

5-6-2021

## **Administration, Governance and Philanthropy Committee, May 6, 2021**

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Administration, Governance and Philanthropy Committee  
Singleton Ballroom  
May 6, 2021**

**Members of the Committee Present:** William Turner, John Bartell, Natasha Hanna, Daniel Moore, Patrick Sparks

**Committee Member Not Present:** Samuel Swad

**Other Board Members Present:** Lee Belcher, William Biggs, Lisa Davis, Dalton Floyd, Wyatt Henderson, Sherry Johnson, George Mullen, Jason Repak, Oran Smith, Gene Spivey, Delan Stevens

**Board Members Not Present:** None

**Others Present:** Sandra Baldrige-Adrian, Michael Benson, Brian Bunton, Amanda Craddock, Lydia Deeck, Daniel Ennis, David Frost, Matthew Hogue, Martha Hunn, Joe Jarrett, Carlos Johnson, Mark Kelley, Susannah Marshman, Kelly Moore, Travis Overton, Peter Paquette, Julie Quinn, Jerry Rashid, James Solazzo, Gregory Thompson

(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. Three members of the media were in attendance: Katie Powell with MyHorryNews.com, Alan Blondin with The Sun News, and Taylor Hernandez with WBTW News.)

Chairman William Turner brought the meeting to order at 11:51 a.m.

Daniel Moore moved to approve the February 18, 2021, Administration, Governance and Philanthropy Committee meeting minutes. Patrick Sparks seconded, and the motion carried.

Travis Overton, Vice President for Executive Initiatives/Chief of Staff, gave an update on the University's membership to the Association of Governing Boards of Universities and Colleges (AGB).

Overton requested the Board to view the Board of Trustees Self-Evaluation that was included in their meeting packet. This is for review for the August meeting. Overton also provided a report regarding the current marketing projects.

Martha Hunn, Associate Vice President/Chief Communication Officer, University Marketing and Communication, reviewed CCU's First 100 Days communication campaign.

- President Benson's First 100 Days campaign has reached 35,000 people via Facebook and Instagram, and it has received 21,000 impressions on Twitter.

**Facilities and Planning Committee**

**May 6, 2021**

- This campaign has been able to highlight impactful jobs around campus and shed light on some areas that may not be as forefront as others.

As there was no additional business, Natasha Hanna moved to adjourn. Sparks seconded, and the motion carried.

Respectfully submitted,

*Lydia Deeck*

Lydia Deeck

Recorder