

7-18-2013

## Advancement, Marketing and Alumni Affairs Committee, July 18, 2013

Coastal Carolina University

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### Recommended Citation

Coastal Carolina University, "Advancement, Marketing and Alumni Affairs Committee, July 18, 2013" (2013). *Board of Trustees Committee Minutes*. 570.  
<https://digitalcommons.coastal.edu/board-committees/570>

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting  
E. Craig Wall Jr. Board Room  
July 18, 2013**

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

**Other Board  
Members Present:** Dr. Larry L. Biddle, Mr. William S. Biggs, Mr. Samuel H. Frink,  
Mr. D. Wyatt Henderson, Mr. Charles E. Lewis, Dr. Oran P. Smith,  
Mr. Eugene C. Spivey and Dr. Samuel J. Swad

**Others Present:** Mr. Carlos Baxley, Ms. Stacie A. Bowie, Ms. Jean Ann Brakefield,  
Dr. Barbara A. Burd, Dr. J. Ralph Byington, Dr. David A. DeCenzo,  
Mr. Edgar L. Dyer, Mr. Brian Forbus, Mr. Lawson Holland, Ms. Martha  
S. Hunn, Dr. Keshav Jagannathan, Ms. B. J. Landrum, Dr. Steven J.  
Madden, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William W.  
Plate Jr., Ms. Chyrel Stalvey, and Mr. Gregory W. Thornburg

(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 10:15 a.m.

**Robert Templeton moved to approve the Advancement, Marketing, and Alumni Affairs Committee minutes of May 9, 2013. Carlos Johnson seconded. The motion passed.**

Lawson Holland reviewed the Giving Report through June 30: total fundraising - \$5,025,098 and total cash received - \$4,518,929.

Holland thanked Carlos Baxley for his service to Coastal Carolina University as he will be going to take a position at Old Dominion.

Baxley reported that the 2012/2013 Call-A-Chant program achieved success for a second straight fiscal year with an increase of pledge dollars by 29% over the previous fiscal year and 39% over the 2010/2011 fiscal year. Unspecified pledges (pledges without a definite commitment) decreased by 64% and credit card gifts increased by 91%. Our pledge fulfillment rate is 64%.

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Call-a-chant students believe in Coastal Carolina University. When making their calls, they ask when was the last time they had visited CCU. Then they proceed to tell them twelve things that are happening at the University. Our pledge fulfillment rate is the highest from other universities questioned.

The 2012/2013 1954 Society welcomed 177 new members. This year's totals fell two short of last year's record of 179 members. Since 2010-2011, the 1954 Society welcomed 437 members. Which is 27% of 1,623 the total number of members since 2001. The Society is a pipeline for major gifts and keeping them engaged.

The 2012/2013 faculty/staff campaign surpassed the 2010/2011 and 2011/2012 participation rates of 19% with 23% participation. This year's campaign was highlighted by two new annual scholarships created by faculty and staff members. Those scholarships are the chemistry and physics scholarship and the Bill Arzonetti scholarship. The chemistry and physics scholarship will be awarded to a deserving student majoring in chemistry or physics. The Bill Arzonetti scholarship is named for former student William Arzonetti and will be awarded to a deserving student majoring in graphic design.

Holland stated that the President is in agreement that it is time to begin a capital campaign. The Coastal Educational Foundation's Development Committee has been asked to move forward with the concept and to hire an outside consultant. It is hoped to present a plan with associated costs at the October Board meeting.

Natasha Hanna wanted to know if the Office of Philanthropy has enough manpower to attend all on-campus events. Holland replied that gift officers try to attend as many as possible and asked the trustees to let him know if they have someone coming to an event to make sure there is a gift officer there.

Jean Ann Brakefield reported on Alumni Relations activities by stating that the fiscal year ended by hosting 43 events and entertaining over 4,000 people. Tailgates will be held at all home football games plus three away games--Liberty, Charleston Southern and USC. On August 22, there will be a chapter event in Charleston. This group typically draws around 70 people. There was a great turnout with over 100 alumni at events in Charlotte and Washington, D.C.

Eight director seats are available in the Alumni Association's election cycle to take office in January 2014. Alumni from other parts of the country will be encouraged to run for a seat as long as they can involve themselves in the quarterly meetings via conference call, FaceTime or Skype. They must also commit to attending the annual meeting.

Alumnus of the Year will be announced during Founders Day Convocation on September 23<sup>rd</sup>. Applications are available through our web site and everyone was encouraged to nominate a worthy candidate.

David DeCenzo said that plans are being made to include Iceland alumni at homecoming by having game interaction with us on the jumbotron screen at the stadium. This would reinforce that we have a broad alumni base.

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Bill Plate reported that Marketing Communication is preparing a video to tell the Coastal Carolina University story which will be used on social media with a 30-60 second trailer. It will be available on DVD and have a QR (quick response) code which will link to a You-tube video.

The inaugural quarterly issue of The Coastal Record was distributed. Dr. DeCenzo stated that the purpose is to communicate factual and interesting information about significant happenings at CCU—information that is too often underreported or misrepresented by media and other communication outlets that reach the public.

Gene Spivey expressed concern about the “Power of a Penny” capital projects article in The Coastal Record. Because the penny sales tax is a public sales tax, people might complain about tuition and feel that this penny should be used for tuition.

DeCenzo felt that Spivey raised a good point because some people do have selective memory. However, he felt that the article is getting the message out on how we are wisely spending the penny tax. We are good stewards of the tax by using monies for what we said that we would. Expectations of the tax were to keep the constituents informed of how the money was sent.

VOCUS will no longer be used to track media. Meltwater has been contracted and will reach a larger audience.

To help plan branding and marketing, Royal has conducted a perception study with 13,075 people participating. The data will be shared in the October Board meeting.

Storify was used very successfully during commencement and plans are to use the channel more often at other events on campus, i.e., moving day, convocations, etc. in order to capture a larger audience.

Great strides are being made in social media and building awareness at a much greater rate. Facebook more than doubled engaged people on the site and went over the 8,000 mark. Instagram is the new Facebook.

Martha Hunn reviewed the Vocus Report. Of the 2,782 news stories about CCU, about four million people viewed them with an ad equivalency of \$1M. Social media has doubled. Unique visitors viewing stories online had an ad equivalency over \$9M. There were 605 news releases from Marketing Communication and 94% were viewed as good news.

Communication is working to accompany alumni relations to chapter events and conduct television interviews with attendees, hoping to engage them and tell the CCU story.

Wyatt Henderson complimented Bill, Martha and the University Communication staff for a fantastic job in managing stories and the press.

Will Turner asked if there was a breakdown of various social media users. Plate said he did not have those statistics available, but he could provide. Incoming freshman are very active on Facebook.

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Plate stated that a new marketing campaign has begun using a geo-fencing campaign over the July 4<sup>th</sup> holiday for campus tours. There were 670,000 impressions in four days and 2,300 clicks.

CCU has secured a sign in the Myrtle Beach International Airport's primary mezzanine.

As there was no further business Hanna moved to adjourn and Robert Templeton seconded at 11:48 a.m.

Respectfully submitted,

Chyrel Stalvey  
for Larry L. Biddle  
Secretary/Treasurer

After the meeting,

Oran Smith made a motion to go into executive session and Sam Swad seconded. The Board reviewed personnel and legal matters. After reconvening, it was noted that no action was taken in Executive Session.

**After review, Larry Biddle moved to promote to professor John W. Mortimer. Gene Spivey seconded and the motion carried (Motion 13-36).**