

***Advancement, Marketing, and Alumni Affairs Committee***

April 16, 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

S**UBJECT**: Agenda

An Advancement, Marketing & Alumni Affairs Committee meeting will be held on Thursday, May 3, 2018 in the Wall Boardroom**.** The agenda will be as follows:

1. Review and Approve February 15, 2018 Committee Minutes
2. Office of Philanthropy Report
   1. Financials – Giving Report

* July – April
* Endowment Campaign Update
  1. 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

1. University Communications Report

A. Status Update – Bill Plate

B. Media & Public Relations Report – Martha Hunn

C. Marketing Report – Bill Plate

1. 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