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## Advancement, Marketing and Alumni Affairs Committee, May 7, 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**  
**May 7, 2009**

**Members of the  
Committee Present:**

Mr. R. Duke Brown, Mr. William L. Lyles Jr., Dr. J. Stewart Haskin, Mr. Daniel W. R. Moore Sr., and Mr. Robert G. Templeton

**Other Board  
Members Present:**

Mr. William H. Alford, Mr. Joseph L. Carter, Mr. Larry L. Biddle, Mr. Samuel H. Frink, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Eugene C. Spivey, and Dr. Samuel H. Swad

**Others Present:**

Dr. James L. Adams, Ms. Jean Ann Brakefield, Dr. Debbie Conner, Dr. Edgar L. Dyer, Ms. Mary E. Eaddy, Ms. Haven Hart, Mr. Matt Hogue, Ms. Martha Hunn, Mr. J. Scott Joyner, Ms. Anne T. Monk, Mr. Travis Overton, Dr. Rob Sheehan, Dr. Judy Vogt, Mr. Rob Wyeth, Ms. Nila Hutchinson and Ms. Chyrel Stalvey

Mr. Moore called the meeting order at 12:30 p.m.

**Mr. Duke Brown moved to approve the Advancement, Marketing & Alumni Affairs Committee meeting of February 19, 2009. Mr. Moore seconded, and the motion passed.**

Mr. Joyner noted that the total fund raising as of March 31 is \$4,345,177.86, and the new report has been broken down into outright cash gifts, pledges, stock/property/in-kind gifts, and planned gifts. The past due gifts amount on the Pledge Receivable Reports has been reduced to \$793,683.02. In the last nine months, a concerted effort has been made to meet with outstanding major gift donors individually and automating pledge reminders. Because of the economy, some gifting timeframes have been extended. The pledge gifts have been broken down into years of commitment and future gifts. Mr. Moore was very complimentary of the Mr. Joyner's work over the last eighteen months and reducing the pledge receivable amount due.

A Major Gifts/Activity Report is being developed designating how the money should be spent. About 400 files are being audited which go back several years. It is hoped to have a report at the July meeting.

Mr. Joyner said that new cities will continue to be visited in conjunction with alumni events. We will take Coastal Carolina University to the alumni. We will be going back to Charlotte, Columbia, and Florence. A trip has been planned for the Cincinnati area for the first time. Next week we will be heading to Washington, DC and eventually the Raleigh-Durham area.

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Blackbaud is a good database on the fundraising side. The company tried to pursue a new area to develop hardware for call centers and was unsuccessful. Blackbaud has determined that they cannot deliver what was promoted. We are working to get money back from them and to receive future considerations from them. We would like to purchase Buffalo Cody, the number one software provider for call centers.

Brian L. Rothenberger has been hired as Constituent Information Manager and will be introduced at the next committee meeting.

Dr. Adams stated that in the week that he has been at Coastal Carolina, it has become very clear that great strides have been made during the interim period prior to his arrival to clean up some areas by Mr. Joyner and University Advancement. There are wonderful opportunities for advancement efforts, and he looks forward to working with the Board and the staff.

While working with the Coastal Educational Foundation, Dr. Haskin also noted that the reports have vastly improved over the last year.

Ms. Eaddy, newly appointed Interim Vice President for University Communication, introduced new members of the new Office of University Communications. Martha Hunn, Director of News and Public Affairs, is responsible for communication functions, including the University's news bureau for print and electronic media, all University publications, crisis communication, Web site content and new media applications. She was previously news anchor with WBTW. Matt Hogue, formerly Associate Athletic Director for Enhanced Media, has been named Associate Vice President of University Communication. He is charged with developing marketing campaigns for academic and athletic programs and University Advancement, as well as directing and monitoring the University licensing program. He has been known as the "voice of the Chanticleer." Rob Wyeth, formerly Art Director, has been named Director of Publications and Graphic Standards. He is charged with developing and enforcing visual communication standards for the University.

University Communication held a planning retreat. Drs. Dyer, DeCenzo, Sheehan and the deans joined them and shared their vision of Coastal Carolina's future and what they would like to see changed. A mission statement was developed and states: *Our mission in University Communication is to tell the truth about Coastal Carolina University in a way that creates interest, cultivates respect and inspires devotion.*

We have three major objectives:

1. create and introduce a new brand for the University;
2. implement an inaugural public relations and marketing plan that will fuse together and be placed on the internet; and,
3. improve communications with stake holders.

Ms. Eaddy displayed the front page article of the Sun News which talks about merchandise licensing at Coastal Carolina University.

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Mr. Hogue reported that we have seen an increase of 10% in royalty payments since outsourcing with Licensing Resource Group (LRG) last year. LRG is a nationally known company that represents many Division I schools.

We need to stimulate demand for products in the market place which will help us to “inspire devotion.” If you walk into a store that does not have Coastal Carolina merchandise, ask them why not. We have had substantive discussions with Walmart to have a Coastal Carolina concept shop with our products.

A list of retailers selling our merchandise was distributed to everyone.

As a thank you to our retailers, they were invited to a baseball game and cookout last week.

Ms. Eaddy expressed appreciation for the research which the Board had funded. The Executive Summary of the information was supplied to everyone. Three key common elements associated with Coastal Carolina in the general public, faculty and staff and last year’s freshmen class were: proximity to the beach, individual personal attention of faculty, and success of the athletic teams. These three items are at the center of the marketing campaign. It was interesting to note that 72% percent of those surveyed named the Chanticleer before they named the Gamecock or the tiger.

We have issued a call for taglines and have received 468 suggestions. The University Branding Committee—faculty, staff, alumni and various boards--will select five taglines to be pretested with high school students.

The summer campaign is underway and a Branding Roll-Out will be held on campus. Trustees will all be invited to preview the television spots, the posters and billboards before they go up. Television spots will include bass player Steve Bailey, Professor Keith Walters in the College of Natural and Applied Science who has been conducting studies on local oyster beds, and the PGA golf management program.

Dr. Dyer feels that we should be careful not to brand ourselves as a party school next to the ocean. Dr. Sheehan believes that the faculty is eager to see the University branded in a very positive light. We need to be careful not to portray a “fun” place at the beach. Mr. Biddle feels that we need to promote work ethics—teaching and learning, the power of the mind, developing talents, attitudes, skills, and knowledge—not fun.

Mr. Carter expressed concern that University Communication should have been involved in the athletic campaign which was discussed in an earlier meeting. Ms. Eaddy will discuss the campaign with athletics.

Rob Wyeth noted that there are three official logos: presidential seal, university, and athletic. A proposed logo with simpler lines and improved demarcation was previewed with different variations in bronze, teal and black colors. The traditional seal will remain the same and used on official documents. Marketing would like to begin using the new logo in the printed materials for fall which go to press at the end of the month.

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After discussion, it was felt that the proposed logo should come before the full Board tomorrow.

Mr. Carter wanted to know the financial implications of changing the logo. Ms. Eaddy stated that a new logo would be phased in over time and the cost would be minimal. The existing business cards and stationery will be used until new ones are needed. At the moment, all she knew that needed to be replaced was the plastic panel on the sign on Highway 501.

Ms. Hunn stated that the “Coastal Today” show will be revamped with added videos and graphics and will be scripted.

**Mr. Duke Brown made a motion and Mr. Moore seconded to name the Wilson and Pat Lowery Wall Fellows Classroom Room 107F and to approve the following resolution. The motion passed.**

*WHEREAS, Wilson and Pat Lowery, generous benefactors to the Wall Fellows Program of the E. Craig Wall, Sr. College of Business Administration of Coastal Carolina University, have given a substantial gift that will help prepare Wall Fellows students for high-level careers and leadership positions throughout the world and will further expand the reach of the University; be it therefore*

*RESOLVED that with warm appreciation, the Board of Trustees, the administration, faculty, staff, students and alumni hereby name the classroom Wall 107F, the Wilson and Pat Lowery Wall Fellows Classroom, in honor of Wilson and Pat Lowery and in recognition of their deep belief in the promise of Coastal Carolina University; and be it finally*

*RESOLVED that the Wilson and Pat Lowery Wall Fellows Classroom will stand as a tribute to their legacy of kindness, compassion and vision for generations to come.*

*Done this eighth day of May in the year two thousand and nine.*

Ms. Brakefield reported on the following alumni events:

- The goal is to establish ten alumni chapters and seven have been established: Atlanta, Charleston, Charlotte, Columbia, Florence, Manhattan and Myrtle Beach. Two additional chapter meetings are scheduled for June: Greenville-Spartanburg and Washington, D.C. The Columbia and Manhattan chapter are very organized. Each chapter will have a template on the net Web site to enter activity information for alumni in the area.
- Thirty-one calendar events have been held this year with 2,212 attendees at the events.
- All of the home football game events in the fall will be held at the Atheneum Hall.
- NetCommunity has been test launched and should be fully operational by July 1. This will help with attendance at events, registering for events, receiving better profile returns, and have the ability to review personal giving history.
- Plans are underway for the October 31<sup>st</sup> Clemson football game. Coastal Carolina will have 2,000 tickets to be sold through the Athletic ticket office for \$35/person. Two Sunway coaches have been reserved for a day trip for \$30/person. A block of rooms have been reserved at the Westin in Greenville for \$99/night. There will be a Friday night event downtown. Motor coaches will be going to Clemson on Saturday for \$15/person. We should

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know whether or not we will have tailgating at the YMCA by the first of June. Parking spaces will be available there.

There being no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for  
Secretary/Treasurer