

12-13-2018

# Advancement, Marketing and Alumni Affairs Committee Agenda, December 13, 2018

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

November 21, 2018

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

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

**SUBJECT:** Agenda

There will be a meeting of the Advancement, Marketing and Alumni Affairs Committee on December 13, 2018 in the Wall Boardroom.

The agenda is as follows:

- A. Review and Approval of August 2, 2018 Minutes
- B. Financials – Giving Report
  - October - November
  - Endowment Campaign Update
- C. Development Officers Updates
  - Wall College of Business
  - College of Humanities/CCU Retired Employees Group
  - College of Science/Bryan Steros
  - Donor Relations/OLLI Development
  - Women in Philanthropy and Leadership
  - Marketing/Communications
  - TEAL 1000/Faculty Staff Campaign/College of Education
- D. Alumni Relations
- E. University Communications
  - Status Update – Bill Plate
  - Media & PR Report – Martha Hunn
  - Marketing Report – Lindsy Glass

Cc: Other Members of Board of Trustees

Dr. J. Ralph Byington

Dr. David A. DeCenzo

Mr. Todd Setzer

Mr. Bryan Steros