

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

**Student Affairs and Retention Committee**  
**E. Craig Wall Jr. Board Room**  
**October 20, 2016**

**Committee Members**

**Present:** Dr. Oran P. Smith and Mr. William E. Turner III

**Committee Members Not Present:** Mr. Marion B. Lee, Dr. Samuel J. Swad, and Mr. Robert G. Templeton

**Other Board Members Present:** Mr. William S. Biggs, Mr. Samuel H. Frink, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., and Mr. Daniel W. R. Moore Sr.

**Others Present:** Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh Chesson, Dr. Debbie Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Ms. Martha S. Hunn, Dr. Edward Jadallah, Ms. Beverly J. Landrum, Dr. James Luken, Ms. Megan McIlreavy, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Dr. Nelljean Rice, Dr. Barbara A. Ritter, Dr. Michael H. Roberts, Ms. V. Chyrel Stalvey, and Ms. Kathy T. Watts

(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.)

Chairman Will Turner brought the meeting to order at 10:00 a.m.

Because there was not a quorum, approval of the minutes of the Student Affairs & Retention Committee August 11, 2016, Committee was deferred until the Board meeting tomorrow.

Student Government Association (SGA) President Austin Nichols reported that there is no new legislation at this point in the semester. During November, SGA will focus on encouraging students to take a pledge of non-violence. A video will be shown and those taking the pledge will receive a button recognizing them as taking the pledge. Vice President Matt Denzler was introduced and informed that a successful interactive student forum was held yesterday educating students about SGA. SGA now has 55 senators out of a possible 60. This semester there will also be another a town hall to discuss transportation or the social environment on campus. SGA will host events with other student organizations as well.

## **Student Affairs & Retention Committee**

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Vice President for Campus Life and Student Engagement Debbie Conner feels this freshman class has been more engaged than other years. Counseling Services initiatives are focusing on educational programming and tables are placed throughout campus publicizing activities on various topics. A minimum of 60 different programs will be offered this semester. Chant 411 scheduling and event services has increased 82%. They managed 170 ticketed events last year.

A new student life initiative is the Transfer Ambassador Program. Transfer students are recruited to reach out to newer transfer students prior to admission through phone calls and encouraging them to come to orientation. The ambassadors meet the students at orientation and then follow up before they get to school and continue contact throughout the semester. Transfer activity is up at events. The program seems to be working very well.

Some student activities were shared:

- Aramark began a late night dining initiative in Hicks Dining Hall at 11 p.m. and 2 a.m. A couple of times 1,000 students attended. The average is 600 a night. This has offered a time for students to meet and socialize and has changed student life.
- University Housing Move-in-day was extremely successful. We had the largest group of volunteers ever. Our housing staff is phenomenal. This is our first year of having faculty in residence, and Dr. Jacob Vogel is living in Tradition Hall. Housing works with counseling to provide various programs for students. The housing staff took students to Clemson during Hurricane Matthew and facilitated providing services to them.
- Multicultural Student Services has involved 140 students by establishing an African American Initiative for Men (AAIM) and Women of Color as a means to increase the retention and matriculation of African-Americans at the University.

Natasha Hanna asked if there was a difference in the number of out-of-state and in-state-students who leave by their second year. Byington stated that it is about the same. Most often the reason is financial and then home sickness. He makes house calls with students and asks residents how they are adapting and if they are home sick. Connor added that when residence staff receives a call from parents about their student being homesick then the residence advisor in housing tries to engage with students.

Retention is now 68.3%, which is a three percent increase from last year. The following initiatives have helped make this increase happen.

Dean and Vice President for Academic Outreach Dan Ennis has developed a series of videos for FYE classes as an outreach to students demonstrating that we care. Two of the videos was viewed.

Dean of University College Nelljean Rice reported that Associate Dean Megan McCalvary has been hired to serve as the transition person. For the first time during the time period 2012-2015, full-time freshmen graduated in an average of 4.33 years. All majors were less than 4.84 average years to graduation. The Degree-in-Three was a good initiative and perhaps that is also influencing earlier graduation rates.

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Learning assistance centers have had a great impact on retention. Overall, 76.4% of the students who experienced some form of tutoring were retained. This is 15.4% higher than the retention rate of those students who did not receive tutoring. So far this fall, the number of student visits for each of these centers is consistent with the numbers from last year.

Assistant Provost for Admissions & Merit Awards Amanda Craddock reported the successes of the CEaL and Bridge Programs. The one-year retention rate of the Summer 2015 students is 86.7%; this retention rate increased 22.4% from previous year. From Fall 2015 to Fall 2016 there was an 86% growth of the CEaL program and 508% growth of the Bridge Program.

Each college is actively involved in retention efforts by college included:

- College of Fine Arts - first-time, full-time freshmen that attended academic coaching in Fall 2015 were significantly more likely to be retained.
- College of Science – 70% of students who attended the math outreach completed their math course with a “C” or better. Faculty are expanding their direct contact hours by having additional outreach sessions at various locations across campus.
- College of Education – Center for Excellence and Academic Advising provides the PRAZIS I workshop for education majors who are striving to enter the professional program. There has been an overall increase in the percentage of students who are passing all three parts.
- College of Business- UNIV 110B have been examined to help students better connect with the resources they need on campus. Instructors are helping students better navigate the University’s system and processes. Each student is now required to attend two personal enhancement experiences this fall. Faculty are considering the possibility of cohorting students from UNIV 110B to CBAD 120 this spring.

Byington reported that the University is in the process of interviewing for the new position of Associate Provost for Retention.

The meeting adjourned.

Respectfully submitted,

*Chyrel Stalvey*

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Recorder