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11-20-2008

# Advancement, Marketing and Alumni Affairs Committee, November 20, 2008

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Advancement, Marketing & Alumni Affairs Committee Meeting  
Thomas W. & Robin W. Edwards College of Humanities and Fine Arts, Room 164  
November 20, 2008**

**Members of the**

**Committee Present:** Mr. R. Duke Brown, Mr. Robert L. Rabon, and Mr. Dan Sine

**Committee Members  
Not Present:**

Mr. William L. Lyles Jr., Mr. Daniel W. R. Moore Sr.,  
and Mr. Robert G. Templeton

**Other Board  
Members Present:**

Mr. William S. Biggs, Mr. Samuel H. Frink, and  
Dr. Samuel J. Swad

**Others Present:**

Ms. Jean Ann Brakefield, Dr. Debbie Conner, Dr. David A.  
DeCenzo, Ms. Mary E. Eaddy, Ms. Alison L. Hawk, Mr. J. Scott  
Joyner, Dr. Timothy E. Meacham, Ms. Anne T. Monk, Dr. Michael  
S. Ruse, Mr. Keith S. Smith, Ms. Chyrel Stalvey and Ms. Nila  
Hutchinson

The meeting was called to order at 8:10 a.m. There was not a quorum present and the minutes could not be approved.

Mr. Scott Joyner reviewed the new Giving Report which had been prepared by Mr. Keith Smith. The year-to-date 2009 campaign cash collected is \$333,708 and there have been pledge payments of \$639,642. Together the total is \$973,350 in cash received this year. Cash gifts are down. Since July, more than \$820,000 in outstanding pledges from as far back as 2003 have been collected.

Other items not reflected on this report are four new endowed scholarships, three new annual scholarships, one new Marine Science endowment, and two bequests (one honoring fallen police officer Cpl. Joe McGarry and the estate of Col. Larry & Mrs. Jane Clark). Three scholarships are being developed in memory of Frank Thompson.

The Clark bequest will endow a chair for the History Department, \$100,000 will go to cultural arts and the rest of the estate will be used for scholarships. More information will be forthcoming.

Another large gift in development is a naming opportunity for the science building expansion.

The scripts for the phonathon have been reworked.

A copy of the Coastal Educational Foundation's Procedure for Pledge Collections/Write-Offs which was developed by Mr. Smith was included in the packet for review. The Coastal

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Educational Foundation has approved the procedure. About \$272,000 in outstanding pledges that accumulated over several years have been written off.

Dr. DeCenzo reported that we are on track for the vice president for advancement search. Candidates will be brought to campus after the first of the year for interviews.

Ms. Jean-Ann Brakefield reported:

- Twenty-one events have been held since June throughout the southeast.
- Five new chapters have been established and have been helpful in making contacts. Five more will be added in the spring.
- The Penn State game had excellent alumni turnout.
- Homecoming had the largest alumni participation to date. Atheneum Hall lawn was the gathering place and affinity agents had tents there as well.
- Three new Alumni Association Directors have been elected—Keith Anderson, Andrew Handley, and Brandon Sessions.
- The Student Alumni Ambassador group now has twenty-five members.
- The electronic newsletter is being sent out on demand every other month and has improved communications.
- Alumni Association renewals have been sent out for the first time.

A local's oyster roast will be held at Handley's Pub on January 24 in conjunction with the Winthrop basketball game. Alumni Relations expects to relocate to Atheneum Hall in the first quarter of 2009.

The 2009 senior class gift will be general scholarship monies for students returning to school after graduation.

Ms. Eaddy reported that when she was hired last year, Dr. DeCenzo gave her the job of creating a brand for Coastal Carolina University. Creating a brand takes about three years—a year for research, a year of development and initiation of the brand in the market place and a year or so for the market place to recognize a change in the message. The purpose of a branding initiative is to build the value of Coastal, to draw more money and prestige to the institution and to make our students more marketable when they leave.

Research is the foundation for a good branding campaign. In the past year while researching the University's branding, charrettes were held with more than 200 faculty and staff and questions were added to the freshman survey. We now have a good source of information on incoming freshmen and their attitudes and habits and their relationship to the University and what drew them here. A public perception baseline study will be the final link in the research chain to provide an accurate measure of what locals understand about us and pinpoint potential challenges and build stakeholder confidence in our brand.

At the July Board Retreat, MarketSearch Corporation's \$22,500 proposal for professional marketing research and consultation services was discussed and reviewed. Concerns were expressed regarding the cost to conduct the study to recommend a brand. This research will provide us with an accurate measure of public opinion that will serve as a foundation for us to evaluate our progress several years from now after we implement our brand and marketing

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initiatives; improve efficiency in shaping and delivering messages to specific audiences; provide a way to compare general public opinion about Coastal and our peers and aspirants; and, identify our strengths and weaknesses and help to build stakeholder confidence in our brand. Once this scientific basis of research is available, the faculty will buy into the branding process more readily. The branding will not only help recruitment but also advancement. This proposal will be presented again to the Board tomorrow.

Dr. DeCenzo added that we are in hard economic times. Coastal's budget has been cut and we only receive about 9.2 to 9.5% of our budget from the state. We are truly at the mercy of enrollment. Why in a time of a budget crisis should we consider spending money on marketing? If we don't pay attention to the factors that will continue to draw people to the University, it will be devastating to us.

Dr. Swad asked why Coastal products are not in the retail outlets. Ms. Monk reported that we signed a contract Licensing Resource Group (LRG) on July 1. We are developing a presence in Dick's and the larger corporate entities for retail placement. We have asked LRG to provide us with a comprehensive list of every retail outlet where our products are placed. This past year we made \$46,000 in royalty payments for Coastal products. We expect it to increase quickly this year with LRG. Where we do have Coastal products in stores, Dr. DeCenzo says we are selling out quickly.

Ms. Anne Monk reported on Coastal's advertising during the past year. In 2008 the total off-campus advertising was \$381,786; faculty and staff recruitment advertising was about \$172,616. After recruitment is deducted from the total, all that remains is about \$210,000 for off-campus advertising. This includes sponsorships and trade agreements. A PowerPoint presentation of advertising examples for 2008 was reviewed.

There being no further business, the committee meeting was adjourned.

Respectfully submitted,

Chyrel Stalvey for  
Secretary/Treasurer