

8-2-2018

Advancement, Marketing and Alumni Affairs Committee, August 2, 2018

Coastal Carolina University

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Recommended Citation

Coastal Carolina University, "Advancement, Marketing and Alumni Affairs Committee, August 2, 2018" (2018). *Board of Trustees Committee Minutes*. 716.

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Minutes
Coastal Carolina University
Board of Trustees

Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Jr. Board Room
August 2, 2018

**Members of the
Committee Present:**

Mr. John H. Bartell Jr., Mr. Daniel W. R. Moore Sr.,
Dr. Oran P. Smith, Mr. Patrick S. Sparks, and
Mr. William E. Turner III

**Other Board
Members Present:**

Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C.
Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr.,
Mr. George E. Mullen, Mr. Eugene C. Spivey, and Dr. Samuel J.
Swad

Others Present:

Ms. Sandra Baldrige-Adrian, Ms. Katherine M. Brooks,
Ms. Susan M. Butcher, Dr. J. Ralph Byington, Ms. Nedy
Campbell, Ms. Julie M. Cheney, Mr. Joshua M. Chesson,
Dr. Debbie C. Conner, Ms. Julianne H. Cooke, Ms. Amanda E.
Craddock, Mr. Fletcher D'Andre, Dr. Melvin D. Davis,
Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Mr. Samuel H. Frink,
Mr. David A. Frost, Ms. Kasey D. Harrington, Mr. Matthew L.
Hogue, Dr. Sara N. Hottinger, Ms. Jennifer H. Hughes,
Ms. Martha S. Hunn, Ms. Jasmine Jackson, Dr. Edward Jadallah,
Mr. Christopher A. Johnson, Ms. Robyn A. Jones, 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, Dr. Reneé
Smith, Ms. V. Chyrel Stalvey, Mr. Bryan Steros, Mr. Gregory T.
Thompson, Mr. John Vrooman, 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 2:45 p.m.

John Bartell moved to approve the May 3, 2018 Advancement, Marketing & Alumni Affairs Committee minutes. Sparks seconded, and the motion carried.

Advancement, Marketing & Alumni Affairs Committee August 2, 2018

Executive Director of Alumni Relations Julie Cheney noted that an updated list of upcoming events was included in everyone's Board packet. Two new products were reviewed--new alumni membership brochures and decals for alumni-owned businesses to display in their store fronts.

Statistical data of CCU's alumni population was reviewed which is being used to set goals for FY 2018 and included:

- 32,619 graduates, including May 2018 graduates
- 26,547 graduated since 1993 (81%)
 - 18,310 female (56%)
 - 1,648 male (41%)
 - 23,001 alumni with good addresses
 - 9,600 alumni who are do not contact or no good contact information
- 13.6% alumni participation rate of 23K
- 9.6% from all graduates--which is really good.
- Average age of CCU graduate: 37
- Social medial most used is Facebook and then Twitter and Instagram
- Top five in-state alumni populations: Myrtle Beach, Conway, Murrells Inlet, Columbia, and Georgetown
- Targeted out of state populations: Charlotte, Washington, DC, Atlanta and Wilmington
- Number of alumni by school/college
 - Wall College of Business - 8,293
 - Spadoni College of Education - 6,764
 - Edwards College of Humanities and Fine Arts – 5,756
 - College of Science - 9,490
 - University College - 465

Vice President for University Communication Bill Plate noted the packet of information included in everyone's book. He made them aware that the Media Report during the last quarter showed no news was seen as negative.

Coastal Carolina University is sponsoring Brandon Brown for the Darlington 500 race and some passes were available if anyone had an interest in attending.

Learfield will be our licensing partner for the next five years. Recently, CCU chose Main Gate as our new e-commerce partner. We are their first collegiate sponsor as they have always been involved in professional athletic sports space.

As it was the last Board meeting that retiring Vice President for Philanthropy Mark Roach would be attending, he expressed appreciation to Dr. DeCenzo for taking a chance on him. The last 15 years with CCU has been a great experience.

He was pleased to report that FY17-18's giving was \$13M. The endowment campaign's silent phase began in June of 2013. As of this year, a little over \$22M has been raised, which is 53.10% of the entire campaign's goal.

Advancement, Marketing & Alumni Affairs Committee
August 2, 2018

Interim Vice President of the Office for Philanthropy Bryan Steros will continue with the second phase of the campaign which will be announced this fall with a goal of \$20M. The community will be contacted through social media, e-mail, videos and written material. The end of the next phase is June of 1923. The new "I'm In2" campaign logo was reviewed.

As there was no further business, everyone was in agreement to adjourn.

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder