

1-11-2008

## Alumni Affairs Committee, January 11, 2008

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Alumni Affairs Committee  
Singleton Building, Dawsey Conference Room  
January 11, 2008**

**Committee Members**

**Present:** Mr. Samuel H. Frink and Dr. Samuel J. Swad

**Committee Member**

**Not Present:** Mr. Clark B. Parker

**Others Present:**

Ms. Jean Ann Brakefield, Mr. Daniel P. Sine, Mr. J. Scott Joyner, Dr. Debbie Conner, Ms. Nichole Schlund and Ms. Wendi Vaught Lee

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

Ms. Brakefield reported that Senior Celebration was too large to hold on campus and was held at the Myrtle Beach Convention Center. Six hundred and two tickets were picked up and 311 people attended. Sixty seniors were inducted into the 1954 Society.

Follett sold merchandise at commencement and Alumni will receive 30% of the monies earned. We will need to look elsewhere for next December's event because Senior Celebration is a growing event and the convention center catering is a great deal more than Aramark.

Dr. Conner reported that 4,000 people attended commencement. Commencement piggy-backed with the Beach Ball Classic and the different set-up worked a lot better than in previous years.

Ms. Brakefield is working working with the Alumni Board on future alumni events. Event dates for 2008 include:

- January 25 - Alumni Board is meeting at the Alumni House at 5 p.m.
- February 17 –Alumni/Advancement will host an event at Atlanta's Hyatt Regency. Mr. Sine would like to attend the event.
- March 30 - Alumni/Advancement event in Charlotte hosted by Mark and Will Adkins. Mr. Sine will personally contact all of the Charlotte alumni that he knows.
- March 12 - Alumni will be hosting the Grad Finale in the University Hall Rotunda.
- March 15 – Coastal's men's baseball team will be playing Michigan. Alumni is exploring the possibility of having a tailgate/cook-out event for that game.
- April 5 - Teal and White game. Alumni would like to host an event that day.
- The Larry Biddle event will also be in April but a date has not been set. Dr. Conner and Ms. Brakefield are meeting with Ms. Biddle on January 31 to discuss the details of this event.
- Alumni and Advancement are planning to host an event in May for the Columbia area with alumni and donors. It will take place sometime after commencement.
- June 14 - Jim Branham event at the Branham residence.

**Alumni Affairs Committee**  
**January 11, 2008**

Ms. Brakefield stated that Chairman Alford would like to get alumni back on campus to reconnect with the University.

We need to develop a mechanism to notify the Coastal community of the passing of Coastal alumni, friends and donors. Mr. Frink suggested contacting alumni through NetCommunity when it is up and running.

Mr. Joyner reported that Judith Wall has provided contact information for Wall Fellows alumni in New York City. Dr. DeCenzo and Chris Johnson will be traveling to Florida in two weeks to meet with a potential donor.

There are 16,780 active alumni (includes 210 foreign addresses); 1,030 pieces of mail were returned with bad addresses but have now been verified; and 40 alumni do not want to receive any correspondence from the University.

Ms. Brakefield said that Chairman Alford feels that it is a high priority to have better data for the pre-1993 alumni. It was suggested hiring a student to go through yearbooks and contact the alumni. Advancement and Alumni need to contact Dr. Singleton and Professors Eason, Selwa, Sweet and Col. Baxley and ask them to provide us with a list of alumni that they still keep in contact with. Mr. Joyner stated that progress is being made and that Advancement wants to hire a full-time position strictly for data entry.

Mr. Joyner introduced Nichole Schlund, assistant director of the Coastal Fund. She explained the Coastal Fund and the levels of giving. Advancement would like to hold a Thank-A-Thon where alumni and affiliates who have given to the University are called and thanked for their donations.

Ms. Brakefield will have an Alumni strategic plan and budget by the February Board meetings.

Dr. Conner stated that Chairman Alford feels that the individual Board committees have accomplished a great deal. Committees will now meet in the interim months whenever their chairs deem it necessary.

Ms. Brakefield will ask Mr. Garland to give a progress report on Atheneum Hall at the next meeting.

Dr. Swad suggested that another good way to get people back on campus is to invite them to meetings. Mr. Joyner said he would be happy to conduct tours of the campus.

Mr. Sine suggested that we should consider contacting more parents because parents' allegiance usually belongs to the schools their children attend. Ms. Schlund noted Advancement is trying to form a Parent's Leadership Council so that parents will feel more of an affinity with Coastal.

Dr. Swad moved to adjourn the meeting and Mr. Frink seconded. The meeting adjourned at 1:55 p.m.

Respectfully submitted,

Wendi Vaught Lee for  
Tommy M. Stringer  
Secretary/Treasurer