

5-26-1997

On Campus, May 26, 1997

Coastal Carolina University

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On Campus

A Newsletter for Faculty and Staff of Coastal Carolina University • Volume 6, Number 10 • May 26, 1997

Holliday-Davis Scholarship Fund established at Coastal

A scholarship in honor of the John Monroe J. Holliday family and William F. Davis has been established at Coastal Carolina University. The fund was founded by the John Monroe Holliday family to honor William F. Davis, who received the honorary degree Doctor of Public Service from Coastal during the spring commencement ceremony on May 10.

The establishment of the Holliday-Davis Scholarship Fund was announced at a reception following the commencement ceremony by M. Russell Holliday and John Monroe Holliday as a surprise to Davis.

"We have been thinking about establishing a scholarship fund at Coastal Carolina for some time,"

Coastal receives certification from NCAA

Coastal Carolina University is one of 16 schools certified by the National Collegiate Athletic Association (NCAA), according to an announcement by the NCAA Committee on Athletics Certification.

The announcement marks the completion of a year-long certification process to ensure integrity in Coastal's athletics operations. A designation of certification means that an institution has shown that it "operates its athletics program in substantial conformity with operating principles adopted by the Division I membership," according to the NCAA.

As part of the certification process, a self-study was conducted by a committee comprising the university president, members of the university faculty, staff and students. The self-study committee examined the institution's academic and financial integrity, governance and commitment to rules compliance, and commitment to equity.

At the end of the self-study, a peer group of administrators from other NCAA member institutions visited the campus and heard from the self-study committee and others. The peer group then reported back to the NCAA Committee on Athletics Certification, which rendered the final decision.

Coastal Mace on display in Kimbel Library

Coastal Carolina University, which became an independent institution in 1993, introduced its official mace at commencement exercises on May 10. Commissioned by the Horry County Higher Education Commission, the new mace was carried at the head of the commencement procession by senior faculty member Joyce Parker.

The mace is 48 inches long and is capped with a 22 carat gold-plate model of Coastal's symbol, the Atheneum. The base of the mace is made of solid walnut and the stem is adorned with sterling silver sea shells, representing the university's coastal location, and an engraved seal of the state of South Carolina.

"The mace is a symbol of the opportunities being provided to the men and women educated here," said Ruthie Kearns, a member of the Horry County Higher Education Commission and a Coastal graduate.

Retiring professor honored with title

Coastal's Board of Trustees has approved the title professor emeritus for retiring faculty member Roy D. Russell, associate professor of philosophy and religion. The title was approved at the April meeting of the Board of Trustees.

Russell joined the Coastal faculty in 1972 as associate professor of education. He was chair of the Department of Philosophy and Religion from 1989 to 1996 and served as chair of the Faculty Senate in the mid 1970s.

Russell earned a Ph.D. in philosophy in 1971 from Marquette University in Milwaukee, Wis., a master's degree in history in 1965 from Kent State University and

said John Monroe Holliday, "and decided that this was the perfect occasion, when our good friend and associate Bill Davis is receiving his justly deserved honorary degree."

Davis served on the Horry County Board of Education for 29 years, and was chair of the board for 28 years, from 1954 to 1982. An original founder of Coastal Carolina, he is a charter member of the Coastal Educational Foundation, Inc., and served as a member of the foundation from 1954 to 1956. Davis has been a member of the Horry County Higher Education Commission since 1986.

For more information about the Holliday-Davis Scholarship Fund, contact the Office of University Advancement at extension 2007. ♦

"I am very pleased that Coastal Carolina University has received NCAA certification," said President Ingle. "The certification process has been a comprehensive project that has involved students, faculty and staff in candid dialogue about the university's intercollegiate athletic program. I appreciate and value the work of the many who have contributed to this effort that reflects positively on the athletic component of the university experience."

All 307 Division I NCAA member colleges and universities complete the certification process in a five-year cycle. The NCAA adopted the athletic certification program in 1993.

The NCAA is a membership organization of colleges and universities that participate in intercollegiate athletics. The primary purpose of the association is to maintain intercollegiate athletics as an integral part of the educational program and the athlete as an integral part of the student body. Activities of the NCAA membership include formulating rules of play for NCAA sports, conducting national championships, adopting and enforcing standards of eligibility and studying all phases of intercollegiate athletics. ♦

"It symbolizes a tradition of quality and excellence."

Maces are widely used at legislative assemblies, ecclesiastical processions, and at college and university ceremonies such as commencements.

Silversmith Alfred D. Ward, a faculty member in the Department of Art and Design at Winthrop University, designed the mace. Ward received a degree in silversmithing and engraving from the City and Guilds of London Institute in London, England, in 1965. He has designed presentation pieces for the Royal Air Force, the City of London Authority and many other institutions in Great Britain and the United States. He also designed maces for the University of Tennessee at Martin, the Tennessee Technological University and Winthrop University.

Coastal's mace is on public display in Kimbel Library. ♦

a bachelor's degree in history and education from the University of Akron in 1961.

Prior to joining Coastal, Russell was chairman of the Department of Education at Concordia College in Milwaukee, Wis. He also was a teacher and coach at Chagrin Falls High School in Chagrin Falls, Ohio and at Luther High, East in Cleveland, Ohio.

Russell is a charter member of the Optimist Club of Myrtle Beach. He has served on the Horry County Board of Education and has written several books on successful living, as well as newspaper columns and regional television and radio series. ♦

From the president . . .

On behalf of Coastal Carolina University and the Board of Trustees, I would like to express sincere appreciation to everyone who worked extremely hard to make Commencement a tremendous success. With everyone working as a team, our accomplishments are immeasurable.

Ron Ingle

Health promotion major to debut in fall

Beginning in the fall 1997 semester, Coastal Carolina University will offer a health promotion major designed to prepare students for employment in a variety of health service-related settings. The new program was recently approved by the South Carolina Commission on Higher Education.

"The health services field is seeing phenomenal growth now with the evolution of a more 'wellness focused' industry and the increase in community-based health programs," said Sharon Thompson, assistant professor of health.

The new major offers a non-teaching bachelor of science degree which will qualify graduates for jobs in local, state, international and voluntary health agencies (such as Red Cross, the Department of Social Services, Rape Crisis Center, etc.), in hospitals and medical facilities, in wellness programs within business and industry, or in private consultation. Completion of the program will qualify students to apply for accreditation through the National Commission for Health Education Credentialing, Inc. (NCHEC) as a Comprehensive Health Education Specialist (CHES). The program also will prepare graduates for advanced-degree studies.

Clemson University and the Medical University of South Carolina are the only institutions in the state which offer a comparable degree.

"This program is in keeping with Coastal's mission to meet specific needs within the local community," said Thompson. "With the projected population growth of Horry County and the Grand Strand area, particularly in the retirement community, health services will play an increasingly important role."

Health promotion combines elements of the behavioral and biological sciences and draws on theoretical perspectives from disciplines such as biology, psychology, sociology, anthropology, marketing, nursing, communications, epidemiology, statistics and medicine. The new major is designed to blend instruction from these areas and apply it to current health problems facing area communities.

For more information about Coastal's health promotion degree, contact Sharon Thompson at extension 2635. ♦



COASTAL CAROLINA
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Did you know?

Coastal Carolina University was cited in *Sports Illustrated* magazine's college issue ("America's Top 50 Jock Schools," April 28, 1997) as a great school for golf enthusiasts. The article states: "A collegian with a golf itch and a car might be happiest, however, attending Coastal Carolina, which has no course on its Conway, S.C., campus but is located less than an hour's drive from more than 100 open-to-the-public layouts." Source: *Sports Illustrated*

Partnership to research retiree computer trends

Coastal Carolina University and Hall Development, Inc., are collaborating on a research project designed to gather data regarding computer usage and applications among retirees. The research, which began on Monday, May 19 with a series of focus groups involving residents of Myrtle Trace Retirement Community, will provide data to be used to plan continuing education programs at Coastal and to develop new technological services in Myrtle Trace, Waterford Plantation and other Hall Development communities. Hall Development, Inc., will contribute \$5,000 toward the research project.

Based on the data supplied by four focus group sessions held at Coastal between May 19 and May 29, a survey will be developed and disseminated through Myrtle Trace's homeowner newsletter. Responses from the survey will be used in planning for related ongoing courses for senior adults, such as Coastal's Lifelong Learning Society (formerly Third Quarter) and Cyberdays programs, and to identify the types of expanded programs retirees will demand in the future.

Hall Development, Inc., will use the research information to determine the levels of interest in new technologies indicated by residents of Myrtle Trace. "We will apply this information in determining the types of

computer technology services we install in our new residential developments which are currently being planned," said D. Clinch Heyward, director of sales for Hall Development.

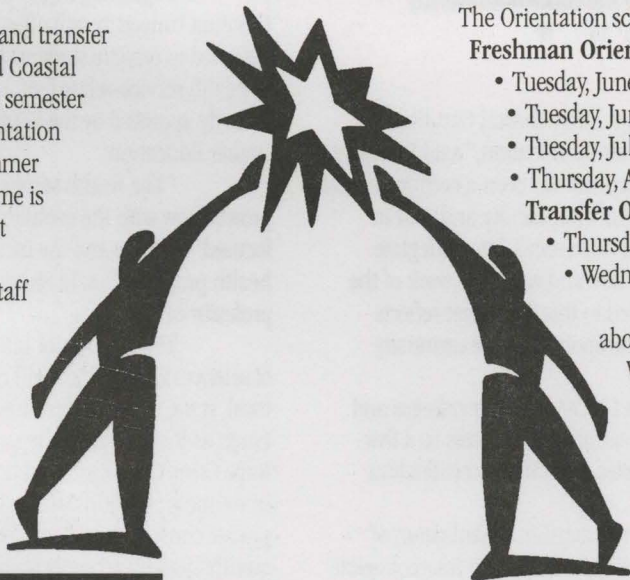
"Computer courses are among the most popular offerings at college and university centers for adults of retirement age," said Peter Balsamo, dean of Coastal's Division of Extended Learning and Public Services. "Older adults are using computers in record numbers for word processing, managing their personal finances, pursuing hobbies and keeping in touch with family and friends through the Internet. Computer courses help older adults develop computer skills and keep pace with new developments in technology."

The need for increased training in new technologies will be driven by retiring baby boomers, according to Balsamo. "More than 48,000 people over the age of 50 presently live in the Grand Strand area, and this figure will increase dramatically in the next 25 years as baby boomers join the ranks of retirees," he said. The continuous emergence of new computer and telecommunications tools, such as desktop video conferencing and digital video disks, also generates an increasing demand for training and instructional programs. ♦

Orientation program is *Making Connections*

All freshmen and transfer students who will attend Coastal Carolina during the fall semester will be involved in Orientation sessions during the summer months. This year's theme is "Making Connections at Orientation."

Faculty and staff are encouraged to be aware of when the students and their parents will be on campus and to take time to welcome them to the university.



The Orientation schedule is as follows:

Freshman Orientation

- Tuesday, June 17 and Wednesday, June 18
- Tuesday, June 24 and Wednesday, June 25
- Tuesday, July 15 and Wednesday, July 16
- Thursday, Aug. 14 and Friday, Aug. 15

Transfer Orientation

- Thursday, June 26
- Wednesday, Aug. 13

For more information about Orientation, contact Diane Wilson at extension 2188 or Pat Singleton-Young at extension 2304. ♦

Student campus leaders announced

The Office of Student Affairs has announced the following student campus leaders for the 1997-1998 academic year. They are as follows:

Student Government Association

President: Donnie Jones, a senior political science/history major from Gunterville, Ala.

Vice president: Jason Hopkins, a junior biology major from Hamilton, Ohio

Treasurer: Mike Dunbar, a sophomore finance major from Salellite Beach, Fla.

Secretary: Meghan McCormick, a junior undeclared major from West Milford, N.J.

Coastal Productions Board

Coordinator: Christy Mays, a junior elementary education major from Powhatan, Va.

Assistant coordinator: Denise Mole, a junior biology major from Charleston, S.C.

Assistant coordinator for publicity: Porter Medley, a sophomore computer science major from Sumter, S.C.

Treasurer: Gina DiBitetto, a junior finance major from Montgomery, N.Y.

Secretary: Karen Hatcher, a junior secondary education major from Myrtle Beach

S.T.A.R. (Students Taking Active Responsibility)

Coordinator: Amber McArthur, a sophomore elementary education major from Aynor

Assistant coordinator: John Dedrich, a junior English major from New York

Media editors

The Chanticleer: Estelle Shelton, a sophomore undeclared major from Conway

Archarios: Trisha Dyer Carroll, a senior art studio major from Myrtle Beach ♦

Stand for Healthier Children Day needs volunteers



Volunteers are needed for the Horry County Stand for Healthier Children Day which will be held Saturday, May 31 from 10 a.m. to 3 p.m. at the Doug Shaw Memorial Stadium on Oak Street in Myrtle Beach. The local event, co-sponsored by Coastal's Center for Education and Community, is open to the public and part of the national program Stand for Children 1997.

Event coordinators have planned a fun-filled day of games, informative demonstrations, great food and entertainment for the entire family to help make our community a better, safer place for children and thereby showing commitment to the future of these children.

Guest speaker Gerrita Postlewait, superintendent for Horry County Schools, will speak at 1 p.m.

The Horry County team leaders for the local rally are Pam Petty and Laura Clemmons.

For more information or to volunteer, contact Coastal's Center for Education and Community at extension 2672 or call 448-5529. ♦

General staff meeting

Thursday, June 5

• 2 p.m. • ADM 003

Refreshments will be served following the meeting.

For more information, contact the Office of Human Resources and Affirmative Action at extension 2036.

Retiree services will be discussed

Author and educator Janette Newhouse will lead a discussion about how Coastal Carolina University can better serve older adults and retirees. The event is scheduled for Tuesday, May 27 at 3:30 p.m. in Kearns Hall, room 106, and is free and open to the public.

Newhouse is a professor in the Department of Educational Studies at Radford University in Virginia. She also has served as extension specialist in adult development and aging for the Virginia Cooperative Extension Service.

Newhouse earned a Ph.D. in family studies with a concentration in adult development and aging from Virginia Tech in 1985. She has done extensive research in the area of in-home care for aging populations and rural gerontology. Newhouse is the author *Rural and Urban Patterns: An Exploration of How Older Adults Use In-Home Care* (1985).

For more information, contact Peter Balsamo at extension 2648. ♦

Here we grow again . . .

The first floor of the Student Center is in the process of being renovated and will be closed until August. More information about the progress will be detailed in later editions of *On Campus*.

Campus Dining

Campus Dining Services will be closed through Sunday, June 8; and reopen Monday, June 9. For more information, contact Evan Klingman at extension 2365. ♦



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On Campus

On Campus publication during the summer is as follows:

Publication date:	Deadline to submit information:
Monday, June 16	Tuesday, June 10
Monday, July 14	Tuesday, July 8
Monday, August 4	Tuesday, July 29
Monday, August 18	Tuesday, August 12

Items to be included in *On Campus* should be submitted to the Office of Public Information in SGL 204 by noon the Tuesday before publication.

Coastal Carolina University is an affirmative action, equal opportunity institution.

Students present papers at national conference

Eighteen Coastal Carolina University students presented scholarly papers at the National Conference on Undergraduate Research (NCUR) held at the University of Texas-Austin on April 24. Students and faculty from more than 200 colleges and universities in the United States participated in the conference, an annual event designed to enrich undergraduate teaching and learning by giving students firsthand experience in the process of scholarly exploration and discovery.

Conference presenters are selected on the basis of abstracts of their research submitted four months in advance of the conference.

The following Coastal students gave presentations:

- **Lucy Aplan** from State College, Pa., presented "A Random Sampling of Proto-Oncogenes, Tumor Suppressors, and Recombinase Genes Conserved in an Elasmobranch through Evolution;"
- **April Carter** from Herndon, Va., and **Mary Clark** from Sumter, co-presented "Teachers' Attitudes Toward Diversity in Classroom Instruction, Management and Climate;"
- **Jamie Evers** from Stratford, Conn., with co-presenters **Alisha Adkins** from Conway, **Heather Stroud** from Nichols, and **Courtney Satkowski** from Plainsboro, N.J., presented "The Impact of Preservice Teachers on Early Childhood Students;"
- **Christine Forsythe** of Poquoson, Va., presented "Extracellular Acid Phosphatase(s) Activity of the Protozoan Parasite *Perkinsus Marinus*;"
- **Leronica Grate** from Loris, presented "Dual Consciousness: Exploring the Effects of Gender and Race in Works of African American Women Writers;"

- **James Guignard Jr.** from Charlotte, N.C., presented "A Poststructural Analysis of Richard Wright's *Big Black Good Man*;"

- **Kenneth Hayes** from Terre Haute, Ind., presented "The Microbial Activity in Creek Waters Determined by Oxygen Metabolism;"

- **LeRoy Humphries III** of Mullins, presented "Oyster Reef Impact on Microbial Food Web Dynamics in Tidal Pools in North Inlet Estuary;"

- **Wilson Lynch** from Myrtle Beach presented "The Truism of Humanism: The Problems of Social Hierarchy as Seen Through Dorothy Allison's *Bastard Out of Carolina*, Toni Morrison's *The Bluest Eye* and Ruthie Bolton's *Gal*;"

- **Edward Perkins** of Myrtle Beach, presented "Are Males More Aware of their Surroundings Than Females?;"

- **Heather Roberts** of Garden City, presented "Quartz Chrystal Microbalance: The Future of Water Quality?;"

- **Robert Rush** from Conway, presented "The Evolution of Technology in the Public School System: A Case Study of Carolina Forest Elementary School;"

- **Sandy Argroves Watson** from Myrtle Beach, presented "The Paradox of the Crucifixion Allegory in Benjamin Franklin's *The Kite Experiment*;" and

- **Heidi Zeleznik** from Poughkeepsie, N.Y., presented "Cloud Masking of Normalized Difference Vegetation Index (NDVI) Images;"

Prashant Sangiry, assistant professor of mathematics, also presented a paper, "The Impact of the NASA Jove Program on Undergraduate Research at a Liberal Arts Institution," in conjunction with the Undergraduate Research Network, which is part of the conference. The paper was co-written by **Craig Gilman**, assistant professor of marine science. ♦

Elderhostel held on campus deemed a success

Coastal hosted a group of 14 senior citizens as part of the Elderhostel program, which was held on campus for the first time May 11 to 17. The students, who came from Wisconsin, Florida, Ohio, Massachusetts, New York, North Carolina and Delaware, were housed in the new residence hall and had their classes and meals in the Cafe. The program was sponsored by the Division of Extended Learning and Public Services.

"Elderhostel is a world-wide organization for people who want to learn," said **Walt Spear**, who serves as on-site coordinator of the program with his wife **Geri**. "There are no exams, no homework, just learning for the love of it," said **Spear**, who is the retired academic dean of Belmont Abbey College in North Carolina.

Students excel at annual Academy of Sciences meeting

Three Coastal Carolina students presented papers at the annual meeting of the South Carolina Academy of Science held recently in Columbia, S.C., and two students won top awards for their presentations.

- **Carrie Lynn Burdick**, a sophomore marine science major from Thompson, Conn., presented "Can You Predict Your GPA by Where You Sit in a Class?"

- **Jennifer McElhoe**, senior marine science major from State College, Pa., presented "The Waccamaw River: Results from Year 2 of a Long-term Water Quality Monitoring Program." This paper was coauthored by **Boyd Pickup**, senior marine science major from St. Louis, Mo.

- **Mary Welch**, senior marine science major from Montrose, Pa., presented "The Establishment of Microbial Nutrient Cycling in Large Artificial Ecosystems." This paper, which was based on research performed at Ripley's Sea Aquarium in Myrtle Beach, was coauthored by **Whit Anderson**, senior marine science

major from North Myrtle Beach. Three different courses of study were offered during the week: "Carolina Bays: They Aren't Just Holes in the Earth"; "Under Caps, Hats and Toboggans: All About Brain Development"; and "Let's Talk Plato-ese." The instructors were **Julie Finlayson**, **Billy Hills** and **Claudia McCollough**, chair of Coastal's Department of Philosophy and Religion.

Coastal has sponsored Elderhostel programs for several years at off-campus locations. With the opening of residence halls last year, Coastal can now hold the program on campus when the residence halls are vacant.

For more information about Elderhostel, contact **Audrey Garland** at extension 2666. ♦

major from North Myrtle Beach.

Burdick's paper was judged best in the statistics and mathematics section, and **McElhoe's** was judged best in the geology and earth sciences section. Both students were recognized at an annual awards banquet hosted by the Charleston chapter of Sigma Xi, a national science honor society. Each also received a \$100 cash prize.

"Of the five awards given at the conference, two were won by Coastal Carolina University marine science students," said **Susan Libes**, professor of marine science and chemistry at Coastal. "Many of the presenters at this conference were from larger research institutions, so this is a significant achievement for our students and for Coastal."

Sixty-nine undergraduates from more than 30 South Carolina colleges, universities and state agencies presented papers at the meeting. Papers were judged based on scientific merit, presentation and the quality of their abstracts. ♦

COASTAL CAROLINA PEOPLE

Peter Balsamo is a recent graduate from Leadership Grand Strand. The program, sponsored by the Myrtle Beach Area Chamber of Commerce, is designed to develop a corps of informed, committed and qualified individuals capable of providing leadership for the Grand Strand area.

James Blackburn has been selected to present a paper at the annual meeting of the North Carolina Foreign Language Association. His paper deals with the preparation, administering and scoring of reverse cloze reading skills tests.

Paul Rice attended, by invitation, the celebration of the *Georgia Review's* 50th-year, where he gave a reading of his poetry. Speakers/readers included **Hugh Kenner**, **Fred Chappell**, **Linda Pastan**, **Peter Meinke**, and former *Review* editor, **John T. Irwin**, whose *American Heiroglyphics* is a seminal work on 19th-century American literature. **Rice** has been published in five issues of the magazine and also will be published in the *Review* during the next academic year as part of a plan to feature writings by past *Georgia Review* authors.

Birthdays in May and June

May	
26	Sue Colvard Henry Robinson
30	Denver McClain
31	Toby Mercer Dan Selwa
June	
1	Bill Davis Rob Young
2	Vicki Gardner
5	Darcy Carr
6	Michael Brown Vicki Williams
7	Lill Heit Roy Moyer
8	Stella Cooper Constance Edwards Donna Kennedy
11	Stephanie Freeman Benjoe Juliano Don Millus Faye Taylor
13	Sandy Mishoe
14	Betsy Puskar
15	Lawrence Altman Dennis Roakes
16	Terri Brown Herb Thompson Jr.

On Campus Calendar

MAY

27
M.A.T. Testing
3 p.m., PRIN 215
Linda Ford

JUNE

2
Summer hours of operation begin

3
M.A.T. Testing
3 p.m., PRIN 215
Linda Ford

4
Men's and Women's Track and Field
NCAA Division I Championship, 10 a.m., Indianapolis, Ind.

5
General Staff Meeting
2 p.m., ADM 003
Human Resources

9
Michael Hopkins Basketball Camp
continues through June 19
Michael Hopkins

10
M.A.T. Testing
3 p.m., PRIN 215
Linda Ford

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Office of Public Information

P. O. Box 261954 • Conway, SC 29528-6054

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