

5-3-2018

# Advancement, Marketing and Alumni Affairs Committee Agenda, May 3, 2018

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

April 16, 2018

**TO:** Mr. John H. Bartell Jr., Mr. Samuel H. Frink, Mr. Daniel W.R. Moore Sr.,  
Mr. Oran P. Smith, Mr. Patrick S. Sparks and Mr. Samuel J. Swad

**FROM:** Mr. William E. Turner III

**SUBJECT:** Agenda

An Advancement, Marketing & Alumni Affairs Committee meeting will be held on Thursday, May 3, 2018 in the Wall Boardroom. The agenda will be as follows:

1. Review and Approve February 15, 2018 Committee Minutes
2. Office of Philanthropy Report
  - A. Financials – Giving Report
    - July – April
    - Endowment Campaign Update
  - B. Development Officers Updates
    - Wall College of Business
    - College of Humanities and CCU Retired Employees Group
    - College of Science and College of Education
    - Donor Relations/OLLI Development
    - Women in Philanthropy and Leadership
    - Marketing/Communications
    - Teal 1000/Faculty Staff Campaign
    - Mark Roach
  - C. Alumni Relations

*Board of Trustees Meetings  
Advancement, Marketing and Alumni Committee  
May 3, 2018*

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

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