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Academic Affairs and Assessment Committee, August 6, 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
August 6, 2015**

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

Committee Members Not Present: Mr. Fred F. DuBard III

Other Board Members Present: Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Mr. George E. Mullen, Mr. H. Delan Stevens and Mr. William E. Turner III

Others Present: Dr. Barbara A. Burd, Dr. J. Ralph Byington, Ms. Nedy Campbell, Dr. Debbie Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Ms. Jean E. French, Ms. Martha S. Hunn, Dr. Edward Jadallah, Mr. Mark Kelley, Ms. Beverly J. Landrum, Mr. Timothy E. Meacham, Ms. Chris L. Mee, Dr. Brandi A. Neal, Mr. Travis E. Overton, Mr. William M. Plate Jr., Ms. Jennifer Packard, Dr. Nelljean Rice, Dr. Michael H. Roberts, Dr. Renee J. Smith, Ms. V. Chyrel Stalvey and Ms. Kathy T. Watts

(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 Claire Byun of the Sun News were in attendance.)

Chairman Oran Smith brought the meeting to order at 10:00 a.m.

Smith moved to approve the May 7, 2015 committee minutes and Sam Frink seconded. The motion carried.

Faculty Senate Vice Chair Jean French stated that the Faculty Welfare Committee will be divided into two committees. Faculty Welfare is charged with considering policy matters in regards to aspects of the welfare of the faculty (such as salaries and working/teaching environment). Faculty Development is responsible for reviewing Professional Enhancement Grants and scholarly reassignment.

The framework for the core curriculum has been developed and review is ongoing.

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Provost Ralph Byington stated that the CEaL Program headed by Dr. Brandi Neal is in its second year and has grown from 57 to 79 students. A special reading comprehension and writing course has been developed for them.

Nelljean Rice introduced Chelsie DeChamplains, a former CEaL student, who now serves as a mentor in the program and has been invited into the Honors Program. Justin Benson is an incoming freshman in the Bachelor of Fine Arts Program. The program helped him to read more analytically.

Last fall, the CEaL retention rate was 87% which is about equal to the all students' retention rate. Students drop out of school typically because of financial difficulties or family health issues.

The University will be admitting as many students as possible to this program. Thank you notes from students were distributed to the Board of Trustees.

Chairman Wyatt Henderson wanted to make sure that the program has what it needs. Byington stated that additional funds are being built into the budget for the program.

There are now three admissions for students– regular, Bridge Program with HGTC and CEaL.

Carlie Mills, a Communication major with a concentration on Health Communication, will give the address at the 2015 New Student Convocation. She is set to graduate in December 2015.

This year's Big Read is A Tale of Tragedy and Redemption in the Age of Attention: A Deadly Wandering by Pulitzer Prize winner Matt Richtel. The impact of technology on our lives is examined through the story of Utah college student Reggie Shaw, who took the lives of two scientists while texting and driving. Shaw will be on campus on October 13.

Byington reported that the distributed 2014-2015 Academic Program Assessment Overview comprised three areas of review: student learning, student development and administrative unit operation. The three possible outcomes to determine teaching effectiveness are meets expectation, exemplary, and needs improvement. Interim reports are now required to address any concerns.

A Health Communication degree was developed in response to the high occurrence of health-related issues in South Carolina, which ranks in the top 10 states nationwide for obesity, diabetes and infectious diseases. Unlike health promotion and other related disciplines, Health Communication focuses on tools and strategies that target mass media and markets to facilitate positive health behavioral changes. Ennis stated that graduates of the program would work in administration in the medical/health industry.

Gene Spivey moved to approve the establishment of a Master of Arts in Health Communication. Frink seconded and the motion carried (Motion 15-33).

A Music Technology degree is designed to teach practical skills that apply to the contemporary field of music, where technology is playing an increasingly central role in its creation,

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performance and delivery. The degree will utilize CCU's state-of-the-art recording studio. This degree is not duplicated at the state level.

Spivey made a motion to approve the establishment of a Master of Arts in Music Technology. Sam Swad seconded the motion, and it passed unanimously (Motion 15-34).

Byington stated that there has been a demonstrated need for the establishment of a Certificate in Applied Ethics and it will be imbedded in a bachelor's degree. Courses will be taught mostly through online delivery.

Spivey moved to approve the establishment of a Certificate in Applied Ethics. Dan Moore seconded, and the motion passed (Motion 15-35).

Byington reviewed the CHE updates and reminded that degree programs, including expanded masters programs, graduate education specialist and Ph.D. programs, must be approved by the South Carolina Higher Education Commission and the Southern Association of Colleges and Schools (SACS) before being officially added to the University curriculum.

Since 2009, there has been a 98% growth of all degrees, including currently proposed new degrees.

Byington stated that degrees are reviewed annually to determine if they serve a need, have appropriate academic environment and cover the cost of the program.

As there was no further business, the committee adjourned.

Respectfully submitted,

Chyrel Stalvey
Recorder