

2-23-2017

## Advancement, Marketing and Alumni Affairs Committee, February 23, 2017

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 23, 2017**

**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. Robert J. Templeton

**Other Board Members Present:** Mr. William S. Biggs, Mr. Samuel H. Frink, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. Daniel W. R. Moore Sr., Mr. George E. Mullen, Dr. Oran P. Smith, Mr. H. Delan Stevens, and Dr. Samuel J. Swad

**Others Present:** Ms. Sandra Baldrige-Adrian, Ms. Stacie Bowie, Ms. Jean Ann Brakefield, Dr. Brian Bunton, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh M. Chesson, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Dr. Daniel J. Ennis, Ms. Martha S. Hunn, Dr. Edward Jadallah, Dr. James O. Luken, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Mr. Jerry Rashid, Mr. Dr. Nelljean Rice, Dr. Barbara A. Ritter, Mr. Mark A. Roach, Dr. Michael H. Roberts, and Ms. V. Chyrel Stalvey

(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. No media were in attendance.)

Chairman Natasha Hanna brought the meeting to order at 9:05 a.m.

Larry Lyles moved to approve the October 3, 2016 Advancement, Marketing and Alumni Affairs Committee minutes. Will Turner seconded, and the motion carried.

Vice President for Philanthropy Mark Roach presented an Office of Philanthropy report.

- Total cash and pledges for the I'M IN Campaign are \$12,368,491. The total fundraising during the campaign is \$26M.
- There has been an increase in larger gifts with three seven figure gifts and a number of six figure and below prospects.
- Director of Alumni Relations Jean Ann Brakefield distributed a schedule of upcoming events. Roach noted that we have 15.7% of our alums' e-mails. Non-contacts are not included in this percentage.
- Development officers' updates are included in Board of Trustees folders.

**Advancement, Marketing & Alumni Affairs Committee**  
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- All development officers are going through Excellence in Sales Training to improve productivity and sales.
- Boots and Bronze alumni event will be held in Conway on March 24. Trustees were encouraged to attend.

As of January 31, 2017 the Endowment Campaign, not including planned giving, is \$37M.

The Giving Report 07/01/16 – 1/31/2017 notes that total fund raising is \$6,820,624 and total cash received is \$3,583, 227.

Vice President for University Communications Bill Plate stated that Bill Edmonds has retired. Judy Johnson is the interim Director of Photography and the new Photographer is Scott Dean.

Associate Vice President for University Communication Martha Hunn stated that there have been 10.8K mentions in the media this year and 99% were positive or neutral. Last year in the same quarter there were 6.7K mentions.

Plate stated that in the beginning merit results were only sent to hometown newspapers. In an effort to increase the CCU brand as well as touting the reputation of our students, efforts have been expanded. He reviewed the merit results for February 2016-February 2017 and noted that Media Relations Coordinator Mona Pruffer wrote/disseminated brand marketing articles and effectively recognized eighteen achievements including presidents list, provost list, clubs and sports achievements, commencement, which were recognized across ten categories. As a result there were 54,264 media impressions. There were 108,233 stories generated in online page views from e-mail to Facebook. Parents and students received 16,171 congratulatory emails.

Plate reports a significant increase in royalties during the 2016 fourth quarter after the final report came from NCAA for baseball was \$162,824. There was only \$133,927 in all of 2015.

Two high schools now call themselves Chanticleers in Nebraska and New Jersey. We allow them to use the name and logo for \$1 with certain parameters regarding colors and logo.

This year GoCCU Sports athletes gear sales had a 140% increase in sales from last year.

Hanna asked for a report on the cost of fundraising per dollar. Vice President and Chief Financial Officer Stacie Bowie said that could be done for 2015 in May and 2016 in August.

As there was nothing further to discuss, Carlos Johnson moved to adjourn and Will Turner seconded. The meeting adjourned.

Respectfully submitted,

*Chyrel Stalvey*

Chyrel Stalvey  
Recorder