

5-9-2019

Advancement, Marketing and Alumni Affairs Committee, May 9, 2019

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Advancement, Marketing and Alumni Affairs Committee Meeting
E. Craig Wall Jr. Board Room
May 9, 2019**

**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 Dr. Samuel J. Swad

**Committee Members
Not Present:** Mr. William E. Turner III

**Other Board
Members Present:** Mr. William S. Biggs, 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. Daniel W. R. Moore Sr., Mr. George E. Mullen, Mr. Eugene C. Spivey, and Mr. H. Delan Stevens

Others Present: Ms. Sandra Baldrige-Adrian, Ms. Katherine M. Brooks, Dr. Brian Bunton, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Joshua M. Chesson, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Mr. Samuel H. Frink, Mr. David A. Frost, Ms. Lindsy M. Glass, Mr. Stephen K. Harrison, Mr. Matthew L. Hogue, Dr. Sara N. Hottinger, Ms. Jennifer H. Hughes, Ms. Martha S. Hunn, Mr. Christopher A. Johnson, Mr. Ian Klein, Mr. Timothy E. Meacham, Ms. Jennifer Packard, Ms. Diane F. Sanders, 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 was in attendance.)

Vice Chairman Patrick Sparks brought the Advancement, Marketing and Alumni Affairs Committee meeting to order at 1:55 p.m.

Sparks moved to approve the February 21, 2019 Advancement Marketing and Alumni Affairs Committee minutes. Sherry Johnson seconded. The motion carried.

Interim Vice President of Philanthropy Bryan Steros reported that from July 1, 2018 to March 31, 2019 total giving for academics was \$4,640,84. The total number of meetings/visits for this time period was 272.

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Giving for the I'M IN campaign from July 1, 2013 to March 31, 2019 was \$25,223,256. There are more than \$6.5M outstanding asks/commitments.

The Coastal Legacy Society, any donor who has established a planned gift to Coastal Carolina University, had a recognition luncheon on April 16, which included a campus tour, new residence halls, and HTC Center/recreation facilities.

Steros congratulated Diane Sanders and her staff for the two events in Seattle and Washington, D.C. which had outstanding attendance.

Executive Director of Alumni Relations Diane Sanders reported on personnel. Gordon McCawley will be the new Associate Director Annual Giving. The Alumni Relations Program Coordinator position is in the final stages with an accepted offer.

The events this semester have included: Seattle Campaign Experience Coastal Baseball – March 8 with 69 attendance; Boots and Bronze - March 15; Black Alumni Weekend - March 29-31; Washington D.C. Chapter - April 10; and, Charleston Chapter – April 17 with 20 in attendance.

Plans are underway to reengage the alumni chapters.

Upcoming events include: May 17 trip to Reykjavik, Iceland; fall football TEALgates free to alumni that will have a cash bar; and, November 1 Homecoming Golf Tournament.

Development Officers' updates are included in everyone's packets.

Interim Vice President for Marketing/University Communication Martha Hunn presented a 2019 First Quarter media and public relations report. CCU all Mentions: 99% sentiments were positive; and, earned media value was \$63.91M. The most positive impact story was regarding CCU alumnus Marquay Byrd who has graduated from the Cryptologic Warfare Officer Basic Course, earned a commission as a naval officer, and is now at the Cryptologic Warfare Activity 66 in Fort Meade, MD. Other stories were shared, too.

Senior Director of Marketing and Licensing Lindsy Glass stated that in the first quarter royalties are up 9% - \$47,498. There were 9550 store sessions for Shop.ChantGear.com.

Hunn said the Summer Study Campaign has begun and attracting summer school enrollees.

The Chanticleer Athletic Foundation Phase 2's objective is to increase awareness and educate. An online commercial was produced during March Madness and has had 50,000 views and plays on radio stations WRNN and WYAB. All together there were 600,000 impressions. The Seattle Campaign Experience Coastal followed our baseball team at Mariner's Stadium and then continued media coverage over the course of a month.

There were seven other digital collaborations with various departments which garnered 932,000 impressions.

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Two new social media campaigns social@coastal#influencers this semester included one on Instagram and two “Why I love CCU”. The other campaign was to develop CCU’s own GIPHY, an online database and search engine that allows users to search for and share short looping videos which has now been used six million times.

The Communicator Awards, in its 25th year, are the leading international awards program recognizing big ideas in marketing and communications. Over 6000 entries were received this year. Coastal Carolina’s entry was selected by the Academy of Interactive and Visual Arts as a Communicator Award of Distinction winner for best customer service for our social media response during Hurricane Florence. We were the only higher education institution to win an award in the social media categories.

As there was no further business, Sparks moved to adjourn, and everyone agreed.

Respectfully submitted,

V. Chyrel Stalvey

Chyrel Stalvey
Recorder

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