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Board of Trustees Minutes, February 22, 2002

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, February 22, 2002

Presiding: Mr. Clark B. Parker

Board Members Present:

Mr. Payne H. Barnette, Jr.
Mr. Robert D. Brown
Mr. Fred F. DuBard, Jr.
Mr. Charles J. Hodge
Mr. Dean P. Hudson
Dr. James F. Kane
Mr. William L. Lyles, Jr.
Mr. Daniel W. R. Moore, Sr.
Mr. Keith S. Smith
Dr. Oran P. Smith
Mr. George L. Williams, Sr.

Board Members Not Present:

Ms. Cathy Brand Harvin
Dr. Hal B. Holmes, Jr.
Ms. Juli Streater Powers
Mr. Robert L. Rabon

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Dr. Peter Balsamo
Mr. David Bennett
Ms. Julie Berwanger
Mr. David Bredekamp
Mr. Kevin Brown
Mr. Ronald G. Chatham
Ms. Debbie Conner
Ms. Brenda Cox
Ms. Michele Dreiding
Dr. Edgar L. Dyer
Dr. Lynn Franken
Mr. Stanyarne R. Godshall
Mr. Warren D. Koegel
Ms. Linda P. Lyerly
Ms. Anne T. Monk
Mr. Alan L. Nagy
Mr. Jerry Rashid
Ms. Patricia W. Rohr
Dr. Robert W. Squatriglia
Ms. Charmaine B. Tomczyk
Mr. Curtis Walker
Dr. Richard N. Weldon
Dr. Judy W. Vogt
Dr. Dennis G. Wiseman
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.)

**Board of Trustees Meeting
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I. Call to Order

The chairman called the meeting to order at 9:00 a.m. Mr. Hudson offered an invocation in which he expressed appreciation for life of Mr. H. Franklin Burroughs and the vision that he had for the University.

Chairman Parker stated that the death of Mr. Franklin Burroughs has saddened the community and in particular the Board of Trustees. He was in contact with the family and expressed condolences from the Board. A thank you note from Ms. Carol Burroughs, widow of Franklin, was read which expressed appreciation for flowers and the kind words.

Ms. Monk introduced Ms. Julie Berwanger and Ms. Michele Dreiding, student interns in the Office of Marketing and Communications.

It was reported that Ms. Nila Hutchinson was ill and not in attendance. A thank-you card was read from her expressing appreciation for the flowers sent at the death of her father-in-law.

The trustees were encouraged to fill out and mail in the "State of Economic Interest" which is required by law.

Roll call was taken.

Dr. Eddie Dyer reported on the activities of the Coastal Educational Foundation, Inc. for Mr. Billy Alford.

- The Foundation is preparing to restructure itself for the purpose of raising more money for Coastal. The Committee of the Future's six subcommittees has almost concluded their work.
- The Foundation is in the process of a new accounting system which will interface with the University's and fold into this year's budget. This will help with tracking investments.
- A contract has been signed for the purchase of the Fowler Farm, which will add almost 11 acres to the campus. The final purchase price will be around \$1.7 million.
- The late Dr. Cathcart and Mrs. Nancy Smith have deeded their creek front cottage in Murrells Inlet to the Foundation. The Foundation is looking at ways to market the property.
- A consortium of Waities Island landowners is being put together to share the cost of repairs to the road and landscaping.
- Initial contact has been made with a company that purchases pristine environmental areas and then allows other entities to hold title to these areas. It looks promising that this company may consider purchasing the rest of Waites Island, with the Foundation holding the title to it.

II. Approval of Minutes

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Dr. Kane moved to approve the minutes of October 5, 2001, and Mr. Lyles seconded. The motion passed.

III. President's Report

Dr. Ingle reported that he has personnel and contractual issues for Executive Session.

Dr. Vogt reported a five percent enrollment increase for Spring 2002, due to both increased retention and new students. There is a 21 percent increase in applications for Fall 2002, as well as 33 percent increase in enrollment deposits. The two greatest market shifts were in South Carolina and Virginia with 56 percent increase in applications in these states. Of the 34 offers for high academic scholarships to Coastal, eight have already stated their plan to attend in the fall. She noted that there is lots of interest in football.

With these enrollment increases, Dr. Kane asked if class sizes would have to be increased. Dr. Horner reported that adjunct faculty were hired to cover the instructional needs for Fall 2001 and Spring 2002. With Fall 2001 experiencing a 19 percent in new freshmen and an overall increase in FTE of 9.4 percent, a number of temporary and part-time faculty members were increased in order to provide sufficient sections of classes. Searches are currently taking place which, if all positions are filled, will provide an increase of 16 full-time faculty. This represents only an 8.0 percent increase in full-time faculty for Fall 2002, to fill the need of last year's 9.4 percent increase in enrollment.

Dr. Kane wanted to know that if scholarships were granted to out-of-state students would they be given in-state tuition. Dr. Ingle responded that is so in most cases, but not always. This is a recruiting tool.

Mr. Koegel introduced Coach David Bennett and his football coaching staff: Messrs. Kevin Brown and Curtis Walker. (Mr. Jamie Snider was not in attendance as he had a house closing.) The football staff came to campus in January and immediately started traveling, recruiting in South Carolina and some in North Carolina.

Coach Bennett enthusiastically announced the first football game would be played on September 6, 2003, with Newberry College. Four of the top 50 football players in South Carolina were signed with Coastal on National Recruiting Day. These young men are top quality players. Even more importantly, they are young men of character and good students.

Mr. Brown congratulated Mr. Koegel, Coach Bennett, and the football staff on a fantastic job.

Mr. Godshall reported that the demolition of the current stadium would begin the first week of March. Advertising for the stadium construction bids will begin the first of April and construction should start in June. The stadium should be completed in about 12 months.

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With the actual and expected increase in students, a couple of opportunities for off-campus housing have been presented to Dr. Ingle. These concepts will be discussed in Executive Session.

Plans are to move the Coastal presence from Myrtle Square Mall, when it is demolished, to a site shared with the new Children's Museum on 38th Avenue North near Broadway at the Beach. Opportunities for class space are also being explored in the Litchfield/Pawleys Island area.

Mr. Parker wanted to know when this new building would be available. Dr. Ingle stated that Coastal's section should be ready by Fall 2003.

Mr. Charlie Thrash has been hired as the Director of the Professional Golf Management Program. He is retired Air Force Colonel, was the director of operations at Bay Tree golf complex, and has an MBA.

After surveying students and alumni, the mascot for the University will continue to be the Chanticleer.

Coastal has taken a leadership role in the North Eastern Strategic Alliance (NESA). Mr. Ron Chatham is the executive director, and his office is housed in the Wall Building.

Mr. Chatham stated that there are three very successful regional alliances in the state--Greenville-Spartanburg, Berkeley-Charleston-Dorchester, and Richland-Lexington. NESA was established to give representation to ten counties: Chesterfield, Clarendon, Darlington, Dillon, Florence, Georgetown, Horry, Marion, Marlboro, and Williamsburg. The Executive Committee includes Dr. Ingle, Mr. DuBard, Dr. Fred Carter, Mr. Billy Alford, Mr. Doug Wendell, Senator Hugh Leatherman, Mr. Doug Jennings, and Representative Mark Kelley.

NESA's mission is to promote the joint development of north eastern South Carolina through coordinated and planned sharing of resources directed toward addressing the common needs of the entire region. Specific areas of focus include the acquisition and maintenance of proper infrastructure, increased economic development, improved educational opportunities, and labor force preparedness, among others. Within the strategic alliance, this partnership embraces economic diversity yet recognizes the commonality of problems confronting the region.

When comparing NESA with other coalitions, the following demographic and economic characteristics are noted: greatest population; second greatest number of companies; second greatest number of gross sales; second greatest retail sales; second greatest available workforce; and second greatest workforce with high school diplomas. The flip side is that NESA has three times the average state unemployment rate and last in average household income.

There are 30 legislators in these ten counties who are very excited and committed to the joint resolution and enhancement of the overall quality of life for the people of the northeastern region of South Carolina, giving political voice in Columbia. They have worked together to introduce two bills to the Senate and the House to create incentives for the region.

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Dr. Ingle feels that NESAs will have tremendous impact on the region in the years to come; Coastal is very involved.

At Horry County School Board's meeting this week, Dr. Gerrita Postlewait, Superintendent of Horry County Schools, and Dr. Ingle announced the formation of a new program to be implemented in Fall 2003. Working with the school district, the top students in the high schools would come to Coastal in their junior year to take high schools classes. During their senior year, these students would blend into Coastal's Honors Program, taking classes with Coastal students. They could accumulate 1-1 ½ years of college credits at high school graduation. A cadre of top high school teachers will be located on campus to teach these high school students their junior year classes. During their senior year, college courses would be taught by Coastal faculty.

Coastal is participating in Baseball at the Beach on February 21-23 at Coastal Federal Field.

Coastal is getting more involved in the international arena and has signed agreements with Fachhochschule Bonn-Rhein-Sieg University of Applied Sciences in Rheinbach, Germany and Tokyo Denki University in Japan for Coastal students to attend these perspective universities and to welcome their students here.

Ms. Conner reported that the final report for the Amistad was included in the Board packets and expressed appreciation for their support of the event. Over 18,000 people visited the schooner, including 7,000 school children. Coastal is now the model site for the Amistad.

Mr. Williams congratulated the University for bringing the Amistad to Georgetown and for the racial dialogue which took place as a result of the visit.

IV. Campus Report: College of Continuing Studies

Dr. Peter Balsamo, Dean of the School of Continuing Studies, and Dr. Richard Weldon, Assistant Dean of Continuing Studies reported on the School of Continuing Education.

Dr. Balsamo noted that there are three components of the School of Continuing Education: credit programming, noncredit programming, and special projects. Credit programming includes bachelor's degree, the Bachelor of Arts Degree in Interdisciplinary Studies (BAIS), campus programs in Georgetown and Myrtle Square Mall, dual credit programs in high schools, and distance on-line learning. Special projects include the newly installed National Guard Distance Learning classroom and the newly established Center for the Study of Aging and Active Retirement.

Twenty-seven percent of the adult population in the United States have some college but do not have a bachelor's degree. The BAIS degree focuses on the working adult needing to complete a degree. Coastal has the largest campus-based program in the state with 160 students--75 percent from Horry and Georgetown counties. The average GPA is 3.19 compared to overall University average GPA of 2.89. From 1996 to 2001, there has been a 53 percent increase in enrollment.

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Mr. DuBard wanted to know the average age of the students in the BAIS degree. Dr. Balsamo stated that average age is 34 years old.

Through the use of Federal funds, the National Guard has installed a state-of-the-art video-conferencing classroom in the H. Dale Williams Center for Learning. There are thirteen National Guard locations around the state at other universities. CCU is the coastal area site. The National Guard uses the classroom for training and emergency purposes. With the use of the interactive television and cameras, face-to-face meetings, training sessions, depositions or presentations can be held with anyone, anywhere in the world. A proposal is being developed to deliver Web-based classes statewide to members of the South Carolina National Guard with the use of this conference facility.

Coastal is a leader in the United States in reaching out to the active retirement community. The new Center for the Study of Aging and Active Retirement is a joint effort of the College of Natural and Applied Sciences and the School of Continuing Studies to support faculty and student research related to gerontology and active retirement. A \$10,000 donation was received to advance this Center. Future plans include sponsoring professional development programs and seminars.

The "Step into the....SUN" brochure was distributed and described the activities throughout the campus, not just the School of Continuing Studies, which target active, older adults in the community—Lifelong Learning Society, Elderhostel, Renaissance Day, Gerontology Certificate, and the new Center for the Study of Aging and Active Retirement.

Dr. Weldon reported that the Myrtle Beach Higher Education Center is located in Myrtle Square Mall and has three classrooms. Regular core credit classes are scheduled in the evenings Monday-Thursday. This has worked well for the student who works in the Myrtle Beach area and will not have to travel to campus for classes. This semester there are ten courses with 200 enrolled in Business Management, BAIS, and general core subjects. Seventeen courses are scheduled in Myrtle Beach for summer school.

The Georgetown campus also offers 17 courses, which includes additional upper level classes to support the BAIS program and education courses in cooperation with the Georgetown School District for future teachers.

Last year a program for international students was started and this summer 60 international students will live on campus.

As a result of requests from non-business majors, an intense four-week class will be held during May Semester to introduce them to the world of business--economic systems, business organization, accounting, business language, basic financial analysis, managing organizations, marketing, and interviewing skills and resume preparation.

Interest has been expressed to offer English as a second language program to serve both international students and professionals. The Tokyo Denki University in Japan, who hosted a group of Coastal students in the fall semester, has articulated a desire for their students to

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group of Coastal students in the fall semester, has articulated a desire for their students to experience such a program, with on-campus housing at Coastal during the summer months. South American students have also shown interest in this program.

Beginning with the Spring 2002 semester, the University established a partnership with BlueCross BlueShield in Surfside to offer two courses onsite for employees interested in earning Coastal degrees, principally BAIS students and general core classes. There are 1,200 BlueCross BlueShield employees at this location.

Coastal is becoming a leader in the state offering distance learning classes for college credit. These Web-based distance learning courses are being designed to support Coastal's BAIS students and graduate degrees

V. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Smith reported that the committee would have items for Executive Session.

He referred to the "Academic Affairs Update" which was included in the Board packets and highlighted the following:

- Five new degree programs are in the development stages— M. S. in Coastal Marine and Wetland Studies, B.S. in Applied Physics, B.A. in Communication Studies, B. S. in Information Systems, and B. S. in Bioinformatics.
- A university committee has developed and recommended to the administration a plan for the development of on-line courses, with a goal of offering a wider selection of courses, and some degree programs completely on-line. A goal of 10 additional on-line courses for Fall 2002 will be met.
- The university continues to be committed to the teacher/scholar model, which ensures that students have the opportunity for an inquiry-based learning process. Towards this end, we have increased the total funds expended on faculty development in the form of mini-grants, academic enhancements grants, and grants to develop teaching technology. These faculty activities are generally designed to involve undergraduate students working with faculty.

Development & Alumni Affairs Committee

Mr. Moore reported that the committee had met and asked the administration to further study annuities and bequests to the University.

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Mr. Nagy referred to the Giving Report through January 2002 and noted that the number are significantly down. Throughout the country, endowments are down. Hopefully, with the economy turning around, this trend will also improve.

The 1954 Society will be heavily marketed this year, encouraging alumni to give a minimum of \$54, recognizing the year the institution was founded. The logo for the 1954 Society, designed by Marketing Communication's Mr. Rob Wyeth, won the prestigious Golden Addy Award for Outstanding Graphic Design.

The University's magazines and publications will include marketing opportunities for giving.

Planning & Fiscal Affairs Committee

Mr. Keith Smith reported that the committee had met the previous day to review the State Auditor's June 30, 2001, audit and the athletic audit. The University ended the year with an increase in the current balance. The financial report distributed in the Board packets includes the audit statement.

In order for Coastal to address the combination of academic needs, the start up of the football program, and sustain State budget cuts, it will be necessary to implement a one-year sharp increase in tuition so that the university will not lose its momentum. Mr. Smith and Dr. Ingle encouraged the Trustees to review the preliminary projections included in the packet in preparation for the discussions on the budget and a bond issue at the May meeting.

Student Affairs Committee

Mr. Lyles reported that the committee had met the day before and met the new football coaches.

Mr. Koegel noted that the Lady Chants have captured the women's cross-country championship. Currently, Coastal is in second place after the fall sports in the Big South Conference Sasser Cup Standings; Liberty is first.

Ms. Amber Campbell, All American hammer thrower, has qualified for the NCAA championship. At one point this year, she was ranked number one in the country. She plans to not compete in outdoor track and field next year in order to prepare to participate in the Summer Olympic Games in 2004.

Senior Tyler Hughes has been drafted by Vancouver Soccer Team, an A-Division Professional league. His brother will be attending Coastal in the fall.

Academically, the athlete's cumulative GPA, with the inclusion of the cheerleaders, was 3.092.

The football conference will include VMI, Charleston Southern, Elon, Gardner Webb, Liberty, and Coastal. The ACC will officiate the football games.

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Dr. Squatriglia brought attention to the Satisfaction Survey for the Student Health Services, Office of Residence Life Occupancy Report – Spring 2001, and the Campus Safety and Security Report.

VI. Chairman's Report

Chairman Parker asked Mr. Hudson to fill the vacancy on the Football Ad Hoc Committee.

Messrs. Moore, DuBard and Lyles were asked to serve on a new committee, the Strategic Planning/Long Range Planning Committee.

In an effort to express appreciation for the work done by the various support groups on campus, including the Foundation, the Commission, the Alumni Association, and various board of visitors, Chairman Parker asked for a few minutes of time at their regular meetings.

Chairman Parker would like to include all the Board members in the retreat and invite the President of the Foundation, Chairman of the Horry County Higher Education Commission, and the President of SGA. Emphasis will be on the details of football and how it will impact Coastal in the future.

Coastal's 50th anniversary is in 2004 and Mr. Williams was asked to serve on the committee.

The Nominating Committee includes Messrs. Brown, DuBard, Holmes and Moore. Mr. Moore, chair, was asked to convene the committee to recommend a slate of officers for 2002-2003.

VII. Unfinished Business

Nothing to report.

VIII. New Business

Nothing to report.

IX. Executive Session

Mr. DuBard moved to go into Executive Session to discuss personnel and contractual matters, and Dr. Kane seconded. No action was taken during Executive Session.

Dr. Oran Smith made a motion to confer Emeriti Professor to Drs. Lester W. Whitley and William H. Wood who will be retiring. Mr. Moore seconded, and the motion passed by acclamation.

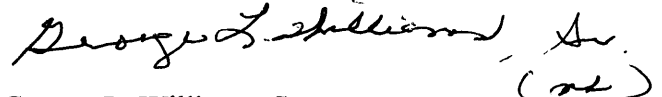
Dr. Oran Smith moved to accept the recommendation of Promotion and Tenure as recommended by the University Promotion and Tenure Committee, the Dean of the respective College, the Peer Review Committee of the respective College, the Chair of the respective Department and Dr. Ingle. Mr. Hodge seconded, and the motion passed.

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X. Adjournment

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

Respectfully submitted,

A handwritten signature in cursive script that reads "George L. Williams, Sr." followed by a circled mark that appears to be "sr." or "Sr." written in a stylized, handwritten manner.

George L. Williams, Sr.