

5-3-2018

Advancement, Marketing and Alumni Affairs Committee, May 3, 2018

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 3, 2018

Members of the Committee Present: Mr. John H. Bartell Jr., Mr. Samuel H. Frink, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Mr. Patrick S. Sparks, and Mr. William E. 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. George E. Mullen, Mr. Eugene C. Spivey, and Mr. H. Delan Stevens

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. Darla J. Domke-Damonte, Dr. Daniel J. Ennis, Mr. David A. Frost, Mr. Matthew L. Hogue, Ms. Sara N. Hottinger, Ms. Martha S. Hunn, Ms. Robyn A. Jones, Mr. Timothy E. Meacham, Dr. Megan McIlreavy, Mr. Travis E. Overton, Mr. William M. Plate Jr., Dr. Barbara A. Ritter, Mr. Mark A. Roach, Ms. Carolyn Smith, Dr. Reneé Smith, Ms. V. Chyrel Stalvey, and Mr. 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. None were in attendance.)

Chairman William Turner brought the Advancement, Marketing & Alumni Affairs Committee meeting to order at 11:15 a.m.

Dan Moore moved to approve the February 15, 2018 Advancement, Marketing & Alumni Affairs Committee minutes, and Chuck Lewis seconded. Turner noted the misspelling of his name in the minutes. With that change, the motion passed.

The agenda was amended for Vice President for Philanthropy Mark Roach to make his report during Executive Session.

Executive Director of Alumni Relations Julie Cheney is pleased that 1100 graduates will be attending tomorrow's alumni event. This spring 28 alumni programs were held and connected with about 4,000 alumni throughout the year. A list of upcoming events was included in everyone's packet. The event in Seattle will be held on May 19 at Sunny Gupta's house. The USC-Columbia event will be held on September 1.

The Office of Alumni Affairs has several campaigns including the Brick Campaign, Friends of the Library, 2018 Giving Teal Tuesday, a memorial plaza, end of the year fiscal year planning, What Giving

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Means to Coastal, and a membership program. Plans are in progress for the fall football tailgates. The process for naming Alumni of the Year has begun. The Office of Alumni is collaborating with the Office of Admissions to include alumni during the orientation programs.

Vice President for University Communication Bill Plate noted that the Coastal Magazine will be mailed out next week and is already online.

Associate VP for University Communication Martha Hunn presented a news and media report. Of the 9.19K news articles, 99.2% of them were positive or neutral. Local media outlets received 3,775 news stories. There were 6,149,125 social media impressions during the quarter. Each semester merit students have news of what they are doing at Coastal Carolina sent to their hometown newspapers.

Royalties are down this year because of the success of products sold during the 2016 College World Series. Even so, when comparing 2015 to 2017, there is a 115% increase this year from 2015.

Sales continue on a downward spiral on GoCCUsports.com. We are going to have a new e-commerce provider and a contract is currently being prepared.

Plate noted some of the current successful market campaigns:

- Experience Coastal – what it is like to be on campus is available in digital and in print
- On-line ads –about 20 different digital campaigns running now
- Summer study – there has been an increase in summer study the last three years and this year's campaign is having an impact with additional students
- Coastal on-line course promotion
- Master of Arts in Teaching promotion

Social media is seeing amazing growth. Facebook has 1.4% increase in followers as well as growth in Twitter, Instagram, YouTube and LinkedIn.

NASCAR Camping World Truck Series racer Brandon Brown has one semester left and will graduate in December. Plans for next year include a new race shop and cars with advertising sponsors. Brown competed in the Richmond NASCAR XFINITY Series race last week and ended up in 19th place. This weekend, he will be running at the Dover International Speedway. CCU will continue to sponsor Brown and sponsorship for the Darlington 500 is in the process of being finalized.

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

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder