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Alumni Affairs Committee, November 30, 2007

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Alumni Affairs Committee
E. Craig Wall Sr. Building, Wall Board Room
November 30, 2007**

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

Others Present: Ms. Jean Ann Brakefield, Dr. Debbie Conner, Dr. David A.
DeCenzo, Mr. J. Scott Joyner, Ms. Wendi Vaught Lee and
Ms. Chyrel Stalvey

Dr. Swad called meeting to order at 1:06 p.m.

Mr. Frink made a motion to approve the Alumni Affairs Committee meeting minutes of October 11, 2007. The motion was seconded by Mr. Parker and the motion passed.

Dr. DeCenzo noted that the minutes referred to a future event at Fred DuBard's and that event was cancelled. Ms. Brakefield added that the SAA Dinner scheduled for November 27, was also cancelled.

Involvement from Pre-1993 Alumni

Ms. Brakefield asked for advice on the upcoming June bi-annual event at retired professor Jim Branham's home which brings in approximately 40 alumni from the 50s, 60s, and 70s eras. Mr. Joyner reported that Mr. Branham has raised \$20,000 for his scholarship. In May Larry Biddle will receive an honorary doctorate from Coastal. Ms. Brakefield would like to highlight both of these events and begin holding alumni events at Atheneum Hall because it is the future alumni house. Dr. DeCenzo likes the idea and feels this would be a great opportunity for a "kick-off" to go forward with the alumni project by holding it at Atheneum Hall. He would like to have as many events as possible on campus. Dr. Conner noted that there is a liability issue in having the event at Mr. Branham's house--snakes, alligators, roots, etc.

After discussion, the committee felt that it would be nice to combine two events and have a celebration on campus for Mr. Biddle and the Branham Scholarship and if there was a reception later at Mr. Branham's home maybe participants could be shuttle to his home. Alumni Relations and Advancement members will be having lunch with Mr. Branham on Monday and discuss the event with him. Ms. Brakefield will report back to the committee at December's meeting.

Mr. Parker brought a copy of a homecoming booklet from the 1970s which had a list of the first four-year graduates of Coastal Carolina College and stated that we should be contacting these alumni and bringing them back on campus. Dr. DeCenzo noted that there has been resistance in the past from USC to release pre-1993 graduate information and he is willing to discuss the matter with Dr. Sorensen. Mr. Joyner suggested talking to Chris Mee about these records.

Mr. Parker felt that Dr. Singleton and the faculty/staff who had worked on campus during the pre-1993 era could be helpful in getting a list of students that they are still in contact with. Dr. Conner added that Chairman Alford is very excited about the idea of involving faculty/staff in this process.

Homecoming Results

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Ms. Brakefield feels that Homecoming 2007 was a success. More than 200 people attended Saturday's tailgate event on Atheneum lawn. The Alumni Association honored reunion agents, emeritus faculty, and Wall Fellows. The golf tournament had 27 teams; 14 of those were alumni teams. This year the price was reduced for alumni teams and may have contributed to more alumni participation. The Chanticleer Club and the Alumni Association netted approximately \$4,000 each from the tournament and the Alumni Association proceeds will go towards scholarships.

The Annual Meeting/Alumnus of the Year awards went well also. Mike Pruitt was named Alumnus of the Year and the winners of the other colleges were as follows:

Woody Ford - Wall College of Business
Dawn Hutcheson - Edwards College of Humanities and Fine Arts
Sherry Johnson - Spadoni College of Education
Geoffrey Parsons - College of Natural and Applied Sciences

Three new board members were elected: Sherry Johnson, Dawn Hutcheson, and Tamera Bergstrom. Previous board members re-elected were Tami Brooks and Steve Mays. Josh Hoke will be coming on the board to fill an appointed position and will help to form an even greater relationship with Athletics.

In past scheduling of the Annual Meeting/awards ceremony, tailgating events, and football kickoff for homecoming, there were several hours between them in anticipation of the football games being picked up for television. However, after discussions, next year the timing of events will be held closer together in the hopes to have more participation.

Next year Dr. DeCenzo would like to eliminate the element of surprise for the Alumnus of the Year awards and notify the winners prior to the ceremony. Dr. Conner suggested having the individual who nominated the recipients notify them.

The Strategic Plan's alumni survey results are available on Coastal's website. Ms. Brakefield read the results of this survey and concluded that most of the alumni are happy with the education they received at Coastal. An on-campus alumni center is the top priority of the alumni who participated in the survey.

Alumni Retreat

The alumni retreat in Charleston on November 16-17 went well and 17 out of 20 board members attended. Those not in attendance had really good reasons for not attending. At the meeting, Dr. Nicholson gave a presentation on the realignment of Alumni and Advancement. 2008 officers were elected and are as follows:

Rob Shelton - Chairman
Dan Sine - President
Patrick Herrmann - 1st Vice President
David Turner - 2nd Vice President
Paul Sweeney - Secretary/Treasurer

Ms. Brakefield feels good about the future of the Alumni Association and is excited about what is to come. She thinks the goal for alumni giving should be 30%.

Dr. DeCenzo reported that that Coastal is closer to being re-classified by the Carnegie Foundation and we will be evaluated on Alumni giving. A response from Carnegie should be received by Christmas regarding our re-classification. We need to consult with the Provost's office to make certain that our peer institutions have similar alumni giving goals.

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It is critical to have an accurate account of alumni giving. It is not the dollar amount that counts, but an actually headcount of how many give.

Dr. DeCenzo feels that we need to raise the dues or develop a new fee structure for the 1954 Society, yet still keep the sense of the Society. Last year more than 100 seniors joined the 1954 Society. Dr. Conner is not sure that the 1954 Society gifts have been counted as alumni giving in the past. Several suggestions regarding alumni giving and the 1954 Society were:

- poll members of the 1954 Society and ask if the dues were to increase would that be an issue
- establish membership dues and even have lifetime membership dues
- have payment plans for joining the 1954 Society
- make community members who support the university “honorary members” of the Alumni Association
- at the bottom of the pledge forms, add a check box to give an extra \$50 to become a ‘University Friend’
- use some ticket monies from Senior Celebration to go towards the alumni association

Scott Joyner reported that most universities have due structures and not gifts. At some universities non-alumni are allowed to join the alumni association. UNC-Wilmington graduates who join the alumni association their senior year receive parking passes for graduation day.

Mr. Parker feels that you should be able to write one check for giving and have the funds allocated where they are designated, instead of having to write several different checks. He suggested having a representative from the Alumni Association, preferably a board member, approach professors who teach senior classes and ask them if they could speak to their students about the importance of alumni giving.

Dr. DeCenzo said that he would like to capture the students at orientation and get them into the habit of giving back to the institution as freshmen; he likes the idea of having a kiosk at each building that gives away free food yet accepts donations.

Ms. Brakefield passed out a copy of an ad placed by Marketing in the *Charlotte Observer* about Mike Pruitt winning Alumnus of the Year. This is good publicity for Coastal and the alumni when highlighting their achievements in their hometowns.

Dr. DeCenzo added that another alumnus to spotlight and focus on is Tom Lohr, a vice president at Rolls Royce. He helped the Wall Fellows develop a great deal with the company.

Dr. Conner reported that Rob Shelton has accepted the invitation to serve on the Alumni Affairs Committee as an ex-officio member and will be attending the December committee meeting.

Dr. Swad made a motion to adjourn the meeting and Mr. Frink seconded. The meeting adjourned at 2:05 p.m.

Respectfully submitted,

Wendi Vaught Lee for
Tommy M. Stringer
Secretary/Treasurer