

**Minutes**  
**Coastal Carolina University**  
**Board of Trustees**

**E. Craig Wall Sr. School of Business Administration Building, Board Room**  
**July 19, 2013**

**Presiding:** Mr. D. Wyatt Henderson

**Board Members Present:**

Dr. Larry L. Biddle  
Mr. William S. Biggs  
Mr. Samuel H. Frink  
Ms. Natasha M. Hanna  
Mr. Carlos C. Johnson  
Mr. Marion B. Lee  
Mr. Charles E. Lewis  
Mr. William L. Lyles Jr.  
Mr. George E. Mullen  
Dr. Oran P. Smith  
Mr. Eugene C. Spivey  
Dr. Samuel J. Swad  
Mr. Robert G. Templeton  
Mr. William E. Turner III

Dr. Barbara Burd  
Dr. J. Ralph Byington  
Mr. Josh Chesson  
Ms. Lori Church  
Dr. David A. DeCenzo  
Mr. Edgar L. Dyer  
Dr. Daniel J. Ennis  
Mr. Alex Fegely  
Ms. Martha S. Hunn  
Mr. Kenneth Jackson  
Dr. Ed Jadallah  
Dr. Keshav Jagannathan  
Mr. Timothy E. Meacham  
Ms. Jennifer Packard  
Dr. Nelljean Rice  
Mr. Ben Richard  
Dr. Barbara Ritter  
Ms. Chyrel Stalvey  
Ms. Lauren Suntanielle  
Mr. Greg Thornburg  
Mr. Dennis Wade  
Mr. Stovall Witte  
Mr. Hunter Yurachek

**Board Members Not Present:**

Mr. Gary W. Brown  
Mr. Daniel W. R. Moore Sr.

**Others Present:**

Ms. Carolyn Bender  
Ms. Stacie A. Bowie

(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. Heather Gale of The Horry Independent was present.)

**I. Call to Order**

Chairman Wyatt Henderson brought the meeting to order at 9:00 a.m. Robert Templeton offered an invocation.

Newly appointed trustee, Chuck Lewis, was recognized and welcomed.

**Regular Board of Trustees Meeting  
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Larry Lyles reminisced about his 20 years of service on the Board of Trustees. With the retirement of Duke Brown, only he and Oran Smith are left on the Board as the original trustees. Lyles' son graduated from Coastal Carolina University. Through the years, the University has evolved both physically and administratively. He has enjoyed serving with the trustees who are no longer here. It has been a pleasure and honor to help and he has enjoyed every minute.

Keshav Jagannathan was recognized for his service as faculty senate chair. David DeCenzo expressed appreciation for Jagannathan and is looking forward to a working relationship with Steve Madden.

Dennis Wade, Coastal Educational Foundation President, reported that the change from the CommonFund to Brown Brothers Harriman Company is completed. A \$1M gift has been received from the Bernard Osher Foundation for the Osher Life Long Learning programs at Coastal Carolina.

As of June 30, 2013: total assets \$33.2 M; liabilities \$.5M; fund balance - \$32.7M. Of that \$32.7M, \$7M is unrestricted and \$2.9M is unrestricted cash.

Investments in Brown Brothers Harriman totaled \$25.4M with an allocation of 6.7% in equities, 58.8% in fixed income and 34.5% in cash. Over the next six to nine months BBH will be moving the endowment into equities in the most prudent manner to achieve our current targets of 65% equities and 35% fixed income. Our return on investments is 17.59% of this fiscal year through 5/31/2013. The 5-year average annual return is 5.89% and the 10-year average annual return is 7.69%.

The CEF audit will begin the end of July and is scheduled to take two weeks.

A letter was read from Nancy Jarrett, Executive Director of the Student Housing Foundation. Lynn Stevens has been re-elected as chair and Daniel MacDonald as Vice Chair. Gary Brown has resigned and Carlos Johnson has been elected to serve on the Foundation. The audit of both the SHF and related Coastal Housing Foundation LLC for the year ending June 30, 2013 begins the end of July with auditor Elliott Davis.

Mark Roach, Chanticleer Athletic Foundation Executive Director, reported for Janice Simmons, President. The year-end report for the CAF shows outright cash \$587,333, total fundraising \$1,995,906 and total cash received \$1,897,550. Everyone was reminded about the Athletic Gala on August 16. Athletics and the CAF are working hard on season tickets.

Benjamin Richard, Student Government Association Vice President, reported that a retreat will be held for SGA senators in the fall where their duties and responsibilities will be reviewed, as well as getting better acquainted. A campus service day was also planned.

Roll call was taken.

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**II. Approval of Minutes**

**Bill Biggs moved to approve the May 10, 2013 minutes and Gene Spivey seconded. The motion carried.**

**III. President's Report**

Greg Thornburg gave an Admissions update by reviewing the new undergraduate student application highlights. The change from last year to this year for freshmen is: first time freshman – 28.1%; acceptances – 11.3%; and, deposits .8%. Transfer applications change from last year is: applications – 31.1%; acceptances \$-3.8%; and, deposits -2.7%. There are 300 transfer students and parents on campus today.

David DeCenzo said that there is a new trend of slow deposits due to the economy and waiting until the last minute to do so.

The fall enrollment goal is 9,433 and we have reached 88.7% to date. However, we have an increase of 101% from the same time last year.

Freshman SAT scores have improved 13% from last year at this time.

DeCenzo made it clear that we do not reject any qualified South Carolina high school graduate. They are guaranteed a spot at Coastal Carolina University. There are different ways of looking at student population 65% in-state 35% out-of-state. On the other hand our population for students in the academic common market is 50/50. Veterans from anywhere are counted as in-state students.

Edward Jadallah, dean of the Spadoni College of Education, presented the trustees with a world globe paperweight representing that college prepares students for a global society.

Fact Sheet and Advertisements for Education Forum Series was distributed. Key initiatives are: Consortium for Educational Research and Evaluation (CERE); Educational Forum Series; Chanticleer Literacy Lab-tutoring opportunities; and Biddle Center for Teaching, Learning and Community

Three students proceeded to share their experience at Coastal Carolina University.

Kenneth Jackson is from South Carolina and a junior majoring in middle education. He summarized his educational experience as unconventional. He said, "I'm an African American male. I'm a weird kid and afraid of the dark. I chose teaching middle level education because I've had my best experience in the middle school years." At this age children's allegiances change from parents to peers. He feels that his job as an educator is to steer them on the right track to high school and life. He is part of the *Call Me Mister* teacher leadership programs which works to put minority men into the classroom. He feels that the college of education is a family and Jadallah knows him by name. That in itself is unconventional at a university. His aspirations are to graduate and teach in this area/state. He is ready for the challenge.

## **Regular Board of Trustees Meeting July 19, 2013**

Lauren Suntanielle is from New Jersey and studying for a master's in education literacy. In May, she graduated from another university. She has always known what her major would be. Until she was in the fourth grade, she couldn't read because her dyslexia was undiagnosed. Her teachers weren't supportive. One teacher even wrote on Suntanielle's paper that she was stupid. After being diagnosed, she worked with a reading specialist. She wants to pass it forward and become a reading specialist to help children like her who feel hopeless. She is enjoying her hands-on experience. Suntanielle is a published author of a young adult trilogy. She is working as a graduate assistant on a magazine. Jadallah is also very familiar with her and she feels at home at CCU.

Alex Fegely is from Pennsylvania and working on a master's degree in instructional technology. His undergraduate work was completed at Temple University. Faculty at CCU was a big factor in deciding where he would attend graduate school, especially Dr. J. R. Winslow. The program and classes offered are achieving his vision of what he sees himself becoming-- the best education teacher that he can be. As a graduate assistant for technology, he is working on distance learning programs. Fegely was hired as an adjunct instructor to teach some basic technology courses. Palmetto Academy for Learning Motorsports (PALM) is a tuition free, non-profit charter school designed to address the needs of very specific students who do not learn best in a traditional school setting. The focus is on learning traditional subjects while also developing motorsports skills. His experiences thus far have surpassed expectations.

Jadallah stated that these three students exemplify the potential of all students at CCU in the college of education.

Lyles ask how the education graduates are doing in finding jobs. Jadallah responded that job success is discipline related. The sciences and special education teachers are in demand. Another factor is whether or not you are willing to move away from area.

Mike Roberts, dean of the College of Science and VP for Research and Emerging Initiatives will make a presentation at the next Board meeting.

### **IV. Standing Committee Reports**

#### Academic & Student Affairs Committee

Smith stated that it was a successful first meeting with interim provost Ralph Byington.

**At the recommendation of the Academic and Student Affairs Committee, Smith moved to approve the following:**

- **Promotion of John W. Mortimer to professor (Motion 13-36). Biggs seconded.**
- **Establish a budget line item for AY 2013–14 of \$100,000 for the development and enhancement of on-line and distance learning classes and the development of MOOCS (massive open online courses) (Motion 13-37). Spivey seconded.**

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- **Expand the University Mission Statement wording in paragraph three to include “As such, Coastal Carolina commits its resources to maintaining a population of 8,000 – 12,000 students by building baccalaureate, and selective master’s and specialist programs of national and/or regional significance in the arts and sciences, business, humanities, education, health and human services, and a Ph.D. program in Marine Science” (Motion 13-38). Spivey seconded.**

Recently the United States commemorated the 150<sup>th</sup> anniversary of the Battle of Gettysburg. Smith was pleased that professor Rod Gragg’s book, The Illustrated Confederate Reader, was the book recommended by event sponsors. Gragg is also the Director of the Center for Military and Veterans Study.

Advancement/Marketing/Alumni Committee

No action items.

Athletics Committee

No action items. At the previous day’s meeting, Hunter Yurachek announced that Coastal Carolina was ranked in the top 100 of 346 schools in the Learfield Directors’ Cup competition at 79<sup>th</sup>. All head coaches are to be congratulated.

Audit Committee

No action items.

Executive Committee

**Henderson moved to adopt the Code of Ethical Conduct as approved by the Executive Committee (Motion 13-4). Turner seconded and the motion carried.**

Dan Ennis and his committee were congratulated for their hard work on compiling this code.

Finance, Planning & Facilities Committee

**At the recommendation of the Finance, Planning & Facilities Committee, Biggs made motions to approve the following:**

- **Approve renewal of a one-year lease to the Small Business Development Center of Winthrop University for \$3,000 per year (Motion 13-32). Spivey seconded.**
- **Approve renewal of one-year lease with Horry Georgetown Technical College for three classrooms and three faculty offices for the nursing program in the Speir Building at the HGTC Grand Strand campus at an annual cost of \$26,000. Rent to include all utilities, security, maintenance, custodial, and telecommunication costs (Motion 13-33). Spivey seconded.**

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- **Approve amending motion 13-29 as approved at the Finance, Planning and Facilities Committee Meeting on May 8, 2013, “Request approval to develop and implement a method of charging a convenience fee not to exceed 2.5% for all bills paid to the University by credit card,” to read, “Request approval to develop and implement a method of charging a convenience fee equal to that charged by the payment processor for all bills paid to the University by credit card.” (Motion 13-29A) Sam Swad seconded.**
- **Approve the purchase of 1.6 acres with frontage on Highway 544 between main campus and the Fire Tower property, which the University currently owns and which will be the site of a new parking lot in the near future. Parcel contains 0.952 acres of wetland property and 0.648 acres of upland property. Appraised value is \$190,000 (Motion 13-34). Turner seconded.**
- **Approve eleven-month lease (8/1/13 – 6/30/14), renewable for four annual terms, of office space at 909 Front Street and of 180 ft. of Dock Space from The Georgetown Agency, payable at \$2,360 per month, or \$25,960 for eleven months (initial term), or \$28,320 annually (Motion 13-35). Biddle seconded.**

Hanna requested exploring other options before the lease comes up next year.

- **Approve an across-the-board pay increase of 1% effective 8/16/13, and if freshman retention is at or above 65% on the official census date, then an additional .5% effective 1/1/14. These pay increases will be applied the same way as a state-mandated pay increase (Motion 13-39). Biddle seconded.**
- **Approve utilizing previously established Fund for Excellence principle to pay faculty and staff compensation up to \$500K for each group and payment of at least \$2,000 per meritorious faculty member, either as a bonus or as a combination of compression and bonus pay (Motion 13-40). Smith seconded.**

**All motions passed by acclamation.**

Government Affairs Committee

No action items

**V. Chairman’s Report**

The next Board meetings are October 10-11, 2013.

**VII. Executive Session**

No items of business.

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**VIII. Other Business**

No items of business.

As there was no further business Turner moved to adjourn and Biddle seconded.

Respectfully submitted,

Larry L. Biddle  
Secretary/Treasurer