

Minutes
Coastal Carolina University
Board of Trustees

Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Jr. Board Room
May 7, 2015

- Members of the Committee Present:** Mr. Fred F. DuBard III, Ms. Natasha M. Hanna Mr. Carlos C. Johnson, Mr. William L. Lyles Jr., Mr. Robert G. Templeton and Mr. William E. Turner III
- Other Board Members Present:** Mr. William S. Biggs, Mr. Samuel H. Frink, Mr. D. Wyatt Henderson, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Mr. H. Delan Stevens, Mr. Eugene C. Spivey, and Dr. Samuel J. Swad
- Others Present:** Ms. Sandy Baldrige-Adrian, Ms. Carolyn S. Bender, Ms. Stacie A. Bowie, Ms. Jean Ann Brakefield, Dr. Brian Bunton, Ms. Susan Butcher, Dr. J. Ralph Byington, Ms. Lori G. Church, Dr. Debbie Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Ms. Martha S. Hunn, Dr. Edward Jadallah, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Mr. William M. Plate Jr., Mr. Jerry Rashid, Mr. Brent T. Reser, Dr. Barbara A. Ritter, Mr. Mark Roach, Ms. V. Chyrel Stalvey and Mr. David Yancey

(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. Scott Harper of the Horry Independent and Charles Perry of the Sun News were in attendance.)

Chairman Natasha Hanna brought the meeting to order at 10:00 a.m.

Vice President for Philanthropy Mark Roach reported a new format for the Philanthropy report. All of department updates were in everyone's packet for them to read at their leisure.

It was noted that the annual giving was down from this same time last year, which is most likely attributed to giving to the new Edgar Dyer Institute for Leadership and Public Policy.

Vice President for University Communication Bill Plate stated that the website update was proceeding and suggestions were being reviewed.

The Myrtle Beach Chamber of Commerce is working with www.travelzoo.com to perform a perception study survey of the Grand Strand area. Two thousand surveys were sent out specifically looking at

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travelers to the area and what words they are using to find out about the area—beaches, hotels, college, schools, etc.

Associate Vice President for University Communication Martha Hunn stated that during the first quarter there were 1,769 global academic mentions with dialog about our MBA acceptance rates and Trisha O’Conner’s op ed piece on the importance of sunshine. The ad equivalency of all mentions was \$352,490,260. During March Madness there was 1,150,615 unique visitors with an ad equivalency of \$128,242,272.

Social Media & Online Marketing Coordinator Brent Reser works to develop and implement social media content and campaigns; manages main official #CCUSocialMedia accounts; provides help to campus departments wanting to start social media presence or those wanting advise on their current social media situation; and, meets regularly with other social media leaders on campus to brainstorm ideas. His perception is to tell the story of CCU through creative and fresh content in a way that impacts and motivates our audience on all social media channels and provide unique content. This past year, social media increased tremendously--Instagram increased 1,079%; Facebook 73% and Twitter 233%.

While attending the NCAA Tournament in Omaha, a twitter exchange between Coastal Carolina (Reser) and the University of Wisconsin went viral. Every social media opportunity was used to report every day with behind-the scenes video, triple-digit photo gallery, and real time updates 24/7. It was the greatest weekly growth across our social media outlets in terms of followers, likes, and engagement in the history of our social media program. Why was it so good? The creative tweets between the colleges were good natured banter, respectful of each other.

Plate presented the trademark report and licensing 2015 First Quarter: gross royalty +53.46%; GoCCUSports.com +38%; and active licensees 228.

There have been 569 trademarks online art reviews and last year at this same time there were only 21. We are seeing a huge return on \$2,500 in advertising costs regarding our US News & World Report Rankings with over 1.5% click through rates and 13,867 clicks to our website.

Chuck Lewis asked why there were so many different colors of teal used. Plate responded that we don’t have a big enough demand to get the exact teal color. As we grow, we will have the opportunity to do so.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for
Charles E. Lewis
Secretary/Treasurer