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Advancement, Marketing and Alumni Affairs Committee, February 18, 2016

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 18, 2016**

**Members of the
Committee Present:** Mr. Fred F. DuBard III, Ms. Natasha M. Hanna, Mr. Carlos C. Johnson,
Mr. William L. Lyles Jr., and Mr. William E. Turner III

**Committee Member
Not Present:** Mr. Robert J. Templeton

**Other Board
Members Present:** Mr. Samuel H. Frink, Mr. Marion B. Lee, Mr. Charles E. Lewis,
Mr. George E. Mullen, Dr. Oran P. Smith, Mr. Eugene C. Spivey, and
Mr. H. Delan Stevens

Others Present: Ms. Stacie A. Bowie, Dr. Brian Bunton, Dr. J. Ralph Byington, Ms. Nedy
Campbell, Dr. Debbie Conner, Dr. David A. DeCenzo, Ms. Martha S.
Hunn, Ms. Beverly J. Landrum, Mr. Timothy E. Meacham, Ms. Anne T.
Monk, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Barbara A.
Ritter, Mr. Mark Roach, Ms. V. Chyrel Stalvey, 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. Claire Byun of the Sun News was in attendance.)

Chairman Natasha Hanna brought the meeting to order at 9:55 a.m.

Will Turner moved to approve the October 1, 2015, Advancement, Marketing & Alumni Affairs Committee minutes. George Mullen seconded, and the motion carried.

Vice President for Philanthropy Mark Roach reported that the total year-to-date giving is \$4,803,972. It has been a very good couple of months since December and this morning another \$250,000 in planned giving was finalized. The directors' updates were distributed and noted the following.

- Bryan Steros is working on a seven figure gift for the College of Science.
- Diane Sanders is moving forward with the planning of the Steve Bailey and Friends Concert. Two new board members have joined the Edward College of Humanities and Fine Arts Board of Visitors.
- Eric Rivenbark secured funding for two quarter million dollars gifts for the Wall College of Business.
- Marjorie Thompson reports that the Women in Philanthropy and Leadership conference was well attended and successful. She has also secured a \$250,000 donation for the Spadoni College of Education.

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- Ollie Lifelong Earning has secured the last \$1M in grant money for the program.
- Kimberly Causey Gomez continues with the “Teal 1,000” initiative and 30 businesses/individuals have committed to annually contribute \$1,000. The goal is to have 1,000 participants in ten years. Hanna added that six trustees have committed to contribute to this and hope to have 100% participation from the Board of Trustees.
- Alumni Relations’ Jean Ann Brakefield just returned from an alumni event in Nashville and visits are planned to New York, Atlanta, and New York this year. Jean Ann and Bill Plate are working on a new series for the Coastal Alumni magazine called “Top Tier Chanticleers” to recognize successful alumni. The latest magazine features Amber Campbell, Michael Kelley, Richard Pilosof, Mike Pruitt, and Kim Brown Strickland.

Roach reported that the endowment campaign kickoff event will be held on April 21 with hopes of 250-300 attendees at the black tie event to be held in the HTC Center. This will be a university-wide campaign. The Office of Philanthropy is working with University Communication to develop videos, print ads, billboards, invitations and possibly commercials to be used during the campaign. Included in this is an Economic Impact video.

Vice President for University Communication Bill Plate reported that the new website is geared towards perspective student and parents and will have a social media style of displaying information. There are approximate 7-8 million viewers on the website. The launch will be sometime in April. Originally the date was March 1 but it took longer to debug and retrain than expected

Martha Hunn noted the 7,426 Coastal Carolina University mentions in social media which resulted in earned media value of \$189,674,528. Spikes were noticeable with the mentions Dustin Johnson, top ranked CCU football, shooting death of student, Jeb Bush visit to campus, and Carolina Panthers’ Mike Tolbert and Josh Norman.

Plate reported a 32% increase in royalties for 2015. There are 217 active licensees. We are currently undergoing an internal review to improve the product quality and color and licensees of merchandise. As a result, the licensee numbers may decrease.

About \$280,000 will be spent on advertising this year including local brand awareness, rankings on billboards, digital campaign to areas where visiting throughout the state, sponsorships, cultural event, WIPL, and traditional media. This amount does not include athletics and admission advertising

Communication manages the use of 12 social media platforms including Facebook, Twitter, Snapchat and Instagram. Recently Tumblr was launched which allows users to post multimedia and other content to a short-form blog.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
Recorder