

7-21-2011

Advancement, Marketing and Alumni Affairs Committee, July 21, 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
July 21, 2011**

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

**Not Present:
Committee Members:** Dr. J. Stewart Haskin

**Other Board
Members Present:** Mr. William H. Alford, Mr. Larry L. Biddle, Mr. Gary W. Brown, Mr. Samuel H. Frink, Mr. Carlos D. Johnson, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Dr. Oran P. Smith, Mr. Eugene C. Spivey and Mr. William E. Turner III

Others Present: Mr. Carlos Baxley, Ms. Jean Ann Brakefield, Dr. Janis W. Chesson, Dr. David A. DeCenzo, Dr. Edgar L. Dyer, Mr. Matt Hogue, Mr. Lawson Holland, Ms. Martha S. Hunn, Dr. Keshav Jagganathan, Ms. Anne T. Monk, Mr. Timothy Meacham, Dr. Rob Sheehan, 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.)

Chairman Dan Moore brought the meeting to order at 9:10 a.m.

Mr. Larry Lyles moved to approve the Advancement, Marketing & Alumni Affairs Committee minutes of May 5, 2011. Ms. Natasha Hanna seconded and the motion passed.

Dr. Debbie Conner presented an update for University Communication. Mr. Matt Hogue leads the Marketing efforts to work on diversification of efforts and the recruitment of students. Marketing in social media online advertising and television is growing faster than print. More money is being spent on Admissions support and recruitment of students. Trademark licensing/royalties increased 45% from CY08 to CY10; and, \$66,000 gross royalties. We bring back to Coastal Carolina University about \$45,000 in royalties. Athletics receives 80% of this and 20% comes back to Marketing. LRG has been successful in getting products with our logo throughout the area.

Emerging technologies are being utilized by developing teaser websites, social media, QR Code interactivity and on-line advertising. A billboard at Coastal Grand Mall has a QR code engrained at the bottom which can be clicked on with a mobile phone to contact our Admissions. Online ads with The Sun News, The State and WIS-TV were utilized during election week.

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Ms. Martha Hunn instigated and implemented a new proofing procedure and a new FOI Procedure in conjunction with legal counsel. Campus communications are now achieved through the online Atheneum newsletter. The *Coastal Today* show airs 26 times a week across the state on SC-ETV.

VOCUS continues to track media and social networking stories about Coastal Carolina, giving great feedback about what is being said. The value of the tracked 8,642 news stories had an ad equivalency of \$3,898,092 and circulation viewership of 837,515,416. Only 5% of the stories are negative and the rest are either neutral or positive.

Next year's goals/initiatives include: strengthening the local image as an educational, economic and cultural resource; continue alignment with admission and marketing; the billboard on Greystone Boulevard in Columbia was renewed for twelve months; and, the acquisition of a content management system.

Messages will be excellence in academics; success of students, alumni, faculty and staff; Coastal Carolina's personal touch; value added; economic impact; and, our location.

Ms. Jean Ann Brakefield reported that 42 alumni events were held and 3,186 people were involved. Alumni are becoming increasingly involved in opt- in communications. Currently 1,954 alumni are members of Coastal Connects and our Facebook group has 5,294 members. Over 11,000 alumni receive quarterly the Beyond Coastal newsletter.

Plans are underway for this year's football season. Cheeseburger in Paradise will again sponsor the tailgates on Atheneum lawn two hours prior to each home game. Live entertainment has been booked for the first game as well as homecoming.

Homecoming (October 22) weekend is coming together. The Athletic Foundation and the Alumni Relations Office will host a golf tournament on Friday, October 21st at Quail Creek. If you are interested in playing please let either office know.

On September 22nd Coach Ellis, Coach Gilmore and President DeCenzo will be the featured speakers at an alumni event in Charlotte. Traditionally, these chapter meetings are very well attended.

Please begin thinking of potential Alumnus of the Year winners and contact her. The winners will be announced during homecoming weekend.

An architectural firm has been chosen for the renovations to Atheneum Hall. The first meeting between the committee and the architects is scheduled for August 11th. This committee is chaired by Dr. Debbie Conner with members representing the Board of Trustees, the Horry County Higher Education Commission, the Alumni Association Board of Directors, faculty/staff, food services and alumni community members.

Mr. Carlos Baxley stated that there are 80 members of the 1954 Society; our faculty/staff campaign participation rate is 19%; and, the phonathan received \$48,923 pledges and in-kind gifts.

There being no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey