

12-13-2018

Advancement, Marketing and Alumni Affairs Committee, December 13, 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
December 13, 2018**

Members of the Committee Present: Mr. John H. Bartell Jr., Dr. Oran P. Smith, and Mr. Patrick S. Sparks

Committee Member Not Present: Mr. Daniel W. R. Moore Sr. and Mr. William E. Turner III

Other Board Members Present: Mr. William S. Biggs, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Ms. Sherry I. 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. Ara Leigh G. Beam, Ms. Katherine M. Brooks, 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. David A. Frost, Ms. Lindsy M. Glass, Mr. Stephen K. Harrison, Mr. Matthew L. Hogue, Dr. Sara N. Hottinger, Ms. Martha S. Hunn, 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. Michael H. Roberts, Ms. Diane Fabiano Sanders, Ms. V. Chyrel Stalvey, Mr. Bryan Steros, 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.)

Vice Chairman Patrick Sparks brought the Advancement, Marketing & Alumni Affairs Committee meeting to order at 2:35 p.m. Chairman William Turner was out of town on business.

Oran Smith moved to approve the August 2, 2018 Advancement, Marketing and Alumni Affairs Committee minutes. John Bartell seconded, and the motion passed.

Interim Vice President for Philanthropy Bryon Steros reported:

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- New staff and changes in the department: Jean Ann Brakefield (College of Education, Faculty/staff Giving, TEAL 1000); Sarah Craig (College of Humanities and Student Affairs); Keith Oakley (College of Business and Land Development), Eric Rivenbark (Interim Senior Director, College of Business, and HTC Honors College); Diane Sanders (Executive Director of Alumni Relations); and Amy Haggard (Alumni Programs Coordinator).
- I'm In Phase 1 had a goal to increase Coastal Carolina's endowment \$20M by 2020 and as of June 30, 2018 had raised \$22M!
- Phase 2 was launched November 2, 2018 with a goal to raise an additional \$20M by 2023.
- Nearly 600 faculty/staff donated \$331,628 last year. In the aftermath of Hurricane Florence, the Go Fund Me Campaign raised more than \$25,000 to help faculty, staff and students affected by the hurricane.
- As of November 30, 2018, overall giving is \$3,932,497. There have been outstanding asks of \$7M. The heightened focus is on nationwide fundraising with an emphasis on the Midwest.

Executive Director of Alumni Relations Diane Sanders reported:

- Total CCU alumni 33,151 identified with 18,433 living in South Carolina.
- During the summer will be working with PCI to review our alumni data and update information. This will take about a year. There will be no cost to the University.
- Received more than 150 applications this year for the Alumni Board of Directors. In addition to South Carolina, members live in Indiana, Maryland and North Carolina. During the coming year, the bylaws will be updated.
- #givingTEALtuesday garnered \$220,083 in 2018; in 2017 the total was \$71,515.
- Seven TEALgates were held in 2018 with a total of 1,761 attending; in 2017 a total of 2,126 attended. This year's total was affected by Hurricane Florence.
- In the process of firming up dates for proposed spring events.

Wyatt Henderson expressed appreciation to Sanders for her efforts. If additional funds are needed to move forward, please make the Board of Trustees aware. It is an investment, not an expense.

Vice President for University Communication Bill Plate has accepted a position at Utah State University. President David DeCenzo said the University is grateful for the progress he has made during his tenure. He was wished well in his future endeavors.

Plate stated that he had six amazing years at Coastal Carolina University and expressed appreciation for the support that he received.

Coastal Magazine has been printed and is in the mail. "Coastal Now" has been revamped through online video.

Associate VP for University Communication Martha Hunn presented a media and public relations report:

- CCU all mentions were 7.2K in the third quarter with an earned media value of \$55.6M. Less than one percent were negative and that was mostly due to losses in football.

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- We are doing our own daily news on Twitter and Facebook. Media are picking up on these stories.
- Merit Hometown News featuring the achievements of 43 students resulted in nearly 3,000 stories delivered to the local media of these students.
- The mobile and digital Sun Belt School advertising targeting campaign has resulted in 670,180 impressions and 1,425 clicks.
- Preparations are underway for the 2018 Holiday video. CCU Instagram followers voted on the scene they would like to see in the holiday video. The most voted on was having Dr. DeCenzo ringing bells.

Lindsi Glass made a report on trademark and licensing marketing:

- YTD royalties \$60,958
- New commerce partner for the Shop.ChantGear.com is seeing more traffic increasing from 4,000 to 6,300 and the average order is \$50. The top product is the Chanticleer salute shirts which is a collaboration with athletics.
- 40 active licensees.
- Carolina Strong Shirt launched on Fanatics.com featuring Chanticleer gear with 100% net profit benefiting Waccamaw VOAD. Sold 941 shirts for a total of \$23,750.
- Online Holiday Gift guide is running and offering 75 CCU products from 12 retailers.

As there was no further business, Henderson moved to adjourn. Everyone was in agreement.

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder