



Advancement, Marketing, and Alumni Affairs Committee

January 29, 2018

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

FROM: Mr. William E. Turner III

SUBJECT: Agenda

An Advancement, Marketing & Alumni Affairs Committee meeting will be held on Thursday, February 15, 2018 in the Wall Boardroom. The agenda will be as follows:

1. Review and Approve October 26, 2017 Committee Minutes
2. Office of Philanthropy Report
 - A. Financials – Giving Report for 7/1/17 – 12/31/17
Endowment Campaign Update
 - B. Development Officers Updates
 - Wall College of Business
 - College of Humanities and CCU Retired Employees Group
 - College of Science and College of Education
 - Donor Relations/OLLI Development
 - Women in Philanthropy and Leadership
 - Marketing/Communications
 - Teal 1000/Faculty Staff Campaign
 - Mark Roach
 - C. Alumni Relations

*Board of Trustees Meetings
Advancement, Marketing and Alumni Committee
February 15-16, 2018*

3. University Communications Report
 - A. Status Update – Bill Plate
 - B. Media & Public Relations Report – Martha Hunn
 - C. Marketing Report – Bill Plate
4. Other Business

cc: Other Members of Board of Trustees

Dr. J. Ralph Byington
Dr. David DeCenzo
Mr. William M. Plate Jr.
Mr. Mark A. Roach
Mr. Todd Setzer