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Advancement, Marketing and Alumni Affairs Committee, October 1, 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
October 1, 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 J. Templeton, and Mr. William E.
Turner III

**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, Mr. Eugene C. Spivey, and Mr. H. Delan Stevens

Others Present: Ms. Sandra A. Baldrige-Adrian, Dr. Aneilya K. Barnes, Dr. J. Ralph
Byington, Ms. Nedy Campbell, Dr. Debbie Conner, Ms. Amanda E.
Craddock, Dr. David A. DeCenzo, Ms. Lindsy M. Glass, Mr. Matt Hogue,
Ms. Martha S. Hunn, Mr. Timothy E. Meacham, Mr. Travis E. Overton,
Ms. Jennifer Packard, Mr. William M. Plate Jr., Mr. Gary T. Pope,
Dr. Nelljean Rice, Mr. Mark Roach, Dr. Kenneth W. Smalls Jr.,
Ms. V. Chyrel Stalvey, and Ms. Kathy T. Watts

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

Chairman Natasha Hanna brought the meeting to order at 10:23 a.m.

Will Turner moved to approve the August 7, 2015, Advancement, Marketing & Alumni Affairs Committee meeting. Robert Templeton seconded and the motion carried.

Vice President for Philanthropy Mark Roach stated that due to inclement weather, the Annual Alumni/Coastal Athletic Foundation golf tournament has been postponed until November 6. Written reports from the directors, alumni relations, and the endowment campaign were included in the Board packets for their review.

President David DeCenzo was pleased to report that a proud parent of a student-athlete has come forward with a naming opportunity for a new soccer field. He commended Roach for his work with the parents who were very complimentary of the academic activities for their child.

Chairman Wyatt Henderson asked if there had been any negative feedback on the endowment campaign and asked, if that should occur, to report back to the Board of Trustees.

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Natasha Hanna encouraged everyone to support the Lee Brice concert on October 16. He is a Sumter native and performs a phenomenal concert.

Vice President for University Communication Bill Plate informed the committee that work is progressing towards the launch of the new website in January.

Highlights of the media and public relations third quarter report showed that there were 984 global academic mentions due to the change to the Sun Belt Conference, professors talking about nearby shark attacks, and our football team's success. The 4,665 CCU mentions were overall positive or neutral. Media value of the mentions was \$71,386,658. Negative comments were regarding reports of the death of a University Village individual near to campus but not a Coastal Carolina student. Work continues with the media to disassociate CCU from reports that are not about the campus and our students.

Plate introduced Lindsy Glass, newly hired Senior Director of Marketing & Licensing. While the trademark and licensing report had a 19.42% royalties increase, there was a 25% downturn in GoCCUSports Ecommerce from last year. Currently, there are 206 active licensees. Six new ones have been added since July. The Walmart event for move-in day was a huge success. CCU ranked number three in the nation for collegiate sales for all Walmart stores carrying college merchandise.

Positive feedback has been received from the branding of CCU as a hometown university and #TEALnation. Additional promotions will be held around local college fairs, culture arts, and graduate programs.

Brent Reser, Social Media & Online Marketing Coordinator, continues to monitor and use 11 social media platforms. The number of users continues to increase with the most popular ones being Twitter, YouTube, Instagram, and LinkedIn. Snapchat has now come onto the scene. Periscope is another new platform for live broadcasts. An 8-hour Periscope transmission was held on campus and brought national attention to the University.

Henderson stated that marketing will take place in the areas of the Sun Belt Conference teams. He encouraged raising the University's profile through advertising and working closely with admissions and merchandise.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
Recorder