

2-13-2014

## Advancement, Marketing and Alumni Affairs Committee, February 13, 2014

Coastal Carolina University

Follow this and additional works at: <https://digitalcommons.coastal.edu/board-committees>

---

### Recommended Citation

Coastal Carolina University, "Advancement, Marketing and Alumni Affairs Committee, February 13, 2014" (2014). *Board of Trustees Committee Minutes*. 583.

<https://digitalcommons.coastal.edu/board-committees/583>

This Article is brought to you for free and open access by the Board of Trustees at CCU Digital Commons. It has been accepted for inclusion in Board of Trustees Committee Minutes by an authorized administrator of CCU Digital Commons. For more information, please contact [commons@coastal.edu](mailto:commons@coastal.edu).

**Minutes  
Coastal Carolina University  
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting  
E. Craig Wall Jr. Board Room  
February 13, 2014**

**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,\* Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith,  
and Mr. Eugene C. Spivey

**Others Present:**

Dr. John P. Beard, Ms. Stacie A. Bowie, Dr. Barbara A. Burd, Dr. J. Ralph  
Byington, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer,  
Dr. Daniel J. Ennis, Ms. Martha S. Hunn, Mr. Mark Kelley, Dr. Edward  
Jadallah, Mr. Timothy E. Meacham, Dr. Steven J. Madden, Ms. Christine  
L. Mee, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Barbara A.  
Ritter, Mr. Mark A. Roach, Dr. Michael H. Roberts, Ms. V. 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. Heather Gale of the Horry Independent was in attendance.)

Chairman Natasha Hanna brought the meeting to order at 9:25 a.m. Because of inclement weather, several of the trustees joined the meeting by teleconference. A roll call was taken.

**Larry Lyles moved to approve the October 10, 2013 committee minutes, and Mr. Sam Frink seconded. The motion passed.**

Mark Roach reported on the gift designation and reconciliation report YTD through 12/31/13: outright cash gifts \$798,891; current FY14 pledges \$5,536,053; total fund raising \$6,546,288; pledge payments \$1,637,468 and total cash received \$2,913,767.

Philanthropy's new organization chart was reviewed. The capital campaign feasibility study identified that we were not staffed properly and four new positions will be added by March 17<sup>th</sup>. Gift officers are currently meeting with the deans and preparing inventory lists of their needs for the campaign.

A new Director of Alumni Relations job description was also studied. The major change is the addition of fundraising goals. Everyone in Philanthropy is expected to be a fundraiser.

\*Denotes joined by teleconference

**Advancement, Marketing & Alumni Affairs Committee**  
**February 13, 2014**

A list of 2014 CCU Alumni Association Events was reviewed.

Only 14% of the faculty/staff participate in annual giving. Because some faculty/staff are not sure where the money goes and how it is used, they choose not to give. More education is needed to communicate where it will be used and the various opportunities to contribute. It was suggested that a benevolent fund could be set up for people to contribute when a family member/friend is lost.

Diane Fabiano is planning to kick off a new campaign on July 1. Faculty/staff will be divided into four teams to compete against each other in the hopes of garnering excitement.

David DeCenzo said the first thing asked when a capital campaign is in progress is what percentage of faculty/staff give back to the university. Even if only \$1/year is given, it counts towards the percentage of those participating.

Roach holds a pipeline meeting with his staff each Tuesday to share updates. Each fundraising officer reports on the five donors they are working on. There is celebration when the donor goal has been reached, and the donor has been erased and replaced with a new one.

Corporate DevelopMint out of Charleston has been hired to conduct a feasibility study for a capital campaign. Their first case study draft has been received and revisions are being made. About 30-35 people will be interviewed from our area to help determine public perception about the University and a capital campaign.

The campaign will not be in conjunction with the 60-year anniversary of Coastal Carolina University as it will continue on after the anniversary.

Hanna asked for the committee to be kept up-to-date on the campaign project.

DeCenzo stated we don't want the same donors being asked by various people on campus to contribute. Coordination of fundraising needs to go through a central place. Eddie Dyer sent out an email earlier this week to all faculty/staff reinforcing that every aspect of fundraising should be cleared through Roach before approaching a donor.

Philanthropy is in the midst of creating software to help keep more up-to-date on fundraising.

Bill Plate reported that social media continues to be a vital channel to reach students. Chatter was huge during the snow/ice storms.

In January 2014, there were 7,013,110 visitors to the home page of which 1,606,833 were unique visitors. The new mobile app has been successful for 2,403 users installed and launched the app this month.

Martha Hunn reported on news and public relations and noted that there were 1,358 global academic mentions this month—1,145 neutral, 85 negative and 123 positive. The advertising value equivalency total was \$2.7M.

**Advancement, Marketing & Alumni Affairs Committee**  
**February 13, 2014**

Plate reviewed the trademark report. The 2013 fourth quarter was the best ever and much of this was because of the success of the football team. We continue to work with LRG. Target stores will stock CCU-branded merchandise and, possibly, Cracker Barrel. Wal-Mart has signed a vendor agreement with Russell Athletic which will open a more active supply chain since CCU is a Russell school. We currently have 185 licensed vendors. Fourth quarter gross revenue from the athletic website was \$16,417, a record high. First quarter 2014 is already up, and this should also be a successful year.

Marketing Communication is partnering with Admissions and utilizing digital technology, in particular geo-fencing. CCU buys the airwaves on geo-fencing within a certain area which hits cellphones with an advertisement. During the 4th quarter of 2013, we activated a highly saturated digital marketing campaign to support recruitment across South Carolina. This campaign utilized mobile advertising, geo-fencing and website display advertisements. The campaign was geographically targeted to four out-of-market population centers—Columbia, Upstate, Rock Hill-Charlotte and Charleston areas. The strategy also featured specific geo-fencing that leveraged holiday shopping crowds at large malls in the Greenville and Columbia markets--Columbiana Mall and Haywood Mall.

As a result, there were 2,293,011 digital impressions with 21,426 clicks to the admissions website or .94% clicks, which is above average. Admissions' visits increased during the digital marketing.

We plan to do a similar campaign with graduate programs.

In reviewing the Meltwater media report, Hunn noted that Coastal Carolina is getting a share of the media voice in comparison with other universities. Media cloud buzz words included CCU, zip car, bike sharing, car sharing, food, basketball, admissions, soccer, etc.

Positive feedback is also being received on the apps. Students would like to have the ability to place food orders on campus with Aramark and pick them up. They would also like to be able to track shuttles with an app.

Hanna noted the Women in Philanthropy and Leadership Conference will be held on February 26-27 and invited everyone to attend.

Respectfully submitted,

Chyrel Stalvey  
for Larry L. Biddle  
Secretary/Treasurer