

10-10-2013

## Advancement, Marketing and Alumni Affairs Committee, October 10, 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  
October 10, 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. Samuel H. Frink, Mr. D. Wyatt Henderson,  
Mr. Charles E. Lewis, Dr. Oran P. Smith and Mr. Eugene C. Spivey

**Others Present:** Ms. Stacie A. Bowie, Ms. Jean Ann Brakefield, Dr. J. Ralph Byington,  
Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Dr.  
Daniel Ennis, Ms. Diane Fabiano, Mr. Brian Forbus, Mr. Matt Hogue,  
Mr. Lawson Holland, Ms. Martha S. Hunn, Mr. Mark Kelley, Dr. Steven  
J. Madden, Mr. Tim Meacham, Ms. Jennifer Packard, Mr. William W.  
Plate Jr., Dr. Michael Roberts, 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. Vicki Grooms of the Sun News and Heather Gale of the Horry Independent were in attendance.)

Chairman Natasha Hanna brought the meeting to order at 10:00 a.m.

**Hanna moved to approve the Advancement, Marketing, and Alumni Affairs Committee minutes of July 18, 2013. Larry Lyles seconded and the motion passed.**

Lawson Holland reported that the total year-to-date FY14 fund raising is \$5,916,353 which is ahead of last year.

Jean Ann Brakefield reported that Alumni Relations is looking forward to continuing a great working relationship with Diane Fabiano as she takes on her new position of Director of Annual Giving. Growing the number of alumni who give through the phone-a-thon is the key to raising alumni giving percentages.

Additionally, new membership software has been purchased in order to better track alumni association memberships. In the past it's been hit or miss on dues and pledge reminders and this will alleviate that issue. We are in the process of working through the kinks, but once we get this implemented we will

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have clear definitions of alumni memberships. Additionally, we will have the capability to update the Board of Trustees with goals and progress at each quarterly meeting.

Ballots have been posted on line for the elections of Alumni Association Board of Directors. The nominating committee selected 15 excellent candidates for the seven open seats beginning January 1, 2014. Three candidates are from out of town and twelve are local. Voting will continue through midnight on Homecoming Saturday.

Two excellent alumni were honored during the Founders Day Convocation as Distinguished Alumnus and Young Alumnus of the Year. Alex Klaus, finance and management major living in Charlotte, was recognized as Alumnus of the Year. Klaus has remained connected to CCU through the Charlotte alumni chapter and various positions within the Wall College. Klaus is leading the charge to take a group of CCU students to meet Warren Buffet next month.

Amy McAllister was awarded Young Alumnus of the Year. McAllister was named S.C. Teacher of the Year by the S.C. Department of Education for 2012-13. She currently teaches middle school in her hometown of Lake City.

Alumni tailgates have been quite successful this football season in its new location at Blanton Park. About 150 alumni have signed in each game and over 400 people have been fed. Families enjoy having the Fanzone in the area which has a very festive feel. A 50-foot inflatable tent was recently ordered and should arrive on Monday. This tent is similar to the one used on the field for the Letterwinners each home game. This will be a great addition to the look and feel of this area. We hope to debut this for the VMI game.

Next weekend, we will travel to Lynchburg for the Liberty matchup. Invitations were sent to alumni within a 100 mile radius of the University.

Lots of excitement is building around Homecoming this year. We are working with several fraternities and sororities to assist them with their reunions and also holding a Hall of Famers brunch on Saturday. Each academic college has been invited to host their own tent during the tailgate so that they can discuss the highlights from their colleges with the alumni who visit. The Golf tournament will have a \$50,000 hole-in-one opportunity on number 10 and a \$5,000 putting opportunity. Alumnus Mark Payne with Field Insurance will sponsor these events. Bojangle's has signed on as the title sponsor and the tournament has been renamed the Bojangle's Homecoming Classic. We are expecting a sellout. Alumni donors and VIPs will be hosted in the LeForce suite for the Glorianna concert following the tournament. On Sunday, we will host the 25<sup>th</sup> reunion choir ensemble and gospelservice in Edwards followed by a brunch in Kline. This event hopes to raise additional dollars for the Pat Singleton-Young scholarship.

Tonight local happy hour will be hosted at Banditos beginning at 5:30 p.m.

Henderson asked Brakefield to provide a budget for more money for manpower and activities.

Diane Fabiano reported on the Annual Giving report.

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**Call – A – Chant**

- Call center has officially been moved and 11 callers started calling on Monday night.
- Calling pools this year will be split up by academic college, donors (\$1 - \$99 & \$100+) and non-donors in order to tailor the script to that area.
- Contacts will be made to those whose pledges have not been fulfilled. Only 30% of pledges are fulfilled before the end of the fiscal year.
- Current pool is non-giving alumni, which is a weaker pool.
- Even so, in three nights we have had a total of 21 special pledges equaling \$575 and one credit card gift of \$25.
- Implemented thank you note cards, gifts to pledges and credit card gifts \$25+.
- Guest speakers once a week/every other week, starting with Eileen Soisson this coming Monday night.
- **Moving forward** - Goal which I'm trying to instill in the students is make more of an effort on making personal connection and building relationship.

**1954 Society**

- Attended yesterday's Graduation Finale for seniors graduating in December to get students to register for the 1954 Society--14 registered.
- Have requested a list of email addresses of December graduates from the Registrar to send an email out encouraging students to join. Parents will also be notified.
- Ceremony will be Friday before commencement on December 13<sup>th</sup> in Johnson Auditorium from 3-4 p.m.
- **Moving forward** – Working to get the information out to students through giveaway items, twitter, speaking to student groups and organizations, etc. Getting involved with students so they will know who I am.

**Faculty/Staff Campaign**

- Sent out first email this past Monday in new format which was sent to 1,634 faculty/staff and was opened by 852 (52%), 190 clicked on link to give.
- Presentations are being scheduled with departments that have low giving history.
- **Moving forward** – Working on reaching out as an alum and fellow staff member, making contact and building personal connections.

Lawson is moving forward with a capital campaign with David DeCenzo, Stovall Witte and Mark Roach. DeCenzo stated that it is critical that we get all faculty and staff to participate.

Bill Plate reported that the Coastal Magazine will be available shortly. University Communication is developing a new promotion video geared at attracting students. Work continues on the brand manual to be used internally on campus. Coastal Carolina's mobile app has had few minor setbacks on Apples side with a security breach.

Facebook continues to add followers. We continue efforts to use social media channels to our best advantage, i.e. Twitter, Instagram and Youtube, and LinkedIn, as well as Foursquare, Flickr, and Pinterest.

Martha Hunn added that University Communication's major function is crisis management. Plate has been reviewing what is being done during crisis mode and has consulted with Abdallah Haddad to make

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sure that we are using social media to our best advantage. CCU now uses Facebook and Twitter to disseminate information.

We have changed our media monitoring report to Meltwater News and Press which brings a strong global presence in monitoring media. The following has been reported: 1,050 stories or mentions; news tones – strongly and neutrally positive; all mentions including athletics – 13,050 and only one negative; 63 international stories and 249 national; and advertising value equivalency is \$2.7 M. Another feature is Share a Voice which allows CCU to compare with other peer institutions.

The Hurricane Genesis and Outlook Project (HUGO) which predicts landfall probability of a hurricane received a lot of press with 178 stories. Meltwater redirected articles to journalists who have been writing on hurricane forecast.

Matt Hogue reported consumers are purchasing trademark products at a record pace. Royalties are up 41.4% from past quarter. Efforts have been stepped up on the enforcement of logo use.

Geofencing campaign, a mobile advertising technique, is being used for admissions recruitment support. There were 335 more taking the tours and 111 more prospective students in July that there were last year. On July 26, 106 visitors toured campus.

In the December/January edition of Grand Strand Magazine, an ad will feature our MBA program. An advertising space at the Myrtle Beach International Airport terminal has been activated.

So far this year, 1,200 pieces have been proofed.

Eugene C. Spivey noted that Sam's had a large supply of CCU clothes.

Charles Lewis said he had gone to PGA golf stores where there are large displays of Clemson and USC products. When asked why there was none for Coastal Carolina, they replied that they couldn't get any. Hogue said that he would work with them to get some product.

Plate stated that filming for the holiday video card will be held in Blanton Park on November 12<sup>th</sup>. Trustees were encouraged to participate

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