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Advancement, Marketing and Alumni Affairs Committee, May 4, 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
May 4, 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. Samuel H. Frink, Mr. Marion B. Lee, Mr. D. Wyatt Henderson, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. Daniel W. R. Moore Sr., Mr. George E. Mullen, Dr. Oran P. Smith, and Dr. Samuel J. Swad

Others Present: Ms. Sandra Baldrige-Adrian, Mr. John H. Bartell Jr., Ms. Jean Ann Brakefield, Ms. Katherine Brooks, Dr. Brian Bunton, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh M. Chesson, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Dr. Edward Jadallah, Mr. Timothy E. Meacham, 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, Mr. Patrick S. Sparks, Ms. V. Chyrel Stalvey, and 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. No media were in attendance.)

Chairman Natasha Hanna brought the Advancement, Marketing & Alumni Affairs Committee meeting to order at 2:15 p.m.

Will Turner moved to approve the February 23, 2017 Committee minutes with the following change to the next to last paragraph: *“Hanna asked for a report on the cost of fundraising per dollar in comparison to previous report in 2012. Stacie Bowie stated she could have that to the BOT within 30 days.”* Carlos Johnson seconded, and the motion carried.

Vice President of Philanthropy Mark Roach reviewed a peer and aspirant institutions alumni giving rate report. The median for aspirant institutions is 6.7%, peer median is 6.2%, and Coastal Carolina’s giving is 7.5%.

The cost of fundraising per dollar has decreased drastically from 2009’s \$1.09; 2015 - 85cents; 2016 - 52 cents; and 2017 - 29 cents.

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Hanna asked to have a report with these figures in comparison to a previous report given in 2012 or 2013 to make sure that we are comparing the same statistics.

Roach feels that Philanthropy does well with planned giving and bringing people on campus. The administration assists well with donations and events. He feels the weakness is not moving forward with consecutive donors and thanking them. We need to have people in place to address the 30-40 age group and social media and annual giving.

About four six-figure gifts are close to coming to fruition.

The following was noted in the 7/1/2016-4/30/2017 Giving Report: outright gifts - \$2,934,602; total fundraising - \$9,959,146, and total cash received - \$5,511,650.

Total fundraising for the Endowment Campaign as of April 30, 2017 is \$12,827,819.

Vice President for University Communication Bill Plate reported on media and public relations:

- All Mentions of CCU in media - 12.8K (7.72K in 2016)
- All mentions were mostly positive and neutral
- Earned media value - \$135.7M, mostly athletic
- Notable news stories were the baseball national championship, Dustin Johnson, and Mike Tolbert moving to the Bills.
- Two new imojis will be available soon, one is from a CCU alum.

Sponsorship for racer Brandon Brown will continue at the same level as last year. Discussions are underway for a potential sponsorship for the Darlington race, but it is the same day at the first football game.

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

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder