

Report from the December 2013 meeting of the Advancement Committee of the JCU Board of

Directors. (Michael A. Nichols, FC Secretary, submitted Jan. 11, 2014) The meeting occurred on December 3, 2013 at 3:00 pm in the Alumni Lounge. The topics discussed during the meeting included:

- University Advancement has won five CASE V Professional Awards for its efforts in publicity and marketing (Forever Carroll Campaign Launch video, Best Alumni Magazine, Human Rights Festival Poster, Forever Carroll Campaign logo and Best Volunteer Engagement Program – Alumni Chapters.
- An update on the FY2014 goals in the Forever Carroll Campaign and Carroll Fund. As of Dec. 2, 2013, the Forever Campaign had raised \$65.8 million (current totals can be found at forevercarroll.org; as of Jan. 11, 2014 the total is \$72.2 million). It was also reported that donations to the Carroll Fund were up 30% over last year.
- General strategies for cultivating donors to the University.
- Present and future efforts between the Department of Accountancy and various Board members and major accounting firms to increase the number of students (graduates) in both the undergraduate and graduate (MS Accountancy) programs.
- Past and current efforts to increase alumni engagement through Alumni Chapter events. These rely on participation in local/regional events (including service-oriented activities) and communications (new Inside JCU app, social media, e-mail, etc.) These efforts have increased the connection with alumni through the last 10 years.
- Current findings of Brand research and Integrated Marketing efforts. The general strategies for integrated marketing were outlined and consist of a mixture of traditional media buys and a heavy emphasis on using social media (Facebook, Twitter, Instagram, Vine, etc.) Focus group meetings have been conducted with entering students and are scheduled to occur with current students to determine what their expectations are, where they get their information about colleges/programs, what they find important/helpful, etc.