

Minutes
Coastal Carolina University
Board of Trustees

E. Craig Wall Sr. School of Business Administration Building, Board Room
May 10, 2013

Presiding: Mr. D. Wyatt Henderson

Board Members Present:

Dr. Larry L. Biddle
Mr. William S. Biggs
Mr. Gary W. Brown
Mr. Samuel H. Frink
Ms. Natasha M. Hanna
Mr. Carlos C. Johnson
Mr. Marion B. Lee
Mr. William L. Lyles Jr.
Mr. George E. Mullen
Mr. Daniel W. R. Moore Sr.
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Dr. Samuel J. Swad

Ms. Amy Byington
Dr. J. Ralph Byington
Mr. Josh Chesson
Ms. Lori Church
Dr. Debbie Conner
Dr. David A. DeCenzo
Mr. Edgar L. Dyer
Dr. Daniel J. Ennis
Ms. Stacy G. Henderson
Mr. Lawson Holland
Ms. Martha S. Hunn
Dr. Keshav Jagannathan
Mr. Mark Kelley
Mr. Timothy E. Meacham
Ms. Jennifer Packard
Ms. Eliana Padron
Ms. Kaitlin Page
Mr. William M. Plate Jr.
Ms. Laura Resio
Mr. Benjamin Richard
Mr. Mark Roach
Dr. Ken Smalls
Ms. Chyrel Stalvey
Mr. Greg Thornburg
Mr. Desmond Wallace
Mr. Stovall Witte

Board Members Not Present:

Mr. Robert D. Brown
Mr. Robert G. Templeton
Mr. William E. Turner III

Others Present:

Ms. Alicia Baumann
Ms. Carolyn Bender
Ms. Stacie A. Bowie
Ms. Jean Ann Brakefield
Dr. Barbara Burd

(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. Vicki Grooms of The Sun News and Ms. Heather Gale of The Horry Independent were present.)

I. Call to Order

Chairman Wyatt Henderson brought the meeting to order at 9:00 a.m.

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Dennis Wade, Coastal Educational Foundation (CEF) President, asked Stovall Witte to report for him. At the April 24 Coastal Educational Foundation Board meeting, the following actions were taken: authorized the change of the management of the CEF Endowment from Commonfund Securities to Brown Brothers Harriman Company (fund will be transferred at the end of this month); approved to support the University efforts to procure an endowment from the Bernard Osher Foundation by agreeing to not charge a management fee on those particular funds; and, approved the FY 2013-2014 CEF Operational Budget with Projected Revenue of \$844,500 and Projected Expenses of \$717,450. Of those expenses, over 50% are in direct support of the University and its fundraising efforts. Also, the CEF projects approximately \$2.7 million for University scholarships, programs and capital projects in the next Fiscal Year.

As of 3/31/13: total assets for CEF are \$34.1 million; liabilities are \$2.3 million; fund balance is \$31.8 million. Of that \$31.8 million, \$7.0 million is unrestricted and \$2.9 million is in unrestricted cash and investments.

As of 3/31/13: investments in CommonFund totaled \$24.8 million with an allocation of 67% in equities and 33% in bonds. The CommonFund has returned 14.41 % this fiscal year through 3/31/2013. The five-year average annual return is 6.24% and 10-year average annual return is 8.39%.

The pre-audit took place May 1-3 with the full audit to start on July 29th.

After serving faithfully for 36 years, Clay D. Brittain, Jr. has resigned from the CEF Board due to failing health.

Mark Roach, Chanticleer Athletic Foundation Executive Director, reported for Janice Simmons, President. Total fundraising through January 2013 is \$1,727,554; outright cash gifts were \$428,933; current pledges \$335,868; in-kind \$912,753; and, planned gifts \$500,000. Total cash received FY13 is \$1,177,117.

Roll call was taken.

II. Approval of Minutes

Gene Spivey moved to approve the February 23, 2013 minutes and Larry Biddle seconded. The motion passed.

III. President's Report

Greg Thornburg was pleased to report the new retention rates:

- 59.8% - CCU first to second year retention rate for the 2012 fall semester
- 65.7% - current freshmen were registered on May 8 for the upcoming fall semester
- 70% - national average for first to second year retention rate

One of the recruitment initiatives to improve the quality of students coming to Coastal Carolina University this fall is a calling program for faculty to call top academic students being recruited.

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Campus tours continue to be focal point for recruitment. There were 3,400 campus visitors in April. Admissions counselors made a point to meet with the accepted students during their visits. The emphasis in April and May is to encourage students to make a commitment and make their \$100 deposit. A letter will be sent this week to all South Carolina accepted students who have not paid the deposit and then follow up with a telephone call to them. There has been an increased effort to award scholarships.

We will continue to accept South Carolina students throughout the entire summer. When the administration determines that classroom space and residence halls are full, out-of-state students will no longer be accepted.

So far, the University has been affected little in Federal student aid because of enrollment increase. There was a 1.4% decline in campus-based funds last year.

Henderson was very pleased with the new retention rates and emphasized that we are now halfway to our goal of 75%.

David DeCenzo stated that this increase is a result of the retention consultant initiatives which were put in place this year. A tremendous effort has been made by faculty and staff. We need to be cognizant of trends in higher education. The “Feel the Teal” customer service initiative is underway throughout campus. Funding cuts will continue making it even more important to improve retention rates. The Board and the administration have worked hard to keep costs down in order to have a 0% tuition increase.

Debbie Conner stated that Student Affairs partners with faculty to help students be successful. The Retention Committee focused on high failure rates classes by adopting smaller class sizes or providing other class offerings. Faculty closely watches absences and contacts absent students.

DeCenzo said that the Council of Presidents has been discussing the problem of freshman deposits because all institutions are having the same problem—students delaying until almost last minute. This could be a result of the shortage of Federal funds, the economy and jobs.

Henderson stated that in future Board meetings he would like to have the deans present a report on their college. Today’s presentation will be made by Dean Ralph Byington of the Wall College of Business Administration. July’s report will be given by Dean Edward Jadallah of the Spadoni College of Education.

Ralph Byington displayed the banner and trophy awarded to Coastal Carolina’s chapter of Beta Gamma Sigma, the international honor society for collegiate business students, for being named a 2013 Gold Chapter in their annual outstanding chapter competition. The gold chapter is the top honor that any chapter can receive. There are 524 collegiate BGS chapters worldwide, but only 176 were eligible to compete. Chapter advisers are Kenneth Small and Cara Scheuer.

In the Fall, the business college hired an advisor/lecturer for first year classes and is pleased with the results. Students’ engagement with the advisor has been very positive. Another retention person will be hired in order to help identify business students with problems early on in their

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first semester. After 45 hours of course work, pre-business students will be tracked in order to make sure they are identified as business students. If they have not been transferred to a business major by that time, the advisor will be in contact with the students. Also, efforts will be made to keep juniors on track for graduation.

In the works:

- Online B.S. in business administration program
- Online classes for MBA program
- Review of the business core classes

A short video was shown on the Wall Fellows Program which focused on the professional experience of students. The college experience serves as a bridge from classroom to business.

Bill Biggs wanted to know how our graduating students fair in the job market. Byington said that business school graduates seem to be doing well.

IV. Standing Committee Reports

Academic & Student Affairs Committee

With the approval of the Academic and Student Affairs Committee, Smith moved to go forward to establish the Master of Arts in Liberal Studies. Spivey seconded and the motion passed (Motion 13-21).

With the approval of the Academic and Student Affairs Committee, Smith moved to hire with tenure Dr. Janet A. Buckenmeyer, Associate Professor of Education/Associate Dean with Tenure. Spivey seconded and the motion carried (Motion 13-20).

With the approval of the Academic and Student Affairs Committee, Smith moved to approve the promotion to professor the following: Gregory Martel, Carol Megehee, and Barbara Ritter. Biddle seconded and the motion passed by acclamation (Motion 13-30).

Advancement/Marketing/Alumni Committee

Natasha Hanna stated the Giving Report noted that annual giving has increased. Everyone was encouraged to attend next year's New York City alumni event. The 1954 Society Induction today will be a good opportunity to mingle with the students.

Because there was not a quorum at the committee meeting yesterday, Carlos Johnson made a motion to approve the Advancement/Marketing/Alumni Affairs Committee minutes of February 21, 2013 minutes. Lyles seconded and the motion carried.

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Athletics Committee

No action items.

Audit Committee

No action items.

Executive Committee

No action items.

Finance, Planning & Facilities Committee

After review from the Finance, Planning & Facilities Committee, Biggs made a motion to approve the following which were passed by acclamation:

- **new course lab fees for the 2013-2014 academic year. Spivey seconded (Motion 13-22).**
- **twenty-year lease with the Horry County Education Commission of the Edward M. Singleton Building for \$1.00 per year. This lease will supersede the lease for the Edward M. Singleton Building and the Burroughs & Chapin Center for Marine and Wetland Studies to be executed July 1, 2013, SOLELY as to the Edward M. Singleton Building. Spivey seconded (Motion 13-24).**
- **request from President David A. DeCenzo to budget \$232,000 in discretionary fund for fiscal year 2013-2014. Spivey seconded (Motion 13-25).**
- **move forward to executive a lease for approximately 6,500 sq. ft. in the Bi-Lo Shopping Center in Pawley's Island at a price not to exceed \$15/sq. ft. beginning on or before July 1, 2013. Spivey seconded (Motion 13-26).**
- **move forward with design and construction of one additional intramural field for athletic and intramural club play, cost not to exceed \$1M. Spivey seconded (Motion 13-27).**
- **approve tuition for out-of-state students to be charged the same rate as in-state students for distance learning courses held during Maymester and summer sessions. Spivey seconded (Motion 13-28).**
- **establish a convenience fee for payments to the University via credit cards, fee to be no more than the actual expense incurred for processing by the University not to exceed 2.5%. Gary Brown seconded (Motion 13-29).**
- **move forward with construction of Student Center Annex II. Biddle seconded (Motion 13-31).**

Government Affairs Committee

No action items.

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V. Chairman's Report

Henderson encouraged everyone to attend as many commencement activities as they can.

This University touches the lives of students. Shooting victim Anthony Liddell loved Coastal Carolina, as evident from his parents and those who spoke at his memorial service. Henderson and DeCenzo attended the funeral and Debbie Conner spoke. The loss of his life was a real tragedy.

On the fateful night of the shooting, February 26, Decenzo and Edgar Dyer kept close contact with the Board to inform them of what was happening. Henderson was greatly impressed with the response of the whole team on campus.

A list of names of those who were on the front lines of the incident was read and they were congratulated for a job well done: first responder law enforcement officers Lynn Nelson, Wayne Llewellyn, Bradford Ferrel, Daniel Todd, Robert Dale and Jeffrey Garland; assisting and investigative personnel Amy Clum, Sandra Smith-White, David Roper, Rodney Thomason, Phillip Moore, Thomas Mezzapelle, Rodney Sessions, Kristen Albrecht, Michelle Goings, Steve Unger and John Belue; administration David DeCenzo, Eddie Dyer, Debbie Conner, Martha Hunn, Bill Plate, Greg Weisner, Steve Harrison, Ian Detweiler, Dillon Warner, Alyson Lavin, Ryan Beckley, Chelsea Ottinger, Clarissa Collins, Nicole Spinelli, Amber Green Derek Berthiaume, Pat Singleton-Young, Travis Overton, Channing Vidal, Abby Grizzle, Sean Pierce, Jonathan Glass, Alexandra Klintworth, Chris Donevant-Haines, Justin Poindexter, Crystal White, Susan Sealeh Crosland, Tim Underwood and Jennie Cassidy; SLED officers Ken Mackenzie, Randy Truss, James Johnson, and Roxanne Bethea; U.S. Marshalls Kelvin Washington and Brian Jordan; Conway Police Department; and, Horry County E-911 Communications.

DeCenzo stated that no one wants to go through this process. Unfortunately, in spite of all the prevention procedures, sometimes things are simply going to occur. In dealing with the aftermath of the tragedy, many individuals helped students who were grieving by sending e-mails, text messages and phone calls of encouragement. Hopefully, this will never happen again.

VII. Nominating Committee Report

Dr. Smith stated that the Nominating Committee had been in contact with other trustees regarding officers for the next two years. The following was proposed.

Spivey moved to approve the following slate of officers for 2013-2015: Wyatt Henderson, chairman; Gary Brown, vice chairman; and Larry Biddle, secretary/treasurer. Smith seconded and the motion passed.

VIII. Executive Session

Spivey moved to go into Executive Session to discuss personnel matters. Biggs seconded and the motion carried. Upon reconvening, it was noted that no action was taken.

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IX. Other Business

Everyone sang “Happy Birthday” to Gene Spivey and wished him well.

Smith stated that in its continued fiduciary monitoring of the budget of Coastal Carolina University, the Board determined at its October 26, 2012 and February 22, 2013 meetings that reductions of approximately \$1M would be needed in order to prevent tuition increases and to provide support for the Fund for Excellence to reward faculty and staff performance. The Board directed the administration to identify cuts of approximately \$1M and the administration began initiating these reductions.

Smith made a motion that now, based on enrollment projections for fall 2013 which were recently received and based on improvement in retention rates of current students, the Board has determined that the \$1M reduction will no longer be necessary for balancing the 2013-2014 budget. The Board, therefore, rescinds its request that the administration reduce costs by \$1M for FY 2013-2014. Nothing in this directive shall prevent the administration from identifying and executing efficiencies designed to meet financial targets. Spivey seconded and the motion carried unanimously.

DeCenzo stated that the administration dealt with the requests of the Board and went through a painful process to identify the cuts. If it is no longer required or mandated by this Board, then the decisions made can also be rescinded. We now have the opportunity to preserve programs identified to be eliminated or restructured, including academic centers and programs as well as the men’s cross country and track and field program and the Fund for Excellence. This is a direct result of favorable retention forecast. More than 65 percent of CCU’s present freshman class has reenrolled for fall 2013 semester.

Biggs reported that an article in Forbes Magazine stated that Cliff Ellis is the sixth best coach for the money in college basketball. Ellis will shortly be inducted into the Clemson Hall of Fame.

As there was no further business, Spivey moved to adjourn at 11:56 a.m. and Lyles seconded. The meeting adjourned.

Respectfully submitted,

Larry L. Biddle
Secretary/Treasurer