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Institutional Advancement and Alumni Affairs Joint Committee, February 14, 2008

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Institutional Advancement and Alumni Affairs Joint Committee Meeting
Edward M. Singleton Building, Dawsey Conference Room
February 14, 2008**

Members of the Committee Present:	Mr. Samuel H. Frink, Mr. Clark B. Parker, Mr. Daniel W. R. Moore Sr., and Dr. Samuel J. Swad
Committee Members Not Present:	Mr. Gary W. Brown, Ms. Catlin Dorman, Mr. Carl Falk, and Mr. Robert S. Shelton
Other Board Member Present:	Mr. William H. Alford, Mr. R. Duke Brown, and Mr. Charles J. Hodge
Others Present:	Ms. Jean Ann Brakefield, Dr. Danny Nicholson, Mr. Scott Joyner, Mr. Rick Matthews, Dr. Michael Ruse, Ms. Nichole Schlund, and Ms. Nila Hutchinson

Mr. Moore called the meeting to order at 1:00 p.m.

There was not a quorum present and the minutes could not be approved.

Dr. Nicholson reported that the campaign total as of February 11 was \$3,571,980 in cash, pledges, and gifts-in-kind. We have doubled the capacity to contact more alumni through the phone-a-thon. Problems have been experienced with the Blackbaud software for the phone-a-thon.

After the Fisher Consultant Group comes to campus and makes their assessment of the university, plans will move forward for a new capital campaign.

General Jim Hackler had pledged \$1M last fall and has since passed away. There is a recorded probate signature for \$900,100. This pledge will be used in the golf program. Plans are to have a future event to honor Gen. Hackler.

Tom and Wrenzie Rice have gifted a \$600,000 real estate transaction for a permanent band building. The building and 4.3 acres are valued at \$1.1 million. Coastal paid \$500,000 towards the property.

Mr. Moore asked about the reporting of pledges, the status of pledges and whether or not donors receive an update on where their money is being sent. Dr. Nicholson said if it is a capital gift or towards a building, a report is made. A scholarship reception is held annually. When donors receive an invitation to the event, they also receive a report on how much money is in the

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scholarship, how much it earned, and how much was allocated to the student. Ms. Mary Slaby is working on 2007 year-end reports.

Mr. Hodge believes that it is important that every designated gift should receive a project update. Dr. Nicholson said restricted capital gift donors receive personal contacts from Advancement. There is really nothing to report for unrestricted gifts.

While there has been great support for the fieldhouse project, many details have changed from its original inception making it harder to give donors project updates. Messrs. Joyner and Ransdell have reviewed the fieldhouse project, noted all the naming opportunities, and what additional naming opportunities are available for fundraising. We will shortly be at the point where we can make a report to the major donors.

Mr. Joyner reported that discussions are in progress for football naming rights for the teal seats to help with funding for the fieldhouse. About \$1-3 million could be generated. Because of timing, a plan may not be in place for football this fall. Programs at USC, Clemson and other universities have been reviewed. Their naming prices range from \$2,500 on the low end to \$10,000-20,000 on the high end.

It was suggested that the Teal and White Football Game would be a good opportunity to make the announcement. Concern was expressed for putting this off for another year.

Mr. Moore moved to direct the administration to conduct a feasibility study for the naming of football seats and report back to the Board at the April meeting. Mr. Frink seconded and the motion passed.

The following trips and events are being planned:

- February 16-20: Major gifts officers, vice presidents, associate vice presidents, and alumni staff will attend the annual CASE conference. This year's event is in Atlanta. Parents, friends, and alumni will be invited to a reception at 4 p.m. at the Hyatt. President DeCenzo will attend.
- March 30-31: Mark and Will Adkins will host an event in Charlotte. Details will follow and may include a Sunday evening event with Bank of America/Wachovia.
- April 10-11: Plans are in progress to meet Wall Fellows, other alumni, and parents in New York City.

Mr. Alford reported that the Athletic Committee will be making a motion to declare Henry O'Neal Hucks Baseball Day on April 5, 2008 which is the same day of the Winthrop baseball game and the football Teal and White Game. Mr. O'Neal is a Coastal alumnus and former stellar athlete. Alumni will be invited back to campus for the event.

The metrics evaluation is being prepared and should be ready soon.

Mr. Alford asked about planned giving. Dr. Nicholson reported that there are 40 people in the planned giving group and meetings are held about twice a year.

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Everyone was in agreement to name the “Thomas E. Jones Green Room” in the Wheelwright Auditorium in recognition of his service to Coastal Carolina University’s theater department.

Dr. Nicholson stated that the vendor list had been reduced to three pages and will be handed out at the Board meeting tomorrow. Mr. Joyner had checked with Dr. Dyer regarding the vendor list and Dr. Dyer saw no conflict of interest in asking trustees to note connections they had with vendors.

Mr. Joyner and Ms. Brakefield presented a report on moving Alumni Relations to the next level. Several data services to help with database integrity and management and the cost of each were reviewed.

Mr. Moore asked what services other universities were using. Mr. Mathews responded that Alumni Finder and QAS (Quick Address Software) are the biggest services being used by College of Charleston, Clemson, and UNC-Wilmington. Dr. Nicholson added that the problem of using a service only once is that you need to continually update data as alumni move often.

Mr. Joyner stated that Advancement has the largest database on campus with the least data entry positions. Additional data staffing was proposed: two additional data entry staff, data coordinator to “own” the data and be closely involved with all aspects of data management, and database specialist to create lists and reports.

Dr. Nicholson believes that the database is of prime importance and crucial to the fundraising success of the university.

Ms. Brakefield reported that NetCommunity is the key to improving alumni communication and training will begin on February 22. It will allow customizing e-mail, collect on-line registrations and track bounce backs. Alumni will have the opportunity to communicate with other alumni to form affinity groups, chapters, and university blogs. A tracking matrix can be developed to evaluate the effectiveness of alumni correspondence at the end of each event.

The Alumni Attitude Survey developed by CASE is used by universities that are serious about alumni programming to understand alumni satisfaction, the key drivers of alumni satisfaction, and asks for input and opinions. This would be a great tool but the database needs to be engaged in order to perform a proper research programs.

We need to integrate the Coastal Fund and alumni initiatives and unify the message across all mediums. The Alumni Association needs to be promoted in all Coastal Fund initiatives (direct mail, e-mail, Call a Chant Initiatives) and vice versa. Increase the participation in the 1954 Society by creating a culture of giving beginning from the freshman year. NetCommunity should be utilized to build affinity groups and increase on-line giving opportunities. Each event should be approached as a development opportunity, not just getting more people to attend.

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Elements of public relations for alumni include:

- partner with Marketing/Communications to strategically deliver positive awareness campaigns of alumni on an ongoing basis.
- develop a clear and consistent message Coastal Carolina University and the Alumni Association.
- enhance awareness, visibility and impact of the Alumni Association among students, faculty, alumni and the community.
- obtain media coverage on all events.
- engage the deans of each college to ensure that that Alumni Affairs is providing the leadership to further both groups' goals and objects.
- develop a logo and brand for the Coastal Carolina University Alumni Affairs that is consistent with the university.
- develop on-campus networking programs for students and alumni in conjunction with Career Services.

It has taken several years to enter all the data into BlackBaud and we now need to update the data we have. There are currently eight student workers helping with the database because professional personnel are not available.

It is felt that chapter development could be improved by forming a Chapter Relations Committee to direct all efforts to forming twenty strategic chapters and visit areas to identify chapter leaders. Activities need to be developed that reflect the interest of the alumni of each chapter. Additional personnel staff is needed for chapter development and reunion programs.

Mr. Parker asked how many alumni chapters there are. Ms. Brakefield reported that there are five that loosely meet on a regular basis.

The Board of Trustees approved Atheneum Hall as a Phase 1 project and the relocation of Alumni Affairs is scheduled to take place by January 2009. This will be the alumni hub on campus and all alumni events will be held there. The facility will be used for upscale entertaining. Alumni and the local business community will be encouraged to use the facility as well.

The most important aspects at this point are data, software and staffing. Budget implications are huge and current needs are about \$350,000. With this investment, Dr. Nicholson believes that unrestricted dollars could be tripled and major gift implications cannot be measured.

Data Services	\$ 43,000
Software	\$ 45,000
Data Staffing w/o Benefits	\$ 136,000
Alumni Attitude Survey	\$ 7,200
Improving Alumni Giving	\$ 15,000
Marketing PR Initiatives	\$ 20,000
Chapter Development	\$ 4,000
Personnel (1 new, 1 reclassify)	\$ 40,000
Atheneum Hall	\$2,000,000

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The next steps include Advancement and Alumni staff members partnering to grow together; evaluate 2007 and 2008 events from an involvement and fundraising perspective; and develop a strategic plan for the entire department encompassing these initiatives, plus the recommendations of the Fisher group.

The Larry Biddle event has been named the CINO Reunion at the Historic Atheneum Hall on September 6 prior to the football game.

There being no further business, the committee meeting was adjourned.

Respectfully submitted,

Chyrel Stalvey for
Tommy M. Stringer
Secretary/Treasurer