

2-15-2008

## Board of Trustees Minutes, February 15, 2008

Coastal Carolina University

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**Minutes**  
**Coastal Carolina University**  
**Board of Trustees**

**E. Craig Wall Sr. College of Business Administration, Board Room**  
**February 15, 2008**

**Presiding:** Mr. William H. Alford

**Board Members Present:**

Mr. William S. Biggs  
Mr. Gary W. Brown  
Mr. Robert D. Brown  
Mr. Joseph L. Carter  
Mr. Samuel H. Frink  
Mr. Charles J. Hodges  
Mr. William L. Lyles Jr.  
Mr. Daniel W. R. Moore Sr.  
Mr. Clark B. Parker  
Mr. Robert L. Rabon  
Dr. Oran P. Smith  
Mr. Eugene C. Spivey  
Mr. Tommy M. Stringer  
Dr. Samuel J. Swad

**Board Members Not Present:**

Mr. J. Wayne George

**Others Present:**

Ms. Stacie A. Bowie  
Ms. Jean Ann Brakefield  
Dr. Janis W. Chesson  
Mr. Josh M. Chesson  
Ms. Lori G. Church  
Dr. Debbie Conner

Dr. David A. DeCenzo  
Dr. Darla Domke-Damonte  
Ms. Paula D. Drummond  
Dr. Edgar L. Dyer  
Ms. Mary E. Eaddy  
Dr. David W. Evans  
Mr. Wilbur L. Garland  
Mr. Stanyarne R. Godshall  
Ms. Alison L. Hawk  
Dr. Lloyd A. Holmes  
Mr. J. Scott Joyner  
Mr. Warren Koegel  
Dr. Henry Lowenstein  
Mr. Tim Meacham  
Ms. Anne T. Monk  
Dr. Danny Nicholson  
Dr. Rob Sheehan  
Dr. Judy W. Vogt  
Mr. W. Greg Weisner  
Dr. Lynn Willett  
Ms. Nila S. Hutchinson  
Ms. V. Chyrel Stalvey  
American Housing Foundation  
Representatives: Steve Sterquell, Sterg  
Sterquell and Trinidad Rodriguez

(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. Lorena Anderson of The Sun News was in attendance.)

**I. Call to Order**

Mr. Alford called the meeting to order and Dr. Smith offered an invocation remembering the four schools that have experienced violence on their campuses in the last week, in particular Northern Illinois University (NIU).

The following new employees were recognized: Lori Church, controller; Alison L. Hawk, director of internal audit; and Tim Meacham, associate university counsel (part-time). Lloyd Holmes, dean of

## **Board of Trustees Meeting February 15, 2008**

students, will be leaving for North Shore Community College in Massachusetts and was thanked for his service at Coastal Carolina University.

The American Housing Foundation will be discussing the sale of University Place with the Board during Executive Session. Their representatives were introduced: Steve Sterquell, Sterq Sterquell, and Trinidad Rodriquez. Mr. Sterquell, founder and president of American Housing Foundation, shared his success story with the Board.

Roll call was taken.

### **II. Approval of Minutes**

**Mr. Parker moved to approve the minutes of December 14, 2007, and Mr. Spivey seconded. The motion passed.**

Mr. Frink moved to change the agenda and go into Executive Session after the President's Report. Mr. Biggs seconded and the motion passed.

### **III. President's Report**

Dr. DeCenzo assured everyone that the campus community is trying to avert an incident like what happened at NIU yesterday. Mechanisms are in place to handle crisis situations and, hopefully, they will never be tested. Letters of condolence will be sent to NIU and Louisiana Tech who have both experienced violence on their campus.

Dr. Domke-Damonte presented a briefing on the strategic planning process and distributed a handout. Phase I has been completed—the CCU mission statement has been approved by SCCHE and situational analyses of external opportunities and threats, internal strengths and weaknesses, and peer and aspirant institution positions were completed in the fall. Phase II has begun and the six task forces have been created to develop prioritized initiatives. The Strategic Planning Steering Committee is working on a values statement to accompany the new mission statement.

Dr. DeCenzo noted that the addition of an ROTC program on campus received a glowing response in today's The Sun News.

Dr. Vogt presented an update on enrollment. More than 6,000 applications have been received for Fall 08 with an 18.4% increase in in-state new and transfer student applications. Out of-state students applications have increased 11.1%. Acceptances for in-state applicants are up 21.2%. About 1,700 freshmen and 650 transfer students are anticipated. There is almost an even enrollment for spring 07 and 08. A -49.7% in graduate enrollment was noted.

Last year the first semester freshmen retention rate was 91.1% and this semester it is 88.7%. This is a direct result of counselor staffing issues. It was noted that staffing is now 100%.

At the December 15<sup>th</sup> Board meeting, Dr. DeCenzo stated that the accreditation of the MBA program sailed through the initial evaluators without a deficiency. The final decision to be made by January 14<sup>th</sup> will just be a rubber stamping of the accreditation. About 45 minutes after the meeting, a letter was received acknowledging accreditation.

**Board of Trustees Meeting  
February 15, 2008**

Dr. Lowenstein noted that it is extremely rare for AACSB to accredit an MBA program in its first year. In addition, Coastal received four commendations for assurance learning which is highly unusual. The university was praised for its small class size, faculty-student interaction, quality of curriculum, and the beauty of the campus and facilities. The site team also praised the Wall Center of Excellence and the Wall Fellows Program. This is an accomplishment for the whole campus community. The next review will be in five years.

**IV. Executive Session**

Mr. Biggs moved to change the agenda and enter into Executive Session to discuss contractual matters. Mr. Parker seconded and the motion passed. Upon reconvening, Mr. Alford noted that no action was taken during Executive Session.

(Messrs. Duke Brown and Clark Parker left after Executive Session.)

**V. Standing Committee Reports**

Academic Affairs Committee

Dr. Smith reported that the Academic Affairs Committee had held an intense discussion at the retreat regarding the role of outside letters of reference during the promotion and tenure process.

**Dr. Smith made a motion for the full Board of Trustees of Coastal Carolina University to endorse the faculty promotion and tenure process to include external letters of reference or support beginning with faculty hires for Fall 2008. Mr. Moore seconded and the motion passed.**

**Mr. Carter moved and Mr. Frink seconded to confer the title of distinguished professor emeritus to Jessie C. Brown, Richard O. Collin, James D. Farsolas, Richard H. Moore, Douglas D. Nelson and emeritus professor to Colleen A. Lohr, Sylvia Kenig Snyder, and Deborah A. Vrooman at their retirement. The motion passed by acclamation.**

Coastal is moving forward to offer approximately 50 majors to our students.

Alumni Affairs Committee

Mr. Joyner reported that there were no action items.

Athletics Committee

**Mr. Biggs made a motion to declare Henry O'Neal Hucks Baseball Day on April 5, 2008. Mr. Rabon seconded and the motion passed.**

Mr. Biggs reported that the Athletics Committee had a great retreat in January.

Mr. Koegel reported that Dustin Johnson was having tremendous success on the PGA Tour. Anyone interested in getting on the list for Penn State tickets on August 30, should let the ticket office know. More details will follow.

**Board of Trustees Meeting  
February 15, 2008**

Audit Committee

Mr. Stringer reported that there were no action items.  
Executive Committee

Nothing to report.

Facilities Committee

**Mr. Rabon made a motion that the Facilities Committee recommends to the full Board of Trustees to convert Chanticleer Drive to a one-way street with slant-in parking on one side facing the academic buildings in an effort to alleviate parking issues on campus. This will add an additional 400 parking spaces. Mr. Lyles seconded and the motion passed.**

**Mr. Rabon made a motion that the Facilities Committee recommends to the full Board of Trustees that the administration pursue the purchase of the Atlantic Center building located at 642 Century Circle. Mr. Moore seconded and the motion passed.**

**At the recommendation of the Facilities Committee, Mr. Rabon moved to approve the following leases: Sanderson Property (Theater Prop Shop); Alumni House; B&C Marine and Wetland Studies, Singleton and Atheneum Hall; and Soccer Field. Mr. Carter seconded and the motion passed.**

For information, Mr. Rabon stated that the former Arts Academy on 76<sup>th</sup> Avenue may be available to Coastal and would fit the needs for a Myrtle Beach site.

Finance Committee

There were no action items.

Government Affairs Committee

Mr. Lyles asked the trustees to review the Senate and House of Representatives Contact List and note the legislators which they would feel comfortable approaching.

Dr. Dyer added that the Legislative Reception in Columbia on February 6 was very successful.

Institutional Advancement Committee

**Mr. Moore made a motion to name the “Thomas E. Jones Green Room” in the Wheelwright Auditorium in recognition of Professor Thomas E. Jones. Mr. Hodge seconded and the motion passed.**

Mr. Joyner reported that the fundraising campaign as of February 11 was \$2,521,880, with an additional \$1.05M in planned gifts and a probate bequest for a grand total of \$3,571,990.

**Board of Trustees Meeting  
February 15, 2008**

The naming of football seats was discussed. **Mr. Moore moved to direct the administration to conduct a feasibility study for the naming of football seats and report back to the Board at the April meeting. Mr. Frink seconded and the motion passed.**

Mr. Joyner distributed an updated, condensed vendor list of companies that Coastal has had business with. Trustees were asked to review the list and see if they have contacts with any of these businesses.

Student Affairs Committee

**Mr. Rabon moved to hire a consultant to review the university's alcohol policy, educational programs and treatment services at a cost not to exceed \$2,000 plus expenses. Mr. Carter seconded and the motion passed.**

Mr. Spivey reported that Sam Frink and he, along with Lynn Willet and members of her staff and students, had taken a road trip to check out student centers at UNC-Wilmington, Christopher Newport, Elon, Davidson, and Winthrop. After the trip, it was very apparent that Coastal has not kept up with its competition.

The Student Government Association has reported to the Student Affairs Committee that they have polled the student body. Overwhelmingly, they were willing to support additional fees in order to support the construction and/or renovation of a new student union and a new student recreation center.

**As chair of the Student Affairs Committee and with the endorsement of the Academic Affairs, Athletics, Facilities, Finance, and Student Affairs Committees, Gene Spivey moved for the Board to approve a budget reallocation for debt service of \$525 per student per semester, commencing with the Fall semester of 2007, with said funds to be dedicated to retire bonds that will be issued by the institution on the pledge of this budget reallocation, all for the purpose of financing the construction, renovation and furnishing of infrastructure and permanent structures that will advance the interests of our academic programs, our student affairs programs, our athletic programs, and our alumni. And, further, that the President and administrative staff be directed to bring to this Board, at its April meeting, a plan of action for the issuance of such bonds, including an estimated amount of funds that might be realized and a recommended prioritization of construction and renovation projects for the Board's consideration. Mr. Biggs seconded and the motion passed by acclamation.**

Dual Role Ad-hoc Committee

**Dr. Swad reported that the committee had met and further discussion was needed. He recommended tabling the Dual Role Ad-hoc Committee's recommendation until the next meeting. Mr. Frink seconded and the motion passed.**

Honorary Degree Ad-hoc Committee

There was nothing to report.

Master Site Plan Ad-hoc Committee

**Board of Trustees Meeting  
February 15, 2008**

**Mr. Gary Brown made a motion to start the state procurement process to hire a master planning consultant and to establish a budget for the work. Mr. Rabon seconded and the motion passed.**

**VI. Chairman's Report**

The Board meetings will be held April 3-4 at the Surf Golf and Beach Club in North Myrtle Beach. A reception will be held at Dr. Merrill Boyce's house and a tour to Waites Island will follow. More information will be forthcoming.

Chairman Alford reminded the Board that the screening of board candidates will take place on February 25 in Columbia.

Everyone was reminded to turn in their 2008 Statement of Economic Interests by April 15.

**Mr. Lyles made a motion that the Board of Trustees will submit a copy of their Conflict of Interest Statements and Conflict of Interest Forms to the director of internal audit, Alison L. Hawk, for review each year. Dr. Smith seconded and the motion passed.**

**VII. Unfinished Business**

There was nothing to report.

**VIII. New Business**

Dr. DeCenzo noted that he will bring to the April Board meeting information on restructuring of the university as requested at the December meeting. He also noted that the Fisher report, when received, will assist in determining the new structure.

Mr. Biggs suggested determining a set meeting time for the Board meetings. A survey will be sent to all trustees to decide on preferred meeting dates.

**IX. Adjournment**

As there was no further business, Mr. Biggs moved to adjourn the meeting and Mr. Moore seconded.

Respectfully submitted,

Tommy M. Stringer  
Secretary/Treasurer