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Advancement, Marketing and Alumni Affairs Committee, February 17, 2011

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
February 17, 2011**

Members of the Committee Present:	Ms. Natasha M. Hanna, Mr. William L. Lyles Jr., Mr. Brian Forbus, and Mr. Daniel W. R. Moore Sr.
Not Present: Committee Members	Mr. R. Duke Brown, Dr. J. Stewart Haskin, and Mr. Robert G. Templeton
Other Board Members Present:	Mr. Larry L. Biddle, Mr. Samuel H. Frink, Mr. J. Wayne George, Mr. D. Wyatt Henderson, Mr. Charles J. Hodge, Mr. Eugene C. Spivey, and Dr. Samuel J. Swad
Others Present:	Mr. Carlos Baxley, Ms. Jean Ann Brakefield, Dr. Janis W. Chesson, Ms. Lori Church, Dr. Debbie Conner, Ms. Martha Hunn, Mr. Lawson Holland, Mr. Mark Kelley, Ms. Tiletha Lane, Ms. Anne T. Monk, Mr. Bryan Steros, Dr. Michael S. Ruse, Dr. Judy W. Vogt, 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. Dan Moore brought the meeting to order at 3:30 p.m.

Mr. Larry Lyles moved to approve the Advancement, Marketing & Alumni Affairs Committee minutes of October 22, 2010. Mr. Natasha Hanna seconded and the motion passed.

Mr. Holland introduced three new, experienced major gift officers: Bryan Steros, Tiletha Lane, and Jane Williams. Each of them expressed a desire to help grow the University.

As of today, the Giving Report shows a year-to-date outright cash gifts total of \$2,218,147 and total pledges of \$3,256,576. Philanthropy continues to work with outstanding pledges.

The Office of Philanthropy policies and procedures are being updated and a strategic plan is being developed.

Mr. Carlos Baxley, new Director of Annual Giving, noted that since September the Call-a-Chant or the student phone-a-thon has received 1,181 pledges totaling \$32,243. In the fall, the calls were to alumni. Since January 20, a calling pool of parents of current students was added and has resulted in giving over \$8,000. We will have two direct mail pieces going out this month going to people not available during the phone-a-thon and previous donors. The faculty-staff campaign will be reemphasized on March 1, attempting to improve the 13% giving.

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Jean Ann Brakefield recognized Brian Forbes, president of the Alumni Association who is very supportive in alumni efforts. An alumni activities report included:

1. Events

- 32 events are scheduled for this calendar year and the goal is to increase participation by 15% this year.
- Greenville alumni event was hosted in January and events will be held in Raleigh/Durham, Philadelphia, Charleston and Charlotte before summer begins.
- Alumni Association and the Coastal Athletic Foundation have reserved the picnic area for the Texas Rangers/CCU baseball game. Tickets are \$40.00 which includes game ticket plus a two hour picnic.
- A new event for April 13 involves the Coastal African American Professionals. A dessert and coffee reception will be hosted following the Step Show in Wheelwright. Student leaders will be invited to join alumni for the reception.

2. Partnerships

- Have joined forces with Career Services to offer alumni mentors to advise new graduates on their career choices. Representatives from career services are attending all chapter events to help promote this partnership.
- Alumni relations and athletics will begin promoting young alumni programming to encourage those graduates five years out and less to stay connected to the University. Special pricing and events will be planned for this group beginning this fall.

3. Communications

- Alumni Facebook page has over 5,000 members. About half of those interact with the page at least once per month.
- CoastalConnects has close to 2,000 registered members. We continue to hear positive comments on a regular basis regarding the website and the newsletter.
- 9,000 of our alumni were surveyed this month in regards to future alumni programming. Survey results should give us a clear direction for future events, preferred methods of communication and general alumni attitudes towards the University.

Dr. Debbie Conner presented the Marketing report. Everyone reviewed the survey for the CCU Magazine which was conducted by CASE at no cost to the University. The University was able to compare specific demographics with other institutions. The survey will be used to change and refresh the magazine. The newest CCU Magazine was included in everyone's packet. Our next magazine will focus on successful graduates.

There is great excitement already for the Women in Philanthropy and Leadership conference on March 25th which is spearheaded by Mrs. Terri DeCenzo.

The Kimbel Lecturer will feature photo-journalist Ann Jones on April 21. The inauguration of the Beach Music Hall of Fame will be held on May 15.

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Last year the licensing revenue increased 12.2% and totaled \$59,000 in revenue under the direction of Matt Hogue and Trenny Neff. For the first time the last four quarters collection was over \$20,000. Conway Feed and Garden is a new retailer.

A billboard has been placed in Columbia on I-26 and Greystone Boulevard.

Martha Hunn and David Russell have been working on increasing our commercial library. A series of "I am a Chanticleer" advertisements are being developed and two were previewed. Actor Michael J. Kelly, who graduated from CCU in 1992, was featured in the ads. He appears in the CBS spinoff series "Criminal Minds: Suspect Behavior" and is in the current feature film "The Adjustment Bureau" with Matt Damon and Emily Blunt. The commercials will begin this week locally and in Columbia.

An ad will be placed in the USA Today Golf and Gear publication the week before the Masters featuring Dustin Johnson.

Beginning this month, the Ripken Experience has also allowed us to provide a package of academic information for their park visitors.

The CCU Athletic history book is in the final stages and will be going to print in the next two weeks. It will be well over 350 pages.

The VOCUS report which tracks the mention of CCU in print, television, and social media, as well as their value, was reviewed. In the first quarter of VOCUS use, the value of the mentions of CCU was over \$728,000. For example, the value of USA Today article featuring the men's basketball team was \$30,400 and the distribution of the article was to over 17 million people.

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

Respectfully submitted,

Samuel H. Frink
Secretary/Treasurer