

**Minutes**  
**Coastal Carolina University**  
**Board of Trustees**

**Board of Trustees Room**  
**9:00 a.m. Friday, April 17, 1998**

**Presiding:** Mr. H. Franklin Burroughs, Chair

**Board Members Present:**

Mr. Payne H. Barnette, Jr.  
Mr. Robert D. Brown  
Mr. J. Egerton Burroughs  
Mr. Fred F. DuBard, Jr.  
Ms. Cathy Brand Harvin  
Mr. Dean P. Hudson  
Dr. James F. Kane  
Mr. William L. Lyles, Jr.  
Ms. Elaine W. Marks  
Ms. Juli Streater Powers  
Mr. Keith S. Smith  
Dr. Oran P. Smith

**Others Present:**

Dr. Ronald R. Ingle  
Dr. Sally Horner  
Dr. John P. Idoux  
Mr. Doug Bell  
Dr. Dave Bryon  
Ms. Mona Dukes  
Dr. Edgar Dyer  
Mr. Alan Nagy  
Mr. George F. Sasser  
Dr. Robert W. Squatriglia  
Ms. Charmaine Tomczyk  
Dr. Richard Weldon  
Ms. Brenda Cox  
Ms. Chyrel Stalvey

**Board Members Not Present:**

Mr. Gene Anderson  
Ms. B. Catherine Harrell  
Mr. James J. Johnson  
Mr. Clark B. Parker

(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. Mr. Robert Anderson of the *Horry Independent* and Mr. Richard Green of Time Warner Cable were present.)

Dr. Squatriglia introduced members of the Student Alumni Ambassadors: Allison Byers, Kevin Cox, Pete Green, and Tabby Shelton.

Ms. Mona Dukes, Director of Student Alumni Affairs, introduced members of the Alumni Association Board of Directors: Tim Meacham (president), Steve Brakefield, Joyce Dorman, Evangeline Freshley, Roberta Gardner, Michael Hawley, Gwen Rawls, and Richard Weldon.

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Mr. Hudson offered the invocation.

### **I. Roll Call**

Roll was taken.

### **II. Approval of Minutes**

**A motion was made by Mr. Hudson to approve the January 9, 1998 minutes of the Board of Trustees meeting, seconded by Mr. Egerton Burroughs, and approved.**

### **III. President's Report**

Dr. Ingle reported that it is still hopeful to receive the \$2.8 million funding for the Humanities Building next year. He pointed out that state engineering is responsible for the bid process for the section of a general contractor. Coastal began this project in 1989. Since that time, the cost for the building has escalated \$3.6 million. He expressed appreciation to the Board members for their active involvement in working with members of the House of Representatives and the Senate.

Commencement has been scheduled for Saturday, May 9, at the soccer stadium. Dr. William R. Ferris, Jr., newly appointed chairman of the National Endowment for the Humanities, will be the speaker and also receive an honorary doctorate. This will be his first public speech since his appointment by President Clinton and Congress.

Dr. Ingle traveled to Germany with Dr. Rayburn Barton, Mr. Austin Gilbert and members of the State Budget & Control Board to attend the largest trade show in Europe. South Carolina had a large pavilion demonstrating products and opportunities for investment. While there, they met with several universities to discuss possible relationships with South Carolina institutions. It was a very positive experience and Coastal Carolina University received exposure not only in Germany, but also among the business leaders from South Carolina.

In about a week, AACSB will meet to review the accreditation for the School of Business. Coastal received a very positive report from the review committee and a favorable recommendation for accreditation is expected. This is a major step for Coastal.

Dr. Kane added that of the approximately 650 business schools in the nation only 220 are accredited at the undergraduate level and 150 at the graduate level.

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In May a 6-week renovation project will be underway in the Williams-Brice Gymnasium to replace the bleachers with backed seats.

Dr. Ingle reviewed a graph of faculty salaries by rank, showing a dramatic increase since the governance of the Board of Trustees in 1993. The greatest increase has been with the rank of full professors as they have been with the institution the longest. As new faculty is hired at the assistant professor level, Coastal is committed to hire them at competitive salaries.

The concept of tenure is a subject of conversation around the country. Coastal's Faculty Senate has passed a post tenure review process for faculty. Faculty are reviewed annually by their supervisor. The post tenure review is a more detailed and intensive evaluation.

Mr. Brown asked what would happen if a faculty member comes up lacking. Dr. Ingle stated that there are three elements of the review: favorable, conditional or unfavorable. If a full professor is found to be exceptional, then a more intensive review by external persons in the field is made. If a faculty member receives a conditional rating, a faculty development plan goes into place and in a year is reviewed again. If someone receives an unfavorable it could be cause for immediate action to terminate, but this will most likely have been identified in the annual review.

Furthermore, Mr. Brown wanted to know who identifies the faculty as satisfactory or unsatisfactory. Dr. Idoux stated that it is a combined review. The professor compiles a portfolio of performance for the previous six years which is submitted to the dean and a faculty committee of peers. There are other checks and balances as well.

Coastal has served as a pilot sight for the interactive computer program on Alcohol 101 and, at this point, is the only campus involved in the program in the Carolinas. The sororities, fraternities, pledges, athletes, student government, and the Freshman Success Seminar have all been involved in the program. A national production crew was on campus to produce a video for distribution to all colleges and universities in the country. East Carolina University, University of Illinois, and Coastal are the three schools in the country included in the video.

Coastal has a new and improved web site. Prospective Coastal applicants can now apply to Coastal through the web site. Dr. Dave Bryon reported that two percent of the applications are now received electronically.

Dr. Ingle reviewed the ***Report on Football at Coastal Carolina University***, compiled by Dr. Horner, Mr. Sasser, and Dr. Weldon. It was distributed to the Board. This report had been presented to the joint meeting of the Executive and Student Affairs

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Committees the previous evening. Several schools who have considered football were contacted and copies of their feasibility studies have been used in the development of Coastal's report.

The preliminary assumptions included:

- The University is fully committed to continuing with a NCAA Division I athletic program.
- The University must maintain full compliance with the athletic provisions of Title IX of the Education Amendments of 1972.
- Neither club football nor non-scholarship football are reasonable options for a football program at Coastal.
- The University recognizes the many competing priorities for scarce financial resources.

Football will not pay for itself; however, athletics play an important role in establishing a student's identity with a school. In our region and state, football does build a sense of community.

Dr. Ingle stated that the Student Government Association had conducted a careful, comprehensive opinion survey. The student poll endorsed the concept of intercollegiate football. Overwhelmingly, the students were willing to pay up to \$200 increase in tuition a year to have football. When compared to other institutions, Coastal's tuition continues to be a bargain. It must be remembered that there is always the possibility that the House and Senate may establish a cap on tuition and fees.

Dr. Ingle summarized the concerns, issues, and projects prior to implementation of a football program process:

- Gender Equity/Title IX. Women's soccer should be added to the athletic program in order to have a balance. After a consultant was brought on campus to look at the total athletic program for recommendations and the affect of adding football to the mix was reviewed, it seems that the addition will not affect the program as seriously as previously thought. However, it is still a concern.
- Completion of current fund raising activities and projects--the humanities building with its furnishings and equipment, science building and facilities, and library renovations.
- The building of a new basketball arena/student life center

Because of Coastal's lean administrative structure, there are several projects which need to be addressed prior to the addition of football. External fund raising takes an enormous part of the administration's time. Dr. Ingle feels that he would not be serving the Board well if he did not recommend addressing the science needs and a basketball arena as immediate priorities. Of course, this

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does not mean that the projects should be completed prior to activities for starting football begins.

Mr. Brown asked who determines how scholarship money is spent in a given sport? Dr. Ingle responded that it is the athletic director and the coach who make that determination. It was added that the great majority of athletic scholarships are not full scholarships.

Area of concerns, issues, and projects at the beginning of the implementation of a football program process includes:

- Gender equity/Title IX; financial impact: \$850,000
- Startup costs of facilities and equipment: \$1.35 million
- Hiring of new personnel: \$390,000
- Ongoing annual costs: \$1.24 million.

A 10-year time line was reviewed beginning with the year 1998. It was based on the process which like institutions have gone through when instituting a football program. It will take approximately four years from the beginning of the implementation process to the kickoff of the first game. This is contingent upon successful completion of key benchmarks during those years.

Additional personnel are needed in the Athletic Department to raise \$1.35 million. If that money is not raised, then Dr. Ingle will not recommend to the Board of Trustees to begin football. Because of the impact on their efforts to raise money for other areas, the faculty, students, Coastal Carolina Educational Foundation, Inc., and the CINO Club need to be involved.

Mr. DuBard asked if the \$1.24 million needed to carry out the program each year was available within the community. Mr. Nagy feels that Coastal is growing at a fast pace, but the mindset of the community has not escalated at the same pace to support the institution.

Mr. Brown asked what the position would be if a donor stepped forward with a considerable contribution, stipulating that the stadium would be named after him/her. Dr. Ingle said that it would accelerate the process enormously.

Many of the schools who have added football in the last eight to ten years have been private institutions hoping to add enrollment. Charleston Southern feels that 200 students were added to their enrollment because of the addition of football. Additional enrollment is not a factor to be considered at Coastal. Campus identity would be the major reason to add football.

Chairman Burroughs asked the Student Affairs Committee to review the study and make recommendations at the June Board meeting.

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Mr. Lyles asked the Board members to contact him prior to the June meeting to convey their feelings in regards to the feasibility of football at Coastal. He stated that the Student Affairs Committee was committed to review the proposal closely and would like to express the thoughts of the whole Board.

Dr. Ingle added that if the Board wished to have additional information, the administration would like to provide the necessary information needed to make a decision.

Mr. DuBard asked for available figures on alumni giving at other institutions. Mr. Egerton Burroughs then went on to ask for additional statistics regarding alumni giving at schools who do have football and those who do not. This would perhaps help the Board to see how football would impact the giving in years to come. Chairman Burroughs asked the staff to respond to these requests for additional information.

Mr. Brown feels strongly that football can greatly impact homecoming and bring alumni back to campus, contributing to the overall giving to the University. Football is a tremendous opportunity to build esprit de corps.

Chairman Burroughs thanked the administration for the thorough and informative report.

Dr. Ingle reported that Pete Strickland has been hired as the men's basketball coach. When the hiring process began, the Faculty Senate's intercollegiate athletics committee acted as an advisory group to Mr. Sasser. They had confidence in Mr. Sasser to the extent that they felt their most important role was that of an advisor rather than a search committee. They met with each of the final four candidates and then discussed their opinions, fully aware that the final decision rested with Mr. Sasser and Dr. Ingle. This process showed the level of confidence and trust that the faculty has in the athletic program.

It was hoped to introduce Mr. Strickland to the Board; however, a flight delay caused him to miss the meeting. Mr. Sasser stated that the athletic administration staff, intercollegiate committee, and Dr. Ingle was involved in the extensive search selection. Mr. Sasser commented that this was the first search he had been involved in where the final decision was unanimous. Mr. Strickland was the associate head coach at Dayton University and was an assistant at Old Dominion University and Virginia Military Institute. While he was at all three institutions, the teams had the best records in the history of the school. He had a good start in basketball playing at DeMatha Catholic High School under the legendary Coach Morgan Wootten and then played at the University of Pittsburgh. A 12:30 p.m. press conference has been scheduled at the Athletic Building to introduce him.

**IV. Committee Reports**

Executive Committee

Mr. Franklin Burroughs reported that there was a joint meeting with the Executive and Student Affairs Committee yesterday to review the football feasibility study. No action was taken.

Academic Affairs Committee

**The Academic Affairs Committee met with Dr. Idoux to review and discuss the recommendations for faculty being considered for promotion and tenure. Ms. Marks made a motion for the Board of Trustees to approve the promotion and tenure candidates as indicated in the Board meeting packets. Mr. Lyles seconded, and the motion carried.**

**Dr. Robert N. Robinson, Associate Professor of Philosophy, will retire from the University at the conclusion of the current academic year. Dr. Robinson has completed 25 years of active service with Coastal. Ms. Marks moved to have the Board approve the title of Emeritus Professor for Dr. Robinson. Mr. Lyles seconded. The motion carried.**

**Ms. Marks made a motion that the Board of Trustees approve the conferring of honorary degrees to William R. Ferris, Jr., Henry J. Cauthen, and Alberta Lachicotte Quattlebaum. The motion was seconded by Mr. Lyles and passed.**

**The Academic Affairs Committee met with Dr. Idoux to review and discuss a recommendation for a bachelor of arts program in musical theater. The program proposal has been reviewed and endorsed by the faculty of the school of humanities and fine arts, the University's faculty senate, the provost, and the president. A motion was made by Ms. Marks that the Board of Trustees endorse the musical theater arts program for submission to the Commission on Higher Education for approval. Mr. Lyles seconded. The motion carried.**

Ms. Marks said that Senator Setzler had sent her an invitation to join a group of educators traveling to China to meet with Chinese educators. If anyone on the Board would be interested in joining the group, they were asked to contact her. The group will be departing August 14.

Development & Alumni Affairs Committee

Dr. Kane said that the committee had a very thorough and informative meeting yesterday.

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Mr. Nagy reported on the \$2 million R. Cathcart Smith Campaign which will be announced publicly today at the 1:30 p.m. dedication. Currently \$1,185,198 has been committed to the project since April 1997. Not only does this campaign recognize Dr. Smith, but it will completely rehabilitate the science facility to state of the art equipment for the students. An additional half million dollars have been submitted in proposals. Approximately 104 donors have made commitments to the campaign.

Mr. Nagy is currently working on a procedure for naming buildings and rooms on campus which includes the appointment of a committee comprised of a mixture of faculty, Foundation, and Board members. The intent for the committee is to give the staff some guidance when approaching possible donors.

Mr. Tim Meacham was asked to give a report on the Coastal Carolina Alumni Association activities. He stated that the group is very much committed to Coastal and excellent volunteers.

The alumni board of directors held a retreat on March 20-21 to discuss plans for 1998-99 which were:

- The Board of Directors will totally fund a scholarship with Professor Will Garland matching up to \$1,000.
- It was proposed to offer perk packages as an incentive for giving to Coastal.
- Members of the alumni board will participate with the Office of Admissions to recruit with the state.
- A committee has been formed within the alumni board and Mollie Fout in career placement to discuss networking and placing alumni in jobs.

The alumni board is unanimously in favor of football as it will foster support of the school. A football alumni survey was sent to 8,000 alumni and about 300 responses were received. Mr. Nagy pointed out that the number of responses is not atypical of a mailer. It is felt that a large percentage of the alumni base feels an allegiance to the University of South Carolina. The survey results were inconclusive.

Ms. Dukes reported that several alumni activities have been held in recent months and more are planned around graduation. Next year the plans are to minimize homecoming and use money more efficiently to host events in different areas with smaller groups of alumni.

Planning & Fiscal Affairs Committee

All members of the Board have received a copy of the proposed budget for 1998-99, and yesterday a committee meeting was held to review it.



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**A motion was presented by Mr. Keith Smith to approve the proposed room, board, and health fee for all residence hall students at \$2,400 per semester. This represents a 3.45 percent increase over the previous year, as set forth on page 65 of the 1998 Coastal Carolina University Financial Analyses and Projections 1998-99 Budget. Mr. Egerton Burroughs seconded, and the motion passed.**

In order to rectify suggestions of the auditors, two changes need to be made in the *Expenditure Policy*.

**Mr. Keith Smith moved to accept the revised *Expenditure Policy* on pages 82-90 of the 1998 budget book. The motion was seconded by Mr. DuBard and passed.**

In June the entire budget will be brought before the Board for voting.

Student Affairs Committee

Mr. Lyles apologized that his schedule had not allowed him to attend the joint Executive and Student Affairs Committees meeting discussing the football feasibility study.

**V. Ad Hoc Committee Report**

Bylaws Review

Mr. Hudson reported that the committee had met and discussed all the proposed changes submitted by the members of the Board. He expressed appreciation to the committee members Ms. Harvin, Dr. Oran Smith, and Mr. DuBard. Chairman Burroughs and Mr. Keith Smith also attended the committee meeting. After careful consideration and review of each recommendation, the committee proposed the changes in the bylaws as noted in the memorandum of March 4, 1998, which was mailed to all members of the Board. Most of the changes are cosmetic, dressing up the bylaws from what has transpired the last four years.

**Mr. Hudson moved that the Board approve the changes as noted in the March 4, 1998 memorandum. Egerton Burroughs seconded, and the motion carried.**

**VI. Chairman's Report**

Chairman Burroughs reminded the Board of the retreat to be held at Litchfield on August 27-29, 1998 and asked them to let Dr. Ingle's office know of their housing plans.

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He also asked the Board if they would like to continue to receive newspaper articles of education in general, or specifically dealing with South Carolina. They wished to continue to receive the articles as they are currently.

Chairman Burroughs asked Mr. Hudson to serve as chair of a Nominating Committee including Mr. Anderson, Ms. Harrell, and Mr. Brown to suggest a slate of officers for 1998-99.

**VII. Unfinished Business**

Nothing to report.

**VIII. New Business**

Nothing to report.


**IX. Executive Session**

**Chairman Burroughs stated that personnel and contractual matters needed to be discussed in Executive Session. Dr. Kane moved to enter into Executive Session, Mr. Brown seconded.**

No action was taken.

**X. Adjournment**

Respectfully submitted by,

  
Juli S. Powers  
Secretary