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Institutional Advancement and Alumni Affairs Joint Committee, April 3, 2008

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Institutional Advancement and Alumni Affairs Joint Committee Meeting
Surf Golf and Beach Club in North Myrtle Beach
April 3, 2008**

Members of the Committee Present: Mr. Samuel H. Frink, 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, Mr. Clark B. Parker, and Mr. Robert S. Shelton

Other Board Member Present: Mr. William H. Alford

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

Mr. Moore called the meeting to order at 8:00 a.m.

Mr. Frink made a motion to approve the Institutional Advancement Committee minutes of October 11, 2007; November 27, 2007; December 14, 2007; January 11, 2008; and February 14, 2008; and Alumni Affairs Committee minutes of December 13, 2007, January 11, 2008 and February 14, 2008. Dr. Swad seconded and the motion carried. (Mr. G. Brown was not in attendance but approved the minutes.)

Ms. Brakefield reported that Wendi Lee had transferred to Marketing. Since then, Ms. Brakefield has been consumed with the day-to-day tasks. Brittney Harris has been hired and will begin on April 14.

Mr. Joyner has had little success with data staffing. Hopefully, the Fisher Report will make recommendations on ways to improve the situation.

Human Resources should be moved out of Atheneum Hall by the first of 2009. At that time, Alumni Relations will move into the building. Campus Safety will not be moving out of the building until summer of 2009. The Alumni Board would like to erect a sign indicating that Atheneum Hall is the future Alumni House.

On February 17, a small event was hosted in Atlanta and potential leaders for the alumni chapter were identified.

Mr. Alford suggested hosting an event at the Georgia Tech baseball game on May 3. It was noted that Patrick Ransdell has been planning an event then.

On March 15, a tailgate event was held prior to the Michigan baseball game. About 25-30 alumni stopped by for hamburgers and hot dogs.

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Tomorrow is the Teal football game and Chanticleer Club BBQ. Mike Pruitt has organized a golf tournament and baseball batting practice for baseball alumni prior to the baseball game. Several restaurants are scheduled to provide food before the game against Winthrop. Additionally, we will honor Henry O'Neal Hucks who will throw out the first pitch. Fireworks will conclude the evening. A flyer will be handed out to everyone who attends Saturday's events with information on the Penn State game.

Dr. DeCenzo said Precious Blood Church in Pawleys Island will be dedicating a baseball field and Bobby Richardson and Goose Gossage will be in attendance. There is a possibility that they will come to Coastal's game.

The Charlotte area alumni gathering hosted by Mike Pruitt and the Adkins brothers will take place on May 8. Dr. DeCenzo, Coaches Bennett, Ellis and Terrell will all be in attendance.

Dr. DeCenzo feels it is very important to get the alumni chapters organized. Mr. Joyner reported that on April 10-11 the Advancement Office plans to meet Wall Fellows, alumni, and parents in New York City. Dr. DeCenzo and Mr. Royce will be in attendance and 30 RSVPs have been received.

Save-the-date cards will be mailed out on Monday for the Branham History Award Endowment Celebration which will be held on June 14th at Mr. Branham's home.

Dr. Nicholson reviewed the Fundraising Goal Summary through March 31, 2008. Ms. Schlund is making great progress and the Blackbaud Call Center system is now workable and operational. The Coastal Fund has doubled since the last meeting and is now \$53,005. The campaign total to date is \$3,927,344. This includes a \$900,100 gift from General Hackler's estate. The gifts in kind include the Rices' band building gift.

Dr. Nicholson reported on a policy for writing off pledges. Phone-a-thon pledges lower than \$1,000 will be taken off once a year. Gift officers will be made aware of larger outstanding pledges and make appropriate follow-up contacts. Mr. Joyner pointed out the outstanding pledge balance from prior campaigns total \$5.4M. This includes the Bob Brooks estate. These are not necessarily non-performing pledges but payments are being made in increments. A report will be forthcoming.

Discussions are underway with Board members regarding insurance policies for large gifts.

At the recommendation of the Institutional Advancement Committee and Mr. Mark Nesselroad (Quail Creek owner), Mr. Frink made a motion to name the driveway in front of the Quail Creek Club House "Ellis Howell Lane" honoring Quail Creek's first golf pro. Dr. Swad seconded. The motion passed unanimously.

Dr. Nicholson stated that he had met with Messrs. Koegel, Roach, Joyner, Ransdell, and athletic department staff members to discuss some type of seat license or lifetime seating plan for football. They have met with North Carolina State and the University of South Carolina and received materials and talked with people at Georgia Southern University, Appalachian State University, Clemson University, Western Kentucky University and the University of Mississippi.

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In addition, a focus group was held with current Chanticleer Club members and season ticket holders that included faculty/staff.

After review, everyone was in agreement that:

1. A seating plan of some kind was needed at some point. We do not currently have teal seats available for athletic development to encourage new donors and season ticket holders. We do not have an equity plan—the more you pay the better your seat. Our current points system is not really used in the same fashion as other schools do. Once you have your rank and seat, you are asked to renew and thus the seat/ticket is not available for someone who gives more and has a higher ranking.
2. Proper communication, study, and time are needed to successfully reseat or offer some type of personal seat license/lifetime right. A survey, along with more open forum discussion, should be done this fall before implementing a plan. Also suggested was a Frequently Asked Question page to be sent to the season ticket holders/donors. It was also suggested that a strong website presence is essential.

It was then recommended that we develop a survey this fall and not do anything with seating until the survey has been completed. The earliest date for implementation of a seating plan is 2009.

Sample survey questions and sample package plans were reviewed. Further study should help us produce a plan that is affordable and doable and raise revenue for capital improvements.

Mr. Moore asked to have a sample survey for review at the next committee meeting in June.

Mark Adkins has been working closely with a potential donor for \$500,000 for naming of the field house weight room.

Dr. Nicholson reported that an overall advancement office policy manual has been developed. The conversion to Blackbaud took place a year and a half ago, and it is still going to take a while to get everything entered correctly and running smoothly.

Mr. Joyner briefly reviewed database entries from July 1 – December 31, 2007: records updated - 251,680; records entered manually - 2,009; records changed manually - 42,699; and records merged - 2,008.

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

Respectfully submitted,

Chyrel Stalvey for
Tommy M. Stringer
Secretary/Treasurer