



Advancement, Marketing, and Alumni Affairs Committee

November 21, 2018

TO: Mr. Patrick S. Sparks, Vice Chair, Mr. John H. Bartell Jr.,
Mr. Daniel W.R. Moore Sr., Dr. Oran P. Smith, and Dr. Samuel J. Swad

FROM: Mr. William E. Turner III, Chair

SUBJECT: Agenda

There will be a meeting of the Advancement, Marketing and Alumni Affairs Committee on December 13, 2018 in the Wall Boardroom.

The agenda is as follows:

- A. Review and Approval of August 2, 2018 Minutes
- B. Financials – Giving Report
 - October - November
 - Endowment Campaign Update
- C. Development Officers Updates
 - Wall College of Business
 - College of Humanities/CCU Retired Employees Group
 - College of Science/Bryan Steros
 - Donor Relations/OLLI Development
 - Women in Philanthropy and Leadership
 - Marketing/Communications
 - TEAL 1000/Faculty Staff Campaign/College of Education
- D. Alumni Relations
- E. University Communications
 - Status Update – Bill Plate
 - Media & PR Report – Martha Hunn
 - Marketing Report – Lindsy Glass

Cc: Other Members of Board of Trustees

Dr. J. Ralph Byington

Dr. David A. DeCenzo

Mr. Todd Setzer

Mr. Bryan Steros