



ADVANCEMENT COMMITTEE MEETING

September 12, 2024

2:00 PM to 2:45 PM

Tate 202

Committee members in attendance: Eric Cox '93, Chair, Beth Meredith '97, Vice Chair, Todd Abedon, Erica Brown '93, Leslie Gambia P'13 P'14, Jonathan Hayes '94, Jean Johnson, Charlie Mosteller '81, P'15, Bill Penney '89, Laura Ricciardelli P'11, Richard Salmons P '11, P'24, Tanner Crunelle '20, '24, Susan Luna-Hazlewood '13, Kady Preston '14, Victoria Thompson '15

Committee members unable to attend: Craig Eney P'15, Nic Glover '05, Robert Lukey, Cynthia Thompson, Chloe Tonney '84, Jamilla Harper '08

EXECUTIVE DIRECTOR: Dan Frezza

LIAISON: Laurie Soenen

STAFF: Leah Barron, J.R. Barnhart, Jimmie Foster, Carin Jorgensen, Leigh McAlpin

MINUTES:

Chair Eric Cox '93 called the meeting to order at 2:02PM. He welcomed the group, reminded everyone of the mission and history of the committee, noted the meeting notice had been posted, and confirmed quorum.

Chair Cox '93 asked for the approval of the minutes and received approval of the minutes at 2:10PM then welcomed Jimmie Foster, Vice President of Enrollment Planning and Leigh McAlpin, Assistant Director of Admissions.

ADMISSIONS WORKING GROUP

Working Group lead, Leslie Gambia P'13, shared that role of the Admissions Working Group, the Foundation Board, and the Office of Admissions and Enrollment Planning has previously focused on letter writing to undecided candidates to provide an additional touch point to encourage their commitment to CofC. While this has been a valuable project, it is not as critically needed now as applications and acceptances have increased dramatically.

The committee's role is evolving due to the success of the admissions program. Fewer students require personalized outreach as they are now coming on board with minimal assistance. There are ongoing discussions on how the Foundation Board can further support the Admissions Office. Jimmie Foster, Vice President of Enrollment Planning shared updates with the group:

- Applications: 32,000 (previous year)
- Admission Rate: 60% (lowest in CofC's history)
- In Comparison: USC's admit rate in 2024 was 63%. This is down from the College's admit rate of 80% in 2016/2017.
- Class Size: 2,300 (5th largest class, with nearly 1,000 in-state students)

Admissions has also welcomed a new Dean of Admissions, Trish Priest. Trish Priest joins the College from Queens University of Charlotte; and is experienced in selective admissions and staff training. She begins on October 16, 2024.

The fall 2025 application portal is open and early decision and early admit applications are increasing. The recruitment team is actively engaging with students and guidance counselors.

1967 MENTORING WORKING GROUP

The 1967 Legacy Scholar program, which is directed by Dr. Valerie Frazier, is in its fourth year and will graduate its first cohort in the spring!

Working group lead, Laura Ricciardelli P'11, indicated that mentors are needed for this partnership between the 1967 Legacy scholar program and the foundation board. The students who are looking for mentors are not freshmen, so their needs and interests are well articulated. It is understood that everyone is busy, so the guidelines for mentorship provide that mentoring conversations can be limited to about one per month plus one in person meeting per semester. The mentoring objective is not to provide an internship or job to the student/scholar, but to share experiences in life and business, and to promote networking so that students learn to grow their circle of contacts.

There are currently five Foundation Board members participating as 1967 mentors this fall:

1. Bill Penney '89, P'22
2. Richard Salmons P'11, P'24
3. Laura Ricciardelli P'11
4. Todd Abedon

5. Beth Meredith '97

There is a need for 1-2 more. If you are interested in volunteering, please reach out to Laura Ricciardelli P'11.

COLLABORATION WORKING GROUP

Beth Meredith '97 has agreed to lead this working group. Committee members are encouraged to identify other campus groups and advisory boards. On November 20th members of the committee will be meeting with the pre-law advising society to help connect local attorneys with students. The staff has been asked to cross reference campus boards with current foundation board members as well as foundation priorities to begin reaching out.

COMMUNICATIONS WORKING GROUP

Current CofC Foundation Board Fellow, Tanner Crunelle '20 shared that we are working to streamline our newsletters this year. The next iteration of this is to be more of a monthly newsletter and will celebrate the working groups between meetings as well as highlight group interests. This will also be an opportunity to share what board members are doing, where they are going, and how they are sharing news of the College.

STUDENT SUCCESS WORKING GROUP

Chair Cox '93 shared that this is a partnership with the Career Center focused on mentoring students and helping provide education on student financial wellness. In the past, the men's basketball team used the program iGrad. This program is now expanding beyond basketball to educate even more students.

Eleven mentors are needed for the career internship award program. Students will receive their mentors in December so it can kick off in the spring semester. If there is an interest in mentoring, please share this with Chair Cox, or the staff liaison, Laurie Soenen.

Chair Cox '93 then asked if there was any new business. Hearing none, he asked for motion to adjourn. Motion was approved. Meeting adjourned at 2:54PM.