Staff Advisory Committee (SAC)  
Minutes  
10:30 a.m., Tuesday, August 5, 2008  
Dawsey Conference Room  
Singleton Building

Committee Members
Present: Laura Barr, Nick DeFuria, Cookie Elston, Bertha Fladger, Cynthia Johnston, Regina Lee, Rein Mungo, Geoff Parsons, David Spain,

Absent: Araleigh Beam, Nancy Burton, Joyce Flowers, Larry Robbins, Jeniffer Silver, Melissa Todd

Approval of Minutes:
Minutes July 22, 2008 meeting were approved with the following corrections:
- Due to uncertainty about the future of the Coast RTA route from Coastal Carolina University to Broadway at the Beach, strike from the minutes the clause “, but those to Broadway at the Beach will be limited” found under New Business, Suggestion Boxes, paragraph 2.
- Add under New Business, “The Committee discussed the necessity for designated parking areas for bicycles and mopeds, but no specific action was recommended.”

Special Report:
Anne Trainer Monk, Assistant Vice President for Marketing Communications, and Trenny Neff, Public Information Coordinator, presented a special report regarding University branding. Ms. Monk informed the committee that the University began its licensing efforts in 1994. From the outset the purposes of the program have been to 1) extend the University brand; 2) guard the University brand; and 3) collect revenue for the University through royalties. The program was initially administered internally and produced annual revenues of approximately $300. By 2008, total annual revenues from University branding came to an estimated $40,000.

As the program grew, it became unwieldy and difficult to direct internally; therefore, the University contracted with the Licensing Resource Group (LRG) to assume management of University branding efforts beginning July 1, 2008. LRG is a firm that currently oversees brand licensing for a number of universities and colleges (such as Elon and Appalachian State University). A website link will soon allow visitors to the CCU website to navigate to the LRG website to inquire about licensing opportunities as well as to find information about currently licensed vendors. These vendors presently pay an annual licensing fee of $80 as well as a royalty for each CCU branded item sold. Any artwork used in their Coastal Carolina University merchandise must be approved by the University.
A committee member asked to whom interested vendors should address inquiries about obtaining licensure while the website link is under development. Trenny Neff replied that she would accept those inquiries, or they could be directed to LRG. Another member commented on the relative scarcity of CCU branded merchandise in the Grand Strand area. Ms. Neff indicated that CCU merchandise is now available locally at the Follett bookstore, Dillard’s, Wal-Mart, I Sports, Lids, Tomlinson’s of Surfside, as well as at the Haberdashery and Her Dashery in Conway. LRG is currently negotiating to bring the CCU brand to Dick’s Sporting Goods, Kohl’s, Bed Bath & Beyond, Belk, and JC Penney.

Ms. Monk and Ms. Neff stressed that LRG is working hard to protect the University brand from rogue vendors. Ms. Neff stated that she would be happy to provide a list of licensed vendors to department heads who desire to purchase University branded items such as pens, and that LRG and the University are open to suggestions for new items to be branded. A member inquired if a list of licensed vendors is available on the website at this time. Ms. Neff said that such a list is coming soon from LRG.

The chair expressed the thanks of the committee to Ms. Monk and Ms. Neff for their presentation.

**Old Business:**

**Pet Policy**

Jeniffer Silver reported via email the results of her interview with Lamonica Yates about University policy on pets in CCU buildings. Apparently the University has no written policy on this matter. In the past the decision has been left to individual department heads, who made choices based, in part, on productivity issues. Some department disallowed pets out of consideration for students with allergies.

A committee member related an incident that occurred during one of the summer orientation sessions. A visitor brought a pet dog with her. When the dog was not admitted to the Commons for lunch, a CCU student volunteered to watch the animal while the owner had lunch.

Another member recounted the recent need to replace the carpeting in one CCU department, largely due to damages caused by pets. The member indicated that the department should be charged for the expense of the carpet replacement.

The committee agreed that CCU needs a written policy on pets in university buildings. The matter will be revisited at a later date to develop a Staff Advisory Committee recommendation to be forwarded to the University administration.

**Recycling**

Geoff Parsons reported on his discussion with Sandy Williams regarding the University’s recycling program. Ms. Williams indicated that the University does not pay for the recycling service it employs, nor does it foresee making recycling
a university-managed operation because it would not be cost effective. A committee member commented that presently the city of Conway collects the University’s recyclables (plastic bottles, aluminum cans, and paper products) to get “points” that lower the city’s “tipping fees” (the fee the city pays per deposit of waste in the landfill). The Solid Waste Authority has a similar agreement to collect the University’s waste cardboard. These arrangements, in turn, lower the University’s waste management costs by reducing its own tipping fees. The committee member further stated that past self-managed recycling efforts by the University were of limited success due to a relatively low volume of recyclables and to the labor intensive nature of the operation.

Applause Program
The Chair reported for Nancy Burton with regard to the Human Resources department’s effort to organize a program to recognize staff achievement. Lamonica Yates indicated to Ms. Burton that HR’s “I Spy” program should kick off next week (August 11-15). This initiative, developed in conjunction with the University’s IT department, will encourage staff members to recognize the outstanding service of their peers.

Suggestion Boxes
1. The committee received information that the practice of permitting retired CCU personnel to retain CCU e-mail accounts has been left up to department heads to evaluate on a case-by-case basis. To date there seems to have been little interest by retired staff in this particular benefit. University policy at present only addresses the issue as it relates to emeritus faculty (who may keep their CCU e-mail addresses). It has been recommended that the University draft a more comprehensive policy.
2. The committee received information that the construction of a pedestrian walkway across Highway 501 is unlikely. If such a project were to be undertaken, it would be the responsibility of the South Carolina Department of Transportation, not Coastal Carolina University. One committee member shared that plans to extend University Boulevard across Highway 501, thus providing easier movement between East and West Campuses have been submitted to an engineering firm. Due to the need to address Federal regulations covering the railroad that runs parallel to 501 and lies between East and West campuses, there is no timeline for completion of this project.
3. The committee received information that the Salary Compensation Study is nearing resolution.
4. The committee received information that the request for picnic tables for East Campus buildings has not yet been acted upon. A committee member stated that all that is necessary to fulfill this request is the completion of a formal work request. While on this topic, one member observed that the University’s new smoking policy might adversely impact non-smokers use of these picnic tables for lunch or break times. Another member suggested the addition of non-smoking gazebos on campus, but acknowledged that was an issue for HR. This comment elicited the observation that the University needs to draft a policy addressing the
amount of time devoted to “smoking breaks”. A member stated that some smokers may spend as much as forty hours per month on these breaks. The Chair reminded everyone of the difficulty of balancing the interests of all staff members on this issue, and suggested the need to safeguard individual liberties while checking abuses of the policy.

New Business:
1. The committee received several suggestions that the university implement a flexible four-day work week. Members of the committee acknowledged the attractions of these suggestions while recognizing their inherent difficulties, particularly regarding applying them in the context of a five-day school week. A committee member stated that the State is now investigating reducing Monday-Wednesday-Friday classes in state colleges and universities to Monday-Wednesday only. The Chair reminded everyone that this issue is presently under research and review by the University administration.
2. The committee received a suggestion that the University match the State’s 1% pay increase. Committee members commented that this benefit, while desirable, would be difficult for the University to finance. Present budget constraints make such action unlikely.
3. The committee received a suggestion that someone be posted at the student entrance of the CSCC to receive payment for ice cream. The concern was that some individuals might perceive the ice cream available at CSCC to be free. The committee will investigate this matter further.
4. The committee received a suggestion that the process for obtaining University business cards be streamlined. This matter will be referred to Jeniffer Silver or Pat West in Human Resources.
5. The committee received a suggestion that the University re-institute merit raises for good reviews. Members were informed that this issue is being considered by the Strategic Planning Task Force.
6. The committee received a suggestion that the air conditioning be turned up. As no specific building was referenced, committee members declined to address the issue.

Updates:

Alarm System report
Bertha Fladger reported on her conversation with Chief of Public Safety William Weisner regarding the status of the campus-wide alarm system. The Chief stated that several systems have been examined, and that he is close to finalizing a bid. He has enlisted the aid of Randall Cox, Director of Procurement, in preparing the RFP (Request for Purchase). There should be movement on this request in the next 60 – 90 days.

Fall Family Picnic
The Chair observed that everyone should have received notification about the Fall Family Picnic. This event for Coastal Carolina University faculty and staff will
be held on Sunday August 24, 2008 from 2 – 5 p.m. at the Huntington Beach State Park Shelter 3. Members were encouraged to attend and should R.S.V.P. by Wednesday, August 20, 2008 to (843) 349-2040 or events@coastal.edu.

Moped and Bicycle Parking
This issue continues to be subject to research and review by the University administration.

Holiday exchange
The University continues to research and review a suggestion to permit employees to designate the Martin Luther King, Jr. and the Memorial Day holidays as selection holidays.

Poly-resin picnic tables
A recent suggestion that the University purchase poly-resin picnic tables has been declined as cost prohibitive. A committee member recommended that the procedure for requesting picnic tables be posted on the CCU website.

Next Meeting:
The Chair reminded committee members that there will be no August 19 meeting of the Staff Advisory Committee due to the commencement of the Fall semester. The SAC will next meet on Tuesday, September 2 at 10:30 a.m. in the Dawsey Conference Room of the Singleton building.

The meeting was adjourned at 11:34 a.m.