

5-5-2011

# Advancement, Marketing and Alumni Affairs Committee, May 5, 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  
May 5, 2011**

**Members of the Committee Present:** Mr. R. Duke Brown, Mr. William L. Lyles Jr., and Mr. Robert G. Templeton

**Committee Members Not Present:** Mr. Brian Forbus, Ms. Natasha M. Hanna, Dr. J. Stewart Haskin, and Mr. Daniel W. R. Moore Sr.

**Other Board Members Present:** Mr. William H. Alford, Mr. Carlos C. Johnson, Mr. Larry L. Biddle, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Eugene C. Spivey, and Dr. Samuel J. Swad

**Others Present:** Mr. Carlos Baxley, Mr. Doug Bell, Ms. Jean Ann Brakefield, Dr. Janis W. Chesson, Dr. Debbie Conner, Mr. Matt Hogue, Mr. Lawson Holland, Ms. Tiletha Lane, Ms. Anne T. Monk, Dr. Michael S. Ruse, Mr. William E. Turner III, Ms. Jane Williams, 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.)

As Chairman Dan Moore was ill, Mr. Larry Lyles brought the meeting to order at 2:10 p.m.

**Mr. Robert Templeton moved to approve the Advancement, Marketing & Alumni Affairs Committee minutes of February 21, 2011. Mr. Henderson seconded and the motion passed.**

As of today, the Giving Report shows a year-to-date outright cash gifts total of \$1,279,126 and total pledges of \$3,543,665.

Jean Ann Brakefield stated that the Office of Alumni Relations is winding down the event season for this year with three events left to host before July 1<sup>st</sup>. Forty-two events were hosted with more than 3,000 guests attending.

All geographic areas with 300 or more alumni within a 50 mile radius have now been visited and leaders for each group have been identified. Our hope is that these groups, especially those that are some distance away, will begin hosting their own events on a regular basis.

Chapters are active in: New York, Washington, Philadelphia, Atlanta, Charlotte, Raleigh/Durham, Columbia, Florence, Greenville/Spartanburg, Charleston, and the Grand Stand. President DeCenzo, Debbie Conner, Geoff Parsons and Darla Damonte organized a group of 90 alumni in Reykjavik, Iceland in April. A luncheon and a dinner were hosted for the enthusiastic

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group. The Icelandic Whales Association is funding a scholarship to be awarded to their children who also plan to attend Coastal Carolina.

We continue to see high attendance at sports events and have hosted events around soccer, basketball, baseball and football. Affinity groups will be added into our mix and have touched on Greek reunions, African-American groups, and sports team reunions. Next year we plan to spend additional time cultivating future alumni by being more visible to the current student population.

Two new programs to be launched in 2011-2012 are Young Alumni Programming and Coastal Career Connections. By partnering with athletics and career services, we hope to reach more of our largest growing alumni demographic as our graduating classes continue to grow each year.

Mr. Carlos Baxley, Director of Annual Giving, reported \$47,738 in pledges have been received in the phonathon and over \$3,000 from lapsed donors. About 19% of the faculty and staff participate in annual giving. There will be 43 new inductees into the 1954 Society tomorrow.

Mr. Lawson Holland reported that the new Philanthropy directors have contacted 125 potential donors and businesses, all recorded in Razors Edge. They have been actively involved in civic groups, and campus meetings and events. Several proposals are out. The economy has been a major factor in unpaid pledges and past due pledges have also been actively pursued, some as far back as 2000. No one has expressed an interest or desire to restructure or write off their pledges.

A student, Tom Cocke, lost his mother about a year ago. Two employees on campus mentored him and provided a plane ticket for him to be with his family. About two weeks ago, Tom Cocke started a Student Benevolence Fund with \$5,000 that he has received as part of his mother's estate to help future students in time of need. As this story was relayed to the community and on campus, others have now contributed to this fund.

Dr. Debbie Conner mentioned that Mrs. Terri DeCenzo and the Women in Philanthropy and Leadership hosted a conference with over 400 people participating. More than \$56,000 was raised of which \$30,000 was designated for an endowed scholarship.

All materials going off campus to any public entity will now come through the Office of Communication to be proofed by the staff. Coastal Carolina's 380,000 pages in the web domain are being updated with the new design and a new content management system. Over the summer, plans are to have the first major phase completed before students return in the fall.

Mr. Matt Hogue reported that nearly 2,800 news items were generated and disseminated by the University.

VOCUS continues to track media and social networking stories about Coastal Carolina, giving great feedback about what is being said. Most of the information has been very positive. In the first quarter, the value of the mentions of the University was over \$1.2 million including about 33 million viewers.

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The *Coastal Today Show* solicits the entire campus community to select topics for the show. As a result, several stories about alumni and other newsmakers on campus will be featured this summer. The campus master plan will also be featured.

On May 15, the Beach Music Hall of Fame Induction Ceremony will take place. The Hall of Fame will be temporarily housed in the Wheelwright Auditorium.

An advertisement placed in USA Today for the PGA Golf Management Program was shown to everyone.

In the first quarter, licensing royalties calculate to approximately \$193,000 or 45% growth increase from the first quarter in 2010. LRG helps in the administration of this program. Mr. Hogue is working with athletics to integrate the new Russell Athletic deal into the retail market place.

There being no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey