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On Campus, May 26, 1997

Coastal Carolina University

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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 1995, introduced its official mace at commencement exercises on May 10. Commissioned by the Coastal Board of Trustees, 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 carrot gold-plate model of Coastal's symbol, the Fighting Chanticleer. 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 men and women educated here," said Ruthie Kearns, a member of the Coastal Carolina University Board of Trustees.

The mace is on public display in the Kimbel Library.

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 Luther College in Decorah, Iowa, and 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." He served on the Coastal Carolina Board of Education for 29 years, and was chair of the board for 29 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 Holliday-Horry Higher Education Commission since 1986.

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 service 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 2655.
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 in planning 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 homeowners 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 program, 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 66,000 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.

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 9:30 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 an 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 2416.

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 during the summer.

On Campus

On Campus publication during the summer is as follows:

Publication: Deadline to submit information:
Date: Monday, June 16 • Monday, June 10
Tuesday, July 14 • Tuesday, July 7
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 SNGL 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 300 colleges and universities in the United States participated in the conference, an annual event designed to enrich undergraduate teaching and learning by giving students real-world experience in the process of scholarly exploration and discovery.

Conference presentations 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 Aplin from State College, Pa., presented "A Random Sampling of Proto-oncogenes, Tumor Suppressor, and Reombinase Genes Conserved in an Eleutherodactylus Through Evolution;"
- April Carter from Hempton, Va., and Mary Clark from Sumter, co-presented "Teachers' Attitudes Toward Diversity in Classroom Instruction, Management and Climate;"
- Jamie Evers from Stafford, Ga., with co-presenters Alisha Adams from Conway, Heather Stroud from North Myrtle Beach, and Susan Williams from Loris, presented "Dual Consciousness: Exploring the Effects of Gender and Race Among African American Students Who Attend Predominantly White Institutions;"
- Jennifer McElhoe, a 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 co-authored by Booth Pickup, senior marine science major from St. Louis, Mo.
- Mary Welch, senior marine science major from Mostow, Pa., presented "The Establishment of Microbial Nutrient Cycling in Large Artificial Ecosystems;" this paper, which was based on research performed at Ripleys' Sea Aquarium in Myrtle Beach, was co-authored by Whit Anderson, senior marine science major from Myrtle Beach.
- 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 Moulina, presented "Oyster Reef Impact on Microbial Food Web Dynamics in Tidal Pools in North Inlet Estuary;"
- Edward Perkins of Myrtle Beach, presented "Are Males More Aware of Their Surroundings Than Females?"
- Heather Roberts of Garden City, presented "Quartz Chrysalid 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 Allergy in Benjamin Franklin's The Kite Experiment;"
- Heidi Zelenik from Poughkeepsie, N.Y., presented "Cloud Masking of Normalized Difference Vegetation Index (NDVI) Images;"
- Prashant Sangoary, assistant professor of mathematics, also presented a paper, "The Impact of the NCCU Jose Program on Undergraduate Research at a Liberal Arts Institution," in conjunction with the Undergraduate Research Network, which is part of the conference.

The program was co-authored by Craig Gillman, 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 55 years of age and older who want to learn in an informal setting. The program was coordinated on campus by Julie Finlayson, Billy Hills and Claudia Brain Development; and "Let's Talk Plato-ese." The program was sponsored by the Division of Extended Learning and Public Services.

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, Ga., 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 co-authored by Booth Pickup, senior marine science major from St. Louis, Mo.

Three different courses of study were offered during the week: "Carolina Bays: They Aren't Just Holes in the Earth;" "Under Cape, Huts and Taboos: All About Brain Development;" and "Let's Talk Plato-ese." The instructors were Julie Finkelstein, 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.

On Campus Calendar

MAY
27 M.A.T. Testing 5 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., AIM 106 Human Resources
9 Michael Hopkins Basketball Camp continue through June 19 Michael Hopkins
10 M.A.T. Testing 3 p.m., PRIN 215 Linda Ford

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