

Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall Sr. School of Business Administration Building, Board Room
February 18, 2011

Presiding: Mr. William H. Alford

Board Members Present:

Mr. Larry L. Biddle
Mr. William S. Biggs
Mr. Gary W. Brown
Mr. Robert D. Brown
Mr. Samuel H. Frink
Mr. J. Wayne George
Ms. Natasha M. Hanna
Mr. D. Wyatt Henderson
Mr. Charles J. Hodge
Mr. William L. Lyles Jr.
Mr. Daniel W. R. Moore Sr.
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Dr. Samuel J. Swad

Board Members Not Present:

Mr. Joseph L. Carter
Mr. Robert G. Templeton

Others Present:

Ms. Stacie A. Bowie

Mr. Peter Brigham
Ms. Lori G. Church
Dr. David A. DeCenzo
Mr. David Douglas
Mr. Taylor Eubanks
Mr. Dick Galehouse
Mr. Will Garland
Ms. Haven L. Hart
Mr. Matt Hogue
Mr. Lawson Holland
Ms. Martha S. Hunn
Mr. Timothy E. Meacham
Ms. Anne T. Monk
Dr. Michael S. Ruse
Dr. Rob Sheehan
Mr. Thomas Squire
Mr. Larry Timbes
Dr. Judy W. Vogt
Ms. Sandy Williams
Mr. Hunter R. Yurachek
Ms. Jennifer Packard
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. Heather Gale of The Horry Independent and Megan Miller [a Coastal Carolina University Alumna] of WMBF news were in attendance.)

I. Call to Order

Chairman Billy Alford brought the meeting to order at 10:03 a.m. and Mr. Sam Frink offered an invocation.

Dr. DeCenzo reported that Mr. Joe Carter is now at home and progress is slow.

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Mr. David Douglas, president of the Coastal Educational Foundation (CEF), was pleased to announce that the CommonFund has now recouped back to the levels prior to the recession in the fall of 2007.

Mr. Mark Roach, chair of the Chanticleer Athletic Foundation, reported that the Foundation will begin a new one-donation ticketing system and also introduce a suite level for all three major sports. The Foundation has already raised \$2.5 million this year.

Roll call was taken.

II. Approval of Minutes

Mr. Spivey moved to approve the minutes of October 22, 2010. Mr. Frink seconded and the motion passed.

III. President's Report

Dr. DeCenzo noted that our last living founder, J. Kenyon East, passed away earlier in the week. Mr. East contributed greatly to the founding of Coastal Carolina University and we are grateful to him.

Appreciation was expressed to Mr. Gary Brown for shepherding the Campus Master Plan Steering Committee and developing the plan over the past months with Sasaki Association Inc.

Dick Galehouse introduced Peter Brigham, project planner, and Larry Timbes, local architectural coordinator. Mr. Galehouse listed three conditions dominating higher education which have guided the development of the plan: the role a university plays in innovation, economic development, and leadership in the community; the increasing cost of higher education; and, the increasing competitive nature of higher education for recruitment and retention.

Mr. Brigham presented a PowerPoint on the master plan. A one-page document was distributed on the key objectives of the plan which included: maintain a compact academic core; link student life uses and student residences to the core; redevelopment of Blanton Circle as a pedestrian quadrangle; relocate and change the pattern of parking; strengthen the pedestrian environment; preserve and enhance the distinctive pattern of wetland sloughs; develop a landscape statement at University Boulevard and 501; reconfigure Chanticleer Drive and create additional access from 501 and 544; relocate the University Boulevard/544 intersection; and, focus long-term growth within the triangle.

The University will establish a standing integrated Master Plan Committee which, along with Project Management within the Facilities Group, is to serve as "gatekeepers" of the master plan.

Mr. Gary Brown made a motion to approve the campus master plan as written and Mr. Larry Biddle seconded. The motion carried (Motion 11-14).

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Dr. Judy Vogt reviewed the enrollment handout and noted the 3.9% growth in total enrollment from SP 2010 to SP 2011. Freshman applications are up by 13-14% as compared to FL10 with applications from 49 states, Washington, D.C., and several foreign countries. It appears that the current acceptances will yield 1,888 students. Transfer applications are about even with last year and anticipated transfer enrollment is 800-850.

The University received the annual 2009-2010 Comprehensive Annual Financial Report (CAFR) and Mr. Wyatt Henderson moved to accept and Mr. Biddle seconded. The motion passed.

There have been discussions within the state regarding the cost of out-of-state students and what is being waived. A report was compiled by Mr. Will Garland and Ms. Stacie Bowie which shows every out-of-state student is contributing \$3,255/year to our bottom line which is used to offset and keep in-state tuition down. Dr. DeCenzo wanted the Board to have this analysis to use as they have discussions with constituents within the state.

The development of a 10-year Quality Enhancement Plan (QEP) is one of the performance indicators required by the Southern Association of Colleges and Schools as part of its re-accreditation process. After input from the campus community, the plan being submitted for approval by the Board of Trustees is called E to the 3rd Power: Enriching Educational Experiences for Coastal Carolina University, which aims to enhance student learning. The program will encourage students to take part in engaged learning experiences and applying classroom learning to the local community and beyond.

Mr. Biddle moved to accept the SACS-driven 10-year Quality Enhancement Plan to enhance student learning--E to the 3rd Power: Enriching, Educational Experiences for Coastal Carolina University. Mr. Hodge seconded and the motion carried (Motion 11-15).

IV. Standing Committee Reports

Academic & Student Affairs Committee

Dr. Oran Smith made a motion to accept two new program proposals: MA in Accountancy and BS in Health Administration. Mr. Wyatt Henderson seconded and the motion carried (Motion 11-01).

Dr. Smith distributed an article from The New Yorker, entitled "The Order of Things," which discusses how the U.S. News and World Report develops college rankings.

In the committee meeting, it was noted that students are pleased in the changeover in the University's e-mail service going to a g-mail based system. Wireless service also continues to improve. The University now has the ability to immediately text students if there is a problem on campus and this e-alert system is tested regularly.

Student Affairs has developed the Students at Risk Team which is comprised of administrators and staff members to identify and assist students who are at some risk of failing or having to

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leave the university for behavioral, psychological, or health reason. This team consults with one another on a regular basis to determine the appropriate strategies for assisting students of concern. The Board is very appreciative of this in the wake of incidences at other campuses.

Advancement/Marketing/Alumni Committee

Mr. Lawson Holland distributed the Giving Report. As of yesterday the year-to-date outright cash gifts total \$2,218,147 and total fundraising \$3,256,576 (including pledges).

Mr. Carlos Baxley, new Director of Annual Giving, noted that Call-a-Chant or the student phone-a-thon has received 1,181 pledges since September totaling \$32,243. In the fall, the calls were to alumni. Since January 20th the calling pool has been parents of current students and has resulted in receipts over \$8,000. We will have two direct mail pieces going out this month. The faculty-staff campaign will be reemphasized on March 1, attempting to improve 13% giving.

Ms. Jean Ann Brakefield stated that Alumni Relations has sent trustees the calendar of events for the year and it will be updated periodically. Currently there are 32 events and the goal is to increase participation by 15% this year. Alumni has partnered with Career Services to offer alumni mentors to advise new graduates on their career choices. Representatives from Career Services are attending all chapter events to help promote this partnership. Alumni Relations and Athletics will begin promoting young alumni programming to encourage those graduates five years out and less to stay connected to the University. Special pricing and events will be planned for this group beginning this fall.

Alumni Facebook page has over 5,000 members. About half of those members interact with the page at least once per month. CoastalConnects has close to 2,000 registered members. We continue to hear positive comments on a regular basis regarding the website and the newsletter. About 9,000 of our alumni were surveyed this month in regards to future alumni programming. The results of this survey will give a clear direction for future events, preferred methods of communication, and general alumni attitudes towards the University.

Three new seasoned major gift officers have been hired: Jane Williams, Tiletha Lane, and Bryan Steros. The Office of Philanthropy is working diligently and support from the trustees is greatly appreciated.

The newest CCU Magazine was in everyone's packet. Dr. Debbie Conner stated that the next magazine will be focused on successful alumni. Everyone also received the magazine survey which will be used to change and refresh the magazine.

There is great excitement already for the Women in Philanthropy and Leadership Conference spearheaded by Mrs. Terri DeCenzo. Ms. Hannah encouraged everyone to support this conference through table sponsorship and attendance.

The Beach Music Hall of Fame will be held on May 15. The Kimbel Lecturer will feature photo-journalist Ann Jones on April 21.

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Last year the licensing revenue was increased 12.2%, totaling \$59,000 under the direction of Matt Hogue and Trenny Neff. A billboard has been placed in Columbia at the intersection of I-26 and Greystone Boulevard.

Martha Hunn and David Russell have been working on increasing our commercial library. A series of "I am a Chanticleer" advertisements are being developed and two were previewed. Actor Michael J. Kelly, who graduated from CCU in 1992, was featured in the ads. He appears in the CBS spinoff series "Criminal Minds: Suspect Behavior" and in the current feature film "The Adjustment Bureau" with Matt Damon and Emily Blunt. The commercials will begin this week locally and in Columbia.

VOCUS continues to track the mention of CCU in print, television, and social media as well as their value. For example, the value of USA Today article featuring the men's basketball team was \$30,400 and the distribution of the article was to over 17 million people. In the first quarter of VOCUS use, the value of the mentions of CCU was over \$700,000.

The CCU Athletic history book is in the final stages and will be going to print in the next two weeks.

Athletic Committee

Mr. Hodge reported that the committee has received an update on Athletic goals and plans, Champions for Life Program, facilities update, as well as the NCAA Cycle 3 recertification, goals and plan of action update. We have an agreement with Russell, Inc. to be the official apparel provider for all 17 athletic teams starting in 2011-2012 sports seasons. Individual sports will have their own choice of shoes. The Athletic Academic Fact sheet for Fall 2010 noted: women's teams 3.216 GPA; men's teams 2.799; cheerleading 3.298; and, teams overall 2.958. After implementation of the Class Attendance Policy, reports show that the policy has resulted in 25% less failing grades.

Options are being explored for alternative sites for the November 15th basketball game with LSU as the student recreation-convocation will not be completed in time.

Audit Committee

Mr. George stated that the University-wide Internal Audit Committee will review risk assessments and finalize areas of recommendation to the Audit Committee.

Executive Committee

There will be items to discuss in Executive Session.

Finance, Planning & Facilities Committee

Mr. Will Garland reviewed the Capital Projects report which was included in everyone's packet.

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At the recommendation of the Finance, Planning & Facilities Committee, Mr. Bill Biggs moved to:

- **Approve the student housing fees which will increase from 3 percent to 3.1 percent while the cost of triple suites will decrease 8.4 percent as noted on page 4 of the Current Projections 2010-2011 and Proposed Budget 2011-2012. Mr. Spivey seconded and the motion passed (Motion 11-04).**
- **Increase meal fees by 3.8 percent per semester as noted on page 4 of the Current Projections 2010-2011 and Proposed Budget 2011-2012. Mr. Spivey seconded and the motion passed (Motion 11-05).**
- **Approve a tuition increase of \$215 per semester (4.58 percent), from \$4,695 to \$4,910, and out-of-state undergraduate tuition will increase \$645 per semester (6.37 percent), from \$10,135 to \$10,780 and fees as noted on page 3 of the Current Projections 2010-2011 and Proposed Budget 2011-2012. Mr. Moore seconded and the motion passed (Motion 11-06).**
- **Approve new course lab fees for 2011-2012 academic year as attached to Motion 11-07. Mr. Biddle seconded and the motion carried (Motion 11-07).**
- **Approve the increase of parking fees from \$50 to \$75 per year to help fund future additional parking on campus. Mr. Gary Brown seconded and the motion passed (Motion 11-08).**
- **Approve the hiring of Dr. Suzanne Ozment as a consultant to review the University SACS standards for compliance (Motion 11-09) and Dr. Ed Rugg as consultant to review the University Quality Enhancement Plan for compliance (Motion 11-10). Mr. Biddle seconded and the motions passed.**
- **Renew one-year lease with holdover clause for \$1.00/year with the Coastal Educational Foundation for the baseball field property consisting of 6.82 acres located along Chanticleer Drive West. Mr. Gary Brown seconded and the motion carried (Motion 11-11).**
- **Renew one-year lease for \$5.00/year with the Coastal Educational Foundation for the parking lot area consisting of approximately 6.47 acres located on University Boulevard between Baxley Hall and Highway 501. Mr. Gary Brown seconded and the motion passed (Motion 11-12).**
- **Approve the negotiation by the University of a lease for the billboard located at University Boulevard and Highway 501 next to the Prudential Building which is in the process of being purchased from the Burroughs & Chapin Company. Dr. Oran Smith seconded and the motion carried (Motion 11-13). Because of his affiliation with Burroughs & Chapin Company, Mr. Biddle refrained from discussion and voting.**

Mr. Wyatt Henderson moved to have the Administration review the current proposed budget and save \$1 million out of the current expense budget and allocate those funds to develop and implement a merit-based rewards program for outstanding faculty and staff. The criteria for this program will be reviewed at the May meeting. Mr. Lyles seconded and the motion carried (Motion 11-16).

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Government Affairs Committee

Mr. Lyles stated that Horry County Council Chairman Tom Rice, Councilman Paul Price and Representative Nelson Hardwick were in attendance at the Government Affairs Committee meeting. Robert Rabon and Henry Lowenstein were in attendance to discuss local economic missions related to Coastal Carolina.

Dr. DeCenzo stated that the University continues to review higher education bills being filed in Columbia. At this point those which would be most detrimental to Coastal Carolina do not seem to be moving forward. The Regulatory Relief Bill is still being developed.

During the Washington, D.C. trip the administration met with all congressional members and staff of our two senators. We need to look for ways to find grants or a tie to other appropriations to garner monies for the University. We have full support and commitment from our representatives in Washington, D.C.

Mr. Lyles asked if the administration is satisfied with Nelson Mullins Riley & Scarborough LLP. Dr. DeCenzo stated that the firm is moving forward and they fully understand that there needs to be deliverables.

V. Chairman's Report

Our next Board meetings are scheduled for May 5-6 and July 21-22. Depending on what happens in Columbia, there may be another one in April.

VI. Executive Session

Mr. Biggs moved to go into Executive Session to discuss personnel and contractual matters. Mr. Biddle seconded. Upon reconvening it was noted that no action was taken.

Dr. Smith moved to recognize distinguished service to Coastal Carolina University at their retirement the recognition of Emeritus Professor for Judy Engelhard, Robert Nale, Linda Vereen, and Sandra Shackelford. Mr. Sam Frink seconded and the motion passed (Motion 11-03).

Dr. Smith moved to approve tenure and promotion from associate professor to professor to: Dan Abel, Steven Bleicher, Sara Brallier, Jerome Christia, Steve Earnest, Chris Hill, Carol Osborne, Nancy Ratcliff and Philip Whalen; promotion to associate professor with tenure: Matthieu Chan Tsin, Rebecca Childs, Michael Collins, Eric Hall, Dodi Hodges, Jennifer Hughes, Keshav Jagannathan, Bomi Kang, Fang Ju Lin, Karen Maguire, Colleen McGlone, Sandra Nelson, Brandon Palmer, Terry Pettijohn, Michael Pierce, John Reilly, Holly Tankersley, Jay Teets, Nicholas Twigg and John Yannessia; and, tenure to Sandra Wilson. Mr. Spivey seconded and the motion passed (Motion 11-02).

Dr. Smith moved to charge the administration with developing policies and programs that will insure consistency of promotion and tenure standards across colleges and insure that

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the candidates meet the highest academic standards appropriate to their rank. Mr. Biddle seconded and the motion passed (Motion 11-17).

Dr. Smith made a motion that honorary degree recipients and other commencement speakers shall be nominated for approval of the Board of Trustees by the Academic and Student Affairs Committee in consultation with the President. The University Honorary Degree Committee may recommend honorees and speakers to the Board and the President through the Provost to the Academic and Student Affairs Committee. In no case shall commencement speakers or honorary degree recipients be confirmed or legal contracts or instruments be executed by the University in advance of approval by the Committee and the Board of Trustees. In the event that the Board of Trustees is unable to approve a speaker or honorary degree recipient due to a narrow timing window, the Board cedes authority for approval to the Academic & Student Affairs Committee. Mr. Biddle seconded and the motion carried (Motion 11-18).

Mr. Spivey moved to name the new academic building scheduled to begin construction in May for Clay D. Brittain Jr. in recognition of his contributions to the tourism industry and to the University. Mr. Lyles seconded and the motion passed (Motion 11-19).

Mr. Gary Brown made a motion to renew the Litchfield facility lease as long as it does not exceed the current lease amount of \$99,500. Mr. Moore seconded and the motion carried (Motion 11-20).

Mr. Henderson made a motion to offer to President DeCenzo a 5-year extension on his contract. That contract will automatically renew every five years and full package details will be brought back to the Board in May. Mr. Hodge seconded and the motion passed.

In accordance with the NCAA recertification process, Mr. Spivey moved to approve Dr. DeCenzo's position description as distributed. Mr. Gary Brown seconded and the motion passed.

In accordance with the SACS recertification process, Mr. Spivey moved to approve the Memorandum of Understanding as distributed between the Coastal Educational Foundation and Coastal Carolina University. Mr. Biddle seconded and the motion passed.

It was the consensus of the Board to bestow an honorary doctorate of public service to Harold D. Rogers at May commencement.

VII. Other Business

As there was no further business, Mr. Spivey moved to adjourn and Mr. Lyles seconded. The meeting adjourned.

Respectfully submitted,

Samuel H. Frink
Secretary/Treasurer