

5-5-2016

# Advancement, Marketing and Alumni Affairs Committee, May 5, 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  
May 5, 2016**

- Members of the Committee Present:** Ms. Natasha M. Hanna, Mr. Carlos C. Johnson, Mr. William L. Lyles Jr., and Mr. William E. Turner III
- Committee Member Not Present:** Mr. Fred F. DuBard III and Mr. Robert J. 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, Mr. Eugene C. Spivey, Mr. H. Delan Stevens, and Dr. Samuel J. Swad
- Others Present:** Ms. Jean Ann Brakefield, Dr. Brian Bunton, Ms. Nedy Campbell, Mr. Josh Chesson, Dr. Debbie Conner, Dr. David A. DeCenzo, Ms. Martha S. Hunn, Ms. Beverly J. Landrum, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Barbara A. Ritter, Mr. Mark A. Roach, Dr. Michael H. Roberts, 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 1:05 p.m.

Chuck Lewis moved to approve the February 18, 2016, Advancement, Marketing & Alumni Affairs Committee minutes. Will Turner seconded, and the motion carried.

Vice President for University Communication Bill Plate stated that the new website has been launched and some pages are being modified. This year the commencement program will have a new design. University Communication has been working on projects marketing/branding the transition to the Sun Belt Conference. The in-house “I’m in” video for the endowment campaign was shown.

- **Media & Public Relations Report** – Associate Vice President for University Communication Martha Hunn reported total global media academic mentions – 1,686 and all mentions – 8,243. Earned media value total is \$153,729,056. There was much chatter about Josh Norman playing in the Super Bowl and Coastal Carolina University’s entrance into the Sun Belt Conference.

**Advancement, Marketing & Alumni Affairs Committee**  
**May 5, 2016**

- Trademark Report - royalties dropped \$32,924 as transition is made to a new bookstore vendor; met with Learfield and increased our royalty fee because we are in major conference; 13 licensees added since January 1, 2016; and, continue to make certain the colors and the logo are exact.
- Advertising Report – more digital and mobile advertising this year, “Making an Impact” brochure is part of the endowment campaign; launched new admissions campaign; launched summer study campaign; and, “I’m in” endowment campaign was done in-house.
- Social Media – there has been a shift in the media used on campus from Facebook to Twitter, Snapchat and Instagram; Integrating Periscope on campus and won an award for its introductory campaign.

Vice President for Philanthropy Mark Roach summarized the directors’ updates which everyone received in their packets.

Tidelands and the Wall College of Business Administration have created a 90-hour executive education program. The program will be offered to other companies. University professors will lead the classes and Tidelands will provide \$550,000 in funding over the next five years.

Total fundraising FY16 YTD is \$5,787,343. The Endowment Campaign silent phase began July 2013 and the total fund raising so far is \$18,108,430. Natasha Hanna stated that the opening for the endowment campaign was fabulous with the red carpet, valet parking, food, and gifts put inside the cars.

Revisions have been made to the Naming Opportunities Policy with major changes dealing with delinquent payments.

Roach reported that while \$40,000 was set aside to use an outside contractor to help with the campaign, all the videos, advertising, and billboards were done in-house. The budget \$40,000 was put into the campaign. The campaign video “Imagine that I’m in” was previewed.

Hanna moved to adjourn and Will Turner seconded. The meeting adjourned.

Respectfully submitted,

Chyrel Stalvey  
Recorder