

2-21-2019

# Advancement, Marketing and Alumni Affairs Committee, February 21, 2019

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  
February 21, 2019**

**Members of the Committee Present:** Mr. John H. Bartell Jr., Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, and Mr. William E. Turner III

**Committee Members Not Present:** Mr. Patrick S. Sparks and Dr. Samuel J. Swad

**Other Board Members Present:** Mr. Dalton B. Floyd Jr., Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Ms. Sherry I. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Mr. George E. Mullen, Mr. Eugene C. Spivey, and Mr. H. Delan Stevens

**Others Present:** Ms. Sandra Baldrige-Adrian, 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, Mr. Edgar L. Dyer III, Mr. Samuel H. Frink, Mr. David A. Frost, Ms. Lindsy M. Glass, Mr. Stephen K. Harrison, Mr. Matthew L. Hogue, Ms. Jennifer H. Hughes, Ms. Martha S. Hunn, Ms. Robyn A. Jones, Dr. Gregory L. Krippel, Ms. Megan McIlreavy, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Dr. Barbara A. Ritter, Dr. Michael H. Roberts, Ms. Diane F. Sanders, Ms. V. Chyrel Stalvey, Mr. Bryan Steros, 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 3:00 p.m.

John Bartell made a motion to approve the December 13, 2018 Advancement, Marketing & Alumni Affairs Committee minutes. Dan Moore seconded, and the motion carried.

Interim Vice President for Philanthropy Bryon Steros reported that year-to-date giving is \$4,364,653. I'M IN Campaign to date is \$25,173,572. There are outstanding asks of more than \$7M.

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Philanthropy will be focusing on fundraising on the west coast. A Seattle alumni gathering will be held in conjunction with the baseball trip.

Since the launch of the I'M IN endowment campaign, the number of planned gifts has increased by 250%; \$13,038,565 in total planned giving; \$600,000 in November and December 2018; and, the largest planned gift is from a friend of the University.

Women in Philanthropy and Leadership (WIPL) held the ninth Women's Leadership Conference and Celebration of Inspiring Women February 4-5, 2019. It was sold out for the second year in a row with 845 in attendance, including 65 student volunteers. This year had the most media coverage ever. WIPL membership has grown to 140.

Everyone was reminded that individual Development officers' updates were included in their Board packets.

Executive Director of Alumni Relations Diane Sanders reported that there were 25 applicants for the Associate Director of Annual Giving & Alumni Relations. The top three candidates are being interviewed. The Alumni Relations Program Coordinator opening received 45 applications which are being reviewed.

The Alumni Board of Directors quarterly meeting was held on February 7. The guest speaker was new head football coach Jamey Chadwell. Eric Quinby and Rachel Gregory are new board members. The current focus is reviewing the bylaws and the Boots and Bronze fundraising event to be held on March 15.

Other spring events include: CCU Black Alumni Chapter Weekend March 29-31; Washington, D.C. Alumni Gathering on April 10; baseball tailgate for the Clemson game on May 14.

Interim Vice President of University Communication Martha Hunn presented the last quarter's media report: CCU media mentions – 9.25K; negative mentions were only .02%; earned media value from mentions was \$66.09M; merit hometown news reported on 31 achievements: 4,145 students were recognized in articles; and, some of the most viewed news articles was reviewed.

Associate Vice President of Marketing & Branding Lindsy Glass presented the marketing and licensing report and noted that 2018 royalties were down 20% from 2017. This is because of the increase from the Baseball World Series, some leading retailers have scaled back on collegiate apparel, and some licensees are starting to merge.

Steps are being put in place to improve sales by pushing out different campaigns--I♥CCU products and three additional campaigns in the spring; working with Tervis to get a Chanticleer product; looking to get home goods and tailgate products; selecting preppy collegiate clothing; helping departments on campus with their marketing campaigns. Shop.ChantGear.com is already having increased sales.

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You're in Teal Nation, IMPACT, Gift Guide, and Sun Belt Campaigns will continue.

A social media campaign has begun featuring students from abroad.

As there was no further business, Oran Smith moved to adjourn, and Will Turner seconded.

Respectfully submitted,

*V. Chyrel Stalvey*

Chyrel Stalvey  
Recorder