

6-27-1997

## Board of Trustees Minutes, June 27, 1997

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Board of Trustees Room  
9:00 a.m., Friday, June 27, 1997**

**Presiding:** Mr. Fred F. DuBard, Jr., Chair

**Board Members Present:**

Mr. Gene Anderson  
Mr. Payne H. Barnette, Jr.  
Mr. Robert D. Brown  
Mr. H. Franklin Burroughs  
Mr. Dean P. Hudson  
Mr. James J. Johnson  
Mr. William L. Lyles, Jr.  
Mr. Clark B. Parker  
Ms. Juli Streater Powers  
Mr. Keith S. Smith  
Dr. Oran P. Smith

**Board Members Not Present:**

Ms. B. Catherine Harrell  
Ms. Cathy Brand Harvin  
Dr. James F. Kane  
Ms. Elaine W. Marks

**Others Present:**

Dr. Ronald R. Ingle  
Dr. John P. Idoux  
Mr. J. Egerton Burroughs  
Mr. Doug Bell  
Mr. Clay D. Brittain, Jr.  
Dr. Janis Chesson  
Ms. Mona B. Dukes  
Mr. Stan Godshall  
Mr. Donnie Jones  
Mr. Marvin Marozas  
Mr. Alan Nagy  
Ms. Patricia Sizemore  
Dr. Robert Squatriglia  
Ms. Charmaine Tomczyk  
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. Mr. Richard Green of Time Warner Cable attended part of the meeting.)

Chairman DuBard called the meeting to order at 9:05 a.m. Mr. Anderson offered the invocation. Mr. Clay D. Brittain, Jr., President of the Coastal Educational Foundation, Inc., was acknowledged, as well as Mr. Donnie Jones, the newly elected President of the Student Government Association.

Mr. DuBard welcomed Mr. J. Egerton Burroughs whose term of office as a member of the Board of Trustees begins on July 1, 1997. Mr. Burroughs stated that he felt privileged and honored to be a member of Coastal's Board of Trustees and looks forward to contributing to its continued success.

**I. Roll Call**

Roll call was taken.

**II. Approval of Minutes**

A motion was made by Mr. Hudson to approve the April 18, 1997 minutes of the Board of Trustees meeting, seconded by Mr. Lyles, and carried.

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**III. Committee Reports**

Executive Committee

Nothing to report.

Academic Affairs Committee

Mr. Oran Smith, representing Ms. Marks, reported that there was a tenure item for Executive Session.

Development & Alumni Affairs Committee

Mr. Nagy reviewed the Giving Report with receipts to date of \$1,613,043.22 which exceeded the year's goal. The Campaign for Students should be brought to a close within the month. The anticipated dedication of the R. Cathcart Smith Science Building is at the October Board meeting where an announcement of the campaign will be made.

Planning & Fiscal Affairs Committee

Mr. Keith Smith stated that the Planning & Fiscal Affairs Committee met the day before to review Coastal's 1997-98 budget. Mr. DuBard added that the presentation was excellent with its detail of accounting procedures.

Mr. Keith Smith moved to accept the Expenditure Policy as stated on page 66 of the budget book to reflect changes which affect Coastal's operation. The motion was seconded by Mr. Johnson and passed unanimously.

A motion was made by Mr. Keith Smith to increase tuition for 1997-98: in-state students by \$60 per semester to total \$1,515 per semester and out-of-state students by \$205 per semester to total \$4,125 per semester. He also moved to approve a technology fee of \$35 per semester for all students enrolled for six or more credit hours. Mr. Franklin Burroughs seconded. The motion carried.

Dr. Ingle pointed out that even with the tuition increase, Coastal's tuition continues to be lower than the state average. Until now, Coastal was the only school in the state that did not have a technology fee. He assured the Trustees that these fees will go into a special account and used only to make technology expenditures directly related to instruction and student access.

Mr. Keith Smith proposed that the budget for 1997-98 be approved with operational revenues and expenditures projected at \$26,140,000. The administration will adjust revenues and/or expenditures as required if conditions change to ensure that the University maintains a positive current fund balance. Mr. Lyles seconded, and the motion passed.

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State law requires the Board's approval of any policy for money that is paid to an employee in addition to salary, regardless of the source for the funds. The proposed employee incentives monies will be taken from the discretionary fund.

In addition to the established annual Teacher of the Year Award, Mr. Keith Smith presented the criteria for the Distinguished Teacher-Scholar Lecturer and the Employee Incentive Awards Criteria for approval. The cash award value of the Teacher of the Year and the Distinguished Teacher-Scholar Lecturer Award is \$500 each. The Teacher of the Year Award is funded by the Coastal Educational Foundation, Inc. and the Distinguished Teacher-Scholar Lecturer Award by Horry Telephone Cooperative. Two Employee Excellence cash awards for \$300 each will be given annually to recognize exemplary achievement of staff employees. One award will be given to recognize a classified employee and another to a professional staff (not a dean or faculty) member. Mr. Franklin Burroughs seconded, and the motion unanimously passed.

Student Affairs Committee

Mr. Lyles stated that the Student Affairs Committee voted to recommend to the full Board of Trustees the amended version of the Housing Contract Cancellations - Appeals Procedure which allows a student to make an appeal to the President. Ms. Powers seconded, and the motion passed.

Mr. Lyles inquired about the status of the feasibility study for football. Dr. Ingle reported that the study is still under advisement as Mr. Buddy Sasser continues to explore the possibilities. A meeting was held in April with members of the Big South Conference and other institutions in the southeast who might be interested in forming a league. At the meeting, there was a wide range of opinions for a league criteria; the entities agreed to continue to study the issue.

Dr. Ingle stated that at the present time Coastal could not afford football. Most of the cost of football would revert to the students. Mr. DuBard added that as Coastal's record of giving increases, Coastal will move closer to the point where football could become a reality.

**IV. President's Report**

Dr. Ingle highlighted Coastal's achievements for 1996-97 by beginning with the area of partnerships and academic development. Coastal is one of the leaders in the state in developing partnerships with other entities.

Coastal has received \$2.7 million in external funds which are earmarked for research, public service, training, and equipment. When the Office of Grants and Sponsored Research was formed in 1975, external funding was virtually nonexistent. The amount of funds secured by the University has risen consistently. In 1991, the fund level topped \$1 million; and, in 1996, \$3.5 million.

The annual giving as of June 20, 1997 exceeds \$1.1 million which is an increase of three percent over the previous year with an increase in actual donors over the previous year of 16 percent.

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In academic development, the American Association of Collegiate Schools of Business accreditation of the Wall School of Business continues with expected national accreditation in 1998. The National Council for Accreditation of Teacher Education accreditation process is underway for the School of Education and Graduate Studies with expected national accreditation in 1999.

The Board had approved a Baccalaureate Degree in Health Promotion, and it has now been approved by the South Carolina Commission of Higher Education (SCCHE). It will be offered through the School of Education beginning Fall 1997. As a result of what is happening in the local economy, Coastal is developing a Musical Theater degree as part of the Dramatic Arts program. It is expected to be offered in Fall 1998. The program development focuses on partnership and internship opportunities with the area's burgeoning theater industry.

Coastal is excited about the collaboration with the University of Barcelona, Spain for a Cooperative Golf Management Program. The first students from Spain will attend Coastal in Fall 2000.

The Division of Extended Learning and Public Services has established the Senior Umbrella Network (SUN), a university-community collaborative that seeks to identify and implement creative retirement programs through lifelong learning, leadership, and community service. This program is the University's focal point for outreach to the growing retirement age population.

A consortium arrangement with Coastal, MUSC, and Francis Marion for a Cooperative Bachelor of Science Degree in Nursing is being reviewed by SCCHE. This is not a degree program for Coastal but will be at Coastal. A minimum of five of the 20 slots will be reserved for qualified Coastal students. Entering freshmen will be enrolled as Coastal or Francis Marion students until the start of their junior year when they will be enrolled as MUSC students through extended learning.

Beginning discussions are underway with USC to partner for an Interdisciplinary Masters Degree in the Natural Sciences. With distance learning, strengths from other universities can be drawn upon to create a strong program for students.

The Bond Bill provided monies for Georgetown County to renovate the Horry-Georgetown Technical campus in Georgetown. When renovations are completed by Fall 1999, Coastal will relocate there.

The Long Bay Symphony, under the direction of Charles Evans who is Coastal's artist-in-residence in the Department of Music, will perform in Wheelwright Auditorium during the 1997-98 academic year, probably in the spring.

Coastal is receiving national and state presence. Formerly housed at USC, the Columbia City Ballet has partnered with Coastal in hopes of attracting more dancers from around the nation and abroad to the campus and the Myrtle Beach area. With the University, the ballet will host more than 80 dancers, ages 13 to 25, for a two-week residency camp beginning July 13.

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Amazingly, more than 4,000 participants in summer programs--athletic, educational, Elderhostel, ballet, and churches--will stay overnight in University residence halls during the summer months.

The University's cultural arts mission is evolving to attract greater student participation and attendance. A highly successful Cultural Celebration and University Theater season highlighted the year, as did participation in the area's art festival, **Vivace**. This fall, the festival will feature Coastal's theater performances of **Macbeth**.

With more than 200 visits per day, the University web site, which was once an information resource, is fast becoming an active content site which is updated daily. We recognize the importance of the web site as a tool for admissions, marketing, and research. The recent addition of the Guest Book attracts comments and inquiries from students, prospective students, parents, alumni and friends of the University from throughout the country and the world. Copies of some of the Guest Book entries were included in the Board packets.

Four students who are members of the first class of the Wall Fellows have been placed for 10-week summer international internships in Barcelona, Spain, London, England, and Santiago, Chile.

The Environmental Quality Lab in the School of Natural and Applied Sciences has taken a leadership role in the ocean water testing program that is underway in concert with the city of Myrtle Beach. Coastal's lab is certified by DHEC and the EPA and offers opportunities for student participation in research projects.

The Kimbel Library has in place a state-of-the-art system that allows on and off-campus access to the new library system from any internet access point in the world.

The General Assembly has approved \$11.7 million for construction of the 118,000 square foot Humanities and Fine Arts Building. Ground breaking will be scheduled in Spring 1998 with completion of the building expected in Spring 2000. An additional \$3 million is needed to complete the building. Several options are being considered.

Other capital and physical plant projects include plans for the R. Cathcart Smith Science Center which was reviewed at the April Board meeting. Plans are underway for raising the necessary \$25 million. The renovations of the Student Center are expected to be completed in mid-August. Coastal now has fiber-optic cable to all buildings on campus. Completion of this project assures rapid access to the internet and will accommodate all foreseeable growth into the next century. Coastal is one of a few campuses in South Carolina that has a complete fiber-optics network.

Progress has been made in several areas involving students and enrollment management. New admissions criteria have been adopted and approved by the Board. The changes will take place over the next three years:

|           |          |        |                      |
|-----------|----------|--------|----------------------|
| Fall 1997 | 920 SAT  | 19 ACT | 2.0 high school GPA  |
| Fall 1999 | 960 SAT  | 20 ACT | 2.25 high school GPA |
| Fall 2001 | 1010 SAT | 21 ACT | 2.5 high school GPA  |

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The Office of Admissions has introduced a telecounseling program, a follow-up for students who have actually applied to Coastal, using 35 student admission counselors who have logged more than 6,500 telephone calls to prospective students for Fall 1997.

The Orientation programs served 1,159 students and 1,063 parents. This is a program Dr. Ingle enjoys as he talks not only with perspective students, but parents as well.

Coastal has an aggressive Financial Aid Department. Scholarships and financial aid have dramatically increased. In 1997, 2,558 students received \$15 million in financial aid. There has been a steady increase from 1991, when 1,883 students received \$5.6 million; by 1994, 2,143 students received \$8 million. Unfortunately, the greater portion of the aid is in loans.

Coastal students will have immediate access to their grade reports through the internet or by telephone through VoiceFX, an internet/telephone grade reporting. Grade reports will no longer be mailed out. This will save dollars in processing and postage.

1996-97 was a good year for Coastal's athletes. Coastal was ranked number two in the Big South Conference Commissioner's Cup and had conference championships in volleyball, women's cross country, men's cross country, and men's golf. There were four Big South Conference Coaches of the Year: volleyball - Tammie McCaudy-Lee; women's cross country - Alan Connie; men's cross country - Jim Koster; and men's golf - Todd McCorkle. Two students, Angela Murphy and Tomas Malik, were named to the GTE Academic All-American Team. Angela Murphy was also Big South Conference Track Player of the Year. Coastal had ten Big South Conference All Academic Athletes as well.

Gender equity has been in the newspapers of late. Coastal is in good shape in two of the three prongs (or measurements) in terms of support for women's and men's athletics and the number of scholarships. Coastal's proportionality in number of male and female athletes in comparison to the student body is not equal. As with other institutions, there is a higher percentage of males participating in collegiate athletics than females. However, on those issues where Coastal has more control in terms of where athletic money is spent and the awarding of scholarships, Coastal is in a favorable position.

Mr. Buddy Sasser is putting together a proposal to offer women's in-door track which is attractive to minority student athletes. This could be a real opportunity for recruiting minority students.

The Horry County Higher Education Commission continues to be a great influence for Coastal. Mr. John Dawsey of Aynor is the current chairman, and the Commission is totally committed to furthering this institution. The HCHEC is the fiduciary caretakers for almost \$800,000 in millage monies. In the past, the Commission has funded the Prince Building, scholarships, and many other capital improvement projects each year. Their 1997-98 budget was reviewed and includes the purchase of five emergency call boxes to improve safety in remote areas of the campus.

Dr. Ingle presented Mr. DuBard a remarked and framed print of the Atheneum in appreciation for his service to Coastal as Board of Trustees Chair the past two years. Mr. DuBard

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expressed his appreciation for the opportunity to represent the Board of Trustees and stated that it had been a pleasure to work with Dr. Ingle and his staff.

**V. Chairman's Report**

In June, Mr. DuBard was invited to Coastal's annual staff meeting. It was a real pleasure as the staff was enthusiastic and excited about Coastal. The meeting was held in Admissions 003, and it brought back fond memories of the Board's first Board meeting which was held in that room just four years ago.

In regards to the vacancy on the Board of Trustees, the Deputy Attorney General clarified in a letter that according to state statute 59-136-110, "all members shall serve until their successors are elected or appointed and qualify." Mr. Johnson will serve until such time as the legislators appoint his successor.

A thank-you note from the E. Craig Wall, Jr. family was shared.

Mr. Lyles was recognized for having recently received the Order of the Palmetto which recognizes service to the state and the achievements of its recipients.

All members of the Board of Trustees had been invited to take an excursion to Waites Island and Tilghman Point on the Coastal II which included a demonstration of its instruments. Mr. DuBard stated that it had been a delightful afternoon trip and thanked Dr. Val Dunham and Mr. Richard Goldberg, Captain.

**VI. Unfinished Business**

Mr. Johnson stated that the committee to further honor Mr. E. Craig Wall, Jr. had no report but would make recommendations at the next Board meeting.

**VII. New Business**

As there were conflicts with some of the proposed calendar dates, Mr. DuBard asked for more options for 1997-98 and time to allow the trustees an opportunity to review their calendars. He also suggested that a review of Bylaws might be in order to adjust the dates of the Board meetings.

**A motion was made by Mr. Johnson for Coastal Carolina University's Board of Trustees to adopt a resolution to honor Mr. Fred R. Sheheen, former Executive Director of the South Carolina Commission of Higher Education, as an expression of appreciation for his commitment to higher education in South Carolina. Mr. Keith Smith seconded. The motion passed.**

Dr. Ingle stated that he would make an opportunity to present this resolution to Mr. Sheheen for his work with the Commission. Mr. Sheheen had been a strong advocate for Coastal's independence from USC.



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**VIII. Executive Session**

Mr. Franklin Burroughs moved to go into Executive Session. Mr. Parker seconded. After reconvening, Mr. DuBard reported that there was no action taken during Executive Session.

Dr. Oran Smith stated that the Academic Affairs Committee would like to recommend the granting of tenure to Dr. David Evans who will be joining Coastal in July as Chair of the Department of Chemistry and Physics and Associate Professor of Chemistry. Mr. Parker seconded. The motion passed.

A motion was made by Mr. Anderson to continue with the McNair & Sanford Law Firm as lobbyist for Coastal Carolina University. Dr. Oran Smith seconded, and the motion passed unanimously.

**IX. Nominating Committee Report**

In accordance with the Bylaws, Mr. DuBard stated that the election of officers will take place in a telephone conference call on the earliest date in July most suitable to the majority of the Board members.

Ms. Marks, Chair of the Nominating Committee, was absent. Mr. Lyles reported that the committee had met in Columbia to discuss a slate of officers for 1997-98. The Nominating Committee recommends the following:

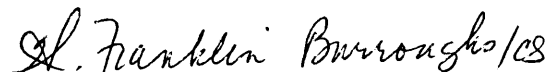
Chair - H. Franklin Burroughs  
Vice Chair - Keith S. Smith  
Secretary - Juli S. Powers

Ms. Marks has contacted each of these Board members, and they expressed a willingness to serve if elected.

Mr. Brittain, President of the Coastal Educational Foundation, Inc., briefly addressed the Board, reminding them that it was not too late to make a contribution to Coastal for the 1996-97 fiscal year giving.

The meeting was adjourned.

Respectfully submitted by,



H. Franklin Burroughs  
Secretary