

10-11-2007

# Institutional Advancement Committee, October 11, 2007

Coastal Carolina University

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## Recommended Citation

Coastal Carolina University, "Institutional Advancement Committee, October 11, 2007" (2007). *Board of Trustees Committee Minutes*. 396.

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Institutional Advancement Committee Meeting  
Edwards Building, Room 164  
October 11, 2007**

**Members of the**

**Committee Present:** Mr. Daniel W. R. Moore Sr. and Mr. Gary W. Brown

**Other Board**

**Members Present:** Mr. William H. Alford

**Others Present:**

Dr. David A. DeCenzo, Ms. Stacie Bowie, Mr. Wilbur Garland,  
Mr. Scott Joyner, Dr. Danny Nicholson, Ms. Chyrel Stalvey and  
Ms. Nila Hutchinson

Mr. Moore brought the meeting to order at 3:05 p.m.

**Mr. Brown made a motion to approve the minutes for June 21, 2007. Mr. Moore seconded and the motion passed.**

Dr. Nicholson reported that there is a new format for the Fundraising Gift Summary reflecting pledges from the past, current cash, pledges not in cash, annual gifts, etc. Fundraising at the end of the first quarter was \$671,549 and almost a \$1M has been received this quarter, including pledges and payments from the past.

Advancement efforts have included:

1. The presidential rollout to get Dr. DeCenzo around the state. There were large audiences at the Rotary Club in Greenville, the luncheon in Gaffney, and Charlie Hodge's reception. Chris Johnson is the major gifts officer for that area. He went up a couple of weeks before the events and will continue to do follow-up from the presidential rollout in that area. When Dr. DeCenzo travels out of town, he will try to make contacts in that area.

Dr. DeCenzo will be visiting Austin, TX in November and Dr. Nicholson has already visited with several people there to set up his visit.

2. Mr. Joyner distributed a calendar for each major gifts officer to reach outside the area for new prospects, including the place and the dates of their travels. For the next 30-45 days, the emphasis will be South Carolina because of the presidential rollout and then it will be expanded.

Advancement is now meeting regularly with the Advancement Council, which is comprised of deans and vice-presidents. They talk about needs and areas of focus for their departments and schools. As this group travels, plans will be made for them to make contacts as well.

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Dean Roberts will be in New York City this weekend and dinner with a group of potential investors has been set up.

3. Major gifts that are on the table need to be brought to a close. Although we are out creating prospects, we have to close significant amounts of gifts to reach the \$5M goal this year.

We had a successful inauguration fundraising effort. \$64,000 was needed to cover expenses and more than \$70,000 has been raised. After all the bills have been paid, any excess funds will be put into the Second President's Scholarship established by Dave and Terri DeCenzo. Permission from the donors will be sought to do so. The golf tournament proceeds will benefit the Mentoring Program.

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 in giving 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. Different scripts have been developed for different interest groups and reunion years.

Dr. Nicholson said that AVX will be on campus on October 22 and plans are underway for this visit.

Charles Jordan, Delan Stevens and others came together to establish the Frank Thompson Memorial Scholarships—one for Frank's love of business, Sharon's love of education and

An alumna has developed a planned gift, leaving the bulk of her estate to Coastal Carolina University.

The HTC in-kind gift is coming to a close with the completion of the wiring in the fieldhouse and should be between \$200,000-\$250,000.

Carl Falk is closing his \$150,000 scholarship for five endowed scholarships and an additional \$25,000 for other entities.

There is a naming opportunity for the Brooks Stadium Hospitality Suite. Alumnus Blake Klein, a Florence anesthesiologist, is preparing a land gift worth \$250,000 to go towards the fieldhouse construction. Dr. Nicholson said that amount was in the naming guidelines previously set forward.

**Mr. Brown made a motion for the naming opportunity of the Blake Klein Hospitality Suite for \$250,000. Mr. Moore seconded and the motion carried.**

Dr. DeCenzo would like to have a proposed list of financial criteria for future naming opportunities on campus and to have the Institutional Advancement Committee review and present them to the full Board.

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Mr. Moore suggested targeting identified alumni who are in a position to give back to the University with a video of the times which they were attending Coastal Carolina.

We should also review vendors who have been affiliated with the University to see if there are opportunities for these companies to give back to Coastal Carolina. Mr. Joyner said that they have just received this list and will share it with the committee.

Mr. Brown asked for a list of alumni in the Florence area.

Dr. Nicholson reported that we are still awaiting the evaluation of the late Bob Brooks' estate. There are signed documents regarding the pledge and the University has been promised that the commitment will be met. However, Naturally Fresh and Hooters have reduced the amount of their annual gift.

Mr. Brown moved to go into Executive Session and no action was taken.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for  
Tommy M. Stringer  
Secretary/Treasurer