

**COLLEGE OF CHARLESTON**  
**BOARD OF TRUSTEES**  
McAlister Hospitality Suite  
Carolina First Arena  
Charleston, South Carolina

AUGUST 21, 2009  
8:30 a.m.

Presiding:  
Marie M. Land, Chair

Members of the Board Present: Mr. Donald H. Belk, Mr. J. Philip Bell, Mr. John H. Busch, Mrs. Demetria Noisette Clemons, Dr. L. Cherry Daniel, Mr. Frank M. Gadsden, Mr. James F. Hightower, Mr. William D. Johnson, Mr. G. Lee Mikell, Mr. Lawrence R. Miller, Mrs. Annaliza O. Moorhead, Mr. Gregory D. Padgett, Mr. Daniel Ravenel, Dr. Sam Stafford III, and Mr. Joseph F. Thompson, Jr.

Conference Call: Mr. John B. Wood, Jr.

Trustee Emeritus: Sylvia Harvey

Others in attendance: President George Benson; Drs. Beverly Diamond, Interim Provost; Renee Anderson, Co-Chair of the Institutional Advancement Joint Committee; and Bob Cape, Senior VP for Information Technology; Messrs. Jack Huguley, Director of Alumni Relations; Joe Hull, Director of Athletics; Sam Jones, Director of Budgeting and Payroll Services; David Hay, President, Alumni Association Board; Steve Osborne, Executive VP for Business Affairs; Jonathan Ray, Director of Special Events; Tom Trimboli, Senior VP for Legal Affairs/General Counsel; George Watt, Executive VP for Institutional Advancement; and Victor Wilson, Executive Vice President for Student Affairs; Mses. Priscilla Burbage, Vice President, Fiscal Services; Sherrye Carradine, Assistant Counsel; Shirley Hinson, Director of Government Relations; Elizabeth Kassebaum, Secretary to the Board of Trustees; Gail Long, Internal Auditor; Monica Scott, VP for Facilities Planning; Deni Mitchell, Senior Executive Assistant to the President; John Capelle, President, Student Government Association; Dr. Joe Kelly, Speaker of the Faculty; and Mr. Mike Robertson of the Media Communications Office.

(In accordance with requirements of the *S. C. Freedom of Information Act*, news media was notified of the time, location, and agenda for this meeting).

The regular meeting of the College of Charleston Board of Trustees was called to order at 8:30 a.m. by Chair Land.

**WELCOME AND INTRODUCTIONS:**

Chair Land welcomed everyone to the meeting and stated that before the meeting gets underway, she wanted to make a special announcement regarding a Resolution which she presented on behalf of the Board of Trustees to Elizabeth Kassebaum for her exemplary service as Secretary to the Board of Trustees. Elizabeth stated “It is an honor and a privilege to work with such an outstanding group of Board members’ administrative leadership, staff, faculty and students.”

**COLLEGE OF CHARLESTON  
RESOLUTION OF THE BOARD OF TRUSTEES**

**COMMENDATION OF  
ELIZABETH WILLIAMS KASSEBAUM**

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**August 21, 2009**

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**WHEREAS**, upon the recommendation of former President Alexander M. Sanders, Jr., and subsequent approval by the Board of Trustees, **ELIZABETH WILLIAMS KASSEBAUM** was appointed as Executive Secretary to the Board on July 26, 2000;

**WHEREAS, MS. KASSEBAUM** has served and continues to serve in that capacity with great distinction; she has consistently provided the Board with invaluable counsel and assistance that have facilitated the work of the Board and improved its effectiveness and efficiency; and

**WHEREAS**, the Board is deeply appreciative of **MS. KASSEBAUM’S** service to both the Board and to the College and wishes to commend her service and to memorialize the same by means of this Resolution to be recorded in the official minutes of the Board.

**NOW THEREFORE, BE IT –**

**RESOLVED**, that the Board of Trustees hereby commends **ELIZABETH WILLIAMS KASSEBAUM** for her dedicated service as Executive Secretary and for her exemplary efforts for the betterment of both the Board and the College; and

**RESOLVED**, the Board hereby expresses its appreciation and gratitude to **ELIZABETH WILLIAMS KASSEBAUM** for her consistent and exceptional work performance.

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Chair Land briefly introduced new employees. Detailed bios can be found behind Tab II of the Board Book.

- (1) Susan Anderson, Director of Research and Grants Administration.
- (2) Steve Bamel, Director of Strength and Conditioning.
- (3) Jim Deavor has been appointed Interim Dean of the School of Sciences and Mathematics.
- (4) Laurie Soenen joined the College of Charleston Foundation as the new Director of Annual Giving Programs on June 1, 2009.

**APPROVAL OF MINUTES:**

**It was moved (Bell), and seconded (Belk), that the April 16, 2009 Board Meeting Minutes be approved. All in favor.**

**It was moved (Thompson), and seconded (Bell), that the June 8, 2009 Board Meeting Minutes be approved. All in favor.**

<sup>1</sup>Note for the Record: Annaliza Moorhead joined the meeting at 8:40 a.m.

**PRESIDENT'S REPORT:**

**Strategic Plan:**

President Benson asked all Board members to read the Strategic Plan and provide their feedback anytime through September. The Plan will be submitted to the full Board for approval at the October Board Meeting (copy provided to all Board members).

**CHE Presentation:**

President Benson encouraged all Board members to read his CHE Presentation that included a description of the institution's overall priorities at the CHE Meeting on August 6 (copy provided to all Board members). He noted that good things are happening at the College.

**American College of Building Arts:**

The American College of Building Arts had seven students cross registered for classes at the College, and this fall there will be two other students. Next spring, the American College of Building Arts is planning to offer classes for our college students to cross register. This is a nice partnership between the schools. The College of Charleston has the largest Historic Preservation Graduate Program in the state, and this will complement our program.

**Gaillard Renovation:**

President Benson stated that the College's support of the renovation of the Gaillard Auditorium. He noted that the College has a strong School of the Arts Program located just a little over a block away from the Auditorium. The newly renovated facility would be ideal for use as a three-tier opera house, including performance faculty offices and performance space.

### **Lowcountry Graduate Center:**

President Benson informed the Board that the College is working on a Memorandum of Understanding between MUSC, The Citadel, and the College of Charleston regarding the Lowcountry Graduate Center. The agreement should be finalized within a month or so. The North Campus is an ideal location for a variety of course offerings.

### **Dixie Plantation:**

Phase I involves building a 4.2 mile nature trail, renovation of John Henry Dick's Studio, and renovation of the barn. The College has had the property for 14 years, and it is a part of the future of the College of Charleston.

### **Provost Search:**

President Benson noted that the Provost Search is one of the most important searches a university can conduct. The search has been narrowed down to two finalists:

- (1) David Haney, Vice Provost for Undergraduate Education at Appalachian State. He will visit the campus on August 31.
- (2) George Hynd, Senior Vice Provost for Education and Innovation at Arizona State. He will visit the campus on September 3.

Both candidates have wonderful credentials. President Benson encouraged all Board members to attend the open forums, schedules permitting, to give their feedback on each candidate.

### **School of Sciences and Mathematics Dean Search:**

President Benson reported that a wonderful candidate from Cornell was interested in the position, but at the last minute he took a position at USC. A new search must begin, and we are exploring the use of a search firm.

### **MBA Program:**

It is unprecedented for a university this size not to have an MBA Program. The College is working with The Citadel regarding a joint MBA Program. General Rosa has been supportive, but that was a year ago, and we are still struggling with this effort. President Benson stated that any help the Board members could provide (maybe with the Board of Visitors) would be appreciated. Alan Shao, Dean of the School of Business and Economics, has already made an international trip regarding this effort.

Chair Land thanked the President for his report and expressed her appreciation for all President Benson does for the College, and noted that she is impressed with the Strategic Plan.

**EXECUTIVE COMMITTEE:**

Trustees Marie Land (chair), Philip Bell, Cherry Daniel, Lee Mikell and Joe Thompson attended the meeting. Others in attendance were President Benson, Beverly Diamond, Steve Osborne, Sherrye Carradine, Tom Trimboli, Elizabeth Kassebaum, and Betty Craig.

Chair Land presented the following committee report:

Chair Land asked Tom Trimboli to provide the Committee with information regarding the resolution, "Agreement on the Use of Certain Trademarks." Mr. Trimboli reported that:

- This agreement is with the University of Charleston, WV. They filed an application for a trademark for the name "University of Charleston." We filed an opposition. They contested it. In 1978, they started using University of Charleston. In 1992, we started using University of Charleston, SC.
- Under an agreement to resolve the matter, the College can use "College of Charleston" or "University of Charleston, SC."
- The College of Charleston and the University of Charleston, WV have agreed that all prominent materials with the term "University of Charleston" must be followed by "SC" or "WV" or a disclaimer saying the universities are not affiliated.
- The agreement will be filed with the U.S. Patent and Trademark Office that we will never use "University of Charleston, SC." This will supersede that.

**COLLEGE OF CHARLESTON  
RESOLUTION OF THE BOARD OF TRUSTEES**

**AGREEMENT ON THE USE OF CERTAIN TRADEMARKS**

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**August 21, 2009**

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**WHEREAS**, the College is the owner of the trademark "College of Charleston" and has filed an application for registration of that mark with the United States Patent and Trademark Office, Serial No. 77/745131;

**WHEREAS**, the University of Charleston, West Virginia ("UCWV") has filed an application for registration of the mark "University of Charleston" with the United States Patent and Trademark Office, Serial No. 77/47048;

**WHEREAS**, the College has filed an Opposition to the registration of "University of Charleston" by UCWV, Opposition No. 91189682; and

**WHEREAS**, the College and UCVW have negotiated and executed a Consent Agreement (a copy of which is attached to this Resolution) to resolve their dispute over usage of the following marks: "College of Charleston" -- "University of Charleston" -- "University of Charleston, South Carolina" -- and "University of Charleston, West Virginia," and to address certain other matters; and

**WHEREAS,** the Board has reviewed the Consent Agreement and believes that it is reasonable and in the best interest of the College.

**NOW THEREFORE, BE IT –**

**RESOLVED,** that the Consent Agreement is hereby ratified and affirmed;

**RESOLVED,** that College management is hereby authorized to take such actions as may be necessary and appropriate, in the discretion of the President, to implement such Agreement and to enforce its terms and conditions; and

**RESOLVED,** that actions taken by College personnel prior to the effective date of this Resolution to negotiate, execute and implement the Consent Agreement are hereby ratified and affirmed.

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**The Executive Committee moves that the resolution, “Agreement on the Use of Certain Trademarks,” be approved as presented. All in favor.**

**Board Officer Elections:**

An Ad Hoc Committee to Study Board Officer Elections and Terms has been created. Committee members will include Frank Gadsden (chair), Don Belk and Demetria Clemons. During “New Business” at the Board meeting, Joe Thompson will make a motion, and Cherry Daniel will second the motion, to create the committee. The committee will meet following the Board meeting tomorrow and will make recommendations at the January Board meeting.

**Voluntary Board of Trustees’ Outreach Efforts and Mentor Program:**

Elizabeth Kassebaum spoke briefly regarding the outreach efforts.

- She noted that it is an effort for Board members to use their personal and professional expertise to become more purposefully engaged in this institution.
- Best practices for Board governance nationwide.
- Maybe there will be a time when Boards are responsible for a financial audit of the institution, but an audit of the work, in general, of the Board as well.
- Includes seven categories, including the Mentor Program – all will not be a good fit for all Board members because of the required time commitments.
- These efforts will be a trial program this year, and it will be amended throughout the year. Some efforts will be more effective than others.

**AUDIT COMMITTEE:**

Trustees Larry Miller (chair), Philip Bell, Marie Land, Lee Mikell and Joe Thompson attended the meeting. Staff members attending the meeting included Steve Osborne, Tom Trimboli, Sherrye Carradine, and Gail Long.

Mr. Miller presented the following committee report:

Steve Osborne led a review and discussion of the Privacy Policy developed by the College. The Audit Committee voted to recommend the adoption and ratification of this policy to the full Board.

**COLLEGE OF CHARLESTON  
RESOLUTION OF THE BOARD OF TRUSTEES**

**RATIFICATION OF PRIVACY POLICY**

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**August 21, 2009**

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**WHEREAS**, the *South Carolina Family Privacy Protection Act* requires the College to develop privacy policies and procedures to ensure that the collection of personal information pertaining to citizens of the State is limited to such personal information as may be required by the College to fulfill its public purpose;

**WHEREAS**, the College is also required, as a state entity, to clearly display its Privacy Policy on its web page, along with certain other information;

**WHEREAS**, the College has additional responsibilities under the *South Carolina Freedom of Information Act* when collecting personal information from citizens if that information may be subject to subsequent disclosure by the College;

**WHEREAS**, the recently enacted *South Carolina Financial Identity Fraud and Protection Security Act* imposes additional responsibilities dealing with, among other things, the use and protection of social security numbers and the actions that the College must take in the event of a security breach dealing with personal information; and

**WHEREAS**, in furtherance of its responsibilities under these laws, the President has promulgated a College wide *Privacy Policy and Procedure on the Security of Protected Information* (the “Privacy Policy”), dated August 1, 2009, (a copy of which is attached to this Resolution and incorporated herein) after considerable deliberation and consultation with concerned Campus constituencies.

**NOW THEREFORE, BE IT –**

**RESOLVED**, that the Board hereby ratifies and affirms such Privacy Policy; and

**RESOLVED**, that actions taken by College personnel prior to the effective date of this Resolution to develop and implement the Privacy Policy are hereby ratified and affirmed.

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**The Audit Committee moves that the Resolution to adopt and ratify the Privacy Policy be approved as presented. All in favor.**

Steve Osborne provided an overview of the federal stimulus funding. The College expects to receive \$4.6 million over the next two years and has submitted applications for several other AARA grants. Steve Osborne and Gail Long provided an update of the reporting requirements implemented at the Federal and State levels.

Gail Long reviewed two audit reports:

- (1) Financial Aid Attribute Testing – no exceptions were found
- (2) General Ledger Reconciliation Status – some exceptions were found, but the staff is in the process of making corrections.

Gail Long reviewed the Audit Plan with the Committee – includes eight projects almost completed and three new projects.

**AD HOC COMMITTEE ON INFORMATION TECHNOLOGY:**

Trustees Frank Gadsden (chair), John Busch, Cherry Daniel and Dan Ravenel attended the meeting. Staff members attending the meeting included Bob Cape, Priscilla Burbage, and Andrew Bergstrom.

Mr. Gadsden presented the following committee report:

Mr. Gadsden welcomed Dan Ravenel to the Committee.

The BATTERY project was reviewed by Priscilla Burbage. The BATTERY project is on schedule and on budget. We are in ‘duplicate worlds’ meaning that the College is maintaining the legacy applications, going live with a succession of new BATTERY capabilities, and keeping all in sync all the time! Undergraduate and Graduate Admissions went live earlier this week. People Admin, a new online employment application, went live with initial capabilities on August 1. It facilitates job postings and recruitment, and simplifies the employment process. An employee performance management capability in PeopleAdmin will be piloted in the Spring 2010. The Banner HR/Payroll module will go live January 1, 2010. Priscilla recapped the Go-Live schedule through Fall 2010 and also the August 10 Project Flash Report. Priscilla described the Lessons Learned activity designed to inform later go-lives based on careful review of initial experiences.

The Chief Information Officers of The Citadel, MUSC and the College meet monthly to explore shared cost savings and service-enhancing opportunities. Most promising are prospective arrangements for commodity Internet and Internet 2 service based on the already-active College participation in the South Carolina Light Rail.

The College Privacy Policy was discussed, noting the establishment of an Information Security Committee chaired by the CIO to advise on appropriate implementation.

Andrew Bergstrom proudly announced the August 12 go-live of the new College web pages which are oriented by design to promote the College to external constituencies, including prospective students, alumni, donors and friends of the College. The web pages are attractive and are garnering significant attention: we are receiving more than 24,000 unique hits on the home page each day!

Bob Cape discussed the Strategic Plan for Information Technology that he presented May 1 to the Strategic Planning group, highlighting longstanding underinvestment in staffing and infrastructure.

A demonstration of some of the BATTERY capabilities was requested for the October Committee meeting.

#### **FINANCE COMMITTEE:**

Trustees Joe Thompson (chair), Philip Bell, John Busch, and Frank Gadsden attended the meeting. Staff members present included Steve Osborne, Priscilla Burbage, Sam Jones, Beverly Diamond, Joe Kelly, Todd McNerney (Faculty Senate Budget Committee Chair), Tom Trimboli, Shirley Hinson, and Gail Long.

Mr. Thompson presented the following committee report:

Steve Osborne briefed the Committee on the recent actions of the Board of Economic Advisors and the possible budgetary impact. The Budget and Control Board held off on any action pending the next meeting of the BEA, which will be next week. Given the most recent revenue projections, the shortfall would necessitate a 4.04% across-the-board cut which would be slightly in excess of \$1M for the College.

Steve Osborne updated the Committee on current capital projects, including the Cato Center, Carolina First Arena/Johnson Center, Science Center, and Randolph Hall.

Steve Osborne discussed two items that will require Board action.

The first is an adjustment to the Applied Music Fees. Currently, these private lesson fees are \$200 per half hour and \$400 per hour. This proposal would increase the half hour fee by \$25 to \$225 and the hourly fee by \$50 to \$450.

**COLLEGE OF CHARLESTON  
RESOLUTION OF THE BOARD OF TRUSTEES  
APPLIED MUSIC FEES**

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**August 21, 2009**

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**WHEREAS**, the College's School of the Arts makes available to its students individual music instruction through private lessons with the School's faculty;

**WHEREAS**, such lessons are critical to the maintenance of a preeminent music program and are highly valued by our students;

**WHEREAS**, these lessons are financed, in part, through the application of applied music fees that are customarily charged on a half hour and hourly basis;

**WHEREAS**, the School of the Arts and the Office of the Provost have determined that the current applied music fees are insufficient to provide the revenues needed to meet the School's operational costs for its applied music efforts including, but not limited to, maintaining the caliber of faculty needed to continue the success of such efforts;

**WHEREAS**, the School of Arts and the Office of the Provost have already taken and continue to take prudent and aggressive cost saving measures, but such measures are insufficient to meet the legitimate operating requirements of the School's applied music efforts;

**WHEREAS**, because other sources of revenue are not available, College management has recommended to the Board an increase in the applied music fees; and

**WHEREAS**, these proposed increases have been examined by the Board and have been determined to be reasonable and appropriately supported by the facts and the financial projections presented by College management to the Board.

**NOW THEREFORE, BE IT –**

**RESOLVED**, that the Board hereby approves the recommended applied music fee increase from \$200 to \$225 per half hour and from \$400 to \$450 an hour, commencing with the Fall 2009 semester; and

**RESOLVED**, that College management continue its efforts to prudently manage its budget and to aggressively review all material costs and to reduce such costs whenever appropriate; and

**RESOLVED**, that the School of the Arts provide timely and effective notice to its students of the applied music fee increases authorized by this Resolution.

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**The Finance Committee moves that the resolution to approve the increase in the applied music fees be approved as presented. All in favor.**

The second is a resolution to ratify the College-wide Background Checks Policy dated May 27, 2009.

**COLLEGE OF CHARLESTON  
RESOLUTION OF THE BOARD OF TRUSTEES**

**RATIFICATION OF BACKGROUND CHECKS POLICY**

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**August 21, 2009**

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**WHEREAS**, in order to promote the safety of the campus community and to verify the credential of all new hires, College management has determined that it is in the best interest of the College to conduct background checks on all new hires and on those current employees who have self-disclosed a criminal conviction, have an inconsistency on their employment applications dealing with a previous arrest, or who otherwise give rise to a reasonable suspicion of posing a potential threat to the campus community as evidenced by an arrest;

**WHEREAS**, in furtherance of this legitimate concern, the President has promulgated a College wide Background Checks Policy (the "Policy"), dated May 27, 2009, (a copy of which is attached to this Resolution and incorporated herein) after considerable deliberation and consultation with concerned Campus constituencies; and

**WHEREAS**, the College has retained the services of a vendor to assist with such checks and has taken appropriate measures to ensure compliance with the *Fair Credit Reporting Act* and other applicable provisions of law.

**NOW THEREFORE, BE IT –**

**RESOLVED**, that the Board hereby ratifies and affirms the Policy; and

**RESOLVED**, that actions taken by College personnel prior to the effective date of this Resolution to develop and implement the Policy are hereby ratified and affirmed.

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**The Finance Committee moves that the resolution to approve the "Ratification of Background Checks Policy" be approved as presented. All in favor.**

Steve Osborne briefed the Committee on the \$4.6M in Stimulus Funds that the College will receive as part of the A.R.R.A. Budget Stabilization Funds. The College will also receive an energy grant of \$479K and an associated no-interest loan of \$160K. Additionally, the College has made, or

is in the process of making, grant applications to NIST for \$13.4M for the Grice Marine Lab; \$9M to NIH for Biology; and \$1.9M to NIH for Psychology/Anthropology Lab renovations.

Steve Osborne then reviewed the final Tuition and Fee ranking of the College in comparison to the other South Carolina four-year teaching and research institutions. A copy of that chart has been provided for your information.

### **FACILITIES COMMITTEE:**

Trustees Jimmy Hightower (chair), Cherry Daniel, Dwight Johnson, Marie Land, and Lee Mikell attended the committee meeting. Also attending were Monica Scott, Susan Morrison (Associate Provost), John Cordray (Deputy Director of Engineering), Sylvia Harvey (Trustee Emeritus), and Ralph Beatty (Southern Management Group).

Mr. Hightower presented the following committee report:

### **Monica Scott and Ralph Beatty provided the Committee with an update on current projects:**

- Athletics Complex – The new weight room was opened June 1, and the racquetball and squash courts are finished.
- Cato Center – The first floor is expected to be completed by August 24 with the Halsey Gallery exhibit opening October 23. The building is expected to be fully occupied for the 2010 Spring Semester.
- Science Center – Completion is expected in mid-November in time for the 2010 Spring Semester.
- Dixie Plantation Phase I – Construction of the trail and renovation of the barn and studio will begin within the next several months.
- Grice Marine Lab – The College has submitted an application to NIS for \$13.9M grant Funding to incorporate a new design to add one floor.
- Craig Cafeteria Renovation – On schedule. Admissions will occupy the space by March 2010.
- Randolph Hall/Porter's Lodge/Towell Library – Construction is scheduled to begin September 2009. The project will include exterior work, landscaping, hardscape, and lighting.

### **Monica Scott provided the Committee with an update on two other projects:**

- Sottile Theatre Marquee – still pending.
- 34 George Street Demolition and Parking Lot Construction – Construction will begin very soon, and there will be 70 parking spaces in a gravel lot.

Ms. Scott reported that there are only two options for future parking decisions: (1) to build remotely and use a shuttle system, and (2) increase options for and promote public transportation. The Committee discussed the increased usage of the CARTA Express system. Ms. Scott noted that the parking issue will be a part of the updated Campus Master Plan.

**JOINT MEETING OF THE INSTITUTIONAL ADVANCEMENT COMMITTEE AND THE FOUNDATION FUND-RAISING AND ADVANCEMENT COMMITTEE:**

Trustees Greg Padgett (chair), Don Belk, and Larry Miller, along with Foundation Board members Renee Anderson, David Hay, and Ted Legasey (via phone). Institutional Advancement Staff in attendance: Tracey Bible (Director of Foundation Financial Services), Cathy Mahon (Interim Associate Vice President of Development), George Watt, Laurie Soenen (Director of Annual Giving Programs), and Sheila Vanek (Development Administrator).

Mr. Padgett presented the following committee report:

Cathy Mahon reported on fundraising for the 2<sup>nd</sup> quarter. The College's fundraising program is experiencing two major gift trends in 2009. First, our major gifts are down as they are in most schools. And secondly, major gifts are taking longer to close and fulfill than in the last two years.

Total new commitments are down \$1.2M compared to last year at this time.

Major Gifts totaled \$334,500 in the 2<sup>nd</sup> quarter.

Total Cash Receipts are down by \$933K.

Cathy Mahon gave an update on the Planned Giving Program. She reported that John Gladchuk, Director of Development Programs; and Susan Anderson, Director of the Office of Research and Grant Administration (ORGA), have been routinely collaborating in the pursuit of foundation, federal and state grants. We have several multi-million dollars in stimulus funding requests.

George Watt provided an Organizational Update for Institutional Advancement. He announced that very strong candidates have applied for the position of Vice President of Development. Tracey Bible is interviewing for the Director of Advancement Support Services. Colby Rankin, Regional Director of Development, will be joining the College on September 1, and Laurie Soenen is the new Director of Annual Giving.

President Benson inquired about the two schools that do not have Development Officers. George Watt explained that the School of Business and the School of Sciences and Mathematics do not have Development Officers because they did not have Deans. George Watt wants to work with the Deans to make proper assignments.

Laurie Soenen presented the committee with a draft version of a new report showing the breakdown of how the team is working to achieve the 2009 Annual Giving goal of \$1.5 million. Mrs. Soenen continued by noting that the team is committed to raising \$1.5 million in gifts through the College of Charleston Fund and to deepening stewardship efforts.

George Watt presented a brief Endowment Status Report:

The total number of Endowed Funds	402
Number of Endowed Funds below Historic Gift Value at 12/31/08	154
Number of Endowed Funds below Historic Gift Value at 6/30/09	85
Endowment Portfolio value at 12/31/2008	\$39.4 Million
Endowment Portfolio value at 7/31/2009	\$43.3 Million
Endowment Portfolio performance for seven months was 10.6%	

As reported at the last meeting, the Foundation has requested information on investment advisors. The process is complete and the Foundation will move its investment portfolio under the management of The Investment Fund for Foundations (TIFF).

The Foundation Finance Committee voted to propose changing the Foundation's fiscal year from a calendar year to an academic year to better align with the College. This change would occur in July 2010.

**STUDENT AFFAIRS COMMITTEE:**

Trustees Demetria Clemons (Chair), Dan Ravenel, and Sam Stafford were joined by Victor Wilson, John Capelle, Marie Fitzwilliam (Chair, Faculty Senate Committee for Students Affairs and Athletics Committee), Deni Mitchell, and Susan Hartman (Assistant to the Executive VP for Student Affairs).

Chair Land announced that Demetria Clemons is the Project Director for a community service school in Orangeburg, SC. This is a five-year project.

Ms. Clemons presented the following committee report:

**Mutual Aid Agreement with Charleston County Aviation Authority Police Department:**

Chair Clemons presented a resolution to establish an understanding that the College of Charleston and the Charleston County Aviation Authority Police would assist each other if needed in an emergency. Victor Wilson explained that the need to have a formal Agreement was recommended by Tom Trimboli, Senior Vice President for Legal Affairs, and that it is similar to the existing agreement between the College of Charleston and the City of Charleston Police Department.

**COLLEGE OF CHARLESTON  
RESOLUTION OF THE BOARD OF TRUSTEES**

**MUTUAL AID AGREEMENT  
WITH  
CHARLESTON COUNTY AVIATION AUTHORITY POLICE DEPARTMENT**

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**August 21, 2009**

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**WHEREAS**, pursuant to the *Law Enforcement Assistance and Support Act* (S.C. Code Ann. § 23-20-10 *et seq.*) (the “Act”) the College has entered into a Mutual Aid Agreement with the Charleston County Aviation Authority Police Department (the “Agreement”);

**WHEREAS**, under the Act a law enforcement agency of South Carolina is authorized to enter into contractual agreements with another law enforcement agency, as may be necessary, for the “proper and prudent exercise of public safety functions”;

**WHEREAS**, under the Agreement the Department of Public Safety and the Aviation Authority Police Department have agreed to render supplemental law enforcement services to the other, as provided for therein, for the period expiring on December 31, 2010;

**WHEREAS**, the Agreement has been approved by the Charleston County Aviation Authority Board and has been signed by the Chair of that Board;

**WHEREAS**, the Agreement has been approved by the College’s Chief of Police, the Executive Vice President for Student Affairs and the President and, further, has been deemed to comply with the Act by the College’s Senior Vice President for Legal Affairs;

**WHEREAS**, a true and accurate copy of the Agreement is attached hereto and incorporated herein; and

**WHEREAS**, the Board of Trustees has determined that approval of this Agreement is in the best interest of the College community.

**NOW THEREFORE, BE IT –**

**RESOLVED**, that pursuant to the terms of the *Law Enforcement Assistance and Support Act* the Board hereby approves the Agreement and authorizes the President, or his designees, to take such actions as may be necessary and appropriate to implement the Agreement and effectuate its purposes; and

**RESOLVED**, that actions taken by College personnel prior to the effective date of this Resolution to negotiate, execute and implement the Agreement are hereby ratified and affirmed.

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**The Committee moves that the resolution to establish an understanding that the College of Charleston and the Charleston County Aviation Authority Policy would assist each other if needed in an emergency be approved as presented. All in favor.**

**Facilities Update:**

- (1) Stern Student Center – Through the renovation of the open space area on the third floor of the Stern Student Center, two additional conference rooms are now available to students and other users of the building during evening and weekend hours.
- (2) Education Center – As a result of the President’s Town Hall meeting with students, 24-hour student access to the lobby will be available to cover times outside of library hours.

**Staffing Update:**

- (1) Greek Life – Rachel March is the new Assistant Director of Greek Life. Creating opportunities for outreach to Greek alumni is a new initiative for this department.
- (2) Student Life – Amanda Copeland is the new Assistant Director for Student Media Operations.
- (3) Dean of Students – Leize Gaillard, the new Case Manager, will facilitate the follow-up process in judicial cases and will also work with the Students of Concern Committee.

**Announcements:**

- (1) State of the Division Breakfast will be held on October 1, 2009 in the Stern Student Center Ballroom.
- (2) With 81 students participating this summer, SPECTRA is a bridge program for under-represented students and/or first generation college students.
- (3) Cougar Excursion 2009 is an extension of orientation for freshmen and was held this year during the first weekend in August.
- (4) Welcome Week will be August 22-20 for new and returning students.
- (5) Student Affairs continues to work with Institutional Advancement to obtain funding to support student programs and services.

**Student Government Association:**

John Capelle, President of the Student Government Association, presented the Board with an update of upcoming plans for the academic year:

- (1) Freshman Elections for Senators will be held on September 1.
- (2) Bike auction will be held on September 2 in Physician’s Promenade.
- (3) First SGA Senate Meeting of 2009-2010 will be September 15.
- (4) Plans to coordinate with other departments a number of tailgates during a majority of home basketball games with interior/exterior settings at the Carolina First Arena.
- (5) SGA attended the CARTA meeting and their request to extend the bus route to Folly Beach was extended through 2009-2010.

## **ACADEMIC AFFAIRS COMMITTEE:**

Trustees Cherry Daniel (chair), Don Belk, Demetria Clemons and Dan Ravenel attended the meeting, along with Beverly Diamond, Raymond Barclay (Associate VP and Director of Institutional Research), Don Burkard (Associate VP for Enrollment Planning), Sherrye Carradine, Deanna Caveny, Julia Eichelberger (Chair, Faculty Committee on Academic Planning), Trisha Folds-Bennett (Associate Dean of the Honors College, Coordinator of Nationally Competitive Awards, and Director of Undergraduate Research and Creative Activities Program), Elise Jorgens (Provost Emerita), Susan Morrison (Associate Provost for Operations and Administration), Joe Kelly, Susan Anderson, James Deavor, and Tom Trimboli.

Dr. Daniel presented the following committee report:

Beverly Diamond introduced two new appointments:

- (1) Professor James Deavor will serve as Interim Dean of the School of Sciences and Mathematics, a role he also assumed for the 2001-2002 academic year.
- (2) Susan Anderson has been named Assistant Vice President for Research and Director of the Office of Research and Grants Administration (ORGA).

## **Provost's Report:**

Beverly Diamond provided the following report:

- Thirty-six new faculty – 26 roster faculty (tenure-track or instructor) and 10 visiting faculty.
- Search for the new Director of the Avery Center is underway.
- Deanna Caveny explained the Global Scholars Program which is funded by a grant awarded to Renee Mueller and Joe Weyers, and is housed in the Center for International Education. This is a university-wide initiative to support, encourage and recognize faculty and students who engage in academic and professional activities that contribute to a broader global prospective. Details may be found at <http://www.cofc.edu/globalscholars>.
- Kay Smith described the Parent Listserv managed by the Office of New Student Programs. Approximately 900 parents subscribe to the listserv.

**Sabbatical Proposal:** Elise Jorgens presented a proposal for a two-year pilot altering the pay structure for faculty sabbaticals to encourage more full-year sabbaticals. Currently, a faculty member can take one semester at full pay or two semesters at half-pay. This proposal is to fund full year sabbaticals at two-thirds pay. Dr. Jorgens explained the benefits to the faculty members' scholarship productivity and provided the data to demonstrate the financial benefit to the institution of implementing the change, assuming enough faculty take advantage of it. A motion passed to present the resolution modifying the sabbatical leave policy to the full Board for approval.

**COLLEGE OF CHARLESTON**  
**RESOLUTION OF THE BOARD OF TRUSTEES**  
**MODIFICATION TO SABBATICAL LEAVE POLICY**

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**August 21, 2009**

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**WHEREAS**, the College provides certain of its faculty members with the opportunity to take sabbatical leave for the sole purpose of providing a meaningful opportunity for professional development through study, writing, research, artistic development or similar activities;

**WHEREAS**, sabbatical leave is needed as one of several options available to College Administration to improve the scholarship and competencies of its faculty and, thereby, further the College's pursuit of academic excellence and better the quality of instruction available to our students;

**WHEREAS**, under current College policy and procedures, sabbaticals are available to qualified faculty for one semester at full pay, or for two consecutive semesters at half pay;

**WHEREAS**, because of the financial disincentive most qualified faculty will decline two consecutive semesters of sabbatical leave, even though College Administration has concluded that it is exceptionally difficult to complete a meaningful program of research, writing or development within the narrow span of one semester (a four and one-half month period);

**WHEREAS**, the *de facto* encouragement of faculty to take only one semester of sabbatical leave at full pay results in increased cost to the College because no salary funds from those on such leave are "freed" from budget to pay for the temporary hire of adjuncts or visiting replacement faculty; and

**WHEREAS**, College Administration has demonstrated to the Board that by increasing the compensation for two full consecutive semesters of sabbatical leave (a period of 9 months), and by making adequate provision for the temporary replacement of faculty on sabbatical, the College will not incur additional costs nor adversely affect any of its academic programs or activities.

**NOW THEREFORE, BE IT --**

**RESOLVED**, that the President and the Provost, or each of them, is hereby authorized to provide the payment of 66.7% of a 9 month salary to a qualified faculty member who is approved for two consecutive semesters of sabbatical leave;

**RESOLVED**, that the President and the Provost shall take such measures as may be appropriate to prevent the potential misuse of the sabbatical program, as modified by this Resolution, and to ensure that such modified program does not result in increased costs to the College or the use of a disproportionate number of adjunct faculty;

**RESOLVED**, to achieve the purposes of this Resolution College Administration may limit the number of qualified faculty to be granted payment of 66.7% of a 9 month salary for two consecutive semesters of sabbatical leave and, further, shall require that all faculty members who take sabbatical leave for a full two semesters sign a legally enforceable agreement to return to the College for a regular assignment of duties for at least one academic year after returning from such leave;

**RESOLVED**, that the President shall have the final authority to approve all faculty who are applying for sabbatical leave at the rate of 66.7% of a 9 month salary and that the President shall have final authority to approve such operating procedures as may be developed by the Provost to implement this Resolution;

**RESOLVED**, that the Provost shall submit periodic reports to the Board, no less frequently than annually, on the effect that the sabbatical program, as amended by this Resolution, is having on the administration of academic programs and activities; and

**RESOLVED**, that the authority granted by this Resolution to provide the payment of 66.7% of a 9 month salary to a qualified faculty member who is approved for two consecutive semesters of sabbatical leave shall expire and be of no force or effect after June 30, 2011 so that the Board may have an opportunity to evaluate the program and deliberate as to whether it should be made permanent.

\*\*\*\*\*

**The Committee moves that the resolution to modify the Sabbatical Leave Policy as presented be approved. All in favor.**

**Preliminary Admissions Report for Fall 2008:**

Don Burkard reported that the College anticipates exceeding the freshmen and transfer enrollment projections by 70 to 90 students.

**Featured Program:**

Trisha Folds-Bennett described two programs which target the College's strongest students:

- (1) Nationally Competitive Awards Program which works with students throughout their college career to make them competitive applicants for both undergraduate and post-baccalaureate scholarships, awards and programs.
- (2) Undergraduate Research and Creative Activity Program which funds scholarly collaborations between students and faculty through small grants as well as major summer grants and academic year grants.

### **ATHLETICS COMMITTEE:**

Trustees Dwight Johnson (chair), Philip Bell, John Busch, Jimmy Hightower and Marie Land attended the committee meeting. Also present were Deni Mitchell (for the President), Joe Hull (Director of Athletics) and Laura Lageman (Associate Director of Athletics/ SWA), and Alys Anne Wiedeke (recording secretary).

Mr. Johnson's presented the following committee report:

#### **Director of Athletics Joe Hull Comments:**

- Brandon Stevens, new Director of the Cougar Club – begins work on Monday. He will be introduced at the October Board meeting.
- AlysAnne Wiedeke, '64, is retiring on September 18 after 17 years. She first began working in the Admissions Office, then worked in Athletics for 16 years.
- Discussed the GPA Report briefly and talked about the NCAA APR process.
- Fall Sports Schedule was distributed.
- Launch of a new website design is scheduled for late August.
- Bill Moore passed away recently, and Athletics is seeking a new Faculty Athletics Representative. Deadline for applications is August 26. Joe Hull and Joe Kelly will make a recommendation to the President.

#### **Arena Phase 2 Completion:**

- The Practice Gym is complete.
- Steve Bamel is the New Strength and Conditioning Director.
- Sports Medicine's new underwater treadmill will be installed soon.

#### **Revenue Generated Efforts:**

- Season ticket sales are generating a lot of interest.
- Courtside Seats are available – the costs are very small in comparison to the potential revenue; there are 26 verbal commitments so far, hoping for 30-40 this year and to sell 85 long-term seats.
- Boxes are now being sold – cost is \$6,000 with 10 seats in a box.

### **GOVERNMENTAL AFFAIRS COMMITTEE:**

Trustees Lee Mikell (chair), Larry Miller, Greg Padgett, and Joe Thompson attended the committee meeting. Others in attendance include Steve Osborne and Shirley Hinson.

Mr. Mikell presented the following committee report:

#### **Outreach Initiatives:** Developing ways to reach out to the Legislature (state and local levels):

- Legislative Dinner has been changed to a luncheon on October 27. It will be a working lunch to discuss the Strategic Plan. All Board members are encouraged to attend.
- Legislators and key staff members will be invited to tour facilities and attend a social event on campus on October 5 and October 20.
- Legislators and Board members will be invited to the formal opening of the new Science Center and the Cato Arts Center.
- Legislative sporting event – Legislators and Board members will be invited to attend a C of C basketball game.

- Legislative Reception will be held in Columbia on February 23, at 6:00 p.m., at the Clarion Hotel. Board members were asked to mark their calendars and make an effort to attend.

**Budget Report:**

The State Budget and Control Board met last week, but did not cut the budget. Even though the cut has been delayed, the College is preparing for an additional, significant budget cut. In lieu of furloughs, the College has cut its operating budget, along with a slight reduction in the College's reserves, to compensate for the budget cuts.

**Legislative Summary:**

Shirley Hinson distributed the 2009 Legislative Summary which is sent to all faculty and staff so they can learn about key issues facing the College. Further, she reported that 3,956 students at the College of Charleston received state-funded scholarships with a total award of \$16,765,511 for the FY 2008-09.

Also, Chip Limehouse is considering introducing legislation regarding the restoration and maintenance of historic buildings. If this legislation is proposed and/or passed, it would affect the College as many of its buildings are historic. Representative Limehouse will work with the Colleges as he moves forward with the legislation.

**CHE Report:**

President Benson made a budget presentation to the Commission on Higher Education, and many CHE members spoke favorably regarding his remarks.

Mr. Mikell mentioned how fortunate the College is to have Dan Ravenel, one of its newest Board members, to stay in touch with CHE.

**Strategic Plan Update:**

After the Strategic Plan is finalized, it will be the Committee's goal to decide how Government Relations can become more involved in implementing the plan.

And finally, Chair Land reported that the CHE Conference on Trusteeship will be held on Tuesday, September 29, 8:30 a.m. to 2:00 p.m., at the Columbia Metropolitan Convention Center. She asked all Board members to consider attending if their schedules permit.

## **ALUMNI RELATIONS COMMITTEE:**

Trustees Frank Gadsden and Sam Stafford attended the meeting, along with David Hay (President, Alumni Association Board). Staff members George Watt, Karen Jones and Jack Huguley (staff liaisons), and John Hartman (Assistant to the Director of Alumni Relations), also attended the meeting. Guests in Attendance: Sylvia Harvey, '58 (Trustee Emeritus), and Heather Chipley (Office of Admissions).

In Mr. Wood's absence, Mr. Gadsden presented the following committee report:

### **Cougar PAWWS Volunteer Program:**

Heather Chipley from the Admissions Office informed the Alumni Relations Committee of the newly launched Cougar "Parents and Alumni Working with Students" Program (PAWWS). The Admissions Office will facilitate this program and has asked the Alumni Relations Office for support. To further raise interest in the program, a link will be placed on the Alumni website under "Get Involved." The website can be found at [www.cofc.edu](http://www.cofc.edu), then selecting "Admissions", then "Parent and Alumni Volunteers."

### **Upcoming Events:**

- **Legacy Luncheon** – Incoming freshmen whose parents, grandparents, or siblings graduated from the College are invited to attend a drop-in lunch during move-in weekend on August 22, 11 a.m. to 1:00 p.m. Over 150 students and family members are registered to attend.
- **Lowcountry Alumni Chapter Golf Tournament and BBQ** – This third annual event will be held on October 22 at Patriots Point Links in Mt. Pleasant, SC. Coach Bobby Cremins will once again bring alumni and friends up to date on the 2009-2010 basketball season.
- **"Doing the Charleston" in Baltimore** – The Baltimore/Annapolis Chapter is a new Chapter and this will be their inaugural event. The event will be held on October 29 at Ayers Saint Gross, Architects in Baltimore. Ayers Saint Gross is the architectural firm that is planning phase one of Dixie Plantation and has worked with the College previously on its master plan. The space for the event is being offered at no charge to the Alumni Association.
- **Alumni Weekend Travel to Asheville, NC** (November 6-8, 2009).

### **Social Networking:**

- **Alumni Fan Page on Facebook** – A new fan page is in the final steps of development and will be made live within the next few weeks. Alumni, parents and friends will be able to join and become further involved with the College.
- **LinkedIn Report** – Similar to Facebook, LinkedIn is a networking site geared toward a professional base. This outlet will be used for discussion boards and job lead information. There will also be a portion for alumni to upload resumes.

**Replacement of 1972 and 1973 Diplomas** – All diplomas from the College are very similar in style with the exception of those from 1972-1973. Mr. Huguley asked the Committee to consider institutional support to replace the diplomas during these two years at a cost of approximately \$3,800 for 321 living alumni. A resolution will be submitted by the Alumni Relations Committee at the October 16, 2009 Board of Trustees meeting.

**Old Business:**

- **“A Charleston Affair”** (April 24, 2010) – An emphasis will be placed on selling affinity tents to interest groups such as fraternities, sororities and other campus organizations.
- **Delphi Society** – The Delphi Society function planned for Fall 2009 has been postponed to Fall 2010. The Delphi Society is a signature program that will match 75-100 student leaders with select employers. The goal of this program is to generate internships for these student leaders and potential long-term employment. This program is designed to be funded through a philanthropic sponsorship which at the time has not been secured.

Break at 10:15 a.m.

Meeting resumed at 10:30 a.m.

**OLD BUSINESS:**

Chair Land read Elise Jorgens’ letter dated July 1, 2009, to the Board of Trustees, thanking them for the flowers upon her retirement from the College and stating it has been a privilege to work with the Board. Chair Land expressed thanks to Dr. Jorgens for all she has done for the College.

Regarding feedback from the Board members’ letters to the William Aiken Scholars, Chair Land noted that it is difficult to determine the effect the letters may have had on the scholars’ decision to attend the College this year because the letters were mailed so late. Next year, the Board members will be asked to write letters much earlier in the students’ Admissions decision process timeline.

Elizabeth Kassebaum briefed the Board regarding her conversations with the Secretaries of the Board at Vanderbilt University and Miami of Ohio University (comparison to the College of Charleston):

Vanderbilt University (private):

- Currently has 41 Board members
- Board serves as Foundation Board as well
- Tuition - \$36,000
- Endowment - \$2.9 billion (last year \$3.5 billion)
- 6,600 undergraduate students; 5,500 graduate students
- Very interested in ways to engage their Board and would like a copy of our “Voluntary Board of Trustees’ Outreach Efforts” Document

Miami of Ohio University (public):

- 14 Board members
- Tuition - \$26,200
- 11,000 students (65/35 in-state, out-of-state)
- Trustees appointed by the Governor
- Trustees accept no travel and per diem reimbursement – only lodging
- Faced with Governor’s emphasis on access vs. quality

**NEW BUSINESS:**

Chair Land reported that Sophia Floyd Derrick will distribute a Press Release in October regarding the upcoming Board elections. She reminded the Board that they must file their “Letters of Intent” if they plan to run again for their expired seat. She asked if any Board member chooses not to run for any reason, please let her know. Elizabeth Kassebaum will keep the Board informed regarding any new information.

Chair Land announced the creation of an Ad Hoc Committee to Study Board Officer Terms and Elections. Frank Gadsden will chair the Committee, and Demetria Clemons and Don Belk will serve as members. The goal of the Committee is to study other Board’s information regarding Board Officer Terms and Officer Election Dates, report its findings, and make a recommendation to the Board at the January Board meeting.

**COLLEGE OF CHARLESTON  
RESOLUTION OF THE BOARD OF TRUSTEES**

**AD HOC COMMITTEE  
ON  
BOARD OFFICER TERMS AND ELECTIONS**

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**August 21, 2009**

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**WHEREAS**, the Board believes it necessary and appropriate to periodically review selected provisions of its By-Laws to ensure that they remain consistent with law and the best practices of comparable institutions of higher education; and

**WHEREAS**, the Board has determined that it is appropriate to now review those provisions of its By-Laws dealing with the terms of service for Officers of the Board, including the duration of those terms, the manner and timing of Officer elections, the qualifications of Officers, and the replacement of Officers in the event that an Officer’s term is incomplete and a mid-term vacancy exists.

**NOW THEREFORE, BE IT –**

**RESOLVED**, pursuant to Section G. of the By-Laws, the Board hereby establishes an *Ad Hoc Committee on Board Officer Terms and Elections*;

**RESOLVED**, that the Members of the *Ad Hoc Committee* shall be:

Frank M. Gadsden, Chair  
Donald H. Belk  
Demetria Clemons

**RESOLVED**, that the *Ad Hoc* Committee shall prepare and submit a Report to the entire Board of Trustees on or before the January 2010 meeting of the Board. Such Report shall contain findings and recommendations dealing with the duration of Officer terms and their elections, qualifications and vacancies and shall compare the provisions of the current By-Laws with respect to such matters with the best practices of comparable institutions of higher education;

**RESOLVED**, that the Chair of the *Ad Hoc* Committee may convene such meetings and conduct such business as he may deem appropriate to carry out this Resolution, provided that, all such meetings shall be held in conformity with the By-Laws as they pertain to all other Committees of the Board and, further, shall be held in a manner that is consistent with the *South Carolina Freedom of Information Act*;

**RESOLVED**, that the *Ad Hoc* Committee may meet for no other purpose, and shall take no other action, other than to prepare and submit the Report described in this Resolution; and

**RESOLVED**, that upon submission of the Report described herein, the *Ad Hoc* Committee shall be deemed dissolved.

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**It was moved (Thompson), and seconded (Daniel), that the resolution to create an Ad Hoc Committee to Study Board Officer Terms and Elections be approved as presented. All in favor.**

Chair Land provided the Board with an update on AGB Program Costs.

- Institute for Board Chairs and Presidents, January 12-14, 2010, Naples, Florida. (\$6,850/Board Chair and Professional team – includes registration, accommodations, and meals)
- Foundation Leadership Forum, January 24-27, 2010, Phoenix, Arizona. (Early Bird by October 30 - \$775/person; \$725/group).
- AGB's National Conference on Trusteeship, March 19-23, 2010, Orlando, Florida (details not available until late September or so). Last year's cost was Early Bird \$775/person, \$725/group. If not Early bird, the cost is \$850).

Chair Land informed the Board that Elizabeth Kassebaum submitted the "Voluntary Board of Trustees' Outreach Efforts" proposal to AGB for consideration for the Roundtable Discussion during the national conference in March. We will keep the Board informed if selected for the Roundtable Discussion.

Elizabeth Kassebaum provided the Board with the following information:

- At the October Board Meeting Working Lunch, representatives from CHE will present the Higher Education Study Report. The dinner on Thursday evening will focus on the Strategic Plan
- Provided an update regarding local media articles to be sent to the Board weekly.
- Elise Jorgens will use the Board of Trustees' office in the 3<sup>rd</sup> floor Tower of Randolph Hall for approximately two days a week.
- Reminded the Board that CARTA bus passes are available if they would like them.

- Board members were asked to note the list of upcoming events and the 2010 Board Meeting Dates at their places. It was recommended that the August 2010 Board meeting date be scheduled in conjunction with Convocation. Other proposed dates for the August 2010 Board meeting will be presented at the October Board meeting.
- Reminded the Board that if they require new stationery/business cards with the new word mark to please let us know.

Elizabeth Kassebaum, Betty Craig and Ron Menchaca attended the AGB Webinar, “Crisis Communications Tips for the Board Chair and Board Professionals,” on June 24, 2009, at 12 noon, in the Randolph Hall Board Room. The College has policies in place – Chief Paul Verrecchia talked briefly about the College’s Emergency Management Plan and Mike Robertson spoke briefly about the College’s Crisis Communications Plan.

In addition, Mike Robertson provided a Media Relations update.

- The Brand Manual will be updated next month to have one look on campus.
- The new website is up and running – this change will showcase the College better than in the past.
- The College has been mentioned many times in various media outlets, including the *New York Times*, *Washington Post*, “*Making it Grow*” on S. C. ETV, among others.
- Randolph Hall and the Carolina First Arena appear on the front cover of “The Real Yellow Pages” telephone book.
- U Tube has taken off very well; Facebook has 6,300 fans; Twitter has 892 followers to the College of Charleston.
- Won many publication awards – National CASE Award

Lee Mikell was very impressed with the Charleston Magazine and commended Mike for a job well done.

### **Voluntary Board of Trustees’ Outreach Efforts:**

Elizabeth Kassebaum spoke briefly to the Board regarding the “Voluntary Board of Trustees’ Outreach Efforts.”

- Ways the Board members are assisting the College of Charleston will be documented.
- It includes seven different categories – (1) Speakers in Town, (2) Mentor Program, (3) Donor Stewardship/Development Events, (4) Legislative Advocacy Efforts, (5) Participation in Admissions Events, (6) Students, Faculty, Staff Recruitment, and (7) Special Committee Assignments.
- It is a work in progress and will be amended throughout the year.
- Board members were provided an Outreach Efforts form to indicate their chosen outreach efforts and return by September 7.
- Every month, each Board member will be sent an e-mail reminding them of upcoming events for the following month and asking for their feedback regarding the previous month’s activities.
- All outreach efforts will tie into the Strategic Plan.
- It is important to note that all Boards are heading toward good Corporate Governance – held to greater standards.
- It provides the Board members with the ability to think about ways to inform the public about the College.

- It will encourage Board members to use their personal skills and professional insights. Some outreach efforts will work better than others – not all will work for everyone.
- Mentor Program will be a great experience for both the Board of Trustees and students.
- USC and Clemson would like to share this program with their Board.
- Voluntary Outreach Efforts proposal has been submitted to AGB for possible selection for Roundtable discussion during the AGB Conference in Orlando, Florida in March.

**At 11:10 a.m. Chair Land asked for a motion to resolve the Board into Executive Session For the purpose of considering contractual and personnel issues. Larry Miller so moved. “Is there a second?” Greg Padgett seconded. “All those in favor signify by saying ‘Aye’; all those opposed by saying ‘No.’” All in favor.**

It was moved (Thompson), and seconded (Belk), to come out of Executive Session. All in favor.

It was moved (Bell), and seconded (Busch), to enter back into Executive Session at 12:50 p.m. All in favor. Everyone, except the Board members and Elizabeth Kassebaum, left the room.

It was moved (Miller), and seconded (Johnson), to come out of Executive Session at 1:00 p.m. All in favor.

Chair Land stated for the record that no action was taken during Executive Session.

There being no further business, it was moved (Miller), and seconded (Ravenel), that this meeting of the Board be adjourned at 1:00 p.m.

<sup>1</sup>Note for the Record (page 3): Annaliza Moorhead joined the meeting at 8:40 a.m.