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Advancement, Marketing and Alumni Affairs Committee, February 20, 2020

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Advancement, Marketing and Alumni Affairs Committee
E. Craig Wall Jr. Board Room
February 20, 2020**

Committee Members Present: Patrick Sparks, Sherry Johnson, Daniel Moore, Samuel Swad

Committee Members Not Present: John Bartell, Oran Smith, William Turner

Other Board Members Present: Lee Belcher, William Biggs, Dalton Floyd, Natasha Hanna, Wyatt Henderson, George Mullen, Eugene Spivey, Delan Stevens

Others Present: Jamieson Bilella, Brian Bunton, Nedy Campbell, Joshua Chesson, Kevin Cox, University President David DeCenzo, Lydia Deeck, Daniel Ennis, David Frost, Matthew Hogue, Martha Hunn, Carlos Johnson, Travis Overton, Julie Quinn, Diane Sanders, Bryan Steros

(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: Ian Brooking of The Chanticleer student newspaper and Tyler Fleming of The Sun News)

Vice Chairman Patrick Sparks brought the Advancement, Marketing and Alumni Affairs Committee meeting to order at 1:52 p.m.

Sherry Johnson made a motion to approve the October 10, 2019 meeting minutes. Daniel Moore 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 January 31, 2020 totaled \$6.3 million. The I'M IN campaign giving totaled \$30.2 million from July 1, 2013 through January 31, 2020.

The 10th annual WIPL convention was held on February 11. 840 people attended, making it the largest attended conference to date. Speakers included The Honorable Pamela Evette, Lt. Governor of South Carolina, Meg Ham, President of Food Lion and Rebecca Minkoff, fashion designer. The first ever Theresa M. DeCenzo Inspiring Woman Award was announced and more than \$20,000 was raised for student scholarships during the live auction alone.

The Santee Cooper Master of Science in Information Systems Technology online degree program and the Santee Cooper Scholars program were established at CCU for a \$1 million endowed gift in 2016. The utility recently presented the third of 10 installments of \$100,000 to the University.

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Kevin Cox, President of the Alumni Association Board of Directors, reported about the Board of Directors meeting held last week. They reviewed Coastal's TEALgates, the Board of Directors bylaws, being more active with more alumni and recreating new events where they support businesses that are run by alumni. Cox reminded the Board of the Boots and Bronze event to be held on Friday, March 13 at 6:30 p.m.

Diane Sanders, Executive Director of Alumni Relations, reported 2019 fall highlights. The Homecoming Golf Tournament sponsored by Sparks Toyota saw an increase of five teams, bringing the team total to 27. The Homecoming TEALgate saw 428 attendees and the November 5th Giving TEAL Tuesday, \$48,685 was raised. Upcoming 2020 events include a Baseball TEALgate on March 17, Black Alumni Weekend from March 27-29 and a Grand Strand Happy Hour on August 12.

Jamieson Bilella, Vice President for University Marketing & Communications, gave an update on the University's Communication and Marketing. The Shop.ChantGear.com website saw an increase in the fourth quarter and the average order value was \$53.52 vs. \$52.15 in Q3. The university's licensing and royalties are up 3.6% from last year. Coastal received 8,230 mentions in the media for Q4 2019. The highlight of the media mentions for Q4 includes the 89-year old honors graduate, Doris Glass.

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

Respectfully submitted,

Lydia Deeck

Lydia Deeck
Recorder