

5-6-2005

Board of Trustees Minutes, May 6, 2005

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall, Sr. College of Business Administration Building, Board Room
May 6, 2005, 9:00 a.m.

Presiding: Mr. Fred F. DuBard, Jr.

Board Members Present:

Mr. Robert D. Brown
Mr. Joseph L. Carter
Mr. Samuel H. Frink
Mr. Charles J. Hodge
Mr. Dean P. Hudson
Dr. James F. Kane
Mr. William L. Lyles, Jr.
Mr. Daniel W. R. Moore, Sr.
Mr. Clark B. Parker
Mr. Robert L. Rabon
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.
Ms. Cathy Brand Harvin

Others Present:

Dr. Ronald R. Ingle
Mr. John Adamec
Dr. Peter B. Barr
Ms. Peggy Bates
Mr. David A. Bredekamp
Mr. Mike Boyton
Mr. Eddie Bushong
Ms. Debbie Conner
Mr. Ed Conroy
Dr. David A. DeCenzo

Ms. Paula Drummond
Mr. James Dukes
Dr. Edgar L. Dyer
Mr. Bill Edmonds
Dr. David W. Evans
Mr. Bryan Forbes
Dr. Sally M. Horner
Dr. Gilbert Hunt
Mr. Jamie Kachmarik
Mr. Mark Kelley
Mr. Warren D. Koegel
Ms. Linda P. Lyerly
Mr. David Millard
Ms. Anne T. Monk
Dr. Douglas D. Nelson
Mr. Danny Nicholson
Mr. Buzz Peterson
Mr. Delton Powers
Ms. Juli Powers
Ms. Erin Prince
Ms. Mona Pruffer
Mr. David Russell
Mr. Robert Shelton
Ms. Janet Shokal
Dr. Judy W. Vogt
Dr. Richard N. Weldon
Dr. Lynn Willett
Dr. Dennis Wiseman
Mr. Mike Wooten
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. Mr. Richard Greene of Time Warner Cable was in attendance.)

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I. Call to Order

Chairman DuBard called the meeting to order at 8:55 a.m. Dr. Oran Smith offered an invocation.

Mr. Koegel introduced Coach Buzz Peterson, newly appointed men's basketball coach, and his coaching staff, Ed Conroy, Mike Boyton, and Jamie Kachmarik. Coach Peterson expressed pleasure in coming to Coastal Carolina and is looking forward to becoming involved within the community. He believes that members of the team should be treated as human beings first, students second, and athletes third.

Dr. Willett introduced Paula Drummond, Director of Residence Life and Housing, and announced the new Student Government Association officers for next year: Mr. John Adamec, president; Ms. Janet Shokal, vice president; Ms. Heather Remley, secretary (could not be in attendance); and, Ms. Erin Prince, treasurer.

Mr. Carter recognized Ms. Peggy Bates and expressed appreciation for her assistance in establishing the Sandy Island Library, consisting of 2,000 volumes donated by Coastal Carolina and staff.

The Horry County Higher Education Commission's new chair, Ms. Julie M. Snowden, could not be in attendance. Dr. Dyer was asked to report on Commission activities. On April 29, the dedication of the John W. Dawsey Horry County Higher Education Commission Conference Room in the Edward M. Singleton Building was held. The Commission bestowed the title of Chairman Emeritus to Mr. Dawsey. Everyone was reminded that Mr. Dawsey will receive an honorary doctorate at commencement.

The Commission is preparing its 2005-2006 budget. The largest bulk of this year's budget was used to retire the debt services for the Prince Building and the Marine and Wetland Studies Building, academic enhancements, and scholarships. At the Commission's next meeting, they will approve recommendations for scholarship recipients. McNair Law Firm is also reviewing the Commission's bylaws.

Mr. Bill Marsh, president of the Coastal Educational Foundation, could not be in attendance. Mr. Frink, who is also a member of the Foundation, asked for everyone's encouragement and support as they move forward through the planning of the proposed arena.

Mr. Hudson, an original trustee, is retiring from the Board of Trustees. Chairman DuBard presented him with a resolution and an atheneum print. Mr. Hudson expressed appreciation for the experience of serving as a trustee.

Mr. Larry Lyles moved to bestow the title of Trustee Emeritus to Mr. Dean P. Hudson. Mr. Moore seconded, and the motion passed by acclamation.

Alumni Association President Rob Shelton invited everyone to the Senior Garden Party in the afternoon where Dr. Edward M. Singleton will receive special recognition.

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Mr. DuBard noted that Ms. Cathy Harvin was not in attendance due to her own health, as well as her husband's. A note from everyone was being sent to wish her well.

Roll call was taken.

II. Approval of Minutes

Mr. Spivey moved to approve the minutes of January 14, 2005 and Mr. Carter seconded; Mr. Spivey also moved to approve the minutes of March 15, 2005 and Mr. Frink seconded; and both motions passed.

III. Campus Report: Campus Master Plan by Mike Wooten, Principal Engineer for DDC Engineers, Inc./The LandArt Company

Dr. Ingle reminded everyone that it had taken two years to develop an all inclusive campus master plan including its physical and academic growth and the support systems needed to accomplish the goals. A copy of the master plan map was distributed to everyone.

Although the campus master plan was reviewed in detail at the Board retreat last September, Mr. Wooten presented a PowerPoint presentation summarizing the final details. He expressed appreciation for the opportunity to help in the development of the plan and was grateful for the guidance from Dr. Horner and Mr. Stan Godshall.

The 2000 Master Plan was the benchmark for the 10-year study window. The planning team consisted of DDC Engineers, Inc./The LandArt, Coastal Science Associates, Day Wilburn Associates, and University advisors and staff.

Inventory and analysis came about by gathering data, departmental interviews, student forums, neighborhood meetings, inventory of adjacent properties, and campus growth programs.

The guidelines for consideration included a 10,000 to 12,000 student population with a five percent annualized growth rate, with respect to the campus academic core, establishing a "walking campus," and continued expansion at the Atlantic Center. The various needs for students and alumni, buildings, streets and parking, access and circulation, transit service, walkways and bikeways, exterior spaces and landscaping, utilities, storm drainage system, athletics were all considered in the final plan.

Athletics is a major component in future growth. The proposed arena and parking space posed a challenge. The redirection of University Boulevard is not only a safety issue, but also of particular interest in getting to the Atlantic Center and freeing up land for campus expansion.

The master plan recommended increasing space on campus by 1,089,000 (GSF) by Fall 2013. This includes: Academic 654,000 GSF; Student Life 61,000 GSF; Support 270,000 GSF; Alumni Affairs 36,000 GSF; and Athletics 68,000 GSF. Another 7,765 parking spaces on the main campus and the Atlantic Center will be needed.

The Campus Master Plan is a working model. The challenge will be to stay on top of the model, making revisions as the University evolves. Because this is a fluid document, Dr. Ingle noted it

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does not require Board of Trustees' action; however, if there are questions, concerns or ideas, please let the administration know.

IV. President's Report

Dr. Ingle was pleased to inform the Board that he would officially announce at the celebration luncheon today that the 50th Anniversary Initiatives Campaign with its original goal of \$10 million has now surpassed \$13 million.

The Foundation has acquired the old Canal office building (about 30,000 sq. ft) which will help to implement portions of the master plan. Institutional functions like University Advancement which do not interact daily with students have moved there. While Kearns Hall is being renovated, Education faculty will be move in the building by the end of the year. The building is now called the Foundation Center.

Ms. Anne Monk reviewed the "This is My Classroom" campaign which is being shown in the Myrtle Beach/Conway, Florence and Columbia markets to increase awareness of the special opportunities for Coastal Carolina students that occur out of the traditional classroom setting. Media partners have donated more than \$20,000 for the effort. (Last fall, the same media partners donated more than \$80,000 in advertising for the University.) The four broadcast ads are rotated as part of the University's daily cable access show, "Coastal Today," which is aired locally on Time Warner and HTC cable. The four students selected have distinguished their education at Coastal Carolina through internships and experiences with faculty and within the community.

It has been about fifteen years since an aerial shot has been taken of the campus. As part of the 50th Anniversary events, the Horry County Higher Commission funded an aerial project that included footage of the campus, University Place, the Atlantic Center and Waites Island.

Mr. David Russell, videographer for the four student clips and the aerial footage, was introduced. The advertising clips and the aerial footage was reviewed.

Dr. Ingle will start another marketing project in the fall as he begins a road show throughout the state to build awareness of Coastal Carolina among the business leadership and the general population. The message is Coastal Carolina's role within the higher education community and the unique things happening here. Student testimonials in person or through videos will be a part of the presentation. Media relations will be coordinated with these visits. The road show tour will also provide opportunities for Advancement, Alumni, Athletics, and Admissions.

The trustees were asked for suggestions as to where and to whom Dr. Ingle should make these presentations. More information will be disseminated as plans become more concrete.

Messrs. James Dukes, Bryan Forbes, and Eddie Bushong, Coastal alumni and members of Pi Kappa Phi, were introduced. They announced the fraternity's desire to establish the Chad M. Beaty Bell Tower Memorial to be located on the walkway between the Brooks Stadium and Charles Watson Stadium coinciding with Pi Kappa Phi's tenth anniversary on campus. Chad M. Beaty, a former student leader who was killed in a car accident in 1994, led the formation of the fraternity on campus.

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About \$15,000 has been raised for the \$25,000 project. Graham Architecture has designed the 13 ft. wide by 30 ft. high tower. An 1886, 250 lb. brass bell from Charleston has been refurbished for the tower. A picture of the tower and the proposed location was distributed. Dr. Ingle added the Coastal Educational Foundation owns the proposed tower site and has approved the land for this use.

Mr. Carter moved to support and approve the establishment of the Chad M. Beaty Bell Tower Memorial, and Mr. Frink seconded. The motion passed by acclamation.

On behalf of the institution, Dr. Ingle applauded the fraternity for this project. It is hoped to have the tower in place by the opening of football season.

Mr. Dukes presented a flag with a document of certification to Dr. Ingle which former Senator Ernest F. Hollings had requested flown over the nation's capital in recognition of Coastal's 50th Anniversary.

Due to inclement weather, Ms. Conner announced the 50th Anniversary Celebration Luncheon and the Senior Garden Party will be held inside Williams Brice Gymnasium. Saturday's breakfast will be at 7:30 a.m. in the Brooks Stadium Hospitality Suite prior to commencement at 8:30 a.m.

A brochure regarding season's tickets for football was distributed. There will be a signup sheet at the July Board meeting. Two tickets have been reserved for each trustee and special requests for other tickets will also be handled then.

Mr. Mark Kelley of Kelly, McCain, Smith-Owens (KMSO) expressed appreciation for the opportunity to serve Coastal Carolina University and presented a legislative update.

1. Neither the House of Representatives nor the Senate have put a cap on tuition increases. Universities and trustees have the opportunity to decide tuition for themselves.
2. The Quail Creek lease was approved by the Joint Bond Review Committee and the Budget and Control Board.
3. The General Assembly has realized that Coastal Carolina is not on an equal financial plane with the other universities. KMSO and the administration have argued this point to the key leadership in the House and Senate and another \$500,000 was included into the budget this year. It is hoped next year to roll it into the general funding and continue moving in that direction. KMSO will continue with efforts to improve Coastal's state funding.
4. Senator Leatherman, Chairman DuBard, Dr. Ingle, and two KMSO partners attended a meeting to secure support for the proposed arena Use Agreement. Chairman Harrell and Senator Leatherman are now in support of the issue. Meetings will also be scheduled with the State treasurer, comptroller and the governor's office. The arena is scheduled for the Joint Bond Review Committee the first of June and the Budget and Control Board is scheduled to meet on June 14. The project looks very positive at this point.
5. KMSO continues to work with Congressman Brown and Senator Graham regarding the need for a Science Building and necessary funding.
6. KMSO is working with the Administration and DOT to secure funds to redirect University Boulevard.

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7. It is hoped that there will be a major bond bill next year and a great portion, if not all, of the funding for the Science Building will be included.

Dr. Oran Smith asked where the proposal to restructure the South Carolina Commission on Higher Education stands. Mr. Kelley has not heard any mention of it in the last year or so.

Dr. Vogt reported over 5,000 freshmen applications have been received for Fall 2005 and registration is ahead 102 students from last year. There has been a significant gain in prospective students from Horry County and the surrounding five-county service region.

New student projections are: freshmen - 1357-1400 (1323 in Fall 2004) and Transfers – 575-600 (587 in Fall 2004). The Fall 2005 freshmen academic GPA average is 3.2 (3.23 for Fall 2004) and the SAT Average is 1049 (1044 for Fall 2004). Freshmen deposits are 41 percent in-state and 59 percent out-of-state.

Continuing students are also important, and there will be a concerted effort with the deans and departments chairs to get last year's freshmen registered.

Dr Ingle asked how many transfer students come from Horry-Georgetown Technical College (HGTC). She reported that about half of the transfer students are from technical schools, of which 80 percent of those are from HGTC or about 120-145 students.

By way of information, everyone received a copy of the Quail Creek lease agreement and a draft of the membership fee schedule.

V. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Oran Smith reported that the committee had met and reviewed issues to be brought to the Board. He briefly reviewed three new degree proposals.

There is a minimum of new faculty required for the new degrees--one additional for recreation and sports management, which was already planned; another for communications sometime before 2010; and, a couple of new faculty by 2008 for business administration.

At the recommendation of the Academic Affairs Committee, Dr. Oran Smith moved to approve the following proposals to establish a:

- 1. Bachelor of Science degree in recreation and sports management. Mr. Brown seconded, and the motion passed.**
- 2. Bachelor of Arts degree in communication. Mr. Brown seconded, and the motion passed.**

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3. Master of Business Administration (M.B.A.). Mr. Lyles seconded, and the motion passed.

Dr. Kane asked if AACSB has been notified of the pending masters program. Dr. DeCenzo reported that earlier this semester he had notified AACSB of the mission change and the start up for the program in Fall 2006. In an e-mail, AACSB has basically approved the mission change and indicated the M.B.A. would come under normal review when the College of Business Administration receives its reaccreditation review in Fall 2007. The accreditation should take place before the first students graduate.

Degree proposals for applied physics and resort tourism management have been approved by SCCHE.

The committee has personnel items for Executive Session.

Development & Alumni Affairs Committee

Mr. Moore asked Ms. Conner and Mr. Nicholson to report on the meeting held yesterday.

Ms. Conner recapped the Alumni Relations Update that was included in all the packets. As a result of a strategic planning meeting, 2005-2006 goals have been developed: communicate better, more frequently and effectively with alumni; get more alumni participation in programming; increase alumni giving; provide more benefits and services to alumni; assist the alumni board in developing and meeting goals; and improve the integrity and quality of alumni database information.

Mr. Nicholson is pleased and excited that the 50th Anniversary Campaign has exceeded \$13 million and expressed appreciation for the leadership and support of the Board of Trustees. The University will continue, without losing momentum, to advance the dreams of Coastal Carolina University.

As an addition to the campaign, the Ron and Judy Ingle Endowed Scholarship for Dependent Children and Grandchildren of Coastal Carolina University faculty and staff has been established. The annual scholarship will be divided equally between two Coastal Carolina students--one who is a dependent child or grandchild of a faculty member and one who is a dependent child or grandchild of a staff member. The University plans to award the first scholarships coinciding with President Ingle's retirement in 2007. The Ingles express their deep gratitude for the dedicated service of faculty and staff with this legacy.

Larry and Ginny Biddle have made a significant gift to name the Biddle Teaching and Learning Center in the Spadoni College of Education. The announcement was made at the first annual Spadoni Symposium with an audience of 800 educators and students on hand for the lecture.

Dr. Gil Hunt was pleased to announce the Juli Streater Powers Special Education Initiatives within the Spadoni College of Education established by Juli and Delton Powers. Their gift will be seed money for Coastal Carolina's new special education major that began in Fall 2004. The gift will purchase teaching and testing materials and equipment for the program. Ms. Powers, a

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Coastal alumnus and former trustee, expressed appreciation to her husband for honoring her in this special way as this is an area that is very near and dear to her.

Dan and Toni Moore held a prospect reception on March 16 that was well attended.

Planning & Fiscal Affairs Committee

At the recommendation of the Planning and Fiscal Affairs Committee, Mr. Keith Smith recommended the following motions to the full Board of Trustees:

- 1. Increase tuition for full-time in-state students for 2005-2006 by \$380 per semester, to a total of \$3,430 per semester, and increase tuition for full-time out-of-state students by \$450 per semester, to a total of \$7,550 per semester. Further, that the rates for part-time, graduates, exceptions to regular tuition rates, and the fees and allocations are established as shown on pages 26 and 27 of the budget document. Mr. Spivey seconded.**

Mr. Rabon expressed concern for the local students and the impact of this tuition increase. Mr. Moore stated that part of the budget is playing catch-up with increased enrollment to hire faculty and professional staff. Mr. Hodge added that we are in a time of declining state revenues and trying to increase Coastal's profile while providing quality education.

After discussion, Mr. Carter moved to suspend debate, and the motion passed.

Mr. DuBard called for a vote on the original tuition motion. Messrs. Clark and Rabon voted no. The motion passed.

- 2. Increase room, board, and health services for 2005-2006 by \$155 to \$3,140 per student per semester, as shown on page 29 of the budget document. Mr. Carter seconded. Mr. Rabon voted nay. The motion passed.**
- 3. Approve the 2005-2006 budget with "10" funds operational revenues and expenditures projected at \$58,825,000 and with total current funds revenues projected at \$95.2 million, as shown on pages 24, 25, and 28 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, and the motion passed by acclamation.**
- 4. Direct the administration to advance refund the new money portion of its Student Housing Revenue Bonds, Series 1999, at a time in the future when market conditions are favorable. The Board of Trustees delegates to its Chairman and the Treasurer of the State of South Carolina the authority to issue these bonds. Mr. Carter seconded, and the motion passed.**

Student Affairs Committee

Mr. Lyles reported the Student Affairs Committee had not met, and Mr. Koegel was asked to give an update on athletics.

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Mr. Koegel was pleased to announce an increase in the athletic graduation rate of 13 percent which is a result of restructuring and hiring new academic support personnel.

Time Warner Cable sponsored Coastal's first Student-Athlete Academic Awards Banquet where 115 athletes with a 3.00 cumulative GPA or higher were honored. This was an important evening for them and their coaches.

Mark Johnson, men's track and field, won a gold medal at the Penn Relays by pole vaulting 17'4 $\frac{3}{4}$ ". The important Penn Relays was televised on national television. He was the first Coastal athlete to win a gold medal at that event.

At the same track meet, recent graduate, Amber Campbell finished second place in the hammer throw. However, she is ranked number one in the U.S. and has been named to the U.S. National Team.

For the first time, the women's golf team won the Big South Championship and will be competing in the Eastern Regionals of the NCAA Championships. The men's golf team also won the Big South Championship and will be competing in a regional championship to be announced.

The baseball and softball teams are doing well.

Coastal's standing for the 2004-2005 Big South Conference George F. "Buddy" Sasser Cup Standings as of April 28, 2005, was distributed. Coastal is currently in first place.

Over 100 applicants were received for the men's basketball coach. Buzz Peterson will be a great asset to the athletic program as he is well known and respected.

A football schedule was distributed.

Capital Projects Ad Hoc Committee

Nothing to report.

VI. Chairman's Report

Chairman DuBard proposed two dates for a Board Retreat. A letter will be sent out to all trustees to see which will be better for everyone, September 8-10 (coincides with a football game) or October 6-8 (coincides with the Fall Gala).

Messrs. Larry Lyles, Keith Smith and Joe Carter were asked to serve on a Nominating Ad Hoc Committee to propose a slate of officers for 2005-2006. Mr. Lyles was asked to chair the committee.

Mr. Billy Alford has been appointed to fill At-Large Seat 14 vacated by Mr. Hudson.

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VII. Unfinished Business

Nothing to report

VIII. Executive Session

Mr. Spivey moved to go into Executive Session to discuss personnel and contractual matters and Mr. Carter seconded. Upon reconvening, Mr. DuBard stated that no action was taken during Executive Session.

IX. New Business

At the recommendation of the Academic Affairs Committee, Dr. Oran Smith moved to confer the title of professor emeritus to Dr. Charles Gidney at his retirement. Mr. Carter seconded, and the motion passed.

At the recommendation of the Academic Affairs Committee, Dr. Smith made a motion to approve the following:

- 1. tenure and promotion to associate professor: Drs. Dan Able, Lee Bollinger, Elsa Crites, Chris Hill, Var Limpasuvan, and John Navin;**
- 2. tenure and promotion to associate librarian: Ms. Micheline Brown;**
- 3. promotion to associate professor: Dr. Michael Ruse; and,**
- 4. promotion to professor: Mr. Charles Wright.**

Mr. Hodge seconded these recommendations and the motion carried.

Also at the recommendation of the Academic Affairs Committee, Dr. Smith moved to hire Drs. Mark Mitchell and Steven Bleicher at the rank of professor with tenure. Mr. Hodge seconded, and the motion carried.

A land exchange between the University and the Foundation would expedite the road realignment project. Coastal owns 5.10 acres by the entrance to campus on Highway 501, and the Foundation owns 5.11 acres around Kingston Hall and surrounding parking lots. **Mr. Parker made a motion to execute the land swap between the Coastal Educational Foundation and Coastal Carolina University, as noted above. Mr. Keith Smith seconded, and the motion carried.**

The proposed revisions to the Coastal Carolina University Bylaws of the Trustees were voted on in three actions:

- 1. Mr. Spivey moved to adopt Attachment A - Authorizing Legislation. Mr. Lyles seconded and the motion passed.**
- 2. Mr. Spivey moved to adopt Attachment B – Revisions to Bylaws with the insertion of Article III. Officers of the Board. Mr. Lyles seconded and the motion passed.**
- 3. Mr. Spivey moved to adopt Attachment C – Questions Which May Lead to Further Proposed Revisions to Coastal’s Bylaws. Mr. Lyles seconded and the motion passed.**

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X. Adjournment

As there was no further business, Mr. Spivey made a motion to adjourn and Mr. Lyles seconded. The meeting adjourned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Dan W. R. Moore, Sr.", written in a cursive style.

Daniel W. R. Moore, Sr.
Secretary