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Board of Trustees Minutes, June 26, 1998

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**E. Craig Wall, Sr. Building
Board of Trustees Room
9:00 a.m., Friday, June 26, 1998**

Presiding: Mr. H. Franklin Burroughs

Board Members Present:

Mr. Gene Anderson
Mr. Robert D. Brown
Mr. J. Egerton Burroughs
Mr. Fred F. DuBard, Jr.
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 Streater Powers
Mr. Robert L. Rabon
Mr. Keith S. Smith
Dr. Oran P. Smith

Board Members Not Present:

Mr. Payne H. Barnette, Jr.
Ms. Cathy Brand Harvin
Ms. B. Catherine Harrell

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Dr. John P. Idoux
Ms. Debbie Conner
Ms. Mona Dukes
Dr. Edgar Dyer
Ms. Mollie Bethea-Floyd
Ms. Mollie Fout
Mr. Marvin Marozas
Mr. Tim Meacham
Ms. Anne Monk
Mr. Alan Nagy
Mr. George F. Sasser
Ms. Patricia Sizemore
Dr. Robert W. Squatriglia
Mr. Pete Strickland
Ms. Charmaine Tomczyk
Mr. 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 was present.)

Chairman Burroughs called the meeting to order at 9:00 a.m. Mr. Parker offered the invocation.

Chairman Burroughs reported that due to family commitments Ms. Harrell has resigned from the Board. She will be sorely missed.

Newly appointed trustee, Mr. Robert L. Rabon, was introduced and welcomed. He has been closely involved with Coastal while serving on the Horry County Higher Education Commission for 12 years. Mr. Rabon stated that his years with Coastal began in 1970 as a student. He has a

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great love for the institution and looks forward to being an integral part of the Board. His three daughters have also attended Coastal.

Due to his resignation, Mr. Jimmy Johnson's leadership will be greatly missed on the Board. He received a standing ovation as Chairman Burroughs presented him with a resolution honoring him with Emeritus Trustee status. He was also presented a clock, and his Board robe. Mr. Johnson expressed his appreciation and stated that he had enjoyed his five years on the Board, watching Coastal's growth. He will remain in close contact through his continued participation with the Coastal Educational Foundation, Inc.

I. Roll Call

Roll was taken.

II. Approval of Minutes

Mr. Hudson moved to approve the April 17, 1998 minutes of the Board of Trustees meeting, Mr. DuBard seconded, and the minutes were approved.

III. President's Report

Dr. Ingle introduced Ms. Debbie Conner who has joined the staff in Advancement and the President's Office as Director of Special Events and Donor Relations. This position will expand outside community activity and upgrade special events on campus.

Mr. Sasser, Athletics Director, reported that Coastal has won the Commissioner's Cup in the Big South Conference more than any other school, winning it four times. This year Coastal ranked second to Liberty University. Although Coastal is proud of this achievement, next year's goal is to be first in the conference.

The student athletes had their best year academically with an overall accumulative 2.85 GPA. Female athletes' average was 3.13 GPA and male athletes' was 2.67 GPA. The overall academic standing of Coastal is a 2.64 GPA. Forty-two percent of the student athletes have 3.0 or higher GPA. Ms. Jolene Williams, a rising junior, is the institution's only First Team All-America athlete and maintains a 3.95 GPA.

Mr. Sasser introduced Mr. Pete Strickland, Head Mens' Basketball Coach. During Coach Strickland's career as assistant coach, every team that he has coached has improved dramatically to become the best in their conference. Mr. Strickland stated that he is pleased to be at Coastal. Seven members of the team are seniors, hoping to finish their college basketball careers with a good record.

Dr. Ingle stated that each year the presidents of the institutions of South Carolina make a presentation to the Commission on Higher Education. His report this year was enhanced by the use of a PowerPoint presentation. He reviewed it with the Board.

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Coastal's goal is to become an "interactive" institution that:

- confronts community issues and concerns with institutional strengths and potentials;
- partners with local and regional communities to address critical issues that affect us all;
- focuses on major concerns facing American society as a whole, i.e., economic development, environmental, and social issues;
- fosters the establishment of an "other-centered" mindset among students, faculty, and staff rather than a preoccupation with the needs, concerns, and interests of the institution alone;
- builds a deliberate articulated strategy of interaction with our community which continues to be crafted over time into our institutional tradition and set of values.

After reviewing enrollment history and projections, he stated that the University's resort location is both a strength and a weakness. Employment for students is readily available and often works against a commitment to study.

Highlights of the four academic schools were reviewed emphasizing their program interaction within the community:

E. Craig Wall, Sr. School of Business Administration

- Tourism research
- AACSB Accreditation
- Cooperative Golf Management
- Wall Fellows

School of Education

- Jump for the Sun
- NCATE Accreditation
- American Reads Program
- Horry County Schools Alliance

School of Humanities and Fine Arts

- Long Bay Symphony
- Expanding International Partnerships
- Musical Theater Degree
- Celebration of Inquiry Conference

School of Natural and Applied Sciences

- Center for Marine and Wetland Studies—water quality testing, coastal zone management, and salt marsh, and oyster reef studies
- Baruch Institute
- Playcard Environmental Education Center

The largest and fastest-growing academic area is the School of Natural and Applied Sciences. Coastal is attractive to out-of-state students.

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In the June 1998 issue of Kiplinger's **Personal Finance Magazine**, Coastal was cited as one of the primary reasons for retiring in the Myrtle Beach area. The Lifelong Learning Society reflects this rising interest in enrichment programming for retirees, including credit and noncredit offerings. The society has more than 600 members, a membership increase that has more than doubled in the last two years.

The Bachelor of Arts degree in Interdisciplinary Studies has been developed and marketed to appeal to members of the working community who have completed an associate's degree and would like to pursue a baccalaureate degree. In the last two years, enrollment in this program has tripled.

In a recent issue of the **Chronicle of Higher Education**, Coastal was cited as being in the top 20 institutions in the country with regard to compliance to gender equity in resources allocated to both men's and women's sports.

The track and field facility is actively used by the inter-collegiate athletic teams and physical education programs. Area schools use the facility for regional and county-wide track meets, as well as community members.

Coastal's focus is not technology for technology's sake, but how to use technology to improve and enhance the teaching/learning process. Several state-of-the art systems are in place. Our web page provides an interactive link with our local community and beyond to the rest of the world. There are over 10,000 visitors per month to the University's home page. The number of hits double every six months. Coastal was one of the first universities in the world to stream live video and audio of May's commencement over the internet. It was viewed by friends and relatives as far away as New Zealand, Spain, and Iceland.

Revenues from state appropriations have changed very little over the past nine years. The increases in tuition revenues come primarily from increases in out-of-state revenues and enrollment increases with in-state tuition remaining below the South Carolina average. Out-of-state students comprise 25 percent of the student body and produces 56 percent of the tuition revenues. Coastal is committed to keeping in-state tuition affordable and the in-state undergraduate tuition is fourth lowest in the state--approximately \$200 below the state average.

Most of Coastal's revenue is spent on instruction, research, public service, and academic support. Administrative costs have been kept low relative to student and academic costs.

Dr. Ingle feels that the presentation was received positively by the CHE. The one negative response was positive. A commissioner stated that Coastal's campus is so beautiful, there should have been more pictures in the report.

During the last academic year, Coastal participated as a pilot sight for Alcohol 101, an interactive computer program. Very positive feedback was received from the students. A video for this program was filmed during the spring for distribution to all colleges and universities in the country and even some abroad. Only three schools out of 50 were selected to be included in

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the video, and Coastal was one of them. Parts of the video involving Dr. Ingle and Coastal students were previewed.

Information distributed to the Board included the budgets for the Coastal Educational Foundation, Inc. and the Horry County Higher Education Commission, as well as a list of summer camps held on campus involving church groups, driver's education, junior scholarship, and athletic camps. This is not only revenue for Coastal but campus exposure to potential students and supporters.

Gym renovations are almost completed.

Dr. Ingle made reference to USC's Lancaster Campus Graduate Regional Studies Program which is currently under investigation and assured the Board that Coastal's checks and balances will not allow this to happen here.

Coastal did not receive the hoped for funding for the Humanities Building. Dr. Ingle has requested an updated cost estimate of construction which will be submitted to the General Assembly in January.

IV. Campus Report: LIFE Scholarships

Ms. Pat Sizemore, Vice-President for Enrollment Management, gave an overview of the Legislative Incentives for Future Excellence (LIFE) Scholarships. These \$2,000/year scholarships are awarded to cover the cost of attendance at a four-year public or private SACS accredited institution or \$1000/year for attendance at a two-year public or private SACS accredited college in South Carolina.

Recipients of the scholarships include South Carolina residents who are new first-time freshmen for Fall 1998, continuing students, and students transferring to an eligible in-state institution who meet eligibility requirements. Some requirements include:

- Students must be South Carolina residents, a high school graduate on or after May 1995, and classified as a resident by the institution for in-state tuition purposes at the time of enrollment.
- Students graduating on or after May 1998 must have graduated from high school with a 3.0 GPA and have scored 1000 or better on the SAT or have the equivalent ACT score (21). The required SAT scores will increase in the coming years.
- Continuing students must have a 3.0 cumulative GPA each year and earn at least 30 credit hours each year for the maximum number of semesters allowed in order to earn and to retain the scholarship.
- Students who do not make the required SAT score or the required high school GPA may earn the LIFE scholarship after their freshmen year if they meet the GPA and semester credit hour requirement.
- Students may transfer LIFE Scholarship awards from one in-state eligible institution to another if the students continue to meet all eligibility requirements. Questions remain unanswered about how transcripts and criteria will be evaluated.

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Recipients of the LIFE Scholarship may not be in default on a loan or owe a refund on a financial aid program. Recipients may not have been adjudicated delinquent or been convicted or pled guilty or *nolo contendere* to any felonies or alcohol or drug-related offenses. Once the student earns the bachelor's degree, he cannot receive the LIFE Scholarship.

The SCCHE will promulgate regulations and establish procedures to administer the program. The institutions will report their enrollment and data to the CHE. Funds will be appropriated from the general fund of the State.

Ms. Sizemore feels that it will be a challenge to monitor the students' progress during the semester to insure that students maintain their eligibility.

As of June 24, 141 new freshmen and 237 continuing students have qualified to receive a LIFE Scholarship. Transfer students for Fall 1998 are now being identified.

V. Overview of Career Resource Center & Web Site

Dr. Squatriglia introduced Ms. Mollie S. Fout, Coordinator of Student Employment & Career Center Management Services, and Ms. Mollie Bethea-Floyd, Coordinator of Career Counseling Assessment. Ms. Fout introduced the Career Services web site and the new Career Resources Center through a PowerPoint presentation. This project is an example of the "interactive" university.

Ms. Fout stated that the superheated job market has created a great demand for the graduate. However, the process of developing one's career requires access to good information, development of employable skills, an understanding of career paths, focus, energy, and plain dumb luck! The Career Resources Center and the Career Services web site are giant steps in the right direction to help students.

Ms. Bethea-Floyd works closely with the undeclared major students through Freshmen Success Seminars, counseling individuals referred by faculty and staff, and teaching University 150, a career exploration course. She will maintain the section of the Career Services web site featuring Career Development Information/Graduate School Information.

Ms. Fout works closely with students and alumni looking for employment. The Student Employment programs help currently enrolled students find jobs on and off campus. Career Management Services provide assistance to seniors and alumni for strategizing job searches, writing resumes, cover letters, preparing for interviews, developing professional etiquette, researching employers, and employment opportunities. She will maintain the portion of the web site that assists in job searches.

The web site and the interactive databases were created by computer science intern, Mr. Cory Kemble.

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The mission statement for Career Services states, "Students and alumni of CCU will complete career assessment and counseling in order to establish goals and create individual career plans and develop the necessary skills and attitudes required to implement individual job search plans to enable them to successfully compete in the marketplace and secure satisfying employment. Employers of the Grand Strand, South Carolina, and the southeast will acknowledge the University as a selected college resource for recruitment."

The funding for this new technology, student intern, startup equipment, and furniture for the Career Resource Center was generated from the student technology fees. The new center has radically changed the way career information is managed. Employment opportunities will be listed by local, regional, and national employers.

Student use of the services is strictly voluntary. The web site allows students, faculty advisors, academic computer lab supervisors, and coaches on campus to get on-line through their office computer, the library and other computer labs on campus, as well as at home.

Employers pay a fee to list their openings on JOBTRAK. Internship opportunities will also be available. Campus departments can enter their own job request directly on-line for student workers and students can access through the network. Current office policies allow for modest user fees for credential files, resume production, resume referral, and employer support/JOBTRAK. The Alumni Association may become a source of income after the development of an Alumni Employer page and networking service is developed.

The web site can be viewed through <http://www.coastal.edu>. A demonstration using the web site and actual viewing of available job openings were perused.

Already plans are underway to expand the physical center facilities, increase the number of terminals, and increase staff.

Mr. Egerton Burroughs asked how many people were on staff and how long the job placement tracked. Ms. Fout stated that Ms. Bethea-Floyd and she were the only two professional staff members for Career Services which is a part of Counseling Services. Their primary function is to counsel students. There is also an additional administrative assistant in Counseling Services.

It is difficult to track the student and graduate job placements in Career Services. The tracking will be easier with the new web page. Last year more than 500 students were counseled. Three times each semester all education majors are counseled. Approximately 125 job replacements were identified through the Career Services last year.

Dr. Ingle stated that the Institutional Effectiveness office compiles a more comprehensive report on job placement of the graduates. A report will be given to the Board.

Mr. DuBard asked if the Career Placement Center was part of the recruiting presentation. Ms. Fout stated that there are lots of questions during Orientation from parents asking about the placement rates. Prospective students and their parents evaluate the kind of support the

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institution provides in the effort to secure employment both during their enrollment and after graduation.

Mr. Lyles asked if the services were available to the faculty advisors. Just this week, Ms. Fout met with 15 deans and directors of internship programs to demonstrate the new services. Ms. Bethea-Floyd added that students with undeclared majors have received letters telling of the services available to help identify career choices. She is directly involved with the Freshman Success Seminars and will also educate during the class.

VI. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Mr. Oran Smith stated that there was nothing to report. There was a personnel matter to be discussed in Executive Session.

Development & Alumni Affairs Committee

Dr. Kane stated that a committee meeting had been held the day before, and members were brought up-to-date with Development efforts. One encouraging highlight was the combined report of the Athletic Department and Advancement as the two entities work together for fund raising at Coastal.

Mr. Nagy reported that the R. Cathcart Smith Campaign YTD total is \$1.268 million of the \$2 million goal. There are 135 donors.

Several national foundations are in the process of being approached for capital funding. He pointed out that the criteria for these grants state that the financial support of the Board of Trustees is critical in obtaining funding. It is important to have financial participation by the Board members.

Included in the packets was information on naming guidelines. Chairman Burroughs feels that the Board should be closely involved in the naming of buildings.

Planning & Fiscal Affairs Committee

Mr. Keith Smith stated that the budget was reviewed in a meeting on the previous day. He noted that \$445,000 of the \$1.5 million budget increase was State mandated salary and fringe benefit increases. Only \$136,000 was funded by the State.

Mr. Keith Smith made a motion to increase the 1998-99 tuition and fees for in-state students by \$60 per semester to a total of \$1,610 per semester, and tuition for out-of-state

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students to increase \$235 per semester, to total \$4,395 per semester. Further, that all the specific fees and allocations as shown on pages 50 and 51 of the *Financial Analyses and Projections 1998-99 Budget Book* be approved. Dr. Kane seconded; the motion passed.

Mr. Keith Smith moved to approve the 1998-99 budget with operational revenues and expenditures projected at \$28.36 million as shown on pages 48-49 of the budget book, as well as the revenue projections of auxiliary funds described and shown on pages 55-69 of the budget book. If conditions change, the administration will adjust revenues and/or expenditures as required to ensure that the University maintains a positive current fund balance. The motion was seconded by Mr. DuBard and passed.

Student Affairs Committee

Mr. Lyles stated that the Student Affairs Committee recommends the adoption of the football feasibility report as written and moving forward to implement football at Coastal Carolina University. The committee urges the administration to begin the process for the support money required to shorten the time line as presented and asks the administration to report this progress at the next Student Affairs Committee meeting. Ms. Powers seconded. The motion passed with Mr. DuBard voting nay.

VII. Chairman's Report

The Board retreat will be August 27-29, 1998 at Litchfield Beach and Golf Resort. Trustees were asked to submit suggestions for the agenda.

All of the Agency Head Evaluation Forms have not been returned to Chairman Burroughs. Everyone was encouraged to fill it out and return it as the process needs to be completed.

VIII. Unfinished Business

Mr. Hudson reminded the Board of the changes made to the bylaws at the April meeting. New booklets will be prepared by the Marketing and Communications staff.

IX. New Business

Nothing to report.

X. Executive Session

Chairman Burroughs stated that there were personnel and contractual matters to be discussed in Executive Session. Mr. Hudson moved to enter into Executive Session, and Mr. Anderson seconded, motion passed.

Chairman Burroughs stated that no action was taken during the Executive Session.

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Dr. Oran Smith moved to renew the contract of the McNair Law Firm, P.A. for 1998-99. Dr. Kane seconded. The motion was approved.

XI. Nominating Committee Report

Mr. Hudson, Nominating Committee Chair, reported that the committee met by teleconference on May 28, 1998. He moved to present as a 1998-99 slate of officers for the Board of Trustees:

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

Mr. Lyles seconded the motion, and the officers for 1998-99 were elected by acclamation.

Mr. H. Franklin Burroughs expressed appreciation for the Board's vote of confidence and continued with the "Chairman's Report."

The Board was reminded of the 1998-99 meeting dates in accordance with the new Bylaws: October 2, 1998; January 8, 1999; April 23, 1999; and June 25, 1999.

Chairman Burroughs asked the trustees to notify him if they preferred to serve on a different committee and asked Mr. Rabon to let him know which committee he preferred to serve on. Committees will then be appointed for 1998-99.

Dr. Kane and Mr. DuBard were asked to represent the Board of Trustees on the Facilities Naming Committee.

XII. Adjournment

The next meeting of the Board of Trustees will be October 2, 1998.

Respectfully submitted by



Juli S. Powers