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University of South Carolina
BOARD OF TRUSTEES

Advancement, Engagement and Communications Committee

June 10, 2022

The Advancement, Engagement and Communications Committee of the University of South Carolina Board of Trustees met at 2:15 p.m. on Friday, June 10, 2022, in the Floyd Boardroom of the Pastides Alumni Center and by Microsoft Teams.

Committee members present were Mr. Robin D. Roberts, Chair; Mr. Alex English; Mr. Brian C. Harlan; Ms. Emma W. Morris; Dr. C. Dorn Smith III, Board Chair; and Mr. Thad H. Westbrook, Board Vice Chair. Ms. Molly Spearman participated by Microsoft Teams. Mr. John C. von Lehe Jr. and Mr. Charles H. Williams were absent.

Other Board members present were Mr. C. Dan Adams, Mr. Richard Jones Jr., Mr. Hubert F. Mobley, Ms. Leah B. Moody, Ms. Rose Buyck Newton, and Mr. Mack I. Whittle Jr. Mr. Toney J. Lister participated by Microsoft Teams.

Also present were USC Columbia Faculty Senate Chair Dr. Audrey Korsgaard, USC Columbia Student Government President Ms. Reedy Newton, and Special Advisor to the Board of Trustees Mr. David Seaton.

Others in attendance were Interim President Harris Pastides; Secretary Cameron Howell; Vice Provost and Dean of Faculty Cheryl Addy; Vice President of Human Resources Caroline Agardy; Interim Vice President for Development Stacey Bradley; Interim Dean College of Hospitality, Retail and Sport Management David Cardenas; Interim Provost

Stephen Cutler; Communications Manager, Office of the Provost Abe Danaher; Chief Audit Executive Pamela Dunleavy; Chancellor Palmetto College Susan Elkins; Associate Vice President of Finance and Budget Kelly Epting; Vice President for Information Technology and Chief Information Officer Doug Foster; Vice President for Research Julius Fridriksson; President's Chief of Staff Stacy Fritz; USC Upstate Chancellor Bennie Harris; USC Aiken Chancellor Daniel Heimmermann; Chief Executive Officer, USC Alumni Association Wes Hickman; Director for Academic Programs Trena Houpp; Executive Director of Economic Engagement Bill Kirkland; Governance Consultant Drumm McNaughton; Senior Deputy Athletics Director Chance Miller; USC Beaufort Chancellor Al Panu; General Counsel and Executive Director of Compliance Programs Terry Parham; Chief Operating Officer Jeff Perkins; Interim Vice President of Health and Well-Being Jason Stacy; Assistant Vice President, Media and External Engagement Jeff Stensland; Athletic Director Ray Tanner; Vice President for Communications Larry Thomas; Executive Vice President for Administration and Chief Financial Officer Ed Walton; Vice President for Diversity, Equity and Inclusion Julian Williams; IT Production Manager Matt Warthen; and Board of Trustees support staff Cary Graham and Anna Brannin.

OPEN SESSION

I. Call to Order

Chair Roberts called the meeting to order, welcomed those in attendance, and asked everyone in the room to introduce themselves. Secretary Howell confirmed Trustees joining by Microsoft Teams.

Chair Roberts called on Mr. Stensland to introduce members of the press. Mr. Stensland introduced Sydney Dunlap and Max White with the *Daily Gamecock* and Jessica

Holdman with the *Post and Courier*.

Chair Roberts stated 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.

MOTION TO ENTER EXECUTIVE SESSION

Chair Roberts stated there was a need for an Executive Session to consider candidates for the position of Vice President for Development, and to discuss a proposed contractual matter regarding marketing services by 160/90. Mr. English made the motion to enter Executive Session, and Dr. Smith seconded the motion. A vote was taken, and the motion carried unanimously.

Chair Roberts stated no action would be taken in Executive Session and invited the following to remain: Trustees, Interim President Pastides, Secretary Howell, Dr. Korsgaard, Ms. Reedy Newton, Mr. Seaton, members of the President's Executive Council, and Board of Trustees support staff.

EXECUTIVE SESSION

- Executive Session Removed

RETURN TO OPEN SESSION

II. Alumni Association Report

Chair Roberts stated the Alumni Association report was posted to the Board portal for review and called on Chief Executive Officer of the Alumni Association Wes Hickman to provide brief updates. Mr. Hickman stated the Alumni Association was poised to end the fiscal year with the largest number of members since the beginning of the pandemic. Additionally, the Alumni Association has already met its goal for the year in regard to

hospitality business at the Pastides Alumni Center.

Chair Roberts stated the report was received as information.

III. Division of Development Report

Chair Roberts stated the Division of Development report was posted to the Board portal for the review and called on Interim Vice President for Development Stacey Bradley to provide brief updates. Ms. Bradley stated \$78 million had been raised year-to-date. Ms. Bradley also reviewed the Give 4 Garnet campaign and stated over \$1.1 million was raised from over 3,100 donors.

Chair Roberts stated the report was received as information.

IV. Office of Economic Engagement Report

Chair Roberts stated the Office of Economic Engagement report was posted to the Board portal for review. He then called on Executive Director of Economic Engagement Bill Kirkland. Mr. Kirkland provided a brief update on iMac labs and stated a significant partnership with Verizon would be announced in September.

Chair Roberts stated the report was received as information.

V. “Points of Pride” Resource Document

Chair Roberts stated Vice President for Communications Larry Thomas provided a one-page “Points of Pride” resource document, which was posted to the Board portal for review. Chair Roberts encouraged Committee members to study the document to be prepared to promote the University to the public.

Chair Roberts stated the report was received as information.

VI. Approval of Non-Board, Non-voting Expert Advisor

Chair Roberts recused himself for this agenda item and asked Board Chair Smith to

present. Chair Smith stated Article VII, Section 1F of the Board Bylaws allow for standing Committees of the Board to recommend for approval by the Board the appointment of non-Board members with subject matter expertise to serve on such standing Committees with the full right to participate in Committee discussion but without the right to vote. Mr. Roberts' last meeting of the Board in his official capacity as the President of the University of South Carolina Alumni Association (and *ex officio* member of the Board of Trustees) would be June 24, 2022.

Chair Smith called for a motion to appoint Mr. Robin Roberts as a non-Board, non-voting expert advisor to the Committee, effective upon full Board approval forecasted for June 24, 2022. Mr. Harlan so moved, and Mr. Westbrook seconded the motion. The motion passed unanimously. Chair Smith stated the motion was approved and would be presented to the full Board for consideration at the June 24, 2022 meeting.

VII. Other Matters

Chair Roberts called for any other matters to come before the Committee. There were none.

VIII. Adjournment

Chair Roberts declared the meeting adjourned at 3:10 p.m.

Respectfully submitted,

Cameron Howell
Secretary