

Clemson University
Clemson, South Carolina

MINUTES
Institutional Advancement Committee
CLEMSON UNIVERSITY BOARD OF TRUSTEES

Executive Board Room
Madren Center
Clemson, SC
April 4, 2024
1:15 p.m.

Call to Order

Notification as required by the South Carolina Freedom of Information Act was given at least twenty-four hours before the meeting by posting the notice and agenda on the bulletin board located on the ground floor public entrance of Sikes Hall, Clemson University and on the Clemson University Board of Trustees website. Additionally notice of, and the agenda for, the meeting was sent via email to the distribution list maintained by the Office of Media Relations which includes approximately 80 reporters and editors at the major daily newspapers, television and radio stations in S.C.

After notification as required by the Freedom of Information Act, Trustee Richardson called the meeting to order at 1:18 p.m. with the following present:

Committee Members: Mark Richardson, *Chair*; Cheri Phyfer-Kubu, *Vice Chair*; Nikki Haley, Ronnie Lee, Smyth McKissick, and Bill Smith; and David Wilkins, *Emeritus*

Trustees: David Dukes, Louis Lynn, Patti McAbee, Nicky McCarter, Bob Peeler, Joe Swann, and Kim Wilkerson

Trustees Emeriti: J.J. Britton and Allen Wood (via web)

Administration: James P. Clements, *President*; Tony Wagner, *Executive Vice President for Finance and Operations*; Max Allen, *Vice President and Chief of Staff*; April Purvis, *Executive Secretary to the Board of Trustees*; Robert Donato, *Chief Strategy Officer*; Robert H. Jones, *Executive Vice President for Academic Affairs and Provost*; Chip Hood, *General Counsel and Special Advisor to the Board of Trustees*; Lisa Knox, *Associate Vice President and Executive Director for Office of Institutional Excellence*; Chris Miller, *Vice President for Student Affairs*; Felicia Benton-Johnson, *Vice President for Diversity and Inclusive Excellence*; Greg Yarrow, *Interim Dean of the College of Agriculture, Forestry and Life Sciences*; Angie Leidinger, *Senior Vice President for External Affairs and Senior Advisor to the Board of Trustees*; Rick Petillo, *Chief Financial Officer*; Tracy Arwood, *Chief Ethics and Compliance Officer*; Brian O'Rourke,

Vice President of Advancement; Julio Hernandez, Assistant to the President for Community Engagement and Outreach; and Graham Neff, Director of Athletics

Guests: Jon Clayton, *CCIT*; Danielle Arrington, *Office of the Executive Secretary to the Board of Trustees*; JoVanna King, *Development and Alumni Relations*; Karen McCauley, *CUF*; David Kuskowski, *Admissions*; Tony Mathis, *CUF*; Beth Crocker, *Office of the General Counsel*; and Jacqueline Summer, *Advancement*

Media: Kat Pugh, *The Tiger*; Lauren Pierce, *Seneca Journal*; Caitlin Herrington, *Post and Courier*

April Purvis called roll of the committee. She noted a quorum was present.

Max Allen introduced media in attendance.

Approval of Minutes

Trustee Smith moved to approve the February 1, 2024 meeting minutes. Trustee Phyfer-Kubu seconded the motion. The motion was approved unanimously.

Executive Session

Trustee Richardson stated it was necessary to enter executive session to receive information concerning a proposed gift and related contractual negotiations where the donor wishes to remain anonymous. He noted no votes or action would be taken and the committee would reconvene in public session.

Trustee Smith moved to enter executive session. Trustee Lee seconded the motion. The motion was approved unanimously. The committee entered executive session at 1:20 p.m. and returned to public session at 1:46 p.m.

Naming Opportunities

Brian O'Rourke presented the naming opportunities.

Trustee Smith moved to approve the naming opportunities. Trustee Phyfer-Kubu seconded the motion. The motion was approved unanimously.

Advancement Update

Brian O'Rourke introduced student, Ben Greene. Ben shared his experience at Clemson.

Brian O'Rourke provided an Advancement Update. He highlighted Advancement's commitment to the endowment, donor retention, and their key performance indicators. He shared an update regarding the Order of the Oak and the new Alumni and Visitors Center.

Clemson University Foundation Annual Presentation

Karen McCauley and Tony Mathis presented. They provided an overview of the Clemson University Foundation (CUF) Board Composition and shared the strategic plan to support Clemson Elevate. They discussed board efficacy and current focus areas.

University Marketing and Communications Update

Max Allen presented. He noted the work of the Marketing and Communications team to showcase the Clemson experience and provided an overview of the recruitment communications strategy. He highlighted the numerous ways students and prospective students engage with Clemson. He provided an update on the VP for Marketing and Communications search.

Adjournment

There no being no further business, Trustee Richardson adjourned the meeting at 2:51 p.m.

Respectfully submitted,

April S. Purvis
April Purvis
Executive Secretary to the Board of Trustees

April S. Purvis 07/18/24
Approved Date Approved