

6-21-2007

## Development and Alumni Affairs Committee, June 21, 2007

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Development & Alumni Affairs Committee Meeting  
E. M. Singleton Building, Dawsey Conference Room  
June 21, 2007**

**Members of the  
Committee Present:** Mr. Fred F. DuBard, Jr., Mr. Daniel W. R. Moore, Sr., and  
Mr. Clark B. Parker

**Committee Members  
Not Present:** Mr. J. Wayne George and Mr. Eugene C. Spivey

**Others Present:** Dr. David A. DeCenzo, Ms. Jean Ann Brakefield, Mr. Wilbur  
Garland, Mr. Scott Joyner, Dr. Danny Nicholson, and Ms. Nila  
Hutchinson

Mr. Moore brought the meeting to order at 1:00 p.m. Mr. Garland was introduced.

**Mr. Parker made a motion to approve the minutes for May 3, 2007. Mr. DuBard seconded  
and the motion passed.**

Dr. Nicholson reported that Advancing the Dream, the follow-up fundraising campaign to the 50<sup>th</sup> Anniversary Initiatives, raised a total of \$8,606,001. It has surpassed the \$8 million goal. Almost half of the amount is for the fieldhouse. Dr. DeCenzo was instrumental in closing the AVX chair and working with the Wall family to strengthen the Wall Fellows Program endowment. Advancement is now focused on the future.

Dr. DeCenzo felt it would be helpful to break down the "Actual" column into cash received and pledged on the Advancements Fundraising Goal Summary Report.

Dr. DeCenzo asked about the late Bob Brooks' pledge. Dr. Nicholson has been in contact with the company and the \$50,000 from Naturally Fresh came in on time. There are signed documents regarding the pledge and the University has been promised that the commitment will be met. The Hooters and Bob Brooks pledges are part of his estate and are not on schedule because there has to be an evaluation of the estate.

Plans continue to introduce Dr. DeCenzo to the state. Mr. Joyner stated that The Raiser's Edge and Map Point systems are very helpful to schedule dates, make geographic contacts and have dated contact reminders. In the fall Dr. DeCenzo will visit Charleston, Florence, Greenville and Spartanburg and in the spring he will visit Columbia, Charlotte, Atlanta, and northern Virginia.

Mr. Joyner reported that there is a new system for evaluating major gifts officers through a series of contacts, visiting, bringing people to campus, contacting board members for leads and assistance.

## **Development & Alumni Affairs Committee**

**June 21, 2007**

Plans are to develop a new fundraising campaign in the fall and initiate a feasibility study in the spring and begin the campaign in the fall of 2008.

Ms. Brakefield gave an overview of the 2007-2008 alumni relations goals:

- The Office of Alumni Relations will design an effective communication plan with Coastal Carolina University alumni in order to increase alumni event participation, increase alumni giving and to build the overall institutional image of the University. Once a month alumni will receive communications through a newsletter, direct mail, or e-mail campaigns. Alumni not in the database will be encouraged to fill out their profiles and also to update their information. 1500 profiles were updated last month. The Office of Alumni Relations will be more visible in the community by speaking to community groups, networking at events and telling the Coastal Carolina story wherever we can.
- The Office of Alumni Relations will host events targeting alumni and students and will provide various benefits to alumni. It is hoped to increase the number of attendees at our events. A reception will be held on August 7 with all past and current Alumni Board members to honor Dr. and Mrs. DeCenzo and Dr. and Mrs. Dyer. In conjunction with the presidential visits, the Furman and Charleston Southern away games will host tailgate events. Alumni and athletics will jointly host the Homecoming Golf Tournament on Friday, October 26 at Quail Creek. It is hoped to raise \$20,000 in the tournament.
- The Office of Alumni Relations will provide leadership and support to the Alumni Association Board of Directors in order to better service the alumni base.

Dr. DeCenzo reported that he is reactivating a more broadly defined Administrative Council as a communications tool to meet a couple of times a year. It will include the vice presidents, the directors, the deans—the management of the university--and a member of the alumni association.

As Dr. Nicholson meets with the public, there have been questions and concerns raised regarding the recent negative press the University has received. However, the community continues to care about the potential to the University and the large donors with gifts currently on the table are ready to support the University.

Mr. DuBard noted that Wofford's graduating class of 1957 was asked to come back to campus and walk with the graduating class of 2007. He felt that it was a wonderful way to bring graduates back to campus and suggested doing something like this at Coastal Carolina.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for  
Samuel H. Frink  
Secretary/Treasurer