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Board of Trustees Meeting

March 16, 2023

Minutes

**Call to Order**

Chair Stephanie Johnson called the March 16, 2023, Board of Trustees meeting to order at 3:30 p.m.

**Invocation**

James Dubose, Jr., Athletic Director, rendered the invocation.

**Roll Call**

Trustee Christine Evans conducted roll call. Trustees present included Phyllis Bosomworth, James Copland, Andy Culpepper (via zoom), Christine Evans, Stephen Friedrich (via zoom), Stephanie Johnson, Tiffany Jones, Dorian Record, Jan King Robinson, Johnny Tillett, Paul Tine and Justin Waddell.

**Remarks from Board Chair**

Chair Johnson mentioned the call with BOG Chair Ramsey which included BOT Chairs from each university in the system.

**State Government Ethics Act**

Chair Stephanie Johnson reminded the Board that the meeting will be conducted pursuant to the amendments to the Open Meetings Act related to virtual meetings. She then read the State Government Ethics Act. No one mentioned a conflict of interest based on the materials received.

**Approval of Minutes**

Motion was made and seconded (Tillett/Robinson) to approve the minutes of the December 2022 Board meeting. Motion passed.

**Approval of Consent Agenda**

Motion was made and seconded (Tine/Tillett) to approve the consent agenda which included the New Certificate/Natural Disaster/Substance Use and Addiction/Unmanned Aircraft/Victim Advocacy and Education Residence Certificates: Birth-kindergarten Education Residency, Elementary Education Residency, Secondary Education Residency and Special Education Residency. Aviation Flight School Designer- LS3P Architecture, Aviation Flight School CMR and UNC System FY2024 All Funds Budget. Motion passed.

**Committee on Academic Excellence and Strategic Growth**

Trustee Tiffany Jones, Chair, opened the meeting with roll call and approval of minutes. She then called upon the Provost and Vice Chancellor of Academic Affairs to share updates.

Dr Ward proposed discontinuing the Bachelor of Science in Chemistry program. The B.S. in Chemistry has faced declining enrollment with 0 (zero) students currently enrolled in the program from the Spring 2023 semester. Lower-level chemistry courses will still be taught as they are requirements for other disciplines, such as Biology and Pharmaceutical Sciences. Dr. Ward recommended that the Masters of School Administration program be offered online. Offering the MSA online will support full-time teachers and staff who are in schools during the day and struggle with proximity to ECSU. Students who complete this degree will meet the standards for the NC Level I Administrator License. A new bachelor’s degree program in Health and Wellness Promotion was recommended. This program is an applied, interdisciplinary degree program designed to prepare graduates for careers in the field of Health and Wellness Promotion. Students who receive this degree will be eligible to sit for a certification for a Wellness Practitioner offered by the National Wellness Institute. An undergraduate online certificate in Emergency Management Natural Disaster Management was suggested by Dr. Ward. This 15-credit certificate will be attractive to emergency personnel in the region, state, and has been requested from community professionals looking to further their education/degree status. Dr. Ward proposed an undergraduate online certificate for Substance Use and Addiction. This 22-credit certificate in Substance Use and Addiction fulfills the requirements for students to sit for the Certified North Carolina Substance Abuse Counselor (CSAC) exam. A CSAC is certified to perform the 12 Core Functions including, but not limited to, screening, intake, referral, and North Carolina substance abuse counseling services. An undergraduate certificate in Unmanned Aircraft Systems was proposed by Dr. Ward. This 12-credit face-to-face certificate in UAS will teach students how to fly drones, conduct mapping using drones, and information on the unmanned aircraft industry. At the completion of this certificate, students will be prepared to sit for the FAA Part-107 Remote Pilot certification which authorizes individuals to fly drones. Dr. Ward suggested an Undergraduate online certificate in Victims Advocacy. This 12-credit online certificate in Victims Advocacy is designed to better serve the needs of students who wish to work in fields related to victim services who are currently working in this field and would like to enrich their professional development. A Post-Baccalaureate online certificate in Education Residency. Residency students are current lead teachers completing coursework and licensure exam requirements. ECSU currently enrolls numerous residency students in their courses. Offering this certificate online will allow the university to meet the needs of partnering school districts to assist their teachers with licensure requirements.

**Committee on Student Excellence**

Trustee Tillett led the committee meeting on Student Excellence. Following roll call and the approval of the minutes, he called on each liaison for updates.

Dr. Gary Brown presented the following:

**Overview – Fall semester highlights included:** Health and Wellness and Engagement, Psychiatric Support (NC STeP Initiative, Career Development Center, and Military, federal and state relations, Special initiatives, Community Connections, Resource Development and What’s to Come. **Health, Wellness and Engagement;** Dr. Brown shared data on the number of health services visits, and revenues generated from students with their own health insurance. There was $23,330 of revenues generated, which can be reinvested back into Health Services; discussed the process for ECSU Telepsychiatry Workflow and how students are referred to Telepsychiatry, introduced the newly hired staff to fulfill the role; also shared NC STeP’s data points highlighting that a total of 549 patients seen by practitioner; 18 referred to see LCW and 4 has been referred to the Psychiatrist. **Career Development Center:** Data compared from 2021-2022 there has been a 49% increase in the number of appointments through the Career Center, and a 52% increase in employer registration for the Career and Graduate School Fair, 48 students attended the CIAA Career Fair and a lunch and learn hosted by Coppin State University. The Viking Prep Career Management Mini-Conference will be held on March 22 at Ridley Student Center. Dr. Brown also highlighted five students Internship and Scholarship opportunities; shared data points for Spring 2022 First Destination Survey; 125 respondents; 80.8% of students have post-graduation plans and a total of 56.8% completed Internships.  **Military, Federal and State Relations,** Priorities: Waving application fees for active and prior services, priority registration training on new system and tuition assistance, Visibility at the military appreciation basketball game and opportunity for Purple heart Initiative event during Viking Fest in April; ROTC Aviation Summit is scheduled for April 6 on Campus;Developing effort for EOC-TRIO, collaborating with NC Dept of Corrections, US DOE, Pasquotank County Dept. of Corrections and Tyrrell and Hyde Counties to provide serves to offenders seeking to enroll into higher education; **Community Connections** recent events, 9th Wonder (Beats, Rhymes and Voice, “A Hip-Hop Experience”) and the Virginia Symphony, but were major events for ECSU. Resource Development; Approximately $981K raised since July 2022; **What’s to Come?** Viking Fest, April 10-16, and Spring Health Fling April 13th.

Mr. James DuBose, Jr. introduced 2 new hires, James Jeffries, Assistant AD for Sports Medicine and Kimberly Miller, Director of Athletic Finance & Administration. Celebrating Vikings Champions 2022-23 Women’s Basketball TEAM; shared what the Signature Championship rings will look like; Highlighted 2023 CIAA Women’s Basketball All-Tournament team, MVP NyAsia Blango, Dy’Jhanik Armfield and Akyia King; discussed the Athletics Strategic Plan 2.5: Build a competitive athletic program that develops our student athletes into well rounded leaders as well as brings recognition and pride to the University; shared the NCAA Division II Compliance Blueprint Review, April 25-26, 2023 and 2023 Initiatives that focus on Academic Achievement, Success, Facility Enhancements and Fundraising.

Mr. Dorian Record introduced himself as our new SGA President, Senior Criminal Justice major from Oriental, NC and serves on the North Carolina Army National Guard; discussed initiatives on campus such as the Town Hall Meetings, Campaign Week Elections, and the overall support of students; Work with the Association of Student Governments, congratulated the CIAA Champions Women’s basketball team and highlighted the excitement around the upcoming Viking Fest.

**Committee on Operational Excellence**

Trustee Jan King Robinson, Chair, called the meeting to order. Following roll call and the approval of minutes, Chair Robinson called upon the committee liaisons for updates.

**Infrastructure Update**

Vice Chancellor Aly Goodson introduced the design team for the new residence and dining hall as they presented the renderingsand slides for the BOT members. The team went through the many features of each of the floors of the residence hall explaining how these features will get the students excited to be a part of ECSU. Once they are in the building, students will be welcomed at the reception desk with ECSU branding. There are study areas with collaborative areas, games spaces and spaces where students can eat are features of different floors. The outside open breezeway and glass enclosures will allow students to look out into the new park like scenery as the campus master plan delivers. In addition, the team went through the rendering slides for the new dining hall and how the entry into the building will be inviting with made to order stations, hot entrée stations, salad, and desert stations. The new space will also flow with the new residential hall and give all students the cohesiveness of being a part of campus life.

**Information Technology Update**

Vice Chancellor Lisa McClinton introduced the new CIO, Jamar Jones, as he reported how IT Philosophy impacted ECSU technology experience. Mr. Jones reported on a new IT initiative which includes improving customer service on ticket creation and increased campus visibility. In addition, it was reported that collaboration with Academic Affairs was underway on improving Blackboard and network storage. The effort to amplify Wi-Fi coverage and provide local printing for students was being reviewed. Mr. Jones concluded his report with the first quarter IT service stats and the university was in pretty good shape regarding security, however, he will continue to monitor ticketing work requests.

**Communications and Marketing Update**

Associate VC Ayana Hernandez introduced a new staff member, Jalen Webb, a recent graduate of the university and started in January as the new Digital Communication Specialist. In addition, the hiring for the position of Director of External Group Relations is being finalized as the person will start on April 1st. Lastly, the department is seeking a new Director of Marketing. VC Hernandez updated the board concerning the ECSU brand with five strategies, media relations, social media, website redesign and radio/tv visibility. The plan to increase effective communication, promote success and increase ECSU visibility continues to be the goal for the department. Streamlining ECSU stories will better increase faculty accolades and showcase all activities of ECSU. As a conclusion, Mrs. Hernandez showed the increased of quarterly media relations and how overall ECSU positive visibility enhances the new marketing and branding initiatives.

**Committee on Finance, Audit and University Advancement**

Trustee James Copland, Chair, called the meeting to order. Following roll call and the approval of minutes, Chair Copland called upon the committee liaisons to share updates.

Vice-Chancellor for Business & Finance Lisa McClinton presented one action item and several informational items. The action item was the proposed FY24 Tuition & Fees. The proposals were: A net zero fee swap from the Student Activity Fee to the Health Services Fee, a $35 increase to the Student Activity Fee, Increases to Housing Rates, Increases to Parking Permit Rates, and Increases to Meal Plan Rates. There were no proposed changes to tuition rates. The Committee approved all the fee proposals. The approvals on the Student Activity Fee and Health Services Fee will now go to the Board of Governors for final consideration. She then gave updates on the FY23 General Fund and Trust & Auxiliary budgets. General Fund expenditures and revenues as of 9/30/22 were 24% of the total budget and 9/30/22 Trust & Auxiliary fund balances were $17.8 million, with $10.3 million of these funds being unrestricted. An All-Funds Budget Report and an Endowment Report, both as of 9/30/22, were also provided. The Endowment had an overall fiscal year-to-date net earnings of .4%. Finally, an update on Strategic Plan Goal #5 was given.

Chief Audit Officer Sharnita Parker presented two informational items. The first was the completion of three follow-up reports. Two were for Information Technology and one was for University Advancement. The second item was on the annual requirement of the Self-Assessment and Maturity Model (SAMM Tool).

Vice-Chancellor Dr. Gary L. Brown presented University Advancement informational items only. He provided the committee with updates on the fundraising progress for FY23, by comparing to the Year-to-Date totals for “Donors” and “Dollars” from FY22. Details regarding recent and upcoming engagement strategies and stewardship efforts were also discussed. An update was given to the committee regarding the final numbers of Giving Tuesday. Giving Tuesday exceeded the donor goal of 100 donors with a total of 118, with a total of $27,284 as the total dollars raised. He also reported that there has been an increase in the number of donors across all constituent groups. Leadership giving across all boards exceeded 35% with our Board of Trustees achieving 50% participation. The Board also received an update on the strategic plan goals. The report concluded with an update on scholarship award challenges, as well as the utilization of Blackbaud Award Management.

**Committee on Regional Development**

Trustee Paul Tine, chair, called the meeting to order. After roll call and approval of minutes, Trustee Tine called upon Associate Vice Chancellor Ariel Aponte. AVC Aponte provided an overview of ECSU legislators, Regional Partners, and Congressional Legislators. He also shared updates on Legislator engagement as well as state recognition from Governor Cooper and Secretary of State Marshall. Included in the report was a recap from Chancellor Dixon’s visit to Congress where she met with multiple House members. Information regarding the student engagement and experience at the NC General Assembly was also shared. Mr. Aponte highlighted special initiatives which included: CIAA Women’s Championships Engagement, NC Museum of History “Come Fly with Us”, Hertford County/Ahoskie Regional Roundtable, and UNC System Legislative Advocacy Day.

A new support and communication network to support Regional Development was announced.

**Committee on University Governance**

Trustee Stephanie Johnson called this committee meeting to order. Following roll call and approval of minutes, Chief of Staff Goodson referenced the personnel report that was provided. The committee then went into closed session.

**Chancellor’s Report**

Chancellor Karrie Dixon provided updates to the Board.

Recognition of Women’s History Month and Title IX (noted two female leaders of the ECSU Board of Trustees/Chair Johnson and Former Chair Robinson). Two Chairs of the Foundation Board/Chair Rhinehart and Former Chair Evans. In athletics, our champion teams in Volleyball and Basketball.

State of the Union Address: Ms. Hudson, a junior aviation major, had the opportunity to attend.

White House Media Briefing: Kristen Bannerman, a sophomore English major, represented ECSU in a media briefing with Vice President Kamala Harris.

Founders Day Convocation: Keynote Speaker, Hilda Pinnix-Ragland who spoke to the students about competence, confidence, and courage.

Founders Day Scholarship Gala: six recipients of the Chancellor’s Legacy Award

New Corporate Aviation Partners: jetBlue, PSA Airlines and DELTA

Legislative Priorities: UNC System Office Priorities and Six Year Capital Plan-Remaining Priorities. (*details on file).*

Chancellor Dixon concluded by thanking the leadership team, faculty and staff and the amazing student body.

There being no other business, Chair Johnson adjourned the meeting.

Respectfully submitted,

**Gwendolyn Sanders**

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Deputy Chief of Staff