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## Advancement, Marketing and Alumni Affairs Committee, January 21, 2010

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting  
Georgetown Campus, Room 111  
January 21, 2010**

<b>Members of the Committee Present:</b>	Ms. Natasha M. Hannah, William L. Lyles Jr., Mr. Brian Forbus and Mr. Daniel W. R. Moore Sr.
<b>Committee Members Not Present:</b>	Mr. R. Duke Brown, Dr. J. Stewart Haskin and Mr. Robert G. Templeton
<b>Other Board Members Present:</b>	Mr. William H. Alford, Mr. Larry L. Biddle, Mr. Samuel H. Frink, Mr. Charles J. Hodge, Mr. D. Wyatt Henderson, Dr. Samuel J. Swad and Mr. Eugene C. Spivey
<b>Others Present:</b>	Ms. Stacie A. Bowie, Ms. Jean Ann Brakefield, Ms. Julianne Cook, Dr. Debbie Conner, Dr. David A. DeCenzo, Dr. Edgar L. Dyer, Ms. Mary E. Eaddy, Mr. Will Garland, Mr. Matt Hogue, Ms. Martha S. Hunn, Mr. T. Ryan Hinkle, Mr. J. Scott Joyner, Mr. Timothy E. Meacham, Ms. Anne T. Monk, Mr. Mark A. Roach, Dr. Judy W. Vogt, Mr. Hunter Yurachek, 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. Lyles moved to approve the Advancement, Marketing & Alumni Affairs Committee meeting of October 15, 2009. Mr. Moore seconded, and the motion passed.**

Scott Joyner reported that Dr. Adams's wife was in MUSC; and, therefore, was not in attendance.

Jean Ann Brakefield introduced Brian Forbus, the new Alumni Association president for the next two years. The Association is financially sound and royalty monies and gifts have increased. The Association sponsors three endowed scholarships. Board member seats are now in high demand. She reported on the following alumni events:

- During the 2009 calendar year, the Alumni office hosted 35 events and welcomed 1,774 guests. These events focused on alumni or future alumni (students). Chapter events have proven to be the biggest struggle. Now that there are core groups in ten cities, hosting nearby events will become much easier.
- This evening Dean Richardson and Dean Roberts have invited alumni from their prospective Colleges to join them for a social in Washington, DC.

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- On February 9<sup>th</sup>, Brittney and Ms. Brakefield will host a group of alumni from the Charlotte area. This is one of our strongest Chapters with Mike Pruitt as our Chapter Leader.
- The annual Oyster Roast with local alumni will be held on March 6<sup>th</sup>. The Big South Championship game is scheduled for 4:00 and we are in hopes that the Chanticleers are playing for the title. The event begins at 3:00 at Handley's Pub & Grub.
- A local group of alumni are also meeting each month on the second Tuesday for happy hour. This group is primarily young professionals who enjoy getting together to network.
- Communication  
Six electronic newsletters are distributed each year delivering current news to our alumni base. This piece has improved greatly since the sign on with NetCommunity. Currently, we are running a promotion to add new members to Coastal Connects. We have 865 members and are shooting for a goal of 1000 by the end of the fiscal year. Facebook continues to be the most popular means of disseminating information. The Official CCU Alumni page currently has 1,626 fans. We are constantly working to keep our information new and fresh so visitors keep coming back to CoastalConnects and to Facebook.

- Football Season Wrap Up  
Relocating home alumni tailgates to the Atheneum lawn and joining forces with the Chanticleer Club and the Advancement Office have proven to be a big success. Most tailgates were attended by about 100 people and allowed us to reconnect with many alumni who had never attended an event, other than a sporting event. We used the opportunity to collect e-mail addresses and were able to update over 300 records

The responsibility for organizing the events around the Clemson game fell on the alumni office. Close to 100 rooms were booked at the discounted rate at the Westin in Greenville and 136 people attended the pregame party on Friday evening. On game day, 97 fans rode the buses into Clemson and some 200 attended the tailgate. Despite the rain, and the score, the weekend brought great recognition to Coastal and all the events were well attended and ran smoothly.

- Homecoming  
Homecoming is beginning to gain some momentum. The alumni/athletics golf tournament was completely sold out and the proceeds were about \$8000 to each entity. The tailgate attendance doubled to about 200 fans and the pregame atmosphere was quite festive.

At the annual meeting of the Alumni Association Rob Shelton was chosen Alumnus of the Year and a new slate of alumni association board members were elected. Brian Forbus was elected as the new President of the Alumni Association Board of Directors. His term is 2 years.

Mr. Henderson complimented everyone for a great job at hosting the Clemson football game. It was a wonderful weekend.

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Mr. Joyner reviewed the Giving Report. Total fund raising for FY10 is \$2,082,610 and pledge payments received are \$515,281. The second quarter improved with the addition of the Clark estate which has been settled. The estate stipulated a named chair in history and a specific amount to cultural arts with the remaining going to scholarship.

**Mr. Lyles made a motion to establish the Lawrence B. and Jane P. Clark Endowed Chair of History in recognition of a gift bequest made to the Coastal Educational Foundation. Ms. Hanna seconded and the motion passed (Motion 10-04).**

Other major gifts and activities include an endowment fund for Marine Science, several proposals for the Each One Teach One Program and are several scholarships in development stage. Advancement is working with Haven Hart to establish naming opportunities for the Student Recreation/Convocation Center. The Coastal Educational Foundation is in the progress of developing endowment levels and it is hoped to have the proposals available at the next meeting. With the transition of new leadership in Advancement, all previous contracts are being reviewed.

With the approval of Carl Falk, Jim Adams and Dave DeCenzo, the Coastal Educational Foundation has hired the Elliott Davis firm to audit all records to make sure we are in compliance with their original intent. This will give peace of mind that all endowments are being carried out in accordance with the contract.

Scott Royce, who has a law degree, has been reassigned as the Director of Corporate, Foundation, and Planned Gifts. Dr. DeCenzo has approved another major gifts officer and a national search is in progress.

Mark Roach reported that the Chanticleer Athletic Foundation has two new Board members. He meets with Advancement to coordinate visits and works with Lynn Fox to develop prospect profiles. Naming right for the field house has been established for a locker room, as well as naming rights for a coach's office in the Student Recreation/Convocation. The end zone building which holds the Buddy Sasser Hall of Fame will be used during game day for exclusive donors and naming right negotiations are underway. Work continues on the 1,000 for \$100 program and 200 businesses are now involved.

Mary Eaddy reported that Marketing is working with ITS to develop an online newsroom to convey photographs, video clips, large documents and other items to the working press, enterprise reports and the general public. We will be among the first in the state to have this.

“The Atheneum” HTML campus newsletter managed by Mona Prufer has been well received.

Wendi Lee coordinated the official pep rally on our campus on behalf of Extreme Home Makeover when the nationally broadcast TV show came to our community the first weeks in January to build a home for the Suggs family. One of our former students is now employed by the TV show and he is the subject of newspaper articles and TV news broadcasts throughout the week. The show will be broadcast nationally this season.

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We want to do a better job of tracking our advertising success which will require working across departmental lines.

Matt Hogue reported that 2009 was a record year for royalty collections which surpassed \$50K for the first time and totaled \$52,589. New retailers for our merchandise include Hudson News at Myrtle Beach Airport, Tiki Jim's Coastal Grand Mall, and Fun Wear at Colonial Mall. More stores are coming soon.

A t-shirt with a new logo design by a local company was given to everyone.

Gross sales since September inception for GoCCUSports.com are \$8,671.14. In 2009, there were 1.7 million uses of the sports web site and year-to-date 2.3 million.

A twenty-four hour stationary weather camera is operating on our campus which provides regular daily weather reports on WMBF-TV News. The camera feed is also available 24/7 and the University logo serves as the exclusive Conway location within the WMBF "SkyCam" Network.

We are advertising in MyCollegeGuide and Coastal Carolina enrollment inquiries have increased 89% from last year.

University Communication continues to support the marketing and advertising efforts of several revenue-generating auxiliary units and to better integrate the advertising of these divisions into the overall marketing plan and better leverage University resources, i.e. ChanticleerSports Network, Big South Network coverage, Osher Lifelong Learning Institute, Academic Testing Center, Cultural Arts and Summer Study (FACEBOOK) usage. Over the holidays, 80% of the visitors to a summer school site were driven by a FACEBOOK advertising campaign. We may be the only institution in the state to reach potential customers through FACEBOOK. It is a very cost effective way to reach our target audience.

A spring marketing campaign will feature another set of television commercials featuring alumni from all around the globe and the value of a Coastal Carolina education. The theme is "What is a Chanticleer?" Three or four prominent alumni will be filmed inside their career setting, proudly stating, "I AM a Chanticleer."

Martha Hunn reported that for the past six months, we have broadcast a three-minute news segment at 4:15 each Wednesday afternoon on WMBF-TV. A list of the 24 news segments was reviewed. This show features interviews with newsmakers on our campus. The value of this exceeds \$1,000 each week.

"Coastal Today" has a new format to make this 30-minutes local interest TV show the best program of its kind. Ron Walker designed the set and Facilities constructed an elegant, modern studio set. The show will also have all new visual and musical elements. The show will debut next week. We will further Coastal Carolina's brand and there will be a lot of Chauncey. Everyone was invited to drop by and check out the new set.

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Another new 30-minute television opportunity is in the early talking stage with a local television station that will air at noon. It would showcase the University's talent and experts with Ms. Hunn as Executive Producer.

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

Respectfully submitted,

Samuel H. Frink  
Secretary/Treasurer