

1-9-1998

Board of Trustees Minutes, January 9, 1998

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Board of Trustees Room
9:00 a.m., Friday, January 9, 1998**

Presiding: Mr. H. Franklin Burroughs, Chair

Board Members Present:

Mr. Gene Anderson
Mr. Robert D. Brown
Mr. J. Egerton Burroughs
Ms. B. Catherine Harrell
Mr. Dean P. Hudson
Mr. James J. Johnson
Dr. James F. Kane
Mr. William L. Lyles, Jr.
Ms. Elaine W. Marks
Mr. Clark B. Parker
Ms. Juli S. Powers
Mr. Keith S. Smith
Dr. Oran P. Smith

Board Members Not Present:

Mr. Payne H. Barnette, Jr.
Mr. Fred F. DuBard, Jr.
Ms. Cathy B. Harvin

Others Present:

Dr. Ronald R. Ingle
Dr. John P. Idoux
Dr. Sally M. Horner
Dr. Peter Balsamo
Ms. Robin Boyea
Mr. Clay Brittain
Dr. Eddie Dyer
Mr. Stan Godshall
Mr. Donnie Jones
Ms. Chris Martin
Mr. Tim Meacham
Ms. Anne Monk
Mr. Alan Nagy
Ms. Pat Sizemore
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 Burroughs called the meeting to order, and Mr. Hudson offered the invocation.

Mr. Brittain, President of the Coastal Educational Foundation, Inc., was welcomed to the meeting. He expressed appreciation to the Board for naming the science facility after Dr. R. Cathcart Smith as it provides a wonderful impetus for raising funds to enhance educational opportunities in the School of Natural and Applied Sciences. Almost \$856,500 has been committed to the project. It looks very promising to have \$1 million by the April dedication.

I. Roll Call

Roll call was taken.

II. Approval of Minutes

A motion was made by Ms. Marks to approve the October 17, 1997 minutes of the Board of Trustees meeting, seconded by Mr. Hudson, and carried.

**Board of Trustees Meeting
January 9, 1998**

III. President's Report

Dr. Ingle asked Ms. Anne Monk, Director of Public Information, and Mr. Stan Godshall, Director of Facilities Management, to update the Board on several projects.

Ms. Anne Monk reported that the marketing plan for Coastal was in its last stage, and the Board should receive a full written report shortly. The process began last June with Mr. Van Newman, Chairman Emeritus of Newman Saylor & Gregory, a Columbia-based marketing agency. (Mr. Newman briefed the Board at the October Board meeting.) Although no timeline has been established for the action steps, it does have an established communications network. Six main objectives for the University have been defined: expand the recognition of its growth and accomplishments; clearly establish its commitment to community service and involvement; communicate the emphasis on adult education and extended learning; develop an awareness nationally, regionally, and locally of the strengths in several specialized areas; and clearly articulate its vision and position in the academic marketplace.

Public Information will work closely with its eight main clients on campus--Enrollment Management, Advancement and Alumni Affairs, Extended Learning and Public Services, the four academic schools, and internal communications--by strategically focusing on strategic planning, developing a close working relationship, and using the worldwide web effectively.

Chairman Burroughs complimented Ms. Monk on the new **Coastal Carolina University Magazine** which was distributed to everyone.

Mr. Egerton Burroughs wanted to know who the press would call if they needed information. Ms. Monk responded that all media relations are handled through Public Information. The department will continue to creatively work on keeping Coastal in the public eye--not only in local counties but statewide and regionally. Last year approximately 900 news releases were sent out and countless phone calls were made.

Ms. Harrell stated that Coastal's recent involvement in Myrtle Beach's ocean water quality reporting was discussed on a talk radio news program in the Charleston area. Mr. Brown suggested getting students more involved in marketing Coastal through newspapers and Public Information.

Coastal's Quick Fact sheets were distributed.

Dr. Ingle stated that the new aggressive marketing plan is a dramatic change in Public Information's organization.

Mr. Stan Godshall reviewed a list of capital projects for 1997-98 and their status. The Williams-Brice/PE Center will be refurbished and renovated. The seating capacity in the gymnasium will be 1,200, including some upholstered, individual seats to be installed by the end of June.

Dr. Ingle stated that Coastal desperately needs a student life complex, which includes a university-style basketball arena and facilities for other student activities, similar to the ones

**Board of Trustees Meeting
January 9, 1998**

at Wofford, Davidson, and UNC-Charlotte. Coastal cannot wait for the needed \$10-15 million to build a facility. Only one other member of the Big South Conference has small, outdated facilities like Coastal. It was decided to update the current facility to as near college-level as possible.

Other projects include environmental chemistry lab renovation, Nichols tennis facility construction, activity field/challenge course construction, baseball field improvements, and human resources facility expansion. Major future capital construction projects include the humanities building, residence hall construction - phase II, welcome center, laundry facility, and science center addition.

Dr. Oran Smith asked how many temporary, manufactured home facilities are on campus. Mr. Godshall reported that there are approximately 25. Most are located near the gymnasium with three additional ones at the science building. Even after the humanities building is completed, Dr. Ingle feels there will be a constant need for these facilities. He would like to move all of the media services into the art building after the humanities building is completed. More manufactured homes are needed now for the science building.

Dr. Ingle is hopeful that the \$3 million needed for the humanities building will be included in the state budget this year as it was not included in Gov. Beasley's executive budget as hoped.

Tentatively, the Horry-Georgetown Legislative Delegation breakfast is scheduled for January 29 at the Capital City Club in Columbia. This is an opportunity to keep the delegation abreast of Coastal's needs. If their schedules allow, the Board members were encouraged to attend.

Dr. Ingle was present at Gov. Beasley's press conference announcing the proposed LIFE scholarship for college students attending in-state institutions who maintained a B average in high school and a SAT score of at least 1000. Each year a B average must be maintained in order to receive the \$2,000. The intent is that seniors in high school this year will be eligible for the scholarships next fall. Currently enrolled students will be phased into the program.

This is a wonderful boost for the students of South Carolina; however, there are still some areas of concern to be worked through. Dr. Ingle is apprehensive that the scholarship may deter funding necessary to the universities. Although he has heard no discussion to the contrary, the Boards should be very careful not to lose their authority to establish tuition. Concerns have been expressed that the SAT scores are being used as a measurement for the scholarship. The clarification of scholarships for the non-traditional student 25 years and older needs to be addressed as well.

Mr. Brown asked Dr. Ingle to compare the proposed scholarship to Georgia's HOPE scholarship. Dr. Ingle reported that it is basically the same except Georgia does not have the SAT criteria.

Mr. Parker asked if this scholarship was seen as an avenue to increase the number of students continuing their education on a university level. Dr. Ingle responded that the HOPE scholarship

**Board of Trustees Meeting
January 9, 1998**

did not increase the enrollment in Georgia, but Georgia did keep a lot of students in state who were going out of state.

Mr. Lyles asked Dr. Ingle how he felt the lottery had affected education in Georgia. Dr. Ingle stated that it has been a tremendous help, not only in scholarship and infrastructure but faculty salaries as well. His understanding is that the legislature for the Georgia lottery was written to specifically direct the funding to education.

In April the Board will receive a report on Coastal's athletic program, specifically the feasibility of football, and women's soccer. A private, gender equity consultant will be on campus in January to analyze Coastal's programs in regards to Title IX Gender Equity. His report will also be discussed in April.

Dr. Ingle displayed the plaque to be placed in Admissions 003 commemorating the location of the first Board of Trustees' meeting. It will be installed shortly.

The twenty-fifth anniversary of Coastal's African-American Association on campus was celebrated at a gala event in December. Dr. Ingle stated that it was a very successful evening where former and current faculty, students, and administration were in attendance. Senator Maggie Glover was the keynote speaker.

Dr. Ingle pointed out the new cabinet for the mace in the Board Room.

The premiere screening of Dr. Ronald Lackey's "Mystery of the Dance: Healers and Wounded in Dialogue," a documentary depicting the highs and lows of his unique and inspirational life, scheduled for Monday, January 12 has been cancelled due to Dr. Lackey's health. It will be rescheduled later in the spring.

IV. Campus: Division of Extended Learning & Public Services

Dr. Peter Balsamo, Dean of the Division of Extended Learning and Public Services, stated that 40 percent of the American population is continuing their education and 70 million people are enrolled in some course of study. It is essential to keep current in the changing world. Adults 25 years and older make up 44 percent of today's 14.2 million college students.

The major programmatic thrusts for the Division of Extended Learning and Public Services include: non-credit programs with focus on professional development for people working in the public and private sectors; SUN (Seniors University Network) Project, with focus on lifelong learning, leadership, and community service; bachelor's degree program in Interdisciplinary Studies; independent distance learning program; and partnerships.

A brochure of classes being offered was distributed and discussed. The non-credit Certificate in Effective Employment Management was so popular that Horry County contracted the University to conduct the program to their top managers. There is a great demand for the on-line classes being offered.

**Board of Trustees Meeting
January 9, 1998**

It is hoped to have 350-400 members this spring in the Lifelong Learning Society. This will make it one of the largest, if not the largest, in the state. Grand Strand extension sites include Webster University, former Air Force Base, and Myrtle Beach High School with other locations being reviewed.

The Jackson Companies' Prestwick Division donated a manufactured home to Coastal for use as a specialized computer lab, classroom, and recreation room. Further partnershiping is being sought to purchase computers and furnishings for the center.

The baccalaureate degree program in Interdisciplinary Studies is geared to the needs of working adults and tech college graduates. In the past year, enrollment in the program increased 49 percent, and the average GPA typically exceeds the average for all undergraduates at Coastal. About 50 percent of the students who begin college never graduate. Twenty-two percent of the population in the county has attended a college or university but not graduated.

Chairman Burroughs asked what kind of assistance is being rendered to those students who need to accommodate work schedules. Will Garland, the faculty director, has worked closely with the deans and chairs of departments to offer certain courses in the evening for the working students.

It appears that spring enrollment for Independent Distance Learning will exceed their first semester (Fall 1997) of 70 students.

A newspaper brochure of classes being offered by The Division of Extended Learning will be included in Sunday's **Sun News** which has a readership of about 60,000. Through a partnershiping with the paper including advertisements in the brochure, the cost was only \$1,700. A similar project a couple of years ago cost \$5,000.

Dr. Balsamo feels the key challenges for the department are to have better and more efficient marketing; improved support and services for the adult student; hiring additional staff; and keeping abreast of the constantly changing technologies.

The Extended Learning web site came on line in December and has had 800 visits from around the country.

Mr. Egerton Burroughs pointed out that having senior citizens on campus makes it an opportune time to educate them on the advantages of taxes and funding needs for education.

Chairman Burroughs stated that his law practice represents Myrtle Trace, an affluent retirement community. The residents are active in the classes offered at Coastal and speak very highly of the staff involved in the programs. Dr. Balsamo added that eventually Myrtle Trace will be one of the largest retirement communities in the area. The talent within the community is just invaluable, and it has been a wonderful professional and personal experience to work with them.

**Board of Trustees Meeting
January 9, 1998**

Dr. Balsamo stated that Coastal needs to be actively engaged in reaching out to non-traditional students as other institutions will if we do not. Limestone College, Liberty University, Wesleyan College, Vorhees College, as well as a myriad of schools through the internet, will soon be competing with Coastal in this marketplace. It is a tremendous opportunity for the university.

V. Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

After having reviewed the emeritus status candidates, Ms. Marks stated that the Academic Affairs Committee recommends the following: Distinguished Professor Emeritus to John A. Eberwein; and Emeritus Professor to W. Edgar McNew, M. Faye Taylor, and John F. Vrooman. Mr. K. Smith seconded, and the motion carried.

Development & Alumni Affairs Committee

A current Giving Report was distributed to everyone. Dr. Kane encouraged all Board members to contribute to the annual fund.

Planning & Fiscal Affairs Committee

Mr. Keith Smith reported that the state auditor's office had mailed the annual report to the Board for FY97. At this point, a management letter has not been received. The outstanding FY96 management letter has been resolved.

Student Affairs Committee

By way of information, a process to name the nine residence halls was reviewed in a committee meeting, and more details will be forthcoming.

VI. Ad Hoc Committee Reports

Commemorate Mr. E. Craig Wall, Jr.

Mr. Johnson moved to retire all Board members' robes as they leave the Board. Mr. Keith Smith seconded, and the motion carried.

Mr. Wall's robe will be presented to his family.

**Board of Trustees Meeting
January 9, 1998**

ByLaws Review

Mr. Hudson reported that the committee had a very positive meeting and reviewed all the suggestions and concerns submitted. After the Board has had the opportunity to review the minutes of the meeting, the changes will be presented for action at the April Board meeting.

VII. Chairman's Report

Dr. Oran Smith was congratulated on the publication of *The Rise of Baptist Republicanism*, a history of the Southern Baptist Convention in the context of the rise of the Fundamentalist right and the emergence of a Republican majority in the South.

More information will be forthcoming on the plans and dates for an August Board retreat.

Chairman Burroughs feels Coastal is fortunate to have Dr. Ingle as its president. In order to remain competitive and to use as a point of reference, he asked the administration to compile a report in regards to presidential packages at similar institutions and include salary, benefits, on-campus presidential homes, and succession plans at the April Board meeting.

Mr. Egerton Burroughs suggested the succession plan might be a discussion topic for the Board retreat.

VIII. Unfinished Business

None.

IX. New Business

None.

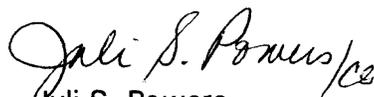
X. Executive Session

Contractual, personnel, and legal issues were discussed in Executive Session, but no action was taken.

XI. Adjournment

Dr. Kane made a motion to adjourn, and Mr. Parker seconded. The next Board of Trustees meeting will be April 17, 1998.

Respectfully submitted by,


Juli S. Powers
Secretary