

6-22-2001

Board of Trustees Minutes, June 22, 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, June 22, 2001

Presiding: Mr. Fred F. DuBard, Jr.

Board Members Present:

Mr. Payne H. Barnette, Jr.
Mr. Robert D. Brown
Mr. H. Franklin Burroughs
Ms. Cathy Brand Harvin
Dr. Hal B. Holmes, Jr.
Mr. Dean P. Hudson
Mr. William L. Lyles, Jr.
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:

Dr. James F. Kane
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
Dr. Janis Chesson
Ms. Debbie Conner
Dr. Edgar L. Dyer
Dr. Lynn Franken
Mr. Stan Godshall
Mr. Warren Koegel
Ms. Linda Lyerly
Ms. Anne T. Monk
Mr. Alan Nagy
Dr. Richard N. Weldon
Dr. Dennis Wiseman
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. Ms. Mary Kathryn Craft of the **Sun News** was in attendance.)

I. Call to Order

The chairman called the meeting to order at 9:05 a.m. and stated that Dr. Kane would not be attendance. Mr. Hudson offered an invocation.

Roll call was taken.

Ms. Monk introduced Ms. Julie Berwanger who is the Van Newman Intern in Marketing and Communications.

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Dr. Ingle reported that Dr. Squatriglia was representing the University at a local event for the railroad; Mr. Billy Alford, president of the CEF, was also participating in the same event; and Mr. Dawsey had personal business to attend to.

Dr. Ingle reported that the Horry County Higher Education Commission (HCHEC) is in the process of buying property in the Atlantic Center from the county for the University. The 2001-2002 HCHEC budget was distributed.

Dr. Dyer, acting Executive Director of the Coastal Educational Foundation, Inc., reported on noteworthy items for Mr. Alford. The Foundation is in the process of negotiating the purchase of the Fowler farm property. McNair Law Firm has been retained by the Foundation to make an overall review of Foundation operations. The Foundation is in the process of computerizing their accounting system. Under the leadership of Mr. Grant Singleton, the committees of the Foundation are being reviewed. A Presidential Compensation Package ad hoc committee has been appointed. The Foundation is gathering information to sponsor a joint workshop for the Foundation and the Board of Trustees with a facilitator from the Association of Governing Boards.

A dual University of South Carolina-Coastal Carolina College and Coastal Carolina University diploma was presented to Ms. Powers.

Dr. Idoux has accepted a position with Tarleton State University. In recognition of his service to Coastal, Mr. DuBard, Mr. Parker, and Dr. Ingle presented him with a resolution from the Board of Trustees. Ms. Harvin, on behalf of the South Carolina House of Representatives, also presented a resolution to Dr. Idoux.

II. Approval of Minutes

Mr. Keith Smith moved to approve the minutes of May 4, 2001, and Dr. Oran Smith seconded. The motion passed.

III. President's Report

As is customary in the June Board meeting, Dr. Ingle reviewed Coastal's accomplishments for the 2000-2001 academic year and noted future endeavors.

One of the goals of the year was to make sure that Coastal's message was disseminated throughout the state and the nation.

A. Institutional Messages

- Premier undergraduate education
 - Tag line introduced in Awareness Initiatives in Columbia, Florence
 - Consistently used throughout university

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- A public, primarily undergraduate institution offering baccalaureate degrees in 40 fields of study, master's degrees in education
- Curriculum grounded in the traditional liberal arts and sciences
- Symbiotic relationships with community centered on programmatic development, unique partnerships
- Strategic Plan "Building a Premier University" is mission-based

B. An Expanding and Evolving University

- Southern Association of Colleges and Schools reaffirmation of accreditation
 - Process will be complete in December 2001
 - Outstanding report with only four recommendations, among the fewest ever given by a SACS reaffirmation committee
 - Two commendations, both citing broad institutional characteristics, which are testaments to the quality of the institution
 - Coastal's dedication to the SACS peer review process and commitment to participating in the activities and decisions of SACS's Commission on Colleges
 - Excellence of Coastal's ongoing and broad-based program of planning, assessment and institutional effectiveness.
- New Carnegie Classification of Institutions of Higher Education
 - Used by U.S. News and World Report's *America's Best Colleges*
 - Upon our request, restored our classification to Baccalaureate-Liberal Arts from Master's II
 - Baccalaureate-Liberal Arts are primarily undergraduate colleges with major emphasis on baccalaureate programs, and awarding at least half of their baccalaureate degrees in liberal arts fields
 - In South Carolina, we are the only public institution in this category with private institutions Erskine, Furman, Presbyterian and Wofford
 - Places us among elite private institutions in nation, including Amherst, Bowdoin, Colgate, Vassar, Oberlin, Bryn Mawr, Bucknell, Middlebury, Washington and Lee
- Positioning for Malcom Baldrige National Quality Award
 - With Datatel, Coastal is co-sponsoring a conference—Carolina Conference on Quality—this fall to heighten awareness and use of quality principles improving organization, state agencies and institutions of higher education

C. University Goals

- Enrollment growth from 4,600 to approximately 6,000 students
- One-third of students housed on-campus (now 1,200 on-campus)
- Increase academic preparation
 - SAT I scores of entering freshmen above the national average
 - Continue addressing admissions requirements
 - Program accreditation earned for Business, Education, Art; Computer Science in early stages of accreditation process
 - Continue to increase retention and graduation rates
- Increase success opportunities for student
 - Continue to improve freshman success seminars

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- Provide increased opportunities for student internships and study abroad
- Expand academic outreach programs
 - Meet needs of non-traditional students, retirement population
 - Myrtle Beach Presence: Coastal Carolina University Higher Education Center at Myrtle Square Mall; Small Business Development Center; Burroughs and Chapin summer project; and Fall courses for business, BAIS
 - Georgetown County Higher Education Center with HGTC
- Increase degree programs, availability
 - Current cooperative programs: Clemson – Ph.D. Education, B.S. Engineering; USC Columbia – PMBA; Winthrop – MBA; and MUSC at Francis Marion – Nursing
 - Develop Coastal's own graduate programs: Master of Arts in Teaching (possibly 2002); Master of Education in Educational Technology (possible 2002); Master of Environmental Sciences; and MBA
 - Develop new baccalaureate degree programs: B.A. in Special Education; B.S. in Physics; and B.S. in Information Systems
- Foster strong ties with our community, other institutions
 - Conway Civic Center here on campus
 - Clemson/FFA/Waites Island
 - Engineering - Clemson, Nursing - MUSC at Francis Marion
- Increase global partnerships with other institutions
 - Now with Spain, India, Japan, Germany, Sweden, England, Australia, Austria
 - Develop International Tourism degree; Barcelona, Germany
- K-12 commitment
 - Horry County Alliance
 - Summer programs: AP Institute, Arts Institute (for gifted and talented)
 - Critical Needs Certification Program

D. Maintain Institutional Momentum

- Idoux departure, national search to begin in early fall
- E. Craig Wall Sr. College of Business Administration
 - Preparation: Coastal students exceed the national average for standardized exit exam required of all seniors graduating in business and exceed 68 percent of all schools tested
 - Professional Golf Management, Resort Tourism, and International Resort Tourism
 - AACSB accreditation
 - National search for dean to begin in early fall
 - Center for Economic and Community Development
 - *Mission:* To provide services to local organizations to assist with the economic growth of the county and the region through planning and decision support, technical assistance and applied research, and educational programs including the annual Coastal Economic Conference
 - Provides feasibility studies, data compilation, demographic analysis for health providers, social services, state's \$14.3 billion per year tourism industry, business and economic development

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- North Eastern Strategic Alliance (NESAs) housed in the Wall Building
- College of Education
 - Critical Needs Certification Program: Since 1994 Coastal has been a provider of this program at Coastal: 36 in program in 1994; 428 in 2000; 1,153 teachers since 1994
 - Partnerships with public schools
 - NCATE accreditation
 - Center for Study of Standards-Based Educational Reform housed at Coastal
 - Center for Education and Community
 - Mission:* To support the development of students in the College of Education and to strengthen the community through education programming in areas such as teaching, parent and family life, diversity, community collaboration and intergenerational leadership
 - America Reads
 - \$900,000 NSF grant for Jump for the Sun to encourage girls, women in science and math
 - Calling All Colors, to develop diversity and harmony has received international acclaim
 - Parenting programs
 - Hispanic Task Force
 - Community Coalition of Horry County
- Thomas W. and Robin W. Edwards College of Humanities and Fine Arts
 - Humanities building to be complete for fall 2001 classes. Dedication Friday, September 21, 2001
 - Accreditation by National Association of Schools of Art and Design
 - New degree programs approved in Spanish and Music
 - New degree program in Philosophy with emphasis on ethics in approval process
 - Waccamaw Center for Cultural and Historical Studies
 - Mission:* To conduct research and disseminate studies of Southern history and culture, with a special emphasis on the Waccamaw region of South Carolina and preserving the traditions of the area. Sandy Island is a treasure to be preserved.
 - Journal of Peter Horry, Roy Talbert
 - Festival in honor of Catherine Lewis, noted Horry County librarian
 - Director Charles Joyner, renowned author and historian
 - Walter Edgar, Spring 2001 commencement speaker and honorary degree recipient, and Sister Peterkin, honorary degree recipient, have strong ties to the university through Charles Joyner and center activities
- College of Natural and Applied Sciences
 - Science Center expansion is highest capital project priority
 - NSF grant for integrating research in education
 - Center for Marine and Wetland Studies
 - Mission:* To facilitate faculty and student research in the marine and wetlands environments of the coastal zone of South Carolina and develop significant technical expertise as a resource for the region

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- Waites Island
- Center has attracted nearly \$4 million in external funds since 1988
- Busiest, most visible center directed by Dr. Paul Gayes (NBC Nightly News called Wednesday June 20, 2001 to interview Dr. Gayes about beachfront renourishment issues)
- Division of Extended Learning and Public Services
 - H. Dale Williams Center for Extended Learning
 - Lifelong Learning Society
 - National Guard training site
 - SuperSonic Summer Programs
 - Locations for non-credit courses and programs: Coastal and seven other venues from Murrells Inlet to Little River
- Athletics
 - For the league record fifth time, Coastal has earned the Sasser Cup for best overall program in Big South Conference.
 - Three teams in NCAA Tournament in women's tennis, softball, baseball;
 - Two individuals in NCAA Championships--Amber Campbell, hammer throw; Rafael Vera, men's golf
 - Two First Team Academic All-Americans--Jeannne Lambert, volleyball; and Sarah Lockett, softball
 - Big South honors include 63 Coastal students named to All-Conference (ads from *The Sun News* in meeting packets)
 - Pitch to VMI for Big South membership
- Construction, future projects
 - 30 percent of campus space under construction or recently completed: Humanities and Fine Arts building; University hall/welcome center/bookstore; baseball clubhouse, softball dugouts; University Health Center with Conway Hospital; and residence hall, dining facility.
 - The University accommodates 1,200 students in 10 residence halls and full capacity for Fall 2001 is expected.
 - Science Center expansion is highest capital project need for university
 - Football stadium and athletic facility
 - Conway Civic Center
- Cultural and Performing Arts
 - The University offers the campus and the community a full calendar of cultural and performing arts events. Focus on increasing student attendance
 - 2000-2001 season attracted more than 9,000 people to performances
 - The Kimbel Distinguished Lecturer Series, which featured Archbishop Desmond Tutu in 1999 and Marlin Fitzwater in 2000, this year hosted Robert Neyland, the project manager for the Confederate submarine the H.L. Hunley, in March 2001. Neyland's lecture drew one of the largest crowds in the nearly 20-year history of the series.
 - In November 2001, Coastal will host the Freedom Schooner *Amistad* in Georgetown for at least a one-week stay. The focus of the visit is to educate public school students, Coastal students and the community about the *Amistad* story and the lessons we may learn from the *Amistad* revolt of 1839-1842.

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- More than 2,400 public students from area elementary, middle and high schools attended professional performances in Wheelwright Auditorium during the last year. University students and the public participate in master classes with visiting professional actors, dancers and musicians.
- The annual Wheelwright Gala raises funds to support an endowment for the arts programming of the university and for the purchase of Steinway pianos for performances and the Department of Music.
- Gifts
 - Endowment value since 1993 independence reflects an increase of 300 percent to more than \$12 million (as of May 31, 2001: \$12,054,877)
 - Total gifts and pledges for the current year total more than \$4.3 million, including \$1.8 million from the Rebecca Bryan estate, which represents the largest private gift in history of the institution
 - Total giving in dollars has increased 66.4 percent in the last year; number of donors has increased 17.4 percent in same period
 - Alumni giving in dollars has increased 190 percent in last year; average alumni gift is \$523
 - Average gift from friend of the university is \$2,552 (including the Bryan gift) (excluding the Bryan gift, the average gift from a friend is more than \$1,800)
 - Average gift from a parent is \$34

E. Conclusion

In what AASCU calls the “troubling paradox” facing public higher education, we are witnessing a college education becoming increasingly important as evidenced through rising numbers of students and recognition of the role of higher education in economic growth and community fitness, while state funding for higher education continues to erode. According to U.S. Department of Education figures, between 1989-1990 and 1998-1999, states’ shares of current fund revenues at public four-year colleges and universities decreased from 39.9 percent to 31.5 percent. Coastal Carolina University’s state appropriation as a percentage of total current fund revenue decreased from 45.3 percent to 26.8 percent during the same period. In South Carolina during the same period, the percentage of the state budget dedicated to higher education decreased from 16.2 percent to 15.4 percent.

It is our challenge, as leaders of our state’s higher education system, to remain positive as we seek creative and inspired ways of meeting the needs for student access, quality delivery and measures, and improved public engagement. Innovation and responsiveness, long the stalwart of the private sector, must be embraced by all of us in public higher education to realize the potential of Coastal Carolina and affect a better, stronger South Carolina.

This report does not include every milestone of the past year; however, it does provide an overview of the ways that Coastal Carolina is meeting the challenges of an unsettled budget climate and accomplishing the kinds of things that distinguish a premier university from the mediocre. I am proud that Coastal Carolina continues to respond to the needs of our students and our community, and I remain excited as we begin a fresh year to further tap the unlimited potential of our Coastal Carolina.

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III. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Ms. Elaine Marks, chair of the Academic Affairs Committee, is convalescing from illness and was teleconferenced into the meeting so that everyone could wish her well.

Dr. Smith moved to approve tenure for Dr. Jean-Louis Lassez. Ms. Harvin seconded, and the motion passed.

Dr. Ingle stated a reception was being held for Dr. Idoux on July 13. An invitation to the Board is forthcoming.

Development & Alumni Affairs Committee

The Giving Report and Endowment Balances, and a new Telefund Report were included in the meeting packets.

Mr. Nagy noted that although the total of alumni giving is down 11 percent, alumni's giving dollars had increased 190 percent through May, 2001. Next year's emphasis will be to increase alumni support. The 1954 Society will receive a lot of marketing to increase the average gift of alumni to \$54 and above.

Planning & Fiscal Affairs Committee

In spite of the recent reduction of \$133,000 in state appropriations for the current year, Coastal will end the year with a balanced budget in the "10" funds and with a surplus in total current funds.

Dr. Horner stated that while there remains the threat of mid-year reductions in appropriations for FY02, the budget as passed this week by the state legislature reflects a slight improvement of the House version. The expenditure budget as projected would still create a potential \$400,000 shortfall (instead of \$800,000), and we plan to transfer revenues in from auxiliary funds as needed to cover any shortfall.

Coastal has imposed drastic cuts of approximately 20 percent in non-salary items and significant reductions in the hours for temporary personnel and student workers. Additionally, a number of permanent positions have been left unfilled.

The enrollment projections indicated by admissions data and retention data are very favorable, allowing a relative high enrollment projection increase of 3.5 percent, which is still on the

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conservative side. Coastal's summer school enrollment, the paid deposits from new students, and the projected retention of returning students all appear to be very strong.

The result of all of these factors allow us to be confident that Coastal will attain a balanced budget without layoffs of personnel and with reasonable support of its ongoing programs. It will, however, be a lean year operationally.

Dr. Horner reviewed the "10" Funds Revenue Projections report.

Dr. Ingle stated that Coastal is a well-managed institution. It will be a tough year, but Coastal will not lose momentum.

Student Affairs Committee

Mr. DuBard wished Mr. Lyles a happy birthday.

Mr. Lyles pointed out the article featuring Mr. Koegel in the **Coastal Carolina University Magazine**, Spring 2001 issue included in the meeting packets.

Mr. Koegel proudly displayed the George F. "Buddy" Sasser Cup, which Coastal won by taking first place in the Big South Conference this year. A copy of the congratulatory ad in **The Sun News** was given to everyone. The ad also listed the accomplishments for the athletes.

The Spring 2001 Athletic Academic Fact Sheet reported that the overall teams (women, men and cheerleading) had a cumulative grade point average of 3.009.

Ms. Gina Markland, Assistant Director of Athletics and Senior Director Athletics and Senior Woman Administrator, will be Big South's League representative on the NCAA Management Council.

The search for a head football coach will officially begin this fall, and the intent is to hire a head coach in late November or early December, 2001. Plans are to recruit an initial freshmen class that would not be eligible to play any games in 2002. The football staff would then recruit a second class for fall 2003 when competition would begin.

Ruby Tuesday, a chain restaurant, has asked for Coastal paraphernalia to display. Mr. Weldon stated that the football helmet on display at Myrtle Square Mall has also peaked the interest of students and shoppers.

Mr. Koegel displayed the new design drawings for the Athletic complex.

V. Chairman's Report

Mr. DuBard asked everyone to inform the administration of any conflicts with the proposed meeting dates for 2001-2002: October 4-5, January 10-11, May 9-10, and June 20-21.

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Mr. George Williams moved to have the Board of Trustees prepare a resolution for the administration, faculty and staff in recognition of their accomplishment of the SACS reaffirmation visit. Mr. Lyles seconded, and the motion passed.

Ms. Conner noted that Founders' Day and the Ms. Rebecca Bryan Art Gallery Dedication will be held on September 20 with the Edwards Humanities Building dedication held on September 21.

VI. Unfinished Business

Nothing to report.

VII. New Business

Nothing to report.

VIII. Executive Session

Chairman DuBard stated that there were personnel matters to be discussed during Executive Session. No action was taken during Executive Session.

Dr. Smith moved to renew the McNair Law Firm, PA blanket order for 2001-2002. Mr. Parker seconded. The motion carried.

IX. Nominating Committee Report

Mr. Moore stated that the Nominating Committee had polled the Board of Trustees and met to propose a slate of officers for the coming year.

Mr. Moore asked the Board of Trustees to accept the recommendations of the Nominating Committee as follows:

**Chair – Clark B. Parker
Vice Chair – William L. Lyles, Jr.
Secretary – George L. Williams, Sr.**

Dr. Smith moved to close the nominations and accept the recommendations by acclamation. The motion passed.

X. Adjournment

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

Respectfully submitted,


Clark B. Parker