

6-23-2000

Board of Trustees Minutes, June 23, 2000

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall, Sr., Building
Board of Trustees Room
9:15 a.m., Friday, June 23, 2000

Presiding: Mr. Fred F. DuBard, Jr.

Board Members Present:

Mr. Payne H. Barnette, Jr.
Mr. Robert D. Brown
Ms. Cathy Brand Harvin
Dr. Hal B. Holmes, Jr.
Mr. Dean P. Hudson
Dr. James F. Kane
Mr. William L. Lyles, Jr.
Ms. Elaine W. Marks
Mr. Daniel W. R. Moore, Sr.
Mr. Clark B. Parker
Ms. Juli Streater Powers
Mr. Keith S. Smith
Mr. Oran P. Smith
Mr. George L. Williams, Sr.

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Dr. John P. Idoux
Mr. David Bredekamp
Ms. Debbie Conner
Mr. John W. Dawsey
Mr. Stan Godshall
Ms. Anne Monk
Mr. Alan Nagy
Ms. Pat W. Rohr
Dr. Robert W. Squatriglia
Ms. Charmaine Tomczyk
Dr. Richard Weldon
Ms. Nila Hutchinson
Ms. Chyrel Stalvey

Board Members Not Present:

Mr. H. Franklin Burroughs
Mr. Robert L. Rabon

(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.)

I. Call to Order

The meeting was late in getting started because Board of Trustees pictures had been taken prior to the meeting. Roll was called. Mr. DuBard welcomed new Board member, Mr. George L. Williams, Sr. Mr. Keith Smith offered the invocation.

A moment of silence was observed to honor long-time friend of Coastal Carolina University, honorary degree recipient, and current member of the Horry County Higher Education Commission (HCHCEC), Mr. William F. Davis, who had recently passed away. The University was asked to prepare a resolution honoring Mr. Davis for presentation to his family.

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HCHEC Chairman, John Dawsey, was welcomed. He acknowledged his sadness at the loss of Mr. Davis who was his friend and mentor. Mr. Davis loved Coastal and was proud of its accomplishments.

Mr. Dawsey reported that the HCHEC had approved the 2000-2001 budget for the Commission with a projected revenue of \$833,762. A copy of the budget was distributed to everyone and reviewed. The budget reflects the debt services for the Prince Building, as well as the newly acquired Atlantic Center. Mr. Dawsey feels that this Center can become a showplace for the University and invited the Trustees to tour the facility.

Dr. Ingle noted that there are also copies of the Restricted and Unrestricted Coastal Educational Foundation, Inc. Budgets in the Board notebooks.

II. Approval of Minutes for May 5, 2000

Mr. Hudson moved to approve the Minutes of May 5, 2000. Mr. Brown seconded, and the motion passed.

III. President's Report

Dr. Ingle highlighted Coastal's achievements for 2000-2001.

Academic Schools

- Dr. Lynn Franken has been selected as the Dean of the College of Humanities and Fine Arts, effective July 1.
- The groundbreaking for the Humanities and Fine Arts Building was held on February 18.
- The Art Department received a grant of \$57,000 from the South Carolina Commission on Higher Education (SCCHE) in preparation for a National Association of Colleges of Art and Design accreditation review.
- The first two CCU Spanish-Secondary Education majors graduated in the spring. Currently, there are fifteen students majoring in foreign language/secondary education, filling a critical need in the South Carolina public schools.
- The Department of Philosophy and Religion began the process of applying to the SCCHE for a major in Philosophy.

College of Education

- The College of Education began the first year of operation of the Center for Excellence for the Study of Standards-Based Educational Reform funded by the SCCHE.
- Received a grant from the SC Department of Education to be the state's sole provider for the SC Critical Needs Certification Program. Dean of the College of Education, Dr. Dennis Wiseman, was selected to serve on the Governor's Middle School Task Force. Their report is forthcoming and will probably result in a certification for middle school teachers for South Carolina.
- Established a minor in Sports Medicine.
- The College submitted four Program Summary Proposals to the SCCHE announcing the development to establish the following degrees:

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B.A. in Special Education Learning Disabilities
B.S. in Middle Grades Education (most likely the first established in the state)
M.Ed. in Educational Technology

- The Humanities, Sciences, and Business faculty are preparing a Master of Arts in Secondary Education from the College of Education in teaching business education, English, math, science, foreign languages, music, art, and social studies. It will be presented next year to the Board for consideration.

E. Craig Wall, Sr. College of Business Administration

- The College received first endowed professorship, in honor of Colonel William J. Baxley, Jr. and first endowed chair, in honor of Colonel Lindsey Vereen. Both have been faculty members at Coastal.
- Received reaffirmation of AACSB accreditation with renewal scheduled for 2009/2010 or upon addition of a master's degree program.
- Hosted a highly successful conference with representatives of national companies who have recently opened locations in the Grand Strand area.
- Presented a summer offering for students of the University Javeriana to work with the Burroughs & Chapin Company. This innovative program combines educational offerings, internships, and a work experience for foreign students from Bogotá, Colombia.
- On average, graduating seniors placed in the upper 77th percentile on the business exit exam prepared by the Educational Testing Service. When one considers that the test is administered in over 300 universities, involving 30,000-40,000 graduates, and our current level of entering students, this performance reflects considerable "value added."
- President Ingle has signed a memorandum of understanding between CCU and the Autonomous University of Barcelona. The first ten European students in the Professional Golf Management Program will arrive in the fall. They will complete their fourth year at Coastal and then a golf internship in the Grand Strand area.
- About 50 students from Barcelona will begin the new Tourism and Resort Management offering next year.

College of Natural and Applied Sciences

- The University's NSF-AIRE grant, supporting the integration of research and education, funded 12 undergraduates for research at Waites Island, six scholarships to incoming freshmen and research in our River Project which included water quality investigation by 10 area high schools.
- The Center for Marine and Wetland Studies brought over a million dollars in research grant funding to the University in cooperation with such agencies as Sea Grant, NOAA, U.S. Geological Survey, U.S. Corps of Engineers and NSF.
- The College has added a 3+2 cooperative dual degree program in Engineering with Clemson University. A student will receive a degree in a science major at Coastal and an engineering degree from Clemson.
- The College has developed a new interdisciplinary course in science for non-science majors (SCIE 101). The course, based on an environmental theme, is designed to introduce students to the major concepts and approaches associated with scientific

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investigation and to relate the findings of science to their academic interests and to everyday life situations.

- The Environmental Quality Laboratory, housed in the Center for Marine and Wetland Studies, has made a significant contribution to the community by excellent work with DHEC in monitoring the water quality at the beaches of the region.
- The University has received funds from the state to assist the Department of Computer Science in their development toward national accreditation.

Division of Extended Learning

- The Division of Extended Learning and Public Services' Lifelong Learning Society was the recipient of the 1999 "Outstanding Model Program" award from the Network for Older Adult Learners of the Association for Continuing Higher Education.
- Membership for the Lifelong Learning Society has increased from 740 for the 1998-1999 school year to 925 for the 1999-2000 school year.
- The Division offered more than 250 non-credit online courses through three providers.
- The Division initiated an aggressive marketing campaign to recruit students for the Bachelor of Arts in Interdisciplinary Studies Program to be offered in Myrtle Beach, beginning Spring 2001.
- During the Fall 1999 semester, eleven Independent Distance Learning courses were conducted enrolling 285 students; during the Spring 2000, seven courses were conducted enrolling 166 students.

University Advancement

- As of May 2000, the Annual Fund had a 35 percent increase in pledge base and a 34 percent increase in dollars pledged over last fiscal year. As of May 2000, the Telefund had an increased dollar amount in pledges by 56 percent over last fiscal year.
- As of May 2000, there has been a 98 percent increase in dollars received in the major gifts category. This includes the Vereen Chair (\$250,000) and the Baxley Professorship of \$50,000). \$57,000 has been raised to match the Baxley professorship.
- Over 500 alumni are on the CCU list serve that sends out an Alumni Affairs monthly newsletter.
- "The Coastal Tide: An Alumni Viewbook" which is shown on cable access channels has featured 130 alumni.
- Over 23 events were planned and hosted by Advancement and the Office of Special Events.
- Development and application of a university-wide event calendar was put on-line/web for internal and external use in Fall 1999. A web calendar administrative team was established to maintain and oversee materials posted on the calendar.
- Conference services office generated in excess of \$30,000 to date excluding summer conferences and generated income for housing and food service. (Next fall an update on the income generated and the number attending these conferences will be presented to the Board.)
- Marketing and Communications began a Columbia marketing initiative to increase awareness of CCU in the target audiences of business and governmental leadership.

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- Major publications included the CCU Magazine, which was published and distributed in the fall and spring to approximately 15,000 individuals and the President's Annual Report, which was distributed to approximately 4,500 individuals.
- Last year over 1,250 news releases, public service announcements, media invitations/pitches were distributed.

Division of Student Affairs

- Services for Students with Disabilities provided counseling services to 232 students, of whom a record 182 were registered with the service.
- Women's Advocacy Center served a record number (1,006) students, faculty, and staff in 1999-2000.
- The Office of Alcohol and Drug Services served over 500 students in a record 25 programs and 14 alcohol education groups in the last year.
- The Office of Career Services provided a record 4,502 student and employer contacts in 1999-2000, in which a record 1,623 full time (+62 percent) and 917 part-time (+84 percent) jobs and 36 internships (+58 percent) were processed.
- Campus Recreation in 1999-2000: +45 percent increase in student facility usage; 203 percent increase in Intramural Sport participation, 34 percent increase in aerobics, and 73 percent increase in weight room.
- The Student Affairs Division and the Office of Residence Life successfully completed a 1999-2000 Residence Hall Naming Project that included installation of signage and new campus maps.

Division of Athletics

- The dedication of the Charles Watson baseball field took place in the Spring of 2000. The stadium was dedicated, and a monument was constructed.
- Three new endowed scholarships for athletes were installed this year.
- Coastal coaches honored as Big South Coaches of the Year include: Alan Connie in Women's Indoor and Outdoor Track, Jim Koster in Men's Outdoor Track, Donald Clement in Women's Golf, Jody Davis in Women's Tennis, Pete Strickland in Men's Basketball, and Jess Dannelly for Co-Coach of the Year for Softball.
- Close to \$30,000 was raised at the annual CINO auction for athletic scholarships.
- The men's golf team advanced to the NCAA regional tournament, and the Lady Chanticleer Softball team went to the NCAA tournament for the second time.
- Improvements in the gymnasium included resurfacing the floor, lights, and video platform, allowing Coastal to televise the home games with ESPN quality.
- A former baseball player has donated \$325,000 to refurbish the dugouts and build locker rooms at the baseball field.

The Horry County Legislative Delegation was very helpful during the legislator's budget process, particularly Representative Mark Kelley and Senator Luke Rankin. In the end, Coastal received \$4 million for the athletic complex, \$200,000 for improvements to the Atlantic Center, and \$75,000 for art accreditation.

Dr. Ingle stated that Coastal's top priority continues to be \$30 million for the Science Building. There was not enough in this year's mini-bond bill for a project of this size.

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After Coastal's Administrative retreat, Dr. Ingle compiled a working document listing strategic themes. These strategic themes also shape the SACS self-study, which will be completed next year. Mr. DuBard suggested reviewing these strategies in depth at the next Board retreat, affording the opportunity to make adjustments to the goals and objectives and implementation.

A copy of *Strategic Themes for the Strategic Plan 2000* was distributed and reviewed.

Dr. Ingle reported that Governor Hodges had asked him to serve another four-year term on the SREB.

The top male and female scholar-athletes in the Big South Conference were Coastal students.

Mr. Brown asked if any classes were taught on campus to help local teachers to speak Spanish to Spanish-speaking students. Dr. Ingle responded that there were none at the present time, although Extended Learning offers a class for employers to converse with employees in Spanish.

Mr. Stan Godshall presented a update of construction projects: the residence hall – July 2000 completion, a month earlier than anticipated; the humanities building – Summer 2001; welcome center – January 2001; and medical facility – Fall 2000. He reviewed the drawings for the Athletic Complex. Improvements for the Atlantic Center will include a new roof and other enhancements. The increase in student weight room usage resulted in the conversion of some of the racquetball courts to weight rooms. The baseball field will have new sod by Fall 2000.

Mr. Hudson asked if the football field would be turned in a different direction. Mr. Godshall stated that the field would be turned to the traditional north-south for football and added that turning the field will give extra seating capacity.

Dr. Smith asked what percent of the athletic facility would be used for football. Mr. Godshall responded about 25 percent. Dr. Ingle added that the complex includes a conference area with a 250 seating capacity for a sit-down dinner, the only such facility in the area.

Mr. DuBard complimented Mr. Godshall and the facilities staff for Coastal's beautiful grounds.

Mr. Hudson added that it is exciting to be out in the community and hear of the positive things happening on campus.

IV. Campus Report

Ms. Anne Monk presented a report on the Columbia ad campaign, "Awareness Initiative Expansion 2000-2001."

The initiative comprised 16 scheduled insertions of seven advertisements with a common theme of quality/premier undergraduate education placed in *The State* newspaper beginning October 15, 1999 and concluding May 25, 2000.

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The initiative highlights included:

- Increased visibility for CCU in the Columbia media market for total advertisement expenditure of \$19,360 in 16 issues of *The State* newspaper. Coastal advertisements were printed in more than 2 million newspapers and distributed statewide.
- Established direct mail contact between President Ingle and leadership of the state, including members of the General Assembly. A cover letter from Dr. Ingle introduced the campaign, stating that we are interested in their opinion and noted points of pride for Coastal. This group has not been approached in this manner in the past ten years.
- Established database of opinion leaders of the state, centered in Columbia.
- Established internal collaboration between Dr. Ingle, Marketing Communications, College of Business faculty and Wall Fellows, and offices of Institutional Effectiveness and Advancement.

A random sampling survey of 154 opinion leaders was conducted prior to the campaign and another random sampling of the group was conducted after the campaign. The initiative increased Coastal's visibility, whether it was from these ads, direct mail, or other happenings at Coastal.

The highlights of the survey included:

- Nine questions derived from advertising messages relating to strategic theme of premier undergraduate education.
- More than 75 percent of the identified opinion leaders of the state know that CCU is an independent public university.
- More than half of the opinion leaders of the state have never heard of accreditation for schools of education from NCATE.
- Approximately 50 percent of the opinion leaders of the state have heard of accreditation by AACSB-The International Association for Management Education, and approximately 40 percent of the group properly identified Coastal as having earned the accreditation.
- In the pre-campaign survey, 70 percent of the respondents said they have heard of Coastal's Marine Science degree program.
- Awareness of Coastal's Resort Tourism Program doubled from the pre-campaign survey to the post-campaign survey.

A 2000-2001 Awareness Campaign is being developed. This program will include identification of opinion leaders from Florence, Charleston and Greenville, and preparations are being made for an event in Florence with the help of Chairman DuBard and alumnus Tim Meacham. A visibility tour is planned for Dr. Ingle, including civic events, meetings with editorial boards, and alumni gatherings. The tag line on this initiative will change from "The Other Carolina" to "Premier Undergraduate Education" which is a visible and consistent marketing message for the University.

Dr. Oran Smith suggested sending information to hometown newspapers. Ms. Monk stated that Marketing Communications regularly sends out information to hometown newspapers citing students' achievements at Coastal.

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V. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Nothing to report.

Development & Alumni Affairs Committee

The updated Giving Report was included in the Board notebooks. Mr. Nagy noted that as of June 2, 2000, the Foundation's endowment balance was \$10,692,787 that includes \$1.7 million in new funds since the beginning of the year.

Dr. Richard Weldon, president of the Alumni Association, distributed a copy of the "Annual Report: Coastal Carolina University Alumni Association & Office of Alumni Affairs." The report gives data on the approximately 11,000 alumni membership. Copies of a several articles of special interest to alumni were included.

Planning & Fiscal Affairs Committee

Mr. Keith Smith noted the distribution of the final 2000-2001 budget books.

Student Affairs Committee

Dr. Squatriglia invited the Trustees to tour the new residence hall and health facilities. The cafeteria expansion will seat an additional 75 people, providing more opportunities for the students to remain on campus for celebratory events. Brochures distributed were: *Career Services*, *The Coastal Experience*, *Chanticleer Days*, and *2000-2001 Student Leadership*.

VI. Chairman's Report

Mr. DuBard asked if the Trustees were in agreement with the proposed Board dates for 2000-2001, and there were no comments. Ms. Harvin asked to have the date for the Board Retreat scheduled soon. Dr. Ingle replied that the administration is working on a date to have a retreat early in the fall to coincide with the SACS visit.

Ms. Harvin informed the Board of the SCCHE's plans to host the SC Conference in Trusteeship with the Boards of Trustees at Clemson University on September 6, 2000.

Mr. Williams agreed to serve on the Student Affairs Committee. As there is not a grounds committee, Mr. DuBard asked Mr. Lyles if he and his committee would act as the Student

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Affairs/Grounds Committee to help in the architectural decision-making process for the Athletic Complex. Mr. Lyles accepted the charge on behalf of his committee.

Mr. DuBard asked if anyone wanted to change from his or her present committee. Mr. Moore stated that in addition to serving on the Development & Alumni Affairs Committee, he would like to be added to the Planning & Fiscal Affairs Committee.

Chairman DuBard congratulated Dr. Ingle for a magnificent job in working with the legislators on Coastal's behalf to solicit next year's funding of \$4,275,000.

Mr. Lyles moved to have the Board write a thank you letter to the legislators expressing appreciation for their help in financing Coastal Carolina University projects. Mr. Parker seconded, and the motion passed.

VII. Unfinished Business

Nothing to report.

VIII. New Business

With the budgeting of \$4 million for the Athletic Complex, Mr. Brown asked what the plans were in regards to football. Dr. Ingle stated a press conference would be held in a short time with members of the Horry County Legislative Delegation. At that time a group of local physicians will announce a substantial contribution. The Football Advisory Committee, which is primarily to hire a football coach, will be reactivated at the appropriate time. Mr. Brown complimented Messrs. Nagy and Blank on a job well done.

IX. Executive Session

Dr. Smith moved to go into Executive Session to discuss personnel and contractual matters. Mr. Parker seconded.

Mr. DuBard stated that no action was taken during Executive Session.

Dr. Oran Smith moved to renew the McNair Law Firm, PA contract. Dr. Kane seconded. Because of personal conflicts, Messrs. Barnette and Hudson abstained from voting. The motion passed.

X. Nominating Committee Update

The Nominating Committee had met on June 2 to discuss officers for 2000-2001.

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Mr. Brown moved to retain the current slate of officers:

**Chair – Fred F. DuBard, Jr.
Vice Chair – Dean P. Hudson
Secretary – Clark B. Parker**

Mr. Keith Smith seconded, and the motion passed by acclamation.

XI. Adjournment

Ms. Powers moved to adjourn the meeting. Ms. Harvin seconded; the meeting adjourned.

Respectfully submitted,

Clark B. Parker
Clark B. Parker
Secretary