

Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall Sr. School of Business Administration Building, Board Room
July 17, 2009

Presiding: Mr. William H. Alford

Board Members Present:

Mr. William S. Biggs
Mr. Larry L. Biddle (teleconference)
Mr. Gary W. Brown
Mr. Robert D. Brown
Mr. Joseph L. Carter
Mr. Samuel H. Frink
Mr. J. Wayne George
Ms. Natasha M. Hanna
Mr. D. Wyatt Henderson
Mr. William L. Lyles Jr.
Mr. Daniel W. R. Moore Sr.
Mr. Eugene C. Spivey
Dr. Samuel J. Swad
Mr. Robert G. Templeton

Board Members Not Present:

Mr. Charles J. Hodge
Dr. Oran P. Smith

Others Present:

Dr. James L. Adams
Ms. Stacie A. Bowie

Mr. Josh M. Chesson
Ms. Lori G. Church
Dr. Debbie Conner
Dr. David A. DeCenzo
Mr. David Douglas
Dr. Edgar L. Dyer
Ms. Mary E. Eaddy
Ms. Haven L. Hart
Mr. Matthew L. Hogue
Ms. Martha S. Hunn
Ms. Rose Marie Hussey
Mr. Dan Jolles
Mr. Warren Koegel
Dr. Dianne L. Mark
Dr. Timothy E. Meacham
Mr. David Roper
Dr. Michael S. Ruse
Dr. Rob Sheehan
Dr. Judy W. Vogt
Dr. Cheryl Ward
Dr. Susan E. Webb
Ms. Jennifer Packard
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.)

I. Call to Order

Chairman Alford brought the meeting to order at 10:00 a.m., and Mr. Templeton offered the invocation. New trustees Larry Biddle, Natasha Hanna, and Wyatt Henderson were introduced.

Mr. David Douglas presented an update on the Coastal Educational Foundation (CEF) business for President Carl Falk. The Finance and Budget Committee has reviewed the proposed unrestricted budget for FY 2010. Because of the economy, the endowment ended the year 15% down; however, this was better than most other institutions. The income has been significantly reduced, and it is a hard task to decide the programs that the CEF will be able to support.

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Dr. Dyer presented a report for the Horry County Higher Education Commission as Chairman Julie Rajotte could not be in attendance. The 2009-2010 budget has been approved, which includes financing \$250,000 for sidewalks and bike paths and \$853,648 for Atlantic Center property improvements including intramural softball and soccer fields, lighting, fencing, and parking. The scholarship budget has been increased by 30% for Horry County students.

New employees were introduced: Dr. Dianne L. H. Mark, Dean of Spadoni College of Education; Dr. Cheryl Ward, Associate Professor of Archaeology; David Roper, Interim Director of Public Safety and Chief of Police; and, Jennifer Packard, Senior Administrative Coordinator.

Also introduced were Dan Jolles, Student Government Association President, and Dr. Michael Ruse, new Faculty Senate Chair. Appreciation was expressed to outgoing chair, Dr. Susan Webb.

Roll call was taken.

II. Approval of Minutes

Mr. Spivey moved to approve the minutes of May 8 and June 8, 2009. Mr. Frink seconded, and the motion passed.

III. President's Report

Dr. Vogt reported that we are on target with the enrollment goals and reviewed the 2009 preliminary fall enrollment: 4% increase in new students; 3% returning undergraduate students; and, 3.4% total undergraduate students. As of this morning, 1,794 freshmen are registered. Only one of the three transfer orientations has been completed. Housing is currently full and has activated a wait list for FL09. About 170 Bridge students are anticipated. Coastal Carolina hosted a transfer program one evening and 75 students attended. Marketing helped to publicize the program into the local market with radio and newspaper ads. Those attending orientation were impressed with the atmosphere of faculty, staff and Admissions and the beauty of the campus.

Chairman Alford wanted to know what the biggest challenge for enrollment is. Dr. Vogt responded that it is developing a two-year relationship with the client before they actually matriculate as a student.

Mr. Brown asked how Coastal Carolina is doing with student employment. Dr. DeCenzo noted that we have about \$1.5 million in student employment on campus. Summer jobs in the area are not as plentiful as they have been in the past.

Dr. Conner reported that the University is seeking \$15M in grants through Recovery funds as well as from other governmental sources. Dr. Mike Roberts is seeking a \$9.6M grant, the largest "ask" we have ever made, for equipment for the Swain building. Ms. Monk has found in looking for stimulus money, that the criteria are very specific and looking for shovel-ready projects. She is also looking for private grant money. Plans are being made to go back to Washington, D.C. in

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September. Ms. Monk is in contact weekly with Senator Clyburn's office in continuing to work on the Litchfield project.

Mary Eaddy introduced "Academic Chauncey" in his new uniform. He will be making special presentations to school children throughout the Carolinas and walking the beach to recruit students. Billboards featuring Chauncey are on I-95 and Highway 38/Highway 501. The branding rolling out for "It's about You" was very successful. Coastal Carolina has invested \$62,400 in a campaign valued at \$315,400. The campaign has been driven through different mechanisms—free media, the private sector, and our own faculty and staff. Posters of the ads were displayed. The television spots and the "It's about You" jingle were previewed. Professor Steve Bailey wrote the jingle, which is being downloaded and sold.

Matt Hogue reported that the television spots were seen locally to reach residents and tourists, throughout the state, and on ESPN and MTV. Each of the television stations had tandem advertising on their Web sites. In the first five days of the Web site <http://www.ccuaboutu.com/>, there were 275 downloads.

Marketing and Admissions meet together quarterly to plan strategies.

Martha Hunn reported that the "It's about You" campaign rollout was featured live on WMBF at 6:00 a.m. and four television organizations (WMBF, WBTW, WPDE, and Headline News Location Edition) on their 6:00 p.m. and 11:00 p.m. news broadcasts. The Sun News and Waccamaw Publishing were also in attendance for the rollout. As a result of the campaign, WMBF-TV Vice President and General Manager Ted Fortenberry produced a very complimentary opinion editorial about Coastal Carolina. The editorial was previewed. CDs of the campaign and the jingle were distributed to everyone.

Gary Brown noted that his friends on other state boards have often asked how Coastal Carolina stays on the news all the time. His answer is that Coastal Carolina is constantly doing newsworthy things; however, he also expressed appreciation to University Communication for doing a great job.

IV. Standing Committee Reports

Academic & Student Affairs Committee

In the absence of Dr. Smith, Mr. Frink reported that the committee had reviewed the majors offered on campus and noted which ones were successful and which ones needed to be more productive.

Mr. Templeton made a motion to approve the new hire with tenure of Dr. Cheryl Ward (Motion 09-29), Associate Professor of Archaeology, and to confer Distinguished Professor Emeritus to Gilbert H. Hunt, Linda P. Hollandsworth, Peter C. Lecouras, and Donald J. Millus (posthumously) (Motion 09-30). Mr. Biddle seconded and the motion carried.

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Advancement, Marketing & Alumni Affairs Committee

Mr. Moore reported that there were no action items.

Dr. Adams reviewed the June 30, 2009 year-end pledges received report and was pleased to report that Coastal Carolina had held their own. This was an extraordinary accomplishment in this economic downturn. Total fund raising for the year was \$4,655,049.72. The pledges received total is \$1,987,990.47. Last year at this time there were \$2.3 million in pledges receivable which were lapsed. Through personal visits to those with lapsed pledges, this has been reduced to about \$700,000.

The Chanticleer Athletic Foundation has had a good year. Mark Roach has been appointed Executive Director and great emphasis has been put on fund raising. Warren Koegel is part of the team and will be even more active when the new Athletic Director is appointed.

Dr. Adams has met with the Alumni Association Executive Board of Directors to develop the whole concept of how friend raising leads to fund raising. Ten alumni chapters are now established.

The Alumni Association, Coastal Educational Foundation, Chanticleer Athletic Foundation, and Development are joining together at Atheneum Hall for one tailgate event prior to the football game. All Board members are invited.

He asked all the trustees to bring prospects to the University's attention. People give to people. This football season, bring a guest/guests with you who are prospects for support of the University.

Athletics Committee

Mr. Spivey stated that there were no action items.

Chairman Alford expressed appreciation to Athletic Director Warren Koegel. He has been a tremendous asset and looks forward to his new role in fund raising with the Chanticleer Athletic Foundation. Mr. Koegel received a standing ovation.

Mr. Koegel stated that he looks forward to his new position. He noted that yesterday golfer Sam Lyon moved into the quarterfinal match of the U.S. Amateur Public Links Championship. He defeated the top-ranked amateur in the U.S.

Audit Committee

Dr. DeCenzo and Mr. George have asked Mr. Henderson to implement and perform random auditing of critical accounts. Targeted areas will be identified and a plan of action determined.

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Executive Committee

There was nothing to report.

Finance, Planning & Facilities Committee

Ms. Bowie reported on the revenue projections for “10” funds. Undergraduate tuition is projected to end with a 3.1% increase. State appropriations were originally budgeted for \$16,161,399 and were reduced to \$12,675,241 (-21.6%). Total revenue was -.3% but the increase in student enrollment offset the decrease. Total revenue is \$93,473,696. Projected expenses are \$85.3 million. It is hoped to roll \$2 million forward in the contingency fund.

For FY10, we plan for a 3% increase for in-state and out-of-state students. We are on target to hit those numbers. Total budgeted expenses are projected to be \$93,937,240. We have budgeted 39 unclassified positions and 39 classified positions. We have asked the state for 65 new FTEs which have not been approved yet. We have been able to accommodate all the student employment requests. We were able to maintain the higher level of scholarships to help students who need additional funding.

This year contingency was broken out into two components. Our regular contingency of \$1.8 million is budgeted at 1.9% of the total revenue and unexpended plant numbers combined. Typically we like to have around 3%. A Budget Reduction Contingency line has been added this year, which is 10% of our \$12.675 million appropriation line without the stimulus money. We are planning for the possibility of mid-year reductions and have already implemented a three month lag for new hires.

There is a significant increase in our electricity expense line due to an expected rate hike of between 30% and 40% by Santee Cooper in November. Dr. DeCenzo reported that Coastal Carolina is putting in a central cooler to help off-set this increase. Chairman Alford recommended meeting with Santee Cooper to discuss this. Ms. Bowie added that we are filling out paperwork to get \$433,000 to improve energy from stimulus money.

Ms. Bowie gave the following building update:

- Athletic Field House is on schedule. We are looking at substantial completion by early spring 2010.
- Student Convocation/Recreation Center, Information Commons (Kimbel Library Addition), and Swain Hall Science Annex were approved by the State Budget and Control Board on June 29th. Currently we are moving forward with the phase II contracts and with the preparation of construction documents
- Baseball Batting Facility – The construction phase was approved by the State Budget and Control Board on June 29th. Bid plans and specifications are being prepared for OSE.
- Commons Dining Hall Addition – The design phase was approved by the State Budget and Control Board on June 29th. We are meeting with our approved service on campus. We need to make a determination of the amount of A& E involved with this project and whether or not we can do the design work through one of our IDC architects or go out for architectural selection.

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- Athletic Training Facility – This is a renovation of the current locker room in Brooks Stadium once the field house is completed.
- Myrtle Beach Education Center on 79th Avenue – Priority is getting classroom space available for this fall and getting theater space up and running.
- Meade Fire Tower – Purchase was approved at the State Budget and Control Board meeting on June 29th.

A motion was made by Mr. Lyles to approve the baseball field lease (Motion 09-28). The motion was seconded by Mr. Spivey and passed unanimously.

Government Affairs Committee

Mr. Lyles stated that there were no action items.

VI. Chairman's Report

Chairman Alford reminded everyone of the 2009 Conference for College and University Trustees on Tuesday, September 29, at the Columbia Metropolitan Convention Center.

Dr. Gerry Schmidt facilitated a very successful retreat yesterday afternoon, and a summary will be made available to everyone who could not be in attendance. In order to streamline the Board meetings, committee meetings will now be at large.

VII. Unfinished Business

There was nothing to report.

VIII. New Business

Mr. Carter moved to elect the following slate of officers for 2009-2011:

**Chairman – William H. Alford
Vice Chairman – Samuel J. Swad
Secretary/Treasurer – Samuel H. Frink**

Mr. Moore seconded and the motion passed unanimously.

IX. Executive Session

Mr. Spivey moved to go into Executive Session to discuss personnel and contractual matters, and Mr. Carter seconded. Upon reconvening, Mr. Alford stated that no action was taken during Executive Session.

Mr. Lyles made a motion to approve the November 20, 2008, February 19, 2009, and May 7, 2009, Executive Committee minutes. Mr. Biggs seconded and the motion carried.

Mr. Spivey made a motion to move forward with the concept of requiring sophomore student housing on campus. Mr. Carter seconded and the motion carried.

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X. Adjournment

As there was no further business, Mr. Spivey moved to adjourn and Mr. Lyles seconded. The meeting adjourned.

Respectfully submitted,

Samuel H. Frink
Secretary/Treasurer