
ABSENT: Marvin Keane, Mark Mitchell, Tom Secrest, Srini Venkatraman, Eric Hall, Ken Martin, Paul Peterson, Jim Henderson, Terri Sinclair, Holly Tankersley, Maria Torres, Erin Burge, Terry Fries, Kevin Godwin, Chris Hill, Bill King, Brent Lewis, James Solazzo

APPROVAL OF MINUTES: Motion to accept Lee Bollinger, seconded by Barbara Buckner. Motion approved.

PRESIDENT REPORT:
Let me start by what is most obvious and that’s to say thank you to all of you. If your year was anything like mine, it had to be the most taxing, academic year I think I have ever spent. I have my fingers crossed that I will not see another one like this, but we’ll see what happens. I have been up in Columbia the last couple of weeks and right now it is extremely busy and needless to say with everything you reading in the papers it has just been a whirlwind of excitement, anger and a few other well placed adjectives that could describe it. Business seems to be operating as normal. There was some hope that with this cathartic relief from the Governor that we might see some change in how some decisions might be made; I think that lasted about all of 30 seconds. In his apology to the Control Board the basic start by the Governor was a very, to the point in times, sincere apologies to the budget control members specifically to Senator Leatherman. Without going into a lot of detail saying that in the past we’ve had differences of opinion in the Budget and Control but it is my hope that we basically turned a new leaf on life as of today. By the time our projects hit we were the one institution that was primarily singled out for ridiculous projects and I am extremely happy to say that through joint bond and through budget control Senator Leatherman came to our rescue. It was quite noted at joint bond where there was an attempt to have all of our projects killed. Normally at joint bond when a member says I want to basically put this on hold or move this to another meeting it’s automatic; Senator Leatherman would not let this happen. The long and short of it is he allowed a little bit of discussion and at some point there were two members of joint bond that were very clearly upset at our student convocation center and he just finally said that he had heard enough and that we were going to vote on this and if you didn’t like it you could vote against it. The vote came back seven to two and Senator Leatherman carried that same attitude over to Budget and Control. After the Budget and
Control of three to two the Governor did make a comment that some things will never change which kind of went against the five-minute apology which then went into some other things that we don’t need to go in to. I know that we’ve had in the past certain difficulties in Columbia but I can say that if any of you every run in to Senator Leatherman please thank him because he single handedly saved those projects. He has just been very supportive, knows what we’ve been trying to do and how we have been trying to help our students and he is not letting politics come into play on this so that has been very refreshing. As we all watched the budget went to the eleventh hour. There was a lot of stuff we were waiting for and I know that most of this year we waited for the regulatory relief. Our bill did get through the house, unfortunately with the furloughs at the general assembly the Senate had roughly three weeks left to deal with the budget and deal with the regulatory relief and all that I got from Columbia was we’re not going to get to it until the budget is done. And at that point we knew that it was something that we’ll simply have to continue working on. The agreement is there will be meetings starting late summer and work through the fall and we should have the Senate side of the equation well briefed and brought up-to-date on what the regulatory rate is and ultimately in January it will pass without any problem. We do know that the Governor is against it, he has telephoned me and said so that he will not support it and we’ll just take it from there and see where it goes. Hopefully with enough votes on the Senate and the House side we’ll be in a position to have the edge. One of the problems with the budget we got not positions. We had asked for 65 FTE and got none. Now we think there may have been a little bit of game-in-ship going on with some of that. None of the universities got any of their FTE and when we finally delved into it, one of our committee members in the house pulled out everyone’s FTE’s request. We have been assured by budget control that they will correct, there word is basically go ahead and hire we and will worry about paperwork later. I’ve been of the mindset send me a letter saying that I can go ahead and we will go ahead and move forward. We have, I think, about 40 or 45 positions in kind of an emergency fund here if you will on campus. We are going to use those as best we can and it is my hope that by the time semester starts we’ll get our 65 position in earnest back but right now they have not been approved. You probably also heard that there was a 2% cut and if it stays at 2% we’d be happy. One of the interesting things that’s not been widely publicized is in order for the state to get the educational stimulus money they cannot take our budgets below 2005 level. The 2% puts us now at about the 2005 level so unless all of that fighting that went on with respect to that stimulus money, unless Higher Ed is held harmless, there will be no future discussion because they will fall below that 2005 level. So we think that we will probably see no more than this 2% unless there is some more dramatic changes that could potential happen. I have escrowed 10% of our state funding for cuts so even if they come back and take another couple of percent and whatever those implications are we are going to be fine up to 10%. All the indications are right now is that while we’re certainly in still this a tuff economy by fourth quarter we think that some of it will start to change and we’re very hopeful that we won’t see these cuts. But were counting on the stimulus baseline and other things not to let it hit. As you remember last year Higher Ed took the brunt of most of those cuts and as you well know they were very painful.

Let me change the subject to a couple of things that I think are possibly a concern to you, one of which is very concerning to me and as time has passed has probably gotten a little less of an issue but let me just explain something that happened both at Convocation and at Graduation several weeks ago. How many of you remember the young man in computer science that ultimately has gone to Stanford for his Ph.D. Some of our faculty, I don’t know who and I don’t really what to really know who, were making comments at both Convocation and Graduation that they couldn’t
believe the young man would ever come to Coastal that if he was that smart why didn’t he go to a better school. Now I know that I am probably preaching to the choir but I tell you folks that that aggravated me. And I think that if I will ever find out who those people are, which is why I say I would rather not know, if you truly think our education here is substandard and truly think we can’t attract that quality of a student, probably this is not the place for you and I hate to be that blunt but when I had an opportunity to be down at an event in Pawleys Island with this man’s family there and they credited our Computer Science faculty and a couple of them in particular for really finding this kids passion. And for them to infer that this school wasn’t good enough for him really bothered me. So again, I don’t want to belabor the point but for somebody to say that really demeans the entire faculty in this university. I think it goes against everything that we’re trying to do to build a quality institution and to enhance the quality that is here. I still can’t understand how that comment could be made. If you think that way, please, don’t do it publicly and again to do it at Convocation in the reception area and then to repeat it during Graduation really was wrong. I will just leave it like that.

Let me talk a little bit about teaching loads. I know asking all of you to pick up an extra class last semester and I guess carried it into fall was probably one of the most difficult decisions that will end at the end of the fall semester. I am still going to ask administrators to teach a course until we come completely out of this but what I want to do folks and we seem to have waned a little bit and I think it kind of got caught up last year in the budget cuts. I want us to stop looking at teaching loads. To me a teaching load is something that exists between you, your department chair and your dean. Rather everything that we do around here is student credit hours and we’ve got enough data now to indicate what student credit hours are generated in any given college. What student credit hours we need to basically make our numbers, run our budget and I really think we’re at a time where I am going to ask the Provost to work with the deans to focus on the student credit hours. That gives you the deans and it gives the department chairs much greater flexibility. You may find that there is a faculty member that should be teaching fewer courses at any given semester. I don’t want my Provost and I don’t want to get involved whether you are teaching two, three, four, five, seven or twelve classes; that’s not our issue. What is my issue I need so many credit hours per College and again we’ve got all that data. So that is something that will continue throughout this semester and ultimately were going to be able to come up with something that has that discussion where it’s more appropriate with the Deans, with the Chairs and with each of the faculty members. There have also been several emails regarding athletics, what am I doing and am I crazy. As I have said this is probably where I am going to need some help on a couple of things. To many times people see an event or a decision and I’m missing something in a way getting the message out of how it fits in a bigger picture. The bottom line is I have got to make athletics self-sufficient. I can no longer put the kind of money we are putting into athletics and do the kind of things that we want athletics to do. It doesn’t mean that we are going to have less of an emphasis on athletics it just simply means that they need to get out and start raising some money and doing the things that the kinds of things that will ultimately help their particular area. I’ve been trying to convince some people that we need to tier our sports, that there are revenue sports, there are non-revenue sports. Everybody doesn’t need to be treated equal. Let me just say that at this point this is starting, the finance people and I are tiering our sports. Again the whole piece of it is I’ve got to ultimately get to a point where less and less of our monies, fewer and fewer of our funds go out and I can’t keep pumping more and more into it. We’re probably the highest in the state on our athletics fees and that isn’t resonating real well in Columbia. In order to do that I need to put some money where my mouth is, put some people in positions where they can raise money. But I also want people to
understand that even though people are in positions where there expected to do something and are going to be paid accordingly they are going to be held accountable. That was the piece that no one was addressing, the accountability and the expectations. I think the Sun News article got it as close as anybody, by saying one major gift will make it a good move. So I want you to know that there are reasons why some of these decisions are being made. We are going to be holding people accountable, but the primary emphasis behind it and ultimately when a new Athletic Director is brought in that Athletic Director’s primary focus is to give me a plan how over basically the next five to ten years our Athletic Program is self sufficient. I can’t think of any other way to do that. Is athletics worthwhile? Clearly it brings us a lot, there are a lot of things that we see and benefit from in this University but there is only so much that we can spend and I have reached that point that I can’t spend any more, so it has to be supplemented in some way. I may look back in three years and say that was a dumb decision, I hope not. But, one nice gift out of it and I’m going to look smart.

Along those lines, I want to thank a couple of faculty so far that have participated in some of the videos that have come out in marketing. I got asked this morning why are we spending money on marketing especially in difficult times and the flippant answer, is in good times you market in bad times you market more. Reality of it is folks we are in tremendous competition for students. If we don’t keep the student population here and I’m not talking just bodies, I’m talking quality bodies. If we don’t bring in the kinds of students that we want in the numbers that we have we’re going to have difficulties. We are down now under 8% of our total budget, that’s about $135 million to run this institution and we get about 12% from the state and the fact is we have to act more like a private institution because we have to rely on tuition revenue. So we’re going to market those things hopefully in a prudent manner. We’re going to try to get that information out and again it kind of goes back to for us to be singing the praises of your hard work and then to have some of your colleagues sit there and say well I wouldn’t send my kid there because I don’t think the quality is good, kind of defeats the purpose.

I know there were also some issues on a tag line that was coming out. The long and short of it I stopped it this summer until I could get a Faculty Committee together. There were two components to that and I think that we were reacting to one and not the other and part of that is how marketing was looking at it. There is a tagline that could be used for Judy Vogt in what she does in her admission’s literature although we have not even permitted it there. What I want to do is come up with something that properly represents us and really gets to the heart and somewhere it’s got to reflect quality education. And so you will hear a little bit more about that as the Fall Semester gets here. We will work to come up with a couple of words hopefully that properly reflect who we are and reflect what the heart and soul of this institution is about.

Q: Yoav Wachsman asked whether the term Premier Undergraduate Education no longer represented our institution.

A: It could still be but we had some difficulty with the word Premier and part of that is how you show what’s premier and we weren’t basically able to go back in and define it. But we’re not saying that in fact it was Premier Undergraduate which basically said our Graduate Programs stink. Now that was part of the difficulty. But we’re trying to come up with something that encompasses all of what we do but I’m not going to support something that doesn’t have at its root the quality education in some capacity.

Q: Deb Walker asked regarding conflicting rumors and messages of off-campus offerings and fundraising. Some of her concerns were with regards to the area between UNC Wilmington and College of Charleston there is this giant area that’s avoided and basically could be our area right
now with fund raising and capitalization for student bodies. Unfortunately down in mnemonic
times financial incentives to teach on campus were at times removed, there were some conflicting
information about the site of the former Myrtle Beach Mall, what we’re doing with Litchfield and it
strikes me that these areas are extremely fertile grounds for fund raising for a variety of reasons and
I wondered if you could talk a little bit about that.

A: As you know we almost lost the Waccamaw Facility and sadly there were a chain of events.
The drownings off of Sandy Island really started to get peoples interest in terms of what Coastal
could possibly do and as many of you know we’re offering swimming lessons to some of the
resident school children in Georgetown County. We have been trying to figure out a way to
capitalize in a lot of what is down there, basically historical, Archeology. We are close to getting
something out of the federal government to actually buy the building, as well as, endow that
program and some of you may have seen we have hired, literally, a world renowned archeologist.
There’s always an up-tick to an economy like this with all the cuts and faculty lay-offs that were
happening in Florida we had a person who had that kind of world reputation that was looking and
we’re just so excited to have her join us. We’re looking at those kinds of things, probably the most
fertile ground we have not addressed is the South end and we’ve got some things that we’re
working on. I’ve had a couple of things at my home with people at the South end. The problem is
just like anything else, you go out with your hand out and their less likely to give until they believe
in something and we are finding those things that they believe in.

Q: Deb Walker asked regarding Litchfield Lecture Center, lecture series that had been done and
some of the outreach at 79th Campus if there were possible ways to address this market.

A: Well I think when you talk about 79th street and I said this morning and I saw in some of the
notes, I can’t wait for the MFA to show up on this campus because I’ve talked to some people and
we are going to need a Performing Arts Center but the one thing that everyone of the individuals
that I talked to has said is that your not going to raise the money and I won’t help you raise the
money until I see an MFA. That just seems to be the ticket to get people to support that and so
seeing some of those move forward will help but there is on the plans the need to build the
Performing Arts Center.

Q: Judy Englehart asked to verify his statement earlier regarding the use of student credit hours per
college rather than per program or per faculty.

A: I have said from the very beginning, I want my Dean’s running their colleges; I don’t want the
Provost running the colleges I want the deans. And if we give a dean a target goal that says we
need 10,000 student credit hours out of your college and your dean says Judy you got all 10,000
I’m giving everyone else the semester off that’s the way it goes. Now I would hope that wouldn’t
happen but again we get caught up and then what happens is we get the Board of Trustees in the
middle of this discussion and everyone’s asking when we go to these Trustee meetings what your
student teaching load and there all over the board and that’s not critical. I could have somebody
teaching 5 classes but if there 5 students in each class it doesn’t help me. But if I have a student
ratio and I have faculty that are giving me x number of credit hours and again there going to vary
based on what your dean and your department chair see in respect to your research. You may have
a semester that you’d rather teach five classes and have them smaller versus than I’d rather teach a
larger one. I’m starting to look and we’re working on the University Master Plan I have got to
build an office complex where running out of office space. We started some discussion yesterday
about looking in building something 60-75,000 sq. ft. office space. The basement or first floor
would be four or five rooms like this one. You as chairs, you as faculty, you know your discipline
and what the pedagogy is, I don’t, so for me to come up here and say you’re going to have thirty
students in your class may be right or wrong. You could have maybe a hundred and thirty given what the class is about or maybe you only need five because you doing student teaching. Whatever, I don’t want those decisions coming to my level or to the Provost level, it’s not fair to either one of us that’s what the deans and the chairs are suppose to be focusing on.

Q: If we’re building, hypothetically, an office complex that has four or five rooms this size does that mean that we’ll be increasing our class sizes.

A: No, but if I have somebody who says that I have a faculty member who wants the ability to teach a class of ninety and I have only one or two classes to accommodate this on campus, no, I am not trying to increase class size. Again let the pedagogy drive it. When I go back to my former institution I taught Principles of Management and it was limited to the largest class on campus of 240 seats in it. I kept saying give me the football stadium and let me just teach once a semester or once a year, it could easily be done. Do I recommend you teach Principles of Accounting or Principles of Finance like that, no! I bet in every one of your colleges there are some basic courses where you could probably put larger numbers because it’s mainly, basically lecture.

Two last things, one is I would like to introduce Dean Dianne Mark, Dean of Spadoni College of Education. And the last thing that I have is a request and I’ll probably make it somewhat easier to address it to the Executive Committee. Sometime over the next six months I would like a wish list of what this faculty would like to have. I’m not going to say I can get all of it or any of it but I need to know the kinds of things that you’re looking for. I know at one point and got pulled back but I’m going back for the tuition remission for faculty family members. I was told that I had to take it out last year but that we would revisit it this year. I need to know the kinds of things that you’re hoping for because there’s a two-edged element to that and a lot of times there are people in the community that may have a specific desire to fund something and if I have an opportunity to make a match or have an opportunity to start building a budget toward it I need to know what those things are. I know that personally I would love to see for us to find a way to do some kind of childcare and quite frankly we’re probably going to throw some elder care in that. I think there are some things with Tech that they started that we might be able to look at but I want to know what some of those things are. So if you would get those things to me some time by the end of the semester I’d appreciate it. With that, thank you all enjoy the rest of your summer and see you in August.

EXECUTIVE COMMITTEE REPORT:
Susan Webb asked for a moment of silence and thanksgiving for the life of our late colleague Don Milleus who led us at graduation and was a Tisdale Bible Scholar who taught numerous generations of faculty and students what it meant to be a proud and revered Chanticleer.

PROVOST AND OTHER ADMINISTRATIVE REPORTS: None

COMMITTEE REPORTS:

**Fang-Ju Lin, Assistant Professor Biology** presented: Academic Integrity Statement on behalf of the Student Life Committee.

- **Student Life Committee Annual Report** – submitted by Fang-Ju Lin, Chair (Attached) For information only.
- **Academic Integrity Subcommittee Report** – (Attached) For information only.
Statement of Community Expectations (Attached pg) Fang Ju Lin made a motion asking for the Senate to approve for use in Fall, 2009. Vote/action needed. This is provided as an attachment on pages 20-39 and will also be presented on screen for your convenience.

Philip Whalen, Chair of the Family Friendly Ad Hoc Committee, submitted their year-end report on page 40. For information only.

Jennifer Shinaberger, Co-Chair, Distance Learning Advisory Committee, submitted their year-end report on pages 41-42. For information only.

Thomas R. Hoffman, Chair, Faculty Welfare and Development Committee, submitted their year-end report attached on pages 43-44. For information only.

Pat Piver, Academic Affairs Committee Chair, submitted their year-end report attached on pages 45-48: For information only.

Pending Business: None

New Business:

Good of the Order: None

Adjournment:

Respectfully submitted,

Approved by Susan Slavik
Faculty Senate Chair

Moe Murphy
Faculty Senate Recorder