOURCES COMMITTEE

Committee Chairman David Redwine gave the Facilities and Resources Committee Report. A summary of the University Advancement portion of the committee meeting is listed as Attachment B. A summary of the Finance and Facilities portion of the committee meeting is listed as Attachment C.

There were two naming items that required action by the full board. Mr. Redwine moved that the College of Human Ecology culinary food laboratory in the Rivers Building to be named the Golden Corral Culinary Center. The motion was approved as presented. Mr. Redwine moved approval of the College of Nursing proposal to honor
seven donors by naming various spaces within the Nursing wing of the LAHN Building.
The motion was also approved as presented.

In addition, Mr. Redwine moved approval of the sub-lease with ECU Foundation for the Eastern Neurosurgical and Spine Associates Building in accordance with the revised board material that was presented in the meeting. After discussion, the motion was approved with no negative votes.

Mr. Redwine moved that the board approve the Family Medicine Center Commissioning Selection as presented in the board materials. The motion passed with no negative votes.

Mr. Redwine moved that the board approve construction manager at risk for the Scott Residence Hall renovation and addition as presented in the board materials. The motion passed with no negative votes.

Mr. Redwine moved that the board approve the Family Medicine Center elevations as presented in the board materials. The motion passed with no negative votes.

HEALTH SCIENCES COMMITTEE

Committee Chair Robbie Hill gave the Health Sciences Committee report. Mr. Hill reminded the board of the Family Medicine Center groundbreaking after lunch. A summary of the Health Sciences committee meeting is listed as Attachment D. There were no action items.

UNIVERSITY AFFAIRS COMMITTEE

Committee Chair Bob Lucas gave the University Affairs Committee report. A summary of the committee meeting is listed as Attachment E. There were no action items.
Chairman Greczyn gave the Executive Committee Meeting report. He stated that the issue of Mendenhall Student Center will now return to the jurisdiction of the Facilities and Resources Committee from the Executive Committee.

In addition, there were two items that needed the board’s attention. Mr. Greczyn called on Mr. Hill to present the motions.

Mr. Hill moved approval of the amended contract for ECU Football Coach Skip Holtz. The motion was approved with no negative votes.

Mr. Hill also moved conferral of permanent tenure for Dr. James R. Hupp, Dean of the School of Dentistry. That motion was approved with no negative votes.

Mr. Greczyn called on Mr. John Durham, Assistant Secretary to the Board, to present information on the next Board of Trustees Retreat. After discussion, it was decided that the next Self-Assessment Retreat would be held January 15-16, 2009, at the Grandover Resort in Greensboro, NC.

There was no old business.

Mr. Greczyn stated that the next meeting of the Board of Trustees will be on November 21, 2008. The meeting adjourned at 11:15 a.m.
Attachment A

East Carolina University
Report of Audit Committee Meeting
September 25, 2008

Action Items
• Approval of revised Audit Committee Charter.
• Approval of revised Internal Audit Charter.

Certification Letters to UNC GA
• UNC GA requires that the audit committee and internal auditor compliance with UNC BOG Best Financial Practices.
• Certification letter were mailed to UNC-GA 08/29/08.

EAGLE Testing
• North Carolina Office of State Controller has implemented a new internal control program that requires documenting internal controls of high risk processes and testing those internal controls.
• Testing revealed that of the 48 critical internal controls documented, 38 of the controls were found to be effective.

Office of the State Auditor IT Audit Results
• Draft reports regarding State IT Audit have been submitted to management for review.
• The State Auditors had a few reportable conditions; however, the overall results for ECU were very good.

Research Compliance Update
• John Chinn, University Research Compliance Officer, discussed the results of E&Y report with regard to grants and contracts.
• Also, updates were provided regarding the Research Compliance Program at ECU and many accomplishments have been made in this area.
East Carolina University
Board of Trustees
September 25, 2008

A. Naming Proposals

- College of Human Ecology proposal for culinary food laboratory in the Rivers Building to be named the Golden Corral Culinary Center was approved as presented.

- College of Nursing proposals to honor seven (7) donors by naming various spaces within the Nursing wing of the LAHN Building were approved as presented.

B. Second Century Campaign

- July 1, 2007-June 30, 2008 total private philanthropy $38,288M, an all-time high! (Total $s raised $28,295M with addition of future state matching $1,256M and grants (corps/foundations) $8,797M)

- As of June 30, 2008, Second Century Campaign totaled $107,718M; current total now past $112M

- Even with economic environment causing uncertainty, campaign plans are continuing.

C. ECU Alumni Association Highlights

- Servire, The Magazine of the East Carolina Alumni Association – 2nd edition, was distributed as were copies of 2008 Homecoming brochure. Positive comments regarding these and other recent alumni publications being created by University Publications.

- Very enthusiastic Board with great volunteers working hard for ECU which are key to success

- Dues-paying members currently at 4,300 which is ahead of projections when dues program was started a few years ago.

D. University Marketing

- New, creative media plans being developed as well as continuing our presence in outlets successful in the past:
  - Magazines – Time, Newsweek, Business NC, Our State, etc.
  - Outdoor – year-round billboards in eastern NC & will supplement with major market boards in the spring; new RDU signs in new terminal
  - TV & radio – usually run in spring but also considering fall runs to begin after election season
  - Expand online advertising through direct buys on regional/local sites & through ad networks for national sites.
Attachment B

➢ Overall expansion of online activity
   Addition of staff enabled expansion of web work including new features online: ECU Field Journal / Blog; webcam & telling the ECU story through website. Launched YouTube partner channel approx. 2 weeks ago which allows sharing video content through this popular website.

➢ New creative for traditional media
   Bit of a shift from centennial focus and more of a return to our fundament “Tomorrow Starts here” message & some of the concepts addressed in our 5 strategic directions.
   New ads highlighting:
   Economic prosperity - scheduled to appear in Oct. issue of Business NC in conjunction with special section covering Economic Roundtable which ECU hosted in partnership with the magazine in July.
   Leadership – video on ropes challenge course available at our YouTube channel
   Heroic image – ECU has tradition of responding to seemingly insurmountable challenges that we believe, should we succeed, will be of great benefit to those we serve. The ad highlighting the dental school speaks to that theme in the broad context of “Tomorrow Starts Here” and the more specific context of the dental school.

➢ “Tomorrow Starts Here”… continues to resonate with people and speaks to many different aspects of the university – location in the east, research, optimism.
The Facilities and Resources Committee met on September 25, 2008.

Mr. Seitz introduced Bill Bagnell as Associate Vice Chancellor for Campus Operations.

Real Estate Foundation Report

Mr. Burney Warren, Chair of the ECU Real Estate Foundation, Inc., presented a report on the ECU Real Estate Foundation, Inc. is involved with assisting the university with acquisition of real property.

Coastal Studies Institute

Dr. Nancy White presented a review and update on the Coastal Studies Institute’s vision, possible property acquisition, and ECU’s role/responsibilities.

Family Medicine Center Elevations

Mr. Bagnell introduced Mr. Hall, from BBH Design, who presented revised elevations of the Family Medicine/Monk Geriatrics Center. A motion to approve the elevations was presented and passed unanimously.

Closed Session/Property

The Committee entered a closed session to consider the financial terms of a sub-lease with the ECU Real Estate Foundation, Inc. After the closed session ended, a motion was presented and passed unanimously by the Committee to approve the sub-lease according to the terms and conditions of the revised Board materials distributed at the Committee meeting.

ECU Debt Management Guidelines

A draft of ECU Debt Management Guidelines was presented for the Committee’s review. Mrs. Jenkins, Associate Vice Chancellor for Financial Services, and Mr. Price, Financial Director, were available for questions. Mr. Seitz asked for committee members to review the document, ask questions and make comments. He will request approval of the policy at a future meeting.
Capital Project Notebook

Mr. Seitz distributed the updated draft Capital Project Notebooks for review which contains the 2009/2011 Capital Projects list. He noted the changes in the list including the addition of the Medical School expansion item.

Designer Selections

The Committee reviewed the selection for the Family Medicine Center Commissioning and the CM@ Risk selection for Scott Residence Hall renovations. Mr. Bagnell, Associate Vice Chancellor for Campus Operations was available to answer questions.

The Committee approved a motion recommending that the Board approve the Family Medicine Center Commissioning Selection. A motion approving the CM@Risk for Scott Residence Hall renovations was also approved.

Scott Residence Hall Elevations

The Committee reviewed the Board materials provided related to Scott Residence Hall.

Croatan Demolition and Replacement Elevations

The Committee reviewed the Board materials provided regarding the Croatan Demolition and Replacement. The Croatan will be renovated and expanded, and Mrs. Ward will serve as the Board of Trustees representative.

Master Plan

Mr. Seitz presented an update on the Master Planning process. The Chancellor’s Executive Council has approved the scope document and the consultant will be talking with campus groups to be sure the scope is complete. Contract negotiation is the next step in the process.

Status of Major Capital Projects

The Committee reviewed the summary presented in the Board materials on the status of major capital projects. Mr. Bagnell was available for questions. An update will be provided routinely in the capital projects notebook.
Way Finding Signage

Mr. Seitz presented a report on way finding signage for the health sciences campus. In particular he distributed a copy of a concept for “gateway” markers at the two ends of the campus. As progress is made on the process, updates will be forwarded to the Facilities and Resources Committee.

Other Items

Mr. Dowdy presented an update related to the North Campus Crossing Apartment Complex. Mr. Walter Williams met with Mr. Dowdy and Chancellor Ballard to discuss the possibility of ECU purchasing the apartment complex. Master planning, enrollment growth and state standards and procedures will be considered before any decisions are made. The Committee will be advised of future progress.

Mr. Bagnell reported on the morning meeting with the Dental School group. The designer has still not incorporated the Committee’s desires in the current design.

Mr. Bagnell reported on a suggestion to enhance the Cupola area of the quadrangle. The original donors would like to see the area enhanced with seating and lighting so that it can become a gathering area.

Mr. Bagnell reported on the need to relocate the grounds department on the health sciences campus to provide for growth and storage. The Committee agreed to move forward.

Mr. Buck presented an update on gravesite removal on the Dental School site. He will be meeting again with the Greenville City Council on November 6.

Mr. Seitz reported that ECU is interested in the Kinko’s on 10th Street. The owner contacted ECU about buying the property. Mr. Seitz has asked General Administration for funding if the property becomes available.
HS Division:

- Dr. Horns welcomed Dr. Paul Cunningham, the new Dean of the Brody School of Medicine.
- Dr. Jim Hupp, the new School of Dentistry Dean, will be here the end of October.
- Reminded everyone that the Family Medicine Center Groundbreaking will be held on 1:00 p.m., on Friday.

College of Nursing:  Dr. Sylvia Brown gave an update to the Health Sciences Committee on the College of Nursing and the work that the faculty, staff, and students are currently doing:

- The College of Nursing has been designated as a NLN (National League for Nursing) Center of Excellence in Nursing Education for 2008-11 in recognition of their sustained efforts to “Creative Environments that Promote Student Learning and Professional Development.” The College of Nursing is 1 of 20 schools in the nation to receive this award. Dr. Brown shared several clips from the video that was submitted to the National League for Nursing that identified some of the student learning and professional developments in the College.
- The enrollment for Fall 2008 is 620 BSN students; 552 MSN students, and 30 PhD students. The College continues to be the largest producer of new nurses in NC.
Attachment D

- The College of Nursing has a 97% pass rate on the NCLEX (national state board exam). MSN Certifications for advanced practice specialties is at a 95% average.

- The College of Nursing continues to engage in discussion with Elizabeth City State University about a partnership in Nursing Education.

College of Allied Health Sciences:

- The College of Allied Health Sciences has filled ALL vacant faculty positions.

- This is the 40th Anniversary of the entry of the College’s first class of students in the fall of 1968.

Brody School of Medicine Update:

- Continuing to work with our colleagues both in private practice settings and the hospital on a diagnostic joint image venture.

- The ECU Physicians Board of Directors endorsed a resolution for the transition to HealthSpan as the platform for the electronic medical record, patient revenue cycle, and clinical practice management system for ECU Physicians.

- MFPP Turnaround - progress and improvements are being made regarding financial performance. Fiscal year to date for 2009 - reduced contract revenues and higher non-personnel operating costs offset gains in professional fees are resulting in higher losses than in FY 2008. We are currently at a 1.9 million dollar deficit; last year we were at a 1.7 million dollar deficit. The good news is there are several
mechanisms where we may be able cut the deficit even more. Also, the good news is that professional fees are up almost 10%.

- Business Developments:
  - Endoscopy Center – continuing to work on and progress is being made with this effort.
  - Neurosurgery – continuing to work on this effort and progress is being made.
  - ECHI CT Scanner – CON submitted on August 15th. Currently being reviewed by the CON Office and a decision should be made by November 28.

- UNC/BSOM Expansion – we are still fully engaged and are having strong and healthy conversations with interested sites. We have received some of the funding that was awarded from the UNC General Assembly. Some of that funding will allow us to move forward to obtain an outside consultant. Three proposals will be coming in next week for us to review. We have just finished and have submitted the bi-annual expansion budget request. Included in that request was funding to go from 72 students to 80 students and we also included the additional monies needed for the up coming fiscal year budget and the monies needed in the budget for the years to follow.
Mr. Lucas opened the meeting by reading the statement regarding conflict of interest.

The committee approved the minutes of the previous meeting.

Athletics
Terry Holland and Nick Floyd discussed the athletic budget and stated that in the last four years the ECU athletic budget is growing increasingly comparable to that of similar institutions. Holland briefly updated the situation regarding out of state waivers as well as expressed a major focus on recruiting in-state kids. He added that season tickets were down by about 1,000 from last year, but it shouldn’t be an issue. Holland announced that the ECU/Houston game was a sellout and also that total revenue will still be above last year’s total. There was some discussion about why student tickets were down for NC State game and Floyd stated that there aren’t usually student tickets available for road games like NC State, but they did make 100 available this time for the students.

Holland provided an update on the Dowdy-Ficklen Stadium East End Zone Project and that it is set to be completed by the end of 2010 season, but there are some issues to be addressed. The suites will likely have to be moved from the proposed east end zone to the press box side. That may move the suites completion to 2011 season as well as the press box. This will mean a full season with construction ongoing. Total projects to be between $60-70 million range for funding. Additionally, Holland discussed how student fees have been used to benefit the Olympic sports, particularly women’s sports.

Research
Deidre Mageean – 2nd Annual Report for Division of Graduate and Research Studies (handout). She will be presenting the report to the faculty senate to make sure they understand. Mageean shared some good news, ECU is now just shy of $45 million in external funding, which is an all time high. This number is an increase of $12 million in the last four years, thanks in great deal to the Brody School of Medicine. Health Life and
Clinical have been leading the way. Other schools like Department of Engineering are making great strides for new programs. Mageean expressed a major concern for the need of facilities to bring in qualified research driven faculty to create a new culture. In addition, recruitment of graduate students is another concern, but perhaps space is the largest issue. She said there is a request for planning money to come in and then to operationalize this, the next big effort will be a research building. In regards to invest dollars, Mageean said investments internally are paying off in major ways, especially for those being hired as associate or full professors. She shared her division’s strategic initiatives which are to have both campuses working together which hasn’t always happened. We are identifying strengths and trying to maximize these efforts. Also, there is a major issue regard graduate assistantships – they are only receiving $7,500 a year in pay and they have to include their tuition. We are losing good people to lesser programs. Mageean shared her pleasure with the growth and great richness of opportunity currently taking place in the Willis Building.

Academic and Student Affairs
Kemal Atkins explained the Temporary Housing situation. There was an overflow of housing on campus for the fall semester due to the largest enrollment of freshmen this year. There are two off-campus apartment complexes that won the bid to house students. The Bellamy (110 students) and North Campus Crossing (111 students) are housing students. He said the students are being treated as if they are on-campus housing and they are receiving comparable rates. Each has residence hall advisors on site including coordinators and ECU Police has communicated with the complexes to ensure safety and security. Both have controlled access and additional security. As of Sept. 4th, 52 students have relocated back on to campus as space became available. The number is closer to 60 as of today (September 26, 2008). Atkins said he doesn’t believe there will be need to extend the lease, but this will be determined later in the semester. There have been no significant problems, but we have seen some minor alcohol issues going up. They are being addressed as if they happened on campus.

Atkins and Marilyn Sheerer provided a report on campus safety. Atkins discussed the Emergency Preparedness Report (handout). He said there were a number of emergency communication investments over a million dollars regarding equipment for threat assessment. Also, ECU has purchased a software system called Mosaic to help assess the level of threat on campus. Additionally, ECU is conducting criminal background checks on students depending on responses on the application. There will be training next week for people to conduct background searches. They shared that “ECU Alerts” is a work in progress, but has been so far effective. Sheerer stated the Campus Safety Task Force will be moving ahead to becoming a full university committee in the following months. They also discussed the roles and procedures for Center of Mediation and Risk Management. Campus safety is not to be under one umbrella b/c emergencies fall into different categories from shootings to hurricanes. Chief Shelton handles the process of campus safety. Bill Koch also works closely on the other roles. Sheerer said ECU is working on
the formal structure currently, but it is proceeding well. Chief Shelton is Campus Safety Officer. One concern from UA committee members was the education of our students. Sheerer explained Chief Shelton is currently working through Community Policing by being in the dorms and on campus. The committee agreed that it is not just the role of the police to educate the students. Atkins stated this is what we do in the dorms, in student life, in student affairs, with the student safety council. The students are getting to the opportunity to share their concerns.

Peter Romary announced there are Safety Symposiums coming up to discuss Threat Assessment Protocol. There will be about 300-400 schools in attendance at this event which will be in January.

Strategic Enrollment Plan
Judi Bailey outlined a preliminary report (handout). The SEP goal is to increase retention and graduation of our students. ECU experienced dramatic growth in the fall 2008 semester and the SEP is working to face a delicate balance for quality in students and programs. In a breakdown of the numbers from fall enrollment, Bailey stated there were 1,010 students above our levels so far. There is not the space or faculty available to handle this type of growth. The needs of the students are not being met as they should be right now. The projections by 2017, is ECU will have 36,000 students plus, however it’s numbers are at the 2012 level right now. The full report from the SEP will be provided to the Board of Trustees in November after the ECU faculty has delivered their input. Trustee Carol Mabe discussed how it started as a simple plan to provide growth numbers and quality, but it has grown into much more comprehensive task. One of the big issues is the access mission. Bailey stated they want to develop a level of openness and honesty from the university to our students. However, ECU can’t just bring them in, but there must also the expectation of delivering quality to the students.

Bailey explained the actions are following the UNC Tomorrow Initiatives. She said if ECU were to follow this plan to the tee and not address providing quality of education delivered, we will have exceeded the GA 2017 numbers far before that. ECU grew by 6% this year and Bailey believes in the future it should be closer to 2%. She stated that another component of the GA plan was to increase the graduation/retention rates.

Board of Trustee Chair Robert Greczyn expressed strong sentiment about enrollment by stating the administration is not prepared to accept 36,500 students unless it is underpinned by quality.

Bailey discussed the plans for limiting spring enrollment. Those who were held over from the fall as well as some transfers and returning students will be admitted. She added the fall 2009 process, ECU will likely cap first-time, full-time freshmen at 4,000. Acceptance will be based on quality where our yield rates are at or close to 4,000.
Financial Aid –
Dr. Bailey introduced Dee Bowling and Linda Poorman from her financial aid staff. She provided an update of current status of Financial Aid. There has been some difficult transition time from a performance level that was unacceptable to one that is much better. Student growth was a big issue. The Financial Aid infrastructure was set for 16,000 students and the work has been to get up to speed to handle 28,000 students, which will occur by mid-October. The office is looking at customer service practices and there is need to implement not just recognize this aspect. They are attacking two phases: customer service and taking national standards and implementing them to ECU. There was a belief that there was errors made prior and if the office sticks to its plan, it should be among the best in the system. Bowling shared the rule of thumb for staffing in financial aid offices. One should have 1 staffer per 1,000 students. In August, the office had 21 people, about seven people down. By October 30th, there will be 28 people.