

10-26-2017

## Student Affairs and Retention Committee, October 26, 2017

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  
October 26, 2017**

**Committee Members Present:** Mr. John H. Bartell Jr., Mr. Samuel H. Frink, Ms. Natasha M. Hanna, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Mr. Patrick S. Sparks, and Mr. William E. Turner III

**Committee Members Not Present:** Mr. George E. Mullen

**Other Board Members Present:** Mr. William S. Biggs, Mr. Carlos C. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Mr. Eugene C. Spivey, Mr. H. Delan Stevens, and Dr. Samuel J. Swad

**Others Present:** Ms. Sandra Baldrige-Adrian, Ms. Katherine Brooks, Dr. J. Ralph Byington, Ms. Nedy Campbell, Ms. Julie Cheney, Mr. Joshua M. Chesson, Dr. Debbie C. Conner, Ms. Amanda E. Craddock, Mr. Melvin Davis, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Mr. Stephen K. Harrison, Mr. Matthew L. Hogue, Ms. Sara Hottinger, Ms. Jennifer Hughes, Ms. Martha S. Hunn, Dr. Edward Jadallah, Ms. Jane E. Johansen, Mr. Christopher A. Johnson, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Barbara A. Ritter, Mr. Mark A. Roach, Dr. Michael H. Roberts, Ms. Sharon Sluys, Dr. Reneé Smith, Ms. V. Chyrel Stalvey, Mr. Gregory T. Thompson, and Ms. Carlie Todd

(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. No media were in attendance.)

Chairman Daniel Moore brought the Student Affairs & Retention Committee meeting to order at 9:42 a.m.

Will Turner moved to approve the Student Affairs & Retention Committee minutes of August 3, 2017. Sam Frink seconded. The motion carried.

Debbie Conner reported that the Student Government Association (SGA) held fall elections and welcomed 20 new senators, which brings the total to 40 senators. A four-day American Student Government Association Conference was held in Washington, D.C. The Student Body

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President, three senators and one advisor attended. Student leaders learned the best techniques for managing SGA, as well as networked with schools from around the United States. Different sessions were held for presidents, senators and advisors to discuss ways to help build SGA. SGA is discussing different town hall topics, which relate to students, safety, or information. The first town hall will be centered on relationships and how to ensure they are healthy. The SGA President and Executive Board created a standing committee to review and revise their constitution and bylaws which were last reviewed in 2012.

Coastal Carolina University has been designated as a Purple Heart University by the Military Order of the Purple Heart. As a Purple Heart University, three Purple Heart parking spaces will be added at selected locations on campus. This recognition will be presented at the “Salute to American Veterans” on November 8, and at the football game on November 11. Currently, there are 639 veterans on campus.

As a part of Strategic Planning, the University Access Council will meet quarterly and is charged with completing an internal assessment to ensure a barrier-free environment that increases access to and effective navigation of institutional opportunities and is informed by a commitment to equitable standards of practice. The key areas to assess on an annual basis are financial access, cultural access, special needs access, online/digital access.

A very successful Family Weekend was held on October 6-8. Over 1,700 family members attended. Very positive comments were received regarding timely and informational communications being made available to families. A new online communication tool has been developed and is called “Coastal Family Experience.” Almost 12,000 family members have enrolled to receive it. In the last three months there have been 123,761 clicks on the newsletter. The most popular areas of interest are financial aid and career development.

Provost and Executive Vice President Ralph Byington reported that freshman retention has been as low 59% and as high at 75.7%. It is currently 67%. Several studies have been made of students not returning to campus and two things are prevalent: age of the institution and graduate programs offered. It was noted that Clemson’s retention is 92% and the University of South Carolina is 87%.

Dr. Daphne Holland was hired to oversee the CEaL and Bridge Programs to help increase retention. Retention for students who were not on academic suspension or probation is 75.7% and has been a constantly increasing with the increased attention to these programs.

Byington stated that after the students’ first semester, about 10% of the freshmen students are on academic suspension or probation. Chris Mee is reviewing the makeup of students on probation in an effort to determine what went wrong. It is difficult for students to return to school the second semester to bring up their average and have the required 30 hours to continue their scholarship. Because of the cost, they cannot afford to come back to school.

Oran Smith noted that cost of losing the Life Scholarship to a family is \$5,000 a year and for a Palmetto Fellow it is \$6,700.

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More attention will be paid to students on probation and more robust early morning coaching will occur. These students are encouraged to retake online classes in the summer.

The Provost has asked for proposals for units what will increase achievement, success, and engage students.

Hanna expressed disappointed in the retention rate and requested reviewing the 2012 and 2015 retention studies. Byington reported that he and the deans have gone through the plan and are implementing suggestions from the studies. In addition, a part of Strategic Planning process is reviewing student success in depth, which is being done.

Oran Smith reminded everyone that retention is a part of compensation/salary compression. Byington emphasized that he believes faculty is on board and working with students, and something is needed to take us to the next level. Dan Moore asked to have specific recommendations at the next Board meeting.

President David DeCenzo noted that the College of Charleston, Frances Marion University, and CCU are gathering information for a legislation to state that students in good standing can continue with lottery scholarships rather than the now required 3.0 GPA. Because of the rigor of classes, we are losing students. Off times, parents pull their students out of the university and send them to technical schools.

As there was no further business, Frink moved to adjourn and all were in agreement.

Respectfully submitted,

*V. Chyrel Stalvey*

V. Chyrel Stalvey  
Recorder