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Board of Trustees Minutes, October 28, 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
October 28, 2005, 8:30 a.m.**

Presiding: Mr. Charles J. Hodge

Board Members Present:

Mr. William H. Alford
Mr. Robert D. Brown
Mr. Samuel H. Frink
Mr. William L. Lyles, Jr.
Mr. Clark B. Parker
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Dr. Samuel J. Swad

Board Members Not Present:

Mr. Payne H. Barnette, Jr.
Mr. Joseph L. Carter
Mr. Fred F. DuBard, Jr.
Ms. Cathy B. Harvin
Dr. James F. Kane
Mr. Daniel W. R. Moore, Sr.
Mr. Robert L. Rabon

Others Present:

Dr. Ronald R. Ingle
Dr. Peter B. Barr
Dr. John P. Beard
Mr. Doug Bell

Mr. David A. Bredekamp
Dr. Janis W. Chesson
Mr. Josh M. Chesson
Dr. Debbie Conner
Dr. David A. DeCenzo
Ms. Paula D. Drummond
Dr. Edgar L. Dyer
Mr. Bill Edmonds
Dr. David W. Evans
Mr. Stanyarne R. Godshall
Dr. Lloyd A. Holmes
Dr. Sally M. Horner
Mr. Warren D. Koegel
Ms. Linda P. Lyerly
Dr. David Millard
Ms. Anne T. Monk
Mr. Danny Nicholson
Ms. Penny Oakley
Ms. Pat Singleton-Young
Mr. Keith S. Smith
Dr. Judy W. Vogt
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. Tonya Root of **The Sun News** and Mr. Richard Greene of Time-Warner Cable were in attendance.)

I. Call to Order

Chairman Hodges called the meeting to order at 8:40 a.m. Mr. Frink offered an invocation.

Roll call was taken.

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A letter from Ms. Cathy Harvin was read expressing appreciation to the Board for the support during her time of bereavement. A moment of silence was offered in memory of her husband, Representative Alex Harvin.

Mr. Keith Smith was presented a resolution naming him trustee emeritus and a clock in appreciation for his 12 years of service on the Board of Trustees.

During a recent football game, Ms. Judy Robinson of Aramark was working in the Hospitality Suite. She saw a young girl having difficulties and performed the Heimlich maneuver, saving her life. Ms. Robinson received a certificate of recognition for her quick response.

Horry County Higher Education Commission Chairman Julie Snowden was welcomed. She stated that the Commission is reviewing its bylaws and conflict of interest policy and statements. At the last meeting, it was decided to dedicate \$100,000 for improvements to the warehouse at the Burroughs and Chapin Marine & Wetland Studies.

Mr. Godshall stated that the Coastal Educational Foundation had held their annual meeting this week. Recent projects have included acquiring a lease on the Foundation Center, helping finance the bell tower, acquiring the caretaker's house at Waites Island, and implementing the Blackbaud financial software package. The Foundation stands ready to assist the University in its endeavors.

II. Approval of Minutes

Mr. Spivey moved to approve the minutes of July 15, 2005, and Mr. Frink seconded. The motion passed.

III. President's Report

Dr. Vogt reported on the Fall 2005 enrollment which included: 14% increase in new freshmen; (5% increase for in-state and 24% increase for out-of-state); 7% increase for minority/new freshmen; and a 7% increase in new transfers. There is an 8% increase in total headcount (7,552 students), and an FTE increase of 7% which was due partially to an increase in graduate students.

The average GPA increased to 3.30 and SAT score increased to 1046. (The SAT state average is 983, and the national average is 1028). The one-year retention rate for new freshmen is 63.9% and for all undergraduate students is 79.4%.

Mr. Spivey noted the report shows the single largest increase in students was 24% for out-of-state students. Dr. Vogt stated that she closely monitors out-of-state student tuition and retention. Students who do not return to campus are asked why they are not returning. The number one reason is the financial ability to pay tuition.

Mr. Alford wanted to know about recruitment in the mid-west. Dr. Vogt said the admissions counselors attend 14 national fair programs—some in Chicago, Indianapolis, and Milwaukee. Recruiters must be careful that there will be enough students to visit the program and off-set the cost of the recruiter's trip. Marketing for Coastal Carolina goes to about 1,400 tier one high

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schools. Fifty percent of the in-state students come from the Coastal region with the remaining from Columbia/Greenville/Spartanburg/Rockhill. More students are coming from Horry County.

The Admissions literature is updated every three years, and the new package was distributed.

Dr. Debbie Conner presented an update on homecoming activities and reminded everyone that commencement will be December 10 at the Myrtle Beach Convention Center.

Everyone was invited to attend the annual Alumni Association Board meeting to be held Saturday morning at 8:30 a.m. in the Wall Auditorium. The "Alumnus of the Year" awards will be presented. Tim Meacham will be named Distinguished Alumnus of the Year. Outstanding alumni recipients from each college of the university are: Mike Pruitt, Christine Shutter, Jody Hyden, and Bruce Maggi.

About 800 people (208 families) attended this year's Family Weekend, an increase of about 100. The events were well attended. The Parents Advisory Council's inaugural meeting was held during the weekend and 15 families were represented at the meeting. A minimum commitment of giving is required for membership.

Mr. Keith Smith reported that Horry-Georgetown Technical College's turf management program has edged the lawns and planted flowers at Quail Creek. Coastal Carolina has partnered with John Deere and Jacobson for the use of their equipment. Memberships have not come in as expected; however, the annual memberships in local golf courses will be ending in December. Hopefully, there will be an increase in membership at that time.

Dr. Horner stated that preparations for the \$1.4 million mechanical renovations to Kearns Hall's are underway. Faculty and staff will be moving shortly to the Foundation Center. It should take about a year to complete the project. Mr. Alford asked if an industrial hygienist has been engaged to check on air quality. Dr. Horner reported that tests have already been performed.

Dr. Ingle noted that private donations have made it possible to update the look and efficiency of the Student Center and improvements to the entry of the library, which includes the installation of a coffee shop.

It is anticipated that the General Assembly will put a freeze on tuition increases at state institutions. However, the South Carolina Commission on Higher Education is proposing a three-year program capping tuition--Higher Education Price Index 3.5% plus \$175/semester. Part of the package includes the General Assembly agreeing to allocate \$50 million for the next three years to deal with parity issues. This would be very beneficial to Coastal Carolina as we are one of the institutions most affected by the lack of parity.

It is unclear whether or not there will be a bond bill next year.

There are contractual items for Executive Session.

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IV. Campus Report: Special Interest Housing

Dr. Lynn Willett stated that this is the second year for the Special Interest Housing Program. Paula Drummond, Director of Residence Life, and Pat Singleton-Young, Special Interest Housing Coordinator, were introduced.

Dr. Willett was influenced by Lou Holtz's speech regarding student interaction. He said two of the most important concerns of students are often forgotten—Do you know me? Do you care about me? It is only when the answers to these questions are “yes” that students are really interested in what we have to tell them. In a way, this is the basis for Special Interest Housing where we want to connect with students and let them know that we know who they are and we care about them.

What is special interest housing? It is a residential grouping of freshmen who share an interest in an academic theme or personal interest topic. The purpose is to ease the transition into college life through connecting with students, faculty and staff.

Special interest housing began last year with three freshmen communities—student leadership, sea floor, and wilderness and outdoor experience. This year there are six-- sea floor, wilderness and outdoor experience, wellness housing, Hispanic cultures, the New England connection, and hospitality hall--located at Waccamaw, Santee, and The Woods. There were 20 students the first year and this year there are 60. Oftentimes participants bring friends and roommates into the program.

Each community has an advisor and residence assistant. They are really critical to the program. Although they come with their own ideas for programs and activities, students are consulted and the program is appropriately modified. The advisors serve, in a good way, as a campus authority or counselor to students. They meet weekly with members of the community and are in constant contact with Student Affairs. Activities and programs are planned for each of the individual communities and sometimes joint programs.

The retention numbers for the communities are very promising at the rate of 77%--13% higher than freshmen in general.

Ms. Penny Oakley, program advisor for the sea floor community, was introduced. Ms. Oakley talked about her experience with this program. She has enjoyed watching the students connect at overnight campouts at Waites Island and outings to Ripley's Aquarium.

V. Standing Committee Reports

Executive Committee

Nothing to report.

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Academic Affairs Committee

Dr. Oran Smith reported the major categories used externally to assess colleges and universities include:

- What is the academic reputation of Coastal Carolina University?
- What are the issues related to retention—academic and behavioral?
- What are the faculty resources?
- What is the quality of the typical student?
- What is our spending/student?
- What is alumni giving?

In the **U.S. News & World Report** university rankings, the Carnegie classifications categorize Coastal Carolina as liberal arts. Currently, Coastal Carolina is being compared to private universities like Amherst, Swarthmore, and Overland. Dr. Ingle stated that the classifications are undergoing major revisions. Coastal Carolina will probably be reclassified into a category more appropriate in terms of peer group.

The College of Education and the College of Natural and Applied Sciences made presentations at the committee meeting. The College of Education reported that 80% of the students passed the teaching exam in 2000 and 100% in 2005. The College of Natural and Applied Sciences reviewed some of their strong academic programs and pointed out their greatest challenge is facilities.

Mr. Alford noted Horry County Schools have a very high reputation and that about half of the teachers are Coastal Carolina graduates. Horry County Schools and the university work together in the recertification process for the teachers. He would like to see the success of Coastal Carolina's College of Education carried across the state.

There are personnel matters for Executive Session.

Development & Alumni Affairs Committee

Dr. Swad asked Dr. Conner and Mr. Nicholson to report on the meeting held yesterday.

Mr. Nicholson reported the first quarter giving of \$586,000.

The six brochures for the "Advancing the Dream—Major Gifts" initiatives were reviewed. The campaign will focus on student scholarships, faculty enhancements, academic programs, and facility needs in the four academic areas, the library, and athletics. There are several gifts on the table for these initiatives.

Two new members have been elected to the Coastal Educational Foundation Board—Russell Burgess and Lawton Benton.

University Advancement activities have included:

- The Wall College of Business has received \$50,000 from New South Corporation.

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- Dr. DeCenzo has been instrumental in developing a \$150,000 gift from the Felburn Foundation for renovations to the library.
- Ralph and Elizabeth Teal committed \$25,000 to name the Football Staff Conference Room.
- Mike and Kay Brown committed a new team logo emblazoned utility trailer as a gift-in-kind valued at \$19,500.
- The International Solo Bass Competition gifts total nearly \$44,000.
- The Annual Fund Phonathon started last week with 10 student callers. Alumni donors will be called during the month of November. Letters and brochures will be mailed to approximately 30,000 parents, faculty, staff, retirees, alumni, corporate friends, Chanticleer Club members and the 1954 Society members. New brochures have been personalized for each area.
- Five of the eight class reunions met their respective goals. The class of 1980 doubled their participation and gave almost \$6,000.
- Over 60 people attended the Legacy Advisory Council's campus luncheon event where members invited clients and associates.
- Advancement has implemented the Blackbaud software system which will improve data reliability, storage, retrieval and reporting for the Foundation's donor, fundraising and financial records, on-line giving and alumni communications.
- Mr. Carl Falk, a member of the Coastal Educational Foundation and retired executive, hosted a tour of campus for six members of the community. Members of the Board were encouraged to also take ownership for introducing people to campus.
- Another member of the Foundation and business executive, Brenda Spadoni Urquhart, shared with campus groups the family's gift and naming of the College of Education. Her parents have been instrumental in teaching her the obligation and importance of giving back. Ms. Urquhart and Student Affairs have created a "Students in Philanthropy and Service Award" contest to teach the importance of giving. The sorority/fraternity/club making outstanding annual contributions in philanthropy will receive \$500 to be donated to a favorite area charity.
- Fundraising efforts are expanding into the south end of the Grand Strand. Mr. Wilson Lowery, a former IBM and FBI executive, will co-host a reception with Dr. Ingle. The topic of conversation will be "The Future of the Environment and Water Quality at DeBordieu." Members of the Prince George and DeBordieu communities have been invited to the November 16 event.

Dr. Conner reported that *Coastal Today* is now shown statewide on SC ETV on Wednesdays and Sundays. The Harris Alumni Directory project is in its final phase. The alumni phone-a-thon has been completed and over 3,000 records are being updated. About 400 alumni updated their information at home football games at the alumni tent. The Alumni Board of Directors has designated \$20,000 in seed money towards their vision of an alumni house which is included in the master plan. A strategic planning session for the Alumni Board will be held at their Charleston retreat the weekend of the Charleston Southern football game.

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Planning & Fiscal Affairs Committee

Mr. Spivey was the only committee member in attendance; however, he received information regarding the Financial Executive Summary and Enrollment and Financial Highlights. Also, a series of graphs on enrollment, growth, state appropriations, and tuition was distributed. This information should be very helpful in discussions with legislators and the community to better understand Coastal Carolina's position in these matters.

Mr. Spivey recommended the change in allocation of tuition collections from "10" funds to "15" funds, as noted on the Tuition and Fee Charges and Allocations, Per Semester Chart dated October 19, 2005. Dr. Swad seconded the motion and it carried.

Student Affairs Committee

Mr. Lyles reported that he had been re-elected chair of the Student Affairs Committee for 2005-2006.

Dr. Willet stated that Mr. Jay Bender, a lawyer with the firm of Baker, Ravenel & Bender, LLP, made a presentation to the committee. Mr. Bender has worked with the S.C. Press Association, an affiliate of the national Student Press Law Center and is a professor at the University of South Carolina, teaching media law. He was asked to share his thoughts on how the First and Fourteenth Amendments to the Constitution might impact decisions made in relationship to student media. He helped us to better understand the relationships we should be establishing with media organizations and the limits of the relationships.

There was also a discussion on student health services. Following up on a consultants report, we are looking to an expanded set of health services. We are currently assessing a continued relationship with Conway Medical Center, putting out a Request for Proposal (RFP), or a self-operated system of health services.

Mr. Koegel stated that the fundraising initiative "Advancing the Dream: Chanticleer Athletics" includes the expansion of Brooks Stadium and construction of a modern field house which will be naming opportunities, as well as a permanent home for the Buddy Sasser Hall of Fame and extensive improvements to baseball's Charles L. Watson Stadium and Vrooman Field.

The NCAA is now requiring Academic Progress Reports regarding eligibility and graduation of student-athletes for all universities. Coastal Carolina was the first university to submit the report. Several of our sports had a perfect score. The report shows a deficiency in retention of men's soccer because the athletes have been drafted before their graduation. If a program falls below 925 for multiple years, scholarship dollars for the sport could be affected.

The Spring 2005 grade point average for all teams (not including cheerleading) was 2.940.

Coastal Carolina will host the Big South Conference Volleyball Championship November 19-20. It is hoped that the football team will make it to the Division 1-AA playoffs with Coastal Carolina hosting a game.

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Capital Projects Ad Hoc Committee

Mr. Spivey reported that Coastal Carolina's potential for bonding capacity was discussed. The arena plans are moving forward and a sign has been installed on University Boulevard near Highway 501.

The ad hoc committee had contractual matters for Executive Session.

VI. Chairman's Report

Mr. Hodge is excited to have the opportunity to serve as chair. The institution has a great president, is financially sound, and has strong university programs. The Board is committed to the parents and students to keep tuition in line. There are further heights to be scaled.

VII. Unfinished Business

Nothing to report

VIII. Executive Session

Mr. Spivey made a motion to go into Executive Session. Mr. Frink seconded and the motion carried. No action was taken during Executive Session.

Dr. Lou Gilles retired prior to Coastal Carolina becoming a University. Through an oversight, he was not given the proper emeritus title at his retirement. **At the recommendation of the Academic Affairs Committee, Dr. Smith moved to confer the title of Distinguished Professor Emeritus to Dr. Louis H. Gilles, Jr. Mr. Spivey seconded. The motion carried.**

Also at the recommendation of the Academic Affairs Committee, Dr. Smith moved to confer the title of Distinguished Professor Emerita to Dr. Sally Z. Hare upon her retirement. Mr. Frink seconded, and the motion carried.

Everyone was in agreement with the Performance Planning Document for Dr. Ingle.

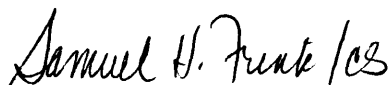
IX. New Business

Nothing to report.

I. Adjournment

The next Board of Trustees' meetings will be January 12-13, 2006. As there was no further business, Mr. Spivey made a motion to adjourn.

Respectfully submitted,

A handwritten signature in cursive script that reads "Samuel H. Frink /cs".

Samuel H. Frink
Secretary/Treasurer