

2-18-2016

## Advancement, Marketing and Alumni Affairs Committee Agenda, February 18, 2016

Coastal Carolina University

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***Advancement, Marketing, and Alumni Affairs Committee***

February 11, 2016

**TO:** Mr. Fred F. DuBard III, Mr. Carlos C. Johnson, Mr. William L. Lyles Jr, Mr. Robert G. Templeton, and Mr. William E. Turner III

**FROM:** Ms. Natasha M. Hanna

**SUBJECT:** Agenda

An Advancement, Marketing & Alumni Affairs Committee meeting will be held on Thursday, February 18, at 10:00 a.m. in the Wall Board Room. The agenda will be as follows:

1. Review and Approve October 1, 2015 Committee Minutes
2. Office of Philanthropy Report – Mark Roach
  - a. Directors’ Updates
  - b. Alumni Relations Report
  - c. Endowment Campaign Update
3. University Communications Report – Bill Plate
  - a. Media & Public Relations Report – Martha Hunn
  - b. Social Media Report
  - c. Trademark Report
  - d. Advertising Report
4. Other Business

cc: Other Members of Board of Trustees

Ms. Stacie Bowie

Dr. J. Ralph Byington

Dr. David A. DeCenzo

Mr. Todd Setzer

Mr. William M. Plate Jr.

Mr. Mark Roach

