

5-8-2014

## Advancement, Marketing and Alumni Affairs Committee, May 8, 2014

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 8, 2014**

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

**Committee Member  
Not in Attendance** Mr. George E. Mullen

**Other Board  
Members Present:** Mr. William S. Biggs, Mr. Samuel H. Frink, Mr. D. Wyatt Henderson,  
Mr. Marion B. Lee, 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, Ms. Jean Ann Brakefield,  
Dr. Barbara A. Burd, Dr. J. Ralph Byington, Dr. Debbie Conner,  
Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Fred F. "Trip"  
DuBard III, Dr. Daniel J. Ennis, Ms. Martha S. Hunn, Dr. Edward  
Jadallah, Ms. Beverly J. Landrum, Dr. James O. Luken, Mr. Timothy E.  
Meacham, Ms. Christine L. Mee, Ms. Jennifer A. Packard, Mr. William  
M. "Bill" Plate Jr., Dr. Nelljean Rice, Dr. Barbara A. Ritter,  
Dr. Michael H. Roberts, Chief David Roper, Ms. V. Chyrel Stalvey, and  
Gregory 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 and Vicki Grooms of the Sun News were in attendance.)

Chairman Natasha Hanna brought the meeting to order at 9:40 a.m.

**Hanna moved to approve the February 13, 2014 committee minutes. Robert Templeton seconded, and the motion carried.**

Mark Roach stated that Call-a-Chant will continue through summer for first time. In the fall, 16-18 students will be making calls. The entire facilities group has participated this year in annual giving!

Elise Testone's April 25<sup>th</sup> concert introducing her new album was a great event. Alumni are now allowed to use the HTC facilities.

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Darius Rucker's August 23 concert has sold out. He will be coming back next summer after the turf has been installed on the football field for a larger concert.

Gene Spivey was impressed that the softball team had gone out and acquired commitments for the naming of all their lockers. This should be recognized in some way, perhaps by a plaque honoring this commitment with their names on it in the locker room.

Wyatt Henderson was pleased with the Greenville and Raleigh alumni events.

Bill Plate stated that all of University Communication is moving in the same direction and working on building relationships within the University. Over the summer, the process for new work orders/help desk system will be revamped as they are looking at continued increase in work. Listing priorities will be helpful.

The Coastal Magazine was included in the Board packet, as well as an initial preview of the brand manual. Although it has not been approved, Plate wanted to show the progress of the "Graphic Standards and Guidelines Style Guide" which will be used to educate the use of our logo and standards.

It is hoped to establish a secondary logo for the University and also for individual departments/groups. Oran Smith feels consistency is very important in standards and branding and felt this is a great beginning. Rob Wyeth has worked with facilities to bring in pre-dyed vinyl so that the teal matches all over campus. The next step in visual standards is working with Matt Hogue for athletics.

All logos are trademarked in South Carolina, but we will be pursuing Federal trademarks.

The social media report continues to see increases in all social media. Brent Reser has been hired as Social Media and Online Marketing Coordinator and is already out and about on campus meeting with students.

Because men's basketball participated in the NCAA tournament, trademark and licensing has seen substantial growth. First quarter royalty collections had a 31.6% growth compared to last year during the same time period. Over 50% of the increase was in March because fans wanted to show support.

During the first quarter of 2014, there were 209 effective licenses with 19 new ones in that time period. There were 632 total artwork submissions for using our trademarks. Outside entities must submit a request to get approval to use our logos.

In regards to advertising, new artwork for the static billboard in Columbia has been submitted. We are in the process of getting ready to launch a 950,000 impression mobile campaign to promote the 5k Trustee Award. Communication has launched a new marketing campaign, #realTEALtweets, that leverages positive posts about CCU from faculty, staff, and students. Student Matt Gahagan had posted a tweet and artwork was created to go with it. This was displayed on a billboard on Highway 501 by the old Waccamaw Pottery marque.

Signage renewals have included the Myrtle Beach International Airport, Coastal Grand Mall, and "My College Guide" for the north and south editions.

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Henderson asked if we were looking at having signage in Georgetown. Plate has a meeting within the next couple of weeks to review this.

Martha Hunn reviewed the Meltwater global media report. The advertising equivalency for the mentions was \$36.1M this quarter—last year it was \$2.5M. Webpage traffic to Coastal's home page and admissions more than doubled the night of the tournament.

Coastal Today's viewership has increased significantly with airplay now on WPDE.

Hanna commented that the S.C. Commission on Higher Education is pleased with the collaborative efforts amongst the institutions within the state and hopes to see more in the future.

As there was no further business, Will Turner moved to adjourn and Carlos Johnson seconded.

Respectfully submitted,

Chyrel Stalvey