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University of South Carolina

BOARD OF TRUSTEES

Ad Hoc Committee on Advancement

March 16, 2006

The Ad Hoc Committee on Advancement of the University of South Carolina Board of Trustees met on Thursday, March 16, 2006 at 11:30 a.m. in the 1600 Hampton Street Board Room.

Members present were: Mr. Miles Loadholt, Chairman; Mr. William C. Hubbard; Ms. Rita M. McKinney; Mr. M. Wayne Staton; and Mr. Herbert C. Adams, Board Chairman. Members absent were: Mr. William W. Jones, Jr.; and Mr. Toney J. Lister. Other Board members present were: Mr. Arthur S. Bahnmuller; Mr. Mark W. Buyck, Jr.; Mr. John W. Fields; and Mr. Othniel H. Wienges, Jr.

Others present were: President Andrew A. Sorensen; Secretary Thomas L. Stepp; Vice President for University Advancement Brad Choate; Executive Vice President for Academic Affairs and Provost Mark P. Becker; Vice President and Chief Financial Officer Richard W. Kelly; Vice President for Information Technology and Chief Information Officer William F. Hogue; Vice President for Student Affairs Dennis A. Pruitt; Vice Provost and Executive Dean for Regional Campuses and Continuing Education Chris P. Plyler; Chancellor of USC Aiken Thomas L. Hallman; General Counsel Walter (Terry) H. Parham; Athletics Director Eric Hyman; Director of the Department of Internal Audit Alton McCoy; Senior Director of Advancement Administration, Division of University Advancement, J. Cantey Heath, Jr.; Executive Director of the Alumni Association Marsha A. Cole; Vice President for University Development, Division of University Advancement, Michelle Dodenhoff; University Legislative Liaison, John D. Gregory; Public Information Officer, Office of Media Relations, Karen Petit; Associate Director of Production and Technology, Division of University Publications, Bob Lowder; Director of Periodicals, Division of Publications, Chris Horn; Director of University Communications, Division of University Advancement, Russ McKinney, Jr.; and members of the media.

Chairman Loadholt called the meeting to order and invited those present to introduce themselves. Mr. McKinney introduced members of the press in attendance. Chairman Loadholt stated that 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. Chairman Loadholt directed the attention of the Committee to the first agenda item and called on Dr. Sorensen.

I. Introduction of Mr. Brad Choate: Dr. Sorensen welcomed Mr. Brad Choate, the new Vice President for University Advancement, and gave a summary of Mr. Choate's prior accomplishments. Mr. Choate took the floor, thanked everyone for

their warm welcome, and expressed his excitement about being a part of the USC team.

II. Division of Advancement Report: Chairman Loadholt called on Mr. Choate to update the Committee about activities in the Division of Advancement. Mr. Choate's report included the following topics:

- Lipman Hearne, Inc. Comprehensive Communications Plan for USC - He gave a brief update on the project, noted that Lipman Hearne's work had been underway for a number of months, and that he was scheduled to meet with them next week to receive their final report.
- Development - Mr. Choate noted that there had been a number of excellent gifts this year including contributions from Darla Moore and Don Beam. He added that a number of very solid solicitations were scheduled to occur soon.
- Carolina Alumni Association - He said that he was very impressed with the Association's efforts, and he commented on the successful Bow Tie Tours. He expected several hundred Carolina supporters to attend the March 28th Carolina Day at the Statehouse.
- University Publications - Mr. Choate provided copies of the "Case for Carolina" brochure, briefly discussed it, and the department's numerous recent awards.
- Media Relations - He reported on various outstanding media coverage USC had recently received both regionally and nationally.

Mr. Choate concluded his presentation and asked for any questions.

Mr. Hubbard asked Dr. Sorensen to elaborate on the fact that the University had been named among the nation's premiere research institution according to the Carnegie Foundation for the Advancement of Teaching. Dr. Sorensen stated that Carolina was the only university in South Carolina to have that designation, which had been granted to 62 public and 32 private research institutions. He explained that the Carnegie classification system, considered the leading research classification system and which had recently undergone a comprehensive revision to group similar institutions, was based on factors such as the number of faculty involved in research; research expenditures in science and engineering; and the number of doctoral degrees awarded by an institution.

Following discussion regarding the more stringent Carnegie Foundation ranking system, the Board congratulated Dr. Sorensen on this prestigious recognition of the University.

Since there were no other matters to come before the Committee, Chairman Loadholt declared the meeting adjourned at 11:55 a.m.

Respectfully submitted,

Thomas L. Stepp

Secretary