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Institutional Advancement and Alumni Affairs Joint Committee, June 12, 2008

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Institutional Advancement and Alumni Affairs Joint Committee Meeting
Williams-Brice Recreation Center, Room 159
June 12, 2008**

**Members of the
Committee Present:** Mr. Gary W. Brown, Mr. Carl Falk (teleconference), Mr. Samuel H. Frink, Mr. Daniel W. R. Moore Sr., Mr. Clark B. Parker and Dr. Samuel J. Swad

**Committee Members
Not Present:** Mr. Robert S. Shelton

**Other Board
Member Present:** Mr. William H. Alford

Others Present: Ms. Jean Ann Brakefield, Dr. David A. DeCenzo, Ms. Mary Eaddy, Mr. Will Garland, Ms. Brittany Harris, Mr. J. Scott Joyner, Ms. Robin Quinn, Mr. Keith S. Smith, Dr. Susan Webb, and Ms. Nila Hutchinson

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

Mr. Parker made a motion to approve the April 3, 2008 Joint Institutional Advancement and Alumni Affairs Committee minutes. Mr. Brown seconded and the motion passed.

Ms. Brakefield introduced Ms. Brittany Harris, new Alumni Relations Program Assistant, who is a 2007 alumna.

Our database helps to identify areas of alumni concentration and efforts are being made to visit these cities. The goal is to have twelve chapters established by the beginning of the next fiscal year. Chapter meetings have been held in Charlotte, Atlanta, and New York City. A photo was distributed of the Hooters marquee in Manhattan featuring our logo and welcoming Coastal Carolina University Alumni.

Other meetings will be held in Washington, DC, Charleston, Georgetown, Greenville-Spartanburg, Columbia, Raleigh-Durham, and Philadelphia-South Jersey areas. Chapters will be started at the end of the month in Charlotte and Columbia.

Chapter manuals have been developed and have been very well accepted. Manuals are being sent to Iceland and Germany.

Fall football events include:

- There is a September 6 special event honoring Larry Biddle around the Colgate game.
- The homecoming game on October 25th is with Stonybrook. Weekend activities include: golf tournament and cookout, President's 5K Homecoming Race, homecoming parade,

Joint Institutional Advancement and Alumni Affairs Committees
June 12, 2008

annual alumni meeting, and tailgating on Atheneum lawn. The homecoming theme logo “ENCHANTed” was distributed.

- Alumni events will be held at out-of-state games at Penn State, Monmouth, and Presbyterian College.
- A mailing is ready to go to 8,000 alumni in the region of the Penn State Game. The New York Chapter is going to charter a bus to attend the game.

The Charlotte alumni chapter meeting in the spring was a great success featuring Dr. DeCenzo and the coaches. They have agreed to go on the road again next year for a Spring Coastal Carolina University Caravan to Charleston, Greenville-Spartanburg, Raleigh-Durham, Georgetown, and Myrtle Beach. Alumni and University Advancement will work together on these events.

The Branham History Award Endowment Celebration will be held on June 14th. To bring closure to the Branham fundraising events, there will be a presentation on Mr. Branham’s history award and about 55 people are expected to attend.

The Board of Trustees will be asked for approval to waive out-of-state tuition for the endowed alumni and the Will and Audrey Garland scholarships.

Mr. Joyner stated that Advancement is in the process of developing new fundraising brochures in time for the August mailing and the phonathon in September.

Good progress has been made with Blackbaud on getting the call center up and running. Technically the phonathon is over for the year; however, we have a small group of students working to test the new system in June.

Mr. Parker suggested having trustees help place calls on the phonathon.

The annual fund will fall short of the goal for the year, partly because of deficiencies in Blackbaud. Mr. Falk feels that they misrepresented their product and Blackbaud should be asked for a contribution to the fund. Mr. Joyner has spoken with the company expressing the displeasure of the Foundation, the Board and the President with the product. He expects to have a proposal from them before June 30th to help with credits or some type of donation.

A policy for writing off pledges is being developed. Phonathon pledges lower than \$1,000 will be taken off once a year.

Mr. Parker asked if the current system could track the giving of alumni, staff, faculty, corporate, and friends of the university prior to and after independence from USC. He would like to know whether or not the older alumni are giving to USC or Coastal. Mr. Joyner felt that information could be broken down into the separate entities; however, it would be difficult to go back in time to compare giving. The pre-1993 information is the problem. In order to compile the information, we need to have the donor’s class year and birthday. This is not always available.

**Joint Institutional Advancement and Alumni Affairs Committees
June 12, 2008**

Mr. Moore expressed his frustration with the Blackbaud problems and would like to see it come to closure. Mr. Joyner stated that there are only two people who are responsible for the 76,000 records which are changing constantly and requiring updating. The software system is not responsible for inaccurate data. Two to four additional people are needed to keep the data up-to-date. With the addition of another staff person, headway has been made with gift entry.

Mr. Alford feels that the situation needs to be a top priority and resolved immediately. We have to manage our pledges. He wants to have someone come in from the outside to evaluate every aspect of fundraising.

On another issue, Dr. DeCenzo does not feel that Datatel efficiently services the University's data management needs. We need a system that provides reports when requested in a timely manner. Changing out the system requires \$3-5 million. He believes Datatel will be obsolete in three to five years and the entire system needs to be upgraded. Other universities are going to the Banner system.

Mr. Garland pointed out that the University is three to four years behind in updates for Datatel.

Mr. Parker made a motion to begin competitive bidding for a University enterprise resource planning system and to reallocate sufficient personnel to University Advancement for data updating. Mr. Brown seconded and the motion passed.

Mr. Keith Smith was asked to develop a new giving report over the summer with good, hard data of what is being raised through fundraising and giving. This report should not be a cash flow statement of the Coastal Educational Foundation.

Mr. Falk stated that the Foundation's Development Committee has asked for a breakdown of prospect identification research, annual giving, corporation and foundation relations, planned giving, major gift cultivation and solicitation, campaign planning and implementation and any special events on a quarterly basis. University Advancement's planning should be part of the report.

Mr. Joyner feels that Blackbaud has the capability of prospect tracking and producing a giving report.

Mr. Smith feels that part of the problem is the delegation of responsibility for the report and proper communication of what is wanted on the report. A revised giving report of fundraising donations was reviewed. Total 2008 year-to-date cash receipts are \$2,561,669. Fiscal gifts of \$4,399,556 have been received and include pledges, recognition only, gifts in kind, and planned giving. The definition of pass-through funds needs to be developed.

Messrs. Joyner and Smith have met to review the outstanding pledges. In the recent past, some pledge reminders have not been sent out; however, in May and June all pledge reminders have been sent out. Of the \$1,664,711 of the 2008 outstanding pledge balance, \$900,000 is the Hackler estate which is now in probate. There is signed documentation from him and the estate that we will get that amount.

**Joint Institutional Advancement and Alumni Affairs Committees
June 12, 2008**

Mr. Joyner stated that the \$5,752,180 in outstanding pledges are in the process of being reviewed. There are several different issues with these pledges. These are not necessarily non-performing pledges but payments being made in increments. Some go back eight to ten years. Gift officers will be made aware of larger outstanding pledges and make appropriate follow-up contacts. He has already met with some individuals with large, outstanding pledges.

A report is forthcoming.

Dr. DeCenzo stated that University Advancement's responsibility is fundraising for the University. The Foundation will act as the bank and will track and collect the money. The Foundation will provide the statements to University Advancement to take to the donors.

Mr. Parker made a motion to go into Executive Session and Mr. Moore seconded. Dr. Decenzo and Messrs. Joyner, Smith, and Garland were asked to stay.

Upon reconvening, Mr. Moore stated that the University will reallocate personnel to assist University Advancement. Mr. Smith will work with University Advancement to better clarify spreadsheets and reporting accuracy.

Dr. DeCenzo reported that the search committee for the Vice President of University Advancement had met. A national search will help find candidates to fit our needs. The search will be paid for out of discretionary funds and will not have to go through the State procurement process. The Board will have to approve the amount. It is hoped to have the vice president in place by January 1.

Mr. Joyner has met with Professor Mark Mitchell to develop a survey to be used this fall at football games to gauge interest from season football ticketholders and other entities for purchasing seats and the point systems.

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

Respectfully submitted,

Chyrel Stalvey for
Tommy M. Stringer
Secretary/Treasurer