



COASTAL CAROLINA UNIVERSITY

*Coordinator of Strategic Planning
Office of the President*

Strategic Planning Steering Committee Sixth Committee Meeting November 8, 2007

MINUTES

Present: Michael Frazier, Vice Chair; Chris Mee; Lauren Brajer; Gib Darden; Milton Miles, Jerome Christia; Carl Schwartzkopf, Sam Swad; Sallie Clarkson; and Charles Jordan. Also attending Gary Loftus, BB&T Center for Community and Economic Development, the Honorary Robert Cavanaugh, Councilman for North Myrtle Beach, and Darla Domke-Damonte, Coordinator of Strategic Planning.

Vice Chairman Michael Frazier called the meeting to order at 6:35 p.m. He called for acceptance of the minutes of the October 25 meeting. Carl Schwartzkopf made the motion to accept and Chris Mee provided a second. Minutes were accepted.

Public Input was moved down the agenda with committee agreement. Vice Chairman Frazier recognized Darla Domke-Damonte to provide an update on the subcommittee reports. She noted that the external trends report has been shared with no further feedback from the committee, and that the peer and aspirant subcommittee report is now final with both the preliminary report combined with the final committee input. She shared the preliminary version of the internal analysis of strengths and weaknesses subcommittee report and noted that the report takes a position of direct comparison to the 23 institutions now in the short list for Provost Sheehan's committee on peer institutions for Coastal Carolina University. Committee members were asked to review and share additional input into the internal analysis of strengths and weaknesses report with Darla for incorporation before the next meeting.

Vice Chair Frazier then opened the floor to public input. Councilman Robert Cavanaugh was recognized. He noted that there was strong representation across the various leadership groups in the North Myrtle Beach area at the recent public input session held in North Myrtle Beach for strategic planning for Coastal Carolina University. He emphasized that North Myrtle Beach found it important to work with Coastal Carolina University and that the community growth, in those likely to seek both continuing education and lifelong learning programs and degree programs would make the partnership likely helpful for all. He noted that the discussion had started 6 months ago with Dr. DeCenzo, and that renovation and construction of city facilities will enable North Myrtle Beach to partner with Coastal Carolina University to bring the benefits of the university to North Myrtle Beach. Sam Swad noted that it takes longer now to get between North Myrtle Beach and Coastal Carolina University's campus in Conway, and that it would therefore probably be better for the university to come to North Myrtle Beach. Councilman Cavanaugh reported that he would also like to encourage opportunities for collaboration with a variety of parts of the university, e.g., marine science collaboration to help maintain North Myrtle Beach's commitment to water and ecology in working with marshland dredging. Councilman Cavanaugh reported that North Myrtle Beach serves several communities and that his presentation represents the desire of more than just the city of North Myrtle Beach but also of the other communities on the north end of the beach and in-shore for

higher education access. He also talked about facilitating needs assessment in the area for university programming. There being no further questions, Vice Chairman Frazier thanked Councilman Cavanaugh for his presentation.

Vice Chairman Frazier then asked Darla Domke-Damonte to present progress on mission revision. She noted that mission statement revision comments had been shared back with all committee members, and that the revised mission statement was presented at the Faculty Senate and to Student Government Association Executive Committee members on November 7. At the meeting there were no questions directly posed regarding the mission statement, and Darla Domke-Damonte asked that comments be shared via the strategic planning website or with college representatives on the committee prior to the noon deadline on Wednesday, November 28. She also noted that she would circulate more broadly to other stakeholders, and that the website comments section had been updated to include feedback opportunity on the mission statement revision and that since it was opened on Wednesday afternoon at 6pm, it had garnered just under 200 hits. She shared all comments received thus far in a handout to committee members and suggested that she continue to do so weekly to keep updates. Sam Swad asked why it was not possible to have a much shorter mission statement and made suggestions for a shorter version. (This will be copied and shared with all committee members.) Darla noted that one challenge was being sure that we responded to all the CHE guidelines noted for the mission statement in whatever version we finally recommended. Carl Schwartzkopf noted the need to be able to have a short statement that we could use (perhaps an abbreviated part of the mission) to more succinctly communicate the mission. Suggestion supported by committee was for Darla to provide updates on the results of input to the mission statement revision each Thursday to all committee members, and to provide a suggested revision on Sunday, November 25 to all members based on feedback received by that point in time. This will be updated through the week of November 25, in cooperation with the Faculty Senate Strategic Planning Committee. Lauren Brajer asked about the timing and need for endorsement of SGA, and committee discussion indicated that goal would be to ask SGA for their endorsement of the new mission draft at their meeting on Monday, December 3.

Vice Chairman Frazier then moved on to New Business. Darla Domke-Damonte was asked to facilitate group on working through the institutional priorities for focus in the strategic plan. The following issues were noted as preliminary list:

- Being an institution recognized for institutionalized excellence in academic preparation (competitiveness, student quality, culture of commitment, program quality and delivery, student placement)
- Managed and sustainable growth (facilities, handling of resources/space on the campus, adequate attention to student services, clearly communicated plan)
- Focused, quality education (increasing standards for students, qualified faculty with adequate support, instructional resources and facilities and support that is superior, adequate staffing support to provide quality services)
- Quality educational experience (student life, experiences as a student including active learning, becoming an educated person with global perspective, on campus quality of life improvement)
- Clarifying the focus of the institution (research or teaching)
- Communicating the value (creating brand awareness of CCU, no/inadequate communication both across the campus as well as with external stakeholders about the CCU Value, recognizing the commitments and contributions of those who help deliver CCU's value throughout the organization, securing greater resource commitment from legislative delegations and private support)
- Accountability (Openness, commitment to continuous improvement, Need to deliver on what we say we will do, provide considered usage and clear linkage of resources to commitments)

- Connect better with regional needs (Embracing and encouraging discussion and collaboration to make improvement in regional issues, e.g., economic development, cultural arts, lifelong learning access, athletics and recreational programming, corridor of shame/educational access, and cooperation with existing academic programs and centers, e.g., Resort Tourism Management, Marine Science, Gerontology, and cooperation with Horry Georgetown Technical College and other technical/community colleges for student articulation and resource sharing, bring community to campus).

Committee charged Darla Domke-Damonte to share the preliminary results with all committee members and to solicit their further input as to relevant priorities. The final list will be approved as recommendation at the November 29 meeting.

Vice Chairman Frazier noted that as we were on schedule with the work at hand, that the November 15 meeting of the committee would be cancelled, and in lieu members would be asked to share their feedback with Darla Domke-Damonte on the following issues prior to November 27:

- Any issues missing or for further attention on any of the three subcommittee reports;
- Comments or feedback on mission statement revision;
- Additional priorities to be included in the list for consideration for adoption.

There being no further business, the meeting was adjourned at 7:50pm

Respectfully submitted, November 9, 2007
Darla Domke-Damonte