

2-14-2014

Board of Trustees Minutes, February 14, 2014

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall Sr. School of Business Administration Building, Board Room
February 14, 2014

Presiding: Mr. D. Wyatt Henderson

Board Members Present:

Dr. Larry L. Biddle*
Mr. William S. Biggs
Mr. Samuel H. Frink
Mr. Carlos C. Johnson*
Mr. Marion B. Lee
Mr. Charles E. Lewis*
Mr. William L. Lyles Jr.
Mr. Daniel W. R. Moore Sr.
Mr. George E. Mullen
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Mr. Robert G. Templeton*
Mr. William E. Turner III*

Board Members Not Present:

Mr. Gary W. Brown
Ms. Natasha M. Hanna
Dr. Samuel J. Swad

Others Present:

Ms. Carolyn S. Bender
Ms. Stacie A. Bowie
Dr. Barbara A. Burd
Dr. J. Ralph Byington

Mr. Josh Chesson
Ms. Lori G. Church
Dr. Debbie Conner
Ms. Jackie Debalfo
Dr. David A. DeCenzo
Mr. Edgar L. Dyer
Dr. Daniel J. Ennis
Ms. Martha S. Hunn
Dr. Edward Jadallah
Mr. Christopher A. Johnson
Mr. Mark Kelley
Ms. B. J. Landrum
Dr. Steven J. Madden
Mr. Timothy E. Meacham
Mr. Austin Nichols
Ms. Jennifer A. Packard
Ms. Kaitlin T. Page
Mr. Williams M. Plate Jr.
Ms. Lauren Rose
Ms. Laura Rissio
Dr. Barbara A. Ritter
Mr. Mark A. Roach
Dr. Michael H. Roberts
Ms. V. Chyrel Stalvey
Mr. Gregory T. Thompson
Mr. Gregory W. Thornburg
Mr. Stovall Witte

(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. Heather Gale of the Horry Independent and Vicki Grooms of the Sun News were present.)

I. Call to Order

Wyatt Henderson brought the meeting to order at 9:00 a.m. and Sam Frink offered an invocation.

*Denotes joined by teleconference.

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Roll call was taken.

Stovall Witte made a report for the Coastal Education Foundation. The CEF Audit Committee will interview four accounting firm finalists to conduct the audits for both the CEF and the Coastal Athletic Foundation for the next five years. A decision should be made by the April meeting. The CEF is working closely with the University on several issues including addressing the problems of indemnifying clauses in contracts with outside entities.

CEF Financials as of December 31, 2013: fund balance \$35.9M, of that \$7.3M is unrestricted and of that, \$.7M is unrestricted cash; return on investments is 4.0%; and, 10-year average annual return is 5.77%.

Brown Brothers Harriman, manager of the CEF Endowments, continues to shift assets into equities in a deliberate manner. As of February 6, 2014, investments totaled \$26M with an approximate allocation of 49% in equities, 51% fixed income. As you may remember, the CEF goal is to have a 65% equities/35% fixed income split. BBH anticipates achieving the equity goal in the next few months as more stocks become available that meet the BBH criteria for investment.

II. Approval of Minutes

Gene Spivey moved to approve the December 13, 2013, minutes, and Frink seconded. The motion carried.

III. President's Report

David DeCenzo drew everyone's attention to the budget presentation that he made to the House Ways and Means Committee, especially the charts on pp. 21-22, 43-44 regarding student demographics and state appropriates. He asked Board members to reach out to the legislators they know.

Greg Thornburg presented the enrollment report. Spring 2014 preliminary headcount is 6,603 students or 2.1% increase. Preliminary graduation rates for 2013-2014 increased 12.26%. The final retention for 2012-2013 was 87.2%.

Continuing undergraduate students eligible to enroll for spring is 91.3%, a 1.1% increase from last year. The University would like to see this improve.

Freshman deposits have decreased 7.4%; however, transfer deposits are up 2.9%.

The average SAT scores of applicants have increased five points. So, our standards have not been lowered.

Coastal Carolina has adopted the "No Stone Unturned Campaign" this year which includes student recruitment, operational changes, telephone calling campaigns, yield events, and financial aid and scholarship:

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- We have a 19% increase in search campaign-responses this year with our Royall & Co. contract. This represents an increase of 2,213 more “qualified” prospective students who have indicated an interest in CCU for 2015 fall.
- This spring Admissions Transfer staff members are visiting every South Carolina two-year school and meeting with transfer-counseling advisers.
- Freshmen counselors have become more involved in social media by expanding personal contacts with admitted students utilizing Facebook in a more “personal tone” to expand its impact.
- We have reconstructed the timing of residency-determination for new students to allow undetermined students to progress through the enrollment steps including attending Orientation. Many South Carolina students are slowed down in the process by submitting admission applications at their schools without having parent residential information available.
- Admissions organized a campaign to have faculty members call 400 accepted students who had eligibility for CCU scholarships. The phone calls took place November 1 to 14. The campaign will be repeated again in March.
- Current students began a telephone campaign February 4 with 35 faculty members calling 400 accepted students to encourage them to pay their \$100 enrollment fee, apply for housing, and register for orientation.
- There will be 18 yield events (hotel programs and other events designed specifically for yield) this spring. This is double the number of events coordinated last year. Programs include two in Columbia, two in Greenville, one in Charleston, one event for local students on campus, and in eight other states—Pennsylvania, New Jersey, Massachusetts, New York, North Carolina, Virginia, Maryland, and Connecticut. Thornburg asked to publish a list of where they were being held and the personnel attending so they could attend, if possible.
- CCU has an increase of \$73,000 for 2014-15 school-year student awards in Federal Supplemental Grants and Federal work-study.
- The new “Freshman Success Awards” of \$1,000 each will be awarded to 150 top freshmen moving to their sophomore year.
- A new “Coastal Palmetto Award” of \$2,000 is now being awarded to South Carolina Palmetto Fellows recipients.
- Scholarship opportunities have been expanded for new international freshman students.

Dean Dan Ennis of the Thomas W. & Robin W. Edwards College of Humanities & Fine Arts introduced student presenters and asked them to speak briefly on their educational experiences.

Lauren Rose, a junior graphics design major from Longs is a resident assistance: had the opportunity to be the lead project designer for the layout on the app for Athenaeum Press’s new CD box set, Gullah Spirituals. This is a regional project to preserve the music of the Gullahs.

Jackie Debalfio a senior English major from northern New Jersey: last year had the opportunity to work on “Chasing the Paper Canoe,” the debut book of CCU’s Athenaeum Press. It was an awesome experience with great faculty and knowledgeable people mentoring. She intends to get her doctorate.

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Austin Nichols, a freshman political science major from Anderson who works as a student assistant in the dean's office. He has had the opportunity work on many CCU projects and several of them involved local community projects. Currently, Austin is working on a project for a shuttle bus tracker for campus. In the spring, he hopes to be elected vice president of the Student Government Association. He plans to attend law school and run for U.S. senate.

DeCenzo stated that we don't want to lose sight that many of our students go on to next level of education, which is equally as important as graduating and immediately getting a job.

Ennis next presented an update of the Humanities and Fine Arts events.

Vital Statistics:

- Communications is the largest major with 481 students and the fastest-growing is national security with 155 students in 24 months.
- Credit hours produced in the 2012-2013 academic year is 87,351 or 40% of all credits at CCU is from humanities and fine arts because of large exposure to the core curriculum.
- Total faculty 228: professorial 110; full-time lecturers 48; and adjuncts 130.

Curriculum Developments:

- New MA in liberal studies graduate degree is popular degree for nontraditional students
- In development is a B.A. in digital content development (hybrid delivery) and geospatial certificate program (online).
- "Degree in Three" programs include political science and English ("More in Four+" with MA in writing).
- At some point, we need to offer a graduate program in communications.

Retention Efforts:

- Credit weighting: tutoring in high failure/withdrawal courses, increased recruitment contacts and increased percentage of tenure-track faculty teaching core classes
- Core curriculum: expanded hours in ENGL101/102 (identify students who struggle in writing) and hybrid foreign language instruction (Span 115).

Special Projects include Athenaeum Press, Ashes 2 Art, Institute for Leadership and Public Policy (active polling center, whitepapers on regional issues and leadership program in conjunction with Jackson Center) and 1.36 cultural arts events per day.

The Ashes2Art project allowed ancient buildings to be researched to discover dimensions and construction features, etc. Ennis displayed an ancient art building, the University of the Aegean, which was printed on our new 3-D printer printed to scale. Everyone was amazed at its exactness.

The Athenaeum press is now offering a new book, My Life with Mickey, by Jane Spillane. Students had interviews at her house, looked at photographs and memorabilia, and designed the book. Also, Gullah Spirituals is in preparation and will include a digital film and CD box set. Students wanted to have a free app tablet/Smartphone App allowing downloading and that has been designed.

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The Provost Search had a strong pool of applicants. Eight were interviewed of which three were invited to campus. Recommendations of the search committee will go to the president late next week. A Moodle online data collection center was used to gather campus opinions of applicants.

Henderson asked Barb Ritter, Dean of the Wall College of Business Administration, to present a report at the May 9 meeting. On May 8, everyone will tour the health facility and new public safety building. One of the meeting dates of August 7-8 will be scheduled to tour the research vessel whether it is docked in Georgetown or North Myrtle Beach and will be determined by Mike Roberts and Paul Gayes.

IV. Standing Committee Reports

Academic & Student Affairs

Oran Smith made a motion to establish a Bachelor of Science in Information Technology, a joint program with HGTC 2+2 (Motion 14-01). Biddle seconded and the motion passed.

Oran Smith moved to approve promotion and tenure as follows: nineteen (19) recommendations for promotion to Associate Professor with tenure - Linda Anast-May, Sarah Banks, Brian Bunton, Craig Boylstein, Carolyn Dillian, David Duncan, Jeanne French, Jenna Hill, Elizabeth Howie, JongHan Kim, Fredanna M'Cormack, Megan McIlreavy, Scott Mann, Christopher Moore, Nicholas Pritchard, H. Erin Rickard, Amy Tully, Douglas Van Hoewyk, Frederick Wood; two (2) recommendations for promotion to Professor with tenure - Janice Black, Jeremy Dickerson; twelve (12) recommendations for promotion to Professor - Daniel Albergotti, John Hutchens, Marvin Keene, Karen Maguire, Kenneth Martin, Richard Martin, Terry Pettijohn, Emma Savage-Davis, Kenneth Small, Renee Smith, Andrew Weinbach, Joseph Winslow; and, one (1) recommendation for tenure to Paul Clark (Motion 14-03). Frink seconded and the motion carried by acclamation.

Smith made a motion to approve distinguished professor emeritus to Phillip Little and James D. Henderson and emeritus professor to Linda Roddy Henderson (Motion 14-04). Henderson seconded and the motion carried.

Smith moved to approve Natasha Trethewey as the May commencement speaker and receive Honorary Degree of Humane Letters (Motion 14-14). Biggs seconded and the motion carried.

Advancement, Marketing & Alumni Affairs Committee

No action items.

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Athletics Committee

No action items.

Audit Committee

No action items.

Executive Committee

Oran Smith moved to approve the Bylaws Revisions for the Board of Trustees which included composition of Board due to Congressional District changes and legislative appointments; furthermore dissolve the Audit Committee and add Audit to the Executive Committee, create a Student Affairs and Retention Committee and Academic Affairs and Assessment Committee (Motion 14-15). Frink seconded and the motion passed.

The audit committee served its purpose and can now be rolled into the Executive Committee. These committee changes reflect the times.

Finance, Planning & Facilities Committee

Bill Biggs moved to approve the following lease renewals with the Coastal Educational Foundation and all were seconded as noted. George Mullen opposed them all because he does not believe that we should be paying rent to the Coastal Educational Foundation.

- **One-year lease of the Athletic Parcel, approximately 25.89 acres, at \$80,000 per year (Motion 14-05). Will Turner seconded.**
- **One-year lease of the University Housing Parcel, approximately 16.66 acres, at \$50,000 per year (Motion 14-06). Spivey seconded.**
- **One-year lease of the Wheelwright Auditorium/University Boulevard Parcel, approximately 7.97 acres, at \$25,000 per year (Motion 14-07). Spivey seconded.**
- **One-year lease of the Academic Core Parcel, approximately 22.16 acres, at \$65,000 per year (Motion 14-08). Spivey seconded.**
- **One-year lease of the soccer field and surrounding area (Parcel 31) at \$24,000 per year (Motion 14-09). Spivey seconded.**
- **One-year lease of the parking lot area and green space located on University Boulevard between Baxley Hall and Highway 501 at \$24,000 per year (Motion 14-10). Spivey seconded.**

Biggs moved to approve the renewal of a one-year lease from the Horry County Higher Education Commission of the Burroughs and Chapin Center for Marine and Wetland Studies at \$1.00 per year (Motion 14-11). Spivey seconded, and the motion carried.

Biggs moved to accept the donation from the Coastal Educational Foundation of approximately 2.94 acres of land adjacent to the E. Craig Wall Sr. College of Business Administration (the Wall Building) upon which the second academic/classroom office building will be constructed (Motion 14-12). Spivey seconded. The motion carried.

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Biggs made a motion to accept the donation from the SC Department of Transportation of University Boulevard upon completion and acceptance of resurfacing during the upcoming paving season. Resurfacing will be funded by the Horry County Transportation Committee (Motion 14-13). Lyles seconded, and the motion passed.

Government Affairs Committee

No action items

V. Chairman's Report

Henderson noted the 2014 Board of Trustees meeting dates changes in order to be in conjunction with commencement and homecoming to cut down on travel: May 8-9, August 7-8, October 23-24, and December 11-12.

The Legislative Reception in Columbia has been rescheduled for April 30th.

Trustees were reminded if they have not done so already to please submit their Statement of Economic Interest by March 31 or receive a \$100 day fine until entered.

VII. Executive Session

No items of business.

VIII. Other Business

As there was no further business, Spivey moved to adjourn and Frink seconded.

Respectfully submitted,

Chyrel Stalvey for
Larry L. Biddle
Secretary/Treasurer