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Board of Trustees Minutes, October 18, 1996

Coastal Carolina University

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Minutes

**Coastal Carolina University
Board of Trustees**

**Board Room
9:00 a.m., Friday, October 18, 1996**

Presiding: Mr. Fred F. DuBard, Jr., Chairman

Board Members Present:

Mr. Payne H. Barnette, Jr.
Mr. Robert D. Brown
Mr. H. Franklin Burroughs
Ms. Cathy Brand Harvin
Mr. Dean P. Hudson
Dr. James F. Kane
Mr. William L. Lyles, Jr.
Ms. Elaine W. Marks
Ms. Juli Streater Powers
Mr. Keith S. Smith
Mr. E. Craig Wall, Jr.

Board Members Not Present:

Mr. Gene Anderson
Ms. B. Catherine Harrell
Mr. James J. Johnson
Mr. Clark B. Parker
Dr. Oran P. Smith

Others Present:

Dr. Ronald R. Ingle
Dr. John P. Idoux
Dr. Sally Horner
Col. William Baxley
Mr. Doug Bell
Ms. Mona Dukes
Dr. Valgene Dunham
Mr. Dalton B. Floyd
Dr. Paul Gayes
Mr. Ernie Locklair
Mr. Al McCormick
Ms. Patricia Sizemore
Dr. Robert Squatriglia
Ms. Charmaine Tomczyk
Dr. Dennis Wiseman
Mr. William B. Woodson, III
Ms. Nila Hutchinson
Ms. Chyrel Stalvey

(In accordance with the requirements of the South Carolina Freedom of Information Act, the news media were notified of the time, location, and agenda for the meeting.)

Chairman DuBard welcomed everyone, calling the meeting to order at 9:00 a.m.

I. Roll Call

Roll call was taken.

II. Approval of Minutes

A motion was made by Mr. Hudson to approve the June 21, 1996 minutes of the Board of Trustees meeting, seconded by Mr. Lyles and carried.

III. Performance Funding Update

Dr. Ingle introduced Mr. Dalton B. Floyd who has recently been appointed to the South Carolina Commission on Higher Education (CHE) to represent the First Congressional District. Mr. Floyd briefed the Board on his perspective as a member of the task force on performance funding. The impetus for performance funding is to achieve the best results in education with

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limited resources. Basically, the performance indicators are an attempt to contain costs and improve education within the state. CHE membership has been restructured from fourteen to eighteen which includes members from the academic and business communities. Funding by 1999 will be based on nine critical success factors and thirty-seven indicators.

In January of 1997, the CHE is to report the implementation of the performance funding to the legislature. Three task forces including academics, administrative management, and planning and institutional effectiveness were appointed to measure the definitions and measurements. Four sector committees representing research, teaching (of which Coastal is included), technical colleges, and two-year USC branches will take the definitions and weigh the factors to establish benchmarks. They will report back to the steering committee for approval or modification prior to its submission by January 9, 1997. Presently, the task force has met to define the performance indicators and the sector committees have been appointed and started working this week.

Mr. Floyd feels that it is difficult to base 100 percent funding with these performance factors without taking into account the size of the school. No other state bases more than six percent of their funding on performance indicators--only six states are in some stage of performance funding. Most states have ten to twenty indicators while S.C. has thirty-seven. Some of the indicators may not be measurable, and the legislature may be asked for modifications.

The phase-in period may be too short, not allowing enough time for trial and error adjustments. Twenty-five percent of the new money (\$15 million) will be distributed based on performance funding measuring fifteen of the thirty-seven indicators by 1997-98. By 1999-2000 funding will be based on all thirty-seven indicators. Reporting requirements for institutions may be increased, costing more money to measure the indicators.

Institutions doing a better job and performing well will get more money than those that do not. As institutions become more efficient, higher funding levels could develop as the system becomes more accountable. South Carolina has the opportunity to assume a leadership role in higher education reform as we are the only state attempting the 100 percent funding.

Mr. Floyd pledged to treat Coastal fairly in trying to get its fair share of the funding.

IV. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Ms. Marks presented a motion from the Academic Affairs Committee to approve a new Bachelor of Science Degree in Health Promotions. The motion was seconded by Mr. Burroughs and passed unanimously.

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Development & Alumni Affairs Committee

Col. Baxley reviewed the Campaign for Students which has been brought to a close having surpassed its goal of \$1.5 million with gifts and pledges of \$1.7 million.

Mr. Locklair reviewed the Office of Institutional Advancement's report including a partial list of some of their activities. He pointed out that this is Family Weekend at Coastal which is spearheaded by Mrs. Sue Colvard. More than 538 people have signed up for the activities. These types of programs are planned in order to acquaint parents with Coastal; and, hopefully, they will want to make donations to the school. After a steady increase in giving the last five years, the giving report indicates \$1,074,484 which includes \$250,000 from a will.

Director of Alumni Affairs, Ms. Dukes, reviewed the report on alumni activities and giving report. The past five years have shown a steady increase in giving. Alumni records are being updated on the new software package. In addition to reaching out to alumni who are already faithful, we are trying to cultivate more.

Mr. Hudson inquired as to the progress made in obtaining records from USC. Ms. Dukes stated that USC has always been very helpful when trying to identify alumni, but the problem is that Coastal students were coded as USC alumni instead of Coastal alumni in the records. It is a matter of hiring someone to painstakingly going through the microfilm which is in the Registrar's office.

Student Affairs Committee

Nothing to report.

Planning & Fiscal Affairs Committee

Nothing to report.

V. President's Report

Dr. Ingle introduced Dr. Paul Gayes, Director of the Center for Marine and Wetland Studies and Mr. William B. Woodson, III, Director of the Wall Fellows Program, who presented an overview of their respective areas which gives Coastal students an opportunity to gain experience in the real world.

Dr. Gayes reported that the Center for Marine and Wetland Studies received seed grant funding from the Horry County Higher Education Commission in 1988. Since that time, \$2,528,319 has been brought to the university with \$650,000 from outside funding this year. About 45 students are involved in this year's projects which include Beach Erosion Research and Management, Myrtle Beach Renourishment Monitoring, Marine Science for Junior Scholars, Oyster Reef Study, and the Environmental Quality Laboratory. Coastal's program is unique as students are actively involved in cutting edge research at a teaching university.

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Mr. William B. Woodson, III gave a presentation on the Wall Fellows Program which is open each year to six rising junior business majors. In response to a growing recognition that leaders of major U.S. corporations seek graduates with strong leadership skills, the Wall School of Business has instituted the two-year Wall Fellows Program for business majors. The program is a combination of course work, individual study and preparation which includes grooming, a personal trainer, and nutritionist, and a paid summer internship in major metropolitan centers in the United States and abroad. Volunteer work is also included in the program as it is an important part of business life. The class of '97 interned for ten weeks in New York City this past summer. Each have been invited to return to enter into discussions for permanent employment after they finish school.

Dr. Ingle stated that Coastal is trying to build a unique educational experience for its students and is continually working to make it better. Dr. Gayes and Mr. Woodson are both excited about their programs. They serve as great examples and mentors to the students.

Through Dr. Kane's connections in international business, discussions have been entered into with a business school in Spain. Initially, the discussions were for more traditional exchanges, but the discussions have changed directions. The Spanish business students will attend school in Spain, come to Coastal in the Cooperative Golf Program in the Wall Business School, and then return to Spain with the combination of a business and golf background. The linkage will then be completed between the Grand Strand and the burgeoning golf industry in Spain.

The preliminary audit for 1995-96 looks very good and in the black.

In accordance with the Campus Master Plan, the fiber-optics network is being installed on campus. It looks as though the project will be finished ahead of schedule.

Preliminary enrollment figures shows the headcount about the same as last year: FTE enrollment up 2.30%; first time freshmen enrollment up 8.02%; and transfer students up 13.78%. Overall headcount is down because the certification program for teachers is cyclical. The local employment rate also is up which traditionally reflects less enrollment. Several programs have been implemented to maintain the freshmen students.

Applicants for the Vice President for Institutional Advancement will be reviewed in Executive session. Dr. Ingle feels the search is going very well. Next week he will travel to Charlotte to interview six of the candidates and then select two or three to come to campus in November. The chairs of the Board and the Foundation will be included in the interviewing selection when they come to campus.

The Horry County Higher Education Commission has generously allocated \$10,000 to purchase a mace for the university. The artist rendering for the mace was distributed. It will be presented to the Board of Trustees at spring graduation.

A new recruitment video using Coastal students has been produced by a former Coastal graduate with original music by a local artist. A copy was given to each member and reviewed during lunch.

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Dr. Ingle asked Mr. DuBard to appoint a member of the Board to serve on the Founders' Day Committee to select persons to be honored. Mr. Burroughs accepted the appointment to serve on the committee.

The Gatlins and Mr. David Bishop have been very gracious to allow the use of their facilities again. The December 15 graduation will be held at the Gatlin Brothers Theater.

Dr. Ingle has been appointed to the Southern Regional Educational Board which he feels is a compliment to Coastal and the recognition it is receiving throughout the Southeast. He looks forward to serving on this important policy-making board which deals with education from kindergarten through graduate school.

Board members received a copy of the first edition of the Coastal Carolina University Magazine. Approximately 9,000 magazines will be distributed in the mail and on campus as a promotional vehicle for Coastal.

VI. Chairman's Report

Mr. DuBard recognized Ms. Mona Dukes, Director of Alumni Affairs, and Mr. Doug Bell, Office of Public Information, who are published frequently in the *Sandlapper* and *Pee Dee* magazines.

Two Board members were congratulated for recent recognitions: Dr. Kane on his award as Outstanding International Dean by the Fellows of the Academy of International Business and Mr. Lyles' election as President of the South Carolina Beer Association.

The Land Ad-Hoc Committee met and reviewed Mr. Stan Godshall's report of the properties surrounding Coastal for possible land acquisitions.

Mr. DuBard thanked everyone for the program and dinner on Thursday. A copy of Dr. Edgar L. Dyer's speech, "Insuring Domestic Tranquility and Securing the Blessings of Liberty in 21st Century America" was distributed.

Two Palmetto Scholars are attending Coastal.

Brookgreen Gardens was acknowledged for giving complimentary admission passes to Coastal students. Dr. Ingle pointed out that Coastal and Brookgreen are working cooperatively on several environmental projects to include a new faculty member who will assist in ornithology research at Brookgreen.

The funding for the Humanities Building was not secured as part of the 1996 Supplemental Appropriations Bill. Strategies are being developed for the 1996-97 legislative session to secure funding. The Board members will be asked to be more involved in the legislative process by contacting the legislators.

The new track facility was dedicated on September 12.

There was only minimal damage from the two hurricanes.

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Mr. DuBard had been asked by CHE to nominate three Board members for possible inclusion on the CHE task force. Unfortunately, none were selected; however, Drs. Ingle and Horner both serve on a task force. Ms. Fran Gilbert, a member of the Horry County Higher Education Commission and a Coastal graduate with Canal Industries, is on the sector committee dealing with four-year schools.

VII. Unfinished Business

In a previous meeting, Mr. DuBard had asked Dr. Ingle to research agreements between governing boards and foundations. Dr. Ingle reported that at other institutions, the foundation was created by the board of trustees; therefore, the relationship between the two groups was understood from the beginning. Obviously, Coastal's situation is different which makes adopting someone else's model difficult. Rick Legon, the Executive Vice President of the Association of Governing Boards, is completing a book on public institution foundation boards. Two chapters which deal with the relationships between governing boards and foundation boards will be reviewed and ideas extracted for developing a relationship between our Board of Trustees and the Coastal Educational Foundation, Inc.

VIII. New Business

None.

IX. Executive Session

A motion was made by Mr. Burroughs and seconded by Mr. Keith Smith to go into Executive Session.

Upon returning from Executive Session, Mr. DuBard noted that there was no action voted on during Executive Session.

Mr. Burroughs moved to accept Dr. Ingle's 1996-97 Agency Head Performance Planning/Evaluation Documentation. Ms. Marks seconded, and the motion passed unanimously.

Dr. Kane on behalf of the Development & Alumni Affairs Committee moved to name the Science Building in honor of Dr. R. Cathcart Smith, trustee emeritus, for his contributions to Coastal Carolina University and its community. Mr. Lyles seconded, and the motion passed.

A motion to adjourn was made by Dr. Kane. The next Board meeting will be January 10, 1997.

Respectfully submitted by,



H. Franklin Burroughs
Secretary