

Minutes  
LGC Academic Affairs Committee Meeting  
September 15, 2015  
The Citadel  
2:00 – 3:00 p.m.

Chairperson Connie Book called the meeting to commence shortly after 2:00 p.m. with Brian McGee and Nancy Muller present, immediately joined by Mark Sothmann. There were no guests present.

Notes from discussion by the Committee at its May meeting were duly observed, included in the packet, as were notes from the gathering of the Board in June, minutes in abeyance due to the expiration of the Consortium in November 2014.

Muller spoke to the reports provided on enrollment, noting:

- 1) The effect on LGC numbers of the College moving its faculty teaching in its joint MS in Computer Science program from the LGC to Harbor Walk downtown, hence the 0 sections but 26 students shown enrolled in Fall 2015 because 4+1 C of C students must travel to the North Campus for classes taught by The Citadel. Similarly, but not shown, Citadel-enrolled students, working full-time, must now travel downtown for required courses taught by C of C faculty.
- 2) The fact that Clemson Engineering offers graduate engineering in the summer exclusively online.
- 3) USC's MSW enrollment is in line with Fall 2014, but USC's interdisciplinary Engineering Management hasn't grown because a) there is no presence of faculty, unlike Clemson, and b) the outgoing dean of engineering has little leverage to convince faculty from other schools and colleges to commute periodically. The other announced offerings by USC, such as Design Engineering, are strictly online with no classes at the LGC.
- 4) Enrollments with classes at the LGC continue to produce > \$0.5 million in tuition each to the College of Charleston, The Citadel, and USC
- 5) The LGC remains program starved compared to demand. The C of C's School of Education hasn't responded to repeated efforts to meet to promote new Fall 2016 classes at the LGC. New certificate and MS programs from The Citadel are a year away due to other priorities. These include courses to be taught by MUSC (Child Obesity and Built Environments).

Muller shared charts from web site activity and marketing endeavors, commenting:

- 1) The advisory board in advanced manufacturing, engineering services, S/W and IT wants higher education to be more of a partner, including graduate level apprenticeships with mentors and in a work-study. Book asked that deans and program directors be invited to all these meetings.
- 2) The number of visits and users to the new web site has increased by 20%. Visitors spend 2 ½ minutes. The bounce rate is influenced by links to

programs housed inside colleges and universities. Most significant is 1/3 of all visitors are out of state: talent considering to relocate, relocation specialists, and companies considering moving or expanding existing satellite operations.

- 3) Manufacturing Week is bonus exposure for LGC, including 1) proclamation request of Gov. Haley; 2) Information Session for prospective students in engineering and computer science; and 3) Manufacturing Career Expo.
- 4) K-13 Education: Literacy Education from The Citadel is adding cohorts. BEGIN WITH BOOKS October 1<sup>st</sup> reflects good community citizenship and exposure.

#### Status of Consortium Agreement

1. Citadel counsel is taking the lead on an extended agreement. The Citadel and MUSC presidents are on board extending it a year. McGee has not had an opportunity to visit with the president about extending the agreement, but acknowledged that the LGC requires a disproportionate amount of time and energy at the leadership level of the member institutions.
2. Consultants for strategy-setting
  - a. See EAB proposal
    - i. 3 weeks of work (see hand out) – free under C of C and The Citadel memberships
    - ii. Sothmann thinks we will see what we already know, both nationally and locally from EAB. Muller reminded the group that she has summarized and issued to the full Board online research about consortia and the Greenville University Center.
    - iii. McGee thinks we should start with EAB and then go to phase 2 for deeper dive with an individual consultant – promoting NH consultant (see handout)
    - iv. Sothmann wants to interview leadership perceptions – what is the need for a consortium – including interviews with Clemson, SCSU, etc. not just in Charleston.
    - v. Muller wants to include business and other interests across employers and agencies – noting the SC Department of Commerce’s and CRDA’s interests in building out the talent pool.
    - vi. McGee thinks we already know what industry wants and what the gaps are. Muller disagrees, sharing feedback from recent meetings of the LGC’s new Advisory Board.
    - vii. Book surveyed her Program Directors: Unanimously, they feel that the LGC location is a “strategically valuable asset” to The Citadel, but not necessary in terms of evening parking etc. on its campus. They recognize the traffic congestion and growth of the region outside of the Charleston Downtown Peninsula.
    - viii. Sothmann feels the LGC is on track to go broke if left structured as is. It may need to be in a different space. Book is concerned that half of our funding is going to the C of C for space. McGee

agrees that the space was overbuilt and too costly even for the College of Charleston given its present usage. He says the State can get out of its lease, without penalty, at any time, even for itself if the C of C cannot justify utilization of the space.

- ix. McGee thinks it is essential to move quickly to get a 3<sup>rd</sup> party consultant(s). Sothmann likes the combination of consultants.
  - x. Agreed. Start the first stage “study” with EAB (free). Book will organize. Muller shared the CRDA first phase feedback and recommendations from Avalanche will be available in early November. We should consider that input before deciding on the second phase and even next consultant. The second phase may contract EAB for Burning Glass deep dive into local queries online for a quantitative approach to demand patterns or with the NH consultant for a more interview-based approach – more qualitative. Muller urged business leaders to be included, such as Bobby Hitt at the Department of Commerce and other organizations and agencies to represent “the customer.”
3. Next Board gathering is already scheduled for October 29<sup>th</sup>. Leave that date intact. We have 6 weeks for action both by the lawyers, presidents for signature and first phase of consultants to be engaged.

NJM