



## Board of Trustees Meeting

June 18, 2024

### Minutes

#### **Call to Order**

Chair Stephanie Johnson called the June 18, 2024, Board of Trustees meeting to order at 2:35 p.m.

#### **Invocation**

Trustee James Gailliard rendered the invocation.

#### **Roll Call**

Trustee Phyllis Bosomworth conducted roll call. Trustees present included James Copland, James Gailliard, Christine Evans, Dr. Stephanie Johnson, Patricia Norman, Johnny Tillett, Paul Tine (via zoom), Justin Waddell, Jay'Quhan Blackledge, Stephen Friedrich, and Tiffany Jones (via Zoom).

#### **Remarks from Board Chair**

Chair Johnson thanked Dr. Dixon and Jay'Quhan Blackledge for their service on behalf of the Board of Trustees.

#### **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 (Tine/Holding) to approve the minutes of the March 204 Board meeting. Motion passed.

#### **Approval of Consent Agenda**

Motion was made and seconded (Waddell/Fredrich) to approve the consent agenda which included the Approval of the Faculty Workload Policy, Approval of the finding increase for the Principal House in the amount of \$10,000, Audit Plan 2024-2025, 2024 Promotion, Tenure, and Re-Appointment approval. Motion passed.

## **Committee on Academic Excellence and Strategic Growth**

### **ACTION ITEM(S)**

*Faculty Workload Policy* – Provost Ward presented the Faculty Workload Policy. She outlined what the Faculty Workload Policy consisted of and discussed the various faculty duties. Dr. Ward noted that the Faculty Workload Policy was passed by the Faculty Senate, Academic Administrative and Planning Council and the Administrative Council.

A motion was made to accept the Faculty Workload Policy by Trustee Stephen Friedrich and seconded by Trustee Kathryn Holding. There was a roll call vote for the Faculty Workload Policy. All were in favor.

### **INFORMATIONAL ITEMS**

Provost Ward presented on Academic Excellence and Strategic Growth.

#### **Minimum Admissions Requirements (MAR) Discussion**

Provost Ward presented information regarding the Minimum Admissions Requirements. The Board of Governors approved the change to the MAR on May 23, 2024. In the Fall of 2025, the policy requires test scores from students who have a GPA between 2.5 and 2.8. In Fall of 2026, students with a GPA between 2.5 and 2.8 must provide a standardized test score of 17 or higher on the ACT or SAT score of 930 or higher. There will be a Chancellor's Exception for students. This allows institutions to accept one percent of students who did not meet the minimum admissions requirement or seventy-five students, whichever is greater. This grants the Chancellor the authority to approve one percent of their admitted class of students.

#### **ECSU Funding**

Dr. Ward reviewed Enrollment Funding and Performance Funding. She stated that the ECSU's Performance weight is based on the progress the campus makes toward a stretch goal established for each metric during the three-year performance cycle. In addition, the Performance weight is calculated based on ECSU's performance of five core metrics and one campus-selected metric. The metrics are as follows: Four-year Graduation Rate, Undergraduate Degree Efficiency, First-Time Student Debt at Graduation, Transfer Student Debt at Graduation, Education and Related Expenses per Degree, and Adult Learner (Institutional Selected Metric). Apart from the Adult Learner metric that has a stretch goal, the other goals have a different threshold and stretch goal. The Performance Based Funding weight was presented. Provost Ward shared how ECSU has performed in the last three years. All metrics were reviewed and examples of initiatives to improve in specific areas were shared.

## **Strategic Plan Core Metrics**

An update was given regarding the Strategic Plan by Dr. Ward. We are currently entering our last year of the plan. There are metrics that have been completed and other metrics that we are on target to meet. The metric to develop a value proposition to attract and retain regional talent., is the only metric that has not been addressed at this time.

## **Enrollment Update – Karen Lucas**

Ms. Karen Lucas shared an enrollment update. The focus has been on getting students to register for the Viking Voyage orientation. This is the greatest indicator that a student plans to enroll. There was an increase in applications, confirmations, and orientation/registration for first-time students and transfer students. There was a slight decrease in the number of students admitted as first-time students and transfer students. Readmitted students showed a slight decline in applications, admitted students, confirmed students, and the number of students signed up for orientation. Ms. Lucas shared that efforts are in place to reduce Transfer Student Debt. In addition, Ms. Lucas reported on the FAFSA delays and the effects of the delays. There are numerous ongoing outreach efforts to have students complete the FAFSA.

## **Committee on Student Excellence**

A motion was made by Trustee Blackledge to approve the minutes from the March 19, 2024, meeting. Trustee Bosomworth seconded the motion; the motion carried, unanimously.

Dr. Nichole Lewis, Interim Associate Vice Chancellor Student (and Dean of Students):  
Dr. Lewis presented in Dr. Kevin Wades absence; She introduced new hire Mr. Derrick Armstead, Student Services Specialist, Office of Military & Veterans Affairs;  
Performance Metrics: Four Year Graduation Rate for Counseling Services and Student Health Impact; Counseling Services: 148 unique clients (new/initial sessions)- 25 adult learners; 659 - Total FY24 appointments; \$525K in grant funding; Addition of 1 University; Counselor; 2 Alcohol & Other; Substance Staff (through grants); Impact: Tracking of top mental health challenges; Added 2 Alcohol & Other Substance Staff; Offered extended hours; twice weekly; 26 Total programs and presentations; 9 Spring Group Sessions; Student Health Services; 1,306 Total Office Visits; 195 Unique/New Individual; Patient Visits; 368 NC-STEP sessions (available through funding & partnership with ECU & BCBS); Offered more targeted programming through campus collaborations & Peer Wellness; Ambassadors; 2,846 Touch Points; \$57,795.32 Total Revenue(3.11% Increase in Revenue Generated; 347% increase in referrals and usage; Decrease in on-call crisis incidents; Impact: 2,846 Touch Points; \$57,795.32 Total

Revenue(3.11% Increase in Revenue Generated); 347% increase in referrals and usage; Decrease in on-call crisis incidents; Dean of Students (Community Standards); Emergency Financial Assistance; QEP Quality Enhancement Plan; Pathway to Success; Two Main Goals; Student Learning Outcomes; Spring 2024 Senior Exit Survey Results; Performance Metrics: Adult Learners & Four Year Graduation Rate (Retention & Completion); Provided a check list of what has been accomplished: Dr. Lewis provided performance metrics for four year graduation rate (retention and completion) and the student leaders and Living Learning Communities (LLCs) GPAs: Strategic Planning Goals: 1.1.5, 2.2.4, 2.4.7 and 4.1.1.

Mr. James DuBose, Jr., Director of Athletics: Introduced Ebony Tanner, Interim Head Women's Basketball Coach; Provided updates on A Year in Review; YTD \$245K has been raised as of June 5; Improved graduation rate; and cumulative GPAs; NCAA Transfer Portal now has 41K student athletes in the portal; ECSU Transfers: 7 to other institutions; Highlighted Summer Nike Basketball Camp, July 8-12; Mr. DuBose also provided 2024 Football schedule.

Mr. Jay'Quahn Blackledge, President, Student Government Association (SGA): Trustee Blackledge provided an update on the 2024 academic year highlighting the Chancellor and student leadership meeting, and the hosting of the UNC Association for SGA 52nd Business meeting. Introduced Ms. Kayla Dixon as the 2024-25 Student Government president: and SGA attended the National Association of Student Affairs Professionals: Student Leader Institute in South Carolina, May 28-June 3.

Chancellor Dixon thanked Trustee Blackledge for his service to SGA in addition to Trustee Johnson presented him with a certificate of appreciation.

### **Committee on Operational Excellence**

During the **Committee on Operational Excellence**, we received progress on:

#### **Infrastructure Update**

VC Goodson reported on how the implementation of the master plan affects the performance metric and the graduation rate of students by improving spaces such as the residence hall and academic buildings. The university has invested over three million dollars on different maintenance care around campus. Projects such as the completion of the HVAC system in Jenkins Science Complex will improve the learning experience for students, faculty and staff. VC Goodson reported that by end of summer Viking Village and Williams Hall will see positive results as well. The Board was informed on the continued progress of the new residence and dining hall was progressing and the construction progress could be seen in real time by going to the main website and clicking the link. Lastly, presentation slides of renderings for the Currituck Airport Hub and Aviation School were shown and the completion of the newly restored Rosewald School. Newly remodeled spaces such as GR Little, Williams Hall, the Bowling Alley and Game Lab showed freshly painted walls and

installed flooring with the addition of new technology in these spaces will be a welcome addition in student experience. These new spaces is the result of all the hard work of ECSU's facility team.

### **Information Technology Updates**

Mr. Jamar Jones, CIO reported the Division of Information Technology was focused on continuing the improvement of campus technology. These upgrades contribute to the 4-year graduation rate metric in academic advising, improved registration experience and summer school offerings. Mr. Jones shared the news of the new DegreeWorks audit systems. This software eliminates the need of students guessing which courses are needed for graduation in their majors which reduces mistakes in incorrect course scheduling. These improvements enhance the likelihood of students graduating within the 4-year time frame. The Board was informed that the Banner Technology system is providing students, staff and faculty with secure access to their data portal. The enhanced level of security improves the technology performance campus wide.

### **Communications and Marketing Update**

Associate Vice Chancellor for Strategic Communication, Dr. Tiffany Jones reported the facts and figures of social media platforms continues to tell ECSU's story. Media outlets such as Facebook, Instagram and LinkedIn has contributed to the increased presence of ECSU. The Board was introduced to the new campaign, ECSU is For You. This campaign is targeted to increase the adult learner application pool for enrollment, inquires and grow the engagement by brand awareness. The targeted audience is geared towards adult learners over the age of 24, transfer students and current students. With this push, the online programs and certification in specific programs will highlight and drive the unique selling points of these areas of focus. Dr. Jones sited specific ranges of concentration throughout the state of NC, but also pinpointed out of state areas such as Norfolk, Va., and Columbia, SC. The adult learners within these areas will see printed ads such as You Can Do It and ECSU is For You.

### **Regional Development**

The Committee on Regional Development received updates from Assistant Vice Chancellor and Deputy Chief of Staff, Mr. William Lewin.

AVC Lewin provided an update on the Economic Impact Study, 2025-2030 Strategic Plan, ECSU Performance Metrics, 2020-2025 Strategic Plan Objective 6.1, 6.2, and 6.3, and ECSU in Congress

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

During the Committee on Finance, Audit and University Advancement on June 18, 2024, the Committee received updates from Finance, Internal Audit, and University Advancement.

Vice-Chancellor for Business & Finance Robert Thibeault presented informational items only. He provided an update on the HEERF funds used to assist students from Spring 2020 to Spring 2023, which allowed ECSU to exceed its Performance-Based metrics for First Time Student Debt at Graduation and Transfer Student Debt at Graduation. He also presented

scenarios that showed the investment needed to maintain ECSU's success in these metrics. He then gave updates on the FY24 General Fund and Trust & Auxiliary budgets. General Fund expenditures and revenues as of 3/31/24 were 62.3% of the total budget and 3/31/24 Trust & Auxiliary fund balances were \$23.0 million, with \$17.1 million of these funds being unrestricted. An All-Funds Budget Report and an Endowment Report, both as of 3/31/24, were also provided. The Endowment had an overall fiscal year-to-date net earnings of 8.36%. Finally, ViceChancellor Thibeault announced the appointments of Sherron White as the Associate Vice-Chancellor of Financial Services and Loretta Powers as the Director of Budget.

Senior Director of Advancement Services Johnyelle Lee presented University Advancement informational items only. She highlighted the commitment and generosity of the Board of Trustees by announcing they have achieved 100% giving. She presented various performance-based funding metrics emphasizing the need to bridge the gap for middle-income students who do not qualify for need-based aid but still face substantial financial burdens. The fundraising efforts for FY24 Year-to-Date totaled \$2,379,283.56. The donor breakdown included 265 alumni, 64 faculty and staff, and significant contributions from trustees and the Foundation Board. The strategic plan outlined goals to enhance donor engagement and stewardship, utilizing the Blackbaud Raiser's Edge CRM platform. The focus on high-dollar donors, major gifts, planned gifts, and increasing corporate foundation gifts was clear, reflecting a structured approach to sustaining and growing financial support for the university.

Chief Audit Officer Sharnita Parker presented one action item and two informational items. The action item was the approval of the 2024-2025 Annual Audit Plan. The Committee approved this resolution. The informational update is as follows: The completion of two audit reports this quarter. Travel Reimbursement, with one observation and Student Health Services follow-up with three observations. This concludes the report of the Committee on Finance, Audit and University Advancement Committee on Regional Development

### **Committee on University Governance**

During the meeting of the Committee on University Governance, VC Goodson advised the HR updates were provided in the Board meeting materials.

He informed the Committee that there were some items for action during the closed session and he then requested to go into the closed session. In order to preserve the attorney-client privilege, the Committee on University Governance went into closed session to discuss confidential matters pertaining to the University.

### **Chancellor's Report**

Chancellor Karrie Dixon provided updates to the Board regarding the following:

Academic Achievements: The 178<sup>th</sup> Commencement; ROTC Commissioning Ceremony; New Tein Engine

Advocacy & Engagement: Senator Ted Budd Visit; HBCU Legislative Day- NC 10; Ready For Takeoff Legislative Reception;

Recognition Programs: Memorial Day Recognition Ceremony; Dr. Johnny Houston Stem Lab Recognition

Strategic Growth: 2020-2025 Strategic Plan Update- Year 4 – Progress; Strategic Plan – Year 4 Academic Excellence - Three new memorandums of understanding for transfer students; Two Academic Programs: Bachelor of Science in Aviation Science, with a concentration in Professional Aeronautics and Bachelor of Science in Aviation Science, with a concentration in Aviation Management; The third is a Viking Advantage Agreement, admissions and advising partnership. Strategic Plan - Year 4 Operational Excellence; Strategic Plan - Year 4 Endeavor Airlines Partnership; Strategic Plan - Year 4 Financial Growth.

Chancellor Dixon concluded by thanking the ECSU Board of Trustees and leadership team, faculty and staff, and the amazing student body for there over the last 6 years.

There being no other business, Chair Johnson adjourned the meeting at 3:07 pm.

Respectfully submitted,

*Whitney Hall*

Whitney Hall, Event Services Coordinator