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Student Affairs and Retention Committee, August 6, 2015

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**Minutes
Coastal Carolina University
Board of Trustees**

**Student Affairs and Retention Committee
E. Craig Wall Jr. Board Room
August 6, 2015**

Committee Members Present: Mr. Marion B. Lee, Dr. Oran P. Smith, Dr. Samuel J. Swad, and Mr. William E. Turner III

Committee Members Not Present: Mr. Fred F. DuBard III and Mr. Robert G. Templeton

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

Others Present: Dr. Barbara A. Burd, Mr. Jonathan Bruenn, Dr. J. Ralph Byington, Ms. Nedy Campbell, Dr. Debbie Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Dr. Daniel Ennis, Mr. Dylan Fender, Mr. Carlton Hicks, Dr. Jean French, Ms. Martha S. Hunn, Dr. Ed Jadallah, Mr. Mark Kelley, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Mr. Dominic Prince, Dr. Nelljean Rice, 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. Claire Byun of the Sun News was in attendance.)

Chairman Will Turner brought the meeting to order at 12:10 p.m.

Marion Lee moved to approve minutes of May 7, 2015 Student Affairs and Retention Committee meeting. Sam Swad seconded, and the motion carried.

Vice President of Campus Life and Student Engagement Debbie Conner stated that transportation (motor pool/coach and shuttle buses), food services, conference services and scheduling are now under the umbrella of Student Affairs. She demonstrated the shuttle app now available to students to determine where the buses are at any given time. A shuttle goes to Walmart every hour. Two new shuttles have been purchased.

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Student satisfaction is critical. Welcome week and CINO TIE Week are part of major programming taking place the first 54 days of the semester to get students involved. New housing offers great communication spaces.

Last year Student Health Services had over 1,200 clients. During CINO Week, counseling education will take place and many outreach programs have been planned for the year.

Campus Services has 200 bicycles available to check out at University Place. Plans are to expand the service this year.

In the College of Humanities, 80 sessions of Chant Life classes for freshman held discussions regarding alcohol, drug use, safety, financial, physical and mental health, diversity, etc.

Vice President of Student Rights & Responsibilities/Dean of Students Travis Overton reported that the 70 singers and musicians in the CCU Inspirational Ambassadors travel to Virginia, Florida, Georgia and Tennessee to visit high schools during the spring to recruit students. Dominic Prince is their director and Carlton Hicks is the student assistant. The students raise money for the trip.

Prince reported that Gloria Gaynor was a participant in this year's Women in Philanthropy and Leadership Conference and the Ambassadors surprised her with a flash performance of "I Will Survive" during the program. Since then, she has adopted the group and they have practiced three new gospel songs she is preparing to release soon. Gaynor will be performing with the Ambassadors at Calvin Gilmore's Carolina Opry in September. Prince is very grateful for the relationship with Gaynor and the wonderful opportunity for CCU students.

This year Overton traveled with the group on their Tennessee trip where they performed and met with high school music classes to perform for them. In turn the high school class also performed. It was an awesome experience for the high school students and their interaction with the Ambassadors made a huge impact on them.

Chairman Wyatt Henderson directed the Academic Affairs & Assessment Committee to put Gaynor on the list for commencement speakers.

Student Government Association President Dylan Fender stated that SGA officers are working on structural changes this year—interaction with committees, more students involvement on campus and working with the deans. The officers want to be the voice of the students and have more interaction with them. Only 800 students participated in SGA elections this spring.

Jonnathan Bruen, SGAVice Chair of Finance, was introduced.

President David DeCenzo asked what the administration can do to increase student attendance at athletic and campus events. Fender felt that a campus attitude needs to be developed with more programming on Prince Lawn and getting students to care about the university. SGA Vice President Kelsey Birdsell is working on ideas using social media and other communication avenues.

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Provost and Executive Vice President Ralph Byington reported that over 3,200 students attended the 12 orientations held during the summer. Including families, over 8,000 attended. Mostly transfer students will participate in the upcoming August 12 orientation.

Projected occupancy for student housing is 98%. Campus now has a total of 4,387 spaces (including new residence halls), and 4,165 spaces have been assigned. The new residence halls have a special area for the Honors Program and various living/learning communities. A 24-hour community desk is located in Tradition Hall.

2016 admissions enrollment initiatives have included:

- Successful recruitment travel, including deans
- Staff effectively working with high ability students. Eight graduates of the Horry County Schools' Scholars Academy will be attending CCU, attesting to their positive perception of the University.
- Transfer initiatives needs to be improved. Memorandums of understanding will be made with additional two-year schools statewide. Core requirements are now waived with the completion of an associate degree.

Turner encouraged trustees to attend recruitment events and guidance counselor lunches held in their areas.

Byington reviewed the Retention Strategy handout and noted that retention for students admitted in January is 79%. May-June admittances are the most difficult to retain (mostly in-state students) with 250 lost this year. It is believed that these are students who are not admitted to the college of their choice; and after 20-30 hours at CCU, transfer to their first choice.

Retention for first-year students this year is 66%--lower than anticipated. Since 2011, retention has increased from 60% to last year's substantial increase of 67%. It is difficult to determine a trend, because we are always breaking new ground.

After conferring with the deans, the Retention and Recruitment Committee compiled the following list of recommendations.

- Growing the Honors Program and making certain high quality students are retained
- Offering more faculty professional development
- Addressing student admittances coming in May-July
- Increasing students accepted into the CEaL Program
- Branding
- Expanding student access to services
- Better advising
- Identifying DFW classes when student withdraw

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Byington stated that the majority of students not returning to CCU have financial problems or family health issues. Students also experience homesickness. Some students and their families do not realize the cost of education. Financial aid packets will go out earlier.

After looking at retention for six years, Byington is still uncertain as to what it is that makes our University unique for retention problems. DeCenzo stated that data from schools not in tourist areas and in tourist areas will be pulled and examined.

Turner asked that prior to the retention retreat in December, the Board should receive a broad list of why students leave and percentages.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
Recorder