

8-7-2014

Advancement, Marketing and Alumni Affairs Committee, August 7, 2014

Coastal Carolina University

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Recommended Citation

Coastal Carolina University, "Advancement, Marketing and Alumni Affairs Committee, August 7, 2014" (2014). *Board of Trustees Committee Minutes*. 597.

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**Minutes
Coastal Carolina University
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Jr. Board Room
August 7, 2014**

Members of the Committee Present:	Mr. Carlos C. Johnson, Mr. William L. Lyles Jr., and Mr. William E. Turner III
Committee Members Not in Attendance	Ms. Natasha M. Hanna, Mr. Fred F. DuBard III, and Mr. Robert G. Templeton
Other Board Members Present:	Mr. Samuel H. Frink, Mr. D. Wyatt Henderson, Mr. Marion B. Lee, Mr. Daniel W. R. Moore Sr., Mr. George E. Mullen, Dr. Oran P. Smith, and Mr. Eugene C. Spivey
Others Present:	Ms. Stacie A. Bowie, Ms. Jean Ann Brakefield, Dr. J. Ralph Byington, Mr. Josh Chesson, Ms. Lori Church, Ms. Amanda E. Craddock, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Rhett J. Graham, Mr. Matt Hogue, Ms. Martha S. Hunn, Ms. Beverly J. Landrum, Dr. Steven J. Madden, Mr. Timothy E. Meacham, Ms. Jennifer Packard, Mr. David Parker, Mr. William M. Plate Jr., Mr. Brent T. Reser, Dr. Nelljean Rice, Dr. Barbara A. Ritter, Mr. Mark Roach, Dr. Michael H. Roberts, Mr. David F. Russell, Mr. Daniel S. Snyder, Ms. Sharon Sluys, Mr. Bryan P. Stalvey, Ms. Chyrel Stalvey, Mr. Gregory T. Thompson, and Mr. John Vrooman

(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.)

Will Turner was asked to conduct this meeting by Chairman Natasha Hanna who was not in attendance. The meeting was brought to order at 3:07 p.m. Because there was no quorum present, no voting could take place.

Mark Roach reported the 2013-2014 year-end total fundraising was \$9,169,489, and every pledge is up-to-date. July was a good month for philanthropy.

Alumni statistics for 2013-2014 included 25,211 total alumni base; 264 renewed alumni memberships; 1,414 alumni donors; 5,101 event attendees; and, 21 scholarships awarded with scholarships amounting to \$20,650.

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A handout of upcoming Alumni Association events was distributed. A tailgate report was reviewed. The growth of tailgating attendance grew from 893 participants in 2011 to 2,857 in 2013.

Wyatt Henderson feels that it is important to keep alumni engaged in tailgating events and asked if there was enough money to operate effectively. David DeCenzo suggested keeping close tabs on expenses and report back in October if more resources are needed.

Ralph Byington indicated that students would be traveling to more games this year.

Martha Hunn and Bryan Steros continue pursuing pledges for the Edgar Dyer Institute for Leadership and Public Policy. The goal is \$100,000, and almost \$60,000 in pledges has been received in two months. Mark Kiskunas is working to complete the Gerald Boyles Endowed Investment Management and Scholarship Fund. Students will have the opportunity to play in the stock market with real money. Terri DeCenzo and Marjorie Thompson are developing a marketing package for Women in Philanthropy. The Darius Rucker concert is sold out and will be the biggest single concert event ever held at Coastal Carolina University. The Annual Giving Campaign is going well for 737 of the 1,194 faculty/staff have contributed. Jerry Rashid has been hired as marketing director. Naming opportunity brochures are being developed for each college and should be in place by the end of September.

Philanthropy is trying to unify its efforts for Coastal Carolina and have developed the motto "One Coastal." All entities on campus are working together for the advancement of the University. The Coastal Educational Foundation wants to be more involved in fundraising. Dan Moore was instrumental in bringing CresCom Bank on board for the naming of the CresCom Military and Veterans Studies.

Hunn announced that Media Services had received two prestigious Telly awards--silver for the science fundraising video and bronze for the Coastal Today program. These two awards are equivalent to the Emmy awards. CCU competed with national companies like ESPN, Fox, NBC, Showtime Networks, and Coca-Cola where the finest film, commercials, and programs were recognized.

Bill Plate indicated that Coastal Today is being revamped.

Plate reported a 16.51% decrease in trademark licensing/royalties from 2nd Quarter 2013; however, that was an above average first quarter. This could be as a result of the bookstore transition, four main licensees were down in sales this quarter, possibly due to higher than average 1st Quarter sales, and LRG's fee structured change.

2013-2014 ended the fiscal year with a 33.44% growth. GOCCUSports.com online store was up 56.58%. During 2nd Quarter, twelve new licensees were authorized. Products are now in Target. Walmart is holding a "Welcome Back" event on August 15. Sam's Club is now carrying shirts.

The 5K Trustee Award mobile campaign is performing well and seeing an unprecedented higher than average click-through rates on websites.

University Communication worked with Donald Sloan, program director for the new Master of Arts in Liberal Studies, to establish a marketing plan using the allotted budget utilizing both traditional and digital outlets for the program. Web traffic more than tripled during the month-long campaign.

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Bryant Reser with Kevin Olivetti worked through social media to have a true TEALNation by finding a representative from each state to fly a CCU flag. Within one hour of the *CCUSA: Fifty States, Fifty Flags* campaign startup, 40 states were identified. Check out the website and see photos of flags flying in the different states. This campaign was successful, in spite of the timing during the slowest time of the year for higher education social media. Increased engagement occurred with our alumni and current and prospective students.

The Social Media Report included 696 global academic mentions, 4,957 CCU all mentions with an ad equivalency of \$6.8M. All but 0.56% was positive. In 2013-2014 an ad equivalency for unique visitors was \$21,933,036.

Because a quorum was not present, matters for executive session will be discussed during the Executive Committee.

As there was no further business, the committee adjourned.

Respectfully submitted,

Chyrel Stalvey for
Charles E. Lewis
Secretary/Treasurer