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Alumni Affairs Committee, October 11, 2007

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Alumni Affairs Committee
E. M. Singleton Building, Dawsey Conference Room
October 11, 2007**

Committee Members Present: Mr. Samuel H. Frink, Mr. Clark B. Parker,
and Dr. Samuel J. Swad

Other Board Member Present: Mr. William H. Alford

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

Dr. Swad called the meeting to order at 9:30 a.m.

Dr. Nicholson stated that he is extremely excited that Alumni Relations will now be a part of University Advancement. Ms. Brakefield will be working closely with Advancement developing and completing goals for alumni giving and reunion agent programs.

Dr. Swad asked if giving had increased for pre-1993 alumni. Mr. Joyner reported that a significant increase has not been seen yet. The phone-a-thon started just after Labor Day in a new room at the Foundation Center and phones were increased from six to twelve. It is going well and by the spring we hope to see a significant increase as twice as many people should be reached by then. Dr. Nicholson stated that we had only been reaching 54% of those who had given before and 19% who had never given before.

Mr. Frink wanted to know if the phone-a-thon students are volunteers or are they paid. Mr. Joyner said they are paid and sometimes receive incentives (gift certificates, food, etc.) for making the most calls, raising the most money, or getting the biggest gift.

Dr. Nicholson hopes to have a group of faculty who has made an impact on alumni to make some of these calls. This would make a personalized, customized phone-a-thon.

Ms. Brakefield reported on some of the activities for homecoming on October 27-28:

- Alumni Relations and athletics have partnered for Friday's golf tournament --20 of 32 needed teams already booked, 16 hole sponsorships have been sold, prizes and silent auction items have been donated;
- at Saturday's Alumni Board Meeting, the Alumnus of the Year will be announced and a new board elected; and,
- on Saturday, a tailgate party is planned at the Atheneum steps and lawn to get alumni accustomed to this area for alumni events.

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Alumni Communications: an on-line newsletter is sent electronically to alumni every three months; working with Advancement staff to update alumni records; NetCommunity training will take place in January, once this is launched alumni can interact electronically with the University and each other; and Facebook and MySpace web communities connect with over 700 alumni through a CCU Alumni page. Invitations and announcements for events on campus can be generated through Facebook.

Alumni Events: hosted a wonderful event at Charlie Hodge's home for 85-90 alumni and friends of the University on October 5; hosted a tailgate party on October 6 prior to the Furman game; an event is being planned at Fred DuBard's home to connect with alumni and friends in the Florence area; and an Alumni Board Retreat and tailgate luncheon is planned for the Charleston area on November 17 prior to the Charleston Southern game.

Student/Alumni Partnerships: more than 200 seniors attended the Grad Finale on October 9 which is an excellent recruitment tool for the 1954 Society; met with a group of ten seniors in the T.E.A.L. Senior Seminar, a Career Services Program where seniors write resumes, discuss their future endeavors and how to stay connected to Coastal Carolina; will host Senior Celebration on December 14 at the Myrtle Beach Convention Center; commencement is scheduled for December 15; and working to recruit additional students interested in becoming a member of the Student Alumni Association (SAA).

Mr. Joyner stated that efforts have been made to streamline alumni acknowledgements. Gifts will be acknowledged with a one-page letter from Alumni Relations and Advancement with a perforated tear-off at the bottom of the page with the giving amount listed. This will serve as a receipt and save sending two acknowledgements. When folded it will go into a window envelop. This same paper can be used as a pledge reminder, as solicitation, and verification of address information.

Dr. Nicholson stated that Advancement and Alumni Relations will work together as contacts are being made throughout the country. As the gift officers make the contacts, they will give the alumni name to Alumni Relations. Before follow-up visits are made asking for money, the prospect will already have received newsletters, been invited to homecoming and feel connected back to the campus. People want to know that you care about them without asking for money.

Mr. Frink asked how we are coming in establishing regional alumni chapters. Ms. Brakefield said that it has not been a priority but it is going to be. Fifteen chapters have been started mainly because of volunteers within these communities who want to establish the chapters. They are responsible for organizing and paying for their events. There is a lot of room for improvement and a concerted effort will be made to establish new chapters.

Dr. Nicholson added that as deans go out on business trips, they are given alumni contacts to make. That will be a good beginning to setting up regional chapters.

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Dr. Swad asked what happens to money given to the Alumni Association versus money given directly to the University. Ms. Brakefield said the money given to the annual fund sustains the Alumni Relations office.

Dr. Nicholson stated that the Atheneum Alumni House will be a place to entertain alumni and potential donors and be the heart of the University. It will be helpful to know the costs and available naming opportunities.

Mr. Alford believes we have an image problem. We need to seek out the pre-1993 alumni and make them feel a part of Coastal Carolina. We need to honor people who attended the University in the beginning and hold a reception to honor some of them. We need to highlight the successful alumni and the quality of Coastal Carolina degrees. We need to tell our story, think outside the box, and make things happen.

The Atheneum Building belongs to the Horry County Higher Education Commission and should be turned into an alumni house second to none. We need to bring corporate America here.

This University has challenges and we do not need to let that stop us from moving forward. We need to fulfill promises that have been committed. We need to highlight our programs. We need to focus on the Litchfield area.

Mr. Alford would like for Alumni Relations to come back with a plan to make this happen.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for
Tommy M. Stringer
Secretary/Treasurer