

**COLLEGE OF CHARLESTON
BOARD OF TRUSTEES**

President's Board Room
College of Charleston
Charleston, South Carolina

January 30, 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, Dr. Sam Stafford III, Mr. Joseph F. Thompson, Jr., and Mr. John B. Wood, Jr.

Trustee Emeritus: Mr. David Watson

Others in attendance: President George Benson; Drs. Elise Jorgens, Provost; Renee Anderson, Co-Chair of the Institutional Advancement Joint Committee; Bob Cape, Senior VP for Information Technology; and Sue Sommer-Kresse, VP for Strategic Planning; Messrs. Mike Haskins, Executive VP for External Relations; 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, Special Events Coordinator; 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; Meses. Jane Benson, First Lady; 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; and Seaton Brown, President, Student Government Association; Dr. Joe Kelly, Speaker of the Faculty; Mr. Mike Robertson of the Media Communications Office, and Ms. Katie Ledford, a student seeking her Ph.D. from Clemson University.

(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 Acting Chair Land in the absence of Bobby Marlowe, who resigned as Chairman of the Board to focus his time and energy on his family and business interests.

WELCOME AND INTRODUCTIONS:

Acting Chair Land welcomed everyone and said she is sure everyone will miss Bobby Marlowe. Appropriate ways to thank Bobby for his enthusiastic and committed service to his alma mater will be discussed later in the meeting.

She thanked George and Jane Benson for hosting the Board at the great game (College of Charleston vs. UNC Greensboro) last evening and continued with the following introductions:

Dr. John Gladchuk, Director of Development Programs.

Dr. Mike Flynn, the new department chair for the Physical Education and Health area.

Dr. Alison Hopkins, Director of the Academic Advising and Planning Center.

Ms. Myra Whittemore, the new Director of Institutional Assessment.

Dr. Trisha Folds-Bennett. Dr. Folds-Bennett has taken on the duties of Director of Undergraduate Research in addition to her current duties as Associate Dean of the Honors College.

Dr. Alan Shao, the new Dean of the School of Business and Economics.

And finally, Acting Chair Land noted for the record that Katie Ledford is working on her Ph.D. from Clemson and will be observing the meeting for a class assignment.

¹Note for the Record: Dwight Johnson left the Board Room.

APPROVAL OF MINUTES:

It was moved (Daniel), and seconded (Hightower), that the October 17, 2008 Board Meeting Minutes be approved with the following amendment:

Cherry Daniel asked that the record show that the following phrase will be added to the list of responsibilities of the Academic Affairs Committee on the Trustees' web site – "Apprise the Board of the adequacy of resources and facilities required to support the academic programs and academic support programs of the College." It was so recorded.

ELECTION OF BOARD OFFICERS:

Acting Chair Land asked for nominations for the office of chairman to fill the remainder of the unexpired term of our former Board Chair Bobby Marlowe. Joe Thompson nominated Acting Chair Marie Land, and Annaliza Moorhead seconded the nomination.

Hearing no other nominations, it was moved (Daniel), and seconded (Busch), to close the nominations for chairman. Marie Land was elected chair by acclamation.

Chair Land thanked all Board members for their support and pledged her sincere and enthusiastic commitment of service to the Board and this wonderful institution.

Chair Land asked for nominations for the office of vice chairman to fill the remainder of her unexpired term of vice chairman. Jimmy Hightower nominated Lee Mikell, and John Wood seconded the nomination.

Hearing no other nominations, it was moved (Busch), and seconded (Wood), to close the nominations for vice chairman. Lee Mikell was elected vice chairman by acclamation.

President Benson added that it has been 239 years, and the College now has its first female Chair of the Board.

PRESIDENT'S REPORT:

- President Benson thanked the Board for their participation yesterday in the Working Lunch Discussion regarding the Strategic Plan/Umbrella Plan. Dr. Sue Sommer-Kresse will provide an update of the Strategic Planning Process later in the meeting.
- The Search Committee for the Dean of the School of Sciences and Math has selected five top candidates. Three of the five candidates will meet with the Executive Team within two weeks and will be brought to the campus for interviews within the next two months. Hopefully, a new dean will be selected to begin work at the College by August 2009.
- Plans are to announce a Provost Search Committee early next week. There has been discussion about whether or not to use a search firm. Elise Jorgens plans to retire, but she will stay until a replacement is found.
- President Benson spoke to the House Ways and Means Committee in Columbia on Wednesday, January 28, regarding the College's budget and programs.

AUDIT COMMITTEE:

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

Mr. Miller presented the following committee report:

George Kennedy and Dan Mullinax from Elliott Davis reviewed the 2007-08 audit results with the Audit Committee. They had no significant or material issues to report.

As part of the financial data discussion, the Committee asked George Kennedy to provide a 10-year peer comparison of the total number of days of unrestricted operating services. At June 30, 2008, the College's cash balance represented approximately 54 days of expenditures compared to 34 days at June 30, 2007.

The Committee moves that the resolution to amend the Bylaws, Section O, and the Audit Committee Charter, be approved as presented behind Tab III of the Board Book. All in favor.

Gail Long reviewed the status of the Audit Plan with the Committee.

AD HOC COMMITTEE ON INFORMATION TECHNOLOGY:

Trustees Frank Gadsden (chair), John Busch, Cherry Daniel and Lee Mikell attended the meeting. Staff members attending the meeting included Bob Cape, Priscilla Burbage, and Mike Haskins.

Mr. Gadsden presented the following committee report:

Bob Cape and Priscilla Burbage presented an update on the very satisfactory progress of the BATTERY Project.

Mike Haskins reported that the Web Pages Redevelopment Project is proceeding with great care being paid to the architecture, design, and the details of implementation. Rollout to the College community of web page authors is slated to occur late spring, 2009.

Bob Cape briefly discussed budget reductions. He noted that Information Technology has been required to lose 15 vacant positions (Data Architect, Information Security Officer, student email support, programmers, etc.), making it difficult for the IT division to accomplish its established goals.

Noted was the development of an institutional privacy policy with participation by, and implications for, IT. Also, a draft report of an external study for the Treasurer's Office of College credit card processing and infrastructure may trigger the need to invest additional resources in IT to become compliant with PCI (Payment Card Industry) standards.

IT continues to educate the College community about the personal and institutional hazards of responding to 'phishing' (malevolent solicitation of personal identity information such as passwords and Social Security numbers). Significant disruptions to email delivery for everyone have occurred as a few individuals have fallen prey.

²Note for the Record: Dwight Johnson returned to the Board Room.

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, Elise Jorgens, Joe Kelly, Norris Preyer (Faculty Senate Budget Committee Chair), Gail Long, Shirley Hinson, and Jan Brewton (Director of Business and Auxiliary Services).

Mr. Thompson presented the following committee report:

Sam Jones reviewed the budget adjustments reflected through December 31, 2008. There were several adjustments affecting the bottom line budget, the most significant being the state budget rescission bill enacted November 7, 2008. There were also the ordinary realignments within operating divisions which do not affect the bottom line.

The Finance Committee moves that the resolution to approve the budget adjustments for the quarter ended December 31, 2008 be approved as presented behind Tab V of the Board Book. All in favor.

Steve Osborne presented the proposed Housing and Food Service fee structure for 2009-10. It represents an average 5% increase for housing and an average 6% increase for food service.

The Finance Committee moves that the resolutions to approve the 2009-10 fees for Housing and Food Service be approved as presented. A copy of the fees and resolutions may be found behind Tab V of the Board Book. All in favor.

The annual audit of the College by the external audit firm of Elliott Davis has been completed. Please note for the record that copies of the Comprehensive Annual Financial Report can be found at each Board member's place.

Steve Osborne updated the Committee on the state and College budget issues. This included the College's response to the state budget cuts as well as President Benson's appearance before the House Ways and Means Committee on Wednesday. Included in that presentation were the following:

Permanent Budget Reduction Actions:

- Elimination of 33 staff lines and 15 faculty lines (\$2,729,078)
- Institution-wide operating budget cuts/cuts to budgeted reserves (\$2,236,805)
- Additional personnel/line reductions (\$500,000)
- Additional operating budget cuts (\$1,501,117)

Cost containment Measures:

- Travel restrictions/reductions
- Purchasing limit restrictions
- Hiring freeze (critical positions only)
- Program review/curtailment

Steve Osborne advised the Committee of the issuance of \$33,500,000 Academic and Administrative Facilities Revenue Bond Anticipation Notes, Series 2008A, of the College of Charleston. The notes were issued on December 17 by Wachovia Bank at an effective interest rate of 2.845%.

FACILITIES COMMITTEE:

Trustees Jimmy Hightower (chair), Cherry Daniel, Dwight Johnson, and Lee Mikell attended the committee meeting. Also attending were President Benson, Sherrye Carradine, Susan Morrison (Associate Provost for Operations and Administration), Monica Scott, Tom Trimboli, and John Cordray (Physical Plant).

Mr. Hightower presented the following committee report:

Monica Scott updated the committee on current projects:

- Dixie Plantation Phase I – Nature trail through the plantation and renovation of the barn and studio space are on hold pending funding. The College is working with John Tiller of the Haynsworth Sinkler Boyd law firm regarding the road closure issue.
- Grice Marine Lab is still under design. With an estimated \$2 million over budget, progress has slowed down.
- Craig Cafeteria Conversion and Renovation – The redesign will house all Admissions offices. The project is out to bid and construction is scheduled to begin in March.
- Randolph Hall/Towell Library/Porter's Lodge – Renovations will consist mostly of external projects, i.e., stucco repair to blend in with the existing exterior, and painting and replacing shutters and doors. Work is scheduled to begin after Spring Commencement.

Monica Scott also updated the committee on current construction projects:

- Cato Center – Completion date has changed to May 26, but paperwork issues may cause an additional delay.
- Science Center – Completion is scheduled for December 2009 with Spring 2010 classes scheduled in the building.
- Science Center and Grice Marine Lab are good candidates to benefit from the new Federal Stimulus Package.
- The Carolina First Arena is completed. Concern regarding the 1805 historic wall and exiting issues are being addressed.
- F. Mitchell Johnson Center Phase II renovation efforts are on schedule. Completion is scheduled for June 2009.
- The ever-present issue of campus expansion is weighing heavily on the College as its expansion is dependent on approval from the Board of Architectural Review and the Historical Societies. These issues are being reviewed as well.

Mr. Hightower reported that the College has been looking into upgrading the Sottile Theatre Marquee to more effectively advertise from King Street. The architect has a final draft ready for the renovation of the King Street Marquee.

In addition, Mr. Hightower reported that the College has the responsibility to make 72 and 74 George Street compliant with the American Disabilities Act. However, because these are historic buildings, they do fall under certain exemptions. These issues are being addressed with the Board of Architectural Review.

John Cordray presented the committee with a report on the Physical Plant. The Physical Plant is moving forward with massive efforts to review facilities from a historic maintenance standpoint. The review is 80% complete. Also, the Physical Plant will participate in an energy analysis which will lead to cutting energy costs.

The Committee discussed contractual matters during Executive Session.

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

Trustees Greg Padgett (chair), Don Belk, Larry Miller, and John Wood, along with Foundation Board members Renee Anderson, David Hay, Tap Johnson, Sharon Kingman (via conference call), Ben Marino, Keith Sauls (via conference call), and George Spaulding attended the meeting. They were joined by staff members George Watt, Tracey Bible (Director of Foundation Financial Services), Jack Huguley, Cathy Mahon (Interim Associate VP of Development), David Masich (Interim Associate VP of Development), Nina Marsh-Thomas (Donor Relations Coordinator), and Sheila Vanek (Development Administrator).

Mr. Padgett presented the following committee report:

George Watt introduced a new reporting format to the committee for end of the year 2008 which reflects true comparatives. This report does not include government grants but only private philanthropy.

Tracey Bible compared new commitments, cash receipts and revocable planned gift commitments from 2007 to 2008. These include gifts to the Foundation, Cougar Club and Alumni Relations.

In new commitments, the College of Charleston raised \$7.5 million in 2008 compared to \$9 million in 2007.

In cash receipts, both restricted and unrestricted funds, the College of Charleston collected \$4.8 million in 2008 compared to \$5.7 million in 2007.

Revocable Planned Gift Commitments totaled \$469,000 in 2008 compared to \$8 million in 2007.

Cathy Mahon updated the committee on Annual Giving efforts. Total unrestricted giving was down \$277,000. In 2008, unrestricted gift receipts were \$858,000 compared to \$1.1 million in 2007.

David Masich reported on Major and Planned Gifts.

- Major Gifts – there was an increase in the number of pledges totaling \$230,000.
- Planned Gift commitments dropped for 2008. In 2008, \$25,000 was raised compared to \$300,000 in 2007.

Mr. Padgett reported that the return on endowments for the calendar year was down approximately 25%.

George Watt provided the committee with an overview of the 2009 Strategic Plan for Institutional Advancement. Highlights included:

- Invest and grow Annual Giving
- Improve Infrastructure
- Focus on Stewardship
- Begin the planning for a Strategic Campaign

And finally, Mr. Padgett noted that the Institutional Advancement staff will begin calling volunteers over the next few weeks to determine the role(s) they would like to play in the development process.

STUDENT AFFAIRS COMMITTEE:

Trustees Demetria Clemons (chair), Marie Land, Annaliza Moorhead, and Sam Stafford were joined by Victor Wilson, Marjorie Thomas (Assistant VP for Student Affairs), Seaton Brown, Deni Mitchell, Kay Smith (Associate VP for the Academic Experience), James Hittner (Chair of Faculty Senate Student Affairs and Athletics Committee), and Susan Hartman (Assistant to the Executive VP for Student Affairs).

Chair Marie Land announced that Demetria Clemons will replace her as Chair of the Student Affairs Committee and that the committee membership, at this time, will remain the same.

Ms. Clemons presented the following committee report:

Victor Wilson reported that Student Affairs is collaborating with Institutional Advancement to explore fundraising opportunities to meet future needs such as a recreational sports facility, health-related initiatives, etc.

Approximately 60 students attended the Presidential Inauguration in Washington, DC on Monday, January 19. The students described the trip as life-changing in many ways.

Student Affairs is collaborating with Academic Affairs, and Kay Smith and Marjorie Thomas provided an overview of the following initiatives:

- Faculty in Residence Program – will provide more mentorship opportunities.
- Civic Engagement – Expansion of the Service Learning Center to a Civic Engagement model has promoted research level opportunities to benefit the community.

- Learning Communities – There are many opportunities for students to develop educational and purposeful activities outside of the classroom and to bring strong academic and student interests together. Two floors of McConnell Residence Hall are being dedicated to the Political Science and Science area learning communities.
- The Convocation reading event may possibly be restructured and expanded to include the author coming to the College during Family Weekend.

Victor Wilson reported that most departments in the Student Affairs Division have experienced budget cuts. With reduced budgets, maintaining the same level of quality service is a concern.

Also, Victor Wilson reported that administrators from the College of Charleston, The Citadel, Trident Technical College, and Charleston Southern University will hold a discussion during the Workshop on March 12 for College Senior Administrators on Addressing the Effects of Alcohol and Other Drugs on Campus Culture. This workshop is sponsored by the Department of Counseling and Substance Abuse Services.

Announcements:

- Winter Wonderland, a welcome event for students at the beginning of the semester, was held on January 14, in the Stern Student Center.
- Victor Wilson offers the Senior Reflections Leadership Seminar to seniors as further preparation for the transition from college to the world after leaving the campus.
- On January 6, the Public Safety Retreat provided members of the department with a first-time unique opportunity to share time and discussion when the various shifts were brought together.

Seaton Brown presented the Board with an update on Student Government Association initiatives:

- Students are still advocating for improved email access. Students will be requested to begin with a gmail account because it is more reliable.
- Budget cuts will prevent expanded 24-hour access to the Addlestone Library.
- The SGA passed a resolution to affirm the existing policy to halt construction noise during final exams.
- The SGA's theme last year was "Move Forward." This year's theme is "Press On."
- The SGA is working with CARTA and the Folly Beach Council to have a bus route to Folly Beach.
- Everyone is invited to attend Seaton's address at 5:30 p.m., next Friday, in Alumni Hall.

Break at 9:30 a.m.

Meeting resumed at 9:45 a.m.

ACADEMIC AFFAIRS COMMITTEE:

Trustees Cherry Daniel (chair), Don Belk, Demetria Clemons, and Marie Land attended the meeting, along with Elise Jorgens, Raymond Barclay (Associate VP and Director of Institutional Research), Don Burkard (Associate VP for Enrollment Planning), Sherrye Carradine, Beverly Diamond (Associate Provost for Faculty Administration), Susan Morrison (Associate Provost for Operations and Administration), Kay Smith (Associate VP for Academic Experience), and Tom Trimboli. Others in attendance include Professors Joe Kelly, James Deavor (Chair of the Department of Chemistry and Biochemistry), Michael Flynn, Trisha Folds-Bennett, Allison Hopkins, Alan Shao, and Myra Whittemore.

Dr. Daniel presented the following committee report:

Provost Jorgens reported on the impact of budget reductions on the Academic Affairs area:

- The Academic Affairs division has received cuts of approximately 22% in state appropriations.
- To date, much of this budget reduction has come from unfilled positions. There have been no furloughs or reductions-in-force.
- Thus far, 15 faculty lines have been or will be cut from unfilled positions or those filled by visiting faculty. Savings from another one to two positions occurred without cutting the lines. The loss of these 15 faculty positions will be absorbed by seeing a slight increase in class size rather than an increased adjunct dependence.
- The Academic Affairs division has cut 11 staff positions.
- Almost all Academic Affairs units have experienced a total of 10.4% loss in operating budgets.

The French Department's name has been changed to Department of French, Francophone and Italian Studies to reflect the new scope of disciplines it encompasses.

Dr. Jorgens asked the committee for approval of an arrangement whereby a conjoint Master's degree in Marine Biology from both the College of Charleston and James Cook University in Queensland, Australia, could be awarded to Fulbright Fellowship recipient F. Joseph Pollock. It was passed unanimously on a voice vote.

Featured Program – Department of Chemistry and Biochemistry:

Dr. James Deavor, chair of the department, presented a report on the Department of Chemistry and Biochemistry.

On behalf of Pam Niesslein, Myra Whittemore presented a report from Accountability, Accreditation, Planning and Assessment (AAPA). She shared an Assessment Protocol Matrix showing the six goals of General Education and their subgoals, and the six possible sources of assessment data. Data will be collected this spring, the SACS Report is due in September 2009, and the SACS Response is due in January 2010.

Don Burkard provided several tables of data and discussed its significance. Selected highlights of his report include:

- The average SAT for new freshmen in Fall 2008 is 1221.
- Increasing attention to those students most likely to persist at the College of Charleston rather than transferring out.

- Four, five, and six-year graduation rates have increased.
- Admissions is focusing on increasing the yield (the proportion of those accepted who ultimately attend the College).
- Compared to other South Carolina institutions, the cost of tuition and mandatory fees ranks 5th for in-state students or 6th for out-of-state students, but the actual cost of attendance ranks 1st and 2nd, respectively.
- The number of abatements (differential between in-state and out-of-state tuition) which we can offer is very low as is our discount rate (institutional monies for tuition, fees and/or housing). The short supply of scholarship monies threatens our ability to successfully compete for outstanding freshmen.
- The 10,000 milestone for freshmen applications was passed as of January 28, 2009.

ATHLETICS COMMITTEE:

Trustees Dwight Johnson (chair), Philip Bell, John Busch, and Jimmy Hightower attended the committee meeting. Also present were Joe Hull, Laura Lagemen (Associate Director of Athletics/SWA), and AlysAnne Wiedeke (Administrative Assistant), as recording secretary.

Mr. Johnson presented the following committee report:

Nine athletic teams earned GPAs at or above the College's Undergraduate GPA average of 2.94 for Fall 2008. Nine teams earned Athletics Honors for Fall 2008 with a team GPA average of 3.0 and above. Nine teams improved term GPAs over Spring 2008.

The Southern Conference Basketball Tournament will be played March 5-9 in Chattanooga.

Athletics administration has met with Steve Osborne to assess campus expectations for usage of the arena, including the Hospitality Suite and rental fees. As the nicest arena in this part of the state, the community will also want to use it for a variety of events and activities. The College will need rental policies, priorities and fee structures in place that are appropriate to generate revenue.

Board members received an email regarding the Athletics Hall of Fame on February 14 at 11:00 a.m. in the Cougar Room at the Arena, followed by an auction. If any Board members would like to attend the luncheon, please inform Elizabeth Kassebaum.

Chair Land asked how rental fees are determined. Steve Osborne responded that the College is benchmarking other facilities. Of course, conventions will be a different price than a concert. The College must cover operating costs plus staffing costs.

John Busch asked about plans for the old Kresse Arena. Monica Scott responded that it will be renovated for use by the Department of Health and Human Performance.

Annaliza Moorhead asked if the facility has a multi-purpose floor configuration. Steve Osborne responded that we must use a vinyl covering because the floor cannot be removed. The original plan did not anticipate rental possibilities.

Lee Mikell asked about the UNC game, and Joe Hull noted that it was the first game of the season in the Arena. President Benson reported that 21,000 people watched the College of Charleston vs. North Carolina game televised by ESPN.

Marie Land hopes the facility will be used by the community. We don't want to make it difficult for people to use the facility.

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:

The College's budget for next year will be cut an additional 8% over what we have already been cut so far this year. Steve Osborne reported that the College was asked to develop a plan with the expectation of a \$289 million shortfall going into this year. All colleges and universities are facing tough budget cuts.

³Note for the Record: Sam Stafford joined the meeting at 10:15 a.m.

A Legislative Reception is scheduled for March 31 at the Town House Hotel in Columbia. With the current budget situation, it must be decided whether now is a good time for the reception. Mr. Mikell recommended that we continue with the reception and try to find a sponsor (not funded at state expense). He asked Board members to please put the date on their calendars. Also, he asked the Board members to go to Columbia early that day to greet legislators before going to the reception. On the same note, Shirley Hinson's experience as a legislator has prepared her to develop a master plan to help Board members interact with legislators, maybe some type of event every month to bring legislators to Charleston. Dwight Johnson asked about the cost to sponsor the Legislative Reception. Elizabeth Kassebaum estimated \$6,000.

The committee discussed CHE's Higher Education Task Force. Dan Ravenel chairs the committee, and Bobby Marlowe serves as a member of the group. The committee's recommendations should be released soon.

ALUMNI RELATIONS COMMITTEE:

Trustees John Wood (chairman), Frank Gadsden, Annaliza Moorhead 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.

Mr. Wood presented the following committee report:

- The Alumni Board approved a balanced budget in December 2008 which was achieved based on philanthropy and sponsorships for the following key events:
- Delphi Society (Fall 2009) – program will engage 75-100 student leaders. An ideal philanthropic sponsor will be someone willing to fund this program at \$100,000 level over four years.
- “A Charleston Affair” (April 25, 2009) – annual reception honoring the graduating class. This program will require \$75,000 in funding from sponsors.
- “Doing the Charleston” in NYC (March 19, 2009) – This program will engage 100-150 alumni, friends and parents and will require \$10,000 sponsor.
- “Doing the Charleston” in Baltimore/Annapolis (October 29, 2009) – This program will engage 100-150 alumni, friends and parents and will require \$10,000 sponsor.

2008 Alumni event attendance statistics:

- 40% increase in number of events
- 25% increase in number of attendees

The Alumni Association has adopted a new logo that is consistent with the College’s new branding initiative.

Alumni Association Board, Foundation Board and Cougar Club Board attended the oyster roast on January 17 at the Preserve at Fenwick Plantation. The primary goal was to build relationships between the three 501 c3 boards.

George Watt informed the committee of four key issues:

- Focus on Annual Giving
- Address staffing issues on campus
- Importance of stewardship
- Align Alumni Relations and Development with the College’s upcoming Strategic Plan

OLD BUSINESS:

Strategic Planning Process:

Sue Sommer-Kresse reviewed the Strategic Planning Process which was discussed at the Working Lunch yesterday. The Strategic Plan has been distributed to the campus via the College’s website. Also, the plan will be given to the Deans and Provost, and it will be their responsibility to engage their faculty. Sue is pleased to have the assistance of an expert consultant, Dianne Culhane, who has already met with the School of Languages, Cultures and World Affairs and will meet with the faculty this afternoon. The goal is to complete their plans by March 31. These plans, along with materials, will be submitted to the committee. They will sort the plans and ensure that all of the committee’s ideas have been discussed. Some priorities and goals will be set, but others will need to be changed. On the other hand, we expect it will be a plan for the future of this community that will not only affect generations of students but will have an effect on the state, region and nation.

The final plan must have a financial model. How will we execute these plans, timing and resources? We must also have accountability and accessibility measures attached to the plan. The Executive Vice Presidents, Deans and Provost will be involved in that aspect of the plan. As Board members look at the Umbrella Plan, Dr. Sommer-Kresse hopes they will let her know their ideas.

Committee Meeting Quorum Issue:

Elizabeth Kassebaum advised the Board for the record that if there is no member quorum at the committee meetings, the committee will be unable to make a motion. If the committee proposes a motion to the full Board, the motion does not require a “second” as is required if an individual Board member proposes a motion.

Break at 10:40 a.m.

Meeting resumed at 10:50 a.m.

NEW BUSINESS:

Chair Land thanked David Watson for attending the Board meeting. David, Trustee Emeritus, served on the Board of Trustees from 1988 to 2002.

At-Large Seat 13 Election Process Update:

Elizabeth Kassebaum updated the Board on the At-Large Seat 13 election process. Dan Ravenel is running unopposed and will serve the remainder of Bobby Marlowe’s term which is scheduled to end in 2010. After Mr. Ravenel is officially elected to the Board by the Legislature in late April/early May, he will likely serve on the Academic Affairs and Student Affairs Committees. As a Board member, he will attend the meeting in June in Columbia. He will attend the committee meetings and full Board meeting at the August Board meeting.

New Process for Board Meeting Surveys:

Elizabeth Kassebaum informed the Board of a new process for the Board meeting surveys. The surveys will be sent by email to all Board members within a week following each meeting. She asked them to please continue to fill out the surveys and return them to her as they do provide us with critical input.

6 Glebe Street House Tours:

Jonathan Ray informed the Board that 6 Glebe Street will be placed on tour again with the Preservation Society on Friday, October 9, which is Parents Council Weekend. Student alumni will serve as tour guides.

In addition, Jonathan announced that the 6 Glebe Street Garden will serve as the location for the Spoleto Birthday Celebration in honor of Charles Wadsworth on June 7. This is a wonderful opportunity for 6 Glebe Street courtyard and gardens to receive valuable exposure in the community.

Chair Land recommended that Board members go see the garden at 6 Glebe Street if they haven’t already because it is awesome. Great job!

Marketing and Communication Department Update:

Mike Haskins announced that 2008 Media Placements at the College include 1,157 news stories compared to 917 in 2007; mentioned in 141 media outlets – Post and Courier 533; New York Times 15; National Radio 7. When President Obama visited the campus, the College received 150 stories worldwide.

Because of the diminishing resources that traditional media is dedicating to covering education, the College faces challenges with regard to public relations and communications. With this in mind, the Division of Marketing and Communication continues to pursue new and innovative ways to create awareness among the College's target audiences. They will produce and distribute a 2008 Year in Review on YouTube. There have been over 11,000 YouTube viewers, and more than 5,000 members are signed up to the College's Facebook page.

The higher education reporter at *The Post and Courier*, Diane Knich, who wrote a significant number of stories about the College, has been reassigned to cover the county.

Mike Haskins reported that 90% of the campus community was contacted when doing a test of the Cougar Alert System. A joint test with The Citadel will be conducted on Monday at approximately 11:00 a.m.

Also, signage will be changed on campus to reflect the new word mark.

Marketing Awards/Recognitions include:

- Awards for new students – first book recognized for second year in a row.
- Outstanding Orientation Handbook Award
- Portico
- Orientation Package received special merit

Elizabeth Kassebaum announced to the Board that Mike Haskins received the 2008 South Carolina Marketer of the Year Award. Also, Philip Bell mentioned that Mike Haskins wrote "A Letter to the Editor" which was published in an on-line version of *The State* newspaper regarding "Higher Education Marketing is Critical" as we attempt to keep students in South Carolina.

It was moved (Johnson), and seconded (Bell), to go into Executive Session at 11:10 a.m. to discuss legal matters. All in favor.

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

Meeting reconvened at 1:40 p.m.

It was moved (Busch), and seconded (Thompson), that an honorary degree be awarded to Jody Encarnation during The Graduate School Commencement Ceremony on Friday, May 8, 2009. All in favor.

For the record, it was the consensus of the full Board to accept per diem when they attend college-related events and then donate it to the Foundation or other college-related fund.

There being no further business, it was moved (Stafford), and seconded (Hightower), that this meeting of the Board be adjourned at 1:40 p.m.

¹Note for the Record (page 2): Dwight Johnson left the Board Room.

²Note for the Record (page 4): Dwight Johnson returned to the Board Room.

³Note for the Record (page 12): Sam Stafford joined the meeting at 10:15 a.m.