

Minutes
Coastal Carolina University
Board of Trustees

Advancement, Marketing & Alumni Affairs Committee Meeting
E. Craig Wall Jr. Board Room
August 11, 2016

Members of the Committee Present: Ms. Natasha M. Hanna, Mr. Fred F. DuBard III, Mr. Carlos C. Johnson, Mr. William L. Lyles Jr., Mr. George E. Mullen, and Mr. William E. Turner III

Committee Member Not Present: Mr. Robert J. Templeton

Other Board Members Present: Mr. William S. Biggs, Mr. Samuel H. Frink, Mr. D. Wyatt Henderson, Mr. Charles E. Lewis, Mr. George E. Mullen, Dr. Oran P. Smith, Mr. Eugene C. Spivey, Mr. H. Delan Stevens, and Dr. Samuel J. Swad

Others Present: Ms. Sandra Baldrige-Adrian, Ms. Stacie A. Bowie, Ms. Susan Butcher, Dr. Brian Bunton, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh Chesson, Dr. Debbie Conner, Dr. David A. DeCenzo, Dr. Edgar L. Dyer, Mr. Matthew L. Hogue, Ms. Martha S. Hunn, Mr. Christopher A. Johnson, Ms. Beverly J. Landrum, Mr. Timothy E. Meacham, Mr. Rein Mungo, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Barbara A. Ritter, Mr. Mark A. Roach, Ms. V. Chyrel Stalvey, and Mr. John Vrooman

(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. Christian Boschult of The Sun News was in attendance.)

Chairman Natasha Hanna brought the meeting to order at 2:25 p.m.

Tripp DuBard moved to approve the May 5, 2016 Advancement, Marketing and Alumni Affairs Committee minutes. Carlos Johnson seconded. The motion carried.

Because of time constraints, the committee agenda was abbreviated to action items and a communication report.

Vice President for University Communication Bill Plate stated that in the last quarter there were 20,918 CCU mentions (3,966 in Q2 2015). This was an earned medial value of \$192.48 million. Total earned medial value during the Baseball College World Series (CWS) was \$145,727,090 and all positive mentions.

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Royalties have increased 8.06% this year alone.

Conway's Wal-Mart had a 107% increase in sales during the first week of the CWS. This location reordered championship tees and hats four times. Wal-Mart was ranked #1 in the nation for NCAA sales during the week of June 27 and Coastal Carolina University ranked #16 out of 400 schools of total sales. Last year CCU was #85. Hard goods/accessory sales grew 3,000% over last year at Wal-Mart. Wal-Mart has added Coastal hard goods into seven additional locations due to sales.

Lids received calls from Ohio and New York from people wanting CCU products shipped to them. Lids sold more than 600 CCU hats at Omaha and all of the Coastal products at the CWS sold out.

Social media updates during the CWS:

- Twitter account received 2.25 million impressions
 - Facebook account reached 3.3 million
 - Instagram account had the strongest growth of any CCU social outlet, growing by 26%
- All exceeded their year-end growth goals by mid-year 2016.

The meeting adjourned.

Advancement, Marketing & Alumni Affairs Committee reconvened on Friday, August 11, 2016:

Vice President for Philanthropy Mark Roach stated that the 2015-16 year finished with \$6,870,958 in total cash and pledges. The 2014-15 year ended with \$4,633,265 giving. This was an increase of \$2,237,693 or 48.3%. "I'm In" campaign was at \$6,932,485 as of 6/30/16 and is now over \$7,000,000. Since the beginning of the campaign, 36.14% of everything raised has been converted towards the endowment.

Planned giving continues to grow and is an area that we see as a great revenue source not only for the campaign but with all fundraising activities. We have a lot of alumni wanting to leave estates/cash to Coastal Carolina University.

The new fiscal year is shaping up and nine gifts are currently being cultivated or proposals have already been made; these gifts will all be in the seven figure range. Additionally, we have three six-figure gifts that we have received verbal confirmation.

It has taken the Office of Philanthropy four years to develop an infrastructure where they are working together as a team. He feels that there is a good process in place.

Respectfully submitted,

Chyrel Stalvey
Chyrel Stalvey
Recorder