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Advancement, Marketing and Alumni Affairs Committee, October 21, 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
October 21, 2010**

Members of the Committee Present: Ms. Natasha M. Hannah, Mr. William L. Lyles Jr., Mr. Brian Forbus, Mr. Daniel W. R. Moore Sr., and Mr. Robert G. Templeton

**Not Present:
Committee Members** Mr. R. Duke Brown and Dr. J. Stewart Haskin

Other Board Members Present: Mr. William H. Alford, Mr. Larry L. Biddle, Mr. Samuel H. Frink, Dr. Oran P. Smith, Mr. Eugene C. Spivey, and Dr. Samuel J. Swad

Others Present: Ms. Stacie Bowie, Ms. Jean Ann Brakefield, Dr. Janis W. Chesson, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Will Garland, Mr. Matt Hogue, Mr. Lawson Holland, Ms. Anne T. Monk, Ms. Mona Prufer, Dr. Michael S. Ruse, Dr. Judy W. Vogt, Mr. Rob Wyeth, 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. Larry Lyles brought the meeting to order at 1:55 p.m.

Mr. Lyles moved to approve the Advancement, Marketing & Alumni Affairs Committee minutes of July 15, 2010. Mr. Templeton seconded and the motion passed.

Jean Ann Brakefield presented an alumni activities report:

1. Events

- The Office of Alumni Relations has hosted nine events since July 1, 2010. These events have attracted 571 alumni. The attendance at home tailgates is growing with each game and alumni are beginning to congregate around Atheneum Hall. Our two away tailgates, Towson and Richmond, have attracted around 40 people each.
- Upcoming events include New York City and Washington, D.C. gatherings. We will also host two Senior Class Meetings--Ring Ceremony and the SAA Holiday dinner for current students.

2. Homecoming

- This afternoon's golf tournament will raise money for the Chanticleer Athletic Foundation and the Alumni Association's scholarship funds. Last year the three alumni scholarships partially funded eight students' annual tuition.

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- At the annual Alumni Association meeting tomorrow, the 2010 Alumnus of the Year for each of our colleges plus an overall winner will be announced. Alumni board election voting is open until midnight Saturday.
- The tailgate will feature food from Cheeseburger in Paradise and Carrabas's Italian Grill.
- Each college will have a tent on Atheneum Lawn and all Greek alumni organizations have been invited to host a tent as well.

3. Membership Mailing

- In July, 355 alumni responded to the membership mailing with a donation of \$25.00 or more, and brought in over \$12,000 in donations. Additionally, we used this as an opportunity to clean up our database and about 1,000 addresses were cleaned up.

4. Communications

- Coastal Connects, our on line alumni community, has 1,629 registered alumni users. Our quarterly newsletter, Beyond Coastal, was e-mailed to 10,212 alumni with an open rate of 11%. However, if a user has blocked graphics on their e-mail this will not show as opened which skews our results.
- Social media continues to lead the way with Facebook being our most popular communication tool. Currently, we have 4,972 fans on the alumni Facebook page.

Mr. Holland distributed a giving report through 9/30/2010. Year-to-date outright cash gifts total \$333,069. A faculty/staff giving letter was distributed last month and a report was distributed.

He inherited great staffs to work with and feels that the research team is the best that he has ever worked with. Hiring is underway for a Director of Annual Giving. The Office of Philanthropy is working feverishly to reestablish credibility and accountability on and off the campus. Four or five major gifts officers representing the colleges and student affairs/library on campus will be hired and their goal will be to raise two to three times their salary during their first year of employment. He is anxious to move forward with the Board's and the Administration's help.

Mr. Lyles asked for an update on the trustees' fund. Mr. Holland stated that he would research that and provide the information at the Board meeting tomorrow.

Mr. Matt Hogue noted that Ms. Martha Hunn was in a Campus Master Plan meeting and not in attendance today.

Mr. Hogue reported that trademark licensing/royalties in the third quarter were very strong with a 26.3% growth over last year's third quarter, translating to \$44,000 more in retail sales. Year-to-date gross royalty collections have increased 4% over last year. We have now produced five consecutive quarters of \$10,000 or more in royalties' collections for the first time in program history. A few of the new retail prospects include: Wilco Convenience Stores, Pro Image, Cracker Barrel, Kroger, and Kohl's.

Mr. Rob Wyeth is currently working on the redesign of Coastal Carolina University's website and presented a PowerPoint on the final two designs which were selected by the University community. About 800 people have voted on the different elements of the two designs.

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Mr. Hogue stated that the University is working on expanding the catalog of institutional commercials with successful alumni. A generic photo gallery commercial has been converted into a television commercial and was previewed.

Implementation and training on Vocus Media Monitoring Service has begun. It allows the opportunity to monitor where the news releases and information we disseminate are being used. Vocus also allows us to know the potential advertising value of having the space in the newspaper or the television space without having to spend money. There is also a social media content that allows us to keep the pulse of what is being written and spoken about Coastal Carolina in the media.

The Columbia area marketing campaign will be activated in the next week or so, trying to take advantage of the gubernatorial race and utilize several media websites in the area---WISTV.com; TheState.com; and WLTX.com.

The athletics commemorative book should be completed by the end of the year and a mini-markup of the book was distributed. One thousand copies will be printed and sold for \$100 and the proceeds will go to the Singleton Scholars Fund. A marketing plan is being developed for the book. Messrs. Hogue and Wyeth were commended for expediting this project.

Dr. Debbie Conner noted that a survey on the CCU magazine will take place within a couple of weeks, which has been made available through CASE. The free, full magazine survey will compare our magazine with peer institutions that are the same size and spend the same amount of money. The survey will make sure that we are providing the type of information and format that that our readers want.

Dr. Conner, Mr. Hogue, and Ms. Hunn will be meeting with HTC next week to evaluate the Coastal Today Show. Viewership is difficult to track on public access television and discussion will take place to offering the show “on demand” in order to track viewership.

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

Respectfully submitted,

Samuel H. Frink
Secretary/Treasurer