

5-7-2015

## Student Affairs and Retention Committee, May 7, 2015

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Student Affairs and Retention Committee  
E. Craig Wall Jr. Board Room  
May 7, 2015**

**Committee Members Present:** Mr. Fred F. DuBard III, Mr. Marion B. Lee, Dr. Oran P. Smith, Dr. Samuel J. Swad and Mr. William E. Turner III

**Committee Members Not Present:** Mr. Robert G. Templeton

**Other Board Members Present:** Mr. Samuel H. Frink, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Mr. Daniel W. R. Moore Sr., Mr. Eugene C. Spivey and Mr. H. Delan Stevens

**Others Present:** Ms. Sandy Baldrige-Adrian, Ms. Carolyn S. Bender, Ms. Stacie A. Bowie, Ms. Kelsey Birdsell, Mr. Jonathan Bruenn, Dr. Brian Bunton, Dr. Barbara A. Burd, Ms. Jean Ann Brakefield, Dr. J. Ralph Byington, Ms. Whitney R. Comer, Ms. Lori Church, Dr. Debbie Conner, Ms. Amanda E. Craddock, Mr. Dylan Fender, Dr. Jane L. Guentzel, Mr. Matt Hogue, Ms. Martha S. Hunn, Dr. Ed Jadallah, Ms. Megan Maloney, Ms. Suzanna Marshman, Mr. Travis E. Overton, Mr. William M. Plate Jr., Mr. Brent T. Reser, Dr. Barbara A. Ritter, Mr. Benjamin Rutherford, Ms. V. Chyrel Stalvey, Mr. Tyler Wyeth and Mr. David Yancey

(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 Will Turner brought the meeting to order at 11:00 a.m.

**Sam Swad moved to approve minutes of February 26, 2015 Student Affairs and Retention Committee meeting. Trip DuBard seconded and the motion carried.**

Student Government Association President Eliana N. Padron noted that great progress had been made this year. There was increased SGA presence on campus and increased activities; SGA and Stars received a list of complaints and addressed them; and, bills were passed including student employment and veteran parking. For the first time in five years, SGA won the Bell Tower Award

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for the campaign of the year—excellence in programming. SGA worked closely with the administration. The student body is moving forward in a positive direction.

New SGA Officers for next year were introduced: Dylan Fender, President; Tyler Wyeth, Executive Vice President; Jonathan Bruenn, Vice President of Finance; and, Kelsey Birdsell, Vice President of Public Relations.

Turner expressed appreciation to Padron for her leadership and dedication to Coastal Carolina University students.

Vice President of Student Affairs Debbie Conner reported that overall usage in campus recreation is up 7%. The bike program grew to over 300 bikes this year, with a 98% return rate on bikes. Over 800 students utilized the program.

Multicultural Student Services offered 97 major educational programs to the campus community on topics regarding equity, diversity and inclusion. The Coastal Inspirational Ambassadors will be performing with Gloria Gaynor at the Carolina Opry on August 30.

Preparation for orientation is in full swing. Veterans Services now reports through Student Life and there is increased participation in the Student Veterans Association. An extremely successful Relay for Life was held.

Ninety students were nominated for 14 student involvement and leadership awards. Ten students graduated from CINO Legacy, our first class to complete the upper level leadership development track. The program starts in the freshman year as CINO Quest, then CINO Ignite followed by CINO Legacy for juniors and seniors. Dr. Jane Guentzel was recognized for the Student Affairs Division Award as a faculty member who contributes to the success of co-curricular environment.

In University Housing, seven students will be attending NACURH (National Association of College and University Resident Halls) at North Dakota State University at the end of the month. For the first time, we had students submit presentations and three were accepted. This continues to show CCU at the top level of student involvement and leadership via university housing in the country. We finished the year at 86.68% planned occupancy (3,220 of 3,715 beds) or 97.87% designed occupancy (3,220 of 3,290 beds). We are on target for completion of the new housing for the August move-in and will begin furniture placement in mid-July.

Our unduplicated census is that 6,215 or 62% of our student body has utilized Student Health Services. There were 13,599 patient visits this academic year, reflecting an overall increase in utilization of 16%.

Executive Director of Student Life Amanda Craddock previewed the Office of Admissions' 2015 spring yield events. The January focus was students who were offered admission, sharing why we are different and better than other schools. Twelve programs were held for them. The deans and members of the Board of Trustees were invited to attend the events in their area. This produced a yield of at least 65% at all events. At the four in-state events, the yield was 87%.

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Discovery Day was held on campus on April 11 and total yield was 226 students or 73%. At the local Accepted Student Day, 74 students attended with a 96% yield.

We have freshman accepts in all states except North Dakota for Fall 2015.

Executive Director of Student Life Whitney Comer introduced orientation leaders Megan Maloney and Benjamin Rutherford who shared a PowerPoint and spoke about their experience. They attended the Southern Regional Orientation Workshop, an educational conference that is held annually. There were 1,800 participants from 71 universities. They participated in group development finding their weaknesses and strengths. Orientation staffers have a great impact on students. Various competitions were held and the CCU group won two different awards in dance and fundraising. They grew together as a team and became stronger student leaders, developed career realizations, expanded diverse knowledge to help connect faculty and staff.

Dean of Library Services Barbara Burd said that each month special activities are planned. The Easter bunny has hidden eggs around the library; National Poetry Month was celebrated; and, during National Library Week an edible book contest was held. De-stress Feast was held April 30-May 9) with giant Jenga, late night snack carts, crafting stress balls and other games offered. Last month 34,314 individuals came through gates and 600,000 are projected for the year.

Anna McDonald, a student assistant in library, stated that she had a hard transition to college. The library is like a parent and helped give her motivation. The staff provides assistance and helps you feel more confident. It was her home away from home and it has been an honor working in the library.

Benjamin Malone, a computer student and transfer student, reported that through the library he was able to write papers and reports using unconventional methods. Last semester he helped develop the Chanticleer Intelligence Brief by teaching how to take news sources and turn them into intelligence analyses. As a result, a class will be offered next spring using these techniques which are designed to give students an edge in their job market. His success is due to the library teaching how to research, edit, write papers and directing to the right faculty for assistance. He works in the library at the desk and watches how the staff interacts with students, going above and beyond what is expected. Students with no money on CINO cash, but needing to print a paper for a class, have received help from the staff giving them their own money. They assist in drawing maps to help find the right building or walk them to the right building and edit papers. To sum it up, the library is the heart and soul of the college for it is open 24/7 and packed on most any given day.

Conner stated that faculty engages students in out-of-classroom experiences. Recently, Dr. Jane Guentzel, an advisor to one of the living/learning communities--Sea Floor (Marine Science Majors)—was given the Student Affairs Division Award for Student Involvement and Leadership Award (SILA). She works with 40 students engaging them in studies, weekly lunches to talk about various topics, planning social events and encouraging first semester research as prerequisites to major classes.

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Byington stated that the retention committee has made the recommendation to hire a Retention Coordinator. As we move from 63-74% retention, it will be more challenging.

Natasha Hannah stated that the topic of retention had been an important part of the Board of Trustees appointment process this year. She asked for a copy of the retention report made by an outside entity a couple of years ago and wondered if we had addressed their recommendations. Byington reported that the administration has started working on them by hiring additional advisors, learning resources center expansion math initiatives are in place.

Hanna stated that the South Carolina Commission on Higher Education looks at retention closely. She feels that the Board and the administration is not doing enough and is not satisfied with retention at 67% and feels that it is embarrassing.

Wyatt replied that retention cannot be fixed overnight but it has gone from 59% to 67%. We are headed in the right direction by changing policies and procedures on campus. Byington stated that 72% retention is not the administration's ultimate goal; we want it higher. Currently 80% of the freshmen have now registered for sophomore classes next year which looks very promising. We must control our growth because it has put extra strain on faculty and teaching associates.

Edgar Dyer noted that two years ago the national retention average was 70% then it went to 72%. We can reach that. About 40% of our students leave because of money. We do need to limit enrollment and then we can be more selective with students admitted.

DeCenzo stated that fundraising needs to be redirected towards scholarship and that is a large part of the new endowment campaign.

Bill Biggs said that locking in housing prices will also help with retention.

Hanna asked to have a Board retreat concerning retention and everyone felt that it will be helpful.

Vice President of Student Rights and Responsibilities/Dean of Students Travis Overton reviewed the main changes to the Code of Student Conduct which reflects recent organizational changes and clarifies the process that included:

- Student Conduct Board will consist of 10 administrative staff or faculty members appointed by the University President and 15 students—an increase of seven members.
- Clarify that a student in violation will need permission from Dean of Students or designee to withdraw from the University. The violation will be reported to other schools.
- Students will appeal to the Executive Vice President.

**Everyone was in agreement to approve changes made to the Student Code of Conduct (Motion 15-23).**

Approximately 2,000 violations are reviewed each year.

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Byington stated that we are making great progress with online learning.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for  
Charles E. Lewis  
Secretary/Treasurer