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## Development and Alumni Affairs Committee, May 3, 2007

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Development & Alumni Affairs Committee Meeting  
Edwards Building, Room 164  
May 3, 2007**

**Members of the  
Committee Present:** Mr. Fred F. DuBard, Jr., Mr. J. Wayne George, Mr. Daniel W. R. Moore, Sr.

**Committee Members  
Not Present:** Mr. Clark B. Parker and Mr. Eugene C. Spivey

**Others Present:** Dr. Ronald R. Ingle, Dr. Debbie Conner, Dr. David A. DeCenzo, Ms. Jean Ann Brakefield, Mr. Scott Joyner, Dr. Danny Nicholson, and Ms. Nila Hutchinson

Mr. Moore brought the meeting to order at 1:00 p.m. Dr. Nicholson introduced Mr. Scott Joyner, new Associate Vice President of University Advancement. Dr. Conner introduced Ms. Jean Ann Brakefield, the new Alumni Director and a Coastal Carolina graduate.

**A motion was made by Mr. DuBard to approve the minutes for January 12, 2007. Mr. George seconded and the motion passed.**

Mr. DuBard moved to go into Executive Session and Mr. George seconded to discuss personnel matters. The motion carried. No action was taken during Executive Session.

Dr. Nicholson reported that University Advancement had been working to move through the transition process with new staff members. Mr. Joyner will lead the major gifts team. He hopes to hire two major gift officers shortly, which will bring the major gift team to six. Ms. Rose Marie Ely has been hired part-time as a Prospect Development Specialist.

While converting to the new data software, the staff has worked hard to ensure that there is good information in the system that includes history and trends. The software will be beneficial in planning the future.

Currently, \$8,456,504 has been received and pledged this year towards the \$8 million goal.

The Advancing the Dream campaign raised over \$12 million. In the last five years, \$21 million have been raised with an average gift of \$1,251.70. Geographically, 60% of those gifts came from Horry County. Surprisingly, 24% came from outside the state. There are 11 living members in the \$1 million and up club, 34 living members \$250,000, 39 members \$102,000 –

**Development & Alumni Affairs Committee**  
**May 3, 2007**

239,000 and 106 members \$25,000+. The average gift given by alumni in the past five years was \$540; the average gift for the Board of Trustees and the Coastal Educational Foundation members was \$19,000.

It is important to understand the yield cost (salaries and expenses) for every dollar raised. Nationally, the benchmark for fundraising is about 15¢/dollar. In the last three years, the campaign average was 15¢/dollar. Because of the transition and planning for the future, next year's goal will be \$5 – 5.5 million with plans to spend 19¢/dollar.

Dr. DeCenzo would like to begin plans for another campaign with a possible target date of Fall 2008.

Some goals are: increase alumni participation; double the phone-a-thon effort with a new space and increase the number of phones from six to 12; work to fill the pipeline with future major gift prospects; and increase unrestricted giving.

Mr. Moore asked about the accuracy of the alumni database. Dr. Nicholson reported that progress has been made on the addresses in the alumni database. Only eight percent of the database has bad addresses. In the last mailing, only 20 out of 2,000 were returned.

Dr. Conner noted that Dr. DeCenzo's inauguration will take place on Founders' Day on September 14--the day before the Georgia Southern football game. At the inauguration, Dr. DeCenzo will present his message and theme regarding Coastal Carolina.

Next year's plans for development are centered on Dr. DeCenzo's introduction to the state. In the fall, he will be going to Charleston, Florence, Greenville and Spartanburg and in the spring to Columbia, Charlotte, Atlanta, and northern Virginia. Two weeks prior to his visits, the major gifts officers will go to the area to meet with major and potential donors. Dr. DeCenzo will speak at area Rotary Clubs, interview with newspapers, and meet with parents and alumni.

Mr. DuBard asked for a list of the Florence area graduates. He will try to contact them. He also suggested having the Columbia event at the South Carolina State Museum.

The fire marshal has set a capacity of 161 for the Hospitality Suite. This will necessitate a different procedure for football games. In order to host additional people, a tent will be set up inside the stadium near the scoreboard. Drs. DeCenzo and Dyer will be visiting there as well. The Foundation will provide tickets for the Horry County Legislation Delegation.

The Ingles' Retirement Gala will be held on May 19 and 260 people are planning to attend. \$80,000 in sponsorships have been collected, and \$18,000 in donation and ticket revenue have been received. This event will make a large impact on the Ingles' scholarship. Dr. Ingle recently completed the endowment.

Dr. Conner is excited to have Ms. Brakefield on board. The Alumni Board is discussing their plans for Atheneum Hall which has been designated by the Board of Trustees to become an Alumni House. Homecoming is scheduled for October 26-27. For the first time, students and

**Development & Alumni Affairs Committee**  
**May 3, 2007**

the Alumni Board are actually making plans together for homecoming. The Alumni Board is accepting nominations for members, and trustees were asked for suggestions.

The Alumni Board Endowed Scholarship awarded four scholarships this year for \$575/recipient. The Will and Audrey Scholarship awarded \$900 for their recipient. The Alumni Board has decided to start an endowed scholarship in honor of Dr. Robert C. Elvington. Mr. Garland challenged the board to raise \$15,000, and he will provide the other \$15,000. The Board continues to earn royalties on the Coastal Carolina credit card, class rings, and other benefits offered to alumni. More than 100 seniors will be inducted into the 1954 Society tomorrow.

A signup sheet will be distributed for football tickets at tomorrow's Board meeting. In accordance with the State Ethics Committee, each trustee will be allotted two tickets per game and an invoice will be sent for any over that amount.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for  
Samuel H. Frink  
Secretary/Treasurer