

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

**Academic Affairs & Assessment Committee**  
**E. Craig Wall Jr. Board Room**  
**February 26, 2015**

**Committee Members Present:** Mr. Fred F. DuBard III, Mr. Samuel H. Frink, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Dr. Samuel J. Swad, and Mr. Eugene C. Spivey

**Other Board Members Present:** Mr. William S. Biggs, Ms. Natasha Hanna, Mr. Carlos C. Johnson, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. Larry L. Lyles Jr., Mr. George E. Mullen, Mr. Robert G. Templeton, and Mr. William E. Turner III

**Others Present:** Dr. Steven Bleicher, Ms. Stacie A. Bowie, Dr. J. Ralph Byington, Dr. Debbie Conner, Ms. Amanda Craddock, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Ms. Martha S. Hunn, Dr. Edward Jadallah, Dr. Steven J. Madden, Mr. Timothy E. Meacham, Mr. William M. Plate Jr., Dr. Nelljean Rice, Dr. Barbara A. Ritter, Ms. V. Chyrel Stalvey, Ms. Kathy T. Watts, and Mr. David Yancey

(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. Scott Harper of the Horry Independent and Charles Perry of the Sun News were in attendance.)

Chairman Oran Smith brought the meeting to order at 9:08 a.m.

**Sam Frink moved to approve the October 23, 2014 committee minutes and Trip DuBard seconded. The motion passed.**

After the recommendation of the search committee and faculty, Provost Ralph Byington was pleased to report that Barb Ritter has been appointed the new Dean of E. Craig Wall Jr. College of Business Administration. Ritter stated that she is honored to serve and plans to continue with an integrated curriculum with more involvement with freshmen and retention initiatives.

Faculty Senate Chairman Steve Madden reported that Faculty Senate has been busy working with new core curriculum classes which are more imaginative and intuitive. This semester reviews will be held for new masters programs and concentration on programs we already have.

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President David DeCenzo was complimentary of Madden's leadership and close relationship with the administration. He is aware of the current environment of higher education regarding tuition increases, the value of a four-year degree, and the attack on the liberal arts component of education. Some are asking if the degree does not result in a job why it is needed. Madden responded that it takes the effort of both the faculty and administration to make Coastal Carolina University an experience to find a job.

Oran Smith stated that the faculty manual is a living document and changes constantly. Madden said Faculty Senate is trying to make it more accessible and usable to the faculty. Next week a standing committee will be appointed to review the manual.

Byington reviewed the S.C. Commission on Higher Education Status summary sheet of projects which showed an increase in graduate programs. While some new programs go to CHE, others go to SACS and/or COC for approval. Our peer and aspirant universities have a significantly higher percentage of their students in graduate programs. We only have six percent. As we increase our graduate population, we are looking for high quality programs which are important to the region and our students.

Dean Nelljean Rice reported on the progress of the BRIDGE Program which is directed by Michele Varga. A memorandum of understanding was signed with HGTC and restricted to 50-75 students. High-performing students transfer to CCU mid-year with a 2.75 GPA or higher with 12 hours of college-level classes. This is a true residential college education. Students will be placed in a living-learning community with the Coastal Excellence and Leadership program (CEaL) to help them with college life. Former BRIDGE students still attending CCU from 2013-14 have an average GPA of 2.82; the highest GPA is a 3.9. The program will expand judiciously as we move forward.

Amanda Craddock stated that we are accepting students called late bloomers who had a rocky beginning in high school but became more successful later.

Dean Ed Jadallah presented a Coastal Office of Online Learning (COOL) report detailing the successful implementation of several online courses and programs since the 2013-14 initiation. In 2013-2014 there were seven online programs including 42 courses that were approved. The online graduate programs included a Business Foundations Certificate, English for Speakers of other Languages (ESOL Certificate), and Literacy Concentration. Undergraduate programs included Geospatial Technologies Certificate, Health Administration, HRTM Completion Degree, and Marketing Completion Degree.

In 2014-2015 graduate programs include Ed.S. Instructional Technology, M.S. Information Systems Technology, and M.Ed. Special Education. Undergraduate offerings include the Early Childhood Special Education Certificate. This will include 63 online courses with a budget of \$178,050. The core curriculum now includes 24 courses submitted for revision or for online delivery. Joe Winslow is the Director of COOL implementing the processes for faculty program proposals and acceptance. Dodi Hodges is the Director of the Center for Teaching Excellence to

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Advance Learning (CeTEAL) which provides faculty with the professional development education opportunities that help them stay current with online teaching and learning modalities. Byington stated that it had been a good move last summer to allow out-of-state students to take summer classes with instate pricing. ITS has worked tirelessly to make online offerings available.

As there was no further business, Sam Swad moved to adjourn. Gene Spivey seconded and the motion carried.

Respectfully submitted,

Chyrel Stalvey for  
Charles E. Lewis  
Secretary/Treasurer