

11-21-2008

## Board of Trustees Minutes, November 21, 2008

Coastal Carolina University

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

**E. Craig Wall Sr. School of Business Administration Building, Board Room**  
**November 21, 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. J. Wayne George  
Mr. Charles J. Hodge  
Mr. William L. Lyles Jr.  
Mr. Robert L. Rabon  
Dr. Oran P. Smith  
Mr. Eugene C. Spivey  
Dr. Samuel J. Swad

**Board Members Not Present:**

Mr. Daniel W. R. Moore Sr.  
Mr. Robert G. Templeton

**Others Present:**

Mr. Trevor Arrowood  
Ms. Stacie A. Bowie  
Dr. Jennie M. Cassidy  
Mr. Josh M. Chesson  
Ms. Lori G. Church

Dr. Debbie Conner  
Dr. David A. DeCenzo  
Ms. Paula D. Drummond  
Dr. Edgar L. Dyer  
Ms. Mary E. Eaddy  
Mr. Bill Edmonds  
Mr. Wilbur L. Garland  
Ms. Alison L. Hawk  
Ms. Haven Hart  
Ms. Chris Donevant-Haines  
Ms. Rose Marie Hussey  
Mr. J. Scott Joyner  
Mr. Warren Koegel  
Dr. Michael R. Latta  
Dr. Henry Lowenstein  
Ms. Anne T. Monk  
Mr. Caesar C. Ross  
Dr. Rob Sheehan  
Ms. Pat Singleton-Young  
Dr. Judy W. Vogt  
Dr. Susan Webb  
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. Claudia Lauer of The Sun News and Ms. Katie Powell of The Horry Independent were in attendance.)

**I. Call to Order**

Chairman Alford brought the meeting to order at 9:05 a.m.

Roll call was taken.

Ms. Hart introduced Student Government Association President Trevor Arrowood.

Dr. Sharon Thompson was introduced and received a standing ovation for being named the South Carolina Governor's 2008 Professor of the Year for four-year institutions of higher education. She

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was selected from a list of 36 candidates for this prestigious annual award, which recognizes excellence in teaching and student advising. It is the first time that a Coastal Carolina University professor has received this recognition. A video was reviewed that was prepared and shown when she received this recognition in Columbia.

Mr. Will Garland, Ms. Stacie Bowie and Ms. Loris Church were recognized for receiving a Certificate of Achievement for Excellence in Finance Reporting for is comprehensive annual financial report for the fiscal year ended June 30, 2007. Dr. DeCenzo reported that in the financial audit ending June 30, 2008 Coastal received zero recommendations from the outside auditor this year. He expressed gratitude to Mr. Garland and his staff. As you will recall, last year Coastal had 21 material weaknesses in the financial audit and the staff corrected these weaknesses in six months—way ahead of schedule.

In these trying financial times, Coastal is looking to balance the budget by protecting the educational environment, as well as preserve jobs on the campus. He thanked the trustees, faculty, staff, and students for providing suggestions and agreeing to do what is best for the University. Additional state budget cuts will be ahead.

Mr. Alford commended the administration and facilities for the improvements in the look of the campus.

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

**Mr. Carter moved to approve the minutes for June 13, June 19, July 24-25, and August 25, 2008. Mr. Hodge seconded and the motion passed.**

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

Dr. DeCenzo was relieved to receive an e-mail yesterday from Sallie Mae, the nation's largest provider of student loans, stating that student loans will be honored and money will be available.

Dr. Vogt reviewed a handout on enrollment. From Fall 07 to Fall '08 there was a 7.1% increase in undergraduates and 27.6% increase in degree seeking graduate students and overall a 3.6% increase in total enrollment.

Over the last ten years there has been steady growth and Coastal has increased in enrollment each year about 5%. There is a 425% increase in degree seeking graduate students (from 44 to 231 students).

Fall 08 new student enrollment highlights included: new freshmen headcount grew slightly; the most significant increase was 9.6% in transfer enrollments; and there was an 18.6% increase in new freshman minority students with a significant increase in Hispanic students.

First-year retention rates increased only slightly for new freshmen. The 6-year graduation rate for the 2002 cohort increased to 46.5%.

For Fall 09, there is a 38% (947) increase in freshman applications and a 47% (480) increase in freshman acceptances over last year. Early indicators are that we are very strong both inside and outside of the state.

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Under the leadership of Dr. Dave Evans, the Bridge program with Horry-Georgetown Technical College is expanding into a fully integrated residential program for Fall 09. We are the only institution in South Carolina that has this type of program with two institutions side by side fully integrated. Students attending HG-Tech can live on Coastal's campus and participate in any club and organization with the exception of Division I athletics and Greek organizations. They will have a Coastal ID. The anticipated enrollment is 150 students for Fall 09 and 175-200 by Fall 10.

Enrollment is on target for Spring 09 with 82% of the continuing students currently enrolled.

Dr. DeCenzo noted that an additional half million dollars has been put into an emergency scholarship fund for the spring semester to help in retention purposes. Awarding will be based on FAFSA information. Also, a letter will be sent out this week to students and parents telling of a more aggressive student employment program and raised the minimum wage to \$8/hour.

This year 75 of the top feeder high schools were visited and meetings were held with the guidance division. They were given a gift basket to create a Coastal display in their high schools and a guidebook for counselors.

Dr. Swad asked what the 6-year graduation rate is for our peer institutions. Dr. Vogt responded that it was in the 52-54% range.

Dr. Vogt expressed appreciation to Mr. Frink for assisting in raising money for students to purchase books this fall.

Dr. DeCenzo stated that it is critical to market and brand the University, especially in this economic time. The community and state are not as informed as they should be on the programs and good things happening on campus.

Ms. Eaddy stated that the purpose of a branding initiative is to build the value of Coastal Carolina University, to draw more money and prestige to the institution and to make our students more marketable when they leave. Research is the foundation for a good branding campaign. In the past year while researching the University's branding, collaborative sessions were held with more than 200 faculty and staff and questions were added to the freshman survey. We now have a good source of information on the incoming freshmen and their attitudes and habits and their relationship to the University and what drew them here.

At the July Board Retreat, MarketSearch Corporation's proposal for professional marketing research and consultation services was discussed and reviewed. Concerns were expressed regarding the \$22,500 cost to conduct the study to measure what local residents know, understand, believe and feel. A public perception baseline study will be the final link in the research chain to provide an accurate measure of what locals understand about us and pinpoint potential challenges and build stakeholder confidence in our brand.

Dr. Michael Latta, an advisor for the branding research process, feels that branding is even more important in poor economic times. When we determine what our stakeholder know, what they don't know, what they believe to be true that isn't true, what they believe to be true that is true, it will help us to craft our brand image and communicate it to the market.

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Mr. Alford stated that Coastal's message is not getting out. We receive private and public dollars. It is more critical now than ever that we engage in the private sector. If the private sector does not have the knowledge of what is happening on this campus, we are in serious trouble. He feels that is critical and prudent that we spend the money and get the information that we need to establish this university as the university of choice.

Mr. Rabon added that we have a fabulous product that nobody knows about.

**Mr. Rabon made a motion to engage MarketSearch Corporation to conduct a \$22,500 marketing research and consultation. Mr. Biggs seconded and the motion passed.**

Dr. DeCenzo reminded everyone that this research will be spent out of auxiliary funds. In accordance with our policy, any expenditure above \$20,000 requires Board approval.

Dr. Dyer reported that implementation of the Strategic Planning document has begun. Mr. Rose Marie Hussey will be coordinating the implementation of the strategic plan and working with the subgroups. She reported that Dr. DeCenzo has met with the Strategic Management Committee which consists of vice presidents, deans, the faculty senate chair, and staff advisors. This committee is sub-divided into four strategy committees which have been working to have information back to the president next week.

Dr. Sheehan reported that the VP for Advancement Search Committee is in the solicitation phase and a teleconference is scheduled for December 4 to select candidates for interview as a search committee. The passing of the penny sales tax for bricks and mortar will be very helpful in recruiting candidates. The next vice president will have a unique opportunity to launch a campaign directed at endowed chairs, outstanding professorships, funding for student activities, and additional bricks and mortar. It is hoped to bring candidates to campus in January.

Dr. DeCenzo stated that a lot of people were involved in getting the penny sales tax passed. Although it was a team effort, Robert Rabon was the guiding force for making it a reality in raising potentially \$100 million for the University. Mr. Rabon thanked Will Garland and the Horry County School Board to allow Coastal to be included in this opportunity to be a part of the referendum to the residents of Horry County and Mary Eaddy for her assistance in the campaign. Of course, it could not have been possible without the support of the citizens of Horry County. All received a round of applause.

Mr. Rabon suggested pursuing a Governor's School designation for marine science and environmental sciences for high school students.

**IV. Standing Committee Reports**

Academic & Student Affairs Committee

Dr. Smith reported the committee held discussions on developing a student honor code, undergraduate student research with faculty, and improving distance learning. Coastal is in negotiations with the Medical University of South Carolina (MUSC) to establish a baccalaureate degree program for health service professionals, i.e., medical technologists, dieticians, and dental technologists. The program would be completely on line and address a statewide need.

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He wanted everyone to be aware that the faculty is very committed to the University and going above and beyond the call of duty. Because of the economy and budget cuts, the faculty have stepped up and have taken on additional loads, sabbaticals have been canceled. Approximately 80 sections of additional class have been added and adjunct faculty will not have to be hired to team them.

Dr. Smith noted that the face of higher education is changing. Our relationship to the state has changed as far as funding and regulatory requirements. Coastal has been discussing informally for a while regarding a charter status in higher education in South Carolina.

Mr. Brown asked if there were any other colleges in the country that has a charter status. Mr. Spivey stated that Virginia and Maryland's entire state systems are charter status.

Dr. DeCenzo stated that Coastal only receives about 9.5% of our total budget from the state. Our biggest issue is regulatory relief. If it is feasible, we might consider a July 1, 2009 implementation.

Mr. Biggs wanted to know how a charter status would affect the hiring of new people. Dr. DeCenzo stated that we would like to have more control over human resource functions and this would be negotiated with the charter status legislation. Our employees would continue to be state employees and the Board would still be appointed by the state.

**Dr. Smith moved to direct the administration to explore the possibility of a charter status for the University and to report to the Board of Trustees the ramifications and any necessary legislative or other governmental action required for such a status. Mr. Hodge seconded and the motion passed unanimously.**

**At the recommendation of the Student Affairs Committee, Mr. Biggs moved to approve the following promotion recommendations for Associate Professor to Steve R. Bailey and Senior Instructor to Erwin Wolfe and Suzanne Senchak, as well as the following appointments to Distinguished Professor Emeritus to John F. Farrelly and Professor Emeritus to E. Eugene Collins and Nancy S. Goettel at their retirement. Mr. Carter seconded and the motion passed.**

**At the recommendation of the Academic and Student Affairs Committee, Mr. Frink made a motion to temporarily delay the implementation of requiring external letters of review as a part of the promotion and tenure process until the faculty loads return to normal. Mr. Carter seconded and the motion passed.**

Advancement, Marketing & Alumni Affairs Committee

In Mr. Moore's absence, Mr. Scott Joyner reported that in yesterday's meeting, Ms. Anne Monk presented a report on Coastal's advertising costs and reviewed examples of ads during the past year. Ms. Jean-Ann Brakefield reported that alumni held twenty-one events since June throughout the southeast. Advancement and Alumni work together in planning the events to cultivate donors and getting alumni involved.

The new Giving Report was reviewed. The year-to-date 2009 campaign cash collected is \$333,708 and there have been pledge payments of \$639,642. Together the total is \$973,350 in cash received this year.

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Other items not reflected on this report are four new endowed scholarships, three new annual scholarships, one new Marine Science endowment, two bequests (one honoring fallen police officer Cpl. Joe McGarry and the estate of Col. Larry & Mrs. Jane Clark). Three scholarships are being developed in memory of Frank Thompson (Sharon's husband).

The 2009 senior class gift will be general scholarship monies for returning students after graduation.

More than \$820,000 in outstanding pledges has been collected since July. A copy of the Coastal Educational Foundation's Procedure for Pledge Collections/Write Off was included in the packet for review.

Athletics Committee

Mr. Biggs asked Mr. Koegel to make a brief athletics update.

The NCAA Division I 2006-2007 Academic Progress Rate (APR) (based on a four-year average) measures athlete's retention and eligibility. We are in good standing with all seventeen sports programs and we are above the number that we need.

Coastal's NCAA Cohort Graduate Rates graduation success rate is 75% and student-athlete graduation success rate is 92%. We are in the top 20% in the United States and our scores are the best in the Big South Conference.

The following schools have been added to play football with Coastal: Kent State University and Clemson – 2009; University of West Virginia – 2010; and University of Georgia – 2011. Negotiations are underway to play Penn State again in 2012.

Audit Committee

There was nothing to report.

Executive Committee

Chairman Alford reported that the charter status was discussed in their committee meeting.

Mr. George and Dr. DeCenzo have been in conversations and gathering information regarding the suggestions of the Fisher report. Because of the economic times, we are on hold at the moment.

Finance, Planning & Facilities Committee

**At the recommendation of the Finance, Planning & Facilities Committee, Mr. Rabon moved to approve the University's lease of the baseball stadium complex (approximately 6.5 acres) from the Coastal Educational Foundation for \$1 per year. Mr. Lyles seconded and the motion passed.**

**Also at the recommendation of the committee, Mr. Rabon moved to accept the proposed semester room rates for Coastal Carolina University residence halls for 2009-2010 as follows: \$2,325 for Waccamaw Suites, Santee Suites, and The Gardens and \$2,540 for quads in The Woods, Waccamaw, and Santee. Mr. Biggs seconded and the motion passed.**

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Government Affairs Committee

Dr. Dyer reported that as a result of a law passed in the spring, boards of trustees of institutions where non-citizens/aliens are in attendance were required to develop a process to certify that students were lawfully present in the United States. The following resolution has been developed for Coastal Carolina University:

***A Resolution from the Coastal Carolina University Board of Trustees***

*WHEREAS, Section 17, Chapter 101, Title 59 of the 1976 South Carolina Code of Laws was amended requiring trustees of public institutions of higher learning to institute a process by which lawful presence in the United States is verified; and,*

*WHEREAS, such verification of an alien's status shall be completed pursuant to Title 8, U.S.C., Section 1373; and,*

*WHEREAS, it is the intent of the trustees to fully comply with the requirements of the legislation prohibiting unlawfully present aliens from receiving scholarships, financial aid, grants or resident tuition; and now,*

*BE IT THEREFORE RESOLVED that the following policy, and as incorporated by reference, is hereby adopted by this Board.*

*Done this Twenty-first day of November, Two Thousand and Eight.*

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*Process for the Determination and Verification of Lawful Presence of Coastal Carolina University Students*

- 1. Each student will be strongly encouraged to complete the Free Application for Federal Student Aid (FAFSA). The institution will be notified through the Central Processing System (CPS) download if the student is a U.S. citizen or eligible non-citizen. No further action will be required for citizenship verification or processing of financial aid for those students who are cleared as U.S. citizens or eligible non-citizens through the CPS database matches.*
- 2. South Carolina students who are not verified in step 1 will be verified through the S.C. Department of Motor Vehicle Driver's License database (if issued after 2002) or by documentary evidence of identity and citizenship, such as copy of their birth certificate, non-limited U.S. passport (current or expired), certificate of citizenship, certificate of naturalization, or proof of eligible non-citizen status. Students who are University employees may also be verified through E-Verify (online employee verification system operated jointly by the Department of Homeland Security and the Social Security Administration).*
- 3. Non-South Carolina U.S. citizen and eligible non-citizen students who are not verified in step 1 will be required to present documentary evidence of identity and citizenship, such as a copy of their birth certificate, non-limited U.S. passport (current or expired), certificate of citizenship, certificate of naturalization or proof of eligible non-citizen status. Students who are University employees may also be verified through E-Verify.*



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4. *All aliens will be reviewed for lawful presence through the Student and Exchange Visitor Information System (SEVIS) or the Systematic Alien Verification for Entitlements Program (SAVE).*

*Aliens who are unlawfully present in the United States are not eligible to attend Coastal Carolina University.*

**Mr. Biggs made a motion to accept this resolution instituting a process by which the lawful presence of student aliens in the United States is verified to comply with the General Assembly's requirement for illegal aliens and Mr. Frink seconded. The motion passed.**

Dr. Dyer reported that early next year a plan will be developed to have a better presence in Washington, D.C. in order to garner more grant dollars for Coastal.

Chairman Alford asked Dr. Dyer to work with Mr. Garland and Mr. Kelley to begin the process of making renovations to Atheneum Hall.

Honorary Degree Ad-hoc Committee

Mr. George reported that the committee had met and had made recommendations for honorary degrees at December commencement.

**Mr. Biggs moved to bestow honorary degrees to Dorothy K. Anderson and Harold C. Stowe. Mr. Frink seconded and the motion carried.**

**V. Chairman's Report**

Mr. Alford stated that Col. Bill Baxley has played a major role in the University and his death has been a great loss.

Mr. Alford and Dr. DeCenzo thanked the Board for the flowers sent during their recent surgeries.

**Mr. Brown made a motion to approve the following resolutions to Amber Campbell and Emily McColl for their participation in the 2008 Olympic Games in Beijing, China and Mr. Smith seconded. The motion passed.**

***A Resolution from the Coastal Carolina University Board of Trustees for Amber Jane Campbell, Class of 2004***

*Whereas Amber Jane Campbell, as an alumnus of Coastal Carolina University, has represented the United States in the 2008 Olympic Games in Beijing, China, in the hammer throw,*

*Whereas, in preparation for and during the XXIX Olympic Games, she has exhibited the highest standard of professionalism as a competitor and as an ambassador for the United States and her alma mater,*

*Whereas, as a volunteer coach, her exemplary and inspired leadership and guidance continue to enrich the lives of students who compete as members of the track and field program at Coastal Carolina University; and,*

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*Whereas, countless young women have found inspiration in her dedication, her spirit, and her committed drive for excellence, and,*

*Be it therefore resolved that Amber Jane Campbell's accomplishments on the world stage, compassion and positive spirit represent the best of our nation and of Coastal Carolina University and will serve to motivate and inspire generations of students to come.*

***A Resolution from the Coastal Carolina University Board of Trustees for Emily McColl***

*Whereas Emily McColl, while a student at Coastal Carolina University, has represented her native New Zealand in the 2008 Olympic Games in Beijing, China, and the 2007 Women's World Cup in soccer;*

*Whereas, in preparation for and during the XXIX Olympic Games, she has exhibited the highest standard of professionalism as a competitor and as an ambassador for her nation and her alma mater,*

*Whereas, as a Chanticleer, her performance in the classroom and her leadership and prowess on the soccer field have led to national and conference accolades, and*

*Be it therefore resolved that Emily McColl's commitment to excellence, as a scholar and an athlete, represent the best of her nation and of Coastal Carolina University and will serve to motivate and inspire generations of students to come.*

These resolutions will be presented at the next Board meeting.

**VI. Unfinished Business**

There was nothing to report.

**VII. New Business**

There was nothing to report.

**VIII. Executive Session**

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

**Mr. Frink moved to award the title of Trustee Emeritus to Mr. Clark B. Parker. Mr. Duke Brown seconded and the motion passed by acclamation.**

**IX. Adjournment**

As there was no further business, Mr. Biggs made a motion to adjourn and Mr. Carter seconded.

Respectfully submitted,

Chyrel Stalvey for  
Secretary/Treasurer