COASTAL CAROLINA UNIVERSITY  
FACULTY SENATE ORDER OF BUSINESS  
February 29, 2012  
Wall Building, Room 309  
4:30 p.m.

I. CALL TO ORDER – Keshav Jagannathan, Chair

II. ROLL CALL – Dodi Hodges, Secretary

III. APPROVAL OF MINUTES – February 1, 2012.

IV. CONSENT AGENDA – attached for approval.

V. PRESIDENT, PROVOST, AND OTHER ADMINISTRATIVE REPORTS

   Michael Ruse: QEP

VI. EXECUTIVE COMMITTEE REPORT

Keshav Jagannathan, Chair, to present the Executive Committee Report.

   ❖ The following Administrative Actions were generated and approved without stipulations from the February 1, 2012 meeting:

AA 16: All items from the February 1, 2012 Consent Agenda.
AA 17: Approval of a minor in Anthropology.
AA 18: Approval of a minor in Intelligence and Security Studies.
AA 19: Approval of a Bachelor of Arts in Intelligence and National Security Studies.
AA 20: Approval of changes to the B.S.B.A. Accounting Major.
AA 21: Approval of changes to the Upper Level Business Core Requirements for the B.S.B.A. majors of Accounting, Economics, Finance, Management, Marketing, and Resort Tourism Management.
AA 22: Approval of changes to the B.S.B.A. Resort Tourism Management Major.
AA 23: Approval of changes to the B.A. Early Childhood Education Major.
AA 24: Approval of changes to the B.A. Elementary Education Major.
AA 25: Approval of changes to the B.A. Dramatic Arts Major.
AA 26: Approval of changes to the B.F.A. Theatre Arts (Acting Concentration).
AA 27: Approval of changes to the B.S. Information Systems Major.
AA 28: Approval of changes to the B.S. Information Systems Major.
AA 29: Approval of changes to the B.S. Nursing (Completion Program).
AA 30: Approval of changes to the B.S. Exercise and Sport Science – program.
AA 31: Approval of changes to the B.S. Recreation and Sport Management – program.
AA 32: Approval of changes to the B.S. Exercise and Sport Science – internship.
AA 33: Approval of changes to the B.S. Recreation and Sport Management – internship.
AA 34: Approval of changes to the B.S. Exercise and Sport Science – foundation.
AA 35: Approval of changes to the B.S. Exercise and Sport Science – major.
AA 36: Approval of changes to the B.S. Exercise and Sport Science – policy.
AA 37: Approval to amend the Admissions criteria concerning removing the computer-based test TOEFL and adding the International English language Testing System (IELTS) alternative test.

❖ Statement of Correction: (For Senate Information Only)
According to AA-16 2011-2012, MGMT 484 and CSCI 475, were both approved with the same course title of Decision Support Systems. The College of Business agreed to change the name of MGMT 484 to Business Decisions Support Systems.

VII. COMMITTEE REPORTS

VIII. OLD BUSINESS

XI. NEW BUSINESS

A. Academic Affairs

1. Motion to add CBAD 120 to the Business Core Requirements (Lower Level) for the B.S.B.A. programs of Accounting, Economics, Finance, Management, Marketing, and Resort Tourism Management (moved and seconded out of committee):

Department of Management and Decision Sciences
Proposal for changes in an undergraduate program.

Proposed changes: Add course to the Business Core Requirements (Lower Level): CBAD 120: Introduction to the Global Culture of Business.

Proposed catalog description:

ACCOUNTING MAJOR:

IV. BUSINESS CORE REQUIREMENTS (39-45 Credits)*
Minimum grade of C required in all business core courses.

Lower Level Business Core (15-21 Credits)
CBAD 120* Introduction to the Global Culture of Business ......................3
CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II ......6
CBAD 291* Business Statistics and CBAD 292 Decision Analysis ..........6
ECON 201 Macroeconomics and ECON 202 Microeconomics ..........6

B.S.B.A ECONOMICS MAJOR:

IV. BUSINESS CORE REQUIREMENTS (39-45 Credits)*
Minimum grade of C required in all business core courses.

Lower Level Business Core (15-21 Credits)
CBAD 120* Introduction to the Global Culture of Business ......................3
CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II ......6
CBAD 291* Business Statistics and CBAD 292 Decision Analysis ..........6
ECON 201 Macroeconomics and ECON 202 Microeconomics ..........6
FINANCE MAJOR:
IV. BUSINESS CORE REQUIREMENTS (39-45 Credits)*
   Minimum grade of C required in all business core courses.
   Lower Level Business Core (15-21 Credits)
      CBAD 120* Introduction to the Global Culture of Business ..............3
      CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II.....6
      CBAD 291* Business Statistics and CBAD 292 Decision Analysis........6
      ECON 201 Macroeconomics and ECON 202 Microeconomics..............6

MANAGEMENT MAJOR:
IV. BUSINESS CORE REQUIREMENTS (39-45 Credits)*
   Minimum grade of C required in all business core courses.
   Lower Level Business Core (15-21 Credits)
      CBAD 120* Introduction to the Global Culture of Business ..............3
      CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II.....6
      CBAD 291* Business Statistics and CBAD 292 Decision Analysis........6
      ECON 201 Macroeconomics and ECON 202 Microeconomics..............6

MARKETING MAJOR:
IV. BUSINESS CORE REQUIREMENTS (39-45 Credits)*
   Minimum grade of C required in all business core courses.
   Lower Level Business Core (15-21 Credits)
      CBAD 120* Introduction to the Global Culture of Business ..............3
      CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II.....6
      CBAD 291* Business Statistics and CBAD 292 Decision Analysis........6
      ECON 201 Macroeconomics and ECON 202 Microeconomics..............6

RESORT TOURISM MANAGEMENT MAJOR:
IV. BUSINESS CORE REQUIREMENTS (39-45 Credits)*
   Minimum grade of C required in all business core courses.
   Lower Level Business Core (15-21 Credits)
      CBAD 120* Introduction to the Global Culture of Business ..............3
      CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II.....6
      CBAD 291* Business Statistics and CBAD 292 Decision Analysis........6
      ECON 201 Macroeconomics and ECON 202 Microeconomics..............6

Date change is to be effective: Fall 2012.

2. Motion to approve changes to the B.S.B.A. Management Major (moved and seconded out of committee):

   Department of Management and Decision Sciences
   Proposal for changes in an undergraduate program.
   Proposed changes: Change number of credits from: 15 to: 18.

**Proposed catalog description:**

**MANAGEMENT MAJOR**

Degree: Bachelor of Science in Business Administration

Management is the art and science of directing the operations of both individuals and organizations to achieve desired marketplace outcomes. Specifically, the overall function of management is often broken down into four general categories: planning, leading, organizing, and controlling. The overall effectiveness and efficiency of operations is generally credited to the ability to manage various organizational stakeholders successfully (such as Accounting, Finance, Marketing, etc).

Although students may choose to pursue a general management major, and all management students share a common core set of management classes, students pursuing the management major may focus their attention into one of four concentrations to support their personal and professional goals: Entrepreneurial Management, Human Resource Management, International Management, or Operations and Technology Management.

**Entrepreneurial Management:** This concentration enables the student to gain the necessary knowledge and abilities to be innovative and take action in starting a new business, joining a family or existing business, or helping to run a funds-generating enterprise in a non-profit or governmental agency. The courses that constitute the Entrepreneurial Management curriculum cover four key areas; entrepreneurial/innovation mindsets, opportunity/innovation implementation, entrepreneurial/innovation action-taking and entrepreneurial/innovation personal skill development.

**Human Resource Management:** This concentration focuses on the skills and knowledge necessary to effectively utilize human capital to maximize organizational productivity, teaching students how to acquire, develop, and keep a talented, satisfied, and motivated workforce in small, medium, and large firms. Courses cover the fundamentals of employment law, staffing, training, leadership development, performance management, labor and employee relations, and total reward systems.

**International Management:** This concentration enables majors to develop a broader understanding of the management of people, processes, and systems in a global economy. Students completing the International Management concentration will be required to study abroad to complete program requirements. In addition, students completing this concentration will be ineligible to complete the International Business Studies Minor. Students taking this concentration are, however, encouraged, but not required, to complete a cognate within global studies, Asian Studies, foreign language or other minor area of study to complement their learning.

**Operations and Technology Management:** This concentration focuses on the development and use of quantitative modeling techniques, in combination with business technology components and computer systems, for the purpose of solving complex business problems in order to make
better managerial decisions. Students choosing the Operations and Technology Management concentration learn the appropriate information technology (IT) and computing skills, along with operations and supply chain management modeling techniques, necessary to develop and implement sophisticated business-related computer Decision Support Systems. It is designed to prepare students for careers in such fields as: business analyst, consultant, business consultant, systems analyst, systems developer, management analyst, project analyst, database developer, or operations manager, among others.

MANAGEMENT MAJOR (120 Credits)
I. CORE CURRICULUM (34-41 Credits) ............................................................. 34-41

II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)
Minimum grade of C is required.
UNIV 110 The First-Year Experience ................................................................. 3
UNIV 110 is required for all new entering freshmen and for new transfer students with fewer than 12 transfer credit hours unless the transfer student has satisfactorily completed a college transition course.

III. FOUNDATION COURSES (6-12 Credits)*
Minimum grade of C is required in all foundation courses.
CSCI 110 Enterprise Business Applications ...................................................... 3
ENGL 290* Introduction to Business Communication .......................................... 3
MATH 132*+ Calculus for Business and Social Science ..................................... 3
PHIL 318 Business Ethics ..................................................................................... 3
*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.
+ A C or better is required in MATH 130 College Algebra or MATH 130I Intensive Study or placement test.

IV. BUSINESS CORE REQUIREMENTS (39-45 Credits)*
Minimum grade of C required in all business core courses.
Lower Level Business Core (15-21 Credits)
CBAD 120* Introduction to the Global Culture of Business .......................... 3
CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II .......... 6
CBAD 291* Business Statistics and CBAD 292 Decision Analysis ............. 6
ECON 201 Macroeconomics and ECON 202 Microeconomics ................. 6
Upper Level Business Core (24 Credits)
CBAD 301 Management and Organizations .................................................. 3
CBAD 344 Legal Environment of Business .................................................. 3
CBAD 350 Marketing ......................................................................................... 3
CBAD 363 Business Finance ............................................................................ 3
CBAD 364 Operations Management ............................................................... 3
CBAD 373 Business Integration and Application ............................................ 3
CBAD 393 Management Information Systems .............................................. 3
CBAD 478 Strategic Management .................................................................. 3

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.
V. MAJOR REQUIREMENTS (18 Credits)
Minimum grade of C is required in major requirements.

Management Major Requirements (if no concentration is selected) (18 Credits)
MGMT 306 Organizational Theory & Behavior ..................................................3
MGMT 307 Fundamentals of Human Resource Management .........................3
MGMT 480 Leadership in Project Management ..............................................3
MGMT International Selective (Choose one from the following) (3 Credits) ....3
   CBAD 402 Study Abroad in International Business (3)
   MGMT 423 Study Abroad in Entrepreneurship & Innovation (3)
   MGMT 461 Cross-Cultural Management (3)
   MGMT 482 Global Supply Chain Management (3)
MGMT General Selectives (Choose any two MGMT courses that are 300 level or above and are not already used to satisfy degree requirements) .......6

Concentration Requirements

Entrepreneurial Management (EM) Concentration (18 Credits)
MGMT 306 Organizational Behavior ..........................................................3
MGMT 307 Fundamentals of Human Resource Management .........................3
MGMT 320 Entrepreneurial Leadership .......................................................3
MGMT 421 Initiation and Management of New Business Enterprise or
   MGMT 422 Managing Family/Small Business Growth & Innovation ..........3
EM Selective (Choose one from the following:) (3 Credits) .........................3
   CBAD 497 Business Internship (3-12)
   MGMT 423 Study Abroad in Entrepreneurship and Innovation (3)
   MGMT 429 Practicum in Entrepreneurship and Innovation (3-6)
EM Selective (Choose one from the following:) (3 Credits) .........................3
   MGMT 420 Current Topics in Entrepreneurship and Innovation (3)
   Any 300 level or above, Wall College of Business course, that is not already
   used to satisfy degree requirements with Department Chair approval. (3)

Human Resource Management (HRM) Concentration (18 Credits)
MGMT 306 Organizational Theory & Behavior .............................................3
MGMT 307 Fundamentals of Human Resource Management .........................3
MGMT 340 Attracting and Acquiring Talent .................................................3
MGMT 341 Managing Talent and Developing 21st Century Leaders ...............3
MGMT 440 Retaining Talent and Maximizing the Value of Human Capital ......3
HRM Selective (Choose one from the following:) (3 Credits) .........................3
   CBAD 402 Study Abroad in International Business (3)
   MGMT 461 Cross-Cultural Management (3)

International Management Concentration (18 Credits)
MGMT 306 Organizational Theory & Behavior .............................................3
MGMT 307 Fundamentals of Human Resource Management .........................3
CBAD 401 International Business .........................................................3
CBAD 402 Study Abroad in International Business or an approved course transferred from a study abroad experience in International Management ......3
MGMT 461 Cross-Cultural Management..............................................................3
MGMT 482 Global Supply Chain Management ..................................................3

Operations and Technology Management (OTM) Concentration (18 Credits)
MGMT 306 Organizational Theory & Behavior ...................................................3
MGMT 307 Fundamentals of Human Resource Management ............................3
MGMT 483 Business Process Management .........................................................3
MGMT 480 Leadership in Project Management ..................................................3
MGMT 481 Quality Process Management .........................................................3
OTM Selective (Choose one from the following:) (3 Credits) ..........................3
    MGMT 482 Global Supply Chain Management (3)
    MGMT 484 Decision Support Systems (3)
    MGMT 485 Process Planning and Control (3)

VI. ELECTIVES (7-23 Credits) ..............................................................................7-23

TOTAL CREDITS REQUIRED ............................................................................120

Justification: Currently, the Management Major is very general and does not direct a student to any particular career path in management. The addition of concentration options is needed to give students a more specialized option. A needs analysis conducted in the Fall of 2011 suggested that students were very interested in broadening their options as related to the Management Degree. Feedback from the College of Business Board of Visitors also supported and validated the concentrations proposed, suggesting community need for these types of specialized degree options. Finally, a survey of our peer and aspirant institutions found that we are the only Management Degree in this sample without a broader range of options for students. The general management degree is also being increased to 18 (versus 15) credit hours to bring it in line with requirements for the concentrations.

Impact on existing academic programs: We are proposing 4 concentrations in addition to the general Management degree, which is already offered. This will allow students greater choice in their degree. We expect most majors will come from the College of Business (probably current Management majors that will choose a new concentration). Date change is to be effective: Fall 2012.

3. Motion to approve changes to the B.A. Communication Major (moved and seconded out of committee):

Department of Communication
Proposal for changes in an undergraduate program.

Proposed changes: Four new concentrations in Communication have been approved by CHE and the following proposal details the requirements for each concentration.

Proposed catalog description:
COMMUNICATION MAJOR (120 Credits)
I. CORE CURRICULUM (34-41 Credits) ..............................................................34-41
II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)
Minimum grade of C is required.
UNIV 110 The First-Year Experience ......................................................... 3
UNIV 110 is required for all new entering freshmen and for new transfer students with fewer
than 12 transfer credit hours unless the transfer student has satisfactorily completed a college
transition course.

III. FOUNDATION COURSES (24 Credits)
COMM 101 Introduction to Communication ..................................................... 3
COMM 140 Oral Communication ...................................................................... 3
JOUR 201 Foundations of Journalism and Mass Communication ..................... 3
COMM 275 Communication Theory ................................................................. 3
COMM 276 Communication Research ............................................................. 3
COMM 491 Communication Capstone: Thesis or
COMM 492 Communication Capstone: Project ................................................ 3
Choose two COMM or JOUR courses at the 300-400 level: (6 Credits) ............... 6

IV. CONCENTRATION REQUIREMENT (18 Credits)
Choose one of the four concentrations:

Communication Studies Concentration (18 Credits)
COMM 274 Organizational Communication ..................................................... 3
Choose five COMM designated courses .......................................................... 15

Health Communication Concentration (18 Credits)
COMM 311 Health Communication ................................................................ 3
COMM 340 Media Effects ................................................................................. 3
COMM 411 Health and the Media ................................................................. 3
COMM 412 Interpersonal Health Communication ......................................... 3
JOUR 309 Introduction to Public Relations ..................................................... 3
Select one COMM, JOUR or HPRO course at the 300-400 level .................... 3

Interactive Journalism Concentration (18 Credits)
COMM 330 Communication and Technology ................................................. 3
COMM 340 Media Effects ................................................................................. 3
JOUR 304 Journalism Writing for Magazines ............................................... 3
JOUR 305 Journalism News Writing and Reporting for Media ....................... 3
JOUR 314 Video Production or JOUR 489 Journalism
    Special Topics Seminar ............................................................................... 3
JOUR 450 Senior Seminar .............................................................................. 3

Public Relations/Integrated Communication Concentration (18 Credits)
COMM 274 Organization Communication ..................................................... 3
JOUR 304 Journalism Writing for Magazines ............................................... 3
JOUR 309 Introduction to Public Relations ..................................................... 3
JOUR 312 Writing for the Mass Media ............................................................ 3
V. MINOR REQUIREMENTS (18 Credits) ................................................................. 18
Students will select a minor in consultation with their advisers. They will choose from any minors listed in the Coastal Carolina University catalog, including, but not limited to the following: Art History, Art Studio, Biology, Business Administration, Chemistry, Computer Science, Dramatic Arts, Economics, English, Environmental Science, Fitness, French, German, Graphic Design, Health Promotion, History, Global Studies, Journalism, Latin American Studies, Mathematics, Marine Science, Music, Philosophy, Physics, Political Science, Pre-Law, Psychology, Sociology, Spanish, Statistics, Women’s and Gender Studies.

VI. ELECTIVES (9-17 Credits) ............................................................................ 9-17
TOTAL CREDITS REQUIRED ........................................................................ 120

Justification: The four new concentrations were approved by CHE. The proposed program changes detail the new foundation requirements for the major as well as the requirements for each concentration. Impact on existing academic programs: Rather than the current "choose eight" requirements, students can select six specific classes to complete a concentration. Additional faculty were hired over the last two years to handle the course load increase. Date change is to be effective: Fall 2012.

4. Motion to approve changes to the B.S. Information Systems Major (moved and seconded out of committee):

Department of Computer Science and Information Systems
Proposal for changes in an undergraduate program.

Proposed changes: We are making some small changes to make the IS program more flexible for students wishing to specialize and more adaptable to the inevitable changes in the field. The following four changes are reflected in the proposed catalog description (we also had to update foundation credit hours based on 3-4 credit options):

Change:
ENGL 390 Business and Professional Communication ....................................3
To:
Communication: Choose one from the following: (3 Credits) .................3
ENGL 290 Introduction to Business Communication (3)
ENGL 390 Business and Professional Communication (3)
COMM 140 Oral Communication (3)

Change:
CBAD 291 Business Statistics ........................................................................3
To:
Statistics: Choose one from the following: (3-4 Credits) ......................... 3-4
CBAD 291* Business Statistics (3)
STAT 201/STAT 201L* Elementary Statistics/Laboratory (4)
PSYC 225/PSYC 225L* Psychological Statistics/Laboratory (4)

Change:
MATH 160* Calculus I .................................................................4
To:
Calculus: Choose one from the following: (3-4 Credits) .................... 3-4
MATH 160* Calculus I (4)
MATH 132* Calculus for Business and Social Science (3)

Change:
CBAD 201 Financial / Managerial Accounting I ..............................3
CBAD 202 Financial / Managerial Accounting II ............................3
CBAD 291 Business Statistics ..................................................3
CBAD 350 Marketing ..................................................................3
CBAD 371 Management and Organizations ...................................3
CBAD 393 or RTMA 393 Management Information Systems ..........3
ECON 101 Survey of Economics or ECON 201 Macroeconomics ......3
To:
Minor or Approved Cognate Courses .............................................18

Proposed catalog description:
INFORMATION SYSTEMS MAJOR
Degree: Bachelor of Science

INFORMATION SYSTEMS MAJOR (120 Credits)
I. CORE CURRICULUM (34-41 Credits) .......................................... 34-41

II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)
Minimum grade of C is required.
UNIV 110 The First-Year Experience ...........................................3
UNIV 110 is required for all new entering freshmen and for new transfer students with fewer
than 12 transfer credit hours unless the transfer student has satisfactorily completed a college
transition course.

III. FOUNDATION COURSES (50-65 Credits)*
ENGL 211* Introduction to Technical and Professional Writing ...........3
Communication: Choose one from the following: (3 Credits) ............3
    ENGL 290* Introduction to Business Communication (3)
    ENGL 390 Business and Professional Communication (3)
    COMM 140 Oral Communication (3)
Statistics: Choose one from the following: (3-4 Credits) ..................3-4
    CBAD 291* Business Statistics (3)
    STAT 201/STAT 201L* Elementary Statistics/Laboratory (4)
    PSYC 225/PSYC 225L* Psychological Statistics/Laboratory (4)
Calculus: Choose one from the following: (3-4 Credits)................................. 3-4
   MATH 160* Calculus I (4)
   MATH 132* Calculus for Business and Social Science (3)
MATH 174 Introduction to Discrete Mathematics........................................... 3
MATH 215 Introduction to Operations Research............................................. 3
BINF 101/BINF 101L Introduction to Bioinformatics/Laboratory...................... 4
Science: Choose one from the following: (4 Credits).................................... 4
   BIOL 121/BIOL 121L* Biological Science I/Laboratory (4)
   CHEM 111/CHEM 111L* General Chemistry I/Laboratory (4)
   GEOL 111/GEOL 111L* Physical Geology/Laboratory (4)
   MSCI 111/MSCI 111L* Introduction to Marine Science/Laboratory (4)
   PHYS 211/PHYS 211L* Essentials of Physics I/Laboratory (4)
CSCI 130*/CSCI 130L Introduction to Computer Science/Laboratory............... 4
CSCI 140/CSCI 140L Introduction to Algorithmic Design I/Laboratory............ 4
CSCI 150/CSCI 150L Introduction to Algorithmic Design II/Laboratory.......... 4
CSCI 170 Ethics in Computer Science....................................................... 1
CSCI 203 Introduction to Web Application Development............................... 3
CSCI 225 Introduction to Relational Database and SQL................................. 3
Minor or Approved Cognate Courses.......................................................... 18

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.

IV. MAJOR REQUIREMENTS (25 Credits)
CSCI 330 Systems Analysis & Software Engineering....................................... 3
CSCI 335 Software Project Management...................................................... 3
CSCI 370 Data Communication Systems and Networks................................... 3
Choose four CSCI courses numbered 300 or higher (except CSCI 399
   Independent Study or CSCI 497 Computer Science Internship)............... 12
CSCI 400 Senior Assessment........................................................................... 1
CSCI 495 Information Systems Capstone Course and Project....................... 3

V. ELECTIVES (0-11 Credits)........................................................................... 0-11

TOTAL CREDITS REQUIRED..........................................................................120

Justification: The latest curriculum recommendations from ABET and ACM encourage programs to require an application domain, but not necessarily business as was historically the only option. Impact on existing academic programs: We anticipate many IS students will continue to take the business courses, but some may choose minors in Graphic Design, National Security, or others, while some students may create a collection of courses related to newer specialties that don't yet have minors, like GIS. Date change is to be effective: Fall 2012.
5. **Motion to (1) replace the current catalog description on page 26 under the heading of Probationary Admission (see below), (2) instruct the Faculty Admissions Committee to employ an alternative admission policy (see below), and (3) insert the following charge in the Faculty Manual (Section III.E.6) concerning membership of the Faculty Admissions Committee (see below). (Moved and seconded out of committee):

**Background:** The Faculty Admissions Committee currently reviews applicants who do not meet standing university entry requirements but may nonetheless be worthy of admission. Typically, the committee reviews applicants who have met one standard (for example, high school GPA) but failed to meet another (such as the SAT score). Some applicants are missing required high school coursework, others have unusual pre-college backgrounds.

The committee’s role in admitting students on a probationary basis is described in the *Coastal Carolina University Catalog*:

**Probationary Admission**
The Faculty Admissions Committee may grant applicants consideration for probationary admission if the academic credentials provided do not meet admission criteria but demonstrate the applicant's potential for success. The probationary student may enroll for a maximum of 13 credit hours for one semester. In order to continue after the initial semester, the probationary student must earn a grade of C or better in each course attempted to be considered for regular admissions.

The Faculty Admissions Committee is not named in the *Faculty Manual*, but faculty participation in the admissions process is delineated in the charge of the Academic Affairs Committee, which states that the committee will “evaluate educational policies, admission standards and new programs of instruction.”

Therefore, this proposal is submitted to the Academic Affairs Committee with a request that it be endorsed and forwarded to the Faculty Senate.

**Proposals:**
1. Replace the *Catalog* paragraph above with the following text:

**Alternative Admission**
The Faculty Admissions Committee may grant applicants consideration for alternative admission status if the academic credentials provided do not meet admission criteria but demonstrate the applicant's potential for success. Alternative admission status may include deferred and/or probationary admission. The probationary student may enroll for a maximum of 13 credit hours for one semester. In order to continue after the initial semester, the probationary student must earn a grade of C or better in each course attempted to be considered for regular admissions.
2. Instruct the Faculty Admissions Committee to employ an alternative admission policy that allows for applications which do not meet standing university entry requirements to be acted upon in one of four ways:
   a. Admission
   b. Probationary Admission
   c. Deferred Admission
   d. Deferred Probationary Admission
   e. Denied Admission
   f. Referral to the Bridge Program
   g. Hold for additional information

   The committee is urged to couple offers of deferred admission with conditions likely to increase student success upon matriculation, such as enrollment in remedial coursework at a local two-year institution.

3. Insert the following charge in the Faculty Manual (Section III.E.6)

   Faculty Admissions Committee

   Membership:
   Five deans or designees (one from each College), one Academic Affairs liaison (elected from the Academic Affairs Committee); Ex-Officio: Vice President of Enrollment Services or designee. The Chair of the Faculty Admissions Committee will be elected from among the serving deans/designees.

   Purpose:
   The Faculty Admissions Committee monitors admission standards and advises the Academic Affairs committee regarding admissions policy. The Admissions Committee makes recommendations to Academic Affairs regarding admission standards and collaborates with Enrollment Services on effective admissions policies. The committee also reviews some undergraduate applicants who do not meet standing university entry requirements and may recommend alternative admission decisions. Once per academic year the Chair of the Faculty Admissions Committee will make a report to the Faculty Senate on current admissions standards and practices.

Rationale

Parts (1) and (2) of this proposal are intended to give under-qualified applicants who wish to enroll in Coastal Carolina University time in the fall semester to address academic deficits that may hinder them upon matriculation. The deferral of admission for these “at-risk” students to Spring semester will allow for intensive advising, the construction of student schedules that will take full advantage of academic support services, and the implementation of targeted retention initiatives. Part (3) of this proposal is designed to bring the Faculty Admissions Committee under Faculty Senate governance, to subordinate the Faculty Admissions Committee to the Academic Affairs committee, and to better coordinate the work of both committees. The addition of an Academic Affairs liaison to the Faculty Admission Committee will allow for regular communication between the appointed members of the Faculty Admissions Committee and the elected members of the Academic Affairs Committee.
B. Calendar Committee

1. **Motion to approve the 2013-2014 Academic Calendar (moved and seconded out of committee):**

### Academic Calendar: Fall 2013

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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### Academic Calendar: Spring 2014

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<th>Date</th>
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C. Building and Grounds Committee

1. **Motion to request the addition of bustop pullouts as part of campus reconstruction projects (moved and seconded out of committee):**

The committee discussed the possibility of introducing bus stop pull-outs so the stopped buses do not affect the flow of vehicular traffic and increases the safety of all concerned, particularly the pedestrians.

2. **Motion to request the investigation of the addition of bicycle lanes as part of campus reconstruction projects (moved and seconded out of committee):**

The committee discussed the increasing bicycle traffic on campus and the lack of dedicated bicycle lanes on campus. The committee discussed the possibility of introducing separate and clearly marked pedestrian walkways and bicycle lanes and suggested the possibility of clearly demarcating the existing sidewalks to be shared by both pedestrians and bicyclists. Currently, bicyclists use both the roads and inner/outer sidewalks. Currently, there are sidewalks on both sides of the Chanticleer Drive.

D. Sherer Royce, Associate Professor of Health Promotion

1. **Motion to approve a Resolution supporting a 100% Smoke-Free Campus (moved by Sherer Royce and will need a second):**
Coastal Carolina University
Faculty Senate Resolution

Title: Support of a 100% Smoke-Free Campus
Date: February 29, 2012
Sponsor(s): Sherer Royce, Associate Professor of Health Promotion

Whereas, the Surgeon General’s report of 2006 concluded that there is no risk-free level of exposure to secondhand smoke\(^1\); and

Whereas, the Surgeon General’s report of 2010 validates and expands the conclusion of the 2006 report by detailing the mechanisms by which the toxins in cigarette smoke cause immediate negative cardio-vascular effects and other deleterious effects on the body’s systems\(^2\); and

Whereas, the United States Environmental Protection Agency has classified secondhand smoke as a Class A carcinogen, the most dangerous class of carcinogen\(^3\); and

Whereas, people sensitive to secondhand smoke, such as those with certain chronic illnesses, will experience immediate exacerbation of their symptoms when exposed to secondhand smoke, even outdoors\(^4\); and

Whereas, smoking kills more Americans each year than alcohol, car accidents, homicide, suicide, fire, illegal drugs, and AIDS combined, and is the leading preventable cause of morbidity and mortality in the United States\(^5\); and

Whereas, most lifelong smokers begin using tobacco as teenagers and begin to smoke regularly in college\(^6\); and

Whereas, the burden on student health services decreases on campuses with 100% smoke-free policies\(^7\); and

Whereas, over 640 college and university campuses in the United states are now 100% smoke-free, including Francis Marion University, UNC-Asheville, Gardner-Webb, High Point, and Liberty\(^8\); and

Whereas, Coastal Carolina University has the stated mission “to develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective”; and

Therefore, be it resolved that the Coastal Carolina University Faculty Senate supports the administration’s intention to implement policies making all university owned, operated, leased,
and/or controlled properties to be 100% smoke-free, in order to maintain a healthy and safe environment for its faculty, staff, students, and visitors.

Therefore, be it resolved that the Coastal Carolina University Faculty Senate supports the administration’s intention to implement and sustain a comprehensive smoking cessation program.

Be it further resolved that the Coastal Carolina University Faculty Senate pledges its readiness to work with the administration, as needed, in the review of such policies.

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X. QUASI COMMITTEE OF THE WHOLE

XI. OTHER

XII. ANNOUNCEMENTS

XIII. GOOD OF THE ORDER

XIV. ADJOURNMENT