

10-11-2018

Advancement, Marketing and Alumni Affairs Committee Agenda, October 11, 2018

Coastal Carolina University

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Advancement, Marketing, and Alumni Affairs Committee

October 2, 2018

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

FROM: Mr. William E. Turner III

SUBJECT: Agenda

The Advancement, Marketing & Alumni Affairs Committee meeting will be held on Thursday, October 11, 2018 in the Wall Boardroom. The agenda is as follows:

1. Review and Approve August 2, 2018 Committee Minutes
2. Office of Philanthropy Report – Bryan Steros
 - A. Financials – Giving Report
 - July – September
 - 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/Bryan Steros
 - Donor Relations/OLLI Development
 - Women in Philanthropy and Leadership
 - Marketing/Communications
 - TEAL 1000/Faculty Staff Campaign
 - C. Alumni Relations

Coastal Carolina University
Board of Trustees Meetings
Advancement, Marketing & Alumni Affairs Committee
Thursday, October 11, 2018

1. University Communications Report

- A. Status Update – Bill Plate
- B. Media & PR Report – Martha Hunn
- C. Marketing Report – Bill Plate

Cc: Other Members of Board of Trustees

Dr. J. Ralph Byington
Dr. David A. DeCenzo
Mr. William M. Plate Jr.
Mr. Todd Setzer
Mr. Bryan Steros