

10-20-2011

## Advancement, Marketing and Alumni Affairs Committee, October 20, 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**  
**October 20, 2011**

**Members of the  
Committee Present:**

Ms. Natasha M. Hanna, Mr. William H. Alford, Mr. R. Duke Brown,  
Mr. William L. Lyles Jr., Mr. Robert G. Templeton, and  
Mr. William E. Turner III

**Other Board  
Members Present:**

Mr. Larry L. Biddle, Mr. Gary D. Brown, Mr. Samuel J. Frink,  
Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Eugene C. Spivey,  
and Dr. Samuel J. Swad

**Others Present:**

Ms. Stacie Bowie, Ms. Jean Ann Brakefield, Dr. Debbie Connor, Dr.  
David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Lawson Holland, Ms. Martha  
S. Hunn, Mr. Matt Hogue, Mr. Mark Kelly, Mr. Bryan Steros, Ms. Jane  
Williams, 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 Natasha Hanna brought the meeting to order at 9:00 a.m. She is pleased to have been appointed as chair and looks forward to serving.

**Larry Lyles moved to approve the July 21, 2011, Advancement, Marketing and Alumni Affairs Committee minutes. Will Turner seconded and the motion carried.**

Mr. Lawson Holland reported that Philanthropy had conducted 206 face-to-face contacts in the first quarter with potential donors. The giving report noted that FY12 cash gifts were \$299,135; pledge payments \$336,600; planned gifts \$100,000; and, total fund raising \$753,289. This semester the Call-a-Chant program added over 100 new donors and more than \$15,000 raised.

Alumni has hosted 14 events in the first quarter with 800 attending. Two new events have been added for homecoming—a mixer on Friday night and a brunch for the Coastal African American Professionals on Sunday. The annual alumni board meeting is Saturday. Social media continues to be our best connection to our alumni base and is interacting with over 5,000 alumni each week. About 1,900 alumni completed a post-graduation survey and most included a record of update. During the first quarter of 2012, the staff will make a push to gather updated employment information to better determine alumni success.

Wyatt congratulated Jean Ann Brakefield on the tailgating event held at the University of Georgia game.

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Mr. Billy Alford wanted to know how many people were engaged with Facebook. Dr. Conner stated that Admissions has the largest Facebook following with about 11,000 people; athletics is growing exponentially this semester and has about 6,000; alumni has 5,295; student activities has about 4,000; campus recreation has about 3,000; and the Center for Marine and Wetland Studies over 1,000 following. Chauncey's Facebook page also has a large following.

Mr. Alford asked if we are aggressively pursuing parents who have the financial capability to support the University. Mr. Holland stated that a letter went out yesterday to parents of all seniors regarding the 1954 Society. The spring Call-a-Chant phonathon will focus on parents.

ITS made a study which noted that students are not viewing their e-mail messages from Coastal Carolina University. Text messaging is how they want to be notified. We will probably have to go to texting for emergency messages. However, Dr. DeCenzo noted that students are reading messages from their professors on Blackboard.

Dr. DeCenzo reported discussions have taken place with Philanthropy regarding the launch of an endowment campaign. Charitable giving and discretionary spending is at an all-time low. Mr. Holland reported that Philanthropy has been asked to perform a feasibility study for a 10-year capital campaign which will be time consuming and require much effort to visit with enough of our constituents to see who will take the lead for stepping up for major gifts. By the end of the semester, he would like to have a plan in place to move forward. It has been suggested that the campaign motto might be "Clear Vision 2020."

Dr. DeCenzo stated that we need to take our current endowment of \$30 million and move to \$100 million in ten years.

Mr. Alford wanted to know if we have the necessary personnel to accomplish this goal. Mr. Holland believes we do. We have challenges among us as we venture out to include all areas of the Coastal community.

Dr. Debbie Conner noted that the president's report card wallet brochure has been printed and is now available. Third quarter media analysis report noted that there were 52 million unique visitors to online stories which is phenomenal for one quarter. This is attributed to the viral David Bennett cats and dogs story. For that story alone, there were 15 million unique visits to view it. This had an ad equivalency value of \$792,000 this quarter.

At the last home football game, LRG was hosted. LRG has really stepped up to placing our items which can now be purchased on the Athletic Facebook page. Last year, we had almost a million dollars in retail sales of CCU merchandise, which is a 26.3% year-to-date increase.

Matt Hogue reported that Coastal Carolina's growth ranked eighth out of the top 46 of the 170 LRG schools which is phenomenal. Within the state, we are following behind Clemson and USC. We are neck and neck with College of Charleston in sales. We need to continue to stimulate local retailers in the area.

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Ms. Hanna suggested that it would be beneficial to have the bookstore open on game day with extended hours. Ms. Stacie Bowie will talk to the bookstore manager about expanding hours on game day.

Dr. Conner stated that during this quarter, \$120,000 in advertising was placed for Coastal Carolina from all areas of the university. We are working on a campus-wide local marketing campaign which will be launched in January. The goal is to stimulate awareness of the university, its accomplishments and to create pride of the university in our local community and create a personal connection with the University. This will be a sustained campaign over the course of a year online and through television, newspaper, and social media.

Dr. DeCenzo commended Marketing on their creativity in this new ad campaign. Chauncey will be painting teal over orange and garnet (Clemson and USC).

All written campus communications are now coming through the Marketing office. We had 145 from other areas of the university and an additional 358 jobs within the office.

We have successfully completed the procurement process with a content management system (T4), and we are now in discovery phase with ITS. There are 400,000 pages under the CCU domain which will have to be moved into the new system. The redesigned web page is being reviewed and more timely updates will now take place.

Mr. Biddle feels that we need to freshen up our billboards with more current professors.

While Ms. Hanna was in Mexico last week, she was carrying a bag with the Coastal Carolina logo on it. Another traveler approached her and stated that he was going to move to Myrtle Beach in a year or two and his daughter would be going to go to Coastal. Our marketing is tremendous and has improved in the last few years.

Mr. Larry Lyles made a motion to adjourn and Mr. Will Turner seconded. There being no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey  
for Larry L. Biddle