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Student Affairs and Retention Committee, December 13, 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
December 13, 2018

Committee Members Present: Mr. John H. Bartell Jr., Ms. Natasha M. Hanna, Mr. George E. Mullen, Dr. Oran P. Smith, and Mr. Patrick S. Sparks

Committee Member Not Present: Mr. William E. Turner III

Other Board Members Present: Mr. William S. Biggs, Mr. D. Wyatt Henderson, Ms. Sherry I. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Mr. Eugene C. Spivey, and Dr. Samuel J. Swad

Others Present: Ms. Sandra Baldrige-Adrian, Ms. Katherine M. Brooks, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Joshua M. Chesson, Dr. Debbie C. Conner, Ms. Amanda E. Craddock, Dr. Melvin D. Davis, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Mr. David A. Frost, Mr. Stephen K. Harrison, Mr. Matthew L. Hogue, Dr. Sara N. Hottinger, Ms. Jennifer H. Hughes, Ms. Martha S. Hunn, Ms. Robyn A. Jones, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Michael H. Roberts, Dr. Reneé Smith, Ms. V. Chyrel Stalvey, Mr. Gregory T. Thompson, 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. Katie Powell, of the Horry Independent was in attendance.)

Vice Chairman Natasha Hanna brought the Student Affairs & Retention Committee meeting to order at 11:50 a.m. Chairman Dan Moore was excused from attending due to business meetings.

Mullen made a motion to approve the August 2, 2018 Student Affairs and Retention Committee meeting minutes. John Bartell seconded, and the motion carried.

Vice President for Campus Life & Student Engagement Debbie Conner noted that there are 140 active clubs and organizations on campus. Memberships varies from a minimum of 10 to 150. Academic focus organizations are increasing. These organizations offer one-on-one mentoring with faculty and traveling to academic conferences, etc. There are funds for each club and organization to use when requested.

Student Affairs & Retention Committee December 13, 2018

Student Government Association (SGA) President D'Andra Fletcher brought together all club presidents for an evening event where 50 attended. SGA has planned a Shark Tank Competition where organizations will present ideas for major activities and winners will receive funding up to \$5,000 for the event. Some organizations are joining together for bigger events.

The following was also reported:

- Fourteen veterans will graduate this semester and a successful event was hosted for them last week.
- Movie nights were taken advantage of by 2,300 students. Students are actively engaged in other activities in the student union building.
- University Recreation Club Sports has an ice hockey team which finished with a 9-3 record. Their biggest win was against the Naval Academy. Next semester, they are scheduled to play Clemson, University of Georgia, and UNC-Wilmington. Practice is held in Wilmington on Sundays at 10:00 p.m.
- There are 22 active club sports teams and three additional part-time coaches have been hired to assist. Some funding is available from the institution for travel with CCU vehicles. Team members usually furnish their own equipment. Retention is higher for those involved in club sports.
- Wellness Walks are being organized to encourage students to be active and manage stress levels.
- The Counseling Center, University Recreation, and Health Services all work closely together for students to help students become more actively involved.
- The Live Well Office was established last year. This past semester, 93 presentations were made at different times to reach students to take care of themselves, physically, and emotionally.

Charles Lewis asked for a list of the club sports teams.

President David DeCenzo noted that requests have been made for men's wrestling and men's lacrosse to be added to NCAA sports; however, because of Title IX, they cannot be added.

Provost & Executive Vice President Ralph Byington reported that the Bridge Program is being restructured and refocused to attract more transfer students. The program is not having the expected success. One challenge is that Horry-Georgetown Technical College (HGTC) has a different calendar than Coastal Carolina. Discussions are underway to make changes.

Part of the restructuring will be bringing students to our campus for classes to get involved on campus.

The Coastal Bound Program for local students attending HGTC is expected to begin in January. It is geared towards students transferring to CCU. Students will pay a premium to use our campus resources—library, HTC Center, and other events to become involved.

**Student Affairs & Retention Committee
December 13, 2018**

Currently the retention rate is the same as last year, 69%. Before that, it was 67%. Although it did not increase, it has grown from 59%. Fall to Spring retention was 91% this year, and last year it was 89%. The administration remains optimistic to increase retention.

Last August, 71% of the students were expected to return but an unusual number decided not to come back. DeCenzo stated that most students are reporting that they are not returning because of money problems. A good number did not return because of losing their Palmetto scholarship, not because of raised tuition. In addition, 23 students did not to return after Hurricane Florence. They were predominately local students.

As agreed upon in the past, salary raises are contingent upon increasing retention, and revenue growth needs to happen. Hanna and Mullen expressed disappointment in the retention rate and wondered if a 69% retention rate was good enough for salary increases to address compression.

It was noted that the cost of living increase mandated by the legislators this year is a separate issue and should be made across the board.

A lengthy retention discussion ensued. Amanda Craddock said \$525/student is spent on enrollment which is lower than the national average. The University has increased funding for clubs and other activities to increase retention. More tutoring sections are available. CCU's employee/faculty staff ratio is in line with other state universities.

Byington reminded that the University increased student achievement funding a year and a half ago, but it is too soon to evaluate its success.

It was felt that more information needs to come before the Board regarding retention. A report was requested in May.

Everyone agreed to adjourn.

Respectfully submitted,

V. Chyrel Stalvey

V. Chyrel Stalvey
Recorder