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Development and Alumni Affairs Committee, October 27, 2005

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Development & Alumni Affairs Committee Meeting
Edward M. Singleton Building, Dawsey Conference Room
Thursday, October 27, 2005 at 1:00 p.m.**

Members of the

Committee Present: Mr. Eugene C. Spivey and Dr. Samuel J. Swad

Members of the

Committee Not Present: Mr. Fred F. DuBard, Jr. and Mr. Daniel W. R. Moore, Sr.

Other Board Members

Present: Mr. Charles J. Hodge

Others Present:

Dr. Ronald R. Ingle, Ms. Christi Chambers, Dr. Debbie Conner,
Mr. Danny Nicholson, Ms. Ashley Stathos, Ms. Nila Hutchinson,
and Ms. Chyrel Stalvey

Dr. Swad brought the meeting to order at 1:15 p.m. As there was not a quorum, the minutes could not be approved and a chairman was not elected.

Mr. Nicholson reviewed the Advancement report:

- Brochures of the “Advancing the Dream—Major Gifts Initiatives” was reviewed. There are six booklets geared towards the four academic areas, the library, and athletics. This campaign will focus on student scholarships, faculty enhancements, academic programs, and facility needs.
- Mr. McLean Collins, a master’s degree candidate from Vanderbilt University, served an internship in University Advancement over the summer and helped produce a review of the annual fund. Unrestricted dollars are extremely important to a university and it identifies potential major gift donors. Coastal Carolina’s unrestricted dollars are very low. The synopsis is that we are doing very well considering Chris Johnson does major gift work in addition to the phone-a-thon. The report shows that our constituents are eager to give although young. With personnel, traditions, structures and systemic changes in place, it is believed unrestricted dollars could triple. The analysis benchmarks Coastal Carolina with five other institutions.
- Mr. Carl Falk, a retired executive and a member of the Coastal Educational Foundation, hosted a tour of campus for members of the community. An agenda for the event was distributed. It was a very successful event. Members of the Board were encouraged to also take ownership for introducing people to campus.

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- Another member of the Coastal Educational Foundation and business executive, Brenda Spadoni, has been very active in helping to put together a program “Students in Philanthropy and Service Award.” This year it will be a contest for the 50 student groups on campus to raise the most money. The winner will receive a \$500 to give to their chosen philanthropy cause. Ms. Spadoni shared with the campus groups that her parents had been instrumental in teaching her the obligation and importance of giving back. It is hoped next year to establish a focus club with an emphasis in philanthropy will be formed.
- Efforts of fundraising are expanding into the south end of the Grand Strand. Mr. Wilson Lowery, a former IBM and FBI executive, will co-host with Dr. Ingle a reception about “The Future of the Environment and Water Quality at DeBordieu.” Dr. Paul Gayes has developed the program. Members of the Prince George and DeBordieu communities have been invited to the November 16 event.
- Giving for the 2005-2006 year is \$585,000. There are several major gifts in the work.

Dr. Swad asked how long it would take to receive all the pledges from the \$13 million campaign. Mr. Nicholson responded that the longest pledge was ten years. Usually it is 3-5 years; however, with this being the first major campaign, there was a little more flexibility.

Dr. Conner introduced Ms. Ashley Stathos, director of special events. Ms. Stathos reported that about 800 people (208 families) attended Family Weekend, an increase of about 100 people. This year there was better representation for families attending other than for freshman students. The events were well attended. Affinity items—t-shirts, travel mugs, golf ball sets and visors--were sold this year, bringing in over \$2500.

The Parent’s Leadership Council’s inaugural meeting was held during the weekend and 15 families were represented at the meeting. There is a minimum commitment of giving required for membership. The group is very interested in recruiting parents during Orientation 2006. The next meeting will be in the spring.

Some of Ms. Chambers activities of Alumni Affairs included:

- The annual Alumni Association Board meeting will be held on October 29. The “Alumnus of the Year” awards will be presented. Tim Meacham will be named Distinguished Alumnus of the Year. Outstanding alumni recipients from each college of the university are: Mike Pruitt, Christine Shutter, Jody Hyden, and Bruce Maggi.
- A strategic planning session for Board will be held at the retreat the weekend of the Charleston Southern football game in Charleston.
- The Harris Alumni Directory project is in its final phase. The phone-a-thon has been completed and records are being updated. Over 3,000 people have updated their information.
- Alumni events have been held in conjunction with football games held on campus and away, Grad Finale, homecoming, and the Senior Celebration.
- The Blackbaud financial system has been implemented and the Web integrated part of the system is expected to be live by late winter 2006. This new system will be important to alumni database.
- Partnering with other entities on and off campus continues with the alumni trip to Africa in 2006, alumni surveys, co-advising Student Alumni Association, and working with various athletic groups planning alumni events.

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- With the promotion of Ms. Kathy Watts to office manager, Ms. Katherine Sarvis has been appointed administrative assistant in the alumni office.

Dr. Conner announced that *Coastal Today* is now shown statewide on SC ETV on Wednesdays and Sundays.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for
Samuel H. Frink
Secretary/Treasurer