

2-26-2015

## Advancement, Marketing and Alumni Affairs Committee, February 26, 2015

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  
February 26, 2015**

- Members of the Committee Present:** Mr. Fred F. DuBard III, Ms. Natasha M. Hanna Mr. Carlos C. Johnson, Mr. William L. Lyles Jr., Mr. Robert G. Templeton and William E. Turner III
- Other Board Members Present:** Mr. William S. Biggs, Mr. Samuel H. Frink, Mr. D. Wyatt Henderson, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. Daniel W. R. Moore Sr., Mr. George E. Mullen, Dr. Oran P. Smith, Mr. H. Delan Stevens, Mr. Eugene C. Spivey, and Dr. Samuel J. Swad
- Others Present:** Dr. Steven Bleicher, Ms. Stacie A. Bowie, Ms. Jean Ann Brakefield, Dr. J. Ralph Byington, Ms. Lori Church, Dr. Debbie Conner, Ms. Amanda Craddock, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Ms. Martha S. Hunn, Dr. Edward Jadallah, Dr. Steven J. Madden, Mr. Timothy E. Meacham, Mr. William M. Plate Jr., Dr. Nelljean Rice, Dr. Barbara Ritter, Mr. Mark Roach, Ms. V. Chyrel Stalvey, Mr. Gregory Thompson, Ms. Kathy T. Watts, and Mr. David Yancey

(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. Scott Harper of the Horry Independent and Charles Perry of the Sun News were in attendance.)

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

**Will Turner moved to approve the October 23, 2014 committee minutes, and Dan Moore seconded. The motion passed.**

Mark Roach said the new buzz work in Philanthropy is “intentional.” An intentional game plan has been created for every revenue area we have to create money.

Diane Fabiano-Sanders reports good progress for the Faculty/Staff Giving Campaign. A recap of the program was available. We are excited about the direction the campaign is going. A “Giving Teals Good” video was shown.

Year-to-date 1,088 alumni have made gifts this fiscal year totaling \$460,129.83. A total of 164 bricks have been sold for \$250.00 each for the alumni walk at Atheneum Hall. This project will continue until 600 bricks are sold and will net over \$125,000 for the Alumni Endowed Scholarship fund. As of

## **Advancement, Marketing & Alumni Affairs Committee February 26, 2015**

February 13, 34 events have been hosted by alumni relations welcoming 3,966 attendees. This number reflects an increase by more than 300 attendees than the same time frame last year. Social media numbers have also increased: 6,763 likes on Facebook, 1,611 Twitter followers, and 2,715 members on LinkedIn. Alumni website and BeyondCoastal newsletters have been re-designed and are now live. Plans are underway to host an alumni event at the CCU/USC baseball game on March 24<sup>th</sup>, and the Grand Opening of Atheneum Hall Alumni Center is scheduled for April 30. The NYC Alumni Event featuring entertainment by the senior Bachelor of Fine Arts majors is scheduled for March 4<sup>th</sup> and the Washington, D.C. alumni event is scheduled for April 30<sup>th</sup>. The global initiatives department has teamed with alumni relations to host a visit to Iceland in April to recognize the Icelandic Whales Association and their fundraising efforts to provide scholarships for Icelandic students.

The Women in Philanthropy Leadership Conference was very successful. About 600 attendees listened to 25 speakers over the two-day program. Activities included 140 at the pre-conference and networking reception; 180 attended the Celebration of Women which honored five women who have significant South Carolina ties; 28 exhibit booths; approximately 65 CCU students volunteered and/or attended the pre-conference or conference and an additional 40 participated in the Coastal Inspirational Ambassadors' flash mob introduction of Gloria Gaynor.

A new organizational chart for the Office of Philanthropy was distributed.

The year-to-date giving report included: total fundraising \$3,221,765 and total cash received \$3,827,633. We are in the silent phase of a capital campaign as it has to start from the inside and grow out. Faculty/staff need to get on board before going off campus and asking for donations.

New college brochures for each of the colleges were distributed and will be given to potential donors when are visited.

Bill Plate reported that we are embarking on a major redesign of the website for \$170,000, utilizing more of the TerminalFour system. The project will include major website redesign with multiple templates and work well on multiple platforms, including mobile devices. The primary target will be prospective students and parents and another for faculty/staff or internal areas. A web advisory committee has been established, chaired by Plate and Abdullah Haddad. We do not have the in-house expertise to tackle the project. The new design should launch in August or September.

A professional will be hired to perform a mobility study for directional signage and develop a master plan to determine where decision points are on campus.

Coastal Carolina has received a bronze award for the social media campaign CCUUSA from Higher Marketing at their 30<sup>th</sup> Annual Education Advertising Awards program.

Everyone received a new Quick Facts booklet which is designed in a stair step topics template, which makes it easier to find interested topics at a glance. It easily fits into a pocket or purse.

Martha Hunn reviewed the news & public relations report. The ad equivalency total of the 1,318 global mentions is \$126,123,096. Almost 90% were neutral and positive.

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The videography team has changed its focus to tell the Coastal Carolina story. Next week they will be going to New York City to interview five successful alumni.

Bill Plate stated that there was a decrease of 32.65% in royalty collections, partly because of changing the bookstore. He has been meeting with Neebo to have better offerings in the bookstore and progress is being made. After Follett left, a neighborhood competitor purchased a large bulk of Champion merchandise from them which also cut our collections.

Wyatt Henderson wanted to know if it had been cost effective to change vendors for the bookstore if we were losing money. Stacie Bowie reminded everyone that Neebo was selected because of their favorable rental textbooks to students. New merchandise at the baseball stadium is very nice.

A branding campaign using our U.S. News and World Report rankings is also going very well. A Facebook page was established for the WIPL Conference and Celebration. Plate distributed a copy of the Columbia Business Monthly and Greenville Business Monthly magazines which have CCU ads entitled "Did You Know about CCU?".

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

Respectfully submitted,

Chyrel Stalvey for  
Charles E. Lewis  
Secretary/Treasurer