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Student Affairs and Retention Committee, February 16, 2018

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
February 15, 2018

Committee Members Present: Mr. Samuel H. Frink, Ms. Natasha M. Hanna, Mr. George E. Mullen, Dr. Oran P. Smith, and Mr. William E. Turner III

Committee Members Not Present: Mr. John H. Bartell Jr. and Mr. Patrick S. Sparks

Other Board Members Present: Mr. William S. Biggs, Mr. D. Wyatt Henderson, 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, Mr. Joshua M. Chesson, Dr. Debbie C. Conner, Ms. Amanda E. Craddock, Dr. Melvin Davis, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Mr. Stephen K. Harrison, Mr. Matthew L. Hogue, Ms. Sara Hottinger, Ms. Martha S. Hunn, Dr. Edward Jadallah, 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, Dr. René Smith, Ms. V. Chyrel Stalvey, and Mr. Gregory T. Thompson,

(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.)

Will Turner brought the Student Affairs & Retention Committee meeting to order at 1:50 p.m.

Because a quorum was not present, the Student Affairs & Retention Committee minutes of October 26, 2017 will be voted on in the regular board meeting tomorrow.

Vice President for Campus Life & Student Engagement & Chief Student Affairs Officer Debbie Conner stated that the Student Government Association (SGA) is working well with their committees. In cooperation with the Administration, SGA has instigated additional speed limit signs in University Place and reflective lights being installed on campus. SGA is also moving forward to recognize those who have been successful in engaging students with the selection of

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the Professor of the Year and the Advisor of the Year. SGA will be voting on a new constitution and bylaws at their April meeting.

Conner reviewed Student Affairs activities:

- The Relay for Life is scheduled on April 7. Three weeks ago, \$25,000 had been raised. Last year \$113,000 was raised. With the addition of this year's total, it is hoped to reach \$1M total in fundraising for the relay.
- Teal after 10 is a program which offers opportunities for students to engage in the evenings between 10 p.m. until 1:00 a.m. Last year 5,000 students participated, and we expect the numbers will increase this year.
- There was only one week of active flu activity on campus and is now only a slight trickle.
- University recreation's Chant Fit offered 12 sessions with personal trainers. More than 50 signed up and paid for the sessions. Students reported a change in their behavior with this activity.
- There has been an increase in outdoor trip programs, especially kayaking and Wednesday biking trips.
- Currently, there are 70 intramural basketball teams playing five nights a week with games going until 1 a.m. Spring intramural begins Sunday.
- The Ice hockey team is doing well and will be playing in Wilmington.

Chief Executive Officer and Provost Ralph Byington stated that the CEAL program is growing every year and a tremendous success, as well as the Bridge program in coordination with Horry-Georgetown Technical College.

Highlights from general faculty meeting:

- Growth from Fall 2014 to Fall 2017 is 6.7% for full and part time FTE faculty
- Growth from Fall 2014 to Fall 2017 is 7.3% for undergraduate and graduate FTE student.
- Fall-to-fall retention for freshman is 67%; sophomores 82%; and juniors 79%. Any time there is a drop in retention, we investigate what is going on.
- First time, full-time freshmen cohorts
2016 to 2017
 - SAT 1068 – 1098
 - ACT 22 – 22
 - Core High School GPA 3.10 to 3.14
- The potential incoming freshman class students admitted profile shows that GPA and ACT scores are up substantially. Coastal Carolina University is being successful in attracting these students at a higher rate.
- The South Carolina Commission on Higher Education has transitioned from a seven point scale to a ten point scale for high schools. This did not change the qualifications for the Hope and LIFE scholarships students. However, they have overspent the available money. A proposal has been put together to increase to a 10 point scale. In order to hold the HOPE scholarships students, more money is needed. Another piece of the scholarships are to look at the retention of scholarships from first and second year and to drop the grade point average to 2.85.

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Wyatt Henderson noted that the total deposits are down from fall last year. Byington stated that we have a new service provider to target individuals that with a better probability to go from acceptances to deposits. In May we will have a much better assessment available. There has been a lot of turnover in Admissions, and they are under a lot of pressure.

- Last year, we lost a lot of faculty and staff through retirement and there will be even more this year.
- A slide was used to show the SC appropriations history to faculty; reviewed the tuition fee schedule; and emphasized that housing fees are down from last year which helped to hold down the increase for instate and out of states students.
- Core expenses per FTE enrollment by function shows that we are investing in academics above what our aspirants universities are doing.
- Average faculty salaries are on scale with other aspirants.
- In line with the Strategic Plan, the Student Achievement Funding is project funded. Projects across the university are being sought. They are not rolled into departments budgets but will be reviewed to see if they are successful before rolling into the budget. There will be measured results for the projects to make sure they are successful.
- Efforts are underway to convert temporary/time limited staff into slotted positions funded by state in order to bring up to the average. Four hundred and thirty positions have been sent to the state. Conversion of 265 slots had 223 approved. This shows that the administration is working for these staff members and should be good for morale.
- We originally requested 166 teaching associate conversions to lecturer slotted positions and reduced the request to 67. All were denied, but we plan on pursuing the conversion of 40-60 of these individuals. It is the right thing to do. It looks better in our SACS reporting, too.
- Currently there are lots of discussions in Columbia on the cost of higher education due to universities overspending, overcharging, and over building. Here at Coastal Carolina, we have our own evidence that we are not overcharging, but we have had tremendous growth. Our state funding is too low.

There will be a SCCHE town hall meeting on March 15, 2018, in the Myrtle Beach area. The university will present facts showing that we are doing a lot of things right. Trustees were encouraged to attend the town halls being held around the state. SCCHE is presenting doom and gloom in order to underscore the need for a Board of Regents.

We will probably not know Governor Henry McMaster's stand on a Board of Regents until after the elections.

We operate on a budget of a university twice our size.

As there was no further business, Will Turner moved to adjourn and Wyatt Henderson seconded.

Respectfully submitted,

V. Chyrel Stalvey

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Recorder