



**Strategic Planning Steering Committee
Third Committee Meeting
October 4, 2007**

MINUTES

Present: Will Garland, chair; David Evans; Chris Mee; Lauren Brajer; Sallie Clarkson; Jerry Oakley; Michael Frazier; Gib Darden; Jerome Christia; Milton Miles. Also attending Sean Clemmensen, SGA Vice President, Jeff Jacobs, Head Men's Track and Field/Cross Country Coach, and Darla Domke-Damonte, Coordinator of Strategic Planning.

Chairman Will Garland called the meeting to order at 6:30 p.m. He called for acceptance of the minutes of the September 20 meeting. Dave Evans moved to accept and Sallie Clarkson provided a second. Darla Domke-Damonte noted misspelling of SGA VP Sean Clemmensen's name in the minutes as submitted and will correct. Minutes were accepted with that sole change unanimously.

Chairman Garland recognized SGA Vice President, Sean Clemmensen for the public input segment of the meeting. SGA VP Clemmensen voiced his appreciation for the work and engagement of the Strategic Planning Steering Committee of student input, and asked for three issues that the Strategic Planning Steering Committee would like SGA to discuss with students for input into the process. Chairman Garland noted that this would be added to new business segment of the meeting and that Coordinator Domke-Damonte would take these issues to SGA on Monday, October 8.

Chairman Garland then recognized Jeff Jacobs, Head Men's Track and Field and Cross Country Coach. Coach Jacobs noted his concern with the lack of bike paths on campus and requested that the committee consider making the campus more accessible through the use of bikes to alleviate parking, provide health model for student transportation, cut time for students to get to class, and increase environmental attention on campus. He suggested that it might be advisable to create a perimeter within which you would not be able to drive a car to get on campus, but that you would have to walk or bike. He noted that students are currently riding across Highway 501 and Highway 544. Questions and comments were raised from the committee, including: would students at UP prefer to bike or ride shuttle?; linkage to risky behaviors about biking, and other communities' embracing of bikes as alternative transportation mode.

Chairman Garland noted the provision of the operating performance reports that were made available to the committee as requested from previous meeting. He then called for the subcommittee progress reports under Old Business. Chris Mee, Chair of the Subcommittee on Peer and Aspirant Institutions, reported that the group had finished reviewing the SC public comprehensives and noted specific desirable and cautionary advisories for the committee as it contemplated the CCU mission and strategic plan. The committee noted College of Charleson's mission was inspiring, but that others, such as Lander and FMU, provided little inspiration or guidance that CCU should follow. She noted that it was critical that the

committee follow CHE guidelines, and that therefore careful attention to wording would be important. Chairman Garland asked whether anything special came from the USC Upstate mission. Chris Mee noted strong programs in technical areas and aggressive enrollment management, especially through transfer students stood out. Milton Miles noted that USC Upstate wrote its statement with very rigid parameters and steered away from a more holistic college experience. Report submitted during the meeting summarized major points of focus and is attached to these minutes. Chris Mee noted that whatever plan we recommend, we must be sure that it is condensed and that we need to be able to easily tell how well we are doing on it.

Discussion followed on relationship between admissions standards and graduation. Chris Mee noted that with stricter admissions standards you increase graduation rate. She noted preliminary results of research by Institutional Research that indicates SC students accepted at CCU but who did not attend CCU in Fall 2006 mainly did attend the following schools (in order): USC Columbia, Winthrop, Francis Marion, Clemson, College of Charleston. Chairman Garland raised the question about how to increase in-state students, manage growth, and increase retention. Darla Domke-Damonte noted that, based on the feedback received in focus groups, it would take a much more holistic and integrated approach, including higher standards, better communication, focus on quality of student experience at CCU, and partnerships to build synergies (e.g., HGTC). Lauren Braker noted that increased standards would also likely contribute to positive image of CCU. Chris Mee noted that OIR study noted highest CCU retention among SATs of 950 – 1100, but losses of those with lower and higher than this range. Gib Darden noted concern with focus on working together with HGTC without engaging in quality discussion and not just increasing quantity of students from HGTC at CCU.

Milton Miles asked where is CCU's service area. He noted that some local students don't seem to know about CCU. Chairman Garland noted that there is still an image problem with local area with some guidance counselors not knowing about or encouraging students to seek out CCU. He noted that we seem to often take our local high schools for granted. He noted that only a very limited number of the graduating honor students he recognizes at honors ceremony as Chair of Horry County School Board have indicated CCU as their choice. Vice Chairman Michael Frazier noted that his son has not even gotten information about CCU as a junior, though other institutions have already sent information. Darla Domke-Damonte noted that focus groups and interviews are confirming our challenges with communicating our value effectively. Jerry Oakley noted that some students can't or don't want to go elsewhere, and we need to do better at helping them access the opportunity to attend CCU, and he noted that he felt that community in Georgetown felt very positively about CCU, and that he had that experience in working with CCU students. Dave Evans noted the different needs of generations that we should consider, and Lauren Brajer noted that there is a need to find balance of diversity that works, and this includes out of state students. Milton Miles asked whether the university had completed an image audit with local community. The committee raised the question of how many graduating seniors from this area go to other universities. Chris Mee will seek out this information for the committee. Committee also raised question of spending of admissions targeted to local versus other students. Darla Domke-Damonte will request this information from VP Judy Vogt before the next meeting.

Chairman Garland asked for update on External Trends Subcommittee. Gib Darden provided update on issues that Brad Dean had asked for more clarification and data on. Chris Mee and Darla Domke-Damonte are working on providing these data sources to the subcommittee. Gib Darden noted that issues of focus would include regional and local needs, including Corridor of Shame, understanding student amenity wishes, internationalization as an expected part of the Collegiate experience, and the realization that growth in Horry County was happening at the low end of the scale, with an increase from 50% of kids in schools on reduced or free lunches to 60% today. Milton Miles asked about the effect on college

preparation of poverty, and Chairman Garland noted that this could go both ways, but explained the Transition program for talented students from impoverished families.

Chairman Garland asked for update on Internal Strengths and Weaknesses Subcommittee. Dave Evans noted that they were still working and did not yet have preliminary report ready.

Chairman Garland then asked whether subcommittees needed any additional information. He then reminded all committee members of the revised deadline for the subcommittee reports of October 15 to be emailed to Darla Domke-Damonte for assembly and circulation.

Chairman Garland asked for the three questions to be submitted to SGA. Discussion resulted in the following questions, which Darla Domke-Damonte will take to SGA on Monday, October 8:

- What is your perception of the image and quality of Coastal Carolina University's academic programs?
- With now 40 undergraduate majors and 4 masters programs at CCU, what other programs of study do you think that CCU should have?
- What facilities and services would most improve the college experience at CCU?

There being no announcements, the meeting adjourned at 8:07pm.

Respectfully submitted, October 5, 2007
Darla Domke-Damonte