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Board of Trustees Minutes, May 9, 2004

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall, Sr. College of Business Administration, Board Room
9:00 a.m., May 7, 2004

Presiding: Mr. Fred F. DuBard, Jr.

Board Members Present:

Mr. Payne H. Barnette, Jr.
Mr. Robert D. Brown
Mr. Joseph L. Carter
Mr. Samuel H. Frink
Mr. Charles J. Hodge
Mr. William L. Lyles, Jr.
Mr. Daniel W. R. Moore, Sr.
Mr. Robert L. Rabon
Mr. Keith S. Smith
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Dr. Samuel J. Swad

Board Members Not Present:

Ms. Cathy Brand Harvin
Mr. Dean P. Hudson
Dr. James F. Kane
Mr. Clark B. Parker

Others Present:

Mr. John Adamec
Mr. David Bredekamp
Ms. Christi Chambers
Dr. Janis Chesson
Ms. Debbie Conner
Dr. David A. DeCenzo
Dr. Edgar L. Dyer
Dr. David W. Evans
Mr. Stanyarne R. Godshall
Dr. Sally M. Horner
Dr. Gilbert H. Hunt
Dr. Ronald R. Ingle
Mr. Warren D. Koegel
Ms. Linda Lyerly
Dr. David E. Millard
Ms. Anne T. Monk
Dr. Doug Nelson
Mr. Danny Nicholson
Mr. Antonio Pee
Ms. Lisa Sharpe
Ms. Mary Slaby
Ms. Sandy Smith
Dr. Judy W. Vogt
Mr. Kenan Walker
Dr. Richard Weldon
Dr. Lynn Willett
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. Sophia Maines of **The Sun News** was in attendance.)

I. Call to Order

Chairman DuBard called the meeting to order at 9:00 a.m. Dr. Oran Smith offered an invocation.

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Dr. Willett introduced the 2004-2005 Student Government Association Officers: Vice President John Adamec, Treasurer Lisa Sharpe and Secretary Antonio Pee. President Taurean Davis will be serving his second term and could not be attendance.

Mr. Nicholson introduced new members of the University Advancement office: Ms. Sandy Smith, Major Gifts Officer for the Colleges of Humanities and Fine Arts and Natural and Applied Sciences; Mr. Kenan Walker, Major Gifts Officer for the Colleges of Business Administration and Education; and, Ms. Mary Slaby, Finance Director.

Mr. Connor introduced Ms. Christi Chambers, Director of Alumni Affairs, who is a Coastal alumnus of 1992.

Roll call was taken.

Chairman John W. Dawsey of the Horry County Higher Education Commission was out of town and asked Dr. Edgar Dyer to give a brief update. The Commission is in the process of finalizing their 2004-2005 budget. The bonds for the Prince Building and the Center for Marine and Wetland Studies are the biggest portions of the budget. The Center is receiving international accolades for instrumentation they are developing. Seven new scholarships are being awarded to local high school students to attend Coastal. If the plan for the proposed arena goes through, the arena site will be on property already owned by the Commission. They are in agreement with Coastal in the request to Horry County Council for additional acreage in the Atlantic Center.

President Grant Singleton of the Coastal Educational Foundation asked Mr. Nicholson to inform the Board that as of March 31, 2004, the CommonFund accounts are just over \$13 million. Two new Board members have joined the Foundation Board, Messrs. Hank Mense and Larry Coates, who are longtime friends and supporters of the University.

II. Approval of Minutes

Mr. Spivey moved to approve the minutes of January 9, 2004, and Mr. Carter seconded. The motion passed.

III. President's Report

Dr. Ingle stated that Dr. Barr was not in attendance because his daughter was graduating from Clemson University. Ms. Denise Elliott, Director of Aramark Food Services, has received a promotion and will be transferring to the College of Charleston. She received a standing ovation in appreciation for her service to the University.

Ms. Connor highlighted some 50th anniversary celebration events listed on the calendar which was handed out. The main 50th anniversary event will be Founders' Day on September 20. Tying into this event will be the public kickoff of the 50th Anniversary Initiatives Campaign, the dedication of the Harvey Graham Bell Tower, and the recognition of critical entities in founding the University.

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Coastal will host Savannah State at homecoming on November 6. Each college and various student organizations will host alumni gatherings. The Homecoming Committee is made up of a diverse group of students, deans, administrators, and staff.

There will be a New Student Convocation on August 15 for freshmen.

Special gold medallions will be given to all faculty, graduates, and the platform party during the 50th anniversary year to wear at commencement.

Distinguished Professor Jim Branham will be hosting his bi-annual reunion on June 6. This year the 1950-60-70-80's alumni are invited.

Dr. Vogt distributed an update on Fall 2004 admissions. Projections indicate 1325-1350 new freshman. Shortly it will be necessary to close enrollment, except to local students as applications are up 11 percent; acceptances 15 percent; and deposits six percent. A record 1300 freshmen deposits have been received. The incoming new student population will continue to be about 50 percent in-state. We are profiling stronger in Horry County as students have increased 32 percent.

The loss of the Academic Common Market in Virginia for Marine Science could have impacted attendance but strategies were changed to draw education and business majors, in addition to the sciences. As a result, the market stabilized with a four percent increase in out-of-state students.

The Fall 2004 freshmen by academic quality: GPA = 3.2 (3.2 for Fall 2003) and SAT Avg. = 1044 (1041 for Fall 2003). Of the currently enrolled students, there are 509 more undergraduate students registered this fall than at the same time last year.

Dr. Ingle is gratified that retention rates continue to improve. Several years ago, the Board of Trustees had asked him to look at ways to retain, in particular, the freshman class. As a result, the Academic Advisement Center was established to help freshmen with academic advisement, time management, and targeted primarily the undeclared students. Dr. Linda Hollandsworth and the staff developed a program which has just been selected as the top national academic advisement program in the country.

Mr. Godshall stated that LandArt Company and DDC Engineers have completed the Inventory and Analysis Phase of the Campus Master Plan. In looking at Coastal's growth patterns over the next ten years based on a projected growth rate of 5 percent per year, by Fall 2013 the total student population will be approximately 12,000 students. We will need approximately 300 additional beds by 2008 and 1000 by 2013. Approximately 750,000 sq. ft. in additional academic space will be required by 2013. Mr. DuBard suggested hosting a Board retreat to discuss the Master Plan at the new Litchfield facility in the fall.

A 50th Anniversary Initiatives football video to kick off fundraising for football was previewed.

Dr. Ingle announced that on May 22, a three-pole flag installation adjoining Watson Field would be dedicated preceding the baseball game between the Chants and the High Point Panthers. The installation will perpetuate the site's recognition of the men and women who have served in the military. Veterans groups from Conway, Murrells Inlet and North Myrtle Beach have sponsored

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the installation that will fly the U. S., S.C. and Coastal flags. An ROTC unit from Carolina Forest will act as color guard and provide music.

Dr. Ingle had personnel and contractual issues for Executive Session.

IV. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Oran Smith reported that the Academic Affairs Committee had several personnel items for Executive Session.

Development & Alumni Affairs Committee

Mr. Moore reported that the Development & Alumni Affairs Committee met the previous day.

Ms. Conner distributed tickets for the Garden Party in the afternoon where 850 students and parents are expected to attend. Everyone was reminded to have their Teal parking passes and invitations in order to get into the Hospitality Suite for robing and breakfast at 8:15 a.m. at commencement tomorrow. Tickets were available for the May 18, South Carolina U.S. Senatorial Debate to be televised from Coastal's campus in conjunction with SC ETV and WPDE TV.

Everyone was invited to attend today's annual meeting of the Alumni Association at 1:00 p.m. where outstanding alumni from each of the colleges will be recognized. S.C. Representative Alan Clemmons will be recognized as the Distinguished Alumni.

Mr. Nicholson reported that the 50th Anniversary Initiatives Campaign continues to move forward, and he is very pleased with the developing gifts and the energy created. The overall campaign plan and a view book for the campaign were included in the Board packets.

On March 24, a Campaign Leadership meeting was held with about 50 people in attendance. The Steering Committee, representing leadership from each college and area, was introduced. Co-chairs Billy Alford and Hal Holmes announced that the campaign has surpassed the \$7 million mark towards the \$10 million goal. The public phase will be announced in conjunction with Founders' Day on September 20 with 70 percent of the goal realized. Ms. Brenda Spadoni talked about the Spadoni family pledge of \$1 million to the College of Education. Dr. Subhash Saxhena, retired mathematics professor, announced his desire to establish a \$30,000 endowed scholarship. Dr. Hal Holmes pledged \$500,000 to create an endowed chair for the Marine and Wetland Studies.

The next leadership meeting is scheduled for May 26 which will feature a campaign update, special gift announcements and a spotlight on important campaign initiatives of each area,

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presented by the deans and students. We are close to an endowment to create a Values and Ethics Center in the College of Humanities and Fine Arts.

On April 29, Mr. Bob Brooks hosted a special event to spotlight the athletic initiatives of the 50th Anniversary at the Dunes Club. About 200 people were in attendance to review the football program needs for the upcoming season. A 20-member Athletic Steering Committee has been created to take football to the next level.

University Advancement, Community Relations/Special Events/Alumni Relations and Marketing and Communications met on March 18-19 for a planning retreat. A comprehensive plan was created to strategically address the integration of fundraising activities, events and communications to help focus all activities on the University's priorities, campaign initiatives, and donor cultivation.

The inaugural year of the reunion agent program is underway. Dr. Bob Squatriglia has recruited class agents for each of the 50th anniversary reunion years. A letter has been sent to each class member with a goal for the class. At the homecoming football game, the class goal will be written on an oversized check and presented to Dr. Ingle.

The Legacy Advisory Council's next meeting is planned for May 18, where about 40 area investment managers have been invited to learn more about Coastal's planned giving needs.

The John F. Vrooman family made a significant gift for the naming of the Vrooman Field at Charles Watson Stadium. The dedication was held on March 13 in conjunction with a baseball game.

Mr. Nicholson reported that Chairman Fred DuBard has made a significant gift to create a trustee distinguished leadership endowment for the campaign. The trustees will be asked to join him in completing this endowment.

Mr. Nicholson feels deeply that campaigns are not just about money. Coastal is successfully positioned for private fundraising because of two things: a wonderful legacy and a promising bright future. He is encouraged to see people give of their resources and sacrifice because they want to be a part of this promising future. Recently, the depth of Coastal's history was evident when the James P. Blanton Circle was dedicated April 14. Mr. Blanton, one of two remaining founders, was present with this family to name the circle and spotlight the dedication and loyalty of those early pioneers who sacrificed a great deal to create Coastal Carolina University. Family and friends are creating a Wall College of Business Administration professorship in his honor. Mr. Blanton sent a warm letter of appreciation for the recognition and the day's activities, and Mr. Nicholson shared it with everyone.

Planning & Fiscal Affairs Committee

The Planning & Fiscal Affairs Committee met to discuss the weighty issues of tuition and finances for the University on April 29.

Mr. Keith Smith, at the recommendation of the Planning & Fiscal Affairs Committee, made the following motions:

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- **That the tuition for full-time in-state students for 2004–2005 be increased by \$455 per semester, to a total of \$3,050 per semester, and that the tuition for full-time out-of-state students increase by \$665 per semester, to a total of \$7,100 per semester. Further, that the rates for part-time, graduates, exceptions to regular tuition rates, and the fees and allocations be established as shown on pages 26 and 27 of the revised pages of the budget document. Mr. Hodge seconded, and the motion passed.**

Mr. Hodge stated that there has been a lot of talk about Coastal's tuition increase for the last four years. He asked how much budget monies had been cut from the state in the last four years. Dr. Horner responded that we have experienced a 28 percent reduction in state funding compared to 41 percent in growth. So, the increase in tuition is necessary to offset these cuts.

Mr. Hodge asked where Coastal falls in comparison to increases at other institutions. Dr. Horner's "best projections" from other institutions aligns Coastal in the median for public comprehensive universities within the state.

Mr. Spivey added that with the increase in tuition, the Planning & Fiscal Affairs Committee had directed the President to set aside need-based scholarship money for certain local students.

Mr. Lyles wanted to know where out-of-state tuition falls in regards to other public comprehensive universities. Dr. Horner responded that Coastal is the second highest in the state and the tuition level will have to be watched closely to avoid pricing ourselves out of the market. Dr. Vogt monitors the tuition in other states. In the New York-New Jersey area, the in-state tuition and room and board is about \$16,800. Other states are also having tremendous tuition hikes this year.

- **That the room, board, and health services be increased by \$100 per semester to \$2,985 per semester as shown on page 28 of the revised pages of the budget document. Mr. Carter seconded, and the motion passed.**
- **That the budget for 2004-2005 be approved with "10" funds operational revenues and expenditures projected at \$49,620,000 and with total current funds projected at \$87.7 million, as shown on pages 24, 25, and 29 of the budget document. The administration will adjust revenues and/or expenditures as required if conditions change, to ensure that the University maintains a positive current fund balance. Mr. Carter seconded. The motion passed by acclamation.**
- **That Coastal Carolina University, through the Budget and Control Board, seek a loan from a local bank to refund a portion of the Series 1994 Revenue Bonds. Mr. Carter seconded the motion, and the motion passed.**
- **Mr. Carter moved to adopt the supplemental resolution that allows Coastal Carolina to refund these bonds. Mr. Rabon seconded and the motion passed by acclamation.**

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Student Affairs Committee

Mr. Lyles reported that the Student Affairs Committee met yesterday with Dr. Willett to review and discuss the recommended revisions to the Student Code of Conduct. Both the Student Life Faculty Senate Committee and Faculty Senate have reviewed and approved the revisions. This document is an improvement over the previous code in several ways: the hearing process for violations is clearer and easier to understand; the document includes updated definitions of violations to include computer-related incidents and revised definitions of plagiarism; and, the hearing process has been revised to eliminate redundancies and unnecessary procedural delays.

Mr. Carter made a motion for the Board of Trustees to approve the revisions to the Student Code of Conduct as recommended by Dr. Willett, Student Life Faculty Senate Committee and the full Faculty Senate. Mr. Spivey seconded, and the motion passed by acclamation.

Dr. Willett reported that faculty and staff had submitted ten special interest housing proposals and six had been selected for designated areas in the residence halls beginning Fall 2004. It is hoped to help promote connections and diversity early on in the freshman experience. The programs include Wellness Housing, Casa Hispana (Spanish floor), Wilderness and Outdoor Experience, The Sea Floor, Chanticleer Spirit and Leadership Development, and International Issues, Understanding, and Opportunities. Applications have been sent to the freshmen.

Three personnel searches are currently underway in Student Affairs. Finalists will come to campus in the next couple of months, hoping to conclude selections during the summer for the Director of Residence Life, Director of Counseling Services, and a new position for Dean of Students.

More emphasis this year will be placed on better managing the parking spaces that we have. Several underutilized areas on campus will be assigned to freshmen. Also, more serious and consistent enforcement will take place with the intent is to get people to use the available spaces.

Mr. Warren Koegel highlighted activities and accomplishments for athletics:

- A 20-member Athletic Steering Committee has been created to take football to the next level, and Dr. Dick Ward is chair. The committee has met three times and every athletic department is involved in major fundraising.
- The University is behind in the weight room facilities for our 427 athletes. A weight room and office complex are being built on the practice fields. Pledges are coming in for needed equipment.
- The "Athletic Year in Review" with the accomplishments of teams and individual athletes was distributed.
- Coastal is currently in first place for the Sasser Cup, and it looks promising as Coastal is ahead in both softball and baseball.
- Some athletes highlighted were:
 1. Keith Garramone, track and field athlete, graduates with a 4.0 GPA, receiving the President's Award for the Highest GPA and the 2003-04 Faculty's Distinguished Excellence Award. He was named Big South Conference Men's Outdoor Track and Field Scholar-Athlete of the Year in 2003 and 2004. A member of Coastal's Wall

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Fellows Program, Garramone interned as a financial analyst associate for Rolls-Royce Corp., where he has already been offered a job after graduation.

2. Amber Campbell finished third at the U.S. Indoor Track and Field Championships in the Weight Throw, finishing ahead of the six-time national champion. She placed fourth at the NCAA Indoor Championships, earning her fifth All-American honor. Her sights are still set on the Olympics.
3. Jessica Watson, a member of the women's track and field squad and the Student-Athlete Advisory Committee, was chosen by the NCAA to attend the 2004 Student-Athlete Leadership Conference, May 30-June 3 at Disney's Wide World of Sports Complex in Lake Buena Vista, FL. This selection committee received 1,175 nominations from 295 institutions, and Watson was chosen as one of the 324 student-athletes from around the nation to participate in the conference.
 - Daktronics Scoreboard featured a picture of Coastal's football scoreboard and a quote from Mr. Koegel in a promotional brochure for distribution internationally.
 - To show where Coastal stands in relationship to other schools within the Southern Conference and the areas needing improvement, the football staff had compiled a brochure that was distributed.
 - Distributed were the 2004-2005 Coastal Carolina University Athletics Composite Schedule and a football ticket brochure.

It was noted that if Coastal wins the Sasser Cup this year, it would be the fifth time. Mr. Spivey would like to have a banner made for display in recognition of these accomplishments.

Capital Projects Ad Hoc Committee

Mr. Moore stated that there were contractual and legal matters to be discussed in Executive Session.

V. Chairman's Report

Chairman DuBard expressed appreciation for the trustees' participation in the various committee meetings, and the reports reflect that they had been very productive.

New telephone calling cards for trustees have been issued by the State and were distributed. The old calling cards are no longer valid.

Messrs. Spivey, Frink and Moore were appointed to serve on the 2004-2005 Nominating Committee with Mr. Spivey to serve as chair.

Everyone was asked to review the proposed 2004-2005 Board of Trustees meeting dates: October 21-22; January 13-14; May 5-6; and, July 14-15.

The next meetings of the Board will be July 22-23.

Mr. Carter informed the Board that through the efforts of Coastal Carolina University and, in particular, Dr. Lynn Franken, the Historic Rice Field Association, and the Newby Law Firm, 1500 books have been gathered for a Sandy Island library. He expressed appreciation to Dr. Ingle and staff for coming to the Miracle League opener.

VI. Unfinished Business

Nothing to report.

VII. New Business

Nothing to report.

VIII. Executive Session

Mr. Spivey moved to go into Executive Session, and Mr. Carter seconded. No action was taken during Executive Session.

After having met with Dr. Barr, Dr. Oran Smith, at the recommendation of the Academic Affairs Committee made the following motions:

- **That the Board of Trustees approve the conferring of honorary degree of Doctor of Humane Letters to Ms. Florida Yeldell and Doctor of Public Service to Senator Lindsey O. Graham and Representative Thomas G. Keegan. Mr. Frink seconded. The motion passed.**
- **That the title of Emeritus Professor be conferred to Dr. James E. Blackburn, Associate Professor of French, and Dr. Rebecca F. Snyder, Associate Professor of Education at their retirement. Mr. Carter seconded, and the motion passed.**
- **To accept the promotion and tenure recommendations of the University Promotion and Tenure Committee, the dean of the respective colleges, the Peer Review Committee of the respective College, the chair of the respective department, the Provost and Dr. Ingle:**

For Promotion to Professor: Maura Kenny and Susan Webb

For Promotion to Librarian: Michael Lackey

For Promotion to Associate Professor and Tenure: Maria Bachman, Teresa Burns, Daniel Ennis, Jane Guentzel, Michael Harris, Louis Keiner, and Nils Rauhut

And further to accept the recommendations of the University Promotion and Tenure Committee, the Provost, and the President:

For Promotion to Associate Professor and Tenure: Gary Stegall

For Tenure: Michael Ruse and Susan Slavik

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

- **To hire Dr. Judy B. Engelhard as Associate Professor of Education with tenure. Mr. Carter seconded, and the motion passed.**

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At the recommendation of the Capital Projects Ad Hoc Committee, Mr. Hodge made a motion for the Board of Trustees to authorize the President of Coastal Carolina University to enter into a memorandum of understanding with Coastal Carolina Arena, LLC. Mr. Carter seconded. The motion passed by acclamation.

IX. Adjournment

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

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Daniel W. R. Moore, Sr.", with a stylized flourish at the end.

Daniel W. R. Moore, Sr.
Secretary