



## **ADVANCEMENT COMMITTEE MEETING**

**February 20, 2025 | 11:30 AM to 12:15 PM | McAlister Suite - TD Arena**

**Committee members in attendance:** Eric Cox '93, Chair, Beth Meredith '97, Vice Chair, Todd Abedon, Erica Brown '93, Leslie Gambée P'13 P'14, Jonathan Hayes '94, Jean Johnson, P'15, Charlie Mosteller '81, Bill Penney '89, Laura Ricciardelli P'11, Richard Salmons P '11, P'24, Tanner Crunelle '20, '24, Jamilla Harper '08, Kady Preston '14

**Committee members unable to attend:** Craig Eney P'15, Nic Glover '05, Robert Lukey, Cynthia Thompson, Chloe Tonney '84, Susan Luna-Hazlewood '13, Victoria Thompson '15

**EXECUTIVE DIRECTOR:** Dan Frezza

**LIAISON:** Laurie Soenen

**STAFF:** Peggy Cieslikowski, Laney Friedman '12, Carin Jorgensen, Leigh McAlpin, Trish Priest, Jim Allison, Liz Cooper, Leah Barron, Laney Friedman

### **AGENDA:**

Chair Eric Cox '93 called the meeting to order at 11:30 am. He welcomed the group, reminded everyone of the mission of the committee, noted that the meeting notice had been posted, and confirmed quorum.

Chair Cox asked for approval of the minutes and received approval of the minutes at 11:35 am then welcomed Leslie Gambée, Admissions Working Group lead.

## **ADMISSION WORKING GROUP**

Working group lead, Leslie Gambee introduced the new Dean of Admissions, Trish Priest. Trish shared that this is the time in the admissions cycle when everything is happening all at once. The staff is actively working with high school students on tours and applications while reviewing applications of prospective students and hosting several events. We are on track to have another record year of applications reaching 32,000 applicants.

Foundation Board members have always assisted with our admissions efforts. Committee members have been asked to leave a review about the College on Niche, a new social media review tool for colleges. It is gaining traction with students, and while we may turn to rankings from US News and World Report, potential students are looking at Niche.

## **COLLABORATION**

Working group lead Beth Meredith spoke about the pre-law event held in November. This was a great event for students and for potential supporters of the College. Not only did we serve the students, but we also served the future of the College of Charleston and its financial viability moving forward.

Ms. Meredith shared that moving forward, a sub-committee group will be created to develop a plan for a number of other boards moving forward. Please let Ms. Meredith know if you are interested in joining the sub-committee.

We also welcomed Peggy Cieslikowski, who spoke about the upcoming Volunteer Leadership Summit. This will be on Friday, May 2. Board members will be asked to help galvanize Cougar Nation.

## **STUDENT SUCCESS**

Chair Cox welcomed Jim Allison, Executive Director Career Center and Liz Cooper, Associate Director for Financial Wellness. Liz spoke with the committee about the mission of The College of Charleston Financial Wellness Program, which is to weave financial literacy into our campus culture through educational resources, programming, and personal financial coaching that empower students to make sound financial decisions.

They are focused on:

- 1- The igrad program - An award-winning financial literacy digital platform
- 2- Financial Wellness Ambassadors - Share program information through tabling, social media, newsletters, & Handshake, offer peer support and more.
- 3- 1:1 Coaching - Individual sessions focusing on budgeting, saving, student loans, debt management, building credit, investing, and post-graduate planning
- 4- Workshops, Events, and Group Presentations - We currently offer workshops covering Budgeting, Saving, Student Loans & Debt Management, Tax Basics, Credit, and more.

## **COMMUNICATION**

Working group member, Victoria Thompson hosted two LinkedIn sessions called: The Power of LinkedIn: Boosting Communication and Networking. We have recorded those sessions and are happy to share them. Working group member Kady Preston is working on a local gathering for our board members to connect outside of board meetings. Finally, we celebrated the board members who met the LinkedIn Challenge of connecting with the College of Charleston Foundation on LinkedIn, connected with fellow board members on LinkedIn, and those who shared stories of the College in the past three months. Again, thank you to Leslie Gambia, Bill Penney, Tanner Crunelle, Victoria Thompson, and Susan Luna-Hazlewood for leading the way.



## **1967 LEGACY**

Working group lead, Laura Ricciardelli shared updates regarding our scholars and the program. She shared that one Legacy Scholar, student Aaliya Wiggs, received an award from the State Department to study abroad in Dublin, Ireland, this May. Ms. Wiggs is a Charleson fellow, a Legacy Scholar, Women in STEM, participates in Girls Track and Field, and is the co-president for Save the Children Action Network (SCAN). Aaliya is a marine biology and biochemistry major. Her time abroad will allow her to focus on marine life and working in conservation and research.

Ms. Ricciardelli also encouraged us to attend the College of Charleston Expo, Thursday, April 10, 9-12 noon at TD Arena. Where the cohort 4 Legacy Scholars will be presenting their research.

Chair Cox then asked if there was any new business. Hearing none, he asked for motion to adjourn. Motion was approved. Meeting adjourned in due course at 12:27pm.