

6-20-2003

Board of Trustees Minutes, June 20, 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, June 20, 2003**

Presiding: Mr. Clark B. Parker

Board Members Present:

Mr. Robert D. Brown
Mr. Joseph L. Carter
Mr. Fred F. DuBard, Jr.
Ms. Cathy Brand Harvin
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. Eugene C. Spivey
Dr. Samuel J. Swad

Board Members Not Present:

Mr. Payne H. Barnette, Jr.
Mr. Samuel H. Frink
Mr. Robert L. Rabon

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Dr. Peter B. Barr
Mr. David Bredekamp
Dr. Donald O. Brook
Dr. Janis Chesson
Ms. Debbie Conner
Mr. Taurean Davis
Dr. Edgar L. Dyer
Mr. Bill Edmonds
Dr. Lynn Franken
Mr. Stanyarne R. Godshall
Dr. Hal B. Holmes
Dr. Gilbert H. Hunt
Mr. Mark Kelley
Mr. Warren D. Koegel
Ms. Linda P. Lyerly
Mr. Will McCain
Dr. David E. Millard
Ms. Anne Monk
Mr. Danny Nicholson
Mr. David Parker
Mr. Shawn Passwaters
Ms. Mona Prufer
Dr. Robert W. Squatriglia
Dr. Judy W. Vogt
Mr. George L. Williams, Sr.
Dr. Dennis G. Wiseman
Ms. Brenda M. Cox
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.)

**Board of Trustees Meeting
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I. Call to Order

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

Dr. Hal B. Holmes, Jr. and Mr. George L. Williams, Sr. were presented resolutions from the Board to honor their service on the Board of Trustees and also presented a framed atheneum print.

As this was the last meeting Mr. Parker would be presiding as chairman, Dr. Ingle presented him with a signed book, **South Carolina: Then & Now**, and a set of cuff links in appreciation for his service.

Mr. Shawn Passwaters, a recent graduate of Coastal and past officer in the Student Government Association, was asked to address the Board. He expressed appreciation to those who helped along the path of his career at Coastal—students, faculty, and staff--and is looking forward to advancing his acting career.

This is the first official meeting for the terms of Dr. Sam Swad and Mr. Sam Frink, gubernatorial designee. Mr. Frink had a previous engagement and is out of town.

Roll call was taken.

II. Approval of Minutes

Dr. Kane moved to approve the minutes of May 9, 2003, and Mr. Lyles seconded. The motion passed.

III. President's Report

Dr. Ingle reported that the **2003 South Carolina Higher Education Statistical Abstract** is available on the CHE web site.

A press release will be issued later today stating that as of July 1, Coastal will no longer accept freshmen applications for Fall 2003 but will accept applications for transfer students. Local students will be reviewed on a case-by-case basis. Applications are still being accepted for Spring 2004.

Mr. Moore reported that University Place is full, and the next phase of construction will begin shortly.

Coastal's marching band has been invited to play at Disney World in the fall.

Dr. Ingle presented his annual report to the Board of Trustees:

A year from now, Coastal Carolina University will celebrate its 50th anniversary. I am pleased to report that, at 49, Coastal Carolina is as dynamic, if not more dynamic, than at any time in our history.

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2002-2003 Review

The University enrolled and served 5980 students. The entering class of 2002 is distinguished by an average SAT score of 1044, a record for Coastal Carolina and above the South Carolina and national averages. The entering class had a high school GPA of 3.28.

With African-American enrollments nearly doubling to 8.5 percent and a total ethnic minority enrollment of 10.8 percent, Coastal Carolina is becoming more reflective of the diversity of the country.

Even with an 11.2 percent reduction in state appropriations, I believe the University served our students admirably. Indeed, with hard work and creativity, the University offered students expanded facilities and new services:

- *Maintained a student/faculty ratio of 19/1.*
- *Opened Georgetown Higher Education Center and Myrtle Square Mall facility.*
- *Fowler Farm purchased by the Foundation, used for recreation and practice fields.*
- *Kimbel Library renovation completed.*
- *\$1M Atlantic Center renovation in progress, with Horry County Higher Education Commission (HCHCEC) funds. The 2003-2004 HCHCEC budget is included in the Board packet.*
- *Atheneum Hall renovation in progress and will house University Advancement offices.*
- *The South Carolina Commission on Higher Education awarded more than \$1.7M in state lottery money to Coastal Carolina. Of the ten state institutions submitting proposals, Coastal received the largest appropriation with two successful proposals ranked in the top ten.*

Retention

There is no magic bullet for retention; rather a comprehensive and continual tactical approach. With such an approach, the Fall to Fall retention rate for first-time students entering in 2001 increased by 5 percent to 71 percent. Fall 2003 pre-registration data shows that as many as 73 percent of the entering class of 2002 will return. These successful increases may signal improving graduation rates in the years ahead.

In the past year, the University has, for example, sought to increase retention:

- *Funded financial incentives to academic departments showing increased retention.*
- *Found that Career Explorations, a course enrolling students from all majors and all class levels, has shown a 96 percent retention rate since starting the class in 1999.*
- *Promoted the notion that every member of the Coastal Carolina community has a role in student satisfaction and retention. To demonstrate the critical role staff plays in retention, we produced a video for internal use for the staff. (The video was shown.)*

Finances

Coastal Carolina has a well-established reputation for doing a lot with a little money. While I would prefer to do even more with more money, I am proud of this institution's reputation for sound fiscal practices and public accountability.

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The University's financial management is effectively coordinated through the Executive Vice President's Office. Through a combination of the use of time tested models, conservative financial projections, and good communication with campus departments, the University, with able guidance from Dr. Sally Horner, has been able to weather state funding reductions.

In the past month, Coastal Carolina has been awarded the Certificate of Achievement for Excellence in Financial Reporting for FY 02. The person directly responsible for the preparation of the vast documentation for the award is Ms. Linda Lyerly, controller of the University. In addition to her work on the CAFR, she accomplished the major feat of complying with the new financial reporting regulations required by GASB (Governmental Accounting Standards Board), a challenge most finance officers view as all but insurmountable. Ms. Lyerly accomplished this feat for FY 02 with little fanfare and great success. She has given generously of her time and efforts to assist with the Coastal Educational Foundation accounts and with their auditors to create a new computerized accounting system and establish the accuracy of baseline data from the previous year. Within the state, only Clemson, MUSC, and the College of Charleston have received this award. (Mr. Keith Smith presented the award certificate to Ms. Lyerly.)

Public Engagement

Coastal Carolina University has always prided itself on corporate citizenship and public engagement. Perhaps the most profound public engagement occurs with graduating students electing to remain in South Carolina. In recent years, 40 percent of out-of-state students graduating from Coastal Carolina find their first employment in the state. 87 percent of South Carolina students graduating from Coastal Carolina elect to remain in the state for employment or graduate studies.

In the past year, Provost Pete Barr and I have expanded public engagement activities benefiting the community and the university.

The University offers students international experiences through arrangements with higher education institutions in Australia, Austria, Bimini, Costa Rica, Ecuador and the Galapagos Islands, France, Germany, Guatemala, India, Ireland, Jamaica, Kenya, Spain, and the United Kingdom. Earlier this month, Coastal Carolina expanded its international opportunities with exchange agreements with three Russian universities and is developing a travel-study program in Cuba.

In May, an alert was issued for travelers in Kenya, and British Airways suspended all flights in and out of Kenya. Coastal Carolina already had 17 students in Kenya with Professor Rich Koesterer. Communication was maintained via satellite telephones. The group was safely studying and securely housed within the middle of a national park. The State Department, Representative Henry Brown, and Senators Hollings and Graham, closely monitored the group. The students had a wonderful adventure in Kenya and were kept unaware of the situation until their return trip.

Personnel

Twenty-eight new, replacement, and visiting teachers joined the faculty in Fall 2002. The Coastal Carolina administration has grown stronger in the past year with the appointments of

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Provost Pete Barr, Dean of the Wall College of Business Administration David DeCenzo and Vice President of University Advancement Danny Nicholson.

50th Anniversary Initiatives Campaign

Mr. Nicholson has been instrumental in developing a campaign proposal. During Spring 2003, he and I previewed a 50th Anniversary Initiatives capital campaign with members of the Development Committee of the Board of Trustees and the Coastal Educational Foundation. The preview outlined a vision for the future of Coastal Carolina and gauged local support for a major campaign to coincide with the 50th anniversary. With campaign readiness benchmarks that will guide a Summer 2003 feasibility study, we will be able to establish campaign goals during the coming year. The preliminary case statement to be used during the July feasibility interviews is being prepared. (Copies will be mailed to the Board when available from the printer.)

2003-04, A Look Ahead

- 1. Current admissions data predict record Fall 2003 undergraduate enrollments of 5300 and total enrollments of more than 6,000 students.*
- 2. Although the recently adopted tuition and fee schedule increase is necessary to protect our academic quality, we must realize that increased costs and student indebtedness entail an increased attention to value added measures.*
- 3. Important goals for 2003-04 are:*
 - a. Increased use of nationally-scored exit exams to assess and assure excellent instruction and improved placement actions for graduating students. Nearly 25 percent of our students continue their studies in graduate school.*
 - b. Our graduates enter a highly competitive job market. The University must increase efforts to prepare all students for life after graduation as a critical measure of our success.*
- 4. This fall, 25 new, replacement, and visiting teachers will join our faculty. Dr. Lynn Willett will join the administrative team as Vice President for Student Affairs. I am confident that her training and experiences will develop strategies that improve the campus's quality of life for students.*
- 5. On September 6, Coastal Carolina debuts a football team that will play an invigorating role in developing a social culture joining the campus and the community. While ticket sales are only one measure of community support, tickets sales are brisk with sales-to-date of nearly 1,300 season tickets - \$110,000 and new CINO gifts - \$135,000.*
- 6. The Foundation has agreed to fund a comprehensive master plan that surveys the existing campus and projects future land use and needs.*
- 7. The current and projected growth of the campus and associated land acquisition and building construction recommends an ad hoc or permanent Board Committee on Capital Planning.*

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8. *I have asked Drs. Barr and Horner to study and report recommendations for an optimal balance of student enrollment, staffing requirements, and facilities that protect the feeling of campus intimacy and close association that current students name as an institutional advantage.*
9. *Construction will soon begin on the Myrtle Beach Children's Museum which includes 12,000 square feet of space for the University's off-campus instruction.*
10. *Construction will soon begin on a 15,000 sq. ft. Litchfield academic building serving the South Strand.*
11. *A shuttle bus arrangement with LYMO will link University Place residence halls, the campus, and the Atlantic Center.*
12. *A 6,000 sq. ft. deck with benches adjacent to the Student Center will provide a new space for students to gather.*

In the near future, we will evaluate the need for a site in North Myrtle Beach.

In conclusion, Coastal Carolina's growth reflects the increasing reputation of our University. In the past years and in the years ahead, we must assure that our quantitative growth is matched with a qualitative growth. Each advance, each acquisition, each partnership, and each new venture must be tested against its value to students. Coastal Carolina must prepare students for productive careers and public engagement that will link this place to the changing world around us.

I look forward to another year of expected and unexpected challenges and opportunities as we approach our 50th anniversary year. Thank you for the support that you give to me and to the University.

Kelley, McCain & Smith-Owens, LLC (KMSO), university lobbyists, had a busy year in Columbia with various issues that would have tremendous repercussions on the future of Coastal Carolina. Mr. Kelley expressed appreciation to the Board for the opportunity to represent Coastal Carolina in Columbia and gave an update on the year's accomplishments.

It has been a very tough year with the weak economy and the State budget short by over half a million dollars. The bright side is that the education lottery funds were underestimated by about \$30 million. Due to these factors, this year's work was in giving flexibility to as many agencies as possible. The focus at KMSO for Coastal Carolina was trying to find financial assistance and regulatory relief, as well as keeping a watch for issues that would affect Coastal in a negative manner.

KMSO assisted Coastal Carolina University in the following issues:

- Through the efforts of KMSO, Coastal Carolina will now have the ability to offer in-state tuition to students around the world who are affiliated with one of our sister institutions.

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This was accomplished by Proviso 5A.29 in the Budget Bill. It is hoped to have that codified and become permanent law.

- KMSO closely monitored technology funds and assisted in establishing \$12 million for technology for four-year, two-year and technical schools. At one point in lottery negotiations, these funds were reduced substantially. As a result of the lobbying efforts and assistance from Representative Tracy Edge, we were not only successful in reestablishing the funds, but also in increasing funds from \$10 million to \$12 million this year.
- KMSO's strong working relationships with members of the State Board of Education helped to table a regulation that would have changed the teacher certification process and, if changed, would have negatively impacted Coastal Carolina. We have been assured that it will remain tabled at the state level, but we will have to remain vigilant at the national level.
- The topic taking up the largest part of KMSO's time this year has been the restructuring of higher education. Undoubtedly, it is the greatest issue to affect higher education in the last 50 years. Restructuring started out as a way to ease the regulatory grip the Commission on Higher Education (CHE) has on all the institutions in the state. What started as a wonderful idea to advance higher education has ended up becoming a financial power struggle between the three research institutions and the other 30 technical and four-year institutions.

KMSO, with the help of Senator Kuhn and others, was able to stave off a bill that would have crippled our efforts to receive Capital Improvement Bond (CIB) dollars in the future. This would result in raising the bond indebtedness ceiling from five percent to six percent. This equals about \$260 million in bonding ability for only the three research institutions and causes an increased debt service for the state, taking monies out of the budget that could be used for general appropriations or to service the debt of CIBs.

KMSO requested a September workshop with the Board of Trustees to discuss the restructuring of higher education and develop a plan of action.

Mr. DuBard suggested having a Board Retreat on September 5-6, during the weekend of the first football game.

Dr. Kane stated that there is research conducted at Coastal Carolina and the College of Charleston. Why can they not be defined as a research university? Mr. Kelley responded that there is not a clear definition of "research institution." There needs to be a definition in order to see if Coastal does indeed fit that definition.

Mr. Parker wanted to know if the funding allocation for CHE had been taken away for the next fiscal year. Mr. Kelley stated that the proposed bill had not passed to disband CHE.

Mr. Carter asked how many of the 30 universities were joining together. Mr. Kelley responded that Coastal had been working with the College of Charleston, The Citadel, Winthrop University and Florence-Darlington Tech. In getting organized, the universities need to hire lobbyists to represent them in Columbia and build a force.

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IV. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Oran Smith stated that Proviso 5A.29, mentioned in Mr. Kelley's report, allowed South Carolina state-supported colleges and universities to charge international students in-state tuition if they come from an institution which has an exchange or other formal program agreement with South Carolina schools.

Dr. Ingle explained that other countries have little or no tuition. When their students attend Coastal Carolina, they are charged out-of-state tuition. Our students attend their universities, for basically nothing. In-state tuition will not be offered to all international universities where Coastal has an agreement. Only those that the administration feels will benefit Coastal Carolina will be offered in-state tuition, developing a good, positive synergy.

Dr. Smith stated that the Academic Affairs Committee recommended allowing students from Deakin University in Australia, University of Vienna in Austria, and Jonköping University in Sweden to be charged in-state tuition. Ms. Harvin seconded, and the motion carried.

Dr. Kane wanted to know if the Barcelona program was still a viable program. Dr. Barr stated that it is, but there are some issues. Dr. DeCenzo will be traveling to Barcelona this summer to resolve some matters.

The committee has another matter for Executive Session.

Development & Alumni Affairs Committee

Nothing to report.

Planning & Fiscal Affairs Committee

Mr. Keith Smith reported that the committee had met and reviewed the information in the Board packets: Financial Update and Projects; Comparisons of Undergraduate Tuition 2003-2004; "10" Funds Revenues FY 03 and 04; "10" Funds Expenditures, FY 03 and 04; Preliminary Financial Statement: Projection of Revenues, Expenses, and Changes in Net Assets, June 30, 2003 and two graphs comparing past trends in the percent increases of all student costs (tuition, room, board and health fees).

Dr. Kane wanted to know what percentage of Coastal's budget is received from the State. Dr. Ingle stated that it would be about 16 percent next year.

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Student Affairs Committee

Mr. Lyles reported that the committee had not met.

Dr. Judy Vogt gave an update on Admissions and was pleased to report on the following statistics for Fall 2003:

- 1319 Freshmen deposits, 32% increase over Fall 2002 (n=1001)
- 34 States represented, 584 deposits from SC (41% increase in SC deposits compared to Fall 2002)
- 50% Male (n=579), 50% Female (n=577)
- 161 Minority freshmen, 56% increase over Fall 2002 (n=103)
- 1046 Average SAT, 1043 for All 2002
- 3.27 Average high school grade point, 3.24 for Fall 2002
- 1285-1320 Freshman projection for Fall 2003, 1072 enrolled for Fall 2002

Transfer student statistics (about 25% come from Horry-Georgetown Tech):

- 400 Transfer deposits, 42% increase over Fall 2002 (n=282)
- 625 Transfers projected for Fall 2003, 545 transfers enrolled in Fall 2002.

Mr. Godshall reported that recent rains had caused a short delay in the construction of the stadium; however, the new grass looks wonderful. The bleachers will arrive next week. The stadium will be ready for the first football game.

Plans for the first football game include having Mr. Bill Pinkney of The Drifters perform. A picture of the scoreboard was shown and delivery is scheduled for July. 1300 season tickets for football have been sold. Individual ticket games are now on sale.

Mr. Koegel reported that there were athletic updates and news releases included in the Board meeting packets. Hammer thrower Amber Campbell earned her fourth All-American honors by placing fourth at the NCAA Outdoor Track & Field Championships in Sacramento last week. She is ranked sixth in the nation. Three baseball players were drafted into the Major Leagues. The men's baseball team went to the tournament in Lincoln, Nebraska.

Ms. Samantha Young, Assistant Women's Basketball Coach, has accepted an offer from Wofford to become head coach.

Ms. Debbie Connor asked the Trustees to make sure she had correct information on their needs for the games during the season.

V. Chairman's Report

Mr. Parker reminded the Trustees that it had been ten years since Coastal Carolina University became an independent university. At that time there were 3000 students and had doubled in those ten years. A video made at the time of independence was reviewed, giving a history of Coastal Carolina.

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Trustees were reminded of the meeting dates for 2003-2004: October 23-24, 2003; January 8-9, 2004; May 6-7, 2004; and June 24-25.

Mr. Parker announced that he would be running for the new Senate seat #34.

VI. Unfinished Business

Nothing to report.

VII. New Business

Mr. Carter stated that Dr. Ingle had asked him to become involved with the College of Natural and Applied Sciences's development of a Board of Visitors and its bylaws. Their first meeting will be held in the fall. Dean Doug Nelson will visit with each of the new members of the board of visitors, sharing plans for the future. Dr. Holmes and about seven others have joined this board. Mr. Carter asked for recommendations from the Trustees for additional members.

VIII. Executive Session

As there were contractual and personnel matters to discuss, Mr. Spivey moved to go into Executive Session, and Mr. Lyles seconded. Mr. Parker stated that no action was taken during Executive Session.

Dr. Smith moved to add Dean of Students Emeritus and Vice-President for Student Affairs Emeritus to the previously approved Professor Emeritus designation for Dr. Robert W. Squatriglia at his retirement. Mr. Lyles seconded, and the motion carried.

Mr. Lyles made a motion to name the George F. "Buddy" Sasser Hall of Fame in the new football facility. Mr. Brown seconded, and the motion passed by acclamation.

Ms. Harvin moved to retain as lobbyists the firm of Kelley, McCain & Smith Owens, LLC for the period October 1, 2003 to September 30, 2004. Dr. Smith seconded, and the motion passed.

IX. Nominating Committee Report

Dr. Smith, chair of Nominating Committed, reported that the committee held a teleconference meeting to prepare a slate of officers for 2003-2004.

At the recommendation of the Nominating Ad Hoc Committee, Dr. Smith moved to accept the proposed 2003-2004 slate of officers:

**Chair - Fred F. DuBard, Jr.
Vice Chair - William L. Lyles, Jr.
Secretary - Daniel W. R. Moore, Sr.**

Mr. Brown seconded, and the motion passed by acclamation.

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Mr. DuBard expressed appreciation for the Board's confidence in his election as chair, and he looks forward to serving in that capacity.

He appointed the following to serve on an Ad Hoc Capital Projects Committee: Messrs. Carter, Hodge, Moore, and Spivey. This committee shall be charged with the consideration of certain Board matters relating to the buildings and grounds for the University: the design, location and proposed funding of new buildings and other Board matters having to do with the physical care and preservation of the University's physical plant.

X. Adjournment

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

After lunch, the Trustees looked at property in the Atlantic Center.

Respectfully submitted,


Chyrel Stalvey