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Advancement, Marketing and Alumni Affairs Committee, October 20, 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
October 20, 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 Members Not Present: Mr. George E. Mullen and Mr. Robert J. Templeton

Other Board Members Present: Mr. William S. Biggs, Mr. Samuel H. Frink, Mr. D. Wyatt Henderson, Mr. Charles E. Lewis, Mr. Daniel W. R. Moore Sr., and Dr. Oran P. Smith

Others Present: Ms. Sandra Baldrige-Adrian, Mr. Brandon Brown, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh Chesson, Dr. Debbie Conner, Dr. David A. DeCenzo, Ms. Martha S. Hunn, Ms. Beverly J. Landrum, Mr. Timothy E. Meacham, Ms. Megan McIlreavy, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Nelljean Rice, 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.)

Chairman Natasha Hanna brought the meeting to order at 11:05 a.m.

Larry Lyles moved to approve the August 11, 2016, Advancement, Marketing & Alumni Affairs Committee minutes. Turner seconded. The motion carried.

Vice President for Philanthropy Mark Roach stated that the University Naming Opportunity Policy UNIV-PHIL 453 needs to be updated. Prior to approving naming opportunities, the Board receives a list with the negotiated price noted. After discussion it was determined that an additional change should be made to this policy in the third paragraph to state "Pledges for naming rights should be a period of no longer than 10 years unless..." (**Motion 16-52**). This will be amended and presented tomorrow. This will give the President and Vice President for Philanthropy the ability to negotiate deals, and the years to complete it. If there is a problem with a pledge, then the Board will be informed, and the Executive Committee will be consulted. It was noted that expediency and efficiency is important when negotiating with a potential donor.

Roach noted the Development officers' updates are included in everyone's packets.

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Roach was pleased to note that fundraising this year has been very good and recapped the reports: 2013-2014: \$2.8M; 2014-2015: \$2.1M; 2015-2016: \$3.1M; and from July-September 2016: \$3.1M. The I'M IN Campaign goal is \$20M. So far, \$9.8M has been committed, and an additional \$10.1M is needed to reach the goal.

A Giving Teal Tuesday Campaign hand out was distributed. All members of Teal Nation – alumni, faculty, staff, students, parents and friends – are invited to come together and be a part of something awesome. All donations will support the Endowment Campaign I'M IN. On Tuesday, November 29. A gift of any size is acceptable and can be placed online.

Associate Vice President for University Communication Martha Hunn recapped the third quarter Media & Public Relations Report and stated that there were 7,930 (4,340 in 2015) CCU mentions which was due to publicity during the college world series, beginning of football and alumni Josh Norman's football successes. The earned value was \$61.5M. Only .21% of the mentions were negative.

Vice President for University Communication Bill Plate was appreciative of Hunn's emergency communications during Hurricane Matthew.

Trademark retail sales are up 77% from last year which equates to half a million dollars in retail sales. Significant growth has taken place with the retail outlet GoCCUsports.com. This year's sales total is \$113,260, an 800% increase over last year.

The University sponsors Nascar camping world truck series driver #86 Brandon Brown who is a student at Coastal Carolina. In the past Brown competed with a limited budget race team while attending top races. His father serves as his manager. He transferred here after two years at a community college. Professors work with him to accommodate his racing schedule. His hauler, truck, and his crew wears the CCU brand. In the beginning, he was sponsored for one race. There was lots of media coverage. So, it was decided to continue the sponsorship. As he travels, he share his CCU experience. Because of Brandon's success on the track, he is moving into a different level with more recognition for himself and the University. Brown participates in the Jeff Gordon's Children Foundation.

Other universities have followed Coastal Carolina's lead and now sponsors NASCAR drivers.

Wyatt asked for a cost benefit analysis for this sponsorship at the December Board meeting.

Will Turner asked to have a list of the Alumni Board of Directors and receive an update in December.

As there were no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder