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Board of Trustees Minutes, October 6, 2000

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall, Sr. Building
Board of Trustees Room
9:00 a.m., Friday, October 6, 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. Daniel W. R. Moore, Sr.
Mr. Clark B. Parker
Ms. Juli Streater Powers
Mr. Keith S. Smith
Dr. Oran P. Smith
Mr. George L. Williams, Sr.

Board Members Not Present:

Mr. H. Franklin Burroughs
Mr. William L. Lyles, Jr.
Ms. Elaine W. Marks
Mr. Robert L. Rabon

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Dr. John P. Idoux
Mr. David Bredekamp
Ms. Debbie Conner
Dr. Edgar Dyer
Dr. Lynn Franken
Mr. Stan Godshall
Mr. Warren Koegel
Ms. Linda Lyerly
Ms. Anne Monk
Mr. Alan Nagy
Ms. Patricia Rohr
Ms. Charmaine Tomczyk
Dr. Les Whitley
Mr. David Woodley
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.)

I. Call to Order

Mr. DuBard called the meeting to order at 9:00 a.m., and Mr. Hudson offered an invocation. Roll call was taken.

The following were introduced to the Board: Dr. Les Whitley, the new chairman of the Faculty Senate, and Dr. Lynn Franken, the new Dean of the College of Humanities and Fine Arts who joined the university in July.

Mr. DuBard reported that Ms. Powers would join the meeting late, and Dr. Kane will be leaving early due to a business meeting in Columbia.

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II. Approval of Minutes

The minutes of June 23, 2000 were unanimously approved.

III. President's Report

Mr. Warren D. "Moose" Koegel, newly appointed Athletic Director, was introduced. Prior to joining the University of Tennessee at Chattanooga in 1998, Koegel served on the football coaching staffs at the University of Connecticut, Rutgers University and Wyoming University. Mr. Koegel played professionally for five years with the Oakland Raiders, the St. Louis Cardinals and the New York Jets, and started at Penn State University under legendary coach Joe Paterno. He is a 1971 graduate of Penn State. At UT Chattanooga his responsibilities included the budget, fund raising, and gender equity issues. He will be introduced to the community at a press conference following the Board meeting.

Mr. Koegel stated that he is delighted to become a part of Coastal and applauded the Board and the administration for the university's vision.

Mr. Godshall gave a progress report for the buildings on campus.

- new resident hall (350 new beds) and dining facility - opened on time and under budget
- welcome center - scheduled to open during the spring semester
- humanities building – scheduled to open fall 2001
- multipurpose athletic facility – architectural selection committee is active
- student health center – completed and open
- student center - renovations to be made in area where student health was located
- weight room in PE center – designed by in-house staff and completed for students

Due to budgeting constraints, the intent was to leave the second floor of the bookstore unfinished for a while; however, if it is completed at this time there will be a considerable savings of about \$75,000. The Coastal Educational Foundation, Inc. has agreed to advance funds to complete the work.

Dr. Pete Barr has resigned as Dean, E. Craig Wall, Sr. College of Business Administration effective December 8 to become a vice president with Burroughs & Chapin Company, Inc. Dr. Idoux will initiate the dean search procedure, and an interim dean will be named for the spring semester.

Dr. Ingle has again been elected to serve as the chair of the Council of Presidents for South Carolina universities and colleges. He hopes to highlight the positive efforts of South Carolina's public higher education by having "Public Higher Education Day" proclaimed in March by the House and Senate.

The first of the Golf Management Program students from Barcelona have arrived and are doing quite well.

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The African-American Association and Pi Kappa Phi successfully joined forces to raise over \$2,000 for the African-American monument for the State House grounds. They hosted a reception and Representative Cobb-Hunter attended. This was the first fundraiser for the memorial held on a college campus.

The *Amistad*, a replica of a slave schooner, is moving from Mystic Seaport to Florida. Coastal is in negotiations to sponsor a port visit at Georgetown for a couple of days. Captain Bill Pinkney is a dynamic speaker, and it is hoped that he will be the guest speaker for the Kimbel Lecturer Series.

Drs. Colleen Lohr and Sally Horner are moving forward with the SACS self-study. A mock self-study has been scheduled for October 16-17, prior to the official reaffirmation visit on February 26-28, 2001.

IV. Campus Report: Awareness Initiative - Florence

Ms. Anne Monk, Director of Marketing Communications, reported that the new Awareness Initiative – Florence began in October with the mailing of a letter jointly signed by Chairman DuBard and Dr. Ingle to approximately 200 opinion leaders in the Florence area. Eight new campaign ads will run concurrently in newspapers in the Florence area, Columbia, and **The Sun News** beginning October 13. They feature the academic schools on campus with a tag line of “Premier Undergraduate Education.” The ads were previewed.

The students have completed the pre-campaign telephone interview, talking to a good third of the sampling group and inquiring about their knowledge of Coastal Carolina University. At the completion of the new campaign, a post-campaign interview will be conducted to find out if their awareness has improved.

V. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Oran Smith reported that Ms. Marks was attending to business in the upstate and unable to attend the meeting.

In a continuing effort to fill out the full complement of a liberal arts university, the faculty, administration, and Academic Affairs Committee propose the addition of two additional baccalaureate degrees: Spanish and music.

Presently, there are no foreign language majors at Coastal. The Hispanic population of the country is growing five times faster than the general population, and there is a great demand for teachers of Spanish. Current faculty can cover the needs of this major.

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Upon recommendation from the Academic Affairs Committee, a motion was made by Dr. Oran Smith to approve a baccalaureate degree in Spanish. Mr. Parker seconded, and the motion passed.

Mr. Brown asked if there were any programs on campus to train English-speaking teachers to teach Spanish-speaking students. Dr. Idoux said there was not one at the present time.

Dr. Smith noted that student interest has driven a proposal for a degree in music. No new faculty resources will be needed immediately to cover the courses for this addition.

Also upon recommendation of the committee, Dr. Smith moved to add a baccalaureate degree in music to Coastal's curriculum. Dr. Holmes seconded, and the motion passed.

Dr. Idoux gave updates on additional proposed baccalaureate programs in various stages:

- *Middle Grades Education:* a new certification for middle grades education to be approved shortly by the State. Coastal's planning proposal has been approved by CHE.
- *Philosophy:* to fill out the program inventory. This program's particular emphasis will be on applied ethics.
- *Special Education:* Coastal will focus on learning disabilities which is particularly important to our region.

Two master's programs in education:

- *Arts in Teaching:* aimed towards certifying teachers who have not majored in education.
- *Educational Technology:* an area of interest in the K-12 sector. Gov. Hodges made this a focal point within his program.

This fall the Appalachian State Dean of Business will come to campus as a consultant to review the cooperative Winthrop MBA program. The desire is to move the program towards a real partnership as Coastal's faculty teaches 25 percent of the classes and more students are enrolled in the program here than at the Winthrop campus. This addition would require a new accreditation demand.

Dr. Dennis Wiseman, Dean of Education, has been appointed Associate Provost to work directly with Drs. Ingle and Idoux. Improving the quality of teaching in public schools is an institutional responsibility, and Dr. Wiseman will assist in setting an institutional agenda outlining the university's commitment to improve K-12 education in South Carolina and will be responsible for supervising Coastal's graduate program. Dr. Gilbert Hunt has been appointed Interim Dean of the College of Education.

Coastal has recently been invited to join The Renaissance Group, a consortium created to improve the education of teachers on member campuses and to facilitate efforts to reform teacher education nationally. This group partners well with Dr. Wiseman's new position. Drs. Idoux and Wiseman attended a Renaissance conference in September.

Mr. Brown wanted to know if Coastal was involved in furthering a national certification program for teachers. Dr. Idoux stated that this had been a focus topic for the Renaissance conference.

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Driven by performance funding, the accreditation of individual programs has taken a more prominent position in state universities. Coastal is expected to seek accreditation if a program offered on campus has a recognized national certifying agency. This has been accomplished for business and education.

Accreditation for art and computer science is being actively pursued, and grants from the State have been awarded for pursuing these accreditations. The art accreditation team will be on campus shortly. Computer science and theater accreditation is in the study stage.

Development & Alumni Affairs Committee

Mr. Nagy pointed out that endowment balances have increased \$3.6 million from April 1998 to June 2000.

Mr. Parker stated that there is an item for the Executive Session.

Planning & Fiscal Affairs Committee

Mr. Keith Smith stated that during the 1999-2000 budget year, about \$241,000 more revenue was taken in than spent.

The preliminary strategic plan has been endorsed by the Faculty Senate and was included in the Board information. A committee meeting will be held in December to review and make recommendations for the strategic plan at the full Board meeting in January.

Dr. Horner added that in this cycle of strategic planning each individual college has developed their own strategic plan with goals, objectives and action plans. A summary of their plans will be included.

Dr. Ingle encouraged everyone to review the charts and graphs included in the packets showing the growth of employees in the last ten years. He pointed out that the greatest increase was in the areas of technology, institutional advancement, and marketing with approximately 17 faculty and staff added each year.

Student Affairs Committee

There was no report. Mr. Lyles was in California and Dr. Squatriglia was representing Coastal at the inauguration of the chancellor at UNC Asheville.

VI. Chairman's Report

Mr. DuBard reported that Dr. Ingle, Dr. Horner, Mr. Godshall, Mr. Keith Smith, Ms. Harvin, Mr. Williams, Mr. Moore, and he had represented Coastal at the SCCHE Trustee's convention at the Madren Center in Clemson. This is the first of summits to be held every other year.

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Ms. Harvin noted that the intent of the convention was a desire for the SCCHE and higher education to work together as one voice. She feels that Dr. Ingle's initiative for the "Higher Education Day" is a good step towards this goal. Dr. Ingle is asking the Council of Presidents to endorse the SCCHE's request for the operational funds for higher education.

The Board Retreat has been scheduled for March 22-24, 2001 at the Madren Center conference facility. Everyone was in agreement to have the committee meetings on Saturday morning rather than having them the following week at Coastal.

Mr. DuBard pointed out that information for ordering trustee license tags for next year was in their packets, as well as Dr. Idoux's 1999-2000 Annual Report for Academic Affairs and Student Services memo to the faculty and the Summer 2000 Conference/Camp Revenue Report.

The Statistical Abstracts were available.

VII. Unfinished Business

Nothing to report.

VIII. New Business

Nothing to report.

IX. Executive Session

There were personnel matters to be discussed, and Mr. Parker moved to go into Executive Session. Dr. Oran Smith seconded, and the motion passed.

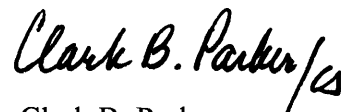
Mr. DuBard stated that no action was taken during Executive Session.

Upon the recommendation of the Development and Alumni Affairs Committee, Mr. Parker moved to name the College of Humanities and Fine Arts the "Thomas W. and Robin W. Edwards College of Humanities and Fine Arts" with the new building bearing the Edwards' name and the theater within the new building to be named the "Edwards Theater." Ms. Harvin seconded, and the motion passed by acclamation.

X. Adjournment

As there was no further business, the meeting was adjourned.

Respectfully submitted,



Clark B. Parker
Secretary