

10-23-2014

Advancement, Marketing and Alumni Affairs Committee, October 23, 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
October 23, 2014

**Members of the
Committee Present:** Mr. Fred F. DuBard III, Mr. Carlos C. Johnson,
Mr. Robert G. Templeton and William E. Turner III

**Committee Members
Not in Attendance** Ms. Natasha M. Hanna and Mr. William L. Lyles Jr.

**Other Board
Members Present:** Mr. Samuel H. Frink, Mr. D. Wyatt Henderson, Mr. Marion B. Lee,
Mr. Charles E. Lewis, Mr. Daniel W. R. Moore Sr. and Mr. George E.
Mullen

Others Present: Mr. Zachary Burns, Ms. Jean Ann Brakefield, Dr. Barbara Burd,
Dr. J. Ralph Byington, Ms. Whitney Comer, Ms. Amanda E. Craddock,
Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer,
Ms. Martha S. Hunn, Dr. Edward Jadallah, Mr. Mark Kelley, Dr. Steven J.
Madden, Mr. Timothy E. Meacham, Ms. Jennifer Packard,
Mr. William M. Plate Jr., Dr. Nelljean Rice, Mr. Mark Roach,
Dr. Michael H. Roberts, Ms. V. Chyrel Stalvey, Ms. Marjorie Thompson
and Mr. Tyler Van Moppes

(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.)

Vice Chairman Trip DuBard brought the meeting to order at 10:40 a.m.

Robert Templeton moved to approve the August 7, 2014 committee minutes, and Carlos Johnson seconded. The motion passed.

Mark Roach said that homecoming weekend kicks off with the sold out golf tournament on Friday.

This football season, tailgates have gone well both at home and away games. We have reconnected with many alumni that we would not have otherwise. The Charlotte pregame event will be a brunch beginning at 10:00 a.m. at Boardwalk Billy's near the stadium. Cars can be left in the lot of the restaurant during the game as the stadium is just a few blocks away.

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One hundred and one alumni donors contributing over \$10,000 were recently sent Lifetime Membership Cards. These same donors will be recognized on the Lifetime Giving Membership plaque on the donor wall in Atheneum Hall.

An alumni networking event is being planned for New York on November 18 at O'Casey's on East 41st Street. This group of alumni has become very active and has planned three watch parties for televised football games this season. During this trip, the Office for Philanthropy will target a group of successful alumni who live in the city. President DeCenzo will speak at the event and will update the entire group on the great things happening at CCU.

Roach presented an Annual Giving Campaign Update.

Call-A-Chant:

- Total Pledges – 232 (**increase of 210 from this time last year**)
- Total Pledge Amount – \$9,488.62 (**\$8,903.62 increase from this time last year**)
- Total Pledges Fulfilled – 33.5%
- Total Credit Card Donations over the Phone – 44 (**increase of 43 from this time last year**)
- A new team of callers has been hired. Calls are made from 6-9 p.m. Monday-Thursday and at least two Sunday's per month.
- Full Saturday all day training was completed before calling began. All callers are in the process of going through all Feel the Teal modules training as well. Each caller is given a one-on-one evaluation at the beginning of each month as well.

Faculty/Staff Giving Campaign:

- Currently 23% participation for a total of \$85,739 donated since July 1st.
- For this year's campaign, we have broken up faculty/staff into five different teams (keeping within divisions) with each team being headed by an academic college. Teams have 300-330 people per team.
- Weekly "Giving TEALs Good," videos will begin next month. Videos will be about one minute, "hosted" by Diane Fabiano Sanders and highlighting a department or faculty/staff member that has given.

Parent Board/Council:

- In beginning stage of planning a parent program to include three tiers of giving for parents and grandparents.

Other Projects:

- In beginning stage of planning another concert on campus in an outdoor venue in October.

The Office of Philanthropy is working to grow prospects for planned giving and an event has been planned for October 27th at Frank's Restaurant to explain the program and make headway in committing them to planned giving.

After reviewing endowed scholarships and making an inventory, the goal this year is to turn gifts into endowments. The campaign goal is \$1,540,000.

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Marjorie Thompson, new Director for Philanthropy for the Women in Philanthropy Program, was introduced. WIPL was founded by faculty/staff and community friends in 2002, and over 70 members have helped to raise scholarship funds. In 2013 a milestone was reached surpassing \$100,000 in endowed scholarship funds. This year the first recipients began receiving \$5,000/year from endowed scholarship funds. A total of \$140,000 in scholarships have been used and this year \$28,000. The next WIPL conference is February 12-13, 2015 at Myrtle Beach Sheraton. Thompson is excited about the mission of WIPL and the focus of the program.

Bill Plate reported that after planning a strategy for University Communication this summer, it was determined to develop projects telling the CCU story through video and production and redesigning the worksite. Coastal Today has been revamped and now called Coastal Now and is available on the website and local television station. Positive feedback has been received and has generated a lot of buzz.

Within the next couple of weeks, Chris Mee will supply information to produce the Quick Facts Guide of questions, and the Guide will be produced this fall.

Martha Hunn noted that CCU experienced media air time of \$33M in the last quarter. Ninety-five percent of the stories were positive and neutral. Starbuck trucks on campus created a lot of the cloud media.

Plate reported requests to use the CCU logo had doubled this year. A testament of CCU's impact within the community was acknowledged when local Walmarts donated about \$7,000 because of their increase in income received on moving day.

Wyatt Henderson noted that the Neebo book store is not offering as large a selection as the previous operators. Plate stated that Neebo is working to improve the merchandise.

Advertising for the \$5K Trustee scholarship is showing great interest and there is much excitement for the new Marine Science Ph.D. Program and cultural arts events.

The University has shifted to using all channels of social media to tell the story #CCU Family. One student a day is featured. This is a valuable tool to show the local community the type of students we have. We now have a Facebook page, a YouTube page, and News and Events.

As there was no further business, Robert Templeton moved to adjourn.

Respectfully submitted,

Chyrel Stalvey for
Charles E. Lewis
Secretary/Treasurer