

Minutes
Coastal Carolina University
Board of Trustees

Student Affairs and Retention Committee
E. Craig Wall Jr. Board Room
February 26, 2015

Committee Members Present: Fred F. DuBard III, Mr. Marion B. Lee, Dr. Oran P. Smith, Dr. Samuel J. Swad, Mr. Robert G. Templeton, and Mr. William E. Turner III

Other Board Members Present: Mr. Samuel H. Frink, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Charles E. Lewis, Mr. Daniel W. R. Moore Sr., and Mr. Eugene C. Spivey

Others Present: Dr. Steven Bleicher, Ms. Stacie A. Bowie, Ms. Jean Ann Brakefield, Dr. J. Ralph Byington, Ms. Lori Church, Dr. Debbie Conner, Ms. Amanda Craddock, Dr. David A. DeCenzo, Mr. Cameron Driver, Mr. Edgar L. Dyer, Ms. Martha S. Hunn, Dr. Edward Jadallah, Mr. Timothy E. Meacham, Ms. Eliana Padron, Mr. Williams M. Plate Jr., Dr. Nelljean Rice, Dr. Barbara Ritter, Mr. Mark Roach, Ms. Pat Singleton-Young, Ms. Karly Southall, Ms. V. Chyrel Stalvey, Mr. Gregory Thompson, 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 Will Turner brought the meeting to order at 11:07 a.m.

Robert Templeton moved to approve the minutes of October 23, 2014 Student Affairs and Retention Committee meeting. Will Turner seconded and the motion carried.

Eliana Padron, President of Student Government Association, shared some areas of progress:

- improving communication between students and SGA through town halls and state of student body addresses, i.e., how tuition is used and reasoning behind decisions made.
- improving the Senate through education, reviewing Robert's Rules, surveying students personally and adding a graduate student.
- SGA & S.T.A.R. (Students Taking Active Responsibility) are working closely to communicate and hear the voices of the students and student needs.
- promoting Multicultural Celebration; Happy Constitution Day; SGA tailgates with Chant Nation; #ItcanWait, a campaign promising no texting while driving; Take Back the Night;

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homecoming, trivia night, co-sponsor Wellness Week, black history trivia, and presidential debates.

- some future events are Relay for Life, Day of Remembrance, and SGA elections.

Provost Ralph Byington stated that there is a good working relationship between the senators and the administration. In fact, two senators came to him to discuss potential future bills for SGA. After talking with them, the senators resolved not to present one of their proposed bills.

President David DeCenzo congratulated SGA for their increased attendance at athletics events and school spirit. They are working hard to get students involved in activities on campus.

Debbie Conner Student Affairs general updates

- campus recreation has seen a major increase in late night attendance.
- spring intramural teams are now traveling throughout the southeast to other institutions to compete and are doing very well.
- university housing has 88% occupancy of expanded capacity compared to 83% this time last year. Student retention is much stronger when living in university housing.
- CCU Residence Hall Association won most spirited delegation for S.C. Organization for Resident Education and Steven Manz was awarded the CORE First Year Experience Student of the Year.
- Assistant Dean of Student Conduct search is underway.
- multicultural events continue to receive good reviews and increasing attendance.
- health educator in Student Health Services has been hired and will specifically target health education for students and the Live Well initiative.
- counseling services has various programming initiatives underway for mental health and sexual violence.
- student union dedication is tomorrow.
- fraternity and sorority life is growing quite strongly on our campus. Fifteen percent of our students are members of this community and we are looking to add two or three historically black fraternities/sororities in the fall.
- spring break alternatives are being offered this year. One group is going to Texas (Camp Summit, for children and adults with disabilities) and another group is going to West Virginia (Appalachian South Folk Life Center) helping people in that region with basic necessities.

Gloria Gaynor was honored as an inspiring woman at the Women in Philanthropy Leadership Conference two weeks ago. CCU's Gospel Choir serenaded her and the audience by singing "I Will Survive" and brought the house down. As a result of her attendance, WIPL received additional donations. The Gospel Choir's 52 singers will be touring to Tennessee and have already performed at 30 events this semester

Byington reported that 90.1% of the students who could register for fall have done so and retention is increasing. The following retention actions were also noted:

- roll out core curriculum for professional development for students has taken place.
- Increasing the number of internships.

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- allow for year round scholarship awards for Palmetto and Life Scholars.
- Retention Committee has been expanded to a Retention and Graduation Committee. Programs developed include a faculty calling campaign, recruiting trips for deans, fellows program in education, and CEal, BRIDGE and COOL Programs.
- retention is 67% fall to fall and the goal is 74% by 2016-17.

Turner made a motion to approve utilization of the previously established “Funds for Excellence” to pay faculty and staff compensation for compression/merit adjustments of up to \$400,000 compression and \$150,000 merit for faculty and up to \$400,000 compression and \$150,000 merit for staff based on a 1% retention increase to 68%. Oran Smith seconded and with the removal of “annual impact” from section 4, the motion passed (Motion 15-12).

The Wall College of Business Administration and the Spadoni College of Education are developing programs for student research fellows beginning as freshman for high performance students to get engaged with faculty and different programs.

Dean Barbara Ritter stated that research fellows enhances everything we do for student leaders and encourages students to continue for graduate programs. Peter Gasca is the new director of the Community and Business Engagement Institute (CoBE) which will help connect talented undergraduate students with local businesses for mutual benefit. There were over 30 applicants and 15 were selected. Currently, they are working on six projects.

Among the projects is one by Wall Fellow Steven Vanden Heuvel who is giving back to the community this spring by creating after-school fishing program to help foster a love for his favorite pastime with the youth in Horry County. The project is being launched under the name of Carolina Kids Fish. A partnership has already been established with Carolina Forest Elementary School, where the project will be launched first. It is anticipated that another elementary school will adopt the program by the end of 2015, allowing 200 kids to learn to fish this year alone. Fishing will begin in April. Since the beginning of the year he has raised \$1,895. In addition to his fundraising efforts, he has arranged for a private pond at Thompson Farms to be used for the project. The pond will be stocked next month with approximately 100 catfish and 500 bream, all for the purpose of helping instill a passion for fishing and the outdoors among the youth of Horry County.

Myrtle Manor, the Myrtle Beach trailer park made famous on the hit TLC reality show “Trailer Park: Welcome to Myrtle Manor,” is the subject of a research project conducted by Karen Maguire, professor of accounting in the E. Craig Wall Sr. College of Business Administration at CCU. Students are working with her to study the impact of “Myrtle Manor” on the local economy.

Other projects include our honor society leaders attending a national conference and there is a current leadership group with distinguished alums.

Dean Jadallah noted that Teaching Fellows receive up to \$24,000, in yearly scholarships (up to \$6000 a year for four years) while they complete a degree leading to teacher certification. The

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scholarship provides up to \$5,700 for tuition and board and \$300 for specific enrichment programs administered by CERRA (contingent on funding from the S.C. General Assembly). A Fellow agrees to teach in South Carolina one year for every year he or she receives the Fellowship. We will be competing with Frances Marion University, University of South Carolina, Clemson and others for students.

We anticipate enrolling 25 Teaching Fellows each year beginning fall 2015. Our Fellows will be offered numerous professional development opportunities and will be involved with communities and businesses through various service projects and partnerships with local schools.

In addition to being a Teaching Fellow, qualified candidates may apply for a Research Fellowship with the primary purpose to recognize undergraduate students who have the potential to make significant contributions to their field of study. Our research fellows will serve as interns in the Consortium for Educational Research and Evaluation (CERE) office and Center of Excellence and Academic Advising. Research data will be collected, analyzed, and reported.

Nelljean Rice presented an update on our BRIDGE Program students who had an entering class of about 50-75 students who have now become an integral part of the University and assuming leadership roles. When the requirements for admission increased, CCU and Horry-Georgetown Technical College signed a memorandum of understanding to prepare students to enter CCU. High performing students transferred to Coastal mid-year with a 2.75 GPA or higher of college-level classes. Former BRIDGE students still attending Coastal 2013-2014 have an average GPA of 2.82; the highest GPA is a 3.9. Students who did not return had financial or health issues for themselves or extended family.

The primary focus for the Coastal Excellence and Leadership (CEaL) Program is for South Carolina students who would not have had the opportunity to go to a four-year school without this opportunity. They have live-in mentors. Retention for CEaL students for FA 2014 is about 1% (87.7%) above the retention for all freshmen. These students did well in high school and had a good GPA but did not test well on standardized tests. Six of these students made the Dean's Honor Roll in their respective colleges and one qualified for mid-year acceptance into the Honors Program. Their GPA average is 2.746. The program is an unqualified success and appreciation was expressed to the trustees for their support.

As there was no further business, Smith moved to adjourn and Trip DuBard seconded.

Respectfully submitted,

Chyrel Stalvey for
Charles E. Lewis
Secretary/Treasurer