

7-16-2009

Advancement, Marketing and Alumni Affairs Committee, July 16, 2009

Coastal Carolina University

Follow this and additional works at: <https://digitalcommons.coastal.edu/board-committees>

Recommended Citation

Coastal Carolina University, "Advancement, Marketing and Alumni Affairs Committee, July 16, 2009" (2009). *Board of Trustees Committee Minutes*. 474.

<https://digitalcommons.coastal.edu/board-committees/474>

This Article is brought to you for free and open access by the Board of Trustees at CCU Digital Commons. It has been accepted for inclusion in Board of Trustees Committee Minutes by an authorized administrator of CCU Digital Commons. For more information, please contact commons@coastal.edu.

**Minutes
Coastal Carolina University
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Sr. College of Business Administration Building, Board Room
July 16, 2009**

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

**Committee Member
Not Present:** Dr. J. Stewart Haskin

**Other Board
Members Present:** Mr. William H. Alford, Mr. Larry L. Biddle, Mr. Gary W. Brown,
Mr. Joseph L. Carter, Mr. Samuel H. Frink, Ms. Natasha M.
Hanna, Mr. D. Wyatt Henderson, Mr. Samuel H. Frink, and
Mr. Eugene C. Spivey

Others Present: Dr. James L. Adams, Ms. Stacie Bowie, Ms. Jean Ann Brakefield,
Dr. Debbie Conner, Dr. David A. DeCenzo, Dr. Edgar L. Dyer,
Ms. Mary E. Eaddy, Mr. Matt Hogue, Ms. Martha S. Hunn,
Ms. Rose Marie Hussey, Mr. J. Scott Joyner, Mr. Timothy E.
Meacham, Ms. Anne T. Monk, Mr. Mark A. Roach, Dr. Rob
Sheehan, Dr. Holley E. Tankersley, Dr. Judy W. Vogt, Dr. Susan
E. Webb, Ms. Jennifer Packard and Ms. Chyrel Stalvey

(In accordance with the requirements of the South Carolina Freedom of Information Act, the news media were notified of the time, location, and agenda for the meeting. Mr. Josh Hoke of the **Sun News** was in attendance.)

Mr. Moore called the meeting to order at 11:00 a.m. and welcomed Natasha Hanna to the committee.

Mr. Lyles moved to approve the Advancement, Marketing & Alumni Affairs Committee meeting of May 7, 2009. Mr. Templeton seconded, and the motion passed.

Mr. Joyner reviewed the June 30, 2009 year-end giving report. Total fund raising for the year was \$4,655,049.72. The pledges received totals \$1,987,990.47.

Everyone was pleased with the format of the new report pulled from Blackbaud which is the state-of-the art software for fund raising. Buffalo Cody state-of-art software will be used for the phonathon cost center. Over the summer, software training will be a priority.

Advancement will be using the Moves Management software system to track the gift officers' activities and outcome with prospects.

Mr. Carter asked what we are doing with those who have made commitments and unable to meet them. Dr. Adams stated that a concerted effort in the past year has resulted in the reduction of

Advancement, Marketing & Alumni Affairs Committee
July 16, 2009

past due gifts to \$793,683.02. Because of the economy, some gifting timeframes have been extended.

Mr. Henderson wanted to know how much of the \$2M in-pledge payments received were endowments and pass through. Dr. Adams said that is not available in this report, but the figures will be made available.

Ms. Brakefield reported on the following alumni events:

- Chapters: Two additional chapter events have been hosted since the last Board meeting. Trustee Henderson was host of a very successful event for the Greenville-Spartanburg area on June 4th with 55-60 people in attendance. President DeCenzo, Coach Ellis, Coach Bennett, Mr. Mark Roach all spoke to the group. Messrs. Lyles and Hodge were also in attendance. The Washington, DC area is home to over 300 alumni and 36 alumni attended the event on June 18th.
- Technology: NetCommunity launched on July 7th with very few glitches. Over 200 alumni have signed up and the feedback has been very positive. The site is still accessible for those who have not signed up but to access the database search feature you must be a registered user. The Alumni Relations office will continue to push for additional sign ups. This platform will now be used for all of our electronic communications.

A Coastal Carolina University fan page has also been established for Facebook users. When a fan logs on to their Facebook account, any reminders, announcements or invitations for the Alumni office are posted on the user's home page. This is a real communication enhancement as the user doesn't have to search us out to view communications.

- Upcoming Events: Local alumni happy house on August 18th at the Boat House; Atlanta Alumni chapter meeting on September 9th; football game tailgating at all home games and three away games. Cheeseburger in Paradise will be our sponsor again.
- Clemson Football Game - October 31st: All trustees should have received an e-mail regarding bookings for the game. Tickets will 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 will most likely be held at the Falls Park Plaza. This venue is within walking distance of the Westin and is an overlook with an incredible view of Falls Park. Motor coaches will be going to Clemson on Saturday for \$15/person. Tami Springs Brooks made a call to the president's office at Clemson and we now have now have two adjacent parking places near the Calhoun Mansion. This will be a convenient drop off point for the motor coaches as well as a central meeting point near the stadium. Alumni staff will man the tent with give-away items for all Coastal Carolina fans.
- Thirty-five calendar events have been held this year with 2,600 alumni at the events.

Dr. Adams has been very impressed with the staff since coming to campus. In the past year, Mr. Joyner and the staff have done a great job during the interim time. Through conversations with Dr. DeCenzo and the Coastal Educational Foundation, a plan of action is being implemented to

**Advancement, Marketing & Alumni Affairs Committee
July 16, 2009**

have the two entities work together. He is working closely with Ms. Brakefield and the Alumni Association to develop the whole concept of how friend raising leads to fund raising. We will be a better job and expand the base of friend raising for the University. The fact that this year fund raising held its own is very encouraging; however, it is still not enough. In a survey conducted this spring with 1,052 college and universities, the development officers expect to see a decline not only in FY09 but also in FY10. We still have to continue with cultivating prospects, and we need the help of all members of all boards. People give to people. This football season, bring a guest/guests with you who are prospects for support of the University.

Ms. Eaddy reported that Coastal Carolina has invested \$62,400 in a campaign valued at \$315,400. The campaign has been driven through different mechanisms—free media, the private sector, and our own faculty and staff. The branding rolling out for “It’s about You” has been very successful. Academic Chauncey will be seen all over campus this fall and will be at the Board meeting tomorrow.

Mr. Carter asked how the marketing campaign results would be measured. Mr. Eaddy reported that in the first five days of the Web site <http://www.ccuaboutu.com/> advertised, there were 275 downloads. Additional metrics will be made available.

University Communication is being transformed from a cost center into a revenue center through activities like selling the “It’s about You” jingle, long-term syndicating television production, and selling advertising in the alumni magazine.

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

Respectfully submitted,

Chyrel Stalvey for
Samuel H. Frink
Secretary/Treasurer