

ECU Board of Visitors Annual Donations Task Force

PRESENTATION TO THE ECU BOARD OF VISITORS | JANUARY 19, 2024

Jennifer Congleton, Task Force Co-Chair
Brad Osborne, Task Force Co-Chair

TASK FORCE MEMBERS:

Jennifer Congleton (Co-Chair), Brad Osborne, (Co-Chair), Nyki Hardy, Christina Bowen, Sharona Johnson; AJ Malicdem, Alisa Chapman, Tremayne Smith, Keva Walton, Duane Holder (Ex Officio), Chris Dyba (Ex Officio), Preston Mitchell (Ex Officio)

ECU Board of Visitors | Purpose

1. To assist the Board of Trustees and the Chancellor in maintaining and improving the excellence and effectiveness of East Carolina University;
2. To advise and assist the Board of Trustees and the Chancellor in conveying to the people of North Carolina the mission, programs, accomplishments, and aspirations of East Carolina University;
3. To assist in informing the Board of Trustees and the Chancellor of the attitudes, beliefs, concerns, and expectations of the people of North Carolina with respect to East Carolina University; and
4. To advise and assist the Board of Trustees and the Chancellor with respect to the development activities of East Carolina University.

BOV Priorities Aligned with Our Purpose

Our Focus and Priorities

- Support for Scholarships is one of the BOV priorities identified by the Chancellor and Provost.

Recruitment, Access, Success, and Retention

- Access Scholars strategically support ECU student recruitment, access, success, and retention.

Background Information for Consideration

BOV currently funds 4 Access Scholarships annually through our required dues.

BOV has endowed a fifth Access Scholarship.

In 2016, BOV member dues of \$500 were initiated to support Access Scholarships. Inflation from 2016 to today is @\$650

Inflation and cost of attendance have affected everyone and the BOV's priorities have evolved over time.

Scenario 1: If dues increase to \$1,000 annually, the BOV could produce an endowed scholarship every 3.2 years.

The Math: BOV Raising \$60K/YR based on 60 members. Of this amount, \$20K supports 4 annual Access Scholarships and the remainder is applied toward the next BOV endowed scholarship (\$125K).

Scenario 2: If dues increase to \$750 annually, the BOV could produce an endowed scholarship every 5 years.

Review of Data

*BOV Giving Levels at
Other Institutions of
Higher Education*

BOV Giving Levels at other IHE's

ECSU:	\$1,000
NCA&T:	\$2,500
FSU, NCSU, UNC, UNCW:	No \$ in Bylaws
UNCC, WCU, & USC:	BOV's Dissolved

Review of Data

Giving Levels on Other ECU Boards

Giving Levels on Other ECU Board's

T. Harriot College of Arts & Sciences Advancement Council:	\$1,000
College of Engineering & Technology Advisory Board:	\$1,000
Women's Round Table:	\$1,000
Honors College Advancement Council:	\$1,000
ECU Medical & Health Sciences Foundation Board:	\$1,000+
HHP Advancement Council	\$500
College of Business Advisory Council	\$500

BOV Survey Results

- 49 Responses (55 BOV Members)
- 30 (Yes) in favor of increasing annual dues to \$1,000
- 19 (No) not in favor of increasing annual dues to \$1,000
- Comments of the 19 (No) - Most were in favor of an increase but had concerns about the amount

Breakout Group | Discussion Prompts

Discussion Prompt 1:

What are the advantages and/or disadvantages of a \$750 vs \$1,000 for BOV annual dues?

Discussion Prompt 2:

Discuss the benefits and/or potential concerns of creating a process for the BOV to endow an Access Scholarship every 3 or 5 years (ongoing)?

GO
PIRATES!!



Jarobi Clark

Anticipated Graduation Date: May 2024
Major: Information Technology; concentration in Cyber
Security
Rocky Mount, NC



Sarah Evans

Anticipated Graduation Date: May 2024
Major: Speech & Hearing Sciences; Minor: Disability Learning
Fairmont, NC



Layla Tokhli

Anticipated Graduation Date: May 2026
Major: Music Education
Cove City, NC



Alyssa Futrell

Anticipated Graduation Date: December 2023
Major: Biology
Elizabethtown, NC