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Board of Trustees Minutes, January 10, 2003

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 10, 2003**

Presiding: Mr. Clark B. Parker

Board Members Present:

Mr. Payne H. Barnette, Jr.
Mr. Robert D. Brown
Mr. Fred F. DuBard, Jr.
Ms. Cathy Brand Harvin
Mr. Charles J. Hodge
Dr. Hal B. Holmes, Jr.
Mr. Dean P. Hudson
Dr. James F. Kane
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. Eugene C. Spivey
Mr. George L. Williams, Sr.

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Ms. Jenny Agee
Dr. Peter B. Barr
Mr. Doug Bell
Mr. David Bredekamp
Dr. Janis Chesson
Ms. Debbie Conner
Dr. Edgar L. Dyer
Mr. Stanyarne R. Godshall
Mr. Warren D. Koegel
Ms. Linda P. Lyerly
Dr. Doug Nelson
Mr. Danny Nicholson
Mr. Grant Singleton
Dr. Robert W. Squatriglia
Dr. Judy W. Vogt
Ms. Nila 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. Sophia Maines of **The Sun News**, and Mr. Richard Green of Time-Warner Cable were in attendance.)

I. Call to Order

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

Ms. Maines and Ms. Jenny Agree, a new employee with the Office of Marketing and Communications, were introduced to the Board.

Roll call was taken.

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Newly elected president of the Coastal Educational Foundation, Mr. Grant Singleton, was welcomed. Mr. Singleton recalled that his association with Coastal began in the mid-1950s when he taught commercial law, less than 100 students were on campus. He served as chair of the Foundation's Committee on the Future whose intent was to get the Foundation's affairs in order. Now that the committee's work is done, the Foundation is prepared to look towards the future. He pledged his support to the Board and the administration during his tenure as president.

Due to illness, Mr. Dawsey was unable to attend and asked Dr. Dyer to make a report for the Horry County Higher Education Commission. Dr. Dyer stated that the bid closing for the Atlantic Center renovations was scheduled for February 4. Upon completion of the project in mid-summer, the Center will become a showpiece for the University. The Commission allocated \$25,000 towards the \$69,000 needed for the important Teaching Quality Study. The State's Life and Palmetto Scholarships have in effect negated the Commission scholarship. Beginning Fall 2003, the Commission will offer two new scholarship programs (\$2,500 annually to each recipient) to students attending Horry County accredited high schools. The Leadership Award could be presented at each of the eight high schools and a maximum of three Visual and Performing Arts Awards could be awarded to Horry County High Schools.

II. Approval of Minutes

Mr. Moore moved to approve the minutes of October 18, 2002; Mr. Keith Smith seconded; and the motion passed.

III. President's Report

Dr. Ingle asked several people to report on projects around campus. Mr. Godshall updated the following projects:

- Football Stadium – On target for completion by the end of July.
- Library Renovations- Complete
- Kearns Hall Window Replacement and Gutters – Complete
- Atheneum Hall Renovations – Projected April completion
- Singleton Building Repairs/Asbestos - Should be completed in about a month
- Practice Fields at the Fowler Farm – May completion

Spadoni Park is the first place the students come for orientation and the last place prior to commencement for the garden party. It will be renovated, making it more user friendly for students and visitors. Phase II of the renovations will include a bell tower with a carillon at an estimated cost of \$421,000.

Mr. Keith Smith asked when the Board could have a tour of the Atlantic Center. Mr. Godshall suggested waiting until fall semester.

Dr. Kane asked what the status was of the President's Home. Dr. Ingle said that there has been no progress at this time.

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A lease is in the final stages for a facility in the Waccamaw area, and plans are to offer classes by January 2004. The facility is located next to St. Paul's Waccamaw Methodist Church and discussions are to trade off the use of their parking lot during the week for their use of our classes on Sunday.

Coastal has been sharing a facility with Horry-Georgetown Tech on Highway 17 south of Georgetown. Because of Tech's increased growth rate, they need the entire facility. With the assistance of the Georgetown County Higher Education Commission, Coastal has renovated a more favorable location for the south strand students in the Georgetown Plaza. Classes will start there in a couple of weeks with seven classrooms, a computer room, a computer lab, and a meeting space.

Mr. Moore is the chair of the Coastal Carolina University Student Housing Foundation, which has been set up to sell tax-free bonds to construct student housing. Many universities throughout the country have entered into private/public relationships in order to increase student housing. Information on the state-of-the-art University Place housing located on Highway 544 was distributed. At project completion, there will be one, two, and three bedroom units, totaling 508 beds. The units should be completed by June. A model should be furnished next week. The average price of a unit is about the same as on-campus housing. Dr. Ingle stated that the freshmen students would be encouraged to stay on campus. University Place will be for upperclassmen and overflow. Dr. Squatriglia has recommended that the University should enter into an agreement with the Housing Foundation to manage it similar to on-campus housing. Mr. Brown suggested that students should have some voice in the operation and rules of the project. A tram or shuttle type operation to campus is being pursued.

Dr. Judy Vogt reported that 48 high school counselors from our five-county service area were on campus January 8, and provided an opportunity to showcase the rotunda of the Welcome Center. Enrollment for Fall 2002 was 5,980, an increase of 21% from Fall 2001, and a net gain of 1,015 students. The applicant pool for Fall 2003 is very strong, and the academic quality is very good. Expectations are to have a freshmen class of 1,100, and deposits for Fall 2003 are starting to flow in. University Place will be a great attraction for the University, and the model will be helpful for prospective students and parents to preview as they start coming to campus in March and April.

Dr. Kane asked what the percentage is of out-of-state students. Dr. Vogt stated that the new student applicant pool for Fall 2002 freshmen is about 50/50 for in-state and out-of-state students. Last year the number of South Carolina students applying increased about 20%, due to football and the marketing of some majors. Leading out-of-state student pools come from Virginia and Maryland.

Ms. Harvin asked if any figures were available regarding students unable to obtain on-campus housing. Dr. Vogt stated that a list was kept last summer of students who wanted to live on campus. These students were moved onto campus as soon as an opening was available. The University Place model will be very helpful when prospective students and their parents start coming to campus.

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Mr. DuBard asked how many beds were available to students. Dr. Vogt responded that there are 1,200 on-campus and an additional 508 at University Place.

Ms. Powers asked if there has been an increase in minority students. Dr. Vogt stated that there has been and that the overall population for minority students is about 9-10%. Due to football and new marketing strategies, the number of new African-American students doubled in Fall 2002.

Mr. Rabon asked for information about transfer students coming from tech schools. Dr. Vogt stated that Coastal's primary feeder group is Horry-Georgetown Tech and added that two transfer counselors will be visiting all two-year South Carolina technical colleges in the spring. There are about 800 transfer students/year. A new initiative in reaching out-of-state transfer students has been the development of a transfer guide for the Virginia community college system. Dr. Vogt visited five of their 34 campuses before Christmas and others will be visited shortly.

Dr. Horner mentioned that the total dollars for out-of-state revenues is \$20.6 million, and the State appropriations, after the projected budget cuts, are \$12.7 million.

By way of information, Dr. Ingle reported that he has approved and implemented a pay raise beginning January 1, 2003. Classified staff will receive an increase of two percent (2%). After advice from the Provost and Deans, faculty and other unclassified personnel will receive a base salary increase of one percent plus \$500, which represents a two percent overall increase in the total faculty salary base. Although this is not much, it was a small way to say thank you for their hard work. Even if another anticipated budget cut happens, Coastal will be able to give this pay increase and still balance the books.

Although Dr. Squatriglia is stepping down as Vice President for Student Affairs, he will continue to be engaged with the University. The Spelman & Johnson Group and the University's 10-member search committee are moving forward in the search for Vice President for Student Affairs. Of the 100 applicants, the firm reduced the applicant pool to 27 outstanding applicants, mostly from the East Coast or Mid-West. In December, the Spelman & Johnson Group met with the committee and selected 11 candidates to progress to reference checks. The consultants will be on campus on January 22. On-campus interviews will be held in February, and the committee will submit a list of acceptable candidates to Dr. Ingle by the end of February. It is hoped to announce a selection around the first of March in order for the successful candidate to be on campus by July 1, 2003.

Lottery proceeds have been allocated to four-year universities for technology. Legislation required submitting a proposal to the South Carolina Commission on Higher Education and the Technology Review Panel. In all, 19 proposals were submitted. This was a detailed and expensive process. The Council of Presidents has asked CHE to change the proposal process to a plan whereby 35% of the lottery proceeds will be allocated to every four-year institution and 65 percent will be allocated by FTE.

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Dr. Ingle reviewed the list of 12 approved proposals recommended for funding by the Technology Review Panel which includes two of Coastal's proposals—number one and twelve. CHE is proposing that they are funded in order, with the top five being funded fully first. If the money runs out, the other seven will be partially funded. "Enhancing Interactivity in Teaching and Learning Beyond the Classroom" is first on the list and Coastal will receive \$797,100. The allocation will likely happen in April. "Reaching Students through Distance Learning" is twelfth on the list for \$730,400. If both of these technology proposals are funded, Coastal could receive about \$1.5 million, more than any other four-year institution in the state. These projects include software, hardware, and faculty and staff training. Dr. Barr's and Mr. Marvin Marozas's staff did an excellent job on preparing the proposals.

These technology funds will be helpful if the additional expected budget cut does occur. Funds in the current budget can be shifted with the receipt of the lottery technology monies.

As promised, bullets of information will be made available to the Board when the screening process begins for the selection of new board members in the spring. Dr. Ingle stated that if there is any specific information which needs to be provided, please let his office know.

Coastal is a member of the Renaissance Group, which is comprised of 35 institutions looking at innovative ways to improve teacher education. In April, this group will meet on campus.

The budget hearing for House Ways and Means is scheduled for January 30. A dinner for the Horry-Georgetown Delegation and the Board of Trustees will be held on January 29 at the Capital City Club, rather than the usual breakfast. More information on the event will be forthcoming.

A study will be conducted for optimum class sizes--the number of students that can be accommodated on campus. Efforts are underway to maximize the most effective use of physical resources to accommodate the increase in enrollment.

IV. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Smith stated that Dr. Barr reported in yesterday's committee meeting that departmental efforts on retention continue and include a variety of different approaches. Although the true proof of retention is from one academic year to another, faculty members were very focused in December to ensure as many students as possible were pre-registered for the spring semester. To date, 85.2% have pre-registered which is a significant increase over previous years. Technology has also improved pre-registration.

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Two Master Teaching Workshops have been held--December 17-18, 2002 and January 7-8, 2003—to improve teaching on campus.

Four faculty members have been selected to participate in Public Engagement Directed Studies during the spring semester. The University will pay for their salary while they are engaged. This is a bold initiative by the university to offer an internship-partnership with the community. The participants include:

- Alan Case, associate professor of recreation, who is working in the City of Myrtle Beach's Culture and Leisure Services Department to help develop sports tourism in the area;
- Taylor Damonte, associate professor of management, who is working with the City of Myrtle Beach to develop a comprehensive database for the area's hospitality/tourism industry;
- Scott Harris, assistant professor of marine science, who is working with the Friends of the Hunley organization at the Warren Lasch Conservation Center in Charleston to oversee the marine geological investigations relating to the Hunley conservation project; and
- Susan Libes, professor of marine science, who is working with the City of Conway and the Environmental Protection Agency to facilitate the Waccamaw Riverkeeper Program.

Each academic department has completed the first draft of their strategic plans for initiatives and processes to ensure quality teaching/learning, enhance scholarly activity, ensure faculty community engagement, increase retention/graduation rates, reward quality advising, identify suitable courses for distance delivery, and assess the quality of the learning process. Dr. Barr has stated that the Board will have input into this strategic plan process.

Dr. Oran Smith moved to designate the following at their retirement: Professor Emeritus to Ms. Pat Rohr and Distinguished Professor Emeritus to Dr. Steven Nagel. Mr. Williams seconded, and the motion passed.

Development & Alumni Affairs Committee

Mr. Moore asked Mr. Danny Nicholson to make a report.

Mr. Nicholson stated that his first 60 days at Coastal had been exciting. He has been impressed with a sense of place, people, leadership, interaction, teaching, and most importantly the potential of the University. This potential is what can be captured in a campaign.

The Giving Report has a different look to it, more like a business balance sheet. The accumulative total for 2003 is \$841,337.48 YTD. This interim report does not include \$61,500 in gifts from December. He called attention to the Other Pledges and Expectancies of \$2,793,606, which includes the estate distribution from Ms. Nancy Smith of \$750,000. He expressed appreciation to the Trustees' leadership through their giving.

The CommonFund's total is \$9,274,293 and that is a decrease of 9% for the calendar year and 6% fiscal year decrease. On a more positive note, December showed a 5.9% increase.

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Mr. Nicholson feels that the Foundation, with the leadership of Billy Alford, Grant Singleton, Eddie Dyer, and Fran Gilbert, have done an incredible job leading up to the Committee for the Future. Had this two-year laborious process not been completed, Coastal would not be in the position to look towards the future.

When Mr. Nicholson first came to Coastal, he felt a real energy and momentum moving towards football, increased enrollment, and the 50th anniversary. Mr. Charlie Witzlaben, fundraising consultant, was asked to come to campus before Christmas to perform an assessment of a capital campaign. After meeting with several individuals, he strongly recommended running a campaign alongside the 50th celebration and capture the excitement. He also recommended a 3-year campaign focusing on three elements—the R. Cathcart Smith Science Center, football stadium, and endowment, which is the future of the institution. Dr. Barr suggested steering the endowment towards a public engagement theme.

The Foundation Board will review the following time frame:

- January: Review campaign materials with these three elements: the R. Cathcart Smith Science Center, football stadium, and endowment. Mr. Witzlaben will be on campus next week to meet with faculty, staff and the 50th anniversary planning committee.
- March: Presidential PowerPoint presentations to the region
- April: Feasibility studies and selection of top 50 people to help move forward.
- Summer: Organize, strategize, and come up with an action plan
- Fall: Kick off 50th anniversary initiatives along with football.

University Advancement offices will be moved to the Atheneum Building in the spring, and two new major gift officers will be hired.

Mr. Nicholson is asking the Board of Trustees and the Foundation to each consider nominating two visible, high profile people who can be an influence for Coastal to serve on a new advisory board. More information on this will be mailed out in the next few weeks. A Trustee and Mr. Nicholson will visit with the prospective member, asking them to serve on the advisory board.

Mr. Nicholson believes that the potential for Coastal is unlimited and our response to these initiatives in this type of future campaign will determine what Coastal becomes.

As a means of introducing business membership regionally to Coastal, Dr. Kane suggested inviting corporations to hold their quarterly meetings on campus. He cautioned to keep the new advisory board small, making sure that there is an agenda for them.

Planning & Fiscal Affairs Committee

Mr. Keith Smith reported that the committee had a well-attended meeting on Thursday. Ms. Wanda Wildman, an independent auditor, reviewed the 2001-2002 Audited Financial Statements

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at their meeting. She was impressed with Coastal's quality of reporting and suggested that the University should submit its report to the Government Finance Officers Association (GFOA) for a Certificate of Excellence in Finance Reporting. This document was prepared in December and submitted to GFOA.

The 2002-2003 Budget Overview and Projections, "10" Funds Revenue Projections, and "10" Funds Budget Analysis was included in the Board packets. This reflects figures after the budget cuts, salary increases, and the projected budget cuts, which are most likely to happen. After revisions have been made to the budget, it is expected that the total revenue will be \$38.8 million.

He brought attention to the graphs that Dr. Horner had prepared which so clearly indicates that Coastal has exceeded all other SC public universities in percentage growth over the most recent 5 and 10-year periods. It should also be noted that Coastal's total enrollment for Fall 2002 is the third highest among the teaching sector institutions. Coastal compares favorably with peer institutions in South Carolina with respect to federal grant activity. Among various members of the teaching university sector, the College of Charleston has significantly more activity than the others; Coastal is second with Winthrop closely following. Other institutions used for comparative purposes are The Citadel, Francis Marion, and Lander. These federal grants are primarily for public service and research and do not include student financial aid. He encouraged trustees to review the Number of Students by Class Level graph, which was also included.

Student Affairs Committee

Mr. Lylerly asked Mr. Warren Koegel to give an update on fall sports which was the best fall season that Coastal has had in a long time. Overall, Coastal was ranked 82nd in the nation.

The men's soccer team finished the season ranked #20 in the nation with a school record of 19 wins, including a pair over nationally-ranked South Carolina. The team had a 3.31 GPA, tying for first place in NCAA Division I. Coach Shaun Docking will continue his career at Coastal, although offered a position at another university. He was named the Big South Coach of the Year. Soccer team member, Mr. Joseph Ngwwanya, was named the top Academic All-American First Team.

For the first time in its three-year program, the women's soccer finished a winning record and was honored by the National Soccer Coaches of America Association for NSCAA Team Academic Award with a 3.07 GPA.

The women's volleyball program ended with a 21-11 season.

The men's cross country team finished 20th at NCAA Southeast Regional and runner-up in the Big South Conference. Mr. Terah Kipchiris is the first-ever Coastal male cross country/track athlete to qualify for the NCAA Championships and finished 70th.

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Womens' cross country finished 13th at NCAA Southeast Regional and Alan Connie was named Big South Coach of the Year.

The men's basketball team will play February 8 on ESPN2 at 6:00 p.m., marking the first time in Big South Conference history that a regular-season game has been broadcast by big-time sports network.

The 2003 and 2004 football schedules with ticketing information were distributed. The contact person for tickets is Mr. Ken Faircloth at 843.347.8499 or 877.424.2687 (toll free).

The baseball and softball seasons begin in February, and the schedules were distributed.

V. Chairman's Report

Chairman Parker pointed out that the 2002 Per Diem Reports to be used for income tax preparation were included in the Board packets.

He reminded everyone that the South Carolina Ethics Commission information is due by April 15.

Mr. Robert Rabon was in agreement to represent the Board on the University's Founders' 2003 Day Committee.

Chairman Parker congratulated Mr. George Williams for his recognition by the Conway High School Education Foundation as the recipient of the 2003 Outstanding Educator Award and induction into the Conway High School Hall of Fame.

VI. Unfinished Business

Nothing to report.

VII. New Business

Ms. Conner asked the Board to look at fabric swatches and make a selection of preferred designs for an official Coastal tie which is registered through Ben Silver. They will retail for \$75 and will be a fundraising affinity item sold through the Alumni Board.

VIII. Executive Session

There were contractual and personnel matters to discuss. No action was taken during Executive Session.

Since the University's Center for Extended Learning has been abolished and replaced with two separate divisions, Mr. Moore made a motion that any name that might have been designated for or conferred upon the Center be also abolished and not transferred to either

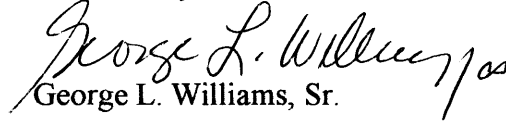
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of the two Divisions or to any other University office. Dr. Oran Smith seconded, and the motion passed.

IX. Adjournment

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

Respectfully submitted,


George L. Williams, Sr.