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Advancement, Marketing and Alumni Affairs Committee, May 8, 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
May 9, 2013**

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

Committee Members Not Present: Mr. R. Duke Brown, Mr. Robert G. Templeton, and William E. Turner III

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

Others Present: Ms. Caroline Bender, Mr. Carlos Baxley, Ms. Stacie Bowie, Ms. Jean Ann Brakefield, Ms. Lori Church, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Brian Forbus, Mr. Matt Hogue, Mr. Lawson Holland, Ms. Martha S. Hunn, Dr. Keshav Jagannathan, Mr. Mark Kelley, Dr. Steve Madden, Mr. Tim Meacham, Ms. Jennifer Packard, Mr. William M. Plate Jr., Ms. Chyrel Stalvey, Mr. Brian Steros, Dr. Rob Sheehan, Mr. Greg Thornburg 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.)

Chairman Natasha Hanna called the meeting to order at 10:05 a.m.

Because a quorum was not present, approving the committee minutes will be postponed until the full Board meeting tomorrow.

Lawson Holland presented an update on the Giving Report through April--\$3,544,905 total fundraising and \$2,641,789 total cash received. University deans were commended for their fundraising efforts.

Carlos Baxley noted that the faculty/staff annual giving participation is at 18% (last year 19%). Call-a-Chant was very successful earning \$77,688.16 or 39% increase over last year with 534 new donors. In the next few weeks, Baxley will meet with hourly employees to discuss the campaign and why their support is important. Successful meetings were held with department chairs and staff. A gift agreement has been completed for an annual Chemistry and Physics Scholarship which is hoped to be endowed in

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the future. A gift agreement is currently being reviewed for an annual scholarship for a graphics design student.

On May 10, 103 members will be inducted into the 1954 Society where Natasha Hanna will be the guest speaker. We are very excited to see the continuous growth in participation by our graduating seniors. This relationship will strengthen Coastal Carolina University into the future.

Jean Ann Brakefield expressed appreciation to Brian Forbus for his continued leadership in the Alumni Association.

The Alumni Relations staff has been hard at work connecting with alumni by hosting a basketball and a track event with much success. After hours gatherings were held in Raleigh, Conway and Murrells Inlet and were very well attended. For the second time, last month an event was hosted in New York involving our senior bachelor of fine arts majors who were auditioning in the city and entertained almost 100 of our alumni last Wednesday. We will continue to host this event on an annual basis.

Hanna stated that this is a wonderful event and encouraged everyone to plan to go to New York next spring.

A gathering was hosted in Nashville, TN two weeks ago involving sixteen parents, alumni and friends of the University focusing on securing a major gift for the student center. The potential donors were impressed and meetings are on-going to secure this gift.

The Alumni Association Board voted at the January retreat to buy out all of the old CCU license plates and submit a redesigned plate to the SCDMV. This plate was approved with one slight modification and will be available by July 1st through the SCDMV and cost \$70.00 for new orders. Those that have an existing CCU plate can trade theirs in for the same number and a \$6.00 fee. We are confident that this newly designed plate will sell much better and better brand the University. The Association will get \$30.00 back from each plate sold to be used to fund alumni scholarships.

The long awaited renovation of Atheneum Hall into an Alumni Center is scheduled to begin in early 2014. This facility will have a ballroom that will seat 150 and two smaller meeting rooms. Several naming opportunities have been sold but both of the smaller rooms are still available. The pre-function area which will run along the patio leading to the ballroom will be named Veterans Hall. Those that would like to be recognized in this area may do so for a gift of \$1,000.00. If interested, contact Brakefield or Holland.

In the next couple of months trips will be made to Charlotte and Washington to host alumni events. Mike Tolbert and Josh Norman will speak at the Charlotte event.

Bill Plate stated that Marketing is busy working on a promo video, a CINO teal helicopter flying over, and creating a branding and visual standards manual.

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A new channel, Storify, is a platform to combine all the social media into one place. Storify was tested on CINO day and will be used at commencement. Media will be collected from across the web, use comments from events on campus and then choose what to embed on the web.

Martha Hunn reported that there have been 7,000 new Facebook likes. There were spikes during the shooting on campus and, as a result, negative news was 17%. After the incident, the campus alert system was integrated into Facebook, Twitter and campus digital e-boards.

Hanna congratulated Hunn for quelling people's fears during the incident and doing a great job with the local news.

Dave DeCenzo added that during the initial hours much information was being gathered. Early on there was solid information that the general campus was not in danger. Wyatt Henderson stated that during the crisis, he had complete confidence that it was handled professionally. The Administration did a great job of keeping the Board informed.

Matt Hogue reported that Wal-Mart will begin carrying apparel at the start of school in August. Discussions are underway to advertise at the new airport terminal. Flags at the airport cost \$2,000/month.

Hanna loves the new Bookstore and the addition of more products.

As there was no further business, Hanna moved to adjourn the meeting and Johnson seconded.

Respectfully submitted,

Chyrel Stalvey
for Larry L. Biddle
Secretary/Treasurer