

5-9-2019

# Advancement, Marketing and Alumni Affairs Committee Agenda, May 9, 2019

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*Advancement, Marketing, and Alumni Affairs Committee*

April 15, 2019

**TO:** Mr. Patrick S. Sparks, Vice Chair, Mr. John H. Bartell Jr., Ms. Sherry I. Johnson,  
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 May 9, 2019 in the Wall Boardroom.

The agenda is as follows:

- A. Review and Approval of the February 21, 2019 Minutes
- B. Financials – Giving Report - Bryan Steros
  - February - April
  - 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