

Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall, Sr. Building
Board of Trustees Room
9:00 a.m., Friday, October 1, 1999

Presiding: Mr. Fred F. DuBard, Jr.

Board Members Present:

Mr. Payne H. Barnette, Jr.
Mr. Robert D. Brown
Mr. H. Franklin Burroughs
Ms. Cathy Brand Harvin
Dr. Hal B. Holmes, Jr.
Dr. James F. Kane
Mr. William L. Lyles, Jr.
Ms. Elaine W. Marks
Mr. Robert L. Rabon
Mr. Keith S. Smith
Dr. Oran P. Smith

Others Present:

Mr. Dave Blank
Mr. David Bredekamp
Mr. Clay D. Brittain, Jr.
Ms. Debbie Conner
Dr. Edgar Dyer
Mr. Stan Godshall
Dr. Sally M. Horner
Dr. John P. Idoux
Dr. Ronald R. Ingle
Ms. Anne Monk
Mr. Daniel W. R. Moore, Sr.
Mr. Alan Nagy
Ms. Patricia W. Sizemore
Dr. Robert W. Squatriglia
Ms. Charmaine Tomczyk
Dr. Richard Weldon

Board Members Not Present:

Mr. Dean P. Hudson
Mr. Clark B. Parker
Ms. Juli S. Powers

(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 the meeting. Ms. Natalie Burrowes of *The Sun News* was present.)

I. Call to Order and Roll Call

Chairman DuBard called the meeting to order at 9:00 a.m. Mr. Robert Rabon opened the meeting with prayer. Roll was taken.

Chairman DuBard informed the Board that Ms. Chyrel Stalvey was recuperating from surgery. Board members expressed their concern and wished Ms. Stalvey well. He thanked Ms. Brenda Cox for assisting in the meeting.

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Chairman DuBard introduced Dr. Hal B. Holmes, Jr., the newly appointed Governor's Designee, and welcomed him on behalf of all of the Board members. Dr. Holmes is presently a member of the Coastal Educational Foundation, Inc. and is a long-time supporter of Coastal Carolina University. Dr. Holmes was appointed to the Planning and Fiscal Affairs Committee.

Mr. Clay D. Brittain, Jr., President of the Coastal Educational Foundation, and Mr. Daniel W. R. Moore, Sr., Vice Chair of the Horry County Higher Education Commission, were then introduced. They gave a short summary of activities of the two entities.

Mr. Moore reported that the Horry County Higher Education Commission was created in 1959 by the South Carolina General Assembly to provide post-secondary funding for higher education in Horry County in conjunction with the formation of Coastal Carolina College (now Coastal Carolina University). Several of the present members of the Board have been members of the Commission and were instrumental in making important decisions regarding the University. The primary function of the Commission is to provide funds through tax millage (one mill) for programs of the University that sometimes the normal budget is not able to cover. The President and his staff present these programs to the Commission, and they are reviewed very closely. The Commission budget averages approximately \$750,000 - \$800,000 a year. A large portion of that funding (approximately \$310,000/year) provides for the debt reduction on capital improvements. Other funding goes for research centers, seed grant programs, call boxes for campus safety and other such projects.

One of the most exciting things accomplished in the last several months is the acquisition of a 15 acre parcel (Parcel 19) of land in the Atlantic Center. This was a joint venture of the Commission and the University. It was purchased at below market price with excellent structured terms from the county. It is now housing the marine and wetlands research center, which is responsible for ocean water quality testing, the monitoring of Waites Island, and a host of other erosion control projects. The acquisition of this property enlarges our campus and gives us another dimension in regards to utilization of properties adjacent to us.

Mr. Brittain thanked the Board for the opportunity to report on behalf of the Coastal Educational Foundation, Inc. The Foundation members appreciate how much the Trustees do for this great University. The Foundation raises money for the University and makes sure that the funds are invested and used properly. We now have \$9 million in endowments and \$4 million in other assets. The Foundation still owns most of the undeveloped land on campus. As soon as the land is developed, it is given to the University. One such opportunity is the soon to be constructed Student Health Services Center in conjunction with Conway Hospital which will house the campus Student Counseling Center. Another planned project is the new Welcome Center that will include the bookstore. The Foundation recently approved the incorporation of land held by them into the City of Conway.

Mr. Brittain stated that two long-time members and strong supporters of the University, Dr. Cathcart Smith and Mr. Cater Floyd, have recently resigned and have been given Emeritus status. New members, such as Mr. Bill Marsh, have recently come on board. Mr. Brittain thanked the Board for naming the Science Building in honor of Dr. Cathcart Smith and stated that a two million dollar campaign to raise funds for the facility is coming to a close. At present, \$1,496,000 has been raised.

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Chairman DuBard stated that Mr. Clark Parker was absent today because he is serving on a mission in Argentina.

II. Approval of Minutes

A motion was made by Mr. Franklin Burroughs to approve the minutes of June 25, 1999, seconded by Mr. Keith Smith and passed.

III. President's Report

Dr. Ingle stated that the campus sustained little damage from Hurricane Floyd. Approximately 10 trees were lost and there were a few leaks in the buildings. The campus was evacuated and the residence halls were closed. All of the students, with the exception of 17, left campus. Those 17 were transported by vans to UNC Asheville. The residence halls staff does a wonderful job in having the students fill in forms indicating where they will be going in evacuations such as this. We had calls from the president of Columbia College, as well as Clemson, offering their assistance. The Governor's Office was in constant contact with us. The residence halls reopened Saturday after the storm. We were in constant communication with parents, students, etc. via the web-site. Some of the comments on our web-site are included in the packets. There was an article in the *Chronicle of Higher Education* about our web-site and the how the Internet is being used to inform students and families of the storm.

Dr. Squatriglia noted that during Hurricane Hugo a student hurricane assistance center was established, and we did the same this time to assist students who may have any special need due to the storm. All needs in terms of short-term housing have been met. The J. D. Gilland Emergency Loan Fund was available for the students. Five students have been granted loans, and counseling was offered to students. Floods affecting the Conway area have not affected the campus.

Dr. Ingle reported that construction has started or will begin soon on several projects. The residence hall site work is underway, as well as the expansion of the food service facility. The welcome center/bookstore will be ready next fall which will also include the Lifelong Learning Society and the Division of Extended Learning. The old bookstore space will be used to expand student programs. The student health center will hopefully be ready by next July and will house the Coastal counseling staff. A tremendous resource has been the acquisition of the Atlantic Center thanks to the support of the Commission. The Center for Marine and Wetland Studies has been moved to that facility. Bids are out for the humanities building, and we hope to have groundbreaking early in the spring semester. We are also expanding the weight room to the rear of the athletic administration building.

The lighting in the gymnasium is being improved. Mr. Dave Blank, Athletic Director, commented on the television package that is being put together and reported that approximately 8-10 home basketball games will be televised. We have redone the gymnasium floor and have made the necessary preparations for the basketball program to succeed. One of our conference games will be televised on Fox Sports South.

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Dr. Ingle stated that through the assistance of the Foundation and a gift from Pepsi Cola, we will have a message board installed at the entrance of the campus on Hwy. 501 which will list sporting events, cultural events, etc. We hope to have it up by early spring.

Enrollments will be about the same as last year. The freshman class is approximately 112 students lower than last year. We feel that our retention efforts are beginning to pay off and students are retained better. It is anticipated that the SAT scores of this year's freshman class will be approximately 30-35 points higher than last year's class (averaging 1,032).

Dr. Ingle will ask Dr. Judy Vogt, Director of Admissions, and Ms. Pat Sizemore, Vice President for Enrollment Management, to do a presentation at the January meeting on the process used for admissions. It is a hands-on, personal approach. A student's high school record is carefully reviewed. We are working with Horry-Georgetown Technical College to make sure that the goal, which was set when this institution was founded, of access to higher education for this area of South Carolina is not diminished.

The Celebration of Inquiry, *Truth, Beauty and Imagination in the Academy*, will be held February 16-18, 2000.

We are producing, on local cable television, two shows. The first is entitled *Coastal Alive*, with Dave Bryon serving as host. It features the campus and events going on around campus. The other program is *The Coastal Tide: An Alumni Viewbook* hosted by Mona Dukes and features alumni interviews.

Dr. Idoux then updated the Board on academic issues. He expressed thanks to the Commission and Foundation in their role of funding programs for the institution. A lot of things would not happen if it were not for their support.

A memo is sent to faculty at the beginning of each year highlighting some of the events of the past year and upcoming programs and events. A copy is included in the packets. Also, an annual report is available through the Provost's Office.

We anticipate finalizing an agreement with Clemson sometime this fall on a 3 + 2 Engineering Program. Students will attend Coastal for the first three years following a science curriculum and will then transfer to Clemson in one of their engineering programs. At the end of five years, they will receive a baccalaureate degree in science from Coastal and a baccalaureate degree in engineering from Clemson. This is a unique program in that the student will receive two degrees.

A planning program summary has been submitted to the Commission on Higher Education to establish a baccalaureate degree in industrial technology. This degree will meet the needs of local industrial businesses who have come to us with interest in articulating an agreement to take students coming out of Horry-Georgetown Technical College with an associate degree in Industrial Technology. They would be admitted into Coastal and end up with a 4-year degree in Industrial Technology. The upper level curriculum will be oriented to apply toward computer science, mathematics, applied physics, etc. We hope to have this program in place by the Fall of 2000.

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Dr. Kane asked if the Academic Affairs Committee of the Board was involved in the preliminary planning of new degree programs. Dr. Idoux stated that the committee is informed of the degree and the process and kept abreast of the time schedules prior to the actual program being presented to them for approval. Chairman DuBard feels that it is the committee's responsibility to follow through on the programs and to monitor the degrees submitted to the Commission on Higher Education. Dr. Kane suggested carefully selecting new degree programs and abiding by Coastal's mission and its purpose.

Dr. Idoux reported that the dean search for the School of Humanities and Fine Arts has been reinstated. This position has been advertised in the *Chronicle of Higher Education* within the past month, and a higher education specialist firm has been retained to give us some additional assistance. We have in excess of 50 nominations or applications and hope to have a smaller pool by mid-November and start the interview process the first of the year. Dr. Edgar Dyer is serving as interim dean.

Dr. Idoux stated that we have strived to keep up with computer technology. The computer technology fee has been used very effectively in the computer labs and for upgrading the infrastructure. After doing an in-depth study, the School of Science will now require the entering freshmen in the Fall of 2000 who are majoring in computer science owning a lap top computer which will be set to the specifications of the department. There were some concerns as to the extra added expense to students being required to purchase these computers. Opportunities for loans will be available.

Dr. Ingle announced that the grand re-opening of Wheelwright Auditorium will be held this evening. Some local supporters of Coastal have been invited to a reception at 6:30 p.m. and the play at 7:30 p.m. Mr. Tom Pegram, the architect who donated his firm's services, will also be present.

The College Board will be hosting a live video conference on November 10 on accountability in higher education. Coastal will be a site for this conference and will have the authority to video the conference. Senator Nikki Setzler, the driving force behind performance funding in South Carolina, will be one of the panelists. More information will be sent out at a later date.

Ms. Debbie Conner reminded Board members that the faculty members of the School of Humanities and Fine Arts and the Library were looking forward to having lunch with Board members immediately following the Board meeting. The luncheon will be held in Admissions 003. We have had tremendous response from the faculty.

IV. Campus Reports

Dr. Ingle asked Anne Monk to brief the Board on our marketing efforts. Ms. Monk stated that Coastal Carolina University will be targeting potential students and informing decision-makers in the state about Coastal. Our first effort will be the "Columbia Initiative." There will be two components of how we want to execute the plan. There will be a paid advertisement campaign in the *State* newspaper on the editorial page for nine months (excluding December). It will run every two weeks, and there are a series of seven separate advertisements, which will be rotated. Opinion leaders will get a direct mail piece prior to the ad running. A measurement device is being constructed by the Wall Fellows students. They will conduct a telephone survey with

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these opinion leaders prior to the advertisement and direct mail piece and will do a follow-up next May to see if there is a difference in awareness of Coastal in that group. The ads were written with one specific purpose in mind. We focused on the strengths of the university. One of those, in particular, was the accreditation of the Wall School of Business.

Ms. Monk distributed copies of the ads to Board members. If it is felt that the campaign is successful, it will be expanded to other geographical areas. Dr. Ingle asked for feedback from Board members of comments they may hear on the campaign. The campaign is designed to raise awareness of the university.

Ms. Colleen Lohr, Chair of the Southern Association of Colleges and Schools Self-study Accreditation (SACS), made comments on the reaffirmation of accreditation of Coastal. The plan for reaffirmation of accreditation was included in Board member's packets. Committees have been organized and a faculty chair has been appointed for each committee. Board members were invited to participate on the committees of particular interest to them. The plan is on the web page under news and events. We have to reapply every ten years, and we will be reapplying in 2001. A SACS committee will be on campus in February of 2001 reviewing the self-study that we have produced. Their report will be sent to the president, and a follow-up report will be sent to SACS stating how we will implement their recommendations. Dr. Ingle stated that Board members will be involved as we proceed with this reaffirmation.

Dr. Ingle also reminded Board members of our Calendar of Events which is now on the web site.

V. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Ms. Marks stated that the Academic Affairs Committee met at 8:30 a.m. Friday morning. This was strictly an informational meeting.

Ms. Marks was re-elected as chair for the coming year.

Development & Alumni Affairs Committee

Dr. Kane reported that Clark Parker was re-elected as chair of the Development and Alumni Affairs Committee.

A telephone conference call was held September 14 at which time Mr. Alan Nagy reviewed fund raising efforts.

Mr. Nagy then reported that \$9.5 million has been raised through the various campaigns. The Cathcart Smith campaign includes the NSF grant of \$500,000 and totals \$2.491 million. There are still several requests which we have not heard from. Several trusts have been set up which Coastal will benefit from over a period of time. The giving report through August 31, 1999

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indicates that we are 32% higher than we were last year at this time in gifts received. We are working hard to increase the major gifts coming into the institution. The number of donors increased 50% in the first two months of the fiscal year. The endowment has increased tremendously. We grew at a rate of 12-13% this past year, which includes 60% equity, and 40% fixed.

Dr. Ingle expressed appreciation to the leadership of the Foundation in their role in investing. Dr. Kane also stated that he felt that the Advancement staff, under the leadership of Alan Nagy, had made tremendous strides. They have postured us into being ready to start into a major campaign.

Mr. Nagy stated that three consulting firms have made presentations to a selection committee. Board members, Foundation members, faculty and staff have served on this committee and recommendations will be made to the Foundation as to a firm coming in to help us build a CASE statement and feasibility study at the quarterly Foundation meeting. We will then enter into an agreement with the firm to start this process. Dr. Kane stated that the relationship between the Foundation and the Development Committee of the Board has been clarified and improved dramatically. Dr. Ingle stated that the ad campaign and marketing campaign all ties in with a major comprehensive campaign.

Planning and Fiscal Affairs Committee

Mr. Keith Smith reported that the Board held a very informative Strategic Planning Workshop the previous day. Several of the Board members attended.

An update on the 1999-2000 "10" funds budget was included in member's packets. We received more state appropriations than we had anticipated but student enrollment is down; therefore, the budget remains about the same. Also, we have a projected \$118,000 increase for June, 1999 from June, 1998. The state will make the necessary adjustments and we should receive the finalized budget within the next few weeks.

Student Affairs Committee

There will be a report during Executive Session.

VI. Executive Session

Mr. Franklin Burroughs moved to go into Executive Session and Mr. Rabon seconded.

No action was taken in Executive Session.

Mr. Lyles moved to adopt a Resolution for presentation to Dr. James B. Appleberry, retiring President of the American Association of State Colleges and Universities. The motion was seconded by Mr. Burroughs and carried.

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Chairman's Report

Mr. DuBard reviewed the calendar dates for the upcoming year. The following dates were approved for Board meetings:

January 7, 2000, May 5, 2000 and June 23, 2000.

Mr. DuBard appointed Mr. Robert Rabon to serve as the Board representative on the Founder's Day Committee.

Mr. DuBard also asked Mr. Larry Lyles, as chair of the Football Ad-hoc Committee, to select two Board members to serve on that committee and act as an oversight group on the football issue.

Mr. DuBard stated that it is important for all Board members to participate in the major gifts campaign. As we apply for grants, one of the first questions that is asked is the financial participation of the Board. It is important to have 100% participation as we seek these educational grants.

VII. Unfinished Business

None

VIII. New Business

None

IX. Adjournment

A motion was made by Mr. Rabon to adjourn and passed by acclamation.

Respectfully submitted,



Nila Hutchinson for Clark Parker
Secretary