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Advancement, Marketing and Alumni Affairs Committee Agenda, February 21, 2019

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Advancement, Marketing, and Alumni Affairs Committee

February 11, 2019

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 February 21, 2019 in the Wall Boardroom.

The agenda is as follows:

- A. Review and Approval of the December 13, 2018 Minutes
- B. Financials – Giving Report - Bryan Steros
 - December - January
 - Endowment Campaign Update
- C. Alumni Relations - Diane Sanders
 - Personnel Updates
 - Alumni Board of Directors
 - Alumni Events
- D. Development Officers Updates
 - Wall College of Business (Erik Rivenbark, Keith Oakley)
 - College of Humanities/CCU Retired Employees Group (Sarah Craig)
 - College of Science/VP of Philanthropy (Bryan Steros)
 - Donor Relations/OLLI Development (Marjorie Thompson)
 - Women in Philanthropy and Leadership (Hatton Gravely)
 - Marketing/Communications (Jerry Rashid)
 - TEAL 1000/Faculty Staff Campaign/College of Education (Jean Ann Brakefield)
- E. Office of Marketing and University Communications
 - Status Update – Martha Hunn
 - Media and PR Report- Martha Hunn
 - Marketing and Licensing Report – Lindsy Glass