

2-20-2009

## Board of Trustees Minutes, February 20, 2009

Coastal Carolina University

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

**Brooks Stadium, Kline Hospitality Suite**  
**February 20, 2009**

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

**Board Members Present:**

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. Daniel W. R. Moore Sr.  
Mr. Robert L. Rabon  
Dr. Oran P. Smith  
Mr. Eugene C. Spivey  
Dr. Samuel J. Swad  
Mr. Robert G. Templeton

Dr. David A. DeCenzo  
Dr. Edgar L. Dyer  
Ms. Mary E. Eaddy  
Mr. Bill Edmonds  
Mr. Carl Falk  
Mr. Press Foxworth  
Mr. Wilbur L. Garland  
Mr. John C. Griggs  
Ms. Alison L. Hawk  
Ms. Haven Hart  
Mr. Mark Hendrick (w/Lt. Gov.)  
Mr. Chris Johnson  
Mr. J. Scott Joyner  
Mr. Warren Koegel  
Ms. Corrie Lacey  
Dr. Steve Madden  
Dr. Timothy E. Meacham  
Ms. Anne T. Monk  
Ms. Carole O'Neil  
Ms. Julie M. Rajotte  
Mr. Scott Royce  
Mr. Bill Schaekel (SLED w/Lt. Gov.)  
Dr. Rob Sheehan  
Dr. Judy W. Vogt  
Ms. Nila S. Hutchinson  
Ms. V. Chyrel Stalvey

**Board Members Not Present:**

Mr. William S. Biggs

**Others Present:**

Dr. Maria Bachman  
Mr. Steve Bailey  
Lt. Gov. Andre Bauer  
Ms. Stacie A. Bowie  
Mr. Jean Ann Brakefield  
Mr. Josh M. Chesson  
Ms. Lori G. Church  
Dr. Debbie Conner

(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. Chandi Lowry with WMBF TV, and Kelly Fuller with The Sun News were in attendance.)

**I. Call to Order**

Chairman Alford brought the meeting to order at 9:10 a.m. and Mr. Sam Frink opened the meeting with prayer. Ms. Monk introduced two students who are working in the Office of

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Marketing and communication: Corey Lacy, undergraduate student and a Chanticleer staff writer, and Press Foxworth, MBA graduate assistant.

Chairman Alford welcomed Lt. Gov. Andre Bauer who expressed appreciation to the Board of Trustees and administration for showcasing this area of the state. He is proud of Coastal Carolina University. Yesterday, pro-football player Tyler Thigpen was recognized at the State House. The budget challenge the state is facing helps to prioritize fiduciary responsibilities in bettering the lives of those living in our state. Dr. DeCenzo presented him with a Coastal Carolina University sweater.

Coastal Educational Foundation President Carl Falk reported on the following:

- Organizational Changes: Stan Godshall, Executive Director of the Foundation, is transitioning to become the fulltime Executive Director of the Student Housing Foundation. He has done a tremendous job and has agreed to continue through the April Foundation meeting. A new Executive Director will be hired when the Vice President for Institutional Advancement position is filled. Wanda Lewis will continue to support the CEF and the SHF. Alison Hawk will provide financial management services to the CEF and the Chanticleer Club. Keith Smith will provide services for the SHF.
- Financial Status: Donor statements will be sent out by March 13. In the future, they will be available by the end of January each year. The CEF is working to reconcile financial statements with the various campus colleges. The Wall College of Business has now been reconciled. Processes and procedures are being developed for a timelier posting of items. The CommonFund as of December 31, 2008, is \$16,232,295.22. About \$10M is invested in equities, \$5.7M in fixed income and the balance is invested in short-term. The CommonFund decreased 26.8% last year. This is in line with other foundations and endowments, and, we even had a better performance than some. The CEF has a bank balance of \$1M to meet its obligations this year.
- Other Matters: The CEF and SHF will be attending each other's board meetings. Appreciation was expressed to Mr. Griggs for his leadership to have the two entities work closely together. The CEF's Building, Grounds and Land Use Committee is reviewing various options to acquire the Waccamaw Higher Education Center in Litchfield. The Executive Committee has approved in concept the donation of 10.1 acres of a CEF track of land for intramural fields and student recreation/convocation center and related facilities. The Nominating Committee will soon meet to identify four new directors.

Horry County Higher Education Commission Chairman Julie Rajotte reported:

- The June 30, 2008 audit found the Commission to be in compliance with standard financial operations.
- The Commission has completed the loan purchase of the Colors on Parade Building and is now the largest land holder in the Atlantic Center. The purchase of the building allowed space to be freed up on campus for direct student related services.
- Last year a little over \$1.1M in millage was received from Horry County and our budget for 2009 is \$1.3M.
- The Commission has enhanced its very active scholarship program by offering leadership and visual and performing arts, a new valedictorian/salutatorian scholarships, senior scholarships, and needs-based scholarships to Horry County students.

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- The Commission has set funds aside to assist in the extension of University Boulevard into the Atlantic Center in order for students to more safely cross Highway 501.
- The Horry County Higher Education Commission unanimously encourages the Board of Trustees to seek the support and endorsement of the Horry County Legislative Delegation and the S.C. General Assembly to create this Beach Music Hall of Fame. The following letter dated February 11, 2009 from Ms. Rajotte to Chairman Alford was read:

*Dear Chairman Alford:*

*We have heard about interest among officials of the Beach Music Association International to establish the International Beach Music Hall of Fame at Coastal Carolina University. The Horry County Higher Education Commission encourages the Board of Trustees to seek the support and endorsement of the Horry County Legislative Delegation and the S.C. General Assembly to create this Beach Music Hall of Fame. This special designation will provide a platform for students and community residents to study and cultivate local history and culture for generations to come. We cannot imagine that a Beach Music Hall of Fame should be located anywhere else except right here in Horry County, the home of “beach, boogie and blues.”*

*It is our understanding that, although no funds are currently available for this designation, the opportunity will create a partnership between the Beach Music Association and the University that may prepare both for student recruitment in the Humanities and Fine Arts and greater community involvement. Additionally, we may find grant opportunities to support this enterprise either through public or private foundations. The opportunity before us is rich with possibilities, and we ask the Board to request that our Legislative Delegation proceed to seek the full General Assembly’s endorsement of Coastal Carolina University as the home of the International Beach Music Hall of Fame.*

**Mr. George moved, at the recommendation of the Horry County Higher Education Commission, to seek the support of the Horry County Legislative Delegation and the S.C. General Assembly to endorse Coastal Carolina University as the home of the International Beach Music Hall of Fame. Mr. Moore seconded, and the motion passed unanimously.**

Student Housing Foundation Chairman John C. Griggs expressed appreciation to its ex-officio members, Charlie Hodge and Dan Moore, for their past leadership on the SHF and for their continued support. Student housing is a critical, on-going issue for Coastal. The SHF is moving forward to plan for additional housing contiguous to campus.

Roll call was taken.

**II. Approval of Minutes**

**Mr. Spivey moved to approve the minutes for November 21, 2008. Mr. Carter seconded, and the motion passed.**

**III. President’s Report**

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Dr. Vogt reported that Fall 2009 applications are up 18%, up 32% in acceptances, and up 74% in deposits from last year at the same time. About 1,700 freshmen are expected. Spring 2009 enrollment increased 5% or 7,218 students (prior year was 6,838).

Mr. Joe Carter stated that his daughter will be going to a college in the fall. She told him that Coastal's information/publications were the best that she had received. The view book and visitation booklet were distributed to everyone. Dr. Vogt congratulated Ms. Monk and the Office of Marketing and Communications staff for the high quality of their publications.

The bridge program with Coastal and Horry-Georgetown Technical College is in place and is for the student that applies to Coastal whose test scores may be slightly below Admissions requirements. They can live on our campus and have a Coastal and HGTC identification and can participate in any club/organization, except for Division I sports and the Greek clubs.

Ms. Eaddy reported that in accordance with the direction provided at the Board's last meeting, the research phase of our University Branding initiative is well underway. This week the community baseline questionnaire for Horry and Georgetown Counties is in the field. This study will tell us what the general public in our most accessible media market thinks and knows about the University. Respondents will be weighted according to population. We expect to have results from this survey in March.

Two original research initiatives have been completed—one survey of freshmen last semester and another round of focus groups with freshmen, administrators, faculty and staff. Two other opinion surveys will include a study of high school counselors and Advanced Placement and English Honors Students in Horry County Schools. Results from these studies will measure attitudes and opinions likely to influence honors students to enroll at Coastal.

Data from this research will tell us what prospective students and area residents believe about the University. It will help to identify how we can reach them with different types of information and recognize key messages that will build support for the University and build interest in the Admissions process.

Drs. Steven Madden and Lee Bollinger have agreed to work with Dr. DeCenzo in conducting an internal communication audit beginning this spring.

In Phase II of our branding initiative, the Department of Marketing and Communications will design ads for pre-testing among prospective students. The goal is to introduce brand concepts this summer with campaign flights scheduled for fall.

Mr. Garland noted that the project to replace signage on campus with the University colors and logo colors has begun.

Dr. Sheehan reported that we have been very competitive in attracting national candidates in the search process for the Vice President of Institutional Advancement and the Dean of Education. It is hoped to have a dean introduced at the May Board meeting. Dr. DeCenzo added that the search committee for the vice president has recommended two names. He is now negotiating an

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offer and has received a tentative acceptance. It is hoped to get an official acceptance and announcement some time next week. He expressed appreciation to this search committee.

Dr. Steve Madden, Chair of the Department of Communications, reported that the communications major that began a little over a year ago already has 500 students. WCCU radio, a streaming Internet radio station, is now up and running. Because of a listing on iTunes college radio channels, the programs hosted by Coastal students are heard all over the world. This semester is being treated as a pilot semester. Every Thursday night a one-hour "Ask the Administration" program is on air. Students can submit questions or the administration can just talk about Coastal.

Dr. Carole O'Neill, the radio station's adviser and a broadcast communications professor at Coastal, said students have to pass a Federal Communications Commission test to make sure they know what is acceptable for the airwaves before they can sign up for a show. Formats for their proposed shows have to be presented and approved. Students man the station from 8 a.m. until midnight and various playlists are on air the rest of the night.

The address for the radio station is: [wccuradio.com](http://wccuradio.com).

Dr. DeCenzo shared information presented to the House Ways and Means Committee about the funding level for Coastal.

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- The Mission Resource Requirements (MRR) funding level for comprehensive universities originally was to have been a minimum of 70% level. The average MRR funding level for comprehensive universities is 55.55% of the MRR. To just bring Coastal Carolina University to the average would require an additional \$4.22 million.
- Over the past decade, Coastal has been the fastest growing public university in South Carolina with a 78.6% increase based on total enrollment.
- Total in-state headcount enrollment since 2000 has increased 4,815 students for all comprehensive universities. Coastal has accounted for 3,219 or 66.9% of this increase.
  - By geographic region there has been an increase of 2,745 students for all comprehensive universities, Coastal accounted for 1,848 or 60% of these students.
  - By fee payment, comprehensive universities have increased enrollment by 3,420 students; Coastal accounted for 2008 or 58.7% of them.
- From Fall 2000, comprehensive universities saw a net decrease of 143 FTE enrollment. Three institutions had a new increase of 360 students. Coastal accounted for 213 or 61% of these students with approximately 93% of them South Carolina residents.
- Every out-of-state student at Coastal pays not only their total cost of education, but contributes \$3,071 additional monies that are used to support the University.
- Coastal has the lowest administrative and educational costs of any comprehensive university in South Carolina.

Mr. Lyles asked Dr. DeCenzo for these highlights to be e-mailed to the trustees to use as speaking points.

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In an effort to go paperless, as many materials as possible will now be available on Coastal's Board of Trustees web site. Trustees will be receiving their own user identification codes to access the information. However, if a different kind of copy is needed, please let us know.

**IV. Standing Committee Reports**

Academic & Student Affairs Committee

Dr. Smith reported that the committee held a discussion on the 2008 Assessment System which measures the effectiveness of student learning, student development, and the administrative unit operations of the University.

**Dr. Smith moved to adopt the 2008 Assessment System for Coastal Carolina University, and Mr. Frink seconded. The motion passed.**

The offering of majors is important to attract students and for retention. The Provost has been aggressive in proposing new offerings where, most often, the infrastructure, the faculty, and the library resources are already available. The financial analyses of the new majors were reviewed.

**At the recommendation of the Academic & Student Affairs Committee, Dr. Smith made a motion to move forward with the following new academic programs: Bachelor of Arts in Economics and Master of Education in Educational Leadership, Bachelor of Science in Nursing, Bachelor of Arts in Graphic Design and Master of Arts in Writing. Mr. Frink seconded and the motion passed.**

Advancement, Marketing & Alumni Affairs Committee

Mr. Moore stated that the groundbreaking ceremony for Swain Hall will take place this afternoon. Kenneth Swain is an Horry County native and a pharmacist by trade. His interest is in the health science field which has now been moved from the College of Education to the College of Science.

**Mr. Moore moved to approve the following resolution for Mr. Kenneth E. Swain in recognition of his generous gift to the University, and Mr. Lyles seconded. The motion passed by acclamation as follows:**

*WHEREAS, Kenneth E. Swain, a longtime resident of Myrtle Beach, has followed the growth of Coastal Carolina University from its humble beginnings as Coastal Carolina Junior College in 1954 to the comprehensive institution of today;*

*WHEREAS, his quiet and selfless wish to give back to his community and to build a stronger Coastal Carolina University has led him to establish one of the largest gifts in the history of the University;*

*WHEREAS, his transformative generosity to Coastal Carolina University will provide vast opportunities for students and faculty in the College of Natural and Applied Sciences to pursue*

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*activities on the cutting edge of biochemistry, molecular biology and health sciences, and his gift will expand the reach of the University throughout the community and beyond; be it therefore*

*RESOLVED that with warm appreciation, the Board of Trustees, the administration, faculty, staff, students and alumni hereby name Kenneth E. Swain Hall, in honor of Kenneth E. Swain and in recognition of his deep belief in the promise of Coastal Carolina University; and be it finally*

*RESOLVED that Kenneth E. Swain Hall will stand as a tribute to his legacy of kindness, compassion and vision for generations to come.*

*Done this twentieth day of February in the year two thousand and nine.*

Mr. Joyner noted the new and improved Giving and Pledge Receivables Reports that Ms. Alison Hawk had prepared and reformatted. Year-to-date fundraising is \$4,164,924 which includes outright cash gifts of \$1,391,836. The effort continues to collect past due pledges, and progress has been made. Due to the economy, some donors have moved pledge schedules into the future. The new Pledge Write-off Policy will also be helpful.

Mr. Moore commended Mr. Joyner for doing a yeoman's job in the absence of a vice president of advancement.

Ms. Brakefield reported that 29 alumni events for the year have been scheduled. There will be a presence at three away football games next year—Towson, Charleston Southern and Clemson Universities. We will meet with alumni in Raleigh/Durham, Florence, Charleston, Washington, DC and Greenville/Spartanburg to organize chapters and elect leaders. NetCommunity will help to have better communications with alumni, and training for the program is scheduled for next week.

Athletics Committee

Mr. Spivey reported that the student-athletes are doing well academically. Baseball and softball seasons open today.

Former Coastal golfer, Dustin Johnson, won the AT&T Pebble Beach National Pro-Am Golf Tournament last weekend. As the CBS coverage came on television, the announcer talked about Mr. Johnson coming from Coastal Carolina University. In today's Sun News, there is an ad congratulating Dustin Johnson for winning the golf tournament. Mr. Rabon suggested framing the ad and presenting it to Mr. Johnson.

Mr. Hodge expressed appreciation for the leadership of the Board and the administration. Chairman Alford was congratulated on the naming of the William H. Alford Bridge in honor of his service to the state and county. He has served well as chairman of the Board. Mr. Rabon's driving force to pass the penny sales tax referendum, a \$70M gift to the university, was greatly appreciated. Mr. Garland was also instrumental in the passing of this referendum.

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**Because of his extraordinary example of service to the students of Horry County, positioning Coastal Carolina University in a solid fiscal state, and being the driving force into making the field house a reality, and at the recommendation of the Athletics Committee, Mr. Hodge moved to name the study learning area in the field house, the Will Garland Academic Enhancement Center. Mr. Rabon seconded, and the motion passed unanimously. Mr. Garland received a standing ovation.**

Mr. Koegel will now be serving on three national committees for NCAA. He noted that Coastal is recognized athletically, academically, locally, nationally, and internationally. A brief update on athletes was presented. Chanticleers currently playing in professional sports are 12 minor league baseball players, five professional soccer players, one on the PGA tour, and three basketball players in Europe.

Audit Committee

There was nothing to report.

Executive Committee

There was nothing to report.

Finance, Planning & Facilities Committee

**At the recommendation of the Finance, Planning & Facilities Committee, Mr. Rabon moved to:**

- **Allow University administration to set in-state tuition at an increase not to exceed 4% and out-of-state tuition not to exceed 4.4% as reflected on page 7 of the Proposed Budget Presentation.**
- **Allow University administration to set graduate fees as shown in the chart on page 3 of the Proposed Budget Presentation, the following percentages:**

	2008-2009	Inc.	2009-2010	
				%
In-State Resident, per credit hour, Science and Educ	\$383	\$17	\$400	4.4%
In-State Resident, per credit hour, MBA	\$444	\$21	\$465	4.7%
Out-of-State Resident, per credit hour, Science & Educ	\$475	\$20	\$495	4.2%
Out-of-State Resident, per credit hour, MBA	\$500	\$20	\$520	4.0%

- **Set residence hall board fee at \$1,275. This is an increase of \$50 over the current year's rate.**
- **Increase parking fees from \$25 to \$50 for the upcoming academic year.**
- **Set Bridge fee for Horry Georgetown Technical College Program at \$1,000 per semester.**

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- **Alter the scope of the student convocation/recreation center project to include a 9,000 sq. ft. bookstore and cancel the addition planned for Kingston Hall in favor of combining the one-stop shop to include Kingston and Baxley Halls.**

**Mr. Frink seconded and all recommendations were approved by acclamation.**

Depending on the final state budget, the tuition increase may be lower than the figure above.

Government Affairs Committee

Mr. Lyles feels that Mark Kelley has a passion for Coastal and represents us well in Columbia.

Mr. Rabon reported that the House Ways and Means Committee passed their budget and approved \$15M for Coastal Carolina University which includes monies attached to the Economic Stimulus Package.

Honorary Degree Ad-hoc Committee

There was nothing to report.

**VI. Unfinished Business**

There was nothing to report.

**VII. New Business**

There was nothing to report.

**VIII. Executive Session**

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

**At the recommendation of the Academic & Student Affairs Committee, Dr. Smith moved to promote to Associate Professor with tenure: Dan Albergotti, Richard Costner, Patti Edwards, Menassie Ephrem, Eliza Glaze, Andrew Incognito, Richard Martin, John Mortimer, Barbara Ritter, Sherer Royce, Darlene Slusher, James Solazzo, John Stamey, Sophia Tan, Maria Torres, and Yoav Wachsman; tenure for Associate Professor Greg Martel; promotion to Professor to David Bankston, Taylor Damonte, Darla Domke-Damonte, and Var Limpasuvan; and, promotion to Professor with tenure to Albert Taylor. Mr. Moore seconded, and the motion passed by acclamation.**

Mr. Rabon reported on the terms of the chairman of the Board of Trustees at the following universities: Clemson's is eligible for four consecutive terms of two-year terms, USC's can

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serve five consecutive terms of two-year terms, the College of Charleston's can serve four consecutive two-year terms, and Frances Marion's can serve in perpetuity until another chairman is elected. He feels that our chairman should be able to succeed himself for another term.

Mr. Carter reminded everyone that in accordance with the current bylaws, proposed amendments must be submitted in writing to all members of the Board at least thirty (30) days prior to the Board meeting at which action is to be taken and approval of two-thirds of the trustees is required. The proposed change in the chairman's term of office will be voted on in the May meeting. Ms. Stalvey was asked to send out a notice of the proposed change in the bylaws by e-mail to all Board members.

**Dr. Smith asked that when this change is voted on at the May meeting that it should be done by roll call. Mr. Gary Brown seconded and the motion carried.**

The Ad-hoc Honorary Degree Committee presented a list of recommendations for honorary degree recipients and guest speakers for 2009-2011. The following were selected for May 2009 commencement: Edward Ball, Doctor of Humanities and speaker; and, Clay D. Brittain Jr., Hilda M. Carter and Arthur H. Lachicotte Jr., Doctors of Public Service.

**IX. Adjournment**

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

Respectfully submitted,

Chyrel Stalvey for  
Secretary/Treasurer