

8-3-2017

Advancement, Marketing and Alumni Affairs Committee, August 3, 2017

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

Advancement, Marketing & Alumni Affairs Committee Meeting
Atheneum Hall, William H. Alford Ballroom
August 3, 2017

Members of the Committee Present: Mr. Samuel L. Frink, Mr. Daniel W. R. Moore, Dr. Oran P. Smith, Mr. Patrick Sparks, Mr. William R. Turner

Committee Members Not Present: Mr. John H. Bartell Jr.

Other Board Members Present: Mr. William S. Biggs, Mr. Carlos C. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles, Mr. George E. Mullen, Dr. Oran P. Smith, Mr. Eugene C. Spivey, and Mr. H. Delan Stevens

Others Present: Ms. Sandra Baldrige-Adrian, Ms. Jean Ann Brakefield, Ms. Katherine Brooks, Dr. Brian Bunton, Ms. Susan Butcher, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Joshua M. Chesson, Dr. Debbie C. Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Mr. Matthew L. Hogue, Dr. Sara N. Hottinger, Ms. Martha S. Hunn, Dr. Edward Jadallah, Ms. Jane E. Johansen, Mr. Christopher A. Johnson, Mr. Timothy E. Meacham, Mr. T. Rein Mungo, 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. Sharon Sluys, Dr. René Smith, 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 Will Turner called the meeting to order at 2:55 p.m.

Oran Smith made a motion to approve the May 4, 2017 Advancement, Marketing and Alumni Affairs Committee minutes. Sam Frink seconded, and the motion passed.

Vice President for Philanthropy Mark Roach made note of the development officers' individual reports included in the Board packets.

Total fundraising for FY2016-2017 is \$11,163,058. An endowment pie chart explained the categories the cash/pledges came from and another chart showed the categories the funds went into. Outright gifts were \$3.7M and the endowment program was \$2.3M. This exceeded the 2017 goal. The Endowment Campaign has currently raised \$13,364,344. Since the campaign started, just over \$28M has been raised and 47% of that has gone into the campaign.

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The Office of Philanthropy has hired Develop Officers Keith Oakley from N.C. State for the Wall College of Business; Ashley Gunning Alcorn, CCU Athletic Hall of Famer, from Louisiana State University to work with the Chanticleer Athletic Office; alumni Julie Cheney from the University of Georgia; and, Jean Ann Brakefield will move into the development office. During the ten years that she has worked in Alumni Affairs, fundraising increased from \$311,476 to \$1,202,647. She received a well-deserved round of applause.

Will Turner moved to name the Atheneum Building in honor of Clark and Marsha Parker by Fall 2017 (Motion 17-45). The donor making this possible will remain anonymous. Patrick Sparks seconded, and the motion passed unanimously.

Oran Smith moved for the proceeds of the John and Barbara Thompson Estate to go into the Endowment Campaign (Motion 17-46). Sam Frink seconded, and the motion carried.

Vice President for University Communication Bill Plate reviewed the media report. The University received 8.62K mentions of which only 2.36% were negative. The earned media value for these mentions were \$59.92M (\$192M in 2016) which was down because of last year's success at the Baseball World Series in Omaha; however, this is still good. It was noted that the Associated Press is picking up more of our news articles and the *Charleston Post and Courier* which is distributed in our area. This works in concert with our recruitment goals. A recruitment strategy is being developed for areas where our athletes will be playing to build branding awareness of the University.

Two important *Sun News* articles were noted. One recognized CCU's first class of Trustee Award recipients and another was a study showing CCU's total area economic impact which exceeded \$560M.

A new website Coastal.edu/coastal-now/ccuinthenews has been set up to include a list of news articles for the trustees and faculty and staff to review.

Second quarter licensing sales were down 62% from last year (due to the Baseball World Series). Third and fourth quarters will mostly like go down because we cannot keep up with the success of last year. There are now 196 active licensing vendors.

Communication is in the process of developing two main marketing campaigns. One is a visual campaign previewing students' success and videos are in production. The other is a signage "Impact" campaign with digital and print ads. Ads currently running are commercials to purchase football season tickets and content creation. "Growing Up Coastal" was an article in the CCU magazine that revolved into an advertorial used in other publications.

Social media continues to be an amazing platform. A higher education social media report came out that accessed 300 Division I schools. We were ranked number three in the country for twitter, number six on Facebook and overall number 49.

Plate expressed appreciation to his team and the Board for recognizing importance of getting information/branding of Coastal out to the public.

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Undergraduate student Brandon Brown races in the NASCAR Camping World Truck Series and competes in Xfinity Series car race. The University will sponsor him in the Darlington race. He is now a part of heat paint gaming on PlayStation and x-box which has received a lot of social media. Brown will bring his car to campus for the unveiling of his throwback paint scheme.

After a negative news report regarding crime on campus, Travis Overton noted that another article was prepared by the University defining the difference between violations and incidences which needed to be reported. This second article received much positive coverage.

Dr. DeCenzo stated that at the May committee meeting, Natasha Hanna requested a report to compare the current cost to raise a fundraising dollar and compare it to a 2013 report reviewed in executive session. The comparison report will be disseminated to the Board of Trustees shortly.

As there was no further business, Turner moved to adjourn and Frink seconded. The meeting adjourned.

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder