University of South Carolina
BOARD OF TRUSTEES

Advancement, Engagement and Communications Committee
In Person, Floyd Boardroom, Pastides Alumni Center
and By Microsoft Teams
June 23, 2023

OPEN SESSION

I.   Call to Order

Chair Moïse called the meeting to order at 9:00 a.m. Secretary Howell confirmed Trustees
attending in person and by Microsoft Teams audio and video conference.

Committee Members in attendance:
E. Scott Moïse, Chair
C. Dan Adams
Alex English
C. Dorn Smith III (online)
John C. von Lehe Jr.
Rose Buyck Newton, *Board Vice Chair*
Thad H. Westbrook, *Board Chair*

Committee Members Absent
Charles H. Williams

Other Trustees in attendance:
C. Edward Floyd (online)
Brian C. Harlan
Henry L. Jolly Jr.
Richard A. Jones Jr. (online)
Miles Loadholt (online)
Hubert F. Mobley
Reid T. Sherard

Others in attendance:
Audrey Korsgaard, USC Columbia Faculty Senate Chair
Emmie Thompson, USC Columbia Student Government President
Robin Roberts, Advisor to the Advancement, Engagement and Communications Committee
David Seaton, Advisor to the Governance Committee

Administrators in attendance:
Michael Amiridis, President
Cameron Howell, University Secretary and Secretary of the Board of Trustees
Donna Arnett, Executive Vice President for Academic Affairs and Provost

Terry Parham, General Counsel
Ed Walton, Executive Vice President and Chief Financial Officer

Media in attendance:
None

Notice:
Chair Moïse stated notice of the meeting and agenda had been posted and the press notified as required by the Freedom of Information Act; the agenda and supporting materials had been circulated to the Committee; and a quorum was present to conduct business.

MOTION FOR EXECUTIVE SESSION
Chair Moïse stated there was a need for an Executive Session for a discussion of negotiations incident to a proposed contractual arrangement with 160over90 regarding University branding and in connection with two potential gifts to the University.

Dr. Smith made the motion to enter Executive Session, and Mr. English seconded the motion. A vote was taken, and the motion carried unanimously.

Chair Moïse invited the following to remain: Trustees, Dr. Korsgaard, Ms. Thompson, Mr. Roberts, Mr. Seaton, President Amiridis, Secretary Howell, Dr. Arnett, Mr. Bussell, Chancellors, Mr. Cole, Ms. Dodenhoff, Ms. Dunleavy, Ms. Foxworth, Dr. Fritz, Mr. Parham, Mr. Perkins, Mr. Sobieralski, Mr. Stensland, Mr. Tanner, Mr. Thomas, Mr. Tolliver, Mr. Walton, and Board support staff.

EXECUTIVE SESSION

−   Executive Session Removed

RETURN TO OPEN SESSION

II.   Alumni Association Update

USC Alumni Interim Chief Executive Officer Tiffany Foxworth presented an update from the Alumni Association. [AECC 062323 OS II]

Chair Moïse stated the update was received as information.

III.   Development Update

Vice President for Development Michelle Dodenhoff presented a Development update. [AECC 062323 OS III]

Chair Moïse stated the update was received as information.

IV.   <u>Other Matters</u>

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

V.   <u>Adjournment</u>

Chair Moïse declared the meeting adjourned at 10:09 a.m.

Respectfully submitted,

Cameron Howell
Secretary

USC ALUMNI ASSOCIATION UPDATE

USC Board of Trustees Meeting
Friday, June 23

USC Alumni

GAMECOCK STORIES

May 2023

- We launched a partnership with Publishing Concepts, Inc. (PCI)

- PCI's primary purpose is to help organizations strengthen engagement through updated data and sharing personal stories.

USC Alumni

GAMECOCK STORIES

This partnership helps us achieve three primary goals:

1. Foster engagement with alumni

2. Enhance our alumni data

3. Drive membership opportunities

USC Alumni

GAMECOCK STORIES

If you haven't already, you will receive a postcard and email from PCI, on our behalf, with two important invitations:

UPDATE YOUR INFORMATION

An invitation to update and verify your contact information to strengthen our USC alumni network and to keep you updated on the latest school developments.

SHARE YOUR STORY

An invitation to share your experience at the University of South Carolina. What are your fondest memories from your time at Carolina? PCI has a dedicated team ready to record *your* stories.

USC Alumni

GAMECOCK STORIES

Project Timeline and Next Steps

➢Launched May 2023
- Postcard invitations and email communications to follow

➢June – November 2023
- As alumni respond to the postcard and/or email outreach, stories will be captured
- Stories are captured at no cost
- All purchases are bundled with membership
- While alumni can respond on their own (and many already have) we are also in the process of working with our academic units to identify notable alumni that we can connect with personally

➢ Winter 2023 – Spring 2024
- Stories selected for inclusion in the print version
- All stories captured will be available in a digital version

USC Alumni

GAMECOCK STORIES

- We created a dedicated webpage to answer questions about the project: uofscalumni.org/gamecock-stories/

FREQUENTLY ASKED QUESTIONS

- I received an email/postcard from a company asking for my personal information and a story about University of South Carolina. Tell me more about the project. Is it legit? ›
- Does the University of South Carolina Alumni Association benefit from this at all? ›
- How do I know my information will only be used for Oral History Project purposes? ›
- I would like to verify or update my information and share a story. How may I do this? ›
- Can I choose what information prints in the publication? ›
- I updated my information but need some more time to think about what experience to share. ›
- I shared a story and the representative said I could send a photo. How do I do this? ›
- Can anyone purchase a book? ›
- I ordered a book / package over the phone and would like to cancel my order. How do I do this? ›

USC Alumni

Thank you!

Tiffany Foxworth

Interim CEO, USC Alumni Association

tfoxworth@uofscalumni.org

USC Alumni

DIVISION OF DEVELOPMENT QUARTERLY REPORT

Michelle Dodenhoff

June 23, 2023

UNIVERSITY OF
South Carolina

GIVE 4 GARNET UPDATE

- Give 4 Garnet was held on April 19 for 18 hours and 01 minute (5:59am - midnight)

- Goal was 3,000 donors

- USC raised more than $816k from 6,450 donors, which is the highest number in G4G's history.

- Of the 6,450 donors:

  - 2,750 were first-time donors to USC, which is highest number first-time donors in G4G's history.

  - 3,260 are alumni donors

  - 591 were students

  - 1,516 were current USC employees, which is the highest number employee donors in G4G's history

UNIVERSITY OF **South Carolina**

GIVE 4 GARNET BOT CHALLENGE IDEAS

- **Beat Your Best" Challenge**
  - o The top ten colleges and units can unlock bonus funds. The area with the largest percentage increase of donors from Giving Day 2023 wins additional funds.
  - o The funds would be ranked by percentage increases over the previous year.
  - o The number one most improved fund would get 20% (for example) of the challenge money, number two would get 10%, and the percentage decreases as the ranking is lower.
  - o This challenge allows all colleges and units to have an opportunity to compete and win bonus funds.

- **2-4-6 Challenge**
  - o Donors number 2K, 4K and 6K will unlock additional funds for their favorite college or unit.
  - o The advantage of this challenge is that it will drive up donor numbers.

UNIVERSITY OF
South Carolina

WELCOME DEVELOP CAROLINA COHORT

DEVELOP CAROLINA

- Cohort consists of 13 hires
  - 7-week education program partnering with IU Lilly Family School of Philanthropy beginning June 1
  - Will receive certificate in Fundraising Management
  - Will be placed in school/college/unit or central development

UNIVERSITY OF
South Carolina

- **42 Applied**
- **24 Offered**
- **13 Accepted**

WELCOME DEVELOP CAROLINA COHORT

William Avant

Connor Beaule

Tad Derrick

Alyssa Fencel-Davila

Antwon Gleaton

Meredith Howell

Savannah Lee

Brittany Martin

Lisa Ortuno

Sabrina Rivera

Kobe Shelton

Olivia Ward

Xena Williams

UNIVERSITY OF
South Carolina

METRICS UPDATE

Metric	Goal	As of June 19, 2023
Dollars Raised	$90,000,000	$106,932,297
Alumni Donors	15,400	15,552
First Time Donors	6,500	7,878
$1M Dollar Donors	14	11

UNIVERSITY OF
South Carolina

QUESTIONS?

UNIVERSITY OF
South Carolina