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Advancement, Marketing and Alumni Affairs Committee, October 25, 2012

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting
HTC Center, Room 207
October 25, 2012**

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

**Committee Members
Not Present:** Mr. Robert G. Templeton

**Other Board
Members Present:** Dr. Larry L. Biddle, Mr. William S. Biggs, 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. Karen Bisko, Mr. Ryan Borowski, Ms. Jean Ann Brakefield, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Matt Hogue, Mr. Lawson Holland, Ms. Martha S. Hunn, Dr. Keshav Jagannathan, Mr. Mark Kelley, Ms. Jennifer Packard, Mr. Brandon Reilly, Dr. Robert Sheehan, Ms. Chyrel Stalvey Mr. Bryan Steros, and Mr. Desmond Wallace

(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. Mr. Jeff Zell of WBTW was present.)

Chairman Natasha Hanna brought the meeting to order at 9:04 a.m.

Mr. Carlos Johnson moved to approve the July 19, 2012, Advancement, Marketing and Alumni Affairs Committee minutes. Mr. Will Turner seconded, and the motion carried.

Lawson Holland introduced Karen Bisko, new gift officer for the College of Business and Education.

Total fund raising for FY12 is \$1,248,155, and total cash received is \$1,149,256. He expressed appreciation to the Board of the Trustees for their support for endowed scholarships and other areas.

The newly designed James P. Blanton Park has naming opportunities for eight or more benches at a cost of \$1,000 each. Two trustees have already purchased benches. Facilities also plans to place big, rectangular pots with plants in them to break up the concrete area which could also be naming opportunities.

Mr. Henderson said that High Point University has benches lined under each tree with historical figures depicted on the benches, adding a nice touch to campus.

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Thanksgiving cards will soon go out to donors.

Carlos Baxley reported on the faculty/staff campaign that was kicked off October 15 with the theme "*One Faculty, One Staff... One Staff.. One Coastal... Building a stronger CCU from the inside-out.*" Last year there was 19% faculty and staff participation. We want to do better this year. The Wall College has 47% participation and Philanthropy has 94%.

The 1954 Society Induction will be held on December 14. Parents are being notified to give a gift of membership. The Call-a-Chant phoneathon began on September 13 with a paid staff of 13. So far, there are 116 new donors (16 more than last year at this time), \$15,790 in pledges (\$1,200 more than last year at this same time). Last Tuesday night was their highest pledge night with \$2,730.

Mr. Larry Lyles wanted to know what alumni's giving was around the country. The national average is 7-8% and CCO is around 9%.

Mr. Jean Ann Brakefield invited everyone to participate in the homecoming events this weekend. She feels that the game day atmosphere has improved significantly; attendance is averaging nearly 140 per game. Over 300 alumni are expected this Saturday with BBQ and chicken bog on the menu, free tee shirts will be given away, and enhanced kids' activities will be available. Great connections with alumni are being made at these events.

The Alumni Golf Tournament scheduled for tomorrow is sold out with 144 golfers. This event should raise about \$8,000 for student scholarships. The alumni mixer Saturday night at Broadway at the Beach will feature local band Tru Sol again this year and about 300 plus alumni are expected.

The Alumni Association's annual meeting on Saturday at 11:30 will honor the 2012 Alumna of the Year. There is a diverse group this year with an Olympian, a Congressional Medal of Honor Winner, and a world renowned marine biologist.

The Furman tailgate drew some 50 fans from the Greenville area. All went well until the winds and rains arrived.

Final details for Elise Testone's concert on December 5th in Wheelwright Auditorium are being completed. This event will be scheduled for the final day of fall classes which will offer a nice break for students before they begin studying for exams. Seats will be available to students, alumni and VIPS first.

Also coming up are alumni events in Charlotte, Orlando, Washington, and a local oyster roast in Murrells Inlet in the spring. We will also host a basketball event, Junior/Senior Ring Ceremony, Senior Class Meetings and the Spring Grad Finale.

Our second trip to New York with the Bachelor of Fine Arts students will be on April 17. Trustees who are interested should get in touch with Ms. Brakefield. All alumni with a valid email address are now receiving electronic birthday cards from the alumni association.

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Hunn – VOCUS report

The following events will be held on the campus in the next few months:

- The Myrtle Beach area will be hosting for the first time more than 1,000 science high schoolers on March 1st at the HTC Center for a Regional Robotics Competition which Dr. Mike Roberts is coordinating. This will be great exposure for CCU. This is the first time our area has hosted the event, and First Robotics wants to continue having it here.
- On November 1, all CCU students, faculty staff, alumni and faith groups will participate in filming a Holiday greetings video at Blanton Park. Films crews will be on site all day. An E-card will be developed from the footage.
- Salute to Veterans will be held on November 13 at Wheelwright Auditorium. Rod Gragg has been working on this project with our Media Department developing a documentary film, titled “Swamp Fox: Francis Marion & the American Revolution.”
- *Coastal Today* is now airing on WPDE and WFXB.

Matt Hogue gave the following report:

- Student Ryan Borowski, Coastal’s soccer games announcer, was introduced to everyone.
- The licensing report for the 3rd quarter shows that revenue royalties are down 7% (\$1,300). It is hoped that the opening of our new bookstore will improve revenues.
- A Grand Strand Magazine advertisement for the Imani Winds concert in November was distributed for everyone to see the quality of working the marketing staff is producing.
- CoastalConnects website has been received well.
- Proofing matrix: 319 items have been reviewed/edited since January – 90% needed revisions, suggestions, or rejected. Signage on campus accounted for 227 of them.
- CCU will host a Mock Trial on November 11-12, and schools from various places will be here on campus.

DeCenzo received input regarding the Ph.D. program and great exposure for CCU.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
for Larry L. Biddle
Secretary/Treasurer