

COASTAL CAROLINA UNIVERSITY

BOARD OF TRUSTEES

April 1, 1994, 9:00 a.m.  
E. Craig Wall Sr. School of Business Administration  
Board Room

Presiding: Mr. James J. Johnson, Chair

Members Present:

Mr. Gene Anderson  
Mr. Robert D. Brown  
Mr. H. Franklin Burroughs  
Mr. Fred F. DuBard  
Mrs. Cathy Brand Harvin  
Mr. Dean P. Hudson  
Dr. James F. Kane  
Mrs. Elaine W. Marks  
Mrs. Juli Streater Powers  
Mr. Keith S. Smith  
Dr. R. Cathcart Smith  
Mr. Oran P. Smith  
Mr. E. Craig Wall, Jr.

Members Absent:

Mr. Payne H. Barnette, Jr.  
Mr. William L. Lyles, Jr.  
Mr. Clark B. Parker

Others Present:

Dr. Ronald Ingle  
Dr. Paul Stanton  
Dr. Sally Horner  
Dr. Dennis Rauch  
Dr. Robert Squatriglia  
Dr. Lynne Smith  
Dr. Eddie Dyer  
Dr. Jill Sessoms  
Mr. Cermette Clardy  
Mrs. Anne Monk  
Mrs. June Brown  
Mrs. Nila Hutchinson  
Ms. Tina Davis  
Mr. Andrew Cauthen, Sun News  
Mrs. Oran Smith

(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 this meeting.)

Chairman Johnson called the meeting to order at 9:05 a.m., expressed his appreciation to faculty and staff members in attendance, and asked Keith Smith to deliver the invocation.

I. Roll Call

Chairman Johnson stated that Larry Lyles and Clark Parker would be unable to attend the meeting. Secretary Franklin Burroughs confirmed that the attendance had been recorded.

II. Approval of Minutes

Oran Smith made a motion to approve the minutes of various meetings [listed below]. The motion was seconded by Franklin Burroughs and carried.

The minutes approved are as follows:

Board of Trustees, January 7, 1994  
Executive Committee, January 7, 1994  
Executive Committee Teleconference, January 12, 1994  
Board of Trustees Conference Call, January 19, 1994  
Planning and Fiscal Affairs Committee, February 24, 1994  
Special Board Meeting, February 25, 1994  
Development and Alumni Affairs Committee, March 3, 1994  
Academic Affairs Conference Call, March 8, 1994

### III. Special Committee Report - Bylaws

Dean Hudson said the new proposed Bylaws, which are the result of the February 25 meeting and which include the changes made at that time, had been distributed to all Board members.

Mr. Hudson then withdrew his motion, which was tabled at the February 25 meeting, and made a motion that the Board of Trustees adopt the Bylaws dated April 1, 1994, and rescind those which were adopted on July 1, 1993. The motion was seconded by Elaine Marks, and carried.

Mr. Hudson requested that the Bylaws be bound when reproduced.

### IV. Standing Committee Reports

#### Executive Committee

Jimmy Johnson reported on action taken by the Executive Committee since the last regular meeting of the Board.

Members of the Executive Committee met via teleconference on January 12, 1994, and, acting on the authority given by the Board on January 7, 1994, voted to retain the law firm of McNair and Sanford, P.A., to represent Coastal Carolina University regarding legislative matters for a term of six months for the amount of \$17,500, with a provision for an additional six months for the amount of \$17,500.

Dean Hudson made a motion to ratify the action taken by the Executive Committee concerning the contract with McNair and Sanford. The motion was seconded by Jim Kane.

Chairman Johnson then called for the vote, and the motion carried.

Mr. Johnson then reported that pursuant to the authority conveyed at an earlier meeting of the full Board, Executive Committee members reviewed bids received concerning Directors' and Officers' Insurance, and agreed upon the selection of the Palmetto Insurance Association. A purchase order was issued to Palmetto Insurance Association on March 8, 1994, for Directors' and Officers' Liability coverage for an annual premium amount of \$5,188.00. Coverage was made effective March 1, 1994, with a maximum liability of \$1,000,000 per director and a \$10,000 deductible. The policy is underwritten by National Casualty Company. This is a claims-made policy.

Dr. Smith made a motion that the Board ratify the Executive Committee's decision regarding Directors' and Officers' Insurance. The motion was seconded by Gene Anderson and carried.

#### Academic Affairs Committee

Mrs. Marks stated that all trustees had previously been provided information on the issues being brought before the Board by her committee.

Ms. Marks made a motion to approve the joint MBA program with Winthrop. The motion was seconded by Jim Kane and carried.

Ms. Marks then made a motion to approve the Professional Golf Management program. The motion was seconded by Franklin Burroughs.

Dr. Smith asked if this program was part of the PGA. Dr. Stanton explained that the PGA is not officially approving any new schools at this time; however, people who finish this program will have an advantage as they move into the PGA Class A Pros line that they have to complete.

Mr. Anderson asked for a briefing for those trustees who are a little naive about the program. Dr. Dennis Rauch, Assistant Dean of the School of Business, explained that this is a cooperative program with the PGA and the golf courses in the area around the Southeast. The program is virtually the same as the Bachelor of Business Administration with a major in marketing with elements added to complete all the requirements for a Class A pro card. The pro card requires training such as golf shop management, merchandising and business planning, finance and inventory management, so there is a lot of business training involved. We are trying to provide students with better preparation to be Class A pros by meeting both requirements for the undergraduate degree in business as well as the Class A card itself. That involves training by the PGA as well as internships or apprenticeships on golf courses. The internships, mainly on local courses, will last about 18 months during the four years of school. We are giving students both programs simultaneously in order to better prepare them for their future.

Mr. Wall said that the genesis of this concept, which actually is sanctioned by the PGA on four other campuses, was the PGA's concern that the traditional golf pro is prepared only to manage a golf course or to be the traditional golf pro. This program represents an effort to broaden the individual's resources so that he or she can manage an entire resort program, which the traditional golf pro is not equipped to do. Dr. Smith asked if, when Mr. Wall says "resort program," he means something like Myrtle Beach National. Mr. Wall replied that the individual would not only be responsible for the golf program but for real estate development around it as well. Keith Smith said that the golf course managers make more money than the pros, and this is an attempt for the golf pro to actually be the golf course manager instead of the manager being a traditional business major.

Dr. Ingle said it is important to note that this program is a BA in marketing with add-ons.

Dr. Smith asked if this program is being offered anywhere else in the country. Dr. Rauch answered that there are four PGM programs sanctioned by the PGA (New Mexico State, Penn State, Mississippi State, and Ferris State), but their programs are based on the old sanctioning standards that the PGA has virtually eliminated. The PGA has started a three-year, three-phase training program that doesn't even bear a resemblance to previous training that they used to give their PGA pros. In order to be a Class A professional, you don't need a college degree, but in order to manage a golf complex in a resort development, a university education is very beneficial.

Mr. Brown asked if youngsters are interested in going into this program. Dr. Rauch said he has heard from approximately half of Coastal's golf team, as well as a number of students from around the country who have heard about the program, so he feels there is considerable interest. He expects we could have 25 to 30 students enrolled this fall. He added that we will have to limit the program to a maximum of approximately 200 students.

Mr. Anderson asked about the extent of Gary Schaal's involvement, and Dr. Rauch answered that Mr. Schaal has been involved the entire time and has been very helpful in relaying information between the education division of the PGA and Coastal.

Mr. Hudson asked if Coastal's PGM program will take the place of some training required by the PGA. Dr. Rauch explained that the PGA has 3 one-week sessions that everyone must attend. They have completely designed Level 1 which is the first year's program and includes such courses as interpersonal skills, golf club design and repair, golf shop operations, and a series of self-study and elective courses that prospective pros must complete. These things more or less dovetail with what will be done in our classrooms; however, we will go into a lot more depth and detail. They are still going to be required to take the PGA training which will be offered at 17 to 19 sites around the country. We are hoping that one of the training sites will be located nearby to facilitate our program. It is our intention to help students get to the training sites and make sure they know the schedules and that they are supported in their self-study, and we will make sure we have their apprenticeships ready for them.

Oran Smith said that Dr. Stanton had mentioned that we are working on establishing a relationship with the British and Canadian organizations and asked about the status of those efforts. Dr. Rauch said that Canada has taken a look at our program, and he believes that Canada has approved the program, and it is expected that they will take formal action at their next Board meeting. Talks with the British are ongoing.

Following this discussion a vote was taken, and the motion to approve the PGM program carried.

Mrs. Marks then made a motion to accept all candidates recommended for professor emeritus status and distinguished professor emeritus [listed below]. The motion was seconded by Mr. Anderson, and the motion carried.

Paul Stanton, Distinguished Professor Emeritus  
Gerald Groves, Distinguished Professor Emeritus  
Martha Thomas, Professor Emeritus  
Stewart W. Strothers, Professor Emeritus

Mrs. Marks made a motion for the granting of honorary degrees for Thurman Anderson and Joe Dusenbury. Cathy Harvin seconded the motion, and the motion carried.

Mrs. Marks made a motion that a policy be developed dealing with honorary degrees. The motion was seconded by Dr. Kane.

Dr. Ingle explained that a faculty committee on honorary degrees recommended names to him. That faculty committee has adopted a set of internal guidelines, and Dr. Ingle suggested the Academic Affairs Committee may want to meet with Dr. Charles Joyner who is the chair of the faculty committee.

Following this discussion, a vote was taken, and the motion carried.

Mrs. Marks then made a motion to grant tenure to the newly appointed Provost, Dr. John P. Idoux. The motion was seconded by Franklin Burroughs.

Mr. Brown noted that he is not familiar with the practice of granting tenure at the college level and asked if this is a normal procedure. He said he would assume that it is a normal procedure for a person in a high level position to be granted tenure, otherwise you could not get that person. Dr. Ingle agreed and said that it is usually done when hiring persons who have had tenure at their previous institutions.

Following this discussion, Chairman Johnson called for the vote, and the motion carried.

Mrs. Marks said she has great respect for Dr. Stanton as he has made her and the Academic Affairs Committee look good. Dr. Stanton has been a wonderful staff person to work with. She added that her term as chair of the Academic Affairs Committee has brought new dimensions to her experience in education; it has been positive all the way, and she thanked Chairman Johnson and the members of the committee for giving her the opportunity to serve.

#### Athletics Committee

There was no report from the Athletics Committee in the absence of its chair, Mr. Parker.

#### Development and Alumni Affairs Committee

Mr. DuBard made a motion to adopt the proposed "Policy Concerning the Naming of Campus Buildings, Spaces and Facilities" as a formal policy of the Board of Trustees of Coastal Carolina University. The motion was seconded by Cathy Harvin, and the motion carried.

Mr. DuBard then made a motion to accept the street names of Independence Drive, Atheneum Circle, Tom Trout Drive, Shop Road, Founders Drive, Township Circle, Chanticleer Drive (East and West), Spadoni Park Circle and Canterbury Lane, as indicated on the proposed map. The motion was seconded by Cathy Harvin.

Dr. Ingle explained that this action will facilitate the county's implementation of the "911" system on the Coastal campus.

Dr. Smith asked about the road that connects 501 to 544. Dr. Ingle said that, thanks to Billy Alford in his last meeting with the Department of Transportation, this road is now officially named College Boulevard. Dr. Smith said that pleases him. Dr. Ingle noted that money has been allocated to landscape the median on College Boulevard.

#### Planning and Fiscal Affairs Committee

Keith Smith noted that the budget provided to Board members was based on what the House had passed and sent to the Senate. He said the final budget will be provided at the July meeting of the Board.

Mr. Smith made a motion to approve an increase in student housing fees of \$60 per semester and an increase of \$10 per semester in the charge for utilities, representing a 5.36 percent increase in housing fees to \$1,180 per semester plus \$140 per semester for utilities to be in effect for the fall semester. The motion was seconded by Dr. Kane.

Mr. Brown asked about the rationale behind the increase and the timing of bringing this issue to the Board at this time.

Dr. Horner stated that the Residence Life staff is in the process of preparing brochures for Fall 1994 to be sent to students with contracts for the residence halls, and this action is needed to facilitate timely notice to students regarding the increase. She added that we have attempted to make modest increases essentially every year to avoid lagging behind and winding up with a 10% increase just to balance the operations. We have always had a balanced operation, but we have been directed by the Planning and Fiscal Affairs Committee to begin to set aside a certain amount for Capital Renovation and Reserve. This increase will allow us to set aside approximately \$50,000 for next year. It will also begin to build up a reserve for our debt service when we construct the new residence halls.

Mr. Brown asked how Coastal's housing rates compare with other institutions. Dr. Horner said she is told they are comparable, and Dr. Squatriglia agreed.

Following this discussion, a vote was taken and the motion carried.

Keith Smith then explained that the President had presented the Board with an Overall Capital Improvement Plan at the first meeting, but it was never officially adopted.

Mr. Smith made a motion to approve the capital improvement projects presented by the administration, to be accepted as Coastal's Overall Permanent Improvement Plan (OPIP) for submission to the South Carolina Commission on Higher Education and other appropriate state agencies. The motion was seconded by Cathy Harvin.

Dr. Ingle explained that approval of this plan is a requirement; we have to get these projects into the state system. The projects include the Humanities Building, renovations to the Singleton Building including removal of asbestos, renovations and additions to the Science Building, and renovations to the Graduate and Continuing Education Building including removal of asbestos. Dr. Ingle said that today we are asking for the Board's approval to put these into the state system. Then, if and when monies become available, we will implement these projects.

Following discussion, a vote was taken, and the motion carried.

Mr. Smith made a motion in compliance with the requirement of the State Treasurer's Office, to approve the resolution naming Dr. Sally M. Horner, Executive Vice President and Chief Fiscal Officer, as Treasurer of Coastal Carolina University. The motion was seconded by Oran Smith and carried.

Dean Hudson asked if Board members will have a copy of the budget before the July meeting. Mr. Smith said the copy provided to members reflects how it is right now. It had to be based on information available at this time, but we have to see what the state does before we can fill in the rest. Dr. Ingle said that various scenarios have been prepared by Dr. Horner for information; however as soon as the General Assembly passes a bill, we will complete budget development. We will have to come back in July with the actual figures because until the House and Senate pass the Appropriations Act, we can only guess what funding we will have.

#### Student Affairs Committee

Juli Powers said that the Student Affairs Committee had no report.

Chairman Johnson said he appreciates all the work that the various Board committees and their chairs have done.

#### V. President's Report

Dr. Ingle announced that a Provost has been appointed and said that Coastal is extremely fortunate to have someone of Dr. John Idoux's caliber and experience joining us on July 1. Dr. Idoux served as Executive Vice President of Academic and Student Affairs at Lamar University in Beaumont, Texas, and served as interim President for one academic year. He is an outstanding person and will be an asset to this institution and to our community. Dr. Idoux's wife, Frances, graduated Phi Beta Kappa from SMU. They have three daughters in various stages of their college education and one son who will be a senior in high school.

Dr. Ingle reported that the printing and mail distribution building is complete and occupied. The athletic office building has been completed; however, occupancy has been delayed due to the need to add to or improve the sewer line which serves that building as well as a few others on campus. Sewer line bids were opened about a week ago. It is not a large project, but it will take two to three weeks, and occupancy probably will not take place until the end of the semester.

The paving of Chanticleer Drive is under the control of the Department of Transportation, who has given the contractor until May 31 to complete the work. Dr. Ingle said he continues to try to move the project ahead, however.

The Academic Building is complete, except for landscaping and some cornice work. The building is occupied and is a wonderful facility. We are planning to build a track and field area and are preparing a proposal to complete the work. The county and Horry-Georgetown Tech have been very helpful with this project. The Architectural Selection Committee for the Humanities Building will be meeting this afternoon. The deadline for architects to submit resumes is April 6, and, as soon as possible after that date, the committee will meet. We anticipate 30-35 firms will bid. We need to narrow that down to five or six who will then be invited to campus to make their presentations to the Architectural Selection Committee or a subcommittee of that group. When a recommendation is made, we anticipate that the money will be in the next bond bill.

The selection of an architect for this building is almost a quantitative process. There are specific guidelines from the state whereby points are awarded for various features of each proposal to eliminate as much subjectivity as possible. When we interview, they will not be showing us their designs for the building; they will be showing what they have done in the past. The Wall Building architect was selected in this manner.

We are in the process of digging a larger well for the pond to be sure that the pond will stay full. They are working with the architect on the design of that well and also on the fountains that will be placed on either side for aeration. This work should be completed by summer.

Dr. Ingle said he received a letter this week with a proposal to lower the ceiling of the Board Room dome with fiberglass to correct the acoustical problem. Dr. Ingle said he has been informed that this modification is consistent with the original plan submitted by the acoustical design professionals; however, as a cost savings effort, this institution selected an alternate design. We are working on the cost, which will be in the neighborhood of \$50,000 to \$60,000, trying to divide that in fourths between the design architects, the architect, this institution and the acoustical people. We must bear some expense or seek a legal remedy.

We have purchased a new computer system for Coastal, and we have teams working with Datatel, the software vendor. The system will cover all aspects of administrative operations including financial records, student records, and college advancement records. It will be fully operational in the second summer term of 1995. Many of the fiscal operations will be in place by July 1, 1994. We have a large number of individuals working in teams to implement this program.

Dr. Ingle reported that he had received an update from Mike Ey of McNair and Sanford, Coastal's representative for legislative matters, and this memo has been included in the trustees' materials today. The two big issues are the budget and the restructuring of higher education. Dr. Ingle attended a breakfast with our delegation and Ed Yarborough and Mike Ey of McNair and Sanford on March 10. Dr. Ingle brought Coastal's concerns to the delegation. The budget the House Ways and Means Committee

proposed is \$11 million less than last year for higher education, which translates to \$250,000 less in state appropriations for Coastal. If that budget is approved, we will receive \$250,000 less for 1994-95 than last year. The state appropriations will be at the level they were in 1988-89 or 1989-90. We hope we can do a better job making the case for higher education with the Senate Finance Committee.

The education subcommittee has a meeting next week, and they will hold hearings at that time. There has been, or soon will be, a resolution introduced in the House that recommends that no bill be considered this year and that the Senate and House form a study committee to come back to the General Assembly next year.

Applications for admission are up 40%. This is good news, however, it will tax our resources to accommodate more students while receiving reduced funding. Cathcart Smith asked Dr. Ingle why applications have increased. Dr. Ingle said we have gained exposure in terms of Coastal and our role in higher education here. In addition, we made some changes in how we market the University, and we have a very energetic staff. The students who are applying to Coastal are also applying to other institutions, so some who are accepted here may ultimately enroll at other colleges.

Dr. Ingle reported that Coastal has a small but meaningful operation in Georgetown. We enroll approximately 340 students which translates to approximately 60 FTEs. About two-thirds of these 60 FTEs are enrolled on this campus as well as Georgetown. A few years ago, as some of you know, the General Assembly gave authority to all technical colleges to offer associate degrees and college parallel courses. Horry-Georgetown Tech has a campus in Georgetown. Dr. Ingle feels that it is unwise for the two institutions to duplicate courses. If they are offering English 101 and we are offering English 101, the possibility of combining the two into one English 101 class exists. We have entered into an agreement with Horry-Georgetown Tech which will focus on their offering the lower division courses, and our offering English, Math, and History where they don't have the courses. We will focus on upper division courses to meet the needs of the people of Georgetown. That does not mean that we can offer every degree program we have on the Georgetown campus. Perhaps we can offer upper level business courses. Right now we are in the old Winyah High School building. Horry Georgetown Tech has a facility about four to five miles out of town. The people in Georgetown are looking at combining the facilities. We will provide a service. The location is up to the people of Georgetown. There is discussion about whether to renovate existing buildings or build a new facility. We want to work with the people of Georgetown and our sister organization, Horry-Georgetown Tech.

Commencement is May 7, and Dr. Ingle hopes all trustees can attend. Selection of the graduation speaker is not finalized.

Mr. Hudson asked if a final report had been received from SACS as a result of their visit in December. Dr. Stanton said a response is being drafted and should be ready in approximately one week. The report and our response will be discussed with the Academic Affairs Committee and will be brought to the Board through that committee.

Dr. Kane inquired about the status of Coastal's candidacy with the AACSB. Dr. Rauch said we are currently in the process of applying for candidacy in the AACSB. We will submit our candidacy papers on August 15 for consideration for September 15, 1994, admission to the candidacy program. It will then be approximately two to three years before we conduct our self-study.



VI. Chairman's Report

Chairman Johnson said that the Bylaws call for a slate of officers to be elected at the July meeting. In order to comply with that requirement, we need a nominating committee. He announced that he had asked Oran Smith to chair the Nominating Committee and then asked Juli Powers, Cathcart Smith, Larry Lyles and Gene Anderson to serve on the committee and come up with a slate of officers for election at the July meeting.

Chairman Johnson said that the annual meeting of the Board is scheduled for July 8 and recommended that it not be a retreat meeting, since the Board had a retreat in January.

He told Board members that the Economic Conference of the Business School was excellent. Mr. Johnson commended those responsible for the program at the Business School.

Mr. Anderson said he has heard a lot of good comments about the program as well. Cathcart Smith asked if a lot of business people came as he had the impression from the newspaper that the event was primarily for students. Mr. Johnson explained that it was a two phase event. There was a meeting every day for one week when an outstanding business person spoke to the students and then the business conference which was also open to students but was for the benefit of business people.

VI. Unfinished Business

There was no unfinished business to discuss.

VII. New Business

Mr. Brown complimented President Ingle and the University on the presentation of "Oklahoma" on Thursday evening. The actors were superb, and the performance was a credit to the institution.

VIII. Executive Session

Elaine Marks made a motion that the Board go into Executive Session. The motion was seconded by Franklin Burroughs and carried.

IX. Return to Open Session and Adjournment

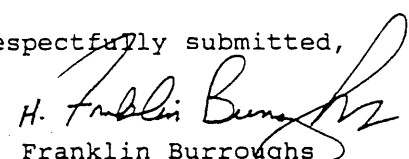
Upon returning to Open Session, Chairman Johnson said no action had been taken during the Executive Session.

Mr. DuBard made a motion that the new academic building be named for former member and chairman of the Horry County Higher Education Commission and Coastal Educational Foundation, Eldred E. Prince, Sr. The motion was seconded by Franklin Burroughs, and the motion carried.

Dr. Ingle noted that the meeting of the Architectural Selection Committee chaired by Mr. DuBard was scheduled for 1:30 p.m. but had been changed to 12:00 noon in the Student Center cafeteria.

Jim Kane made a motion to adjourn, seconded by Gene Anderson, and the meeting was adjourned at 11:45 a.m.

Respectfully submitted,

  
H. Franklin Burroughs  
Secretary