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Advancement, Marketing and Alumni Affairs Committee, February 19, 2009

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Sr. College of Business Administration Building, Board Room
February 19, 2009**

Members of the Committee Present: Mr. R. Duke Brown, Mr. William L. Lyles Jr., Mr. Daniel W. R. Moore Sr., Mr. Robert L. Rabon, and Mr. Robert G. Templeton (teleconference)

Other Board Members Present: Mr. William H. Alford, Mr. Joseph L. Carter, Mr. Samuel H. Frink, and Mr. Charles J. Hodge

Others Present: Ms. Jean Ann Brakefield, Ms. Julianne H. Cooke, Ms. Mary E. Eaddy, Mr. Will Garland, Ms. Alison L. Hawk, Mr. J. Scott Joyner, Mr. Rick Matthews, Ms. Anne T. Monk, Mr. Patrick C. Ransdell, Dr. Michael S. Ruse, Ms. Jennifer Toland, Ms. Nila Hutchinson and Ms. Chyrel Stalvey

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

Mr. Lyles moved to approve the Advancement, Marketing & Alumni Affairs Committee meetings of June 12 and November 20, 2008. Mr. Templeton seconded, and the motion passed.

Mr. Joyner noted that Alison Hawk is now responsible for the accounting of the Coastal Educational Foundation and the Chanticleer Club, and Julianne Cooke works with her in this endeavor. Rick Matthews introduced Jennifer Toland who has joined the staff as Donor Relations Coordinator. This position is a result of Dr. DeCenzo's response to staffing needs in Advancement. Positions will also be filled for an applications analyst and a data entry person.

Myrtle Beach resident, Kenneth E. Swain, wishes to give back to his community and to build a stronger Coastal Carolina University and has set up one of the largest gifts in the history of the University.

Mr. Lyles moved to name the annex to the R. Cathcart Smith Science Center the Kenneth E. Swain Hall. Mr. Templeton seconded and the motion passed.

The groundbreaking and luncheon will be held tomorrow.

The new and improved Giving and Pledge Receivables Reports were reviewed. Year-to-date fundraising is \$4,164,924 which includes outright cash gifts of \$1,391,836. The Swain gift is not currently included. These reports will be reconciled monthly and quarterly.

In the last two quarters, the entire Advancement staff has been working with past due accounts and progress has been made. Due to the economy, some donors have paid or have moved pledge

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schedules into the future. Ms. Toland is the point person for past due accounts. The new Pledge Write-off Policy will be helpful in determining when to write off a delinquent pledge. Donor statements will be sent out every year.

There will be a separate gift-in-kind report in the future. In-kind gift amounts are determined by current market prices.

Mr. Moore commended the staff for the new reports.

Mr. Joyner said that new cities will be visited in conjunction with alumni events. It has become more difficult to get appointments with corporate prospects and individuals. We are sending out more materials to individuals and businesses to promote the University. We will emphasize planned giving more.

Chairman Alford feels that we should promote our academic schools and obtain government grants. We must raise our profile.

Mr. Joyner reported that we continue to work with Blackbaud for the custom call center and progress has been made for a May delivery date for improvements. The telephone script for the phonathon has been updated to ask for more scholarship support and the numbers are up.

Ms. Monk gave an update on licensing activity. Last July, we outsourced to Licensing Resource Group (LRG). Year-to-date, we have received about \$32,000. Some of the companies carrying our products include Grady's Jewelers, Belk, Tomlinson's, Lids, and Wal-mart. She has asked for a list of retail locations in order to advertise vendors. As a thank you to the retailers, they will be invited to a baseball game and cookout.

Ms. Eaddy reported that in accordance with the direction provided at the last Board meeting, the research phase of our University Branding initiative is well underway. Two original research initiatives have been completed—one survey of freshmen last semester and another round of focus groups on campus with freshmen, administrators, faculty and staff.

This week the University Branding Research Sub-committee is refining a community baseline questionnaire for Horry and Georgetown Counties. This study will tell us what the general public in our most accessible media market thinks and knows about the University. Respondents will be weighted according to population. We expect to have results from this survey in March.

A communications audit will be conducted by Drs. Steve Madden and Lee Bollinger. This audit will tell us how to communicate with greater consistency and clarity and what kind of information people are receiving about us and about what stakeholders are doing.

Two other opinion surveys will include a study of high school counselors and Advanced Placement and English Honors Students in Horry County schools. Results from these studies will measure attitudes and opinions likely to influence honor students to enroll at Coastal. We'll also learn which other colleges in the state garner high interest.

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Data from this research will tell us what prospective students and area residents believe about the University, as well as how and when we can reach them with different types of information.

In Phase II of our branding initiative, we'll design ads for pre-testing among prospective students. Our goal is to introduce brand concepts this summer, with campaign flights scheduled for fall.

Mr. Moore asked Dr. DeCenzo to fund as much as the financial situation will allow to marketing in order to get Coastal's story out. Dr. DeCenzo stated that marketing and increasing student enrollment is very important to the University. We are not spending nearly enough on marketing; however, we need to make sure that the monies spent throughout the University are spent towards a coordinated focus. He assured the committee that the budget will be built to support the efforts. Mr. Garland added that we have spent \$530,000 of the budgeted \$1M already this year.

Ms. Brakefield reported on the following alumni events:

- This week the Alumni Relations and Advancement staffs have moved into Atheneum Hall.
- The Atheneum Hall Committee chaired by Dr. Debbie Conner is working to prioritize the functions of the building to serve the needs of the University alumni as we move forward to communicate those to an architect.
- Alumni Board of Directors will meet on February 27th to approve the tentative schedule of events.
- Twenty-nine alumni calendar events have been scheduled for this year.
- Plans are to have a presence at all home football games plus three away games plus tailgates at Towson, Clemson and Charleston Southern. Mr. Joyner added that Advancement is planning to have smaller events at Stonybrook and Kent State.
- A successful local alumni event was hosted at Handley's Pub to eat oysters and watch the Coastal vs Winthrop game on live video stream. Over 80 alumni were in attendance.
- All five chapter meetings have been planned for 2009. Chapters in Myrtle Beach, Columbia and New York are functioning well and are meeting on a regular basis. More work needs to be done in Atlanta and Charlotte.
- In addition, we will meet with alumni in Raleigh/Durham, Florence, Charleston, Washington, DC and Greenville/Spartanburg to organize chapters and elect leaders. These events will take place between March-June. Coach Bennett and other coaches have already committed to attend some of the events. Mr. Joyner added that Advancement will be taking renderings of new buildings and updated photos of campus to show the new look of Coastal.
- The long awaited NetCommunity training is scheduled for next week. We hope to launch this new communication tool prior to April 1st.

Mr. Moore suggested offering incentives to encourage competition between the chapters by rewarding with athletic tickets. Ms. Brakefield felt this was a good idea to help grow the chapters. At this point each chapter has been asked to attach themselves to some type of cause, i.e., a scholarship.

Plans are underway for the Clemson game. Rooms will be reserved and an event will be held Friday night. It has been difficult to find an area for tailgating prior to the game. Patrick

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Ransdell has already visited Clemson and met with athletic officials. Mr. Moore may be able to help with an area to hold tailgating.

There being no further business, Mr. Lyles moved to adjourn and Mr. Templeton seconded.

Respectfully submitted,

Chyrel Stalvey for
Secretary/Treasurer