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University of South Carolina

BOARD OF TRUSTEES

Ad Hoc Committee on Advancement

March 5, 2008

The Ad Hoc Committee on Advancement of the University of South Carolina Board of Trustees met on Wednesday, March 5, 2008, at 2:00 p. m. in the 1600 Hampton Street Board Room.

Members present were: Mr. Miles Loadholt, Chairman; Mr. John W. Fields; Mr. William C. Hubbard; Mr. William W. Jones, Jr.; Mr. M. Wayne Staton; Mr. Eugene P. Warr, Jr.; and Mr. Herbert C. Adams, Board Chairman. Mr. Mack I. Whittle, Jr. was absent. Other Trustees present were: Mr. William L. Bethea, Jr.; Mr. Mark W. Buyck, Jr.; and Mr. Toney J. Lister.

Others present were: President Andrew A. Sorensen; Secretary Thomas L. Stepp; Vice President for Research and Health Sciences Harris Pastides; Vice President for University Advancement Brad Choate; Vice President for Student Affairs and Vice Provost for Academic Support Dennis A. Pruitt; General Counsel Walter (Terry) H. Parham; Vice Provost for Academic Affairs William T. Moore; Associate Vice President for University Development, Division of University Advancement, Michelle Dodenhoff; Associate Vice President of Marketing and Communications Gary Snyder; Assistant Vice President for Advancement Administration, Division of University Advancement, J. Cantey Heath, Jr.; Executive Director of the Alumni Association Marsha A. Cole; Director of University Publications, Division of University Advancement, Laurence W. Pearce; Associate Director for Production and Technology, University Publications, Bob Lowder; Special Assistant to the President and Athletics Director John D. Gregory; Chief Financial Officer, Office of Foundations, Russell H. Meekins; Director of Periodicals, University Publications, Chris Horn; Broadcast Journalist, Office of Media Relations, Frenche Brewer; Chairman of Grenzebach Glier & Associates, Inc. Martin Grenzebach; Director of University Communication, Division of University Advancement, Russ McKinney, Jr.; University Technology Services Production Manager Justin Johnson; Board staff members Terri Saxon, Vera Stone, and Karen Tweedy; and members of the media.

Chairman Loadholt called the meeting to order and invited those present to introduce themselves. Mr. McKinney introduced members of the press in attendance.

Chairman Loadholt stated that notice of the meeting had been posted and the press notified as required by the Freedom of Information Act; the agenda and supporting materials had been circulated; and a quorum was present to conduct business. Chairman Loadholt directed the attention of the Committee to the first agenda item and called on President Sorensen.

Open Session

I. Report from President Sorensen: President Sorensen expressed pleasure regarding the momentum of the University's Advancement program. This program had undergone a significant overhaul during the past two years and the operation was more professional than prior to his arrival at Carolina.

Today, he would report on some of the tangible improvements and results. Specifically, there had been improvements in policies and procedures as well as other less noticeable infrastructure aspects that were paying dividends for the University.

President Sorensen stated that Mr. Brad Choate would give an overview of the activities in the Division of University Advancement. In addition, he stated that Michelle Dodenhoff would report on activities in University Development followed by Martin Grenzebach, the Chairman of Grenzebach Glier & Associates, Inc. (GG&A) who would give a presentation on strategic planning for the University's capital philanthropic campaign.

II. University Advancement Update: Mr. Choate briefly discussed fundraising and campaign planning tactics. He gave an overview of other aspects of the Division of University Advancement as it related to Alumni, Marketing, Governmental and Community Relations, Communications and Media Relations.

Mr. Choate stated that the Alumni Association, under the direction of Marsha Cole, had developed a number of innovative programs. Most recently, her department worked with Barnes & Noble to package a graduate membership program along with the cap and gown sales. In addition, they offered a "life option" for student members to join the Alumni Association. Freshmen could pay a one-time fee for a four year membership guaranteeing their participation for the entire undergraduate experience presuming they were on the four year track. Approximately 612 entering freshmen had been enrolled in this program. Regular "Life Members" had made gifts which generated approximately 800 new members. During the first week of the program, there were 235 sponsorships.

On Wednesday, March 26, 2008, the University would hold its fifth Carolina Day at the Statehouse. The University's main message would be that the support of higher education which would yield the best return on investment for state government.

This year, a panel of legislators would address the group during lunch. The panelists would consist of Representative Todd Rutherford, Senator Joel Lourie, and Senator John Courson.

Mr. Choate stated that the Alumni Association was in the process of offering 27 scholarships, two Greener scholarships and 83 legacy scholarships. The Alumni scholars had an average SAT score of 1419; therefore, these were very competitive and highly sought after scholarships.

On March 8th, the Alumni Association would hold its annual meeting and would elect new officers. Mr. Choate stated that Board member Bill Bethea had served as President for the past two years. He had done an outstanding job and it had been a pleasure working with him; Amy Stone would be his successor.

Mr. Choate advised that Mary Ruffin Childs, Assistant Executive Director of the Alumni Association was named one of two Foreman Fellows by a Council of Alumni Association Executives; the other individual would be selected from Duke University. The Fellowship would provide funding for Ms. Childs to travel around the country to visit alumni associations and to gather information for a paper on "best practices." This would certainly help the University as well as other alumni associations.

Regarding Marketing and Communication activities, Mr. Choate reported that the Marketing and Communication group took advantage of having media from all around the world descend upon South Carolina during the Democratic and Republican primaries. Margaret Lamb, Chip McKinney and Gary Snyder worked together and developed a plan in the spring of 2007 to identify several faculty experts and to garner their support in assisting them in getting as much media coverage as possible. Their efforts resulted in an unprecedented visibility for the University on TV, in print, on-line, and in radio media worldwide. Several faculty were interviewed and four went "above and beyond the call of duty," specifically, Professors Blease Graham, Todd Shaw, Laura Woliver and Dean Charles Bierbauer who shared their expertise. Mr. Choate estimated that over 200 million people around the world saw the University of South Carolina's name and logo during the primaries.

Mr. Choate commended University Publications and the Marketing and Communications Divisions. He stated that the editorials, print and web communications and marketing areas continued to be recognized for their great work by peers around the United States. Since January 2008, the University had received 12 awards including recognition from the Council of Advancement of Supportive Education as well as the Columbia Advertising Club and others. The University received first place for the award-winning Innovista website. He thanked the team

who led those efforts, specifically Gary Synder, Larry Pearce, Chris Horn, Chip Harvey and Geoffrey LoCicero.

These individuals would continue their efforts to raise awareness and market the University's accomplishments to state, regional and national audiences. In particular, they would target students and their parents, prospective faculty, national leaders in higher education, alumni, donors, business leaders, prospective Innovista tenants and the media. The venue used would include the Innovista website and advertising in major academic audience venues such as *The Chronicle of Higher Education*, *Inside Higher Education*, *Academe*, *SC BI*, *Columbia Business Monthly*, the *Presidency and Breakthrough* magazines, and the *President's and Foundations' Report*. The brochure entitled *When Numbers Matter* was being mailed to the leaders of the 260 national research universities in an effort to raise the University's identity and specifically aimed at impacting our reputation and the *US News and World Report* survey.

Regarding Government Relations, he thanked Casey Martin and Shirley Mills for their hard work and dedication to the University and in the Legislature during this difficult budget year. He stated that these two ladies had encountered tough battles in the Legislature, but represented the University very well.

Chairman Loadholt stated that the report was received as information.

III. University Development Update: Chairman Loadholt called on Michele Dodenhoff who gave an overview of activities in Development. She said she was hired three years ago, and charged with building a development program to prepare for a major capital campaign. First, she evaluated staffing, infrastructure, systems, and looked at historical fundraising and potential fundraisers in the future and determined whether the program was receiving an appropriate budget.

Ms. Dodenhoff displayed the current organizational chart for Development, which she noted was centralized; all of the schools, colleges and units development offices reported to the main Development Office.

Ms. Dodenhoff explained that several positions were added. The schools/colleges would now report to two new Executive Director positions, and additional staff had been hired. Nearly 74 percent of the Development staff had been with the University less than three years.

Ms. Dodenhoff displayed a graph showing Private Support of the Bicentennial Campaign from July 1995 through June 2002. She projected that the University would exceed \$100 million in gifts in 2008. Prior to the Bicentennial Campaign, the University averaged \$26.5 million. On an annual basis, the Bicentennial Campaign averaged \$58 million and the post campaign averaged \$59 million.

Other key activities included defining College/School Initiatives and

providing Leadership Briefings, Campaign Interviews and Dean and Department of Development Staff Trainings.

She noted that 80 percent of individuals who made a gift of \$1 million or more had made previous annual gifts as well; of that number, 75 percent gave to the University within five years of graduating. Ms. Dodenhoff stated that first time donors to the University increased from 4,000 in 2004 to more than 6,000 in 2008. She expressed her appreciation of the Development and Advancement staff.

Chairman Loadholt stated that the report was received for information.

Chairman Loadholt stated that there were contractual matters which were appropriate for Executive Session relative to proprietary marketing information. He called for a motion to enter Executive Session. Mr. Warr so moved. Mr. Staton seconded the motion. The vote was taken, and the motion carried.

Chairman Loadholt invited the following persons to remain: Dr. Sorensen, Secretary Stepp, Dr. Pastides, Dr. Pruitt, Dr. Plyler, Mr. Choate, Mr. Parham, Dr. Moore, Mr. Heath, Ms. Dodenhoff, Ms. Cole, Mr. Snyder, Mr. Gregory, Mr. McKinney, Mrs. Saxon, Ms. Stone, and Ms. Tweedy.

Return to Open Session

Since there were no other matters to come before the Committee, Chairman Loadholt declared the meeting adjourned at 4:15 p.m.

Respectfully submitted,

Thomas L. Stepp
Secretary