8-17-1998

On Campus, August 17, 1998

Coastal Carolina University

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Wall School of Business receives top accreditation

The E. Craig Wall Sr. School of Business Administration received official confirmation of its accreditation by the American Assembly of Collegiate Schools of Business (AACSB) at the organization’s annual meeting in Chicago on June 7. Milton Blood, AACSB director of accreditation, presented the accreditation certificate to Peter Barr, dean of the Wall School of Business, Robert Nale, associate dean of the Wall School, and James Eason, associate professor of accounting and management.

“This is a significant milestone for the Wall School of Business and Coastal Carolina University and it is an acknowledgment of the outstanding achievement of our faculty and staff, and it gives our students an extra advantage because corporations increasingly look to accredited schools when they recruit employees.”

The board of directors of AACSB voted to grant business accreditation to all programs offered by the Wall School of Business, which include and accounting, finance, management and marketing, as well as the cooperative golf management option.

Fall registration scheduled Aug. 17 to 19

Students may register for 1998 fall semester classes from 9 a.m. to 6 p.m. on Aug. 17 and 18, and from 9 a.m. to 5 p.m. on Aug. 19. Fall semester classes for the regular session begin Thursday, Aug. 20.

For more information, contact the Office of Admissions at extension 206.

Students may register for classes in the following areas of study: accounting, art studio, biology, chemistry, computer science, dramatic arts, early childhood education, elementary education, English, finance, health promotion, history, interpersonal studies, management, marine science, marketing, applied mathematics, physical education, political science, psychology, secondary education, sociology and gerontology (certificate). Minor degree programs are offered in more than 20 areas of study.

Coastal offers certificate program on Web management

In response to the explosive growth of the Internet in the marketplace, Coastal’s Division of Extended Learning and Public Services is offering the Web Manager Certificate Program. Designed specifically for area businesses interested in using the Internet to its best advantage, the program includes 12 three-hour sessions which meet on Fridays between Sept. 18 and Dec. 11 from 1 to 4 p.m.

The non-credit certificate program is designed for small business owners and organizations in the area looking for ways to increase marketing opportunities and profitability through the Internet and the world wide web. The Web Manager Certificate Program will train area business personnel to successfully launch and manage a web site.

"The Internet and the world wide web are well established in business today, and more and more companies realize that mastering the Internet is essential in order to compete in the marketplace of the future," said Dave Bryon, coordinator of the program and web manager at Coastal.

Board of Trustees approves budget

The Coastal Carolina University Board of Trustees has approved a projected $28.36 million operational budget for the 1998-1999 year during its quarterly meeting June 26. As part of the budget plan, the board approved a tuition increase, effective for fall 1998.

• In-state tuition has increased $80 per semester from $1,550 to $1,630, a rise of 5.57 percent.
• Out-of-state tuition has increased $255 per semester from $4,160 to $4,415, a rise of 5.55 percent.

According to university officials, the increase shows Coastal Carolina’s in-state tuition to be below the average for public institutions in South Carolina.

The board directed university officials to proceed with the adding of football to the intercollegiate athletic program. It is estimated that startup costs for the program will be approximately $1.35 million, and ongoing annual costs will be approximately $1.24 million. University officials estimate that the year 2001 is the projected starting date of game play. The board asked that a report be given at the next meeting to address how the timeline is shortened.

Coastal Carolina participates in the NCAA Division I and plays in the Big South Conference with 15 varsity teams.


Robert Rabon has been appointed to the board of trustees. Rabon replaces long-time Coastal Carolina supporter and alumnus James Johnson who has filled the District 1, seat 2 since the institution became independent in June 1993. A Conway businessman, Rabon served on the Horry County Higher Education Commission for 12 years, including terms as chairman and vice chairman.

B. Catherine Harrell, a Coastal alumna, has resigned from the board of trustees. She is a gubernatorial appointee and her term is co-terminus with that of the governor.

The next regular meeting of the board of trustees will be Friday, October 2 at 9 a.m. in the Wall School of Business Board Room. Other quarterly meetings of the board in 1999 will be held January 9, April 23 and June 25.

Welcome back. Mark your calendar

• First day of classes: Thursday, August 20
• The next issue of On Campus: August 31
• December Commencement: November 13 • 1 p.m. • All American Music Theater at Fantasy Harbour
LIFE Scholarships: What you need to know

Beginning this fall, the cost of a college education will be considerably more affordable for many South Carolina students. On June 19, Gov. Beasley signed the bill authorizing the state to fund Legislative Incentives for Future Excellence (LIFE) Scholarships in the amount of $2,000 per year to eligible students attending four-year public and independent institutions. Students attending two-year institutions are eligible for $1,000 per year scholarships.

Students must meet the following criteria to be eligible for LIFE Scholarships:
• All students must be residents of South Carolina at the time of enrollment.
• To be eligible, all students must have graduated from high school on or after May 1995 and have enrolled in an eligible institution within two years and three months of graduating from high school.
• Entering freshmen must have a high school grade point average of 3.0 or above.
• Entering freshmen must have an SAT score of 1050 or higher for the academic year 2000-2001 and 1100 for 2002-2003.
• Students beginning their second year of college must have completed a minimum of 30 semester credit hours with a 3.0 grade point average.
• Students who have earned bachelor's degrees are not eligible.

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“Command Spanish” occupational language program offered

Command Spanish, an innovative language training program for professionals who work with Spanish-speaking people and who want to communicate more effectively, is being offered by the Division of Extended Learning and Public Services. Each course is custom designed for the special needs of participating businesses and organizations and is delivered on-site.

Command Spanish instructor Jennifer Marshall Shinaberger designs the course of instruction. “This method of teaching is very different from traditional language instruction,” said Shinaberger. “In this program we focus on ‘work language,’ targeting a concise selection of job-related words and phrases designed to improve communication in a particular work setting.”

The program begins with an on-site visit. Employees are “shadowed,” a technique which allows instructors to gain an understanding of the work environment so they can isolate the pertinent vocabulary. Once the shadowing process is completed, a course designed for the specific organization.

Command Spanish seminars and workshops can be as short as two or three days or as long as several weeks in duration, depending on the needs and goals of the students or companies. No prior knowledge of Spanish is needed.

Workshops are available in the following fields: hospitality, law enforcement, public safety, business and industry, health care, social work, public service and education.

Command Spanish is a leading provider of occupational Spanish training to public and private agencies in the United States. The program is used by the U.S. Department of Transportation, U.S. Immigration and Naturalization Department and the U.S. Army Reserve.

“Command Spanish will help to meet an important need as the Hispanic population in our area grows,” said Shinaberger. “In addition to improving communication, the program helped increase safety and productivity in the workplace, and to reinforce a positive image in the Hispanic community.”

Coastal’s Division of Extended Learning also is offering the “Survival Spanish for Travelers,” a short course from Oct. 5 to Nov. 2, which is based on the Command Spanish method.

For more information, contact Jennifer Marshall Shinaberger at extension 2737.

Additional emergency call boxes installed

Six new emergency call boxes have been installed completing the initial plan of placing 12 call boxes at strategic locations throughout campus. The emergency call boxes were funded by the Barry County Higher Education Commission.

The boxes, which are identified by the orange color with a blue light on top, are equipped with a radio receiver and transmitter. By pressing the button on the front of the box, each campus law enforcement officer on campus will be immediately notified as to which call box has been activated. Officers also can talk directly to the person requesting assistance.

The new call boxes have been installed at the following locations:
• Keenan Hall Building parking lot;
• Singleton Building parking lot;
• front of Residence Hall B;
• parking lot behind Residence Hall E;
• bridge walkway between the Prince and Wall buildings;
• bridge walkway between the Science Building and the Wall Building parking lot.

Emergency call boxes previously installed are located at the following sites:
• between the Student Center and the Science Building;
• near the Science Building (Wall Building side);
• Residence Hall M (cafeteria area);
• Track and Field facility (front gate);
• between the Softball Field and Soccer Stadium (rear of parking lot); and
• near the Physical Education Center (at College Boulevard entrance to Residence Halls G and H).

For more information, contact Don Brooks at extension 2043.
Coastal pilots pioneering alcohol awareness program

Several Coastal students, faculty and staff members recently had an opportunity to speak in a promotional "Alcohol 101" video currently being used to demonstrate the interactive computer CD-ROM program designed to combat alcohol abuse on college and university campuses across the nation. During the 1997-1998 academic year, Coastal Carolina served as a demonstration site—the only one in South Carolina—for "Alcohol 101," on college and university campuses. More than 200 Coastal students experienced the program during the testing phase.

Produced by the University of Illinois at Urbana-Champaign in partnership with The Century Council, Alcohol 101 teaches students to maintain personal control and safety by helping them to understand the consequences of harmful drinking, as well as alcohol's effects on judgment and physiology. Program users are invited to a "virtual party" where they are faced with the situations and pressures typical of college social gatherings. Users witness the consequences of irresponsible decisions made by characters at the party and see alternative strategies based on responsible decision making. The program also stresses that abstaining from drinking is an equally valid option. Students in Coastal's Freshman Success Seminar, athletes, fraternities and sororities and other students used the program, according to Vicki Gardner, coordinator of Coastal's Alcohol and Drug Prevention Program.

Comoroski named director of compliance

Gary Comoroski has been named Coastal's new Director of Compliance.

Comoroski served this past year with the Metro Atlantic Athletic Conference (MAC) as part of the Fellowship Program. She served as an assistant in the compliance office and assisted with public relations issues. Prior to joining the MAC, Comoroski worked in the athletic compliance office at Syracuse University. While at the Big East Conference institution, Comoroski assisted in the development of a compliance and procedure manual for the department and assisted in organizing coaches compliance and rules education meetings. She also coordinated eligibility documentation for new and continuing student-athletes and monitored initial eligibility through the NCAA Initial Eligibility Clearinghouse.

Georgetown campus offers computer classes

Seven non-credit computer applications courses designed to help computer users to increase their knowledge and proficiency will be offered at Coastal's Georgetown campus during the fall 1998 semester through the Division of Extended Learning and Public Services. Software for both personal and business applications will be offered. For more information, contact the Coastal campus at 546-7525.

The following courses will be offered.

• Quickbooks: Accounting Software for Small Businesses—Mondays and Wednesdays, Sept. 28, 30, Oct. 5 and 7; 9 to 11 a.m.; Fee—$99
• Windows 95 and Computer Basics—Tuesdays and Thursdays, Oct. 6 and 8; 9 to 11 a.m. or 7 to 9 p.m.; Fee—$49
• Microsoft Word 97—Tuesdays and Thursdays, Oct. 13 and 15; 9 to 11 a.m. or 7 to 9 p.m.; Fee—$49
• Quicken-Personal Financial Software—Mondays and Wednesdays, Oct. 19, 21, 23 and 28; 9 to 11 a.m.; Fee—$69
• Microsoft Access 97—Tuesdays and Thursdays, Oct. 20 and 22; 9 to 11 a.m.; Fee—$49
• Microsoft Excel 97—Tuesdays and Thursdays, Nov. 3 and 5; 9 to 11 a.m. or 7 to 9 p.m.; Fee—$49
• Microsoft PowerPoint—Tuesdays and Thursdays, Nov. 10 and 12; 9 to 11 a.m. or 7 to 9 p.m.; Fee—$49

Certificate offered in Employee Management

During fall 1998, Coastal is offering a new non-credit program which will allow adults to earn a Certificate in Effective Employee Management. The program focuses on a variety of practical leadership and management issues that can help participants advance or change their careers.

Demands on managers are continuously increasing and changing. Organizations are seeking people with strong leadership ability and the ability to sustain and discharge significant responsibility at a high level of competence.

"So managers today in this competitive business environment is increasingly a function of effective management skills," said James F. Eason, program director and associate professor of accounting and management at Coastal. "Structure and technology can be easily duplicated, yet the factor that can set apart an organization is in people, regardless of the type of organization. Even though the Certificate in Effective Employee Management has a clear focus on the importance of people in work organizations, the program centers around a variety of business topics that emphasize that managers today are expected to be generalists with a broad set of skills."

Offered through Coastal's Division of Extended Learning and Public Services, 12 three-hour seminars will be given between Sept. 5 and Nov. 19. The registration fee for each seminar is $85, or $750 for the entire certificate program. College credits may not be earned nor a college degree required for participation. Anyone may register for one or more of the courses but only those completing the entire series will receive a certificate. Participants must also complete the program. For more information, contact Trena Page Metts in the Division of Extended Learning and Public Services at extension 2694 or by e-mail at: mettst@coastal.edu.

The following seminars will be offered as part of the program:

• Building Teamwork in Organizations—Thursdays, Sept. 5, 19, and Nov. 5; 9 to 11 a.m.; Instructor: Mary Putnam
• The Art of Motivating Employees—Thursdays, Sept. 12, 19, and Nov. 26; 9:30 to 10:30 p.m.; Instructor: James F. Eason
• Effective Leadership—Thursdays, Sept. 17, 24, 10, and Nov. 21; 8 to 9:30 p.m.; Instructor: Mary Putnam
• Effective Goal Setting and Strategic Management—Thursdays, Sept. 24, 31, and Oct. 1; 6:30 to 9:30 p.m.; Instructor: James F. Eason
• Effectively Dealing with Difficult Divas—Thursdays, Oct. 8, 15, and Nov. 5; 6:30 to 9:30 p.m.; Instructor: Mary Putnam
• Effective Time and Stress Management—Thursdays, Oct. 15, 22, 29, and Nov. 5; 6:30 to 9:30 p.m.; Instructor: James F. Eason
• Ethical Considerations for Managers—Thursdays, Oct. 15, 22, 29, and Nov. 5; 6:30 to 9:30 p.m.; Instructor: Claudia McCulloch
• Strategies for Managing Politics, Conflict and Problem Employees—Thursdays, Oct. 22, 29, and Nov. 5; 6:30 to 9:30 p.m.; Instructor: Mary Putnam
• Communication Skills for Managers—Thursdays, Oct. 29, 6:30 to 9:30 p.m.; Instructor: Bill Senesir
• Recruiting and Hiring Effective Employees—Thursdays, Nov. 5, 12, and 19; 6:30 to 9:30 p.m.; Instructor: Mary Putnam
• Effectively Orienting and Coaching Employees—Thursdays, Nov. 12, 19, and 26; 6:30 to 9:30 p.m.; Instructor: Mary Putnam
• Contemporary Issues in Human Resource Management—Thursdays, Nov. 19, 26, and Dec. 3; 6:30 to 9:30 p.m.; Instructor: James F. Eason
AUGUST

T • 18
New Faculty Orientation
10:30 a.m., Wäll 322
Chris Martin
Chanticleer Days-Excursion Day
all day, various locations
Chanticleer Days-Night Basketball
8 to 11 p.m.,
Regular Registration
drop/add, and on-site fee payment for Regular Fall, Fall I, Fall II and Georgetown classes; continues through Aug. 19
W • 19
Chanticleer Days-Beach Party
11 a.m. to 3:30 p.m., Bree£S Beach Club, Myrtle Beach.
Th • 20
Classes begin for regular Fall semester
Chanticleer Days-Beach Day
11 a.m. to 7 p.m.
Late registration
drop/add, or drop with no academic record for regular Fall classes
F • 21
Chanticleer Days-Outdoor Movie Grease
8:30 p.m., Prince Building lawn.
Last day for regular registration for Fall I classes
S • 22
Chanticleer Days-Dinner/Block Party
6 to 10 p.m., Spadoni Park.
M • 24
Classes begin for Fall I
Late registration
drop/add, or drop with no academic record for Fall I classes; continues through Aug. 27

On Campus

On Campus is published biweekly on Monday by the Office of Marketing Communications. Items to be included should be submitted to the Office of Marketing Communications in SNGL 204 by noon the Monday before publication, unless otherwise listed.

On Campus publication dates are as follows:

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Birthdays

August
18    Stacy Jemmott
19    Sara Sobota
20    John Hanra
21    Marcella Grees
22    Judy Hawkins
25    Nancy Cristal
27    Canon Baker
Eddie Dyer
Susie Harrelson
29    Jackie Andrews
Jim Lason
31    Steve Hutchinson
Faye Tyler