

8-3-2017

Advancement, Marketing and Alumni Affairs Committee Agenda, August 3, 2017

Coastal Carolina University

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Advancement, Marketing, and Alumni Affairs Committee

July 24, 2017

TO: Mr. Carlos C. Johnson, Mr. William L. Lyles Jr, 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, August 3, 2017 in the Alford Ballroom. The agenda will be as follows:

1. Review and Approve May 4, 2017 Committee Minutes
 2. Office of Philanthropy Report
 - a. Development Officers Update
 - Mark Roach
 - Donor Relations/OLLI Development
 - Women in Philanthropy and Leadership
 - College of Science and College of Education
 - Alumni Relations
 - Marketing/Communications
 - Faculty/Staff Giving, College of Humanities and CCU Retired Employees Group
 - Wall College of Business
 - b. Financials – Giving Report 7/1/2016 through 6/30/2017
 - c. Endowment Campaign Update 6/30/2017
 3. University Communications Report
 - a. Status Update – Bill Plate
 - b. Media & Public Relations Report – Martha Hunn
 - c. Marketing Report – Bill Plate
 4. Other Business
- cc: Other Members of Board of Trustees

*Coastal Carolina University
Board of Trustees Meetings
Advancement, Marketing & Alumni Affairs Committee
Thursday, August 3, 2017*

Dr. J. Ralph Byington
Dr. David A. DeCenzo
Mr. Todd Setzer
Mr. William M. Plate Jr.
Mr. Mark Roach