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University of South Carolina
BOARD OF TRUSTEES

Advancement, Engagement and Communications Committee

September 17, 2021

The Advancement, Engagement and Communications Committee of the University of South Carolina Board of Trustees met at 9:00 a.m. on Friday, September 17, 2021, in the Floyd Boardroom of the Pastides Alumni Center and by Microsoft Teams.

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

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

Also present were USC Columbia Faculty Senate Chair Dr. Audrey Korsgaard and USC Columbia Student Government President Mr. Alex Harrell.

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 Dean College of Hospitality, Retail and Sport Management David Cardenas; President and Chief Executive Officer, USC Foundations Jason Caskey; Associate

Provost for Palmetto College John Catalano; Vice President for System Affairs Derham Cole; Interim Provost Stephen Cutler; Communications Manager, Office of the Provost Abraham Danaher; Vice President for Development Monica Delisa; Chief Audit Executive Pamela Dunleavy; Chancellor Palmetto College Susan Elkins; Associate Vice President of Finance and Budget Kelly Epting; Presidential and Provostial Faculty Fellow Stacy Fritz; Dean of the School of Music Tayloe Harding; Chief Executive Officer, USC Alumni Association Wes Hickman; Interim Director for Academic Programs Trena Houpp; USC Aiken Chancellor Sandra Jordan; University Controller Mandy Kibler; Assistant to the President for System Affairs Eddie King; Executive Director of Economic Engagement Bill Kirkland; Director of Government Relations Derrick Meggie; General Counsel and Executive Director of Compliance Programs Terry Parham; Chief Operating Officer Jeff Perkins; Vice President for Student Affairs and Vice Provost Dennis Pruitt; University Treasurer, Associate Vice President and Chief of Staff Division of Administration and Finance Joe Sobieralski; 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; Public Relations Strategist Dana Woodward; and Board of Trustees support staff.

OPEN SESSION

I. Call to Order

Chair Warr 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 Warr called on Mr. Stensland to introduce members of the press.

Mr. Stensland introduced Tyler Fedor with the *Daily Gamecock*.

Chair Warr 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.

II. Review of Committee Dashboard and Matrix

Chair Warr stated the Committee dashboard and matrix were posted to the Board portal for review prior to the meeting.

III. Alumni Relations Report

Chair Warr stated the Alumni Relations report was posted to the Board portal for the Committee's review. He stated My Carolina Alumni Association CEO Wes Hickman was available to answer any questions about the report.

Board Vice Chair Westbrook asked for additional information regarding alumni giving. He noted based on the University's rankings, alumni giving is one area that is not performing well.

Mr. Hickman stated the Division of Development, with the assistance of the Institutional Research Office, tracks alumni giving. One major milestone from this past year is a change in the CASE standards, which allows membership in the Alumni Association to count toward alumni giving. This goes into effect next year, and the Alumni Association is working with the Division of Development on how that will be reported to ensure every member of the Association gets counted as part of that alumni giving percentage. Mr. Hickman noted the alumni giving percentages are a rolling three-year average relative to *US News and World Report*; therefore, the full impact of that change will not be seen for another three years. He stated he and Development Vice President Monica Delisa are meeting

regularly to discuss strategies around alumni engagement and alumni giving.

Ms. Delisa stated the alumni giving percentage rose two percent this year. The Annual Giving Program is being completely revamped, and a search is ongoing for a new executive director. Redesigning and increasing the pipeline of donors will have the greatest impact.

Chair Warr thanked Mr. Hickman and Ms. Delisa and stated the Alumni Relations report was received as information.

IV. Government Relations Report

Chair Warr called attention to the Government Relations report posted to the Board portal for the Committee's review. He stated Mr. Meggie and Mr. Walton were available to address any questions. There were none.

Chair Warr stated the Government Relations report was received as information.

V. Division of Development Report

Chair Warr called attention to the Division of Development report posted to the Board portal for the Committee's review. He stated Vice President for Development Monica Delisa was available to address any questions.

Board Chair Dorn Smith asked Ms. Delisa to address the decline in fundraising production and the Division of Development's plans to get fundraising back on track.

Ms. Delisa stated \$88,000,000 was raised last year and the goal for this year is \$100,000,000. The five-year running average is around \$104,000,000. The COVID pandemic played a big role in the ability to meet one-on-one with donor prospects. Ms. Delisa stated there was significant staff turnover prior to her arrival and, with monies allotted through the strategic planning process, she is working to build up the development staff within each college. In addition, more frontline fundraisers have been added that will increase one-on-

one donor outreach. Ms. Delisa stated she is confident fundraising levels will reach \$100 million this year.

Dr. Pastides agreed there needs to be improvement in coordinating efforts between the Division of Development and the Alumni Association as well as the individual colleges. He reiterated the Division of Development is rebuilding staffing and programs, which will put the division back on track.

Ms. Delisa stated Trustees are some of the University's best advocates, and she would like to include Trustees in prospective donor visits.

Chair Warr thanked Ms. Delisa and stated the Division of Development report was received as information.

VI. Other Matters

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

VII. Adjournment

There being no other matters to come before the Committee, Chair Warr declared the meeting adjourned at 9:20 a.m.

Respectfully submitted,

Cameron Howell
Secretary