

**Minutes  
Coastal Carolina University  
Board of Trustees**

**Brooks Stadium Hospitality Suite  
October 12, 2007, 10:00 a.m.**

**Presiding:** Mr. William H. Alford

**Board Members Present:**

Mr. William S. Biggs  
Mr. Gary W. Brown  
Mr. Robert D. Brown  
Mr. Joseph L. Carter  
Mr. Samuel H. Frink  
Mr. J. Wayne George  
Mr. Charles J. Hodge  
Mr. William L. Lyles Jr.  
Mr. Daniel W. R. Moore Sr.  
Mr. Clark B. Parker  
Dr. Oran P. Smith  
Mr. Eugene C. Spivey  
Mr. Tommy M. Stringer  
Dr. Samuel J. Swad

**Board Member**

**Not Present:**

Mr. Robert L. Rabon

**Others Present:**

Ms. Stacie A. Bowie  
Ms. Jean Ann Brakefield  
Mr. David A. Bredekamp  
Mr. Bernard B. Burroughs  
Ms. Carol Burroughs  
Dr. Janis W. Chesson  
Mr. Josh M. Chesson

Dr. Debbie Conner  
Dr. David A. DeCenzo  
Mr. Fred F. DuBard Jr.  
Dr. Edgar L. Dyer  
Mr. Bill Edmonds  
Mr. Cliff Ellis  
Dr. David W. Evans  
Mr. Wilbur L. Garland  
Dr. Lloyd A. Holmes  
Mr. Dean P. Hudson  
Dr. Gilbert H. Hunt  
Mr. J. Scott Joyner  
Mr. Warren Koegel  
Dr. Henry Lowenstein  
Mr. Marvin F. Marozas  
Mr. Tim Meacham  
Mr. L. Henry Mense  
Ms. Anne T. Monk  
Dr. Danny Nicholson  
Dr. William H. Richardson  
Mr. Caeser C. Ross  
Dr. Rob Sheehan  
Dr. Judy W. Vogt  
Mr. W. Greg Weisner  
Dr. Lynn Willett  
Ms. Nila S. Hutchinson  
Ms. V. Chyrel Stalvey

(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. Timothy Davis of the Weekly Surge, Ms. Jessica Foster of The Sun News, Ms. Katie Powell of The Horry Independent, Mr. Joel Allen of WPDE TV Station and Mr. Richard Green of Time-Warner Cable were in attendance.)

**I. Call to Order**

Chairman Alford called the meeting to order at 10:00 a.m. Mr. George offered an invocation.

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The following were introduced: Dr. Henry Lowenstein, Dean of the Wall College of Business; Ms. Mary Eaddy, Special Assistant to the President; and Coach Cliff Ellis, men's basketball.

Coach Ellis has a vision for men's basketball as a rallying point. There is nothing like athletics to rally around and the alumni will want to keep up with Coastal Carolina University. Four basketball games will be televised this year and go into eight million homes. The coaches' show will also be televised. This will help with recruiting. He said, "I love the game of basketball. I love this area. I enjoy the people here. I want to take the basketball program to another level. We all have to work together."

Mr. Duke Brown was welcomed back after his long absence with health issues as a result of a car accident.

Mr. Parker presented resolutions from the Board of Trustees for extraordinary support of football at Coastal Carolina University at a very early stage. Mr. Dean Hudson helped present the posthumous resolution for Franklin Burroughs to his wife, Carol Burroughs, who was accompanied by Franklin's father, Bernard. Mr. Duke Brown also received a resolution.

Roll call was taken.

**II. Approval of Minutes**

**Mr. Lyles moved to approve the minutes of June 22, August 24-25, and September 27, 2007. Mr. Frink seconded and the motion passed.**

**III. President's Report**

Dr. DeCenzo asked Dr. Vogt to give an update on enrollment.

Dr. Vogt stated that counselors were already on the road recruiting for Fall '08 and the campaign this year is called "Palmetto First," indicating that we are looking within South Carolina to find the most talented individuals. There will be eight weeks traveling to other parts of the state and two weeks in local high schools. There has been great success with counselor luncheons around the state.

She noted that the new Coastal Application for South Carolina Students is designed for 17-year-old audiences and 9,600 will be mailed tomorrow. They will be encouraged to apply early to be considered for scholarships. A postcard will follow to participate in the S.C. Application Review Day on December 7. If they come to campus with their application completed, Dr. DeCenzo has agreed to waive the application fee. Their application will be reviewed and they will receive an admissions decision that day.

The Fall '07 Freshman and Transfer Enrollment Summary was reviewed: increase of 182 freshmen (12% increase); 142 freshman were in-state (22% increase); growing in popularity locally and in Columbia and significantly in the upstate; 58 minority students increase (28% increase); although the mean SAT scores dropped about 7 points, it was the same nationwide due to changes in the test; transfers were strong with the most gain in in-state population; 43 states

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and 33 countries are represented in the student body; freshman retention increased about 3%; undergraduate students increased by 360 (5.6%).

It is expected that total enrollment will be about 8,200-8,300 students. Enrollment for graduate students continues and these statistics are not currently available.

The University can now track where the accepted student pool went if they do not attend Coastal Carolina. There were 681 South Carolina students who were admitted and attended another university in '06. The most popular in-state schools were USC (120), Winthrop (73), Francis Marion (63), College of Charleston (61), and Clemson (60). 1,773 out-of-state freshmen were accepted but enrolled in other colleges. The most popular schools out-of-state students accepted were East Carolina (73), USC (56), UNC-Wilmington (66), and University of Pennsylvania (40). These statistics will help to design our programs more effectively and to see who our major competitors are.

Chairman Alford wanted to know if an image survey had ever been conducted for the University. Dr. Vogt did not know of any. Chairman Alford feels that it will helpful to conduct an image survey to be focused with the guidance counselors and teachers within Horry and Georgetown Counties.

Dr. DeCenzo and Dr. Vogt have held discussions and have reshaped the scholarship program for the Fall '08 class. More scholarship monies are now available for in-state students.

Mr. Lyles asked if there were different admissions standards for students with special talents—musicians, artists, or athletics. Dr. Vogt responded that we have admissions standards but the special talent is also considered with the portfolio in the review process. Fewer than 15 applicants fit into this exceptional talent each year. Dr. DeCenzo will sometimes be asked to review some of the perspective students.

**IV. Standing Committee Reports**

Executive Committee

Nothing to report

Academic Affairs Committee

Dr. Smith reported that the committee had items for Executive Session.

He further stated that we want to attract students and we want to keep them. Most students change their major about 2.2 times. A student coming here for one major may change their major and transfer to another school to find the second choice. Coastal Carolina has 40 degree majors. The target is 52-55 majors. Exercise and Sports Science has just been approved and come on line. We are working on nursing and a master's degree in public administration, and at least three degrees related to education masters degrees.

The Academic Affairs Committee will be holding a retreat the first of next year.

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Alumni Affairs Committee

Dr. Swad stated that a good meeting had been held yesterday and there were no action items. Ms. Brakefield had reported on several fall events planned to engage alumni. Chairman Alford shared his vision for the proposed Atheneum Alumni Center.

Dr. Swad shared an article on Michael Owens, an alumnus, from Charleston Magazine. Mr. Owens traveled to Hawaii where he served an apprenticeship to build outrigger canoes. He returned to Georgetown and opened a business there manufacturing outriggers, surfskis and handmade paddles.

Athletics Committee

Mr. Biggs reported that the committee had an item for Executive Session. A two-day Athletic Committee Retreat will be set up in January to meet with coaches, to look at financial needs and to decide the direction for the Athletic Department.

Mr. Koegel noted the 2007 spring student-athletes had a cumulative 3.012 grade point average. Other activities of the athletes and their sports were included in the Board meeting packets. He highlighted some of the achievements of Coastal Carolina athletes. Golfer Dustin Johnson played his first PGA tournament and has signed a lucrative contract with Adidas. Two athletes in the women's soccer program—Emily McCall and Emma Humphreys—are from New Zealand and just returned from Beijing, China where they represented their country in the World Soccer Championships. Ashley Gunnin, another soccer player is one of the top 20 players in the country. Former Coastal Carolina baseball player, Mike Kostansa, hit 27 homeruns last year. He is playing in Arizona and has the possibilities of making the Philly's roster next year. Basketball player Jack Leisure introduced Barak Obama when he visited campus on August 23.

Mr. Carter made a motion to change the agenda and Mr. Moore seconded. All were in favor.

Facilities Committee

Mr. Carter reported that the Facilities Committee had met.

**After review of the Facilities Committee, Mr. Carter moved to recommend to the full Board of Trustees the approval of two leases: the Testing Center lease requesting a month-to-month lease, not to exceed six months, at Colonial Mall with Marelda Myrtle Beach Mall LLC to begin on January 1, 2008; and the leasing of approximately 2.8 acres on University Boulevard from the CEF for overflow parking. The cost of the lease would be \$1 per year beginning August 30, 2007 and ending on August 29, 2010. Mr. Spivey seconded and the motion passed unanimously.**

**Also after review of the Facilities Committee, Mr. Carter moved to recommend instructing the administration to develop a plan to expand the Science Building for labs by approximately 20,000 sq. ft. The administration, working with the Facilities Committee, is encouraged to hire professional consultants to do an assessment and a feasibility study, use the campus master plan as a guide, expand towards the Prince Lawn, and make this**

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**addition aesthetically pleasing to the quadrangle. This plan should be brought back to the Board for approval. Mr. Spivey seconded and the motion passed unanimously.**

Finance Committee

Mr. Parker reported that budget updates were included in everyone's packet. There is a \$6M allocation reduction due to reallocation of spending money in the Athletic Department. Athletic expenditures were moved to the "10" funds budget and the athletics allocations were reduced in order to cover these line items. This has been done in accordance with procurement procedures. State appropriations are \$16,807,764.

Mr. Garland reported that Ms. Lyerly has been appointed Associate Athletic Director of Finance. As a result, Ms. Bowie has been appointed Assistant Vice President for Business Affairs.

**At the recommendation of the Finance Committee, Mr. Moore moved to approve Stacie Bowie, the University's Assistant Vice President for Business Affairs, as the designated signatory for the University's checks, paychecks, banking drafts and any and all other commercial instruments that might be necessary for the University to execute as payment for a lawful debt or obligation, effective November 1, 2007. Mr. Biggs seconded and the motion passed unanimously.**

Mr. Parker suggested the establishment of a Trustee Student Mentoring Program. A student mentee could be selected from a list of students provided to the Trustees from their area of residence. Trustees could mentor and build a relationship with them and gain a greater understanding of what is happening on campus. In the end, this could increase alumni giving.

Government Affairs Committee

Mr. Lyles reported that Mr. Mark Kelley would like to have a list of key contacts that Trustees have with members of the House and Senate. Also of importance is the relationship with the Horry-Georgetown Legislative Delegation.

Mr. Dyer reported that he had participated in the I-73 Fly-In in Washington, D.C., with the Myrtle Beach Chamber of Commerce. The Horry County Council's Infrastructure Committee has approved the internal transfer of 50 acres of land to the Horry County Higher Education Commission. The full council will review the recommendation in two weeks. Dr. DeCenzo has a desire to strengthen the relationship in Washington and a strategy will be developed. On December 14, a reception has been planned for the Legislative Delegation and Trustees.

Institutional Advancement Committee

Mr. Moore reported that he had met previously with Dr. Nicholson to discuss fundraising initiatives and capital gift planning.

Mr. Joyner noted the new format of reporting gifts, cash vs. pledges, and planned gifts. Major gifts officers are outreaching and have been assigned a territory within and without the state, looking at pockets of high alumni and good corporate contacts.

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The major gifts officers and their assistants have moved to the Singleton Building and the administrative side of processing gifts and technical assistants remains in the Foundation Center.

Student Affairs Committee

Mr. Spivey reported that the committee reviewed safety and security issues, improvements to be made at the Student Center, and Student Centers at other universities.

Audit Committee

Mr. Stringer stated that he had contacted the State Budget and Control Board to make sure that he understood how state procurement process should work and what trustees should be doing. They informed him that he was the first trustee on any board to ever ask that question. They have a host of instructional materials available to train trustees and will make them available

Mr. Stringer meets with the internal audit staff on campus monthly.

The search continues for the new lead Director of Internal Audits.

In May the Audit Committee made a list of recommendations which were presented to the full Board of Trustees. Mr. Stringer read each item and asked Dr. DeCenzo what the University's status was on each of the recommendations:

1. We recommend that the contracts of outside consultants be reviewed individually and all future contracts signed by the University and related foundations or entities be approved by the Planning & Fiscal Affairs Committee [now the Finance Committee], regardless of the amount. *Dr. DeCenzo stated that this has been implemented and future actions will come before the respective committees.*
2. We recommend that a Human Resources Policy be implemented that guarantees all applicants consideration for employment based solely on their individual qualifications, that each position be properly advertised and that each interview follow EEOC guidelines. *Dr. DeCenzo noted that this had been a campus policy; however, since the recommendation, the policy has been reaffirmed.*
3. We recommend that the internal audit staff be expanded to include an Information Technology Auditor and that the head of the Internal Audit Department report directly to the Board's Audit Committee and indirectly to the President of the University. *Dr. DeCenzo noted that the University is in the process of hiring the Director of Internal Audit and the Information Technology Auditor will be hired after the director is on campus.*
4. We recommend that a Discretionary Spending Policy be implemented that requires any expenditure above \$20,000 be approved by the Planning & Fiscal Affairs Committee. We have referred the discretionary spending issues related to the past President to the External Auditor for recommendations. *Dr. DeCenzo stated that the policy was passed in May and a report on his discretionary spending, irrespective of the amount, will be reported on at each Board meeting.*
5. We recommend that all current leases be reviewed individually and all future leases be approved by the Capital Projects Committee [now Facilities Committee] regardless of the amount and the ownership of each lease being fully disclosed. *Dr. DeCenzo reported that this is being done and is exemplified with the approval of leases today.*

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At this point, Mr. Stringer made a motion to go into Executive Session, before asking for a report on the final recommendations. Mr. Carter seconded and the motion passed.

After reconvening, Mr. Alford stated that no action was taken during Executive Session.

**Mr. Stringer made a motion for the Board of Trustees to endorse the five Audit Committee recommendations as listed above. Mr. George seconded and the motion passed unanimously.**

The following was also recommended by the Audit Committee but will not be offered for approval at this point: we recommend that the Board adopt a policy prohibiting trustees from serving on the boards of any University related foundations or other related entities. We are continuing to review the policies of each related foundation and recommend the following:

- that each related foundation or entity should retain an external auditor separate from the University;
- that information be freely shared between the auditors of the University and each related foundation or entity; and
- that each related foundation or entity be responsible for the hiring, compensating and terminating of their respective employees.

This will be referred to Chairman Alford.

Chairman Alford asked Dr. Swad to chair an ad-hoc committee to review the dual roles of the Board and other foundations as well as the relationship between the Coastal Carolina administration/ employees and foundations and asking for outside resource from the Association of Governing Board.

Members of the ad-hoc committee are:

Sam Swad, chair  
Tommy Stringer, chairman of Audit Committee  
David Singleton or CEF appointee  
Charlie Hodge appointee of Student Housing Foundation Member, a non-Board member  
External Auditor  
Member of Horry County Higher Education Commission  
Representation from Association of Governing Board

Mr. Alford would like recommendations from the committee by the December Board meeting.

Honorary Degree Committee

Mr. George stated that the Honorary Degree Committee had met. **Mr. George made a motion to present three candidates for honorary doctorates at December Commencement: Larry Biddle, Marilyn Fore, and Dan Cooper. Mr. Hodge seconded and the motion carried.**

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Academic Affairs Committee

**At the recommendation of the Academic Affairs Committee, Dr. Smith moved to correct the oversight of awarding tenure at the hiring of Dr. Emma Savage-Davis. Mr. Frink seconded and the motion carried.**

**V. Chairman's Report**

Everyone was asked to complete the "Conflict of Interest Disclosure" statement and turn it in.

**VI. Unfinished Business**

Nothing to report.

**VII. New Business**

Dr. DeCenzo recommended for consideration that in the future the Board of Trustees have two full days for committee meetings and the regular Board meetings.

**VIII. Adjournment**

As there was no further business, Mr. Lyles moved to adjourn the meeting. Mr. Carter seconded, and the motion carried.

Respectfully submitted,

Tommy M. Stringer  
Secretary/Treasurer