

7-19-2012

## Advancement, Marketing and Alumni Affairs Committee, July 19, 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  
July 19, 2012**

**Members of the  
Committee Present:** Ms. Natasha M. Hanna, Mr. Carlos C. Johnson, Mr. William L. Lyles Jr., Mr. Robert G. Templeton, and Mr. William E. Turner III

**Committee Members  
Not Present:** Mr. R. Duke Brown

**Other Board  
Members Present:** Dr. Larry L. Biddle, Mr. Gary W. Brown, Mr. Samuel H. Frink, Mr. J. Wayne George, Mr. D. Wyatt Henderson, Dr. Oran P. Smith, and Mr. Eugene C. Spivey

**Others Present:** Mr. Carlos Baxley, Ms. Stacie Bowie, Ms. Jean Ann Brakefield, Ms. Lori Church, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Matt Hogue, Mr. Lawson Holland, Ms. Martha S. Hunn, Ms. Anne T. Monk, Mr. Timothy Meacham, Dr. Robert Sheehan, Mr. Bryan Steros, Dr. Judy W. Vogt, Mr. Desmond Wallace, 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 2:30 p.m.

Mr. Carlos Johnson moved to approve the May 3, 2012, Advancement, Marketing and Alumni Affairs Committee minutes, as amended on page 2: "Board of Trustees will host legislators from the Third and District before the Furman game on September 7." Mr. Larry Lyles seconded, and the motion carried.

Mr. Lawson Holland reviewed the FY 2011-12 Giving Report and noted that total fund raising was \$4,869,876 and total cash received was \$2,957,856. Twenty-one new scholarships have been developed. The Legacy Advisory Council is very active. He expressed appreciation to the trustees for their support.

Jean Ann Brakefield reviewed the top five goals for 2011-2012 which included:

1. Connectivity: the alumni newsletter is mailed to over 12,000 alumni five times a year and interacting with 5,000 alumni weekly through social media
2. Collateral: produced two brochures to distribute and mail to alumni. The homecoming brochure will be mailed to all alumni this week.

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3. Student involvement: student attendance at events has grown by 32% and a campus-wide initiative to introduce students to campus traditions is in progress
4. Alumni participation at events has increased 10% over the last fiscal year and 3,604 alumni were hosted throughout the year
5. Partnered with Career Services to assist young alumni in their job search by beginning a LinkedIn group that fosters alumni interaction for jobs/internships. Next week a webinar will be hosted to improve interviewing skills

Because of contractual issues, Elise Testone cannot perform at homecoming; however, she has committed to a spring concert. An electronic birthday card will be sent to all alumni, which will include a discount coupon for the bookstore. Happy Hour at Handley's will be held this evening with Coach Gary Gilmore, and everyone was invited to attend.

A list of naming opportunities for Atheneum Hall was distributed. Renovations will begin in 2013 and should be completed in about six months.

Mr. Henderson suggested having alumni cards with barcodes and offering discounts for dollars spent at bookstore or attending events with the ultimate goal of getting tickets to President's Suite or the WOW Zone. Ms. Brakefield will consult with Follett.

Mr. Carlos Baxley reported on annual giving. This year's campaign captain will be identified to educate and encourage faculty/staff. There was a 15.5% increase for the Call-a-Chant this year. Most of our callers will return in the fall and the captain will also return. We hope to build on the success of the previous year. Donors are called on a regular basis to tell them thank you.

While Ms. Lynn Fox was vacationing in Hilton Head, she found stores carrying CCU merchandise.

Ms. Martha Hunn noted that everyone had received a copy of Education Magazine's interview with Dr. DeCenzo in their packets. Twitter usage has really jumped and is the number one social media. The VOCUS report noted that top outlets for positives stories were The Sun News, WMBF WPDE and SCNow and WBTW.

Mr. Matt Hogue stated that new licensees include Coastal Deck Chair, Whirley Cup Company, GTM Sportswear, TPA Beach Supply, TL Sportswear, and Dave's Gameday Designs. The bookstore will begin carrying Hurley Label products which will appeal to students. There will be an event on August 18<sup>th</sup> at Dick's Sporting Goods where customers will interact with coaches, cheerleaders and Chauncey.

The proofing matrix so far this year includes 319 items reviewed/edited and 90% of them were revised or rejected; 227 pertained to signage on campus.

During the Olympics, there will be an advertising campaign for Amber Campbell who will be participating in the hammer throw.

Ms. Stacie Bowie showed a photo of the design for the newly purchased motor coaches.

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As there was no further business, Ms. Larry Lyles moved to adjourn and Mr. Robert Templeton seconded. The meeting adjourned.

Respectfully submitted,

Chyrel Stalvey  
for Larry L. Biddle  
Secretary/Treasurer