

Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall Sr. School of Business Administration Building, Board Room
May 9, 2014

Presiding: Mr. D. Wyatt Henderson

Board Members Present:

Mr. William S. Biggs
Mr. Samuel H. Frink
Ms. Natasha M. Hanna
Mr. Carlos C. Johnson
Mr. Marion B. Lee
Mr. Charles E. Lewis
Mr. William L. Lyles Jr.
Mr. Daniel W. R. Moore Sr.
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Mr. Robert G. Templeton
Mr. William E. Turner III

Board Members Not Present:

Mr. Gary W. Brown
Mr. George E. Mullen
Dr. Samuel J. Swad

Others Present:

Ms. Carolyn S. Bender
Ms. Stacie A. Bowie
Ms. Jean Ann Brakefield
Dr. Barbara A. Burd
Dr. J. Ralph Byington
Mr. Josh Chesson
Ms. Lori G. Church
Ms. Amanda E. Craddock
Dr. Debbie Conner
Dr. David A. DeCenzo

Mr. Fred F. "Trip" Dubard III
Mr. Edgar L. Dyer
Mr. Bill Edmonds
Mr. Matt Hogue
Ms. Martha S. Hunn
Dr. Edward Jadallah
Mr. Christopher A. Johnson
Mr. Mark Kelley
Ms. Meghan Laffin
Dr. James O. Luken
Dr. Steven J. Madden
Dr. Karen A. Maguire
Mr. Timothy E. Meacham
Ms. Eliana N. Padron
Ms. Kaitlin T. Page
Mr. Williams M. Plate Jr.
Dr. Nelljean Rice
Dr. Michael H. Roberts
Chief David Roper
Dr. Barbara A. Ritter
Ms. V. Chyrel Stalvey
Mr. Gregory T. Thompson
Mr. Gregory W. Thornburg
Mr. Dennis Wade
Ms. Kathy T. Watts
Mr. Stovall Witte
Mr. David Yancey
Coach Cliff Ellis and Men's Basketball
Team & Other Coaches

(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. Heather Gale of the Horry Independent and Vicki Grooms of the Sun News were present.)

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I. Call to Order

Wyatt Henderson brought the meeting to order at 10:00 a.m. and Sam Frink offered an invocation.

Coach Ellis, other coaches, and the men's basketball team received the following resolution and a standing ovation.

***WHEREAS**, the Coastal Carolina University 2013-2014 MEN'S BASKETBALL TEAM won the 2014 Big South Conference Tournament Championship with a 76-61 victory over Winthrop University; and*

***WHEREAS**, this victory on March 9, 2014, in the VisitMyrtleBeach.com Big South Conference Basketball Championship game represents the first conference tournament championship for the Chanticleers since 1991 and the team's first NCAA Tournament berth since 1993; and*

***WHEREAS**, the 2013-2014 season marked CCU head basketball coach **Cliff Ellis**'s first Big South Conference title and ninth trip to the "Big Dance," and led Ellis to become just the 10th coach in NCAA Division I history to lead four different programs to the NCAA Tournament, and to be recognized with the 2014 Gene Bartow Award from collegeInsider.com for outstanding contributions to the game, on and off the floor; and*

***WHEREAS**, the members of the 2014 Chanticleer Big South Championship team are **Kyle Buffkin, Josh Cameron, Tristian Curtis, Badou Diagne, Michel Enanga, Warren Gillis, Aaron Law, Uros Ljeskovic, El Hadji Ndieguene, Colton Ray-St Cyr, Eric Smith, Ron Trapps, Shivaughn Wiggins and Elijah Wilson**; and*

***THEREFORE BE IT RESOLVED**, this Board commends **Coach Cliff Ellis**, his staff including **Don Hogan, Benny Moss, Mamadou N'Diaye, Matt Hurt, Isaac Brown and Bonnie Neal** and the team for their enthusiastic dedication and energetic service to Coastal Carolina University and the community.*

Done this Ninth day of May, Two Thousand and Fourteen

Coach Ellis gave tribute to the basketball team who worked hard to achieve great success. It has been a shining moment in their lives and Coastal's history. When he was hired there was a lot of work to be done to take a team to the "Big Dance." He expressed appreciation to the Board of Trustees for their support and asked them to continue investing in athletics.

Dennis Wade, President of the Coastal Educational Foundation, reported that 2.94 acres have been donated to CCU for a new academic building. Elliott Davis, LLC has been engaged to provide audit services for the CEF for the next five fiscal years. Christy Cooper Whitlock of

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Pawleys Island and Ann Brittain LeMay of Myrtle Beach have filled two vacant seats on the CEF.

The FY2015 unrestricted operating budget committed \$2.1M for the Academic/Program Budget; \$410,000 for scholarship support and \$1.7M for program support. The purchase of about one acre on 544 at the University's request has been approved. Investment manager, Brown Brothers Harriman, continues to shift assets into equities. BBH anticipates it will reach the 70% equities and 30% fixed income allocation in the next few months as more stocks become available that meet BBH's investment criteria.

The CEF financials as of 3/31/14 include:

- Total assets \$37.4M; \$28.5M in cash and investments
- \$3.4M in unrestricted cash and investment.
- Return on investments (net of fees) is 5.5%
- 5-year average annual return is 14.38%; 10-year average annual return is 5.84%

Chris Johnson, Chanticleer Athletic Foundation, Executive Director, reported that the CAF remains focused on baseball/softball projects. The CAF has committed \$8M in private funding for this at project end. YTD total fundraising for CAF is \$5,557,790; total cash received \$2,117,481.

II. Approval of Minutes

Bill Biggs moved to approve the February 14, 2014 Board of Trustees minutes and Chuck Lewis seconded. The motion passed.

III. President's Report

Greg Thornburg presented an Enrollment Services update and noted the new table banners around the room which will be used on recruiting trips. In February, the "No Stone Unturned" campaign started which included a local acceptance student day, 13 Saturday programs, discovery day programs, 15 hotel student receptions, and an event in Raleigh before basketball games. Next week admissions counsellors will be going into local high schools. The unused \$50,000 financial funds not used by students will be recycled to help other students. Forty-six faculty have volunteered and helped call 500 students this academic year who were eligible for scholarships enticing them to come to Coastal Carolina. Relocating to Baxley Hall has allowed Admissions to meet more families and prospective students and to have finance counsellors available.

He expressed appreciation for Amanda Craddock, Director of Admissions. Derek Doss, Associate Director of Admissions, was recognized for his preparation of the successful hotel receptions. On April 12, we had the largest discovery day on campus.

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2014 Spring Enrollment of 8,705 was the largest enrollment in history. Fall projections look good. The goal is 9,670, which includes a 1.6% increase in freshman applications. Some melt down is anticipated with the announcements of new tuition and fee rates.

Gene Spivey wanted to know what the tuition is in the states where we have hotel programs. Bowie stated that we continue to be very competitive in those states. Byington noted that Institutional Research had performed a zip code comparison analysis of tuition at schools near the hotel programs. Some in-state school tuition is comparable to our out-of-state tuition. We cannot compete with North Carolina because of their low cost; however, we are making great gains with them.

Hanna asked what is the in-state/out-of-state student ratio. Thornburg replied that it is 54/46% in-state and out-of-state students based on high school attended. DeCenzo noted that this does not take into account the common market and military which would then make the ratio about 50/50%.

Project Coordinator David Yancey made a presentation on a new software advisement module in dashboard which he has developed to help advisors with retention and available resources. The dashboard indicators supply schedule risks; advisee distribution by state; student holds; information from previous, current and future semesters regarding retention; and, GPA range. At first, the concentration will be on first year advisors and then available to all faculty.

Madden said faculty is looking forward to having this information available. It will make advising sessions faster and allow students to move forward with their education.

DeCenzo feels that we should have this software trademarked.

Interim Dean Barbara A. Ritter of the E. Craig Wall Sr. College of Business Administration made the “Innovating Together with Success” presentation. The mission of the College of Business Administration is to educate each student to develop marketable skills for a successful career in a globally competitive and diverse environment.

Through innovative education, Dr. Karen Maguire is a great example of doing just that. She received the 2014 Service Learning Award from the S.C. Commission on Higher Education for assisting local not-for-profit organizations. The first step of this project was a research project to determine the practices and programs NPOs had in place, areas of weaknesses, and steps to achieve more efficient accounting and stewardship practices. Students then determined the policies applicable to NPOs on the basis of size and provided a menu of policies for four different sized organizations. Next, students conducted a financial asset mapping and gap analysis of all NPOs in Horry and Georgetown counties in order to assess the potential to form coalitions, centralize backroom operations, and create financial efficiencies. With this project, students applied the knowledge and skills they had learned in the classroom, reflected on the material they have learned, gathered any additional material needed to conduct the analyses, and presented the material to NPO executives. This project was executed through two graduate classes.

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Twenty CCU business students travelled to Omaha on Nov. 14, along with Kenneth Small, Assistant Dean of Students for the Wall College of Business, and Gina Cummings, Director of CCU's Wall Fellows Program. CCU alumnus Alexander Klaus was instrumental in arranging an invitation to meet with Warren Buffett. During the trip, the group toured a variety of businesses such as Berkshire Hathaway Inc., TD Ameritrade, Borsheims Fine Jewelry and Gifts, and Oriental Trading Company and met with some of the companies' upper-level executives. They met with Buffett for lunch and participated in an exclusive question and answer session.

This is an indication of the growing reputation of our college, and the increasing alumni presence of the Wall College around the nation. Other universities that have participated in the Friday meetings with Buffett include the Harvard Business School, MIT's Sloan School of Business and Stanford University.

An award-winning example of the Master in Accountancy program is the MBA 611 class on leadership. Graduate students from Coastal Carolina worked with Red Rocket. In a letter to the University, David Sapp reported that the team had exceeded expectations and hopes to work with more students from Coastal in the future.

The Gerald Boyles Student Investment Fund is a prestigious opportunity for business students interested in investments to get real practice experience. The first major donation for the fund was received this week. Finance students have the opportunity to engage in various investment strategies and decisions in managing real money in real time. It is governed by an investment advisory board that is comprised of faculty, administrators and investment professionals. These academic and business leaders share their expertise and interact with students during student investment presentations.

Evidence of success of the program is through recruitments and assessment. We have experienced 10% student growth; 35% management major growth; 18.5% increase in deposits this year for the college of business; retention integrated freshman year experience with UNIV 110 and CBAD 120; retention coordinator started in the fall of 2013; professional development activities and mentoring; increased internships; and, increased job placement.

Student-athlete Meghan Laffin was introduced. She received one of the most prestigious awards on campus, the 2014 Ronald D. Lackey Service Award. Undergraduate students are nominated by their peers or by faculty or staff members to be considered regarding service to the University. She is also in the Wall Fellows Program.

Laffin reported that last summer she internshipped at CBS and after graduation will work with CBS fulltime. She came to Coastal Carolina on a volleyball scholarship and became captain of the team. Four years at Coastal has been an incredible journey. She encouraged the University to continue giving students hands-on experiences and feels that internships are extremely important. She will wear teal proudly in New York City.

Ritter stated the college needs to grow the internship program in cooperative agreements with local organizations and have strategic growth for graduate level programs.

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Marion Lee and Chuck Lewis were very impressed with Ritter's presentation and congratulated the administration and faculty for their student success programs. The University is developing outstanding young people.

DeCenzo noted that he has now been president of Coastal Carolina University for seven years, and it has been a privilege to serve. He looks forward to many more years.

IV. Standing Committee Reports

Academic Affairs & Assessment Committee

At the recommendation of the Academic Affairs & Assessment Committee, Oran Smith moved to approve the following:

- 1. Establish a Master of Education in Special Education. Spivey seconded and the motion carried (Motion 14-24).**
- 2. Establish a Master of Science in Information Security & Analytics. Spivey seconded and the motion passed (Motion 14-25).**
- 3. Approve changes in the 2013-2014 Faculty Manual concerning promotion to senior instructor and senior teaching lecturers. Biggs seconded and the motion carried (Motion 14-26).**
- 4. Approval of promotion from lecturer to senior lecturer for P. Jay Zeltner and Dale Quin. Swad seconded. The motion passed (Motion 14-27).**
- 5. Approval to confer distinguished professor emeritus to Gary Stegall at his retirement. Swad seconded. The motion carried (Motion 14-28).**

Advancement, Marketing & Alumni Affairs Committee

Although there were no action items, everyone was reminded of two August events: Athletic Gala on the 22nd and Darius Rucker concert on the 23rd.

Athletics Committee

During the committee meeting, everyone agreed to present the resolution to Coach Ellis and the Men's basketball.

Audit Committee

No action items.

Executive Committee

No action items.

Finance, Planning & Facilities Committee

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Bigg thanked Stacie Bowie and her staff for their work in preparing the draft budget. The University has been asked to keep tuition down, and everything was reviewed closely to keep the increase as low as possible.

At the recommendation of the Finance, Planning & Facilities Committee, Bill Biggs made the following motions:

- 1. Approve the Fall 2014 Tuition and Room and Board rates as presented in the Budget Book. The final detailed Budget Book will be presented in August. Chuck Lewis seconded. Roll call was taken and there were 14 unanimous votes. The motion carried (Motion 14-29).**
- 2. Approve the new and updated course fees, including those fees for distance learning courses, the Professional Golf Management program and other miscellaneous course fees, as presented for the 2014-2015 academic year. Gene Spivey seconded and the motion carried (Motion 14-16).**
- 3. Approve the request of University President David A. DeCenzo for a discretionary fund of \$240,000 for fiscal year 2014-2015. Will Turner seconded and the motion carried (Motion 14-17).**
- 4. Approve expansion of tuition reduction partnership to regional school districts for the Specialist in Educational Leadership (Ed.S.) program. School districts within our immediate region would be given a 30% tuition reduction. Spivey seconded and the motion passed (Motion 14-18).**
- 5. Approve renewal of one-year lease with Horry Georgetown Technical College for three classrooms and three faculty offices in the Speir Building at the HGTC Grand Strand campus at an annual cost of \$26,000. Rent to include all utilities, security, maintenance, custodial and telecommunication costs. Spivey seconded and the motion carried (Motion 14-19).**
- 6. Approve the lease of the office space at 909 Front Street and of 180' of Dock Space from The Georgetown Agency from July 1, 2014, through September 30, 2014, payable at \$2,360 per month. Beginning October 1, 2014, the University will lease the property for eight years (October 1, 2014 – September 30, 2022) at an annual rate of \$5 from the CEF, all of this pending purchase of said property by Georgetown County. Turner seconded and the motion was approved (Motion 14-20).**
- 7. Approve renewal of one-year lease to the Small Business Development Center of Winthrop University for \$3,000 per year. Carlos Johnson seconded and motion carried (Motion 14-21).**
- 8. Approve renewal of one-year lease, renewable for three more one-year terms, of 6,215 square feet of space in Litchfield Landing for annual rent of \$93,225 for the term July 1, 2014, through June 30, 2015. Turner seconded and motion passed (Motion 14-22).**
- 9. Approve Naming Opportunities List as provided by the Office for Philanthropy. Sam Frink seconded. The motion was approved (Motion 14-23).**
- 10. Approve extending Maymesters/summer distance learning tuition rates to those students enrolled in a 6-credit hour or more internship during Maymester/summer effective 2014. Beginning Maymester/summer 2015, all internship students, regardless of internship credit hours, will be eligible for the Maymester/summer distance learning rate. Chuck Lewis seconded and motion passed (Motion 14-30).**

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Government Affairs Committee

At the recommendation of the Government Affairs Committee, Larry Lyles moved to renew the Nelson Mullins Riley & Scarborough contract with the same conditions and terms as last year. Biggs seconded and the motion carried.

Student Affairs & Retention Committee

Henderson awarded outgoing Student Government Associate President Kaitlin Page with the first CINO Board of Trustees award pin.

Eliana Padron, new SGA president, was introduced and she expressed excitement for the coming year and the opportunity to serve the students at Coastal Carolina.

V. Chairman's Report

Henderson stated that at the next meeting of the Board of Trustees on Thursday, August 7, there will be a morning retreat/training for trustees. A copy of the training will be made available. To all who cannot attend.

Meeting dates for the remainder of the year will be August 7-8, October 23-24, and December 11-12.

Vice-chairman Gary Brown's term as trustee will expire and a new vice-chair needs to be elected. The following ad-hoc committee was appointed: Henderson, chair, Frink, vice-chair, and Larry Lyles.

Bowie stated that the audits continue moving forward through five areas of the campus. One area is incomplete but should be complete by the next Board meeting.

VII. Executive Session

No items of business.

VIII. Other Business

As there was no further business, Biggs moved to adjourn and Spivey seconded.

Respectfully submitted,

Chyrel Stalvey