

**Minutes
Coastal Carolina University
Board of Trustees**

**Student Affairs and Retention Committee
E. Craig Wall Jr. Board Room
October 1, 2015**

Committee Members Present: Mr. Fred F. DuBard III, Mr. Marion B. Lee,
Mr. Robert G. Templeton and Mr. William E. Turner III

Committee Members Not Present: Dr. Oran P. Smith and Dr. Samuel J. Swad

Other Board Members Present: Mr. Samuel H. Frink, Mr. D. Wyatt, Ms. Natasha M. Hanna,
Mr. D. Wyatt, Henderson, Mr. Carlos C. Johnson, Mr. Charles E. Lewis,
Mr. Marion B. Lee, Mr. William L. Lyles Jr., Mr. Daniel W. R. Moore Sr.,
Mr. George E. Mullen, Mr. Eugene C. Spivey, and Mr. H. Delan Stevens

Others Present: Ms. Carolyn S. Bender, Dr. Aneilya K. Barnes, Ms. Kelsey Birdsell,
Dr. Brian Bunton, Dr. Barbara A. Burd, Mr. Jonathan Bruen, Dr. J. Ralph Byington,
Ms. Nedy Campbell, Mr. Josh Chesson, Mr. Stephen K. Harrison, Dr. Debbie Conner,
Dr. David A. DeCenzo, Ms. Lindsy M. Glass, Mr. Stephen K. Harrison, Ms. Martha S. Hunn,
Dr. Edward Jadallah, Ms. Beverly J. Landrum, Mr. Timothy E. Meacham,
Ms. Christine L. Mee, Dr. James O. Luken, Mr. Travis E. Overton, Ms. Jennifer Packard,
Mr. William M. Plate Jr., Mr. Mark Roach, Dr. Michael H. Roberts, Ms. Julia Roshkind,
Dr. Michael S. Ruse, Ms. V. Chyrel Stalvey, Ms. Kathy T. Watts, Mr. Tyler Wyeth, and Mr. David Yancey

(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. Claire Byun of the Sun News was in attendance.)

Chairman Will Turner brought the meeting to order at 9:00 a.m.

Trip DuBard moved to approve minutes of the August 6, 2015, Student Affairs & Retention Committee. Robert Templeton seconded. The motion carried.

Student Government Association President Dylan Fender reported that 12 new freshmen senators were added this fall bringing the total to 30 senators for the 40-seat senate. Efforts continue to

Student Affairs & Retention Committee

October 1, 2015

garner further opinions from the student body and additional interaction between students and faculty.

Executive Vice President of the Student Government Association Tyler Wyeth stated that the organization of the Student Senate is much like the Faculty Senate with the same committees. Vice President of Finance Jonathan Bruenn stated that the SGA Finance Committee has eight members. He approves purchases and just ordered whistles for Take Back the Night. Vice President of Public Relations Kelsey Birdsell stated that a town hall on October 12 will address lesbian, gay bisexual, transgender (LGBT) issues on campus.

Director of University Housing Steve Harrison reported that the residence halls have a 92.5% occupancy rate. This year move-in-day had a centralized process and was much faster this year, even with an additional 400 students. A "Coastal Now" video on move-in day was viewed.

Turner toured the new residence halls with his daughter last week and was very impressed. Students have an app to use with phones and iPads allowing them to see from anywhere on campus which, laundry machines are available. Laundry facility usage is included in their housing fee.

Vice President of Campus Life & Student Engagement Debbie Conner gave an update on campus life and student engagement. The First 54 Days of the semester is a programming initiative designed to engage all CCU students in campus activities and resources, especially tutoring, to ensure a great start to a new year. During that time, student activity level greatly improved from previous years.

A successful Family Weekend was held with over 1,300 families coming to campus, and a second Family Council meeting was held.

There has been a major increase in membership in student organizations and student participation in activities like movies, intramurals, and club sports.

The online student health portal has been very active with students scheduling appointments, changing appointments, and viewing their medical records and test results.

Over 28,000 students use the shuttles each week, and there is also an app helping them identify where the shuttles are located.

The week of October 5 is Sexual Assault Awareness Week and another Take Back the Night event will be held.

Attendance is growing for Homecoming events. The most popular event is the talent show and takes place tonight. Tomorrow night the Chant Nation bonfire will take place.

Chauncey's Night 5K Run is scheduled for October 30. Already, 500 students have signed up. Runners will have glow sticks for this event.

Student Affairs & Retention Committee

October 1, 2015

In an attempt to have a better understanding of student's total experience at Coastal Carolina University, a 45-minute climate survey was taken by students in the spring. With a good pool of participants from all aspects of the student body, it was felt that good feedback was received.

A snapshot of the survey showed that 70% of students felt they were treated fairly based on gender, age, disability, religion; 71.3% felt faculty treated them with respect; 46.4% agree that students are encouraged to have free and open discussion about difficult topics; and, 44.5% agree that students are willing to talk about group differences. Overall the survey noted positive perceptions of faculty, staff, and peer activities. Student to student interaction will continue to be encouraged by Student Life, RAs, and Multicultural Student Services.

Additional surveys will be held on an on-going basis.

Provost & Executive Vice President Ralph Byington reported that the preliminary retention rate for Fall 2015 is 65% and did not reach the goal of 70. Overall freshman return was much higher than the prior year. Retention rates for sophomores were 82% and juniors were 80%. The CEaL program was developed to assist with retention.

Trustees were disappointed in the retention rate.

Natasha Hannah asked if the administration had used the previous retention study performed by an outside company. Byington stated that the majority of recommendations have been implemented.

It has been difficult to pinpoint the causes for CCU's retention rate. Non-returning students are surveyed. The top three reasons students did not return was because of the cost, inability to get financial aid or loans, and not enough value for the cost. He cautioned that it is critical to have controlled growth and continual improvement in admissions standards.

DeCenzo reminded that the 2008 financial downturn affected retention because students returned home or went to less expensive schools. Wyatt Henderson noted that we continue to set retention standards each year as a result of that downturn. The administration needs to continue giving students better activities and amenities on campus in order for them to return.

Institutional Research Executive Director Chris Mee has compiled a profile of similar institutions near a resort community and found that being near a resort is not a factor for lower retention rates. Byington stated that two direct relationships factors were the age of the institution and the number of graduate programs. Now that we are a mature institution, we will see a substantial increase in graduate programs, and the academic profile will increase.

Turner feels that if there is a determining factor regarding retention, the administration will review it and put steps in place to address it. We are treading on new ground because no one else has a profile like CCU. The Board and administration will continue to be actively involved, and the numbers will change. If we need to change the model, then we will.

Student Affairs & Retention Committee
October 1, 2015

DeCenzo pointed out that when students change majors to the marine science academic program, they lose money because it takes longer to complete their program. A new pre-major program for marine science students has been developed to assist them.

Byington feels that it is critical to scrutinize our retention reports and other institutions' reports to make certain that we are all reporting statistics with the same approach. Faculty recognizes that we have a common goal to increase retention at this institution.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
Recorder