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Board of Trustees Minutes, October 5, 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, October 5, 2001

Presiding: Mr. Clark B. Parker

Board Members Present:

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

Dr. James F. Kane

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Mr. David Bredekamp
Ms. Debbie Conner
Dr. Edgar L. Dyer
Mr. Stanyarne R. Godshall
Ms. Carrie M. Herrington
Mr. John P. Hisker
Dr. Linda P. Hollandsworth
Dr. Gilbert H. Hunt
Mr. Warren D. Koegel
Dr. Richard Koesterer
Ms. Anne T. Monk
Mr. Brian C. Nunez
Ms. Jennifer E. Overholt
Mr. Jerry Rashid
Ms. Patricia W. Rohr
Dr. Robert W. Squatriglia
Dr. Richard N. Weldon
Dr. Dennis G. Wiseman
Ms. Nila S. Hutchinson
Ms. V. 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 9:00 a.m. and stated that Dr. Kane would not be in attendance. Mr. Williams offered an invocation and led a moment of silence for the September 11 disasters. A moment of silence was also offered in memory of Ms. Elaine Marks who passed away since the last meeting.

**Board of Trustees Meeting
October 5, 2001**

Mr. Hodge, an attorney from Spartanburg, was welcomed to the Board and is already active attending functions and committee meetings. Mr. Barnette added that Mr. Hodge was a “student” of Ms. Elaine Marks and will make a great asset to the Board.

The new Faculty Senate Chair, Dr. Richard Koesterer, was introduced. Some of the 2001-2002 Student Government Association officers were introduced by Dr. Squatriglia: President, Brian C. Nunez; Treasurer, Jennifer E. Overholt; and Director of Communications, John P. Hisker.

Roll call was taken.

II. Approval of Minutes

Mr. Rabon moved to approve the minutes of June 22, 2001, and Ms. Powers seconded. The motion passed.

III. President’s Report

Dr. Ingle reported a very successful Founders’ Day, Rebecca Bryan Art Gallery opening, and Edwards Humanities Building dedication. He expressed appreciation to Ms. Conner and staff for their outstanding work on these events. The local community members were impressed with the beauty and growth of the campus.

The first two weeks in November, the replica of the *Amistad* will dock in Georgetown. The theme of the visit is “Roots to Reconciliation” and an information sheet about the schooner was distributed, as well as newsletter articles, and a list of events. The entire community is excited about the visit. Coastal is receiving state, regional and national publicity from this event. *Amistad*’s Captain Bill Pinkney will be the guest speaker at the Kimbel Lecturer Series on November 13. Archbishop Desmond Tutu has written a prayer for the *Amistad*’s visit.

Ms. Conner reported that the kickoff event on November 4 is an ecumenical service at Bethel AME Church. Dr. Howard Jones, author of *Mutiny on the Amistad*, will be present. Six thousand school children are scheduled to visit the *Amistad*. Many community tour groups are also being booked, and it is estimated that about 37,000 people will visit. A lecture will also be given by Mr. Tom Feelings, author of *Middle Passage: White Ships, Black Cargo*. More than 400 people are involved in coordinating this event in Georgetown.

The Board will be invited to a special tour of the schooner on Saturday, November 3. More information will be forthcoming.

The campus rallied together following the September 11 disasters. Dr. Squatriglia wrote a letter to student leaders reminding them that they had a unique opportunity to help the campus community during this time of turmoil. In another letter, Mr. Kim Montague, Director of Residence Life, asked residence hall students to be tolerant, understanding and supportive of each other.

**Board of Trustees Meeting
October 5, 2001**

On September 14, students held a memorial service with more than 1,000 people in attendance. Fortunately, the annual welcoming dinner for international students was held on September 12. More than half of the 100+ students remained after the ceremony to reflect on their response to the American tragedy. Consistent with the wishes of Governor Hodges' "South Carolina Cares" project, students have raised \$5,000 to be donated to the Red Cross.

Three question and answer forums were held on campus with faculty members, students, and the public attending. A patriotic symphonic band concert, "Rally 'Round the Flag!" will be held on October 8 at 7:30 p.m. in the Wheelwright Auditorium, featuring guest narrator Ed Piotrowski. It will be free and open to the public.

Ms. Pat Rohr reported on the searches for Provost and Dean of the College of Business. A timeline for the Provost search was included in the Board packets. Academic Search Consultation Service, with Dr. Ted Lewis as consultant, has been contracted to provide assistance in the Provost search. In order to identify appropriate candidates for the institution, Dr. Lewis spent two days meeting with a diversified campus constituency developing a sense of the campus. The 15-member Provost Search Committee has approved an institutional profile. Dr. Denvy Bowman is the chair of the committee. Every college is represented on the Search Committee; Dr. Holmes represents the Board of Trustees and the Coastal Educational Foundation, Inc.

The ad for the search was distributed to everyone and will appear in the October 10 and 26 **Chronicle of Higher Education**. It will also appear in **Black Issues in Higher Education** and some list servs. Six hundred letters will be mailed to South Carolina college presidents, AASCU members, and other nationwide higher education organizations seeking nominations.

The initial screening of applicants will be on November 30, and the process will continue through December. Some time in late January, neutral site interviews will be conducted for 8-10 candidates to meet with the search committee. Three to four candidates will then be recommended to Dr. Ingle to bring to campus for 2-3 day interviews. The search committee, in consultation with Dr. Ingle, will make the selection of the Provost by early March.

The timeline for the Deans Search was developed in order to get input from the new Provost. The search will get underway on October 26 and ads will be in various business journals in mid-to-late November. Initial screening will be conducted in January and February with neutral site screening in March. It is hoped to name a Business Dean in April.

One concern of both the consultant and search committee is the salary for both positions. The College of Business's Board of Visitors is already working on way to increase the dean's salary, and Dr. Ingle will be working with the Foundation on the Provost salary.

Dr. Ingle reported that Coastal Carolina University and Datatel Corporation very successfully co-hosted the Carolina Conference on Quality. Coastal is taking a lead in the state by using the Baldrige Quality Criteria in an academic setting. State agencies and higher education staff were invited to the conference. It will probably be held again next year.

**Board of Trustees Meeting
October 5, 2001**

The 2001 Distinguished Teacher-Scholar lecture presented last evening by Dr. Sally Z. Hare was very dynamic. A copy of her lecture was distributed.

Dr. Ingle reported that the City of Conway has accepted the feasibility study for a Conway Civic Center and is reviewing it. At this time, they do not have an official position. Coastal's only direct involvement would be as a prime tenant for basketball games, training rooms, offices, and meeting rooms for athletic staff, as well as special events, convocations, and commencement. Coastal would not be involved in the center's management or ownership. The Foundation has tentatively agreed to allocate land for the civic center, but their final decision will not be made until all the information has been received. **The Conway Civic Center Feasibility Study** will be mailed to the entire Board for review.

There is a good possibility that state agencies, including colleges and universities, will face a mid-year budget cut. The 2001-2002 budget was built anticipating a reduction.

Tentative Fall 2001 enrollment looks very good; however, the final figures will not be available until the first of November. At the present, headcount enrollment is up six percent, with close to 5,000 students enrolled at Coastal; new freshman class headcount is up about 19 percent; mean SAT scores have increased 13 points from 1026 to 1039; and transfer enrollment is up six percent. For budget purposes, the most important statistic is the FTE enrollment. There appears to be an increase of 9-12 percent. The budget was built with a three percent budget increase. So, if there is a budget cut, it will not be as severe with this FTE increase.

A few years ago marketing studies, strategies and projections were conducted by Admissions, and it is beginning to pay off. Dr. Ingle credits Dr. Judy Vogt and the Admissions staff for this increase in enrollment.

On October 11, the South Carolina Commission on Higher Education will hold their quarterly meeting at Coastal in the Board Room. On the following day, Governor Hodges will be the keynote speaker at a Higher Education Summit in the Edwards Humanities Building.

Dr. Ingle informed the Board that a first-time Federal report would be released in regards to the national teacher's exam or PRAXIS II scores. Of the 31 schools in South Carolina, the article will show that Coastal is 30. He is concerned about the interpretation or misinterpretation that these scores will be given. Steps have already been taken to meet these issues.

Dr. Hunt, Dean of the College of Education, reported that Title II Legislation created a report of colleges who train teachers across the nation. The intent is to increase the quality of teaching in education, as well as to track students given loans to become teachers who do not get teaching certificates. A system of evaluating the success of producing teachers across the country was established in relationship to certain standards emphasizing PRAXIS II examination scores.

The point in time that an institution requires students to take the test is a major factor in determining passing scores. At some colleges all the tests have to be passed prior to receipt of a diploma. Coastal does not have this requirement, nor do some other colleges. As a result some students graduated from Coastal prior to successful completion of the national teacher's exam.

**Board of Trustees Meeting
October 5, 2001**

Those colleges that require their students to pass the test prior to graduation get 100 percent passing rate.

Another major factor in passing scores is that the higher the SAT scores, the higher the PRAXIS II scores. The average South Carolina institution reported a 90 percent passing rate on the PRAXIS II test. Coastal had a 78 percent passing rate.

Consultants and faculty have reviewed this and gone into action, because these statistics do not adequately portray the College of Education. Students will be required to pass the content area of the PRAXIS II prior to student teaching. The scores will then immediately approach 100 percent. Test taking skills will be honed and adjustments are being made to the curriculum. In order for students to receive necessary content, some courses will be offered sooner. The pedagogy part of the exam is not the immediate issue; it is the content.

Dr. Hunt stated that every effort would be made to maintain the diverse quality of the student body in the College of Education. He assured the Board that the students would have every opportunity to do well on the test; however, they will feel more test pressure.

Next year's report data is already available, and Coastal will have an improved passing rate. By the following year, with the discussed changes in place, the rate should approach 100 percent.

The Board was concerned with Coastal's rating and discussion followed.

Mr. DuBard asked for a percent of the students' passing of the PRAXIS exam. Dr. Hunt reported that 80 percent of the students are passing the first time. After successive attempts, the passing rate exceeds 90 percent.

Mr. Burroughs would have preferred that Coastal had been aware that this report was going to be made and corrections had been made prior to the reporting. Coastal produces fine teachers and has now missed an opportunity to show that.

Dr. Ingle stated that the reason he was requiring successful completion of the PRAXIS II prior to practice teaching, rather than graduation, is that it would be in the best interest of the student.

Mr. John Dawsey, Chair of the Horry County Higher Education Commission, could not be in attendance but wanted the Board to know that the Commission is moving ahead with the acquisition of the Atlantic Center property for the Center for Marine and Wetland Studies. Part of the project will include making almost a million dollars in improvements to the facility.

Dr. Dyer represented Mr. Billy Alford, President of the Foundation, who is on vacation. The Foundation has formed an ad hoc Committee on the Future with Mr. Grant Singleton serving as chair. There are also six subcommittees looking into basic reorganization issues, composition of the Foundation, investments, insurance, property inventory, new accounting system and issues relating to the Foundation's tax exempt status.

**Board of Trustees Meeting
October 5, 2001**

Negotiations continue for the 11-acre Fowler Farm tract involving price, environmental cleanup and treatment of wetlands.

The goal of the Foundation is to help make Waites Island the pristine wetlands research in the nation. An association is being formed with other owners on Waites Island to address common areas like roads and easement. Dr. Holmes is spearheading these efforts.

Part of Coastal's mission is to serve the Waccamaw Region and conduct research in indigenous areas of the community. Negotiations are underway to place Coastal at the center of historical, social and archeological research on Sandy Island. Dr. Ingle is in conversation with the Institute of Archeology in Columbia to make arrangements to place a part-time archeologist/professor on campus.

The Foundation has received the deed to Dr. and Mrs. Cathcart Smith's Murrells Inlet property. Currently, the Foundation is reviewing how to best use this asset.

Discussions are underway to propose quarterly meetings of individuals involved in fund raising with members from the Board, Foundation, Horry County Higher Education Commission, and staff. The Foundation wants to structure and position itself to raise more funds for Coastal and work closer with the Board in realizing the goals of the University.

IV. Campus Report: Freshman Success Seminar Program

Dr. Linda Hollandsworth, Director of Advisement and Retention, updated the Board on the success of the Freshman Success Seminar Program.

Two programs are offered to freshmen for academic credit: Student Success Seminar 111-112 (two semesters, 1-hour class for undeclared students) and University Success Seminar 110 (one semester, 3-hour credit for students admitted into the University Success Program [USP]).

The most important facet of the Student Success Seminar 111 is that students are paired with a faculty mentor/advisor who remains their advisor until they actually declare a major; the advisor is also the professor for the class. Student Success Seminar 112 is taught in the spring and focuses on career exploration and selection of vocation.

There is also a Student Success Seminar for science majors taught by the Dean of the College of Science that is taught each fall.

The University Success Program is taught in the fall and spring for students who are especially admitted who do not have the required SAT scores or high school core GPA; however, the Admissions Committee feels they will be successful students.

Mr. Burroughs feels that the faculty and staff are always very helpful when prospective students or their parents call the Trustees to help in getting into the University. In his experiences, there has always been an alternative given that is satisfactory for everyone.

**Board of Trustees Meeting
October 5, 2001**

Dr. Hollandsworth recognized that both courses provide transition between high school and college where time management, community building, and learning campus resources are focused.

Each year since the implementation of both of these programs, there has been an increase in the retention rates.

Retention Rates for First-Year Students

	1997-98	1998-99	1999-2000
All Freshmen	63.3% (830)	66.4% (859)	68.9% (758)
USP	58.9%	64.0%	67.6%
Undeclared	54.7%	60.7%	71.0%

Preliminary Retention Rates for 2000-2001 Cohort

	(1997-98 cohort)		
All Freshmen	67.7%	63.3%	+4.4%
USP	67.6%	58.9%	+8.7%
Undeclared	63.8%	54.7%	+9.1%

Undeclared students are typically the students lost during the first year because they do not have an academic home. At the end of the time that the faculty mentor/advisor has completed the course with the students, they always pair up with new advisors. The faculty makes the connections—makes phone calls and sets up appointments. Additionally, peer mentors have taken students over to appointments.

GPA's After One Year - 2000-2001 Cohort

	>2.0 GPA After 1 Year		>3.0 GPA After 1 Year		<2.0 GPA After 1 year	
		1997-98		1997-98		1997-98
All Freshmen	83.3%	75.4%	44.0%	31.3%	16.7%	24.6%
Undeclared	84.6%	78.4%	55.4%	28.0%	15.4%	21.6%
USP	79.0%	64.4%	27.7%	11.1%	21.0%	35.6%

Normally, the Office of Advisement and Retention sees everyone who leaves the University. Although time is spent talking with students, most have already made up their minds to leave. The students have enormous responsibility and problems. The top five reasons why students leave Coastal are medical (personal and family-related), financial, homesickness, transfer, and problems adjusting. Dr. Hollandsworth noted that there are fewer students who are transferring.

This year an Intervention Program has been initiated which involves faculty informing the Office of Advisement and Retention of students who have missed more than two classes. Peer mentors then go on a "Search and Rescue" effort, finding out why they are not attending. The office

**Board of Trustees Meeting
October 5, 2001**

notifies faculty of results. This has been very effective, and there is an idea of expanding the idea of intervention across disciplines.

Dr. Ingle commented that after studying retention data, the targeted group became the undeclared majors. They have had much success.

Dr. Hollandsworth was pleased to report that there has been an increase in retention since 1997 that included: all freshmen 4.4%; USP 8.1%; and undeclared 9.7%.

Every faculty member receives an advisor's handbook, and this was distributed to the Board. Although the book includes tips on talking with students about particular problems, the most used portion deals with the use of campus resources.

The textbook used this year was custom published for Coastal Carolina University. Dr. Hollandsworth and the Assistant Director of Advisement wrote the chapter introductions. This is a great resource for students.

She attributed much of the success to the 15 volunteer faculty mentors and the 15 peer mentors who are nominated by the faculty.

Although accomplishments have been made, Dr. Hollandsworth stated that there is still more work to be done.

V. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Oran Smith was elected as chair of the committee for 2001-2002. He reported that the committee had a couple of items requiring discussion in Executive Session.

Development & Alumni Affairs Committee

Mr. Dan Moore was elected chair of the committee for the coming year.

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

Mr. Moore stated that there was an item for discussion in Executive Session.

Ms. Carrie Herrington, Director of Alumni Affairs, reported that the Alumni Association has signed on with MBNA to have an Affinity Credit Card for Coastal Carolina University. This will give Coastal worldwide exposure with the use of its logo. Coastal receives \$1 for each card

**Board of Trustees Meeting
October 5, 2001**

issued. However, the Alumni Association can develop their own marketing materials, which has a special number to call and source ID code. When someone calls about a credit card using this information, \$40 is generated per inquiry. Additionally, .05 percent of the charges made on the card will produce revenue. The proceeds will go towards scholarships and alumni programming. This program will kick off the end of November. Alumni, parents and affiliations will be sent information; students will not be solicited. The contract with MBNA has been negotiated for three years, and after that it will be reevaluated to see how successful the program has been.

Coastal's alma mater has been recorded by the University Concert Choir and will be on the web site shortly.

The Board was invited to Family Weekend on October 19-21. A brochure was distributed and more information is also on Coastal's web site. An All-Class Reunion is scheduled for Saturday night with an American celebration theme.

This year special emphasis has been placed on encouraging members of the senior class to join the 1954 Society. As part of this year's annual fund drive, membership in the 1954 Society will be extended to alumni, faculty, and staff who contribute \$54 or more. Society members will receive a certificate, lapel pen, and window decal. The average giving is currently \$45 for alumni; hopefully, this will increase the alumni giving.

Area alumni contacts have expressed interest in having alumni events, including eight states and three cities in South Carolina.

Homecoming week will be February 4-9, 2002, with the basketball game on the 9th.

Planning & Fiscal Affairs Committee

Mr. Keith Smith was re-elected chair of the committee. He reported that the 2000-2001 audit has been completed, and the State Auditor would be sending it to the Board in a couple of months.

The revised 2001-2002 budget is \$35,675,000 and new budget books were distributed.

Dr. Ingle noted that Coastal relied heavily on part-time faculty with this year's student increase. Next year's budget will be affected by the hiring of full-time faculty.

Student Affairs Committee

Mr. Lyles was re-elected chair of the committee.

Mr. Koegel reported that sporting events were cancelled for the week of September 11 and resumed the following Monday.

In a news report for the Big South Conference, Coastal was acknowledged for leading the Big South Conference institutions with 53.7 percent of its 201 student-athletes on the Presidential

**Board of Trustees Meeting
October 5, 2001**

Honor Roll. To be named to the Presidential Honor Roll, student-athletes must maintain a grade point average of 3.0 (on a 4.0 scale) or better for the previous academic year.

Coastal alumni, Ms. Brooke Weisbrod, is currently playing professional basketball in Germany. She was Coastal's first woman basketball player to score over 1,000 points in her college career and a Wall Fellows student. She was named the Big South Conference's player of the year and the scholar-athlete of the year before being selected to represent South Carolina as one of 51 candidates for the national NCAA Woman of the Year award. Although she was not nominated as one of the ten finalists, Ms. Weisbrod and Mr. Koegel will attend a dinner in Indianapolis to recognize the winner and the entrants on October 21.

The CINO Club brochure was distributed, and Trustees were reminded that the CINO Club sponsors athletic scholarships.

The process of hiring a football coach has begun. An ad is being designed for national distribution at the end of the month. Interviewing will begin the end of November with the intent to hire and have a coach in place by the first of 2002.

A 3-dimensional architectural video of the proposed football facility was viewed. The cost of the facility is about \$11 million; the State has committed \$4 million. Football fundraising is now reaching out regionally and nationally. After the football coach is named, Dr. Ingle feels there will be a surge of interest and fundraising. Construction on the field will begin at the end of the soccer season.

Dr. Squatriglia's office and Career Counseling Center has moved into the Prince Building.

VI. Chairman's Report

Nothing to report.

VII. Unfinished Business

Nothing to report.

VIII. New Business

Nothing to report.

IX. Executive Session

Mr. Keith Smith moved to go into Executive Session to discuss personnel matters. No action was taken during Executive Session.

Dr. Oran Smith moved to grant an honorary degree to Mr. James P. Blanton, a former member of the South Carolina House of Representatives and Founder of Coastal Carolina University. Mr. Burroughs seconded, and the motion passed by acclamation.

**Board of Trustees Meeting
October 5, 2001**

Mr. James Smith has contributed \$50,000 to the Foundation in memory of his late wife, Allison Sloan Chandler Smith and desires that these funds be used to create a teaching and research laboratory for physical education, health promotion and teacher education with the University's College of Education.

Mr. Dan Moore moved to name the Allison Sloan Chandler Smith teaching and research laboratory. Mr. Burroughs seconded. The motion carried.

Mr. Lyles made a motion to accept the 2001-2002 Agency Head Planning Document and forward it to the Agency Head Salary Commission. All were in agreement.

X. Adjournment

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

Respectfully submitted,



George L. Williams, Sr.