

10-20-2016

Academic Affairs and Assessment Committee, October 20, 2016

Coastal Carolina University

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Recommended Citation

Coastal Carolina University, "Academic Affairs and Assessment Committee, October 20, 2016" (2016). *Board of Trustees Committee Minutes*. 662.

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**Minutes
Coastal Carolina University
Board of Trustees**

**Academic Affairs & Assessment Committee
E. Craig Wall Jr. Board Room
October 20, 2016**

Committee Members

Present: Mr. Samuel H. Frink, Mr. Daniel W. R. Moore Sr., and Dr. Oran P. Smith

Committee Member

Not Present: Mr. Eugene C. Spivey

Other Board

Members Present: Mr. William S. Biggs, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., and Mr. William E. Turner III

Others Present:

Ms. Amanda Brian, Dr. Brian Bunton, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh Chesson, Dr. Debbie Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Ms. Martha S. Hunn, Ms. Beverly J. Landrum, Ms. Megan McIlreavy, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Nelljean Rice, Dr. Barbara A. Ritter, Dr. Michael H. Roberts, Mr. David Roper, 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.)

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

Dan Moore made a motion to approve the August 11, 2016, Academic Affairs & Assessment Committee minutes. Sam Frink seconded. The motion carried.

Faculty Senate Chair Brian Bunton reported that Faculty Senate had not since the last Board meeting. Work continues on improving our internal faculty governance structure, and the peer review process for faculty members in the Library and University College.

Assistant Provost for Admissions & Merit Awards Amanda Craddock reported that 2,300 students enrolled for Fall 2016. Our in-state counselors go to all counties in the state. Out-of-student territories are sectioned off by counsellors who are out recruiting five to six weeks on the road. Transfer students are contacted by the counsellors through e-mailing and calling and providing contact information. This year more time was spent in the Midwest in Minnesota and Wisconsin. Other opportunities to contact potential students are through two Admission community outreach coordinators who go out into the community to festivals and markets; CHE college application; taking the baseball national championship trophy in November to all Horry County Schools; and CCU Admissions publications distributed in the

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local community. Dates have been set up to bring students to campus at least one Saturday a month and two tours each week. Yield programs to attract students are the athenaeum scholars and admitted student programs. Lyle Morris, Assistant Director for Travel, coordinates the travel calendar.

Natasha Hanna wanted to know who makes the travel reservations. Craddock responded that each counselor makes their own reservations and uses a p-card.

Hanna wanted to know if we have priced ourselves out of the market with tuition. Craddock stated that tuition varies from state to state and the further north there is an \$8,000 to \$10,000 difference. This year there is a decrease in the out-of-state freshmen class. We are using the scholarship model by giving a percentage discount on tuition. If tuition goes up, then percentage increases. President David DeCenzo said some schools are pulling out of the academic common market. We have to find ways to be more financially attractive.

Delan Stevens wanted to know if we are more affordable than Clemson and the University of South Carolina for out-of-state students. Craddock stated that we are, but those schools have larger endowments and can offer more perks.

Biggs asked if the University tracks by counties within the state. Craddock reported that we do, and we are doing well throughout the state.

Oran Smith wanted to know about applications. Craddock said we receive 17,000 applications. It is a struggle to get them to complete their application, and we focus on that. The yield percentage changes each year. On the positive side, our application process is easier than other universities.

Overall the freshman class decreased 100 from last year but the Bridge Program increased by 569% or 145 students. We are expecting transfer numbers to increase next year.

Dean and Vice President for Academic Outreach Dan Ennis reported on a new recruitment program which is the sponsoring of the South Carolina National History Day (SCNHD) for at least the next two year. It is a rich environment for 5,000 high achieving in-state students from both public and private schools. These students outperform their peers academically and are already in honors and AP classes. In 2016, 68 winning students participated in the finals in Washington, D.C. The program is supported by almost 300 K-12 social studies teachers across the state. SCNHD program starts in middle school, and students have contact with CCU history faculty as mentors and judges. When they receive course materials, recruitment information for CCU is included. CCU faculty accompany the finalists to the national competition. CCU colors and symbols are highly visible in every regional competition. SCNHD website is managed by CCU. CCU news is integrated into National History Day social media.

We get an inside track before other colleges at the SCNHD meetings, and have an increased public profile for CCU in a primarily academic context. In addition, we are building incredible levels of contact with counselors and teachers.

The annual cost for the program is \$48,000 and if enrollment increases, then it has paid for itself.

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Dean and Vice President for Executive Development and Career Services Barbara Ritter stated that the new, innovation Engineering Executive Development Program proposed modules to businesses and governmental entities to offer noncredit programs. We are the only college in the state who have faculty qualified to teach this program.

Provost and Executive Vice President Ralph Byington noted that students missed five class meetings due to Hurricane Matthew. SACS requires a certain amount of contact time with students. E-mails were sent to students, faculty, and parents letting them know the missed sessions had to be made up by either alternative assignments or three Saturday makeup days.

Byington stated that the S.C. Commission on Higher Education has approved a B.A. in Anthropology and Geography and an M.E in Language, Literacy and Culture.

Sam Frink moved to bestow Dean Emeritus and Emeritus Professor to Nelljean Rice at her retirement (Motion 16-37). Dan Moore seconded, and the motion carried.

An M.S. in Integrative Biology degree provides opportunities for students interested in careers in bioscience fields, which represent a rapidly growing business sector nationally and in South Carolina. No other university in the northeastern section of the state offers a graduate program in bioscience, and the local region provides environments and organisms not readily found elsewhere in the state, such as Carolina Bays, for research and field-based opportunities.

Frink moved to approve establishment of M.S. in Integrative Biology (Motion 16-38). Moore seconded, and the motion passed.

As there was nothing further to discuss, Frink moved to adjourn and Moore seconded.

Respectfully submitted,

Chyrel Stalvey

Chyrel Stalvey
Recorder