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Advancement, Marketing and Alumni Affairs Committee, February 16, 2012

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 16, 2012

Members of the Committee Present: Ms. Natasha M. Hanna, Mr. R. Duke Brown, Mr. Carlos C. Johnson, and Mr. William E. Turner III

Committee Members Not Present: Mr. William L. Lyles Jr. and Robert G. Templeton

Other Board Members Present: Dr. Larry L. Biddle, Mr. Samuel J. Frink, Mr. J. Wayne George, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Mr. Eugene C. Spivey, and Dr. Samuel J. Swad

Others Present: Ms. Stacie Bowie, Mr. Carlos Baxley, Ms. Jean Ann Brakefield, Mr. Josh Chesson, Dr. Debbie Connor, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Dean Haven Hart, Mr. Lawson Holland, Ms. Martha S. Hunn, Mr. Matt Hogue, Dr. Keshav Jagannathan, Mr. Mark Kelley, Ms. Tiletha Lane, Mr. Tim Meacham, Ms. Anne T. Monk, Dr. Robert Sheehan, Mr. Brian Steros, Mr. Greg Thornburg, 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 10:20 a.m.

Mr. Carlos Johnson moved to approve the October 20, 2011, Advancement, Marketing and Alumni Affairs Committee minutes. Mr. Will Turner seconded, and the motion carried.

Mr. Lawson Holland reviewed the December 31, 2011, Giving Report with total YTD fund raising of \$1,469,808 and pledge payments of \$552,542.

Mr. Carlos Baxley reported that the Call-a-Chant for Fall 2011 has focused on alumni. In the spring, parents of current students and past donor parents will be solicited. There were 1,861 pledges totaling \$42,616 so far this year. We have 544 new donors of which 380 are alumni and 164 parents.

Ms. Jean Ann Brakefield reported two new events are being planned by the Alumni Board of Directors and the Student Alumni Association—Chauncey’s Challenge and Connected for Success--in helping to bridge the gap from student to alumni. In 2011 there were 47 events hosted with 3,515 people in attendance, which was an increase of about 300 from last year. Eight more events will take place

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before the next Board meeting, including an event in New York, a soccer reunion, on-campus race, and a Columbia chapter event.

An alumni communications report noted that Facebook followers are mostly women and included people from 18 countries. We are trying to get more Twitter followers by trying to tweet something every day. There are about 1,000 alumni on LinkedIn.

Two new brochures were produced this year; all graduates received a note on graduation day; and electronic birthday cards are being sent to alumni with valid e-mail addresses. A traditions committee has been brainstorming for ideas to enhance/make traditions for CCU. During the 2012 football season, there will be a band or live DJ at every tailgate and two away tailgates (Furman and VMI) will be hosted.

Ms. Hanna requested a list of events for the Board of Trustees.

Everyone was encouraged to watch and vote for CCU graduate Elise Testone on American Idol.

Ms. Tiletha Lane announced plans to establish the CCU Circle of Friends to engage new members of the community. Informational monthly luncheon meetings on and off campus will be held featuring guest speakers on a variety of topics. The cost is \$100 to join with the hopes of growing the proceeds to an endowed scholarship. CoastalConnects will also help market the Circle of Friends and get speakers, churches, clubs, and home owner associations included. Some of the focus will be on new people to the area to help them connect with some part of campus. A kickoff may be planned in conjunction with the student recreation/convocation opening.

Ms. Hanna asked if there had been an impact on fund raising with the firing/hiring of football coaches. Mr. Holland stated that Coach Bennett has lots of followers in the area and it has had an impact; however, but the community is warming up to Coach Moglia. This week the University received a six figure gift because of his hiring. Although there are challenges, there are opportunities as well. We need to remember that our helping and giving is for our students.

Dr. Conner reported that we are preparing to go live with the new CCU website's Content Management System. About 70 people will be trained to design and update more than 400,000 pages within the domain. Sites can be updated daily, and information will be easily accessible.

The newly designed CCU magazine will be published in April. The big push is to have an online version with videos and the capability for alumni to upload videos and comment on stories.

Mr. Matt Hogue displayed Dr. Dick Singleton's Athletic History book. Proceeds from the sales will be toward the Dr. Singleton's endowment and legacy. Mr. Dyer commended Matt Hogue for working to complete this project and the fine quality of the book.

Fourth quarter royalties income was the best yet, pushing \$25,000 in gross royalties. We continue to have sustained growth, increasing 22% this year. LRG reported that a Washington, DC mall carries our hats and finds it is hard to keep them on the shelves. Martin's Golf and golf courses want our merchandise.

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CoastalConnects.com is our advertising and marketing page created internally by ITS.

New commercials were previewed and local marketing will be on television and online. One very catchy advertisement has Chauncey painting teal over orange.

Mr. Matt Hogue was commended for the way in which he announces athletic games and emcees Big South events.

Ms. Martha Hunn noted that VOCUS reported that our website has had 373 million unique visitors or an ad equivalency of a quarter million dollars; 95% of the 1900 stories were good news and about 100 were negative or 5% which were mostly about losing games or issues with the coaching change.

Dr. DeCenzo and Ms. Hunn began editorial visits in November and have met with Waccamaw Publishers, The Sun News, Georgetown Times, and WMBF.

There being no further business, Mr. Will Turner made a motion to adjourn and Mr. Johnson seconded. The meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
for Larry L. Biddle
Secretary/Treasurer