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Advancement, Marketing and Alumni Affairs Committee, October 15, 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
October 15, 2009**

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

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

Others Present: Dr. James L. Adams, Ms. Jean Ann Brakefield, Ms. Julianne Cook, Dr. Debbie Conner, Dr. David A. DeCenzo, Dr. Edgar L. Dyer, Ms. Mary E. Eaddy, Mr. Tim Fields, Ms. Martha S. Hunn, Mr. Tom Jones, Mr. J. Scott Joyner, Mr. Timothy E. Meacham, Mr. Mark A. Roach, Mr. Keith S. Smith, 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. Templeton moved to approve the Advancement, Marketing & Alumni Affairs Committee meeting of July 16, 2009. Mr. Lyles seconded, and the motion passed.

Ms. Brakefield reported on the following alumni events:

1. Events since the last BOT meeting
 - Local Alumni Happy Hour – August 18: hosted at the Boat House to gather Horry County alumni. Seventy-five alumni attended.
 - Atlanta Alumni Chapter Meeting – September 9: twenty-five alumni gathered and chapter leaders were identified.
 - Home tailgates hosted by Alumni Relations, The Chanticleer Club and University Advancement have been well attended. Cheeseburger in Paradise is sponsored the food for each event. Over 200 people have registered and supplied their e-mail address at the first two tailgates.
 - An event was hosted prior to the Towson game and more than 100 people attended.
2. Technology
 - Alumni Relations continues to hear positive feedback regarding the new alumni site, Net Community. The first newsletter was distributed in this format.
 - All electronic communications are sent using the new templates which have a professional and consistent look. We are also using this system for electronic sign ups for the Homecoming Golf Tournament and to collect Alumnus of the Year and Board of Director nominations.

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- 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 from the alumni office are posted on the users home page. So far, 1,500 alumni have signed up. This is a real communication enhancement as the user doesn't have to search us out to view our communications.
3. Homecoming
- The Chanticleer Club and the Alumni Association will host the Homecoming Golf Tournament on November 6th at Quail Creek. We expect 130 golfers to participate. All proceeds will go to fund alumni and athletic scholarships.
 - The Annual Meeting of the Alumni Association will be held at 9:30 a.m. on November 7th in Wall Auditorium. Five awards will be announced, one for an outstanding alumnus for each College and an overall 2009 Alumnus of the Year winner. An election will also be held for the seven open seats on the 2010 Alumni Association Board of Directors.
 - The pregame tailgate will be enhanced with music, entertainment and additional food to accommodate alumni attending the game. Tents will be available for each College to host to allow alumni to reconnect with their individual Colleges.
4. Clemson Update
- Currently the host hotel has booked 79 rooms for Friday evening and 70 rooms for Saturday evening. Ninety-seven people have reserved seats on the motorcoach from Greenville to Clemson on game day.
 - The Friday night event will be held at the Falls Park Plaza at Falls Park. This venue is within walking distance of the Westin and is an overlook with an incredible view of Falls Park. This is a very unique venue guaranteed to wow our participants. We expect 250 people to attend.
 - A tailgate will be hosted on the grounds of the Calhoun mansion for all alumni prior to the game. Give aways, tattoos and food and beverage will be provided.

Dr. Adams recognized Keith Smith's service as interim Director of Finance for the foundations while awaiting Julianne Cook as the Director of Finance who has returned from maternity leave.

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. Fund raising activity has increased although numbers are down because of the economy. Each major gifts officer made 60-70 prospect visits in the first quarter.

Buffalo Cody, the new call center software, has been installed. The first quarter was successful in calling previous donors and the non-donors are now being contacted. New scripts are being used. Plans are to have an open house later this fall at the call center at the Foundation Center.

Advancement travel continues to the upstate, Charlotte, Raleigh-Durham, Washington, D.C., Baltimore, and New York.

Advancement continues to work with Alumni Relations and Special Events for on-campus and off-campus donor or prospect events, i.e., home tailgate, Towson, Stony Brook football.

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Trustees were asked to contact the Advancement Office if they have potential prospects. Appreciation was expressed to the trustees for bringing guest to football games and other events.

Mr. Roach reported that the Chanticleer Athletic Foundation is getting personnel in place: Patrick Ransdell, Major Gifts Officer; Melinda Hyman now handles special projects and season tickets; and Heidi Mitchell, Administrative Assistant.

As a way to get people contributing at a small level, we have started the “1,000 for 100” where we are trying to find 1,000 businesses who would give \$100 in the next five years. So far, 175 businesses have agreed.

The new website is on-line at www.GoCCUSports.com We have identified the naming right opportunities to become available with the opening of new baseball, football and convocation facilities. A list was distributed to everyone.

Mr. Roach has partnered with Alumni Relations with events in Atlanta and Greenville and sports events. To kickoff basketball, Hoopla '09 will be held next Monday night. Fifteen restaurants will participate for a “Taste of Campus.” Students will vote on the “restaurant of the year.” Afterwards midnight madness will take place in the gym.

On November 8, a basketball dinner event will take place with donors who have a basketball interest and the potential for contributing naming rights will be held. Players will sit at each table with the guests.

Dr. Adams reported that a series of information meetings, Development 101, is being held with coaching staffs, deans, assistant deans, department heads, and boards of visitors explaining the processes and procedures of fund raising and how to get involved. These meetings have been met with good response.

Organizational changes will be made on the Coastal Educational Foundation Board of Directors to include the Development Committee made up of all the directors or a committee of the whole. The Development Committee will be subdivided into working groups.

In 2001 Rebecca R. Bryan died and left the university a significant sum of money. As a result the Edward's art gallery was named in her honor. She also stipulated that if there was ever an addition for Kimbel Library it would be named in honor of her parents and brother. With the advent of the Information Commons in the library, the following resolution was read:

WHEREAS, Rebecca R. Bryan, generous benefactor to Coastal Carolina University, bequeathed in 2001, an extraordinary gift that has helped prepare and will support, in perpetuity, the students, faculty, staff and countless others in the Coastal Carolina University Family; be it therefore

RESOLVED that with warm appreciation, the Board of Trustees, the administration, faculty, staff, students and alumni hereby name the Information Commons of the Kimbel Library, in honor of Ms. Bryan's father, William Lamar Bryan, her mother, Leethard Douglass Lewis

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Bryan, and her brother, William Lamar Bryan, Jr., M.D. and in recognition of their deep belief in the promise of Coastal Carolina University; and be it finally

RESOLVED that the Bryan/Bryan Family Information Commons will stand as a tribute to their legacy of generosity, kindness, compassion and vision for generations to come.

Done this sixteenth day of October in the year two thousand and nine.

The Bryan family has yet to decide whether it will be called the Bryan Information Commons or the Bryan Family Information Commons.

Mr. Lyles made a motion to accept the resolution for the naming of the Information Commons at Kimbel Library in honor of the Rebecca R. Bryan Family. Mr. Duke Brown seconded, and the motion passed.

The Edward M. Singleton family has provided a sum of money to publish a pictorial history of the university, with emphasis on the athletics. Leather bound commemorative special addition copies of the book are \$500 a piece, additional copies will be \$250. It is a fundraiser for the university and the profits will go towards the scholar-athlete award. The request is that the Board of Trustees and other university boards agree to purchase one of the commemorative books. A mockup of the book will be available tomorrow at the full Board meeting.

Mr. Lyles made a motion to support the pictorial history book and Mr. Templeton seconded. The motion passed.

The following marketing and public relations dashboards were presented by Mary Eaddy and Martha Hunn:

- **HDVR Tour:** Coastal graduate, Dan Boorn, and his company HDVR Virtual Reality Tours, along with Tom Jones of Global Attractions Development and Management with the cooperation of the Coastal Educational Foundation and Student Housing Foundations, and Admissions have developed the nation's first virtual reality tour of a university for Coastal Carolina. This new tool puts prospective students and their families here on campus long before they arrive. Each day, 1,000 unique visitors take this virtual tour of our campus. Highlights of the tour were presented and can be found at: <http://www.coastal.edu/tour/virtual/>
- More than 900 news releases have been distributed since April 1, an average of six per workday. Since July 1, more than 5,100 news stories have been documented.
- More than 412 media inquiries have been received via e-mail and phone since April 2009.
- While CCU does not engage a media monitoring service for assessing media exposure as most other major universities do, there has been extensive effort and focus on attracting media attention for CCU's good news. Evidence of extensive good news includes: live presence on campus during morning news programs to promote branding, new Student Convocation, Growth Summit, Community Fitness Testing; press events including Beach Music Hall of Fame; working with students on NASCAR Kinetics Panel Discussion; "About CCU" Weekly news segment on WMBF Wednesdays at 4:15 pm; memorial on

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campus for downed helicopter flight crew; adding new elements to Coastal Today; and, community feedback has been very positive about good news they're reading/viewing.

- A new HTML newsletter is being designed to improve the quality and frequency of campus communication with the capability of incorporating video clips.
- **Professional Development:** participated in national PRSA pitching teleconference for methods and ideas for free media placement.
- There has been a tremendous increase in 2009 royalty collections for the third quarter (\$13,152) which generated a **375%** increase over third quarter in 2008 (\$2,768).
- Ads in *My College Guide* generated 4,660 leads among high achieving students.
- Athletics website was outsourced and re-designed at www.GoCCUSports.com The traffic has been phenomenal.
- **Future Initiatives:** advertising planned for the Academic Testing Center which offers a strong menu of tests to serve the professional and educational community; Admissions campaigns during key recruitment and decision-making periods; begin integrating the *Forbes Top 600* and *100 Best College Buys* information into creative and ad placement; advertising planned for *The Chronicle of Higher Education* to raise the University's profile. This will help faculty submitting papers to juried publications, establish Coastal Carolina University in the minds of potential foundations and educational benefactors; and draw new faculty for anticipated openings next year. It will also raise awareness of the University among editorial staff of this and other publications in preparation for future story pitches.

Mr. Gary Brown noted that there has been a campaign to integrate students into downtown Conway. Mr. Biddle added that the homecoming parade will be held in Conway.

Chairman Alford appointed a Campus Image Ad-hoc Committee with Larry Biddle, chair, and Natasha Hanna.

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

Respectfully submitted,

Samuel H. Frink
Secretary/Treasurer