

8-6-2015

# Advancement, Marketing and Alumni Affairs Committee, August 6, 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  
August 6, 2015**

**Members of the Committee Present:** Mr. Carlos C. Johnson, Mr. William L. Lyles Jr. and Mr. William E. Turner III

**Committee Members Not Present:** Mr. Fred F. DuBard III, Ms. Natasha M. Hanna and Mr. Robert G. Templeton

**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., Mr. George E. Mullen, Dr. Oran P. Smith, Mr. Eugene C. Spivey, Mr. H. Delan Stevens and Dr. Samuel J. Swad

**Others Present:** Ms. Sandra A. Baldrige-Adrian, Dr. J. Ralph Byington, Ms. Nedy Campbell, Dr. Debbie Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Ms. Martha S. Hunn, Mr. Mark Kelley, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Nelljean Rice, Mr. Mark Roach, Ms. V. Chyrel Stalvey, Ms. Kathy T. Watts and Mr. Stovall Witte

(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 Claire Byun of the Sun News were in attendance.)

Chairman Natasha Hanna could not be in attendance and Will Turner brought the meeting to order at 11:00 a.m.

**Because a quorum was not present, the minutes of May 7 will be reviewed and approved at the Board meeting tomorrow.**

Vice President for Philanthropy Mark Roach reported that total fund raising for FY2015 was \$4,524,439 and total cash received was \$5,285,479.

Vice President for University Communication Bill Plate reported that the programming of Coastal Carolina University's website is moving along and is now in the quality assurance stage reviewing HTML and tying into T4. It is hoped to have a better timeline of completion in October.

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Associate Vice President for University Communication Martha Hunn reported that the media report shows 913 total global academic mentions and 15,606 for all CCU mentions. The 2.8% negative mentions were due to reports on a hearing held for a CCU student and a student who overdosed while on break during the summer.

A new Merit Coastal Page will feature student achievements. This paid program costs \$8,000 a year and will reach thousands of high schools. News releases will be sent to hometown newspapers and student high schools as well as Facebook, Twitter, Instagram, YouTube, and LinkedIn.

The University will continue to review and invest in social media. Twitter has become the main communication channel. A new app being reviewed is Periscope which allows anyone to broadcast live from anywhere.

The trademark report:

- Gross royalty collections are +121%, about \$16,000 in merchandise. Nebo was recently bought out by Follett, and there is a new bookstore manager on campus.
- Sales on GoCCUSports.com is +9.6%.
- Active licensees are in the re-signing phase. Since April 1, there are 184 active licensees; nine are new licensees.

Spivey noted that the setup for students at the Highway 501 Walmart is tremendous. Plate stated that the impact of student move-in rivals Black Friday sales for them. Walmart gives grant money back to the University.

Starting this fall, Costco will be selling CCU products.

Plate stated that the U.S. News and World Report rankings campaign with Google Ad Words has been performing well at minimal cost of \$4,745. There were 1.1M impressions and 23,000 clicks. Renewals have been made for the following billboards: Columbia, Highway 501 digital and static and Pawleys Island.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey  
Recorder