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Academic and Student Affairs Committee, July 18, 2013

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Academic & Student Affairs Committee
E. Craig Wall Jr. Board Room
July 18, 2013**

Committee Members Present: Dr. Larry L. Biddle, Mr. Samuel H. Frink, Mr. Marion B. Lee, Dr. Oran P. Smith, Mr. Eugene C. Spivey, Dr. Samuel J. Swad and Mr. William E. Turner III

Committee Member Not Present: Mr. Daniel W. R. Moore Sr.,

Other Board Members Present: Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. William L. Lyles Jr., Mr. Charles E. Lewis, Mr. George E. Mullen and Mr. Robert G. Templeton

Others Present: Mr. Carlos Baxley, Ms. Stacie A. Bowie, Ms. Jean Ann Brakefield, Dr. Barbara A. Burd, Dr. J. Ralph Byington, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Dr. Daniel J. Ennis, Mr. Lawson Holland, Ms. Martha S. Hunn, Dr. Ed Jadallah, Dr. Keshav Jagannathan, Ms. B. J. Landrum, Dr. James O. Luken, Dr. Steven J. Madden, Mr. Travis E. Overton, Ms. Jennifer Packard, Ms. Kaitlin Page, Mr. William W. Plate Jr., Ms. Chyrel Stalvey, and Mr. Gregory W. Thornburg

(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 Gail of The Horry Independent and Vickie Grooms of the Sun News were in attendance.)

Chairman Oran Smith brought the meeting to order at 9:00 a.m.

New trustee Chuck Lewis was introduced. He first became familiar with Coastal Carolina through his daughter who played basketball here. He was in the retail business for 40 years.

Larry Biddle moved to approve the May 9, 2013, Academic & Student Affairs Committee meeting minutes. Sam Frink seconded and the motion carried.

Steve Madden, new Faculty Senate chair, stated that he is looking forward to opening communication with the Board of Trustees and working hard for Coastal Carolina University.

Student Government Association (SGA) President Kaitlin Page reported that this summer SGA is planning a senator retreat for August where they will plan a social event to include a day of

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service and legislation to be worked on. Coastal Carolina, USC and Clemson are starting an association for student body presidents in South Carolina.

Debbie Conner stated that this past year saw retention improving and a decrease in conduct cases. There were 197 fewer conduct cases heard through the conduct process. Dean Travis Overton and staff and university housing staff are working with students through education, consistency, training and following up. Students understand consequences and the reprimands given out are consistent. Alcohol violations are up partly because we are working with local police to have the same conduct process for students who are in violation on campus. In the residence halls, there is an increase in quiet hours violations because we are enforcing quiet hours more consistently. We have seen a decrease in overall conduct by 772 cases over last year. Educational sanctions have increased and fines have decreased. Oft times students will write a reflection paper rather than pay a fine. StepUP Program 282 teaches students how to make difficult decisions when bad things are happening around them. Alcohol training will be conducted online this fall and consent and date rape information will be included.

Marijuana usage and binge drinking is increasing nationally with college students. Coastal Carolina University will expect each incoming student, the student athlete and fraternity and sorority life communities to complete AlcoholEdu. Whether they drink or not, this course will empower students to make well-informed decisions about alcohol and help them better cope with the drinking behavior of their peers. Knowing this will help our alcohol and drug counselor with the direction of how to better serve and educate our students. Student Affairs will work with SGA by regenerating the SmartRide Program and the alcohol education program.

Robert Templeton asked for statistics on where the alcohol abuse is by classes. Conner will provide at the next Board meeting.

Conner reported that Student Health Services has seen a 25% increase in visits due to increased hours, self-checking and online appointments. Students are being served much quicker. After a poll, we found that 99% of the students who had visited Student Health Services would recommend the service to another student.

Last year's campus recreation usage was 115,932 and this year it is 247,423--more than doubled.

CINO "TIE" weekend for incoming students in August will focus on learning about Tradition, Integrity and Excellence, which is the hallmark of David DeCenzo's presidency.

Last year, students performed 33,840 volunteer service hours and raised over \$162,000 for various organizations, i.e., Relay for Life, American Heart Association and McLeod's Children's Hospital. A new employee has been hired to coordinate student service events.

Sam Frink is pleased to see more and more students at youth fairs and youth fests in the area. He feels this enriches not only the community, but also the lives of our students.

This fall, the planned occupancy for housing is 99% and, so far, there is not a waiting list.

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Ralph Byington introduced Barbara Ritter, Interim Dean of Wall College of Business Administration.

Byington noted the List of Outstanding CHE Proposals included in the information packet.

Dashboard indicators are being developed for faculty and staff to be kept abreast of University goals and where we are heading. Every day the Key Performance Indicators (KPI) for retention will be updated. Plans are to have it up and running within the next month. Passwords will be required to view the dashboard indicators.

Byington would like to move forward with distance learning at the University with the creation of “COOL”—Coastal Office of Online Learning. A vice president for online learning will report directly to the Provost. Online programs will be identified, not courses. The development and implementation will include, among others, Coastal Online (developing website and marketing), “Back to Coastal” (analyze completion programs in undergraduate programs and develop curricula), “Coastal-X” (identifying and developing courses having the highest transfer value) and Military Affiliation Degrees “MAD” (assisting veterans with marketing and tuition incentives). The immediate need is money for faculty to develop on-line courses to develop several MOOCS (Massive Open Online Courses).

DeCenzo noted that video capture rooms will be needed in each of the colleges.

Smith moved to establish a budget line item for AY 2013–14 for \$100,000 for the development and enhancement of on-line and distance learning classes and the development of MOOCS (Motion 13-37). Biddle seconded and the motion carried.

Discussion ensued regarding a change to the University Mission Statement to include adding education specialist programs which provide the opportunity for educators to have professional development.

Smith made a motion to expand the University Mission Statement wording in paragraph 3 to include “As such, Coastal Carolina commits its resources to maintaining a population of 8,000 – 12,000 students by building baccalaureate, selective master’s and specialist programs of national and/or regional significance in the arts and sciences, business, humanities, education, health and human services and a Ph.D. program in Marine Science” (Motion 13-38). Turner seconded and the motion carried.

Because of the increase in retention and furthermore by maintaining this growth, faculty will receive across-the-board increase of 1% sometime early in the fall and an additional .5% in January. A compression adjustment of \$500,000 will be made and the 93 top/meritorious faculty will receive a onetime reward of \$205,000 divided amongst them.

Respectfully submitted,
Chyrel Stalvey for
Larry L. Biddle
Secretary/Treasurer