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Board of Trustees Minutes, January 12, 2001

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, January 12, 2001**

Presiding: Mr. Fred F. DuBard, Jr.

Board Members Present:

Mr. Robert D. Brown
Dr. Hal B. Holmes, Jr.
Mr. Dean P. Hudson
Mr. William L. Lyles, Jr.
Ms. Elaine W. Marks
Mr. Daniel W. R. Moore, Sr.
Ms. Juli Streater Powers
Mr. Robert L. Rabon
Mr. Keith S. Smith
Dr. Oran P. Smith
Mr. George L. Williams, Sr.

Board Members Not Present:

Mr. Payne H. Barnette, Jr.
Mr. H. Franklin Burroughs
Ms. Cathy B. Harvin
Dr. James F. Kane
Mr. Clark B. Parker

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Mr. David Bredekamp
Dr. Janis Chesson
Ms. Debbie Conner
Dr. Lynn Franken
Mr. Stan Godshall
Ms. Carrie Herrington
Dr. Gil Hunt
Mr. Warren Koegel
Dr. Colleen Lohr
Ms. Linda Lyerly
Ms. Anne T. Monk
Mr. Alan Nagy
Dr. Bob Nale
Ms. Pat Rohr
Ms. Charmaine Tomczyk
Dr. Judy Vogt
Dr. Richard N. Weldon
Dr. Dennis Wiseman
Mr. Billy Alford
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. Mr. Richard Greene of Time Warner Cable was in attendance.)

I. Call to Order

The chairman called the meeting to order at 9:00 a.m., and Mr. Hudson offered an invocation.

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Mr. DuBard asked everyone to remember the family of Dr. Cathcart Smith, a beloved member of the Coastal Carolina University family and Trustee Emeritus, who recently died.

Roll call was taken.

Mr. Billy Alford, president of the Coastal Educational Foundation, Inc. and a Coastal graduate, was invited to address the Board. He expressed appreciation to the Board of Trustees and the administration for their efforts in developing a great vision for the University. In view of Gov. Hodges' proposed 15 percent budget cut, Mr. Alford stated that the Foundation would be supportive in helping to keep the institution on track.

II. Approval of Minutes

Mr. Williams moved to approve the minutes of October 6, 2000, and Dr. Oran Smith seconded. The motion passed.

III. President's Report and Campus Report

The following were introduced: Dr. Bob Nale, Interim Dean of the Wall College of Business Administration; Dr. Colleen Lohr, Director of the SACS Self-Study; Mr. David Woodley, president of the Student Government Association; and Mr. Warren Koegel, Director of Athletics, who is now on campus full time.

In view of the proposed 15 percent budget cuts, next year will be a difficult budget year for Coastal. Policies are being implemented to carry over funds. Dr. Ingle has initiated a vacancy lag policy which states that no vacancy is filled until all annual leave is used and kept open an additional four weeks. Only Dr. Ingle will grant exceptions to the policy. Student employment will be evaluated. Priority will be given to students eligible for the work study program whose salary is paid through Federal funds. Dr. Idoux is reviewing the financial impact of future academic programs as to whether or not to defer their implementation. Suggestions from the Faculty Senate Budget Committee have been requested. Out of necessity, the tuition increase will be greater than expected. Other fees charged for noncredit programs and facilities used by off-campus groups may be increased. If necessary, the Foundation will be asked for assistance.

Dr. Ingle stated that there are two things which he will not do: stop the momentum that the institution has established nor impose across-the-board budget cuts.

Coastal's budget hearing is scheduled for January 24 with the House Ways and Means Committee which is chaired by Representative Tom Keegan.

Ms. Pat Rohr reported a small increase in Fall 2000 headcount FTE. From preliminary data, the difference between Spring 2000 and Spring 2001 registration shows an increase of three percent in headcount and four percent FTE. The exciting news, as a result of Dr. Judy Vogt and the Admissions staff's work, is that applications for admissions are up well over this time last year by 30 percent and acceptances up 38 percent.

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Retention for Fall 2000 was the highest in the history of the institution, 68.9 percent. In 1996 retention was a little over 61 percent. The national average and South Carolina's average is 71-72 percent. Coastal's retention goal is to reach the national average. Fall 2000 had an exceptionally high number of students exceeding the 2.0 GPA and 3.0 GPA; however, there were a greater number of withdrawals of freshman than in Fall 1999. When communicating with withdrawing students, they noted that they were withdrawing because of family sickness, personal reasons, or finances—nothing the institution could have intervened in. As a result, Freshman retention is down two percent for Spring 2001 over Fall 1999-Spring 2000.

Retention rates for undeclared majors have exceeded the institutional average, as a result of the peer and faculty mentoring programs and the freshman success seminar that is required for undeclared majors. For Fall 1999 to Fall 2000 undeclared majors were retained at a rate of 70 percent. The provisional student program, UIAP, has a retention rate just less than one percent below the institutional average. Their academic success has been excellent.

Ms. Rohr relates Coastal's low retention to its history. In South Carolina, Coastal is not as old or as recognized as an equal institution to its competitors--USC, the College of Charleston or Winthrop. We are still a very young institution.

Dr. Judy Vogt reported that the increase for in-state and out-of-state applicants has been equal, about 34 percent. Major initiatives in March will involve counselor receptions and hotel programs where students and parents are invited to learn about Coastal. In-state cities visited this year included Greenville, Rock Hill and Columbia. Next year other areas of South Carolina will be canvassed. Counselors travel eight weeks in different primary states each year. In April, the Admission recruiters will be going to national fairs in Boston, Syracuse, New Jersey, and Pittsburgh. Additionally, major cities were visited in the fall.

Two exhibit tables were set up in the anteroom displaying information given out at the fairs, as well as follow-up materials mailed to interested applicants.

Ms. Rohr reported that the deans recommended giving each prospective student an e-mail account, after they have been accepted to the institution and have paid the \$100 admissions deposit. The deans, and students within the applicant's major and Admissions, can correspond directly with perspective students prior to their arriving on campus.

Additionally, a 35 minute pre-orientation course will be available on Coastal's website prior to attending the regular summer orientation. Interactive questions will serve to acclimate perspective students academically and socially to university life. The course will be personalized for each major. The on-line target date is Spring 2002.

The bookstore has been outsourced to Follett and this will provide faculty and staff with better customer service and trade goods. The new bookstore will open this summer.

A contract has been signed with the architect designing the new athletic facility.

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The City of Conway has commissioned a civic center feasibility study for the City of Conway. If such a facility is needed and financially viable, Coastal hopes that it will be located near campus. Although Coastal would not be in the management of the operations, Dr. Ingle anticipates Coastal will be a primary occupant of the building for basketball, graduation, offices, and other campus operations.

The search is on-going for a Dean for the College of Business with Dr. Linda Henderson chairing the screening committee. There are currently 52 applicants. Interviewing should begin by mid-February.

Dr. Ingle pointed out the *Report on Integrating Research and Education*, which is a result of the National Science Foundation grant. It was designed on-campus by Communications and will be distributed all over the country.

The Legislative Delegation breakfast will be held on January 24 at the Capital City Club at 8:00 a.m. in Columbia.

Dr. Ingle serves as chair of the Council of Presidents. In conjunction with the legislature, "Public Higher Education Day" has been planned for March 14. Members of the Board of Trustees are invited to attend.

After the **1999-2001 Self Study for Reaffirmation of Accreditation of the Southern Association of Colleges and Schools (SACS)** was distributed to everyone, Dr. Ingle reported on the institution-wide SACS Self-Study Process. This process is taken very seriously.

Every ten years an institution goes through an intense, voluntary reaffirmation of accreditation and self-study process. Our accreditation is from the Southern Association of Colleges and Schools which is composed of the Commission on Colleges, and the Commission on Elementary, Middle, and Secondary Schools, encompassing 11 southern states. The Commission on Colleges governing board has 77 commissioners, and Dr. Ingle currently serves on this commission. In addition to the reaffirmation of accreditation, campus visits are also required for other types of substantive changes, i.e., adding master's degree programs.

The purposes of this reaffirmation of accreditation process are to improve the qualities and services at the institution, to assure the public that the university meets established standards, and is a factor in eligibility for Federal funding.

Coastal's Faculty Senate Committee on Long Range Planning became the Self-Study Steering Committee. The Chair is Dr. Sally M. Horner and the Self-Study Director is Dr. Colleen A. Lohr. Dr. Ingle commended Dr. Lohr on the outstanding job of directing the self-study process. Additionally, eleven principal committees with committee chairs were established.

The accreditation process includes: identifying strengths, weaknesses, opportunities, and threats; sharpening the university's focus on its purpose; reviewing programs, resources, and goals as they link to purpose; defining strategies for future development; and assessing compliance with the *Criteria*.

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The criteria to be reviewed in February will include: the mission statement; an ongoing process of planning and evaluation which uses the results of the evaluation to improve programs and services; an academic program with substantial component of general education core; appropriately qualified faculty; sufficient learning resources (library and technology); and a financial base which is stable and sufficient to support all of the institution's programs. All the criteria must be met.

The self-study process included: the statement of purpose and goals of the self-study process; data and supporting documentation collected from committees; submitting first draft to the Steering Committee; and response from appropriate units to areas of possible non-compliance.

Institutional Effectiveness is an important part of the accreditation process. How effective are we? How do we assess our programs? All education programs and distance learning programs, both graduate and undergraduate are reviewed. A consultant was contracted to review the institutional effectiveness practices and suggestions were incorporated as appropriate.

The self-study report was edited and in October 2000 the University invited experienced peer reviewers to act as a "mock" review team. Comments and suggestions from the mock team were also incorporated into the document. The final draft was completed in December, printed in January, and has been mailed to the Peer Review Visiting Committee.

This committee will: evaluate the adequacy of the self-study process and document; assess compliance with all of the *Criteria*; write recommendations which must be addressed where non-compliance is evident; provide consultative assistance through suggestions; and prepare a written report of these findings.

A draft report of the committee's findings will be forwarded to Coastal to review for content errors. The final report is then given to the University to address all recommendations. Coastal's written response is due within five months of the visit, describing the actions taken to bring us into compliance with specific criteria.

The Commission on Colleges' Committee on Criteria and Reports examines the report of the Visiting Committee, the institution's response to the report, and the Visiting Committee's Chair's assessment of the response. The Executive Council of the Commission then reviews the reports. The final decision resides with a vote of all 77 members. The Executive Director notifies the university of the Commission's decision and indicates whether additional actions are required.

The Peer Review Team will be on campus February 25-28 and have asked to interview members of the Board after the dinner on Sunday night. Mr. DuBard encouraged all the Trustees to attend, if possible. Their attendance will reflect the involvement of the Trustees.

Dr. Horner added that an institutional follow-up document, *Response to SACS Self-Study*, would be shortly produced to review internal recommendations and suggestions.

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Dr. Holmes made note of the huge report and asked if the end result was beneficial to the University. Dr. Ingle replied that the process to complete the document is critical as it involves hundreds of people, and that it is not only helpful but also essential. The way the process is structured, there are checks and balances.

A 30-second commercial for Coastal was produced for viewing when homecoming and other Big South games are aired on national TV. The video will also be used for other promotional purposes and on Coastal's web site.

The Governor's budget includes \$4 million for architectural and engineering for the Smith Science Building.

The Campus Master Plan, Strategic Plan, and Fact Book were included in the Board packets.

Trustees were invited to attend the Martin Luther King Peace Circle in the Wheelwright Auditorium at 12:30 p.m.

III. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Ms. Marks stated that a committee meeting was held in December.

Mr. Marks moved, at the recommendation of the Academic Affairs Committee, to accept the proposal to the South Carolina Commission on Higher Education to establish a Middle Grades Education major within a Bachelor of Arts degree. Dr. Holmes seconded, and the motion carried.

Coastal will be the first University in South Carolina to offer this certification for the middle grades.

Mr. Rabon wanted to know if additional staff would be required for this degree. Dr. Wiseman stated that it would primarily encompass reassignment of instructors, as enrollment requires.

Development & Alumni Affairs Committee

Mr. Nagy introduced Ms. Carrie Herrington, the new Director of Alumni Affairs. Ms. Herrington expressed appreciation for the opportunity to work in alumni affairs. Her focus will be on strengthening the ties with current students and ensuring a good campus experience.

The giving report and endowment balances were included in the packet. The committee had an item for Executive Session.

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Mr. DuBard asked the Trustees to review the proposed policy on naming opportunities and be prepared to discuss it at the Board Retreat.

Planning & Fiscal Affairs Committee

Mr. Keith Smith stated that a meeting was held in December at which time, Mr. Bud Addison of Cherry, Bekaert and Holland reviewed the 1999-2000 audit which did not result in a management letter. At the end of the 1999-2000 year, there was a \$50,000 increase in the current funds. All Trustees should have received the report from the State Auditor's office, as well as an athletic report.

A current budget update was included in the packets.

At the recommendation of the Planning & Fiscal Affairs Committee, Mr. Smith moved to adopt the "Fall 2000 Strategic Plan: Building a Premier University." Dr. Holmes seconded, and the motion carried.

Dr. Oran Smith reported that the Academic Affairs Committee had also reviewed the strategic plan which is two-thirds academic. The committee was pleased with the plan and the standards set for the University.

A memo "Response to Request: 2001-2002 Reduction Assessment" was included in the Board packets.

Student Affairs Committee

Dr. Ingle stated that the goal is still 2003 for football and fundraising efforts would get back on track now that Mr. Koegel is on campus. He is working directly with the architect to design the athletic facility. Athletics will also be affected by the budget cuts.

Dr. Ingle stated that Dr. Squatriglia and Mr. Lyles have suggested inviting students to meet with the Student Affairs Committee to discuss issues and campus student life during committee meetings.

IV. Chairman's Report

Mr. DuBard pointed out the following items in the packets: 2000 Per Diem Reports for income tax purposes and the State Ethics Commission memo that needs a response by April 15, 2001.

Upcoming calendar items included: January 24 - Legislative Breakfast, February 25 - SACS Team Visit Dinner, March 9 - Warren Koegel Community Reception, March 14 - Public Higher Education Day, March 24-26 - Board Retreat at the Madren Center in Clemson; and April 6 - Wheelwright Gala.

He expressed appreciation to the Ingles for the previous evening's Board reception.

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Dr. Ingle pointed out a state regulation Proviso which states *no agency, department, or entity of state government shall provide the general assembly with hard copies of a publication whether or not the publication, report, or other document is required to be furnished to the General Assembly by law.* He will ask for further clarification.

Mr. DuBard met with Mr. Van Newman, Ms. Anne Monk and Dr. Ingle to discuss the development of a new, concise mission statement of 20-30 words, as well as a vision for the University. He is very impressed with the diversified vision of the faculty and staff. There will be further discussion of the mission statement at the Board Retreat.

V. Unfinished Business

Nothing to report.

VI. New Business

Nothing to report.

VII. Executive Session

Ms. Powers moved to go into Executive Session; Mr. Rabon seconded; and the motion passed.

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

Dr. Oran Smith moved to accept the recommendation of the Development & Alumni Affairs Committee to name the following as a result of significant support to Coastal Carolina University: the H. Dale Williams Center for Extended Learning, and the Rebecca Randall Bryan Art Gallery. Mr. Williams seconded, and the motion passed by acclamation.

VIII. Adjournment

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

Respectfully submitted,


Chyrel Stalvey for
Clark B. Parker