

10-10-2019

## **Advancement, Marketing and Alumni Affairs Committee, October 10, 2019**

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Advancement, Marketing and Alumni Affairs Committee  
West Zone Suite, Brooks Stadium  
October 10, 2019**

**Committee Members Present:** Mr. John H. Bartell, Jr., Ms. Sherry I. Johnson, Mr. Daniel W.R. Moore, Sr., Mr. Patrick S. Sparks, Mr. William E. Turner, III

**Committee Member Not Present:** Mr. Daniel W.R. Moore, Sr., Dr. Oran P. Smith, Dr. Samuel J. Swad

**Other Board Members Present:** Mr. Lee A. Belcher, Mr. Dalton B. Floyd, Jr., Mr. D. Wyatt Henderson, Mr. Charles E. Lewis, Mr. George E. Mullen, Mr. Eugene C. Spivey, Mr. H. Delan Stevens

**Board Members Not Present:** Mr. William S. Biggs, Ms. Natasha M. Hanna

**Others Present:** Mr. Jamieson Bilella, Ms. Nedy Campbell, Mr. Joshua M. Chesson, Dr. Debbie C. Conner, Dr. David A. DeCenzo, Ms. Lydia J. Deeck, Dr. Daniel J. Ennis, Mr. David A. Frost, Ms. Martha S. Hunn, Mr. Carlos Johnson, Mr. Christopher A. Johnson, Ms. Robyn A. Jones (via conference call), Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. Mike Ryhal, Ms. Diane Sanders, Ms. Olga Shabeka, Mr. Bryan Steros, Mr. John Vrooman, Ms. Chelsie Whitelock

(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. Two members of the media were in attendance: Mr. Tyler Fleming and Ms. Katie Powell)

Chairman William Turner brought the Advancement, Marketing and Alumni Affairs Committee meeting to order at 2:12 PM.

Charles Lewis made a motion to approve the May 9, 2019 Academic Affairs and Assessment Committee meeting minutes. Delan Stevens seconded, and the motion passed.

Bryan Steros, Interim Vice President, Office of Philanthropy, presented a Financial Giving Report. Overall giving to academics from July 1, 2019 through August 31, 2019 totaled \$2,496,535. The I'M IN campaign giving totaled \$31,283,602 from July 1, 2013 through August 31, 2019.

Sunny Gupta '92, a leading software entrepreneur, made a major donation to the University's College of Science. In recognition of his generosity, the college has been renamed the Gupta College of Science. The gift marks one of the largest received for an academic naming opportunity at the University.

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CCU received \$4.425 million dollar gift from the estate of from former longtime Conway residents John and Barbara (Richardson) Thompson. The gift, one of the largest ever received by the University, will provide support for Kimbel Library and the Bryan Information Commons.

Diane Sanders, Executive Director of Alumni Relations, provided an update on Fall 2019 Alumni Events locally and away. The CCU Alumni Association Board of Directors election will be held in early November. There are eight open seats to fill and the Executive Committee and the Nomination Committee chair worked together to create a streamlined nomination and election process.

Jamieson Bilella, Vice President for University Marketing & Communications, gave an update on the University's Communication and Marketing. Shop.Chantgear.com's merchandise total so far from July 1, 2019 to September 1, 2019 totals \$4,200. The top products include a CCU decal, a Chanticleer magnet, a CCU grandparent t-shirt and Coastal football t-shirt.

The Carolina Forest Walmart Coastal Carolina Move-In Day continues to grow and be a success. Sales were up 22% over a three-day push. There was a higher volume on Saturday and Sunday than the Clemson Walmart. The University is exploring hypotheticals for success: BoPoC – Buy Online, Pickup on Campus; CINO Concierge – items are delivered directly to student's room.

As there was no additional business, Turner moved to adjourn. Stevens seconded, and the motion passed.

Respectfully submitted,

*Lydia Deeck*

Lydia Deeck

Recorder