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University of South Carolina  
BOARD OF TRUSTEES

Advancement, Engagement and Communications Committee

March 17, 2022

The Advancement, Engagement and Communications Committee of the University of South Carolina Board of Trustees met at 10:25 a.m. on Thursday, March 17, 2022 in the Business and Education Building Conference Center at USC Aiken and by Microsoft Teams.

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

Other Trustees present were Mr. C. Dan Adams, Mr. Richard A. Jones Jr., Mr. Miles Loadholt, Mr. Hubert F. Mobley, Ms. Rose Buyck Newton, and Mr. Mack I. Whittle Jr. Mr. J. Egerton Burroughs, Dr. C. Edward Floyd, Mr. Toney J. Lister, and Ms. Leah B. Moody 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 President of Human Resources Caroline Agardy, College of Nursing Dean Jeannette Andrews, Interim Vice President for Development Stacey Bradley, College of Social Work Interim Dean Teri Browne, Vice President for System Affairs Derham Cole, Interim Provost Stephen Cutler, Chief Audit Executive Pamela Dunleavy, Palmetto College

Chancellor Susan Elkins, Associate Vice President for Finance and Budget Kelly Epting, University Architect and Associate Vice President of Facilities Derek Gruner, USC Upstate Chancellor Bennie Harris, USC Aiken Chancellor Daniel Heimmermann, Chief Executive Officer of the USC Alumni Association Wes Hickman, University Controller Mandy Kibler, Executive Director of Economic Engagement Bill Kirkland, Director of Government Relations Derrick Meggie, Senior Athletics Director Chance Miller, USC Beaufort Chancellor Al Panu, General Counsel and Executive Director of Compliance Programs Terry Parham, Director of Government Relations Craig Parks, Chief Operating Officer Jeff Perkins, Vice President for Student Affairs and Vice Provost Dennis Pruitt, University Treasurer and Associate Vice President and Chief of Staff for the Division of Administration and Finance Joe Sobieralski, Interim Vice President of Health and Well-Being Jason Stacy, Assistant Vice President of Media and External Engagement Jeff Stensland, Athletics Director Ray Tanner, Vice President for Communications Larry Thomas, Executive Vice President for Administration and Chief Financial Officer Ed Walton, IT Production Manager Matt Warthen, and Board of Trustees staff Cary Graham.

## **OPEN SESSION**

### I. Call to Order

Dr. Smith 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. Dr. Smith called on Mr. Stensland to introduce members of the press. There were no members of the media in attendance.

Dr. Smith 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. Election of Committee Chair

Dr. Smith announced that South Carolina Judicial elections were held February 2, 2022 by the South Carolina Legislature. He stated Mr. Gene Warr was elected to the Family Court, 4th Judicial Circuit and therefore has resigned his seat on the University Board. He offered his congratulations to Mr. Warr on behalf of the Board, noting that Mr. Warr has faithfully served the University as a member of the Board of Trustees since 2003 and as Board Chair from 2012-2016.

Dr. Smith stated the first order of business for the day was to elect a new Chair for the Advancement, Engagement and Communications Committee, and opened the floor for nominations. Mr. Williams nominated Trustee Robin Roberts, and Mr. Harlan seconded the nomination. A vote was taken, and the motion carried unanimously. Dr. Smith congratulated Mr. Roberts on his new role as Chair of the Committee.

## III. Marketing Campaign Update

Chair Roberts called on Vice President of Marketing Larry Thomas for a marketing campaign update. Mr. Thomas first highlighted the previous week's Good Morning America segment that heavily featured USC during the second hour of the program. Mr. Thomas then introduced Ryan Brown, Senior Vice President of Client Services and Strategy at 160/90.

Mr. Brown provided an update on the *Behold the Remarkable We* campaign, focusing on the market performance. The campaign launched two months prior and has 40 million impressions to-date. Mr. Brown stated this is a strong start and highlighted priorities for phase two. Mr. Brown informed the Board the first official campaign performance report

would be available next month.

Chair Roberts thanked Mr. Thomas and Mr. Brown and stated the campaign update was received as information.

#### IV. Development Office Report

Chair Roberts called on Interim Vice President for Development Stacey Bradley to present highlights of the Development Office report that was posted to the Board portal. Ms. Bradley stated that, although it is an interim period for the Development Office, it is a time of assessment, prioritization, and fostering partnerships with donors and internal stakeholders. She highlighted key metrics and facts provided on a one-sheet summary that was posted to the Board portal. Ms. Bradley provided a current fundraising performance snapshot, highlighting key factors.

Dr. Pastides provided an update on the Vice President for Development search. Mr. Ed Walton is chairing the search committee and has engaged the Aspen Group to assist. He then spoke to the importance of donor relations.

Chair Roberts thanked Ms. Bradley and stated the Development Office Report was received as information.

#### V. Legislative Affairs Update

Chair Roberts called on Director of State Government Relations Derrick Meggie and Director of Government Relations Craig Parks for a Legislative Affairs update.

Mr. Parks provided an update on the State budget, noting that the House of Representatives passed its \$14 billion budget proposal in record time, with few changes in comparison to the Ways and Means Committee's proposal. He advised that several budget provisos were debated that would affect the higher education sector; however, all were

subsequently withdrawn or tabled. One subsequent change that affected higher education athletics was the suspension of the name, image, and likeness legislation.

Mr. Meggie provided an update on a legislative bill that would end tenure. Mr. Meggie advised that the sponsor of this legislation would not ask for a hearing so that he may have further conversations with the Commission on Higher Education and higher education institutions. The sponsor has since engaged a third-party independent contractor to perform a 10-year review on the topic.

Chair Roberts thanked Mr. Meggie and Mr. Parks and stated the Legislative Affairs Update was received as information.

#### VI. Alumni Association Quarterly Report

Chair Roberts called on USC Alumni Association Chief Executive Officer Wes Hickman to provide highlights of the Alumni Association quarterly report that was posted to the Board portal. Mr. Hickman stated the Alumni Association is fully operational both in the areas of alumni engagement and the hospitality business at the Pastides Alumni Center. Over the course of the academic and fiscal year to-date, the Alumni Association has planned and supported over 400 events, which were attended by over 15,000 people. He stated the 2022 Alumni Award nominations are currently open and encouraged nominations.

Chair Roberts thanked Mr. Hickman and stated the Alumni Association quarterly report was received as information.

#### VII. Office of Economic Engagement Report

Chair Roberts called on Executive Director of Economic Engagement Bill Kirkland to provide highlights of the Office of Economic Engagement report, which was posted to the Board portal. Mr. Kirkland stated industry partnerships and customer engagement increased

during the COVID pandemic. He provided an update on the Governor's cyber initiative and recommendations for phase one. Mr. Kirkland concluded by providing a brief on the University's dual enrollment partnership with Lexington One school district. This dual enrollment agreement provides that 15 Lexington One Technology Center students will be selected to work alongside USC College of Engineering and Computing Capstone class students as they partner with existing industry partners including IBM, Siemens, Samsung, and Nephron.

Chair Roberts thanked Mr. Kirkland and stated the Office of Economic Engagement report was received as information.

VIII. Other Matters

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

IX. Adjournment

Chair Roberts declared the meeting adjourned at 11:15 a.m.

Respectfully submitted,

Cameron Howell  
Secretary