

Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall, Sr. Building
Board of Trustees Room
9:00 a.m., Friday, October 18, 2002

Presiding: Mr. Clark B. Parker

Board Members Present:

Mr. Payne H. Barnette, Jr.
Mr. Robert D. Brown
Mr. Fred F. DuBard, Jr.
Ms. Cathy Brand Harvin
Mr. Charles J. Hodge
Dr. Hal B. Holmes, Jr.
Dr. James F. Kane
Mr. William L. Lyles, Jr.
Mr. Daniel W. R. Moore, Sr.
Ms. Juli Streater Powers
Mr. Robert L. Rabon
Mr. Keith S. Smith
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Mr. George L. Williams, Sr.

Board Member Not Present:

Mr. Dean P. Hudson

Others Present:

Dr. Ronald R. Ingle
Dr. Sally M. Horner
Mr. Billy Alford
Dr. Peter B. Barr
Mr. David Bredekamp
Ms. Nancy Cave
Dr. Janis Chesson
Ms. Debbie Conner
Dr. David A. DeCenzo
Dr. Edgar L. Dyer
Dr. Lynn Franken
Ms. Frances B. Gilbert
Mr. Stanyarne R. Godshall
Dr. Gilbert H. Hunt
Representative Mark Kelley
Mr. Warren D. Koegel
Ms. Linda P. Lyerly
Mr. Will McCain
Dr. Joseph P. Mazurkiewicz
Ms. Anne T. Monk
Mr. Danny Nicholson
Ms. Angelia Smith
Ms. Charmaine B. Tomczyk
Dr. Judy W. Vogt
Dr. Richard N. Weldon
Dr. Dennis Wiseman
Ms. Nila Hutchinson
Ms. V. Chyrel Stalvey

(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. None were in attendance.)

**Board of Trustees Meeting
October 18, 2002**

I. Call to Order

The chairman called the meeting to order at 9:00 a.m. and Mr. Rabon offered an invocation.

Dr. Ingle was pleased to introduce three new members of the administration: Dr. Pete Barr, Provost; Dr. David DeCenzo, Dean of the Wall College of Business Administration; and Mr. Danny Nicholson, Vice President for Development & Executive Director of the Coastal Educational Foundation.

At the direction of the Board of Trustees, Dr. Ingle entered into a contract on behalf of Coastal Carolina University with McCain, Smith & Associates as lobbyist. This working relationship will also include periodic reports made to the Board. Three members of the staff working directly with Coastal were introduced: Ms. Angelia Smith, Mr. Will McCain, and Representative Mark Kelly.

Ms. Nancy Cave, Vice-Chair of the Edwards College of Humanities and Fine Art Board of Visitors, was introduced. She reported on three projects of their board: student scholarships, off-campus interdisciplinary lecture series, and fundraising gala. One renewable scholarship for \$1,000/year has been awarded to an English major with a grade point average of 3.995 who demonstrated financial need. Applications for a second renewable scholarship are being accepted for this year. The purpose of the lecture series is to enhance visibility of the University's faculty, particularly into the Waccamaw Neck area. This year's theme is "Being an American." The three dates and topics are: February 5 - "The Politics of Being American," February 19 - "Being an American in Art and Literature," and March 5 - "Honoring Diversity: Truth, Justice and the American Way." Everyone was invited to attend the Fall Gala tomorrow night featuring gourmet dining from chefs throughout the area, a live auction, a faculty and student art exhibition in the Rebecca Bryan Gallery, and entertainment by the students with a Broadway show theme. On November 16, the Board of Visitors will hold a retreat at Sea Island Inn, exploring the relationships between great works in humanities and leadership.

At the end of the month, Mr. Billy Alford will have served two years as President of the Coastal Educational Foundation. He expressed appreciation to Mr. DuBard and Dr. Holmes who also serve on the Foundation and thanked Dr. Ingle for his great support. Dr. Dyer was commended for a job well done during this interim time for the Foundation. Having attended Coastal, Mr. Alford feels that he knows by experience that Coastal is a great place to attend school and reminisced about his years as a student and a supporter.

Mr. Grant Singleton served as chair of the Foundation's Committee for the Future that assessed the charter, bylaws, committee roles, fundraising/donor raising, assets and management, and the relationship with the Board of Trustees. Six subcommittees made 56 recommendations.

Other highlights of Mr. Alford's tenure included:

- The hiring of Mr. Danny Nicholson, Vice President for Development & Executive Director of the Coastal Educational Foundation.
- The sale of Dr. and Mrs. R. Cathcart Smith's home in Murrells Inlet.

**Board of Trustees Meeting
October 18, 2002**

- The purchase of the Fowler Farm.
- The changeover to a new accounting system and software interfacing with the University's system.
- Raising \$4.7 million in the last two years.
- The total endowment balance is \$9.8 million, which is down from \$12 million due to the fluctuating stock market.

The Foundation will soon have a suite of offices in Atheneum Hall.

With expected budget cuts coming from the state, Mr. Alford feels that it is even more urgent for the Foundation to raise as much money as possible. The Foundation needs to add new members from around the state, and he asked for recommendations from the Board.

Dr. Kane brought copies of the *Business and Economic Review* for everyone. The article, "Gamecock Football: It Pays to Win," should be of particular interest with football coming to Coastal.

Mr. Dawsey, Horry County Higher Education Commission chairman, could not be in attendance. Dr. Ingle stated that the Commission continues to do outstanding work for the University. Renovations for the Atlantic Center should begin in the next few weeks. Their scholarship program is being reviewed, as the new state scholarships negates the Commission's scholarship. There is consideration for awarding scholarships in the visual and performing arts and leadership awards for students who have displayed leadership skills.

Roll call was taken.

II. Approval of Minutes

Mr. Moore moved to approve the minutes of June 21, 2002, and Dr. Kane seconded. The motion passed.

III. Campus Report: "Enrollment Update and Recruitment for Fall 2002"

Dr. Judy Vogt, Associate Vice President for Enrollment Services, reported on enrollment, state scholarship programs, and recruitment strategies.

Since 2000, total Fall 2002 headcount has increased to 4,653 (+1,150) and FTE has increased to 5,073 (+972) for undergraduate and graduate students. The growth comes primarily from the freshmen population, which has increased 36.4%; new transfers have increased 12.3%, and continuing students 14.4%; degree seeking graduate students 45.9%; non-degree seeking graduate students 226.5%; overall undergraduate and graduate headcount 24.7%.

There has been a dramatic increase in freshmen from 792 (46% in-state) in Fall 2000 to 1,080 in Fall 2002 (48% in-state). There has been a gender shift from 46% male to 51% and from 54% female to 49%, which is attributed to the addition of football. Minority headcount was 9% and

**Board of Trustees Meeting
October 18, 2002**

has increased to 11%. The student county population has increased not only in-state but in the five-county service region.

Freshmen Selectivity:

	<u>2000</u>	<u>2002</u>
Percent Applicants Accepted:	71%	71.6%
High School Grade Point Average:	3.12	3.28
Average SAT Scores	1026	1044
Matriculants with SAT \geq 1000	467	499

The major emphasis of the freshmen from 2000 to 2002 has been: Business +68 students; Education +20; Humanities/Fine Arts +52; Natural & Applied Science +145; and Undeclared -6.

The largest growth has been in the Natural and Applied Sciences, students entering pre-med and those wanting to teach science and biology in high school. Previously, teachers would have majored in education but now students major in the cognate which will be taught and then attend the fifth year to seek a master's degree.

With the quality student increase, we are retaining 2.3% more freshmen.

Coastal students are bringing in \$3.1 million from the state scholarship programs—Hope, Life, and Palmetto Fellows. From 2000 to 2002, there has been a 75% increase of in-state freshmen that are recipients of one of these scholarship programs.

She noted that 23 students are receiving the Horry County Higher Education Commission Scholarship.

Admissions recruiters travel to 17 different states for 8-10 weeks in the fall and four weeks in the spring. At the request of parents, Texas has recently been added to visited states. In the spring, two different teams will go into the major cities setting up a luncheon with guidance counselors and in the evening presenting a PowerPoint presentation and having displays in hotels for students who have been accepted to Coastal. The parents have been very appreciative of these visits and have stated that this has helped to make the difference in their decision to come to Coastal.

Within South Carolina, the admissions recruitment team's strategy is to bring the prospective students to campus. When they get to campus, the student recruitment team has been very successful in their tours. Last year, 8,000 people were greeted and given tours by them.

An applicant pool of 23,000 prospective students is needed for Fall 2003. They are communicated with on a regular basis in an effort to keep Coastal on the top of their list. Every 2-3 weeks, e-mails are sent out encouraging them to come to campus, read a student newspaper, get information about sports and activities on campus, and receive notes from a female/male cohort.

**Board of Trustees Meeting
October 18, 2002**

Dr. Vogt stated that it takes a team effort from the Admissions office, the colleges, and all the administrative staff to effectively recruit students.

The Admissions literature was displayed in the foyer.

Dr. Ingle added that the initiative taken a few years ago to approach admissions from a more business type model, which included the addition of Dr. Vogt, has been successful.

Mr. Keith Smith asked to have retention figures made available to the Board in regards to classes and academic majors.

IV. President's Report

Dr. Ingle reported that the quality of several campus programs would be reviewed within the next few weeks. The NCAA recertification team will be on campus November 11-14, reviewing the athletic program. At the same time, the Professional Golf Management Program's (PGM) review of accreditation will take place. The *Criteria and Standards for Accreditation of the PGM Degree Programs* require the PGA of America to visit and review each accredited program at least every four years. The computer science accreditation team will be on campus next week. After each of these visits, a report will be issued.

Dr. Ingle is chairing the Heart Walk for the American Heart Association to be held tomorrow, and the Office of Special Events is closely involved with the event. The football team adopted this as their community service event for the semester and will lead the participants in warm-ups prior to the walk. A team member will lead the National Anthem.

On October 22, Scott Ritter, the controversial former chief weapons inspector for the United Nations Commission in Iraq, will speak as part of the Kimbel Distinguished Lecturer Series. Tickets are being issued because an overflow crowd is expected.

Coastal will host an International Tourism Conference on November 1-2. Tourism professionals and educators from all over the world will participate. The keynote speaker will be Mr. Horst Schultze, president and chief operating officer of the Ritz-Carlton Hotel Company from 1983-2002.

A spreadsheet for Summer 2002 Conference Services was included in the packet, summarizing the \$213,674 that was generated from various camps and meetings on campus.

Dr. Squatriglia will be retiring in 2003, and Ms. Pat Rohr is coordinating the search for the Vice-President of Student Affairs. Mr. Jody Davis, Director of Intramurals and a faculty member, chairs the search committee. The ad has been developed and interviews will begin after the first of the year.

For some time, Dr. Ingle has been concerned with the criticisms of the quality of teachers in the country and teacher education programs. Most of these criticisms, he feels, are anecdotal, rather than fact based. He met with Dr. Hunt to discuss what would be necessary to perform an in-

**Board of Trustees Meeting
October 18, 2002**

depth assessment of teacher quality of Coastal graduates who have been teaching for five years in the public schools of Horry and Georgetown Counties.

Dr. Hunt and the education faculty welcome an assessment. If there is a good story to tell, let's tell it. If we need to fix something, let's fix it. Dr. Hunt has conversed with the Education Oversight Committee and several other people around the country. Dr. Barnett Berry, Executive Director of the Southeast Center for Teaching Quality, housed at the University of North Carolina, and the President of the Teaching Quality Foundation, will serve as principal investigator for this work. The Carnegie Corporation has funded a major project assessing teaching involving primarily four institutions: University of California-Northridge, University of Virginia, Michigan State, and the Bankstreet College of Education in New York City. Coastal will become part of this project and compared with graduates of other institutions. Dr. Berry and his team will make their first visit on November 14.

Coastal's success has a double-edged sword. Our peer group is the prestigious liberal arts institutions around the country and most of them are private institutions. When we are compared to them, we are at the lower tier of that group. Dr. David Millard and Ms. Chris Mee have been asked to review the **U.S. News and World Report** best college rankings data and to recommend areas for further review and administrative action. A handout was distributed describing Coastal characteristics included in or omitted from the rankings and goals for improvement. The handout also included **Sun News** articles about Coastal's rankings and a **New York Times** op-ed article opposing the ranking system.

Mr. Moore is chair of the Coastal Carolina University Housing Foundation. Other members are Messrs. Charlie Hodge, Stan Godshall, and Kim Montague. Mr. Moore reported that the Residence Group LLC's resident project located on Highway 544 is under construction. The 500-bed development should be completed by July 2003. It is well planned with state-of-the-art design and security.

Ms. Linda Lyerly received e-mail from Ms. Walda Wildman, our independent auditor, stating that Coastal has a lot more research grant than some other universities, in particular Francis Marion and Winthrop.

V. Standing Committee Reports

Executive Committee

Nothing to report.

Academic Affairs Committee

Dr. Oran Smith was elected to continue serving as chair of the committee. The Academic Affairs Committee met yesterday with Dr. Pete Barr where he reported on his vision for the future. Included in the meeting packet was a copy of *Initial Initiatives for Academic Year 2002-2003*.

**Board of Trustees Meeting
October 18, 2002**

Dr. Barr reported that Coastal has an outstanding faculty and staff. Over the past several years, Coastal has been successful in enhancing our institutional reputation through scholarly publications, grants, and academic presentations of our faculty. However, we must not lose sight of our mission and the importance of teaching and public service/engagement. Coastal is important to the region in being able to provide leadership.

One of the things we are trying to do is offer four scholarly reassignments in order for faculty to share their knowledge, expertise, and experience with agencies, businesses, and civic organizations. One faculty member from each college will be selected to work within the community next spring. These faculty will be paid their Coastal salary while on reassignment and receive all current benefits. It is hoped that this will spark enthusiasm to be brought back into the classroom.

Another incentive is to improve the quality of teaching. The Master Teaching Institute at Georgia State University will conduct two Master Teaching Workshops—December and January. First and second year faculty, as well as their chair(s), will be strongly encouraged to attend with remaining slots to be filled by volunteers.

The student who bonds with the faculty member and the staff at the departmental level will be more likely to stay with us through graduation. Efforts will continue to focus on retention at the departmental level.

Development & Alumni Affairs Committee

Mr. Dan Moore was re-elected chair of the Development & Alumni Affairs Committee.

The arrival of Mr. Nicholson is greatly anticipated by the Foundation.

As Mr. Alford reported, the Foundation is in the process of changing over to an electronic accounting system, and the numbers in the Giving Report are not available at this time. The Giving Report should be available at the next meeting. Dr. Dyer assured the trustees that fundraising is ongoing. The Annual Fund expectations are to raise as much as or exceed last year. Talks are underway with football donor prospects.

The endowment has decreased from \$12 million to \$9.8 million due to the current market. The Investment Committee of the Foundation is very diligent and repositioning investments to hedge against losing any more money.

After close review, the Foundation has also decided to use Charitable Gift Annuities as another option for fundraisers to market gifts to Coastal.

Alumni Giving is one of the criteria used by **U.S. News and World Report** to gauge the tier system a university falls into. Currently, alumni's giving is 5 %, and the immediate goal is to increase it to 15 %. The 1954 Society membership drive is underway, and the Class of 2002 has been asked to raise money for a football goal post. Hopefully, by giving at graduation, alumni will get in the habit of giving in the years to come.

**Board of Trustees Meeting
October 18, 2002**

It has been determined that a charitable lead remainder trust for \$250,000 is not collectable.

Planning & Fiscal Affairs Committee

Mr. Keith Smith was re-elected chair of the Planning & Fiscal Affairs Committee.

Everyone received a copy of the *CCU – Financial Statements with Independent Auditor’s Report for the Year Ended June 30, 2002*. The auditor will be invited to attend the January 2003 meeting to review it.

Dr. Horner stated that the modified revenue and expenditure projections correspond to a “10” funds operating budget of \$39.1 million. The revenues are based on actual fall collections. The revenue projections include a projected five percent reduction in state appropriations in mid-November and include sufficient funds in the salary line items to support a general salary increase for both classified and unclassified personnel of two percent effective January 1, 2003. If the anticipated state budget cut is greater than five percent, this projected salary increase must be revisited.

With the perceived five percent reductions, Coastal will receive 19-21% of its dollars from state appropriations. Coastal acts more and more like a private institution.

Everyone also received *A Case Study in Planning, Budgeting, and Assessment*, which is how Coastal applies money and plans to use it. Drs. Ingle and Horner prepared this document, and it has been presented at various professional meetings, including the Southern Association of Colleges and Schools.

Ms. Linda Lylerly has included a handout correlating last year’s accounting system to this year’s GASB 34/35 implementation.

It was noted that the *Statistical Abstract* is available on-line.

Student Affairs Committee

Mr. Lyles was re-elected chair of the Student Affairs Committee.

Dr. Joe Mazurkiewicz represented Dr. Squatriglia who was out of town. He noted that renovations to the second floor of the Student Center have been completed. The game room is being painted and ping-pong and pool tables will be added. Residence halls are filled to capacity. A nurse practitioner has been hired, and students are pleased with this. An \$8,000 grant has been awarded by the state to conduct a drug and alcohol study and develop programs for intervention. Part of the study will include participation in a course study comparing Coastal to other schools in the state and country. The results should be available in the spring and will be reported to the Board.

**Board of Trustees Meeting
October 18, 2002**

Dr. Ingle stated that after the new Vice President of Student Affairs is onsite, additional slots would be added for student activities, counseling and other areas. The Student Affairs staff is stretched to the limit.

Ms. Powers asked if there was any way to measure the success of the Alcohol 101 Program. Dr. Mazurkiewicz stated that this course might help in measuring its success.

She also asked about any changes or progress made in regards to mental health for students. Dr. Mazurkiewicz reported full-range counseling services are provided to students. As needed, there is also a linkage to community mental health agencies. Additionally, an eating disorder group meets once a week. Four of these students contacted the university before arriving on campus. Disabled students services have been made available, with additional students each year.

Mr. Godshall reported that Hill Construction is moving forward, as scheduled, with the stadium. The project will include 475 pilings, one mile of underground drainage, 3.5 acres of sod, 1,000 yards of concrete, 15 tons of steel, 120 ft. candles for stadium lighting. Scheduled completion is July 31, 2003.

Mr. Warren Koegel noted the 2003 - 2004 football schedule was included in the packet. The football coaching staff is excited and gearing up for the first season.

The following updates were given:

- Women's Cross Country - Kara Kippel, Big South's Top Female Scholar Athlete, Psychology major with 4.0 GPA. The Men's and women's track teams were ranked nationally in academics--women's finished 6th in nation with 3.35 GPA and men's finished 7th with 3.07 GPA.
- In 2001-2002, there were 135 athletes. Fifty-nine percent of them are on the Big South's Presidential Honor Roll with a 3.0 GPA or better for the year. Ms. Gina Markland, Assistant Athletic Director of Academics, academic advisors, faculty, and staff have contributed greatly to this accomplishment.
- The Lady Chanticleer's volleyball team is tied for first place. Jeanne Lambert is second in the nation in digs and had a match high of 26.
- The men's soccer team is undefeated and ranked 17th in the nation. Joseph Ngwenya and Mike Littlefield are getting a lot of attention, ranked 1 and 2 in the nation.
- Women's softball is ranked fifth in the nation academically with a 3.377 cumulative GPA.
- The men's and women's basketball schedule was distributed. On December 7, Coastal plays Navy and on December 23 East Carolina. On February 8, Coastal will play Winthrop at home and this will be broadcast on ESPN2. This is the first time ever that a Big South regular season game will be shown on national television.
- This year's Big South Conference basketball tournament's first round will be played at the higher seed home site. The semifinal and final rounds will be in Lynchburg, VA. Next year all the games will be played at the home sites.
- Several newspaper articles on football were reviewed.
- Last week **Sports Illustrated** ranked Coastal 174th in the nation for sports on campus, recognizing the fact that Coastal is growing.

**Board of Trustees Meeting
October 18, 2002**

- Women's cross country's Anne Marie Moutsigna has potential to become a world class runner.
- On November 19, Coastal will host all the presidents and CEO's of the Big South Conference schools, as well as the athletic directors. This will be a great opportunity to tell them about Coastal.
- Amber Campbell, Olympic hopeful, has been invited to compete in a pre-Olympic competition on November 8-9 in California. She is the only collegiate athlete to receive an invitation.
- Dr. Dyer and Mr. Koegel accompanied Alex Larrazabal, Coastal graduate and winner of the British Amateur Open, to Governor Hodges' office where he received a special sports medallion from the state of South Carolina.

The excitement level for football is beginning to rise, and it is hoped to close some major fundraising agreements within the next couple of weeks. A gift-in-kind is anticipated to brick the softball press box and a concession stand on the baseball field.

A working draft of the "Football Ticketing Plan" was distributed. Expectations are to finalize the plan in November with distribution to the Board and Foundation and then to the public by Christmas. Dr. Ingle asked the Board to review the plan and, if there were suggestions or questions, to please call Mr. Koegel.

Mr. Rabon commended Coach David Bennett and his coaching staff for the excitement they are building within the community for football.

Mr. DuBard asked if Coastal could play Frances Marion, building up community rivalry and affording an opportunity for Coastal recognition in the Florence area. According to conference rules, Mr. Koegel stated, there is a limit on the number of Division II games we are allowed to play. This affects our eligibility for championships.

VI. Chairman's Report

Chairman Parker asked the administration to prepare a list of interview questions being asked by the Screening Committee when reappointments to the Board are made.

Commencement will be December 14, at 10:00 a.m. at the Myrtle Beach Convention Center.

Chairman Parker is appreciative of Coastal's involvement in so many community activities and the involvement with the Heart Walk shows that Coastal has a heart for the community.

Coastal has been fortunate to have Representative Mark Kelley, a May 2002 honorary degree recipient, as its supporter. Most recently, he was instrumental in helping to receive the \$4 million in funding for the football athletic facility. The inclement weather at commencement did not allow time for speeches, and Chairman Parker asked if Representative Kelley would like to take a few moments.

**Board of Trustees Meeting
October 18, 2002**

Representative Kelley expressed appreciation for the presentation of an honorary doctorate, as it was one of the major highlights of his political career. He is excited about Coastal and looks forward to many more years of association. The first of the year, he will become full partners with McCain, Smith & Associates and looks forward to this endeavor.

Dr. Ingle complimented and thanked Ms. Harvin for her representation of the four-year universities on South Carolina's Commission on Higher Education.

VII. Unfinished Business

Nothing to report.

VIII. New Business

Nothing to report.

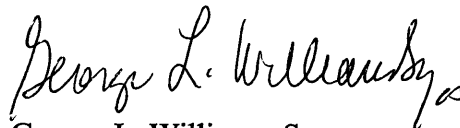
IX. Executive Session

There were no items for Executive Session.

X. Adjournment

As there was no further business, the meeting was adjourned.

Respectfully submitted,


George L. Williams, Sr.