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**Board of Trustees Meeting**

**September 13, 2022**

**Minutes**

**Call to Order**

Chair Stephanie Johnson called the September 13, 2022, Board of Trustees meeting to order at 2:33 p.m.

**Invocation**

Trustee Kim Brown rendered the invocation.

**Oath of Office**

The Honorable J.C. Cole (retired Judge) administered the Oath of Office to SGA President McCullough who holds a seat on the ECSU Board of Trustees.

**Roll Call**

Trustee Evans conducted roll call. Trustees present included Phyllis Bosomworth, Kim Brown, James Copland, Andy Culpepper, Christine Evans, Stephen Friedrich, Stephanie Johnson, Tiffany Jones, Cheniec McCullough, Jan King Robinson, Johnny Tillett, Paul Tine and Justin Waddell.

**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 (Jones/Bosomworth) to approve the minutes of the June 2022 Board meeting. Motion passed.

**Approval of Consent Agenda**

Motion was made and seconded (Tillett/Tine) to approve the Consent Agenda which included the following items:

* 1. Approval of Viking Village HVAC Replacement Designer
  2. Annual Audit Plan
  3. Campus Master Plan

Motion was approved unanimously.

**Committee on Academic Excellence and Strategic Growth**

Trustee Jones presented the following: the Committeehad no action items. Provost Ward shared over the last two year nearly $2.5 million was invested in technology and equipment upgrades for academic programs. This summer the university had three students who studied abroad in Costa Rica, Spain, and South Korea. ECSU’s CERT Response team was awarded innovation of the year award and Chairperson Kupietz was awarded a medal for his service for COVID-19 missions. Provost Ward announced the division hired 10 new faculty and 16 new staff for the new academic year. She shared 9th Wonder, Patrick Douthit is the first Artist in Residence at the university and is teaching African American in Music this semester. Marcio Moreno, Interim Associate Vice Chancellor for Enrollment Management, provided information regarding increase enrollment for the fall 2022 semester. Information on the increase of retention as well as an increase in transfer, adult learner, and stop out enrollment was also shared.  Mr. Moreno shared an overview of the class of 2026 regarding average GPA, top high schools, top North Carolina Counties, and top 5 majors. He was pleased to announce the largest transfer enrollment in ten years and shared an overview regarding transfer students to include the top 5 majors, top North Carolina Counties, and top feeder schools. Enrollment Management has several new initiatives to include joining the Common Application, waiving the application fee and a comprehensive digital campaign. Admissions participated in Down East Classic and will have open house on September 17th. Mr. Moreno announce new hires within Enrollment Management to include the Director of Admissions, Director of Financial Aid, Public Communications Specialist and three new counselors. Lastly information regarding the 2022-2023 Strategic Goals for Goal 1: Academic Excellence, Goal 3: Sustainable Growth and Goal 5: Operational Excellence was provided.

**Committee on Student Excellence**

Trustee Kim Brown shared the following updates for **Student Affairs**

**Overview -** Introduction of new senior level staff and organization implications; summer recap, student internship highlights, Student Affairs Professional Development Series; Fall 2022 Opening Snapshot including health services, housing, and programming and support services; What’s to come? NC Symphony – Community Connections, Fall Career Fair and Homecoming; in addition to the 2022-23 Strategic Plan; Introductions of Senior Leadership Team, AVC Wade, Mr. Ariel Aponte, Dr. Nichole Lewis, and Dr. Tiffany Hinton; discussed the new structure; Dr. Brown highlighted Summer Student Internship Highlights and shared a Video Presentation of students and their internship experiences; Highlighted the State Employee Credit Union, Cognosante, NC DOT HBCU and MSI Internships and EA Sports. Discussed the Dept of Student Affairs Summer Professional Development Series; which included Lunch and Learns, Leadership Staff Retreat and a Full Divisional Retreat; Recapped Fall 2022 Opening; Health and Wellness Updates, Housing and Residence Life (1031 Occupants and 98% occupancy rate; Week of Welcome activities, DEI Mini conference and the new student induction and pinning ceremony. Upcoming events highlighted, the NC Symphony (Sept. 16), Fall 2022 Career and Graduate School Fair, Sept. 29, 2022, and Homecoming 2022; 2020**-2025 Strategic Plan, Year 3 Goals and Progress;** 2.1.1. Conduct an impact study of extracurricular activities; 2.1.3 Enhance Leadership quality and competitiveness for students; 2.3.4 Develop sustainable student transportation; 2.4.2 ensuring that 100% of students that participant in internships is tracked and evaluated for course credit; 2.6.1 develop a descriptor and definition of ECSU culture; 2.6.2 identify ideals and values of students and focus programming; 2.7.2. Ensure that student programs/services reflect the diversity that exist among the ECSU population.

**Athletics**

Mr. Dubose introduced new staff, LaTaya Hilliard-Gray, Deputy Athletic Director, Senior Woman Administrator, Deputy Title IX Coordinator; Academic Plan, partnering with Academics as enhancement offering for tutoring and study hall expansion; Weekly Study Hall Requirements; GPA vs. hours required; Highlighted the Girls Volleyball Honors (Week 1&2); Televised games September 17 vs Winston Salem State University (PRC Communications) and Lincoln on October 15th (Aspire TV); Mr. DuBose discussed Strategic Plan initiatives; 2.5 Build a competitive athletic program that develops our student athletes; 2.5.7 Develop a facilities improvement plan that includes capital and operating budgets, and fundraising plans.

**Student Government Association**

Ms. McCullough’s opened with the theme for this year “Traveling to Success.” Introduced her blueprint to success is TEAM (Together Everyone Achieving More) She introduced her SGA Cabinet; Held a freshmen interest meeting virtually and in person; shared information from Welcome Week activities and videos from Ms. and Mr. ECSU; She also shared the September Calendar, and the TEAM Vision Board includes, mental health, mentorship, revamp H BCU Experience. She ended with a student experience video and her motto “See you at the top”

**Committee on Operational Excellence**

**Trustee Jan King Robinson shared the following:** VC Goodson presented Vines Architecture, to give the update for the Campus Master Plan, Principal Architecture, Victor Vines and Adam Brackenbury. They reported on the plan designation of two focal points, the framework of the master plan and the cohesiveness component of the campus precincts. The comprehensive presentation discussed the various districts such as the historical region of campus, enhanced student life and housing, the dining experience and enhanced outdoor spacing. In concluding the presentation, Vines Architecture expressed that the job of the master plan is to not only support the university’s strategic plan, but to celebrate the academic programs of ECSU. Additionally, VC Goodson asked approval of the Campus Master Plan as presented. The Board unanimously approved the master plan. VC Goodson, reported on the progress of the Viking Village HVAC replacement project. Out of the eleven firms that submitted proposals, four were short listed, with McKim & Creed being one of the firms presenting. VC Goodson expressed that the committee chose McKim & Creed and asked approval of the Board to proceed. The Board unanimously approved McKim & Creed to design the Viking Village HVAC Replacement Project.

**Information Technology Updates**

Interim CIO, Eric Zarghami reported that DIT is on schedule for the deactivation of Mitchell-Lewis technology and the new marquee system will reach completion on or before October 15th as a target date. It was also reported that during the timeframe of August 15 – 23rd, that 608 students were able to self-serve their devices to the university’s technology portal, and 157 service calls were reported, this indicates that vulnerabilities were down. This was the first year this milestone has been reached. Additionally, it was reported that the institution is in complying with the GLBA policy which is governed by the Dept of Education. This compliance allows various departments such as Financial Aid to implement safeguards of portal payments to student accounts. Lastly, it was reported the DIT’s SharePoint Data Migration is ongoing. This migration is labeling data from classified so all stakeholders will have access

**Communications and Marketing Update**

VC Wilkins introduced Interim Associate Vice Chancellor, Ayana Hernandez, and how she has come to ECSU with her wealth of knowledge. She updated the overall goal of Strategic Communication and Marketing was to strengthen and showcase the university, enhance brand positioning, spotlight the university with consistency of leadership and affordability. She reported that including a Chancellor’s annual report will be a way of communicating new opportunities to tell the ECSU stories. Marketing initiatives included recruitment with admissions, the Down East Classic with Athletics and Homecoming with Student Affairs. Branding initiatives included new campus tour signage, the Viking Bites to Go Food Truck and the Aviation & Emergency Management Hanger signage. The new website is being designed and should launch January 2023. The new employee intranet portal was launched in early September and will be the main hub for campus information to eliminate some of the various emails employees receive. Lastly, it was reported that new ECSU mentions were up by 41% and reached a new goal.

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

Trustee Andy Culpepper reported on the following from his committee:

Chief Audit Officer Sharnita Parker presented one action item and one informational item. The action item was the approval of the 2022-2023 Annual Audit Plan. The Committee approved this resolution. The informational update is as follows: The completion of one follow-up report for the State Government Ethics Act. One observation was identified for this follow-up review.

Vice-Chancellor for Business & Finance Lisa McClinton presented informational items only. She reported that General Fund expenditures as of 6/30/22 were 100% of budget at $48.6 million and Trust & Auxiliary fund balances were $20.2 million, with $13.6 million of the balance being unrestricted. Overall FY22 Endowment net earnings of 1.5% were reported, with the net market value of the endowment being $10.5 million. An FY23 Budget outlook was also presented as well as breakdown of FY23 recurring and nonrecurring funds. An update on Strategic Plan Goal #5 was given. It was also stated that Moody`s announced a favorable upgrade of ECSU`s bond rating from Baa2 to Baa1. Finally, the new ECSU Food Truck was introduced.

Vice-Chancellor Anita Walton presented informational items only. She provided the committee with updates and the final fundraising total for FY22. We ended the year with $3.2 Million. Information regarding the fundraising goal and metrics for FY23 were shared. Details regarding upcoming engagement strategies and stewardship efforts were also discussed. She also reported an increase in the number of donors across all constituent groups. Leadership giving across all boards exceeded 85% with our Board of Trustees and Board of Visitors achieving 100% participation. The Board received an update on the Strategic Plan goals. The report concluded with an introduction of the three new Foundation Board members.

**Committee on Regional Development**

Trustee Paul Tine shared the following: Vice Chancellor & Chief of Staff Derrick Wilkins provided an update on the activities of the university regarding regional development during the past quarter. He gave the quarterly update on the activities of the SBTDC under the leadership of Michael Byrne.

As ECSU seeks to position itself as a catalyst in regional, economic, social, and environmental development and facilitate collaboration with industry and government to improve our region, the university hosted two regional events this quarter.

PBS North Carolina, UNC Health, and the Albemarle Commission sponsored a regional town hall at ECSU on July 27, 2022, and it aired on PBS on August 19, 2022. The program was titled, Innovations Leading to Economic Mobility.

The university hosted the NC Taskforce for Offshore Wind Economic Resource Strategy Meeting on August 4th, 2022. Noted attendees included Governor Roy Cooper, NC Commerce Secretary Machelle Saunders, and NC Representative Howard Hunter.

The Committee will continue exploring opportunities for ECSU to rise as an economic thought leader in this region.

**Committee on University Governance**

Chair Johnson reported that the members received the personnel report from the Division of Human Resources. There was no other business.

**Report from the Nominating Committee**

Trustee Phyllis Bosomworth, Committee Chair, shared the following report. The Committee received the following nominations:

Chair – Trustee Stephanie Johnson

Vice Chair – Trustee Tiffany Jones

Secretary – Trustee Chris Evans

Committee Chair Bosomworth made a motion to approve the slate as presented. Motion was seconded (Tillet/Copland) to approve the slate as presented. Motion passed.

**Chancellor’s Report**

Chancellor Karrie Dixon thanked the Trustees for their continued support.

Her report included the following:

ECSU Performance Metrics Goals (all exceeded) in the areas of Four-Year Graduation Rate, undergraduate degree efficiency, first-time student debt at graduation and education and related expenses per degree.

Support of Our Boards are needed in Enrollment, Fundraising (unrestricted) and Advocacy (State and Federal)

Dr. Dixon provided an overview of the Faculty and Staff institute, shared an update on campus safety and the most recently received campus rankings.

Chancellor Dixon shared some of her recent involvements: Panelist for the Truist 2022 HBCU Leadership Summit, HBCU Celebration Game Career Summit; keynote speaker at Bertie County Schools Convocation; attendance at the Albemarle Area United Way 2023 Annual Awards Luncheon and the Mayors’ Welcome Back Bash for ECSU, MACU and COA.

Chancellor Dixon noted upcoming events which includes the UNC Finley Golf Tournament and the UNC Tar Heel Bus Tour.

There being no further business and without objection, Chair Johnson adjourned the meeting.

Respectfully submitted,

Gwendolyn Sanders

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Deputy Chief of Staff

Asst. Secretary, ECSU Board of Trustees