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Advancement, Marketing and Alumni Affairs Committee, July 15, 2010

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Sr. School of Business Administration Building, Board Room
July 15, 2010**

Members of the Committee Present:	Mr. R. Duke Brown, Ms. Natasha M. Hannah, William L. Lyles Jr., Mr. Brian Forbus, Mr. Daniel W. R. Moore Sr. and Mr. Robert G. Templeton
Committee Members	Dr. J. Stewart Haskin
Other Board Members Present:	Mr. Larry L. Biddle, Mr. Samuel H. Frink, Mr. J. Wayne George, Mr. D. Wyatt Henderson, Dr. Oran P. Smith, Dr. Samuel J. Swad and Mr. Eugene C. Spivey
Others Present:	Ms. Jean Ann Brakefield, Dr. Debbie Conner, Dr. David A. DeCenzo, Dr. Edgar L. Dyer, Mr. Will Garland, Mr. Matt Hogue, Ms. Martha S. Hunn, Ms. Anne T. Monk, Dr. Michael S. Ruse, 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 January 21, 2010. Mr. Moore seconded, and the motion passed.

Jean Ann Brakefield gave an update on alumni activities:

- Alumni hosted 40 events this year. Some of the big successes were the Clemson and the baseball regional events. We turned the baseball tournament into a fundraiser by requiring anyone who bought tickets to join the Alumni Association and raised about \$3000 and signed up almost 100 new members.
- Communications to our alumni have greatly improved--1,425 have signed up for CoastalConnects while 4,789 have joined our Facebook group; 12% of our alumni with e-mail addresses read the newsletter last month. Although Flickr and Twitter are good ways to connect, we are not seeing a large number of followers on either; and, very little activity is happening on MySpace.
- Membership Mailing: Towards the end of July, we will mail to 19,591 alumni an offer to join the Alumni Association as well as to update their data files. We are hopeful to get a good baseline of mailable addresses plus join many new members into the association.
- Football 2010: This football season we will host tailgates on the Atheneum Lawn prior to each home game. Food vendors will offer free food. We are also working on live remotes

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from radio stations. This will not only add to the entertainment value, but will also give us an avenue to promote these events.

Alumni will host an away tailgate prior to the Richmond game on October 2.

The Homecoming Parade theme will be "Paint the Town Teal." The Homecoming Golf Tournament will be played on Friday, October 22nd at QuailCreek.

An alumni football kick-off event is scheduled for August 10th at Handleys with Hunter Yuracheck as our featured speaker.

- Opportunities: With the adoption of the Alumni Association Strategic Plan, we have developed strategies to improve communication, join more members, improve student programming, and develop clubs and reunions. This plan has been well received by the general alumni population. The entire plan is posted on the Alumni web site.

Our association remains focused on awarding more alumni scholarships. This year nine deserving students were aided by the three alumni sponsored scholarships. A reverse raffle fund raiser is planned for April 1, 2011 to raise additional scholarship funds.

Lastly, we have commissioned a research firm to conduct a comprehensive alumni attitude survey beginning in October of this year. The results of this survey will guide our programming for years to come.

It is truly an exciting time to be involved with alumni and Ms. Brakefield is pleased with the accomplishments made thus far. The Alumni Association Board of Directors under the leadership of Brian Forbus offers great ideas and direction on a regular basis.

Mr. Forbus stated the Chad Beaty Bell Tower will be dedicated November 5 during the celebration of the founding of the Pi Kappa Phi fraternity.

Dr. DeCenzo reported that he has accepted the resignation of Dr. Jim Adams who has had a tough year with the death of his wife. Dr. Adams will be moving from the area.

The giving report was distributed to everyone.

Martha Hunn reported that 45 three-minute news segment on Coastal Carolina University had been presented on WMBF-TV. The value of this exceeds \$1,000 each week. A new weekly webcast called "What's New CCU?" will be starting shortly to tell of happenings on campus.

Matt Hogue reported that royalty collections are down 8.8% as compared to last year. New retailers are Palmetto Moon, Pro Image, Myrtle Beach Golf Shop, and Walgreens on Highway 501.

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Ms. Hanna asked if the bookstore could be open on game day. That will be checked into.

There being no further business, the meeting adjourned.

Respectfully submitted,

Samuel H. Frink
Secretary/Treasurer