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Academic Affairs and Assessment Committee, May 7, 2015

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Academic Affairs & Assessment Committee
E. Craig Wall Jr. Board Room
May 7, 2015**

Committee Members Present: Mr. Fred F. DuBard III, Mr. Samuel H. Frink, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Mr. Eugene C. Spivey and Dr. Samuel J. Swad

Other Board Members Present: Mr. William S. Biggs, Ms. Natasha Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. Larry L. Lyles Jr., Mr. H. Delan Stevens and Mr. William E. Turner III

Others Present: Ms. Stacie A. Bowie, Dr. J. Ralph Byington, Dr. Brian Bunton, Dr. Barbara Burd, Dr. Debbie Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Dr. Daniel J. Ennis, Mr. Peter P. Gasca Jr., Ms. Martha S. Hunn, Dr. Edward Jadallah, Dr. James O. Luken, Dr. Karen A. Maguire, Dr. Steven J. Madden, Mr. Timothy E. Meacham, Ms. Christine L. Mee, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. Cecil Patrick Jr. Family, Dr. Terry F. Pettijohn III, Dr. Michael H. Roberts, Dr. Michael S. Ruse, Ms. Lauren Santaniello, Dr. Renee J. Smith, Ms. V. Chyrel Stalvey and Mr. Todd Underwood

(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. Scott Harper of the Horry Independent and Charles Perry of the Sun News were in attendance.)

Chairman Oran Smith brought the meeting to order at 9:02 a.m.

Smith moved to approve the February 26, 2015 committee minutes and Tripp DuBard seconded. The motion passed.

Faculty Senate Chair Steve Madden's term will be completed in August, and the newly elected chair, Bryan Bunton, was introduced. Chairman Wyatt Henderson commended Madden for a job well done and believes the relationship with faculty, administration, and the Board of Trustees has grown a lot stronger during his tenure.

Madden has been appointed to serve as the University's Faculty Ombudsman.

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Vice Chair of Faculty Senate, Renee Smith, was introduced. She chaired the committee to review the Faculty Manual which met 14 times. Most of the proposed changes are editorial. Others included shared governance, creation of Faculty Manual Review Committee, senate bylaws, and nominations and elections. The most prominent modifications are regarding the post-tenure review process.

Provost Ralph Byington asked the deans of the colleges to share the opportunities of our students for outside classroom learning and student research working with faculty and presenting their work nationally and internationally.

Dean Michael Roberts of the College of Science stated that the Quality Enhancement Plan (QEP) sponsored a trip for 14 students and faculty to attend the 61st Annual Meeting of the Southeastern Psychological Association in Hilton Head, S.C. called "Using the Science of Psychology in a Changing World." Professor Pettijohn reported that nine research projects were presented, a strong showing for Coastal Carolina University. A handout of the presentations and a group photo was circulated.

Garbriela Brito stated that the conference helped to prepare her for graduate school by developing research skills in the QEP class and in making her presentation "The Effect of Occupational Stigmatism on Seeking Help for Mental Illness." Abby Boytos presented "When can Biomedical Information and Abusive Family Background be Effective in Court?" Both students were keenly aware that regular psychology students do not have the same opportunities afforded them. They had the chance to see what is the current research, note gaps in research, talk to people in the same areas of research and find areas of interest to focus on that is appealing to them. In addition, it was a great way to network with others in field and find out what the different graduate schools have to offer.

Dean Dan Ennis of the Edwards College of Humanities & Fine Arts reported that politics and geography students had occasions to study international relations and global student engagement and brought back their learning into the classroom.

Professor Holley Tankersley noted that political science students have been deeply involved in experiential learning by attending the South Carolina Student Legislature (SCSL), Model European Union, and the International Student Festival in Trondheim, Norway. In addition they have performed field work in their classes as well as going into the field and talking to industry and community leaders. Sarah Burr, Samuel Gordon, Bryant Lewis, Julietta Marks, Austin Nicholes and Charles Stackhouse shared their experiences. All are political science majors, except Stackhouse, who is an Intelligence & National Security Studies major. All felt that the experiences had helped develop debate skills, gain confidence and learn to cooperate with others. Their adventures exceeded expectations by helping make decisions about what they wanted to do in their careers and developing writing skills in comparative politics papers and final exams. For some it was their first time out of the country and provided the opportunity to meet and talk with students of other countries and learn how their government works. Each expressed appreciation for the opportunity for these experiences and how it had added value to their education at Coastal Carolina.

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Ed Jadallah, Dean of the Spadoni College of Education, reported that 15 of the Horry County Schools' Teachers of the Year were Coastal Carolina University graduates. Three of the top five were alumni. The College of Education is now offering Education Specialist in Educational Leadership, Certificate in Online Teaching and Training, Certificate in Online Teaching and Training offering leadership degrees for teachers in our area.

In a video Professor Greg Greer, Coordinator of the Me.D. Educational Leadership Program, stated that this degree helps teachers move up the education ladder. Graduates are now principals, assistant principals, and qualified for more district level positions. Individuals have expressed hope that Coastal Carolina will offer education doctoral programs. In order to offer them, it will have to meet a regional need.

Two master's degree graduates Todd Underwood and Lauren Santinello shared their experiences. Underwood graduated in the Instructional Technology master's program. He is a former Teacher of the Year who teaches physics, chemistry and robotics at Myrtle Beach High School. He is the recipient of a class voucher from the Horry County Higher Education Commission. He has had opportunities to travel abroad and present at conventions. He feels that IT is a fantastic program and much needed because every student has some kind of electronic device. Next year all fifth graders will have one in their classrooms. Everything he learned was immediately used in classroom. Santinello's degree is in the Literacy Program. She had the opportunity to work in the literacy lab with struggling students by evaluating their needs and providing intervention. There was tremendous growth in the two students she worked with. Opportunities were afforded to perform research with professors, write papers and attend conferences.

Dean of the Wall College of Business Administration Barbara Ritter highlighted the CoBE Institution and Freshman Fellows.

Karen Maguire and her students conducted a research project, "Welcome to Myrtle Manor: The financial Impact of Reality Television on the Grand Strand of South Carolina" evaluating the types and magnitude of financial impacts on the surrounding Myrtle Beach and Grand Strand community. The Grand Strand economic impact includes: advertising value equivalency - \$3,338,000; economic impact or production - \$2,078,270; merchandise sales - \$790,142; and, film-induced tourism destination image unbiased - \$101,000,000.

The television show features the local Cecil Patrick Jr. family, many of which were in attendance. Granddaughter Allyson is a student at CCU and is their accountant. Cecil Patrick Jr. stated that they had met with the city to determine if the idea of the show was feasible. The compelling factor to go ahead with the project was that it would create 50 jobs of which none were minimum wage and it would bring in tourism money. At first when the show aired, there was a good bit of negativism. Changes were made and it is now one of the top 100 shows around the world. People come from Australia, Bangladesh, Canada, Europe and other locations just to see Myrtle Manor. The entire family is involved and recognized everywhere they go. This year's Christmas parade was seen by 150,000 people. The show is the largest recipient of prison mail in Horry County.

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Associate Dean and Director of the University Honors Programs Michael Ruse introduced Summersill Tarabek and Austin Wilmore who talked about their experiences with this program. Tarabek stated that the program funded some of her thesis, helped develop skills, and allowed her to attend conferences. She will be attending Savannah College of Arts and Science for a master's program. Wilmore is an accounting major. Being in the Honors classes helped make registration easier. In his corporate taxation class, Wilmore performed a fictional tax return and wrote a fictitious letter of advice to the corporation. He feels that he gained more education because of the honors program. He has a job with Raytheon of Tucson, AZ and plans to complete a master's degree.

DeCenzo stated that he was in his Ph.D. program before undertaking the in-depth research that our students are performing as undergraduates. He is very impressed.

Ruse stated that the admission criteria for the Honors Program includes: First-Time Freshmen - 3.5 High School GPA and 1200 SAT (Math and Critical Reading) or 26 ACT; Mid-Year Freshmen - 3.7 first semester GPA on a full-time schedule; and, Continuing and Transfer Students - 3.7 College GPA and an application with two recommendations. Enrollment continues upward in 2011-12 there 264 students and in Fall 2015 there were 491. In the May 2015 graduation class there are 34 graduates earning 38 degrees with an average 3.83 GPA (four students with 4.0) and 3.70 GPA for all the students in the program.

This fall the new student housing will include an area for honors students and special programs and experiences will be made available to them. Faculty and administration have rallied to help the Honors Program. Philanthropy is currently pursuing funds from outside sources and alumni for the program.

Byington complimented Ruse on an excellent job. The administration is working towards a stand-alone Honors College within the next five years.

Byington noted the CHE programs update which had been given to everyone.

Byington reviewed the list of 17 post tenure reviews which have been performed. Individuals can receive three possible ratings—favorable, exceptional, and conditional.

As there was no further business, the committee adjourned.

Respectfully submitted,

Chyrel Stalvey for
Charles E. Lewis
Secretary/Treasurer