

Minutes
Coastal Carolina University
Board of Trustees

Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Jr. Board Room
February 15, 2018

Members of the Committee Present: Mr. Samuel H. Frink, Dr. Oran P. Smith, and Mr. William R. Turner III

Committee Members Not Present: Mr. John Bartell Jr., Mr. Daniel W. R. Moore Sr., and Mr. Patrick S. Sparks

Other Board Members Present: Mr. William S. Biggs, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles, Mr. George E. Mullin, Dr. Oran P. Smith, Mr. Eugene C. Spivey, and Dr. Samuel J. Swad

Others Present: Ms. Sandra Baldrige-Adrian, Ms. Katherine Brooks, Dr. J. Ralph Byington, Ms. Nedy Campbell, Ms. Julie Cheney, Mr. Joshua M. Chesson, Dr. Debbie C. Conner, Ms. Amanda E. Craddock, Dr. Melvin Davis, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Mr. Stephen K. Harrison, Ms. Sara N. Hottinger, Ms. Martha S. Hunn, Dr. Edward Jadallah, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Barbara A. Ritter, Mr. Mark A. Roach, Dr. Michael H. Roberts, Dr. Reneé Smith, and Ms. V. Chyrel Stalvey

(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. Katie Powell of the Horry Independent was in attendance.)

Chairman William Turner brought the Advancement, Marketing & Alumni Affairs Committee meeting to order at 9:06 a.m.

Will Turner moved to approve the Advancement, Marketing & Alumni Affairs Committee minutes of October 26, 2017. Sam Frink seconded. The motion carried.

Vice President for the Office of Philanthropy Mark Roach reported that the Giving Report through December 31, 2018 is \$8,269,879.50. This year's goal is \$15M.

A static billboard campaign will emphasize investing in academic excellence, student scholarships, and local students. The billboards will be located on Highways 17, 501, and 544.

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The Endowment Campaign is now at almost \$18M. The \$20M campaign goal should be met this year which is two years ahead of goal.

Executive Director of Alumni Relations Julie Cheney reported that she has spent her first six months engaging alumni. This spring 22 events are being planned. President David DeCenzo, Debbie Conner, and Barbara Ritter will be hosting some of these events. As invitations for the various events are distributed, it will be in a shareable form so that trustees can invite alumni and friends to the events. The trustees will receive a list and dates of these events.

Another focus this spring is to evaluate the data we have. We will be looking at companies to help maximize data.

Roach reported that Josh Norman has agreed to name the fieldhouse in the football stadium and some other academic things. Roach was appreciative of President DeCenzo's help to close the deal. More information will be forthcoming.

It was noted that for every fundraising dollar used it costs 29 cents. The industry average is 20 cents per dollar and that is our goal.

Vice President for University Communications Bill Plate distributed pop sockets to be used on cellphones. New quick facts sheets are also available based on fall 2017 statistics.

This is our fifth year with Learfield Licensing Partners which necessitates going out for bids next year because of the amount of royalties being collected. We are going through the state process, and they are allowing the University to choose the vendor.

Associate Vice President for University Communication Martha Hunn reported that CCU mentions in social media were 15.02K, a 20% increase from last year with an earned media value of \$114,65M. Only .06% were negative.

During the past year, our students received 54 merit achievements recognized across 19 categories which generated 9.5M social medial impressions and reached 2,646 high schools where students graduated from to hundreds of media outlets. This is marvelous outreach for Coastal Carolina's brand.

Plate reported that royalties are down 54% because of huge leap during the Baseball World Series in 2016; however, it is only eight percent down for this entire year. Royalties are up 53% from 2015. Yearly comparisons from 2015 to 2017 have increased 50%.

GoCCUSports sales are down 64% from last year for this quarter. Research is underway to see what can be done to increase sales.

A new venture this year was the digital banner for a Holiday Gift Guide which was sent to alumni, faculty and staff, and parents, and advertising on Facebook and Instagram with information on where to buy CCU gear. As a result there were 225,449 impressions and 400 people actually went to the gift guide.

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There are three major marketing campaigns which everyone is now familiar with: Experience Coastal, Coastal Impact, and Rankings Campaign which have generated 600,000 impressions.

The COOL Wintermester Promotion encouraging registration for online classes used digital advertising, social promotion, search engine marketing, and display advertisements. The results were 122,712 impressions and 118 clicks looking for more information.

The general CCU awareness/recruiting advertising is currently active. There have been 115,111 impressions and 5,109 clicks. The cost is about \$2/click

Social media overwhelmingly continues to be the number one engagement used to sell our brand. Three popular campaigns are CCUFamily, Teal Advice (alumni speaks directly to students), and the most popular featured CCU's four-legged friends (animals).

At the CASE Conference, CCU's Communication Department submitted projects in five categories and received two awards: special merit for commercial or public service announcements (15 commercials on the opioid and heroin crisis which was used in local news outlets) and an award of excellence for special merit and social media strategy and execution (CCUInstGames with students who captured a "day in the life of students" game that featured competition for prizes).

Brandon Brown will be competing in the Daytona 500 and will be in ten races in 2018. At this point, we have a verbal agreement with the Browns to sponsor again this year. He also has four additional sponsors this year. He is a part-time racer now. After graduation next year, he will be 100% Xfinity racing. He is getting incredible press within the Nascar community and the Sun News is doing a piece soon.

As there was no further business, Frink moved to adjourn and Sam Swad seconded. The meeting adjourned.

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder