AGENDA
University Advancement Committee
ECU Board of Trustees Meeting
May 6, 2005

Action:    Minutes of April 1, 2005 Committee Meeting

Report:   Development Activities  (Kathryn Yandell)

Dr. Shelton will be available for questions.
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Board of Trustees University Advancement Committee
Friday, April 1, 2005
Mendenhall Student Center Great Room
1:17 – 1:25 p.m.

The Board of Trustees University Advancement Committee met on Friday, April 1, 2005. Mr. Brody, Chair of the Committee, called the meeting to order after which Vice Chancellor for University Advancement Bill Shelton asked Clint Bailey, University Marketing Director, to comment on marketing initiatives. Mr. Bailey reported he would show three new spots which are an evolution of the “Real Options” campaign started with Continuing Studies a few years ago. The new spots continue the theme that it is possible to earn your advanced degree while raising a family or pursuing a career. To this it adds the idea that not only can you do it, but that you should do it. The spots also emphasize ECU’s leadership position in distance education and because of our experience in distance education and the fact we are an established university, we are the "real option" to be considered. These spots will begin airing soon around the state.

After viewing the spots, Mr. Bailey also shared information regarding the fall and spring brand advertising schedule. In the fall of 2004, University Marketing ran television spots in November and December statewide, including Charlotte, Greensboro, Winston-Salem, Raleigh/Durham, Wilmington, and Greenville. These cable TV insertions placed ECU advertising in national programs on a regional basis. Overall, the fall flight reached, on average, 82.2% of our primary target with a 4.5 frequency. Fall print placements included a September insertion in Business North Carolina as well as advertorial in the Innovations NC supplement which highlighted research activity in the state. Additionally, the university placed ads in the September and November issues of Our State magazine and in December, a full-page ad appeared in the national edition of Wired magazine. These print placements reached a combined audience of over 2.3 million readers.

Also in the fall of 2004, the university expanded its outdoor advertising from two billboards to seven. While most of the university’s advertising is either statewide and/or focused on areas outside our immediate region, these billboards are located in the "east" and carry a message intended to define this region as our home turf.

During this spring, the university is running television spots for 8 weeks. The spots will run statewide including Charlotte, Greensboro, Winston-Salem, Raleigh/Durham, Wilmington and Greenville. In addition, the university will have a total of 108 sponsorship announcements on Public Radio East as part of a barter arrangement for providing on-campus office space to PRE. Concurrent with the brand campaign, a new series of spots promoting the university’s distance education offerings will also begin a statewide run. In the 2005 spring edition of Innovations NC the university will be featured in advertorial highlighting our expertise in cardiovascular research and robotic surgery. Other print placements are in the planning stages and include a new series of 4 print ads.
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There was general discussion regarding billboards and the possibility of having billboards not only in eastern North Carolina but other parts of the state as well.

Dr. Shelton thanked Mr. Bailey for his presentation. In closing, he indicated that he, Dr. Lewis and the marketing staff from ECU and the hospital are working with a consulting group on the marketing of the cardiovascular institute primarily focusing on maximizing the name recognition, the branding and the imaging.

There being no further discussion, Mr. Brody thanked Dr. Shelton and Mr. Bailey for their participation and concluded the University Advancement Committee meeting.