

5-8-2009

## Board of Trustees Minutes, May 8, 2009

Coastal Carolina University

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### Recommended Citation

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

**E. Craig Wall Sr. School of Business Administration Building, Board Room**  
**May 8, 2009**

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

**Board Members Present:**

Mr. William S. Biggs  
Mr. Larry L. Biddle  
Mr. Gary W. Brown  
Mr. Robert D. Brown  
Mr. Joseph L. Carter  
Mr. Samuel H. Frink  
Ms. Natasha M. Hanna  
Mr. D. Wyatt Henderson  
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. Debbie Conner  
Mr. James M. Curry  
Dr. David A. DeCenzo  
Dr. Edgar L. Dyer  
Ms. Mary E. Eaddy  
Mr. Bill Edmonds  
Mr. Wilbur L. Garland  
Mr. John C. Griggs  
Ms. Alison L. Hawk  
Ms. Haven L. Hart  
Ms. Martha S. Hunn  
Ms. Rose Marie Hussey  
Mr. J. Scott Joyner  
Mr. Mark S. Kelley  
Mr. Warren Koegel  
Dr. Henry Lowenstein  
Dr. Timothy E. Meacham  
Mr. Clark B. Parker  
Ms. Julie M. Rajotte  
Dr. William H. Richardson  
Dr. Barbara A. Ritter  
Dr. Rob Sheehan  
Dr. Judy W. Vogt  
Dr. Susan E. Webb  
Mr. Rob Wyeth  
Ms. Nila S. Hutchinson  
Ms. V. Chyrel Stalvey

**Board Members Not Present:**

Mr. J. Wayne George

**Others Present:**

Dr. James L. Adams  
Mr. Steve Bailey  
Ms. Stacie A. Bowie  
Mr. Jean Ann Brakefield  
Mr. Josh M. Chesson  
Ms. Lori G. Church

(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. Alianos Ramoz with The Sun News was in attendance.)

**I. Call to Order**

Chairman Alford brought the meeting to order at 10:00 a.m. New trustees, Larry L. Biddle, Natasha M. Hanna, and D. Wyatt Henderson were welcomed and introduced.

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Dr. Smith read a resolution presented to Clark B. Parker in appreciation of his service to the Board of Trustees and designating trustee emeritus status.

***WHEREAS**, Clark B. Parker has served wisely, earnestly and enthusiastically as a Trustee of Coastal Carolina University from its 1993 beginning as an independent public institution until 2008, including a term as Chairman of the Board from 2001 to 2003;*

***WHEREAS**, as chairman of the Horry County Higher Education Commission from 1991 to 1993, he foresaw the promise of a dynamic, autonomous institution, and, with the Coastal Educational Foundation, led the movement to establish an independent Coastal Carolina University in 1993;*

***WHEREAS**, he has been a fervent, yet soft-spoken, advocate for Coastal Carolina University for more than 30 years as a student, alumnus and Chanticleer fan; and*

***WHEREAS**, through his longtime service to the University he has advocated a governance culture predicated on responsibility and public accountability; now, therefore be it*

***RESOLVED**, that this Board, on behalf of the Coastal Carolina University community, does hereby express its gratitude to Clark B. Parker for his extraordinary service and selfless leadership in guiding the University toward its bright promise, and be it further*

***RESOLVED**, that this Board, does designate Clark B. Parker as Trustee Emeritus with all of the honors and privileges relative to that office.*

Mr. Carter read the following resolution presented to Robert L. Rabon in appreciation for his service on the Board of Trustees:

*A Resolution for Robert Rabon from the Coastal Carolina University Board of Trustees*

***WHEREAS** Robert Rabon has served faithfully and well on the Coastal Carolina University Board of Trustees since 1998; and,*

***WHEREAS** his energy, intelligence, creativity and perseverance have advanced academic programs and prestige for the University; and*

***WHEREAS** Mr. Rabon's devotion to the University has been evident in his comprehensive approach to University planning and initiation and successful passage of the penny sales tax for all local public education; and,*

***BE IT THEREFORE RESOLVED** that the Board of Trustees hereby expresses deep appreciation for his service on the transition team for a new president, as a valued member of the Advancement and Alumni Affairs Committee and chairing the Finance, Planning and Facilities Committee; and,*

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***BE IT FURTHER RESOLVED*** that the Board deeply appreciates and values the personal sacrifice and contagious enthusiasm that make Mr. Rabon an exceptional public servant in South Carolina.

At her retirement, Dr. DeCenzo presented the following resolution to Nila S. Hutchinson:

***WHEREAS*** Nila S. Hutchinson has served Coastal Carolina University over nearly three decades, facilitating its growth and progress with profound efficiency, organizational skills and sound judgment; and,

***WHEREAS*** her commitment, discretion, perseverance, sense of humor and personal warmth have been a distinct asset to two Chancellors and two Presidents of the University; and,

***WHEREAS*** she is admired and loved by all;

***WHEREAS*** her support for Chanticleer Athletics is evident in her attendance and wardrobe for each sports season;

***BE IT RESOLVED*** that the Board of Trustees for Coastal Carolina University expresses deep appreciation to Nila S. Hutchinson, Administrative Coordinator to the President, for her loyalty, grace, and selfless and committed service; and,

***BE IT FURTHER RESOLVED*** that, although we are each sad to see her leave the Office of the President, the full Board extends its gratitude and best wishes for a fulfilling, memorable retirement; and,

***BE IT FINALLY RESOLVED*** that Nila S. Hutchinson will remain an emeritus Chanticleer and advocate for Coastal Carolina University, continuing to touch lives with the same kind spirit that distinguished her dedicated service to our Board, this University and its officers.

Horry County Higher Education Commission Chairman Julie Rajotte reported:

- The Commission completed the loan purchase of the Colors on Parade (Procurement and Receiving) Building and is now the largest land holder in the Atlantic Center. The purchase of the building freed up space on campus for student related services.
- The 2009-2010 budget has been approved.
- The Commission scholarship program offers \$182,000 to Horry County students. This year was the largest group of applicants for scholarships. A new Horry County Student Study Abroad Grant for \$20,000 was added to the budget. While there is a great deal of study abroad for Coastal students, research indicates that it is disproportionately under representative of graduates from Horry County high schools. There is a need gap of about \$1,000 that seems to prevent Horry County students from participating in these activities. The goal of this grant is to assist twenty Horry County students to travel abroad.
- Capital improvements are the largest expenditures in the budget and aimed at improving student life and safety. Projects for this year include: \$250,000 for sidewalks and bike paths around Chanticleer Drive, from the Health Center to the stop-light, and other areas on

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campus; and, \$853,648 for Atlantic Center property improvements (including intramural softball and soccer fields, lighting, fencing, and parking).

Student Housing Foundation (SHF) Chairman John C. Griggs stated that student housing is an on-going process. The University would like to have additional housing as rapidly as possible due to the continued growth of students. There is consistency in the housing occupancy rates—better than 90. The Foundation and the University continue to enjoy a cooperative relationship. Mark Nesselroad serves in a consulting capacity to the foundation and his knowledge of construction and student housing is irreplaceable. The SHF's intent is to have well designed and well managed student housing in appropriate places around campus.

Mr. Biddle presented an update on the Coastal Educational Foundation (CEF) business for President Carl Falk. The CEF Board of Directors welcomes Dr. Adams, Vice President of University Advancement. At Foundation's last meeting, Dr. Adams was also appointed to serve as the Executive Director of the CEF. Four new directors have been added: Henry Jobe, Charles Jordan, W. Wilson Lowery Jr., and Mike Pruitt. Billy Alford and Sam Frink have been appointed ex-officio members of the Foundation. Three tracts of land have been conveyed to the University: 10.09 acres for the construction of a Student Recreation/Convocation Center; 5.87 acres for the construction of the Science Annex Phase I; and .74 acres for an addition to the Kimbel Library. The CEF is committed to provide support and assistance to Coastal Carolina University.

Dr. DeCenzo introduced new employees Dr. James L. Adams and Martha S. Hunn, Director of News and Public Affairs.

Dr. Henry Lowenstein announced that Coastal's Beta Gamma Sigma, international business schools honor society, was recognized as an outstanding chapter receiving the Silver Award. There are 482 chapters in 33 countries with 635,000 members. Of those, 103 are premier chapters and in competition for the outstanding chapter award each year at the AACSB Convention. Dr. Ritter was the first runner up for the Outstanding Chapter Advisor award. The Wall College of Business has been involved in various international competitions with amazing results.

Roll call was taken.

## **II. Approval of Minutes**

**Mr. Carter moved to approve the minutes of February 19, 2009. Mr. Spivey seconded, and the motion passed.**

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

Dr. DeCenzo was complimentary of Dr. Vogt and her staff. Given the state funding that Coastal receives, we are at the mercy of tuition paying students. With the growth of new students, there is still the same quality of students that we all expect.

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Dr. Vogt reviewed the 2009 preliminary fall enrollment:

- 1924 freshmen deposits (258 above last year), 16.3% increase from August 2008.
- 332 transfers – Although this seems to be low, grades have not been reported for spring semester; however, we are up 50 additional transfer deposits compared to the prior year. In about two weeks, Admissions will be inundated with transfers.
- 60 re-admittances – have actively campaigned to bring students back.
- 4436 continuing undergraduates – about 1.5% ahead of last year.
- Total of 6926 undergraduates.

Dr. Vogt expressed appreciation to Dr. DeCenzo for two additional staff members which have helped tremendously in working with the students and families much earlier to process 5,680 loans, an 80% increase.

2009 enrollment highlights include:

- New freshmen majors with significant increases: biology, communication, exercise and sport science, marketing, and psychology.
- New transfer majors with significant increases: accounting, biology, and early childhood education.
- 140 new freshmen enrolled in the Bridge Program; 75 living on campus.

After traveling to Greenville, Spartanburg, Columbia, northern Virginia, Philadelphia and up and down the East Coast in the spring to host receptions for accepted students, 76% decided to come to Coastal Carolina University and have signed up for orientation. Meeting other students and hearing about Coastal Carolina one more time made a big difference.

Mr. Rabon wanted to know if on-line classes had been increased. Dr. Sheehan responded that there will be about 15 new on-line courses offered this fall. A survey has just been completed with Horry County school teachers, exploring their interest in on-line masters or doctoral programs. There is considerable interest in these programs. Within the next six months, the College of Education will be developing on-line degree programs.

Mr. Spivey asked if there were any financial counseling services offered to incoming students. Dr. Vogt reported that some staff members are staying at night calling incoming students, offering to help with their financial assistance. Also, during orientation, the families are invited to come and sit down with a counselor to go through a financial package. The financial counselors process about \$40 million in loans and almost \$80 million in financial aid.

In addition to the state's scholarship lottery program, Coastal Carolina has a solid scholarship program to reward talent.

Mr. Biddle asked how the local high schools guidance counselors are supporting Coastal Carolina. Dr. Vogt feels that although we have stepped up contact over the last 18 months, there is more that we can do. Plans are underway to form a council with some of the senior guidance councils to meet two times in the fall and spring. Guidance counselors come to campus every January and representatives from various state agencies also attend.

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Jim Curry, Director of Athletic Compliance, reviewed a handout of NCAA rules and regulations which directly applies to trustees. Trustees are automatically considered boosters. Once you become a booster, you retain the status for life, even if you no longer serve as a Board member or cease to contribute to the athletic programs. Trustees are specifically restricted from having recruiting contact, either on- or off-campus, with a prospective student-athlete at any time. If there is any doubt of the correct procedure, everyone was encouraged to call Mr. Koegel, Mr. Curry or a coach. A list of telephone numbers was provided.

Warren Koegel reported that coaches have monthly sessions to review NCAA rules and updates.

Mary Eaddy stated that the mission of the new Office of University Communication is to tell the truth about Coastal in ways that create interest, cultivate respect and inspire devotion. The objectives for 2009-2010 are to create and introduce our new brand, implement an inaugural public relations and marketing plan, and to improve communications with the stake holders.

Last fall the Board approved the baseline community perception study which served as a foundation for the objectives. An executive summary of the study was included in the Board packets. Additional research has been conducted on campus with faculty and staff. Two other studies of high school counselors and honors students are underway.

Shortly, the public relations and marketing plan will be online. Anyone affiliated with the University will be able to view the plan and provide comments on it throughout the year.

As we fulfill our mission, we will raise the profile of the University, enhance the image within the community, and support Admissions, Advancement, and Athletics as we move forth. Television spots are being developed for the summer to tell of the individual attention of faculty, proximity to the ocean, and the success of the athletic teams.

Martha Hunn is the new Director of News and Public Relations and Matt Hogue is Associate Vice President for Marketing and Media.

Chairman Alford feels that perception is reality. There has been a perception problem locally for some time. The key is getting Coastal's message out through marketing campaigns.

Chairman Alford asked for a fact sheet that includes the number of teachers in Horry County Schools who are graduates of Coastal Carolina University and how the school system ranks nationally. He also asked for a list of academic and athletic accomplishments to tell the Coastal story. Dr. Sheehan will provide the teacher information by the July Board meeting.

Mr. Biddle feels that the power of the University is in the faculty and would like to see the faculty highlighted in the new marketing campaign. He believes that as go our faculty, so goes this institution. It is the teaching and learning that drives the process to create the niches for the students and their future.

Ms. Eaddy responded that plans to include faculty will be an important part of the campaign.

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Chairman Alford would like to know if Coastal could use some of the county's accommodation tax to broaden our visibility, as well as the visibility of tourism. Ms. Eaddy felt it would be worth pursuing, especially with any special festivals or events on campus. She will review the events calendar with Dr. Conner to see if there is an opportunity to garner some of these funds. Marketing is also reviewing partnerships to extend our advertising revenue.

Associate Professor Steve Bailey, a Conway native, brings with him a wealth of experience as a world famous jazz bass guitarist. He was inspired and mentored by Professor Jack Austin who was also a jazz guitarist. After a very successful career, Professor Bailey came to Coastal as music artist-in-residence ten years ago and introduced the international solo bass competition.

Recording technology is a passion and profession for him. He feels that it is a wave of the future in music education. A video featuring the new state-of-the-art digital recording laboratory in Wheelwright and our students was viewed by everyone. The soundtrack was produced and recorded by faculty and students. Media services produced the video.

Dr. Sheehan stated that academic courses in recording technology have been developed and put in place. This program rivals others in the nation. We have purchased the equipment and are seeking donors for an endowment to support the replacement and lifetime maintenance of the equipment.

Debbie Conner stated that football tailgating and parking for trustees will be in the Singleton horseshoe this fall. More information will be forthcoming.

Everyone was encouraged to turn in their Conflict of Interest Statements.

At this point, Trustees Duke Brown and Hodge left the meeting.

### **IV. Standing Committee Reports**

#### Academic & Student Affairs Committee

Dr. Smith stated that our goal is to have 55 undergraduate majors on campus to accommodate our 7,000 students. We must make sure that there is a marketplace for the major, make sure students are interested in the major, and make sure the cost is minimal to implement the major. Minimal new hires are needed for the following proposed majors.

**At the recommendation of the Academic & Student Affairs Committee, Dr. Smith made a motion to approve the following new academic programs: B.F.A. in Music Theatre, B.F.A. in Physical Theatre, B.F.A. in Acting, BFA in Theatre Design and Technology, B.S. in Information Systems, M. Ed. in Learning and Teaching, B.S. in Biochemistry, and B.S. in Biology-Medical Technology (Motion 09-19). Mr. Carter seconded and the motion passed.**

Dr. Smith noted that the Board approved a new communications major two meetings ago, and it is now the number one major in the college.



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Mr. Carter was delighted with the new Tempo Magazine and the advisors and editors need to be congratulated.

Advancement, Marketing & Alumni Affairs Committee

**Mr. Carter made a motion and Mr. Frink seconded to name the Wilson and Pat Lowery Wall Fellows Classroom Room 107F and to approve the following resolution (Motion 09-22). The motion passed.**

*WHEREAS, Wilson and Pat Lowery, generous benefactors to the Wall Fellows Program of the E. Craig Wall, Sr. College of Business Administration of Coastal Carolina University, have given a substantial gift that will help prepare Wall Fellows students for high-level careers and leadership positions throughout the world and will further expand the reach of the University; be it therefore*

*RESOLVED that with warm appreciation, the Board of Trustees, the administration, faculty, staff, students and alumni hereby name the classroom Wall 107F, the Wilson and Pat Lowery Wall Fellows Classroom, in honor of Wilson and Pat Lowery and in recognition of their deep belief in the promise of Coastal Carolina University; and be it finally*

*RESOLVED that the Wilson and Pat Lowery Wall Fellows Classroom will stand as a tribute to their legacy of kindness, compassion and vision for generations to come.*

Mr. Moore reported that a new, updated logo was reviewed and proposed in yesterday's committee meeting. Rob Wyeth, Director of Publications and Graphic Standards, displayed the proposed logo. The lines are simpler with improved demarcation. The traditional seal will be kept and used on official documents. Marketing would like to be able to begin using the new logo in the printed materials for fall which will begin printing the end of the month.

Mr. Carter asked what the financial implications would be to change the logo. Ms. Eaddy stated that a new logo would be phased in over time and the cost would be minimal. The existing business cards and stationery would be used until new ones are needed. At the moment, all she knew that needed to be replaced was the plastic panel on the sign on Highway 501. Similar panels have been replaced for about \$300.

Dr. Smith felt that we need to determine whether we are Coastal Carolina or are we Coastal? Whatever is decided, we should be consistent. The tagline should be a part of the new logo.

Ms. Eaddy reported that 468 taglines have been suggested. The University Branding Committee—faculty, staff, and various boards--will select five taglines to be pretested to high school students. Faculty Senate received the proposed logo as information.

After various concerns were expressed, Chairman Alford asked Marketing to contact all the different constituencies for input and to keep the Board abreast of developments for a tagline. A teleconference call will be held at the end of the month.

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Athletics Committee

There were no action items. Mark Roach will lead the effort to expand the scope of the Chanticleer Club and is now the Executive Director of the Chanticleer Club. As executive director, he will direct all activities related to the Chanticleer Club on a full-time basis beginning June 1. His previous position was divided between managing the club and serving as Senior Associate Athletic Director.

Audit Committee

There was nothing to report.

Executive Committee

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.

**Mr. Carter moved to amend Article III, Officers of the Board: The Chairman's term shall be limited to two (2) terms of two (2) years or until a successor is appointed in the event of resignation or removal (Motion 09-27). Mr. Moore seconded and the motion carried unanimously.**

**Mr. Carter moved to nominate the following slate of officers for 2009-2011:**

**Chairman – William H. Alford  
Vice Chairman – Samuel J. Swad  
Secretary/Treasurer – Samuel H. Frink**

**Mr. Moore seconded and the motion carried. The formal election will be in July.**

Finance, Planning & Facilities Committee

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

- 1. Academic Fees/Lab Fees to be effective for Fall 2010, as noted on the handout (Motion 09-24);**
- 2. LIFE<sup>TM</sup> Program Annual Fees (Motion 09-17);**
- 3. Increase to a total of \$35 million for the Student Convocation/Recreation Center project due to increased size and scope of project (Motion 09-08);**
- 4. Covered baseball batting and infield practice facility project (Motion 09-09);**
- 5. Addition of 6,500 sq. ft. to the Commons Dining Hall (Motion 09-10);**
- 6. Construct a central cooling and heating plant to provide approximately 1,000 tons of cooling capacity to service proposed projects (Motion 09-11);**
- 7. Renovation for the Athletic Training Room in Brooks Stadium (Motion 09-12);**
- 8. Lease Approvals for: Alumni House, Procurement and Receiving Building, Burroughs & Chapin Marine & Wetland Studies Building, Singleton Building, Atheneum Hall,**

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**Coastal Science Center, Soccer Field, and Waccamaw Higher Education Center  
(Motions 09-13; 09-14; 09-15; and 09-26)**

- 9. Lease/purchase of the Prudential Building on Highway 501 (Motion 09-16);**
- 10. Develop a Campus Master Plan (Motion 09-20);**
- 11. Acceptance of Department of Energy Stimulus Funding (Grant and Loan) funds in the amount of \$433,437. (Stimulus funds will be used for energy efficiency projects which must be completed by December, 2010.) (Motion 09-25); and,**
- 12. Dr. DeCenzo's Discretionary Budget for 2009-2010 (Motion 09-21).**

**Mr. Gary Brown seconded, and the motion passed.**

Government Affairs Committee

Mr. Lyles stated that there were no action items. He encouraged the new trustees to maintain a good relationship with their local delegations and support them financially.

Mr. Kelley reported that the 40-page regulatory relief legislation has passed through the House of Representatives and has been assigned to the Senate Finance Committee. Senator Leatherman has assigned it to the Higher Education Subcommittee. Senator Courson chairs that committee and wants to study the legislation during the summer and fall. It is hoped to have the legislation passed the first of next year.

Honorary Degree Ad-hoc Committee

There was nothing to report.

Mr. Carter feels that too many honorary doctorates are being given out, and Dr. DeCenzo was asked to review this. Dr. Smith asked to have honorary degrees under the umbrella of the Academic Affairs Committee. Chairman Alford was in agreement.

**VI. Unfinished Business**

There was nothing to report.

**VII. New Business**

Mr. Rabon reported that the Committee for the Penny raised \$45,800. All the bills have been paid, and the remaining \$2,790.74 was presented to the University's Media Department. Coastal will receive the first check from the penny sales tax referendum in July for \$71,468.67. When multiplied by 180 months, the amount is \$128 million.

The new 2009 Legislative Manuals were available for trustees who wanted them.

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**VIII. Executive Session**

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

**Mr. Spivey moved to approve the following:**

- 1. Tenure at hiring to Dr. Dianne L. Mark, Dean of the Spadoni College of Education and Professor of Education (Motion 09-18);**
- 2. Dr. DeCenzo to hire a chief of staff;**
- 3. President and/or Executive Vice President have latitude to hire consultants to meet needs that have arisen with the approval of the Finance, Planning & Facilities Committee Chair; and,**
- 4. Executive officers of the University to be reimbursed for an annual physical exam.**

**Mr. Frink seconded and the motion passed by acclamation.**

With the leaving of Mr. Rabon from the Board, Mr. Hodge was asked to chair the Athletics Committee and Mr. Biggs to chair the Finance, Planning, & Facilities Committee.

**IX. Adjournment**

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for  
Secretary/Treasurer