

**Minutes
Coastal Carolina University
Board of Trustees**

**E. Craig Wall, Sr. College of Business Administration Building, Board Room
July 15, 2005, 9:00 a.m.**

Presiding: Mr. Fred F. DuBard, Jr.

Board Members Present:

Mr. William H. Alford
Mr. Robert D. Brown
Mr. Samuel H. Frink
Ms. Cathy B. Harvin
Mr. Charles J. Hodge
Mr. William L. Lyles, Jr.
Mr. Daniel W. R. Moore, Sr.
Mr. Clark B. Parker
Mr. Robert L. Rabon
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Dr. Samuel J. Swad

Mr. David A. Bredekamp
Dr. Janis W. Chesson
Mr. Josh M. Chesson
Dr. Debbie Conner
Dr. David A. DeCenzo
Dr. Edgar L. Dyer
Mr. Bill Edmonds
Dr. David W. Evans
Mr. Stanyarne R. Godshall
Dr. Sally M. Horner
Mr. Warren D. Koegel
Ms. Linda P. Lyerly
Dr. David Millard
Ms. Anne T. Monk
Mr. Danny Nicholson
Dr. Joan F. Piroch
Mr. Keith S. Smith
Dr. Judy W. Vogt
Dr. Richard N. Weldon
Dr. Lynn Willett
Dr. Dennis Wiseman
Ms. Nila S. Hutchinson
Ms. V. Chyrel Stalvey

Board Members Not Present:

Mr. Payne H. Barnette, Jr.
Mr. Joseph L. Carter
Dr. James F. Kane

Others Present:

Dr. Ronald R. Ingle
Dr. Peter B. Barr
Dr. John P. Beard

(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. Ms. Tonya Root of **The Sun News** was in attendance.)

I. Call to Order

Chairman DuBard called the meeting to order at 9:00 a.m. Dr. Oran Smith offered an invocation.

New Trustee Billy Alford was welcomed. He is not new to campus as he is a Coastal Carolina University graduate, served as chairman of the Horry County Higher Education Commission and the Coastal Educational Foundation, and co-chaired the 50th Anniversary Campaign.

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In addition, two interim deans, Dr. John Beard (College of Humanities and Fine Arts) and Dr. Joan Piroch (College of Natural and Applied Sciences), were introduced.

It was announced that Mr. Keith Smith, former trustee, has been appointed Director of Contractual and Business Services.

In appreciation for services rendered to the University during his tenure as chairman, Dr. Ingle presented Mr. DuBard with a set of Coastal Carolina's 50th anniversary wine glasses. Mr. DuBard expressed appreciation for the courtesies and cooperation during his tenure. He has enjoyed serving the Trustees and the University.

Roll call was taken.

II. Approval of Minutes

Mr. Spivey moved to approve the minutes of May 6, 2005, and Mr. Moore seconded. The motion passed.

III. President's Report

On July 1, Coastal Carolina University took over management of Quail Creek Golf Course. Mr. Smith reported the golf club house has been repainted and the greens have been aerated. After being closed for two days, 570 rounds have been played this week. Information regarding green fees and membership was distributed. The golf course is being treated as an academic institution and students are involved in all aspects of the business.

Dr. Vogt noted that Coastal has received 1,563 freshmen deposits, an increase of 14.5 percent over Fall 2004. About 95 percent will actually come to Coastal. Counting the transfer students, there should be about 2,000-2,100 new students this fall, totaling 7,500-7,600 students in all. This is about a 5 percent total enrollment growth with a 6.3 percent increase in minority students over Fall 2004.

The 2005-2006 budgets for the Horry County Higher Education Commission and the Coastal Educational Foundation and a 2004-2005 Conference Services Report were included in their packets.

Dr. Ingle reported:

This past year, we graduated over a thousand students. We can be proud that we offered those students programs of study that have truly prepared them for work, living, and citizenship in the 21st century.

- *Improved teaching effectiveness and increased variety of learning experiences:*
 1. *In 2004-05, 11 percent of undergraduate students enrolled in internships, practica, or field studies.*
 2. *Alumni, responding to the growing prestige of their alma mater, are calling to offer our students internships and employment, e.g., CISCO Systems, Enterprise Business Solutions, Inc., and the Marine Research Center at Woods Hole.*

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- *Introduced students to an appreciation for social responsibility, personal responsibility, character/values/ethics, wellness, and environmental concerns:*
 1. *First-year students looked at these matters in a revised ENGLISH 101 curriculum.*
 2. *Pete Barr will talk to you about the mentoring pilot year for upper-class students following my remarks.*
 3. *The Jackson Center for Ethics and Values received CNN coverage for a summer program of ethics education to 6th graders.*

- *Improved retention and graduation rates*
 1. *Achieved a 40 percent six-year graduation rate, a better than 10 percent improvement in the past two years.*
 2. *A University Student Retention and Assessment Committee with membership from the faculty, administration, and staff has identified strategies to increase student graduation rates:*
 - a. *a new position to coordinate campus-wide student retention programs*
 - b. *professional development programs and appropriate incentives for faculty and staff engaging in freshmen support efforts*
 - c. *Revise student employment practices to increase availability of on-campus jobs for new students.*

- *Expanded student support services:*
 1. *Moved and enhanced Career Services for increased visibility.*
 2. *Conducted a professional review of Student Health Services to direct future expansions.*
 3. *Implemented Special Interest Housing with topics in marine science, campus leadership, and wilderness experiences. Note: Institutional Research reports a higher than average retention rate for Special Interest Housing students.*

- *The Coastal Carolina Student Housing Foundation, a private-public partnership:*
 1. *Opened Phase II of University Place with an additional 420 beds.*
 2. *Purchased a 20-acre property contiguous to the campus for future dormitory expansion.*

- *Fiscal accountability: The University prepared and submitted a third Comprehensive Annual Financial Report (CAFR), incorporating management analyses, a statistical section, and the complete text of the audited financial statements. In May, Coastal Carolina was awarded the Certificate of Achievement for Excellence in Financial Reporting for the third consecutive year.*

- *The 2005 Annual Report of the South Carolina Human Affairs Commission ranks Coastal Carolina first among four-year colleges and universities in Affirmative Action goal attainment. Coastal Carolina ranks above Clemson University, the Medical University of South Carolina, and the University of South Carolina.*

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However, even as we delivered a premier education to our graduates, we made momentous steps toward preparing for the 7,500 who will enroll this fall and the tens of thousands who will enroll in the years ahead.

- *The 50th Anniversary Initiatives, which had an original goal of \$10 million, raised over \$13 million. The campaign, the largest in our history, raised private funds to support the academic, physical and athletic needs of the University, including scholarships, endowed professorships and programmatic endeavors.*
- *An enlarged role for the Coastal Educational Foundation in developing funding streams for the operational needs of the institution in the face of diminished state support for higher education.*
- *The 2005 Campus Master Plan responds to new and evolving conditions and requirements of the academic curriculum, student services, and athletics. The Campus Master Plan was prepared to function as a comprehensive planning tool for guiding the future development and redevelopment of on and off-site properties.*
 1. *A projected on-campus undergraduate population of 10,000 to 12,000 students by the year 2013. This relates to an average growth rate of approximately 5 percent over the ten-year period between 2003 and 2013.*
 2. *Additional academic buildings totaling an additional 640,000 sq. ft. Several recurring themes emerged that will require particular attention during the second, design phase of the Campus Master Plan:*
 3. *The campus academic core must be maintained and made more pedestrian-friendly.*
- *Commitment to campus sustainability and reduced energy costs with a partnership with Santee Cooper:*
 1. *With a \$216,000 grant, the Coastal Science Center will be equipped with energy-saving equipment approved by EPA and DHEC. The University will install an HVAC system with energy recovery, even distribution lighting fixtures, a digital energy management system, and occupancy sensors.*
 2. *In a pilot study, Santee Cooper proposes to place a \$250,000 solar photovoltaic system on campus that converts solar energy into electrical energy that is transferred to the campus electrical grid.*
- *NESA effectively connects the University as an agent in the socio-economic development of the region, a challenge observed in "Corridor of Shame." During 2004-05, NESA has engaged with multi-year projects that hold real promise for the ten-county area, e.g., International Trade and Convention Center in Myrtle Beach, International Regional Airport, and I-73.*
- *The innovative print and television campaign, "This is My Classroom," increased awareness of the special learning environment of Coastal Carolina students to a statewide audience.*
- *Additional space:*
 1. *The Coastal Science Center, a 70,000 square foot building, will provide 28 classrooms and laboratories, 48 faculty offices, and serve more than 1,000 students.*

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2. *The Foundation Center will provide 30,297 square feet of non-instructional space.*
 3. *The Litchfield Higher Education Center opened and has attracted new audiences and advocates for the University.*
- *Public Safety has significantly improved its responsiveness to campus incidents:*
 1. *Implemented a communications system to reflect a certified central station operation and to improve official exchanges with neighboring law enforcement agencies.*
 2. *Added security officers for an increased presence in on-campus residences.*
 3. *Installed video cameras with centralized monitoring covering the campus, University Place, Atlantic Center facilities, and the Foundation Center.*
 4. *Entered into a cooperative agreement with Horry-Georgetown Technical College (HGTC) to provide public safety services on all their campuses.*
 - *Quail Creek Golf Course will offer expanded opportunities for HGTC horticultural students and Coastal Carolina PGM and environmental science students.*

2004-05 will surely be recalled as an historical year of great accomplishments for Coastal Carolina. At another institution of higher education or in another line of business, we might look forward to a year, a month, or at least a week of relaxation and well-deserved rest. However, you know and I know that Coastal Carolina has a relentless and growing momentum that will keep us busy, or even busier, in 2005-06.

IV. Campus Report: Public Engagement

Dr. Barr introduced the viewing of “University and Mentoring in the Public School,” an update on public engagement, which helped to summarize the benefits of mentoring through the students’ and mentors’ perspectives.

V. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Oran Smith reported the committee had met and there are two personnel items for Executive Session.

During the committee meeting, presentations were made from the College of Humanities and Fine Arts and the College of Business Administration.

Majors items pointed out by the College of Business Administration: degree offerings are expanding; in 1999 there were 967 students and currently there are 1,890; and, in three out of the four majors, business students ranked in the 95th percentile in the nationally normed tests. The College of Business Administration has determined that the college brings in \$15 million to the University and costs University \$10 million—netting \$5 million.

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Highlights for the College of Humanities and Fine Arts included: noting that every student passes through the College of Humanities and Fine Arts curriculum during their school experience; their Board of Visitors is being expanded; faculty have published 16 books in three years; and, public engagement initiatives are being expanded within the college.

A list of new faculty hires was included in everyone's packets.

Development & Alumni Affairs Committee

Mr. Moore asked Dr. Conner and Mr. Nicholson to report on the meeting held yesterday.

Mr. Nicholson reported the 50th Anniversary Initiatives Campaign total was \$13,059,702. Co-chairs Mr. Billy Alford and Dr. Hal Homes were commended for their diligence in bringing this campaign to fruition. Plans are nearing completion for the next fundraising effort, "Advancing the Dream—Major Gifts Initiatives," which will focus on student scholarships, faculty enhancements, academic programs, and facility needs.

The 50th Anniversary has given impetus to community giving. Several fundraising efforts in the works include: a Kimbel Library renovation project to remodel the entrance and adding a café, an endowed chair for archaeology; and naming of the Hospitality Suite.

Mr. McLean Collins, a master's degree candidate from Vanderbilt University, is serving an internship in University Advancement during the summer. He is helping to put together a business plan for the annual fund.

Dr. Conner reported that plans are underway for homecoming and the football season. The football games and tickets requests were reviewed. It is hoped that Trustees will be able to attend the Elon and Appalachian State games. The Alumni Board has changed the requirements for the Alumnus of the Year Award and advertised in **The Sun News**, hoping to get more nominations. The alumni directory is being updated through Harris Publishing. The third on-line newsletter has gone out and within a couple of days, 50 alumni updates were received. An Africa alumni reunion trip is being planned for 2006 with faculty and other reunions are also being planned. Another fundraising entity is the newly formed Parents Council which will hold its inaugural meeting during Family Weekend.

Planning & Fiscal Affairs Committee

Mr. Moore served as interim chair of the Planning and Fiscal Affairs Committee. He expressed appreciation to Mr. Keith Smith for his years of service on the Board of Trustees and most especially commended him for his stewardship and guidance on this committee.

Dr. Horner was pleased to report that the 2004-2005 year closed with finances as projected. She noted that the graph of 2005-06 tuition of the South Carolina public institutions denotes Coastal's tuition is in line with our peer institutions within the state.

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Student Affairs Committee

Mr. Lyles asked Dr. Willet to recapitulate the information presented during the committee meeting.

Dr. Willett noted that the highlights of the 2004-05 Student Affairs annual report had been distributed to everyone. It was a very good year in terms of hiring with the additions of Dr. Lloyd Holmes, Dean of Students, Ms. Paula Daniels-Drummond, Director of Residence Life, and others. However, it is disappointing that Dr. Hap Cox, Director of Counseling Services, will be leaving. Dr. Holmes will serve as interim director until a national search, hopefully, is completed in the spring.

With assistance from the American College Health Association and Dr. Sam Swad, a review of campus health services was completed. The contract with Conway Hospital will be expiring this year, and the recommendations will help put together a new plan with more expansive services.

As a result of a gift from the Jackson family, improvements and updates are in the planning stages for the student center.

Dr. Swad asked if Lymo ridership had increased and the vehicular pressure on campus had decreased. Dr. Willett stated that the changes made to schedules and bus stops last year had made an enormous difference. This year the Lymo rounds have been increased taking students from University Place onto campus and then to the Atlantic Center and back.

Mr. Koegel presented an Athletics update which included a successful season with Coastal Carolina once again winning the Sasser Cup for the third time in five years and seven years in total. Coach Bennett and his football team had a very successful 10-1 season. Alan LeForce won his 100th game as women's basketball coach. For the first time, the men's baseball team won top seed in the NCAA tournament. Golfer Dustin Johnson won the NCAA tournament. Basketball coach Buzz Peterson was hired.

Capital Projects Ad Hoc Committee

Mr. Moore stated the Foundation had approved the lease agreement for the proposed arena. He expressed appreciation to Messrs. DuBard, Frink, and Alford for their steering on the Foundation in these efforts.

There is a contractual item for Executive Session.

Dr. Weldon pointed out that everyone had received general information regarding the arena project, which included highlights of the proposed use agreement between Coastal Carolina and the Foundation. All material terms and conditions remain unchanged from what was previously approved by the Board of Trustees on March 15.

Chairman DuBard stated that the lease will go before the Joint Bond Review Committee on August 2; and, if approved, will then be submitted to the State Budget and Control Board on August 9. It is hoped that work will commence on the arena in October and completed within a year.

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Mr. Alford feels that it would be prudent for the University to meet with the South Carolina, Department of Transportation (DOT) in reference to frontage roads and their future on Highway 501 and the impact to the arena and aesthetic value of Coastal Carolina's entrance.

Dr. Ingle reported that the straightening out of University Boulevard has been absorbed into the project by the developers of the arena. This was the only way to expedite the project.

VI. Chairman's Report

Everyone was reminded of the Board Retreat September 8-10 at the Myrtle Beach Marriott Resort at the Grande Dunes.

The new parking decals are available and the forms with vehicle information should be returned to the University.

There are two items for Executive Session.

Dr. Dyer explained that there was an additional change to the bylaws regarding the four regular meeting dates. The recommendation is to amend the bylaws to give more latitude in planning the meeting times.

Mr. Rabon moved to amend the Bylaws to read: "There is a minimum of four (4) regular meetings of the Board annually. Ordinarily, the dates of these four separate meetings will correspond with a day during the respective four seasons of the year. The meeting that is held during the summer months will be the Annual Meeting." Mr. Spivey seconded and the motion passed.

Board of Trustees meeting dates for 2005-06 are: October 27-28, 2005; January 12-13, 2006; May 4-5, 2006 and July 13-14, 2006.

VII. Unfinished Business

Nothing to report

VIII. Executive Session

During Executive Session, personnel and contractual matters were discussed. Upon reconvening, Mr. DuBard stated that no action was taken during Executive Session.

Dr. Oran Smith moved to hire the following with rank and tenure: Dr. Steve Earnest, new Chair of the Department of Theater, as associate professor and Dr. Kenneth A. Rogers, new Chair of the Department of Political Science, as full professor. Ms. Harvin seconded. The motion passed.

At the recommendation of the Capital Projects Committee on July 14, 2005, Mr. Moore moved to recommend that the Board of Trustees amend the original Arena Use Agreement approved by the Board of Trustees on March 15, 2005, between CCA, LLC and Coastal

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Carolina University to become a Lease Agreement between Coastal Carolina University and the Coastal Educational Foundation, with all material, terms and conditions remaining unchanged as approved by the Coastal Educational Foundation on July 13, 2005. Mr. Spivey seconded, and the motion carried.

Mr. Spivey moved to retain Kelly, McCain, Smith-Owens, LLC as lobbyist for Coastal Carolina University. Mr. Lyles seconded and the motion passed.

IX. Nominating Committee Report

Mr. Lyles reported that after numerous conversations with the Nominating Committee, it was unanimously agreed to offer the following slate of officers:

**Mr. Charles J. Hodge, Chair
Mr. Daniel W. R. Moore, Sr., Vice Chair**

Mr. Spivey seconded. In a call for nominations from the floor, Mr. Parker nominated Mr. Moore to serve as chair. No one seconded and this motion did not pass. The original motion passed.

A secretary/treasurer will be appointed by the Chairman and Vice Chairman at a future site.

X. New Business

Nothing to report.

XI. Adjournment

As there was no further business, Mr. Spivey made a motion to adjourn.

Respectfully submitted,



Daniel W. R. Moore, Sr.
Secretary

After lunch, the Trustees toured the Foundation Center, Coastal Science Center, and the Marine Science Center.