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Board of Trustees Minutes, January 22, 2010

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

Georgetown Campus, Room 111
January 22, 2010

Presiding: Mr. William H. Alford

Board Members Present:

Mr. Larry L. Biddle
Mr. William S. Biggs
Mr. Gary W. Brown
Mr. Robert D. Brown
Mr. Joseph L. Carter
Mr. Samuel H. Frink
Mr. J. Wayne George
Ms. Natasha M. Hanna
Mr. D. Wyatt Henderson
Mr. Charles J. Hodge
Mr. William L. Lyles Jr.
Mr. Daniel W. R. Moore Sr.
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Dr. Samuel J. Swad

Board Members Not Present:

Mr. Robert G. Templeton

Others Present:

Ms. Stacie A. Bowie
Mr. Josh M. Chesson
Ms. Lori G. Church
Dr. Debbie Conner
Dr. David A. DeCenzo
Dr. Edgar L. Dyer
Ms. Mary E. Eaddy
Mr. Will Garland
Ms. Haven L. Hart
Ms. Martha S. Hunn
Dr. Timothy E. Meacham
Ms. Anne T. Monk
Mr. Patrick C. Ransdell
Mr. Mark A. Roach
Dr. Michael S. Ruse
Dr. Rob Sheehan
Dr. Judy W. Vogt
Mr. Hunger Yurachek
Ms. Jennifer Packard
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. Vicki Grooms of **The Sun News** was in attendance.)

I. Call to Order

Chairman Alford brought the meeting to order at 9:00 a.m., and Sam Frink offered the invocation.

Scott Joyner represented Carl Falk of the Coastal Educational Foundation. The Foundation is exploring better ways to protect cash flows between the University and the Foundation and looking at new methods to increase unrestricted giving. They continue searching potential organizational changes and reviewing best practices of foundations at peer/aspirant institutions.

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There were no reports from the Horry County Higher Education Commission and the Student Housing Foundation.

Director of Athletics Hunter Yurachek was officially welcomed to campus.

Roll call was taken.

II. Approval of Minutes

Mr. Spivey moved to approve the minutes of October 16, October 29, and November 19, 2009. Mr. Frink seconded and the motion passed.

III. President's Report

Dr. Vogt distributed a Fall 09 Enrollment Services report which showed an increase of 4.58% growth in undergraduates. Preliminary Spring '10 data shows undergraduates total enrollment of 7,366 or a 2.4% growth increase. There is nearly a one percent gain in fall to spring retention of new freshmen or 86.38%.

A report was compiled to assess where students who applied to Coastal Carolina University and selected another school. In-state students attended Tri-County Tech College or USC/campus and out-of-state students attended the University of Tampa, East Carolina University or West Virginia University. It seems that they are looking for larger universities and that is what we are positioning Coastal Carolina to be.

There is a strong application pool for Fall 2010: 11% increase in freshman applications and 34% increase in transfer applications.

An across-the-campus committee, the "Dream Team," has developed an "enroll now" button on the Admissions web site which posts messages to housing, credit card payment, orientation, etc. and will go live on February 1. This will enable receiving headcounts at the stroke of a button and will be a dramatic improvement.

Mark Roach presented a PowerPoint on the student convocation/recreation center and distributed a chart of athletics naming right opportunities. There will be a hospitality suite and a president's suite. The bookstore also will be located in the building. There will be limited parking surrounding the center. Major parking will be around the Wall and Edwards Buildings. A climbing wall will be on the recreation side. Plans are to have a major basketball team playing the Chants on opening night. Construction should begin in June 2010 and completed by November 2011.

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IV. Standing Committee Reports

Academic & Student Affairs Committee

Dr. Smith reported that the students at Coastal Carolina have started a Smart Ride transportation program to encourage students to make smarter choices about drinking and driving. The student-led group has established partnerships with 12 area taxi companies to provide discounted or flat rates to students, according to the Student Government Association (SGA). The Smart Ride project was created by the SGA in cooperation with the University's Alcohol Coalition.

In 2012 Coastal Carolina will go through the reaccreditation process with the Southern Association for Colleges and Schools (SACS). An ad hoc committee of the Faculty Senate has been established to identify a Quality Enhancement Plan (QEP) as part of this reaccreditation. This should be a significant project *new* to campus and geared towards student learning, taking three to five years to complete. The Student Government Association, faculty, staff, and the Board of Trustees will have to approve the project.

Dr. Sheehan added that SACS will be interested in finding evidence/documentation of governance activities and rules, that related organizations are clearly identified in connection to the Board of Trustees, documentations defining the foundations and their rolls, and conflicts of interest. Dr. Dave Evans is chairing the SACS governance preparation. All facets of the University will be touched by this process. An audit is underway to reveal where we are out of compliance with SACS expectations. We will have a year to become compliant before the self-study goes forward to SACS.

MUSC has approached the University to take over their distance learning program for a Bachelor of Health Sciences degree that they are discontinuing. The program will further develop health professionals to obtain knowledge and expertise in health care management and leadership beyond the two-year associate degree or certificate level. The beginning of the program is timed to occur with the cessation of the program at MUSC, to allow for the effective transition of prospective students to Coastal Carolina. This will be the first program on campus to be completely distance learning.

Dr. Smith made a motion to proceed with submission to the Commission on Higher Education the addition of a B.S. in Health Sciences. Mr. Biddle seconded and the motion passed. (Motion 10-06)

Mr. Carter was very complimentary of the editors on the quality and content of the new Tempo magazine.

Advancement, Marketing & Alumni Affairs Committee

Mr. Joyner reported that Alumni Relations did well in 2009 with 35 events hosted and 1,774 in attendance. During the Clemson football weekend, the Friday night and the Saturday events were very successful. Homecoming continues to improve each year. The new central location of holding tailgates at Atheneum Hall has proved to be successful. A Charlotte chapter event

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will be held on February 9th. A local oyster roast on March 6th will be at Hanley's to coincide with the Big South Championship basketball tournament.

Although the Giving Report denotes that the second quarter fund raising improved, it is still difficult because of the economy. A \$200,000 pledge and gift for athletics has been received for the field house.

Scott Royce who has a law degree has been reassigned as the Director of Corporate, Foundation, and Planned Gifts.

Dr. DeCenzo has approved another major gifts officer and a national search is in progress.

The Coastal Educational Foundation has hired the Elliott Davis firm to review extensively their gift agreements to make sure we are in compliance with the original intent.

The Lawrence B. and Jane P. Clark estate of \$1.2 million has been settled. The estate stipulated a named chair in history and a specific amount for cultural arts with the remaining going to scholarships.

Mr. Moore made a motion to establish the Lawrence B. and Jane P. Clark endowed chair of history in recognition of a gift bequest made to the Coastal Educational Foundation. Mr. Frink seconded and the motion passed. (Motion 10-04)

Ms. Mary Eaddy reported that 2009 was a record year for royalty collections which surpassed \$50K for the first time and totaled \$52,589. Advertisements in MyCollegeGuide have resulted in an increase of 89% from last year which means that our "It's About You" is very effective in reaching our target group. A spring marketing campaign will feature another set of television commercials featuring alumni from all around the globe and the value of a Coastal Carolina education. Three or four prominent alumni will be filmed inside their career setting, proudly stating, "I AM a Chanticleer."

For the past six months, Martha Hunn has broadcast a three-minute news segment at 4:15 each Wednesday afternoon on WMBF-TV. This show features interviews with newsmakers on our campus. Had we bought this time, it would have cost in excess of \$24,000. "Coastal Today" has a new format to make this 30-minute local interest TV show the best program of its kind. Ron Walker designed the set and Facilities constructed an elegant, modern studio set. The show will debut next week. Another 30-minute summer program is in the talking stage with another commercial TV station with Martha Hunn as Executive Producer.

Over the holidays, 80% of the visitors to our summer school site were driven by a FACEBOOK campaign. We may be the only institution in the state to reach potential customers through FACEBOOK. It is a very cost effective way to reach our target audience.

Marketing is working with Information Technology Services to develop an online newsroom to convey photographs, video clips, large documents and other items to the working press,

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enterprise reports and the general public. We will be among the first in the state to have this. A text message campaign is also being developed to contact more people.

Mr. Biddle reported that Dan VanBeek, a California graphic designer, has joined the Marketing Ad hoc Committee in an advisory capacity.

Athletics Committee

Mr. Hodge chaired the committee to select an Athletic Director with Jennifer Packard assisting them. One-hundred and thirty applications were received. It was one of the most harmonious committees that he has ever been involved with and it was a strenuous process. Throughout the process, one person stood out. The entire committee is very pleased that Hunter Yurachek chose to come to Coastal Carolina.

Mr. Yurachek was complimentary of the former success of athletics at Coastal Carolina and feels that great things are in store because there are great people within the community who want to take it several steps upwards. He feels this University is a rising star and is excited to be here.

Mr. Hodge encouraged everyone to tour the almost completed field house. It is an amazing facility. If you have prospective donors, please contact Will Garland to arrange tours. Mr. Joyner stated that once the building is turned over to the University, all the building donors will have a special tour to see where their special plaque would be. Visitors will also be included.

Mr. Hodge stated that the Athletic Committee believes that there is great opportunity for men and women in sports but women's success in sports can be greatly enhanced if the baseball/softball facility and offices are moved up on the priority list of projects. Mr. Moore seconded and the motion passed. (Motion 10-12)

Mr. Hodge moved to explore the addition of another woman's sport(s) with a full comprehensive report to be reviewed at the next Board meeting. Mr. Moore seconded and the motion passed. (Motion 10-13)

Audit Committee

Mr. George reported that the committee had met this morning and had the following recommendations.

Mr. George made a motion to move forward with the internal audit function by using a committee (made up of employees) approach with Wyatt Henderson serving as a member of this committee. Dr. Karen Maguire will provide oversight. Mr. Biggs seconded and the motion passed. (Motion 10-07)

Mr. George moved to direct Dr. DeCenzo in conjunction with Dr. Sheehan to conduct an audit of majors and student credit hours by the next meeting. Mr. Carter seconded. The motion passed. (Motion 10-09)

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Mr. George moved to acknowledge the receipt of the June 30, 2009 Comprehensive Annual Financial Report (CAFR) and Dr. Swad seconded. The motion passed. (Motion 10-10)

Mr. George moved to direct President DeCenzo to assist the Coastal Educational Foundation in limiting the scope of the audit of the endowments since 1993. Mr. Carter seconded and the motion passed. (Motion 10-08)

Executive Committee

Chairman Alford reported that the Executive Committee had directed him to create two new ad-hoc committees. One committee is to prioritize the building projects on campus. Chairman Alford and the President will also appoint a committee to evaluate the relationship with other entities engaged in working with the University.

With the growth of the University, the economic instability, and the passing of the penny sales tax, Mr. Alford stated that the Board of Trustees is adamant that Dr. DeCenzo have an executive assistant to serve at his pleasure to lighten his load.

Mr. Carter made a motion for the President to retain an executive assistant. Mr. Moore seconded and the motion passed by acclamation. (Motion 10-11)

Finance, Planning & Facilities Committee

Stacie Bowie presented the budget update for Fiscal Year 2010, noting a 5% budget cut in November 2009. Tuition remains strong. Projected revenue growth for Fiscal Year 2010 was based on a 3% increase for both in-state and out-of-state students. The actual revenue received reflects a 4% increase of in-state and 3.09% increase of out-of-state students in the fall semester. When projecting revenue for spring fees, we used a fall to spring conversion rate to estimate how many of the fall students will return for the spring semester. We budgeted this year for a 91% in-state and 87% out-of-state conversion rate. At present we are looking at a 90.74% in-state and 88.8% out-of-state conversion rate.

State Appropriations are only 8.5% of our total operating budget or \$11.6 million dollars. This is a decline of \$4.7 million. Only 12.3% of the "10 Funds" come from state appropriations. The \$2.27 million of stimulus money will drop off next year.

Total revenue is projected to be about \$824,000 lower than budgeted. This is slightly less than 1%. Total revenue including carry over is only \$22,000 less than budget.

Operating expenses are in line. We are about \$200,000 under budget for expenses. We have a contingency of about \$3 million.

Mr. Lyles wanted to know if the number of our faculty and staff was in line with other "like" institutions. Mr. Garland stated that we are still playing catch up to the years when we had large double digit growth in student population. We hired temporary staff and adjunct faculty. In an attempt to address student retention over the last two or three years, we have converted some

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temporary to fulltime staff. Dr. Sheehan reported that 50 lecturers were added to replace part-time faculty and a number of tenure track hires as well. We cannot address the needs of the students without the necessary staff. As we grow to 12,000 students, it triggers additional faculty, facilities, security, and custodial help.

Dr. DeCenzo stated that we will have to schedule a Board meeting in late February to establish the budget for next year as it relates to tuition, financial aid, etc.

Mr. Biggs made a motion to recommend to the full Board of Trustees the approval of the purchase of the Prudential Building following all state laws and requirements. Mr. Frink seconded and the motion passed. Mr. Biddle abstained from discussion and voting because of his relationship with Burroughs and Chapin. (Motion 10-01)

Mr. Biggs made a motion to recommend the approval of the purchase of the Coastal Science Center following all state laws and requirements. Mr. Carter seconded and the motion passed. (Motion 10-02)

The request to build a 500-space parking lot was deferred until the next meeting.

Government Affairs Committee

Mr. Lyles encouraged everyone to attend the 2010 Grand Strand Legislative Reception to be held on Wednesday, February 17 at the Clarion Town House Hotel in Columbia.

Mr. Biggs suggested sponsoring a luncheon or event for the Ways and Means and/or other legislators in the caucus room. Mr. Biggs will see what days the Ways and Means is available and get with Dr. DeCenzo.

Dr. DeCenzo noted that the regulatory relief bill has made it through the subcommittee's review and fact finding. With the support of college presidents present, Senator Courson voted to get it out of committee. The full Education Committee will review it on Thursday. Some concerns have been expressed regarding the human resource element.

There are two earmarks before Congress in Washington, D.C. One is in conjunction with Representative Clyburn's office for \$2.5 million proposal to endow the archaeology program and purchase the building in Litchfield. The other is with Senator Graham's office for \$900,000 to purchase equipment for the new science building. We have hired Nelson Mullins Riley & Scarborough LLP as lobbyists in Washington for 90 days to help line up these earmarks.

A Request for Proposal (RFP) has been put out for a permanent lobbyist in Washington, D.C.

At the direction of Dr. DeCenzo and Chairman Alford, "Vision for Horry" continues the work with strategic planners assisting the Northeast Strategic Alliance, Horry County and Economic Development Corporation and neighboring counties and cities to share comprehensive plans and assist the economic development of our region. This assists us in our comprehensive plan. The

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meetings have had very positive feedback. Senator Cleary will be speaking at the next meeting and 80-90 people are expected to attend.

V. Chairman's Report

Trustees were reminded to file their statement of economic interest form by April 15.

The 2009 Per Diem Reports for income tax filing was included in everyone's packet.

VI. Unfinished Business

There was nothing to report.

VII. New Business

We have two siblings, Pierre and Nathalie Valdema, at Coastal Carolina from Haiti. They returned back to the states on Monday before the earthquake on January 12. Nathalie, an American citizen, is a senior biology major who is on full scholarship already. Pierre is a junior computer science major. Their father is a minister and mother is a dietician. While the Valdema family and home survived the earthquake, the collapse of the economy in Haiti has made it impossible for his parents to contribute financially toward the completion of Pierre's education. There are no Federal funds available for foreign students. However, Coastal Carolina has given him a full scholarship that will enable him to complete his degree.

Anne Monk reported that the South Carolina Archives and History historical markers commemorating the beginnings of Coastal Carolina have arrived. Current plan is to have the dedication of the historical marker at the top of the horseshoe at the Singleton Building on March 26. We don't have a date yet for the dedication at the former site of Conway High School where classes first began.

VIII. Executive Session

As there were personnel issues to discuss, Mr. Biddle moved to go into Executive Session and Mr. Frink seconded. Upon reconvening, Chairman Alford stated that no action was taken.

Dr. Smith moved to hire Dr. James L. Everett with tenure as Chair of the Department of Communication. Mr. Biggs seconded and the motion passed. (Motion 10-05)

Chairman Alford expressed appreciation to Dr. and Mrs. DeCenzo for the wonderful event held the previous evening at their home.

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As there was no further business, Mr. Spivey moved to adjourn and Mr. Lyles seconded. The meeting adjourned.

Respectfully submitted,

Samuel H. Frink
Secretary/Treasurer