

10-26-2017

Advancement, Marketing and Alumni Affairs Committee, October 26, 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
October 26, 2017

Members of the Committee Present: Mr. John H. Bartell Jr., Mr. Samuel L. Frink, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Mr. Patrick S. Sparks, and Mr. William R. Turner III

Other Board Members Present: Mr. William S. Biggs, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles, Dr. Oran P. Smith, Mr. Eugene C. Spivey, and Dr. Samuel J. Swad

Others Present: Ms. Sandra Baldrige-Adrian, Ms. Katherine Brooks, Dr. J. Ralph Byington, Ms. Nedy Campbell, Ms. Julie Cheney, Mr. Joshua M. Chesson, Dr. Debbie C. Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Mr. Stephen K. Harrison, Ms. Sara N. Hottinger, Ms. Jennifer Hughes, Ms. Martha S. Hunn, Dr. Edward Jadallah, Ms. Jane E. Johansen, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Barbara A. Ritter, Mr. Mark A. Roach, Dr. Michael H. Roberts, Dr. Reneé 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 William Turner brought the Marketing & Alumni Affairs Committee meeting to order at 10:52 a.m.

Oran Smith moved to approve the Marketing & Alumni Affairs Committee minutes of August 3, 2017. Turner noted a correction needs to be made to the sentence stating that Brandon Brown is a master's student. He is an *undergraduate* student. With the addition of this change, the motion passed.

Vice President for the Office of Philanthropy Mark Roach reported that the Giving Report of July 1, 2017 through September 30, 2017 denotes total YTD fundraising is \$3,034,034 and total cash received is \$729,822. As of September 30, 2017 the Endowment Campaign \$15,767,963.

The Office of Philanthropy has found that a monthly pipeline meeting to review progress and goals has proved to be very helpful. Currently, there are ten possible donors in the seven figure level. Within the next couple of weeks, Women in Philanthropy and Leadership will be announcing an exciting list of guest speakers.

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Roach paid special recognition to trustees Sam Frink and Larry Lyles who have donated twenty consecutive years to the University.

Executive Director of Alumni Relations Julie Cheney was introduced. She comes from University of Georgia. She encouraged Board members to attend events in their area and encourage other alumni in their sphere of influence to attend. She intends to increase surveying alumni for ideas and inviting to give to the University.

Turner noted that voting is currently underway for the Alumni Board of Directors.

Vice President for University Communication Bill Plate reported that the *Coastal Magazine* will soon be ready for publication and includes some great stories.

Associate Vice President for University Communication Martha Hunn presented the Media & Public Relations Report.

- CCU all mentions in the media – 6.33K were positive and only .87 percent were negative; earned media value of \$46.78M
- Top media sources are the Associated Press and the *The Post and Courier*
- The heat map shows an increase in CCU news in Texas and California.
- Some of the CCU story highlights included that CCU is ranked second in the Best Value category for Southern regional Universities in the 2018 edition of the *U.S. News and World Report* “Best College” annual rankings; making of the new Chauncey statue; and students assisting the community’s *Stop Heroin Campaign*.

Plated reported that year-to-date royalties growth is up 25.58% in the third quarter. Royalties are also being received from a social media offering football sticker packages for \$1.99 and basketball sticker packages are being developed now. Our brand is extending its reach.

A new advertising campaign, “Experience Coastal,” started with recruitment pieces.

Digital “Impact” campaign – can pinpoint target. Invested about \$10,000 and within Horry-Georgetown-Columbia – pretty success campaign on the economic impact of CCU.

Over the last year, 18 communication campaigns have launched for various organizations on campus. Some have included Communication working with Athletics to target ticket sales and getting people to games. The campaign has been successful with 486,288 impressions and 444 clicks throughout for the website. The OLLI campaign resulted in tracking 2900 visitors to the site.

Although the weather didn’t cooperate, the CCU eclipse watch event had a great turnout.

The most successful post on social media is “Teal Advice,” where alumni offer advice to students about various topics of being students and after graduation.

Professional racecar driver Brandon Brown had a successful race at the Darlington 500 and finished 20th. It was his first race there. He brought his car to campus and had an unveiling event at the pep

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rally. His teal car was decked had prominent CCU logos on it. Brown and his car were featured in local media and in broadcasts during the race. He had an in-car camera during the race. A clip from the NASCAR XFINITY Series Brandon is in was viewed in which he talks about his racing experience and attending CCU.

Plate worked with Jerry Brown, Brandon's father, and the hood of the car has been given to the University and will hang in the Student Union.

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

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder