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Advancement, Marketing and Alumni Affairs Committee, February 21, 2013

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Jr. Board Room
February 21, 2013**

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

Committee Members Not Present: Mr. R. Duke Brown, Mr. William L. Lyles Jr. and Mr. Robert G. Templeton

Other Board Members Present: Dr. Larry L. Biddle, Mr. Samuel H. Frink, Mr. D. Wyatt Henderson, Mr. Eugene C. Spivey and Dr. Samuel J. Swad

Others Present: Mr. Carlos Baxley, Ms. Stacie Bowie, Ms. Jean Ann Brakefield, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Matt Hogue, Ms. Martha S. Hunn, Dr. Keshav Jagannathan, Mr. Mark Kelley, Mr. Tim Meacham, Mr. William M. Plate Jr., Ms. Jennifer Packard, Dr. Robert Sheehan, Ms. Chyrel Stalvey, Mr. Greg Thornburg, Mr. Desmond Wallace and Mr. Stovall Witte

(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. Ms. Heather Gail of The Horry Independent was in attendance.)

Chairman Natasha Hanna called the meeting to order at 10:19 a.m.

In the absence of a quorum, the October 24, 2012 minutes of the Advance, Marketing & Alumni Affairs Committee minutes will be presented in the regular Board meeting for approval.

Mr. Lawson Holland reviewed the Giving Report and noted that the fiscal year total fund raising is \$2,098,515. The trend is up in giving over the last year in outright cash gifts, current pledges, in-kind gifts and total cash received. Philanthropy is cognizant of the budget cuts and not spending what has been budgeted. So far this year, only 23.39% of the allotted budget has been used. He is pleased with his team. Currently, there are two naming opportunities for Atheneum and the library.

Mr. Carlos Baxley reported 15% of the faculty/staff participate in Annual Giving (last year 19%) and he is working with the deans to formulate a plan to present to their staff. Total pledges YTD for the Call-a-Chant are 1,134 receiving \$50,103 (last year \$55,000 for the whole year) with 370 new donors. In Fall 2012, the 1954 Society had 79 members. This year's induction will take place on May 10, and Ms. Hanna will be the guest speaker.

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Ms. Jean Ann Brakefield handed out an alumni calendar of events through June.

During 2012, 43 hosted events were held with more than 4,000 guests participating, an increase of 800 guests over 2011 numbers. We also grew our scholarship dollars by over \$50,000 and our royalty dollars by \$15,000. There was an increase of 53% new visitors to our web page and interactions with over 7,000 alumni through our social media efforts--LinkedIn, Twitter and Facebook.

Next week we will be hosting a small alumni group for the Coastal Carolina University/North Carolina State baseball game and visiting with alumni in the Raleigh/Durham area. Chapter visits this spring include Charlotte, New York and Washington, D.C.

Atheneum Hall renovations are scheduled to begin in early 2013. Alumni Relations and the Office for Philanthropy are working together to raise additional funds for this building. Several naming opportunities are still available. We are also working on a brick campaign to allow the average alumnus an opportunity to be a part of this project.

For years Alumni Relations has sponsored a program through the SC DMV for Coastal Carolina vanity vehicle license plates. It is felt that a new plate design is in order and our graphics department is working on a redesign. We will survey all alumni to choose their favorite design. We hope that a refreshed plate and a renewed marketing effort will boost the sale of these plates and result in a better branding effort for the University.

Ms. Hanna asked if Alumni Relations was going to sponsor a boat this year at the Dragon Boat Festival at Market Commons. Ms. Brakefield said that they hope to get enough people for a boat.

Mr. Stovall Witte reported that prior to 2013, the Foundation retained the interest from the endowments to use for its operations instead of allocation of a flat management fee. In order to be more transparent and have a better idea of available funds, a 1.25% management fee was calculated in January. This will provide \$186,000 for the Foundation operations and \$10,000 to the Coastal Athletic Foundation. The new management fee allowed the Foundation to increase the value of the endowments by approximately \$50,000.

The CommonFund returned 10.74% this fiscal year through January 31, 2013. The 5-year average annual return is 5.20%, and the 10-year average annual return is 8.03%.

The CommonFund has managed our endowment since 1998, and it was felt that it is time to revisit. Twenty-one RFPs were sent out for endowment managing and 19 responses were received. The CEF Investment Committee narrowed down the pool to seven and interviewed them on February 19. It is hoped to have a recommendation for the full CEF Board at the April meeting. During the process, Coach Joe Moglia was helpful in giving advice.

Chairman Wyatt Henderson has met with the CEF's new president, Dennis Wade. He is confident the Foundation and the Board will move forward with common goals.

Dr. Eddie Dyer has established the William L. Lyles Leadership Scholarship. He is challenging the Board of Trustees and Mr. Lyles' friends and colleagues to match his gift to reach the endowed level.

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Mr. Bill Plate, Associate Vice President for University Communication, was introduced and welcomed. He plans to take University Communication in a new direction by creating a comprehensive brand strategy, looking at strategic communication and marketing plan (visual and editorial style guide by summer) and developing quick fact books with key metrics about CCU to faculty/staff with consistent messages. The Board will be asked to guide the consistent message. Communications will keep up with new technologies through social media, mobile apps, and digital news stories.

Some of the projects being worked on include “Feel the Teal” logo; Admissions marketing materials; modular video that can be customized to various areas on the campus; and, mobile APP to be developed by fall.

The VOCUS Media Report shows that stories in the news regarding Coastal Carolina nearly doubled. There were more unique visitors in October than in all of 4th quarter 2011. The ad equivalency of the articles increased \$5.2M, or an increase of half a million from last year. Overall the majority of stories are positive or neutral.

Our contract with LLG is ending and we have done well with them. The contract will be reviewed.

We are utilizing traditional (print and billboards) and nontraditional (social media and Google) advertisements. We have put ads in the national magazines, i.e. USA Today Travel Guide (featuring Resort Tourism Program), Diversity Works (regionally-based publication featuring content about minority affairs and newsmakers), and Town Planner (calendar distributed to all communities in Horry County).

Dr. Biddle presented Mr. Plate with the Coastal Carolina University lapel pin.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
for Larry L. Biddle
Secretary/Treasurer