



**BOARD OF DIRECTORS MEETING  
MINUTES**

**June 12, 2014  
Lowcountry Graduate Center, Room 133**

**Board Members Present:**

**Sam Hines – Provost, The Citadel**

**George Hynd – Provost, College of Charleston**

**Barbara Johnson-Williams – Member, Board of Trustees – Medical University of South Carolina**

**Allison Dean Love – Trustee, The Citadel**

**Joseph Thompson – Trustee, College of Charleston**

**Board Members Absent:**

**Cherry Daniel – Trustee, College of Charleston**

**Darlene Shaw – Interim Board Member for the Provost (Mark Sothmann), Medical University of South Carolina**

**Douglas Snyder – Trustee, The Citadel**

**Michael Stavrinakis – Member, Board of Trustees – Medical University of South Carolina**

**Ex-Officio Members Present:**

**Godfrey Gibbison – Dean, College of Charleston North Campus**

**Nancy Muller – Lowcountry Graduate Center (LGC) Director and Associate Dean**

**Others Present:**

**Staff -**

**Bronwyn Barron – Non-Credit Registrar/Director of Facility Operations**

**Donna Johnson – Business Manager**

**Chris Duncan – Marketing Coordinator**

**Clayton Nagy – System Support Technician**

**Patricia Simpson – Student Services Coordinator**

**Sue Sommer-Kresse – Consultant**

**Guest -****Ashley Barker (Staff Reporter, *Charleston Regional Business Journal*)**

Appropriate Notice was given and this organizational meeting was compliant with the statutes regarding public meeting laws. A quorum was present.

**I. Welcome****(George Hynd)**

At 9:10 a.m., Dr. George Hynd called the meeting to order and welcomed the members of the Lowcountry Graduate Center Board (the “Board”). All in attendance were asked to introduce themselves, and Dr. Hynd welcomed Ashley Barker from the *Charleston Regional Business Journal*.

It was noted that in accordance with the Consortium Agreement, Section 3.9, beginning March 2, 2014, Dr. Sam Hines assumed the chairmanship of the Academic Affairs Committee. He will serve until March 2016, at which time the position will rotate to the Provost of MUSC. Dr. George Hynd, Provost of the College of Charleston that serves as the fiscal agent for the Lowcountry Graduate Center, continues as Chair of the Board.

**Board Action:** Allison Dean Love moved to accept the minutes of the February 26, 2014 meeting, and Joe Thompson seconded the motion. The minutes were unanimously approved.

**II. Academic Affairs Committee Report****(Nancy Muller)**

The Academic Affairs Committee met at The Citadel on May 19, 2014. Dr. Nancy Muller summarized minutes previously distributed to the Board and included in this meeting’s Board binder.

Based on two visits with South Carolina State University (SCSU) representatives, possible offerings by SCSU at the LGC include the Doctorate of Education (EdD) and the Education Specialist (EdS) degrees. Dr. Hines expressed concern regarding possible duplication of the EdS degree with The Citadel’s EdS program.

Student enrollment data are for the 2013-14 academic year including the summer sessions. Enrollments are increasing for both the Citadel and USC but decreasing for the College of Charleston due to the decisions to move the Communications degree program to the Main Campus and the joint master’s program in Computer and Information Sciences to “Harborwalk” on the peninsula. Dr. Hines indicated that The Citadel will survey students in the Computer and Information Sciences program prior to determining if they will offer The Citadel’s portion of classes at the LGC in spring 2015. He noted that he plans to speak with the newly hired Dean of the School of Education with respect to bringing all The Citadel’s EdS classes to the LGC in the near future.

### III. Director's Report

(Nancy Muller)

#### A. Enrollment Status

Dr. Muller referred to the four tables in the Board binder that reflect enrollment data, facility usage and revenue generated by partnering institutions. Over the period 2011-14, the College of Charleston's enrollments have shifted from graduate to undergraduate students; graduate enrollments declined from 513 to 452, while undergraduate numbers grew from 936 to 1505. It was noted that the MSW program had recently moved from a cohort-driven offering of courses to a more fluid, open enrollment. This has had an effect on the pattern of MSW enrollments. She pointed out that summer offerings, while seasonably light, include more daytime classes for teachers offered by CofC. Additionally, the facility is used during daytime and weekend hours in summer 2014 for extensive software training for all MUSC employees.

With facility usage having increased over 20% in recent years, weekday evening space is maxed out in the current facility. Space especially during daytime and weekend hours is available in the new facility for additional classes and commercial rental.

Nearly \$2.0 million in estimated student tuitions have been generated in 2013-14. Without new programs, however, tuition dollars generated across all institutions have remained relatively flat.

#### B. New Programs under Development for the Lowcountry Graduate Center

- Master's Degree in Engineering Management

The launch reception for CEOs on May 29<sup>th</sup> was very successful. USC plans to offer the program from three locations, possibly streaming classes between all three: Greenville University Center, USC Main Campus, and the LGC. Open house for prospective students is June 17<sup>th</sup>. LGC and USC are coordinating marketing efforts for this new program. The flyer in the Board binder illustrates co-branding, made visible by use of the LGC logo alongside the USC logo.

- EdD in Educational Administration

Drs. Gibbison and Muller visited SCSU on June 9<sup>th</sup> to discuss specifics of bringing its EdD program to the LGC. The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) and the SC Commission on Higher Education (CHE) must provide approval for SCSU to teach this approved degree in a new site. Thus, the start date will be delayed until Spring 2015.

- Master's Degree in System Design

In order to devote its energies to new enrollment in its MS in Engineering Management, USC opted to postpone the start of its approved MS in System Design until Spring 2015. Dr. Hynd commented that there is the potential for collaboration in teaching, by the College of Charleston and The Citadel.

- New Health Services MBA Track

Dr. Muller is recommending that SCSU consider offering its existing MBA program at the LGC and target nurses and other non-physician allied health professionals who wish to enter management ranks. After researching similar programs nationwide (including Duke's Fuqua School and Northeastern), she is suggesting an MBA with a track patterned much like the University of Central Florida's Master of Science in Healthcare Services. Dr. Hines expressed the concern that this program may duplicate MUSC's Master's in Health Administration. Dr. Muller agreed to discuss the program with MUSC to ensure that it is sufficiently differentiated. A graduate certificate in Health Care Administration does not exist currently at SCSU; however, it may be feasible to create a Graduate Certificate that counts towards the MBA.

- MS in Nutritional Sciences

This existing SCSU program could serve as a feeder to MUSC's practicum offered to dietitians in training. At present, MUSC's pipeline of students is Clemson's or Winthrop's nutritional science undergraduate programs. Note that beginning in 2024 dietitians must have a graduate degree to be credentialed by the Academy of Nutrition and Dieticians.

- Graduate Certificate in Child Wellness & Obesity Prevention

A new community advisory task force met in June 2014, comprised of: 1) the head of the Charleston County School District school nurses; 2) the head of wellness at Verizon; 3) the Program Manager of Fitness and Wellness for the Charleston County Parks & Rec Department; 4) City of North Charleston Coordinator for the Office on Education, Youth & Family; 5) Director of Employee Wellness at MUSC; and 6) the Wellness Coordinator for the City of Charleston. It was determined in the meeting that coaches, full time nurses and teachers, and law enforcement officers are better targets for such advanced education than school nurses. We await the naming of a program director by MUSC.

- Graduate Certificate in Sustainable Public Infrastructure for Urban Development

A public mobility forum organized by the City of Charleston on downtown commerce, accommodation of tourists, alternative transportation on the peninsula,

parking needs, and related environmental impacts was held in May. Speakers were brought from Charlotte and Portland, OR to share strategies pursued in those cities to resolve such urban issues. Dr. Muller mentioned this event to illustrate the growing interest locally in topics being framed by this program's course requirements.

- PhD Program in Higher Education and PhD Program in Education K-12

Dr. Muller reported that she will re-open discussion with USC's College of Education to bring its restructured PhD program to the LGC.

Allison Dean Love indicated that the Chamber of Commerce and Charleston Regional Development Alliance have published studies on regional competitiveness and the need for additional higher education programs in the Lowcountry. A discussion ensued regarding the importance of providing reports and data that address the economic impact and value of educational programs offered at the LGC.

### **C. Revised Integrated Marketing Communications Plan**

Dr. Muller introduced a revision of the integrated marketing communications plan, working on the assumption that the LGC's request of \$300,000 will not be passed in the FY2014-15 State Budget. Advertising and Promotion categories were reduced by \$20,000 and \$13,000, respectively. The revised marketing communications budget totals \$98,950, compared to an originally submitted figure of \$152,250.

The proposed educational summit hosted by the LGC was discussed. As currently envisioned, educational leaders would be invited to discuss ways to respond to the Chamber's and CRDA's reports that identified higher education needs in the Lowcountry. The LGC is a perfect neutral party to be the facilitator of such a discussion. Allison Dean Love volunteered to serve on the planning committee.

### **D. Program Assessment Fees**

Dr. Muller introduced a newly drafted policy statement outlining the structure of the Board's 15% assessment approved at its September 2013 meeting, modified at its February 2014 meeting to phase in the charge. Dr. Hines said that when he spoke with Dr. Michael Amiridis, the USC provost agreed to begin with a 5% assessment. The economic "working paper" produced by the LGC staff was shared and was very persuasive. It was noted that funding models from other consortiums should be reviewed as the Board forms the final assessment policy.

Allison Dean Love asked if the State Lottery funding affects the LGC, to which Dr. Gibbison replied not directly; however, it does affect partner institutions including the

College of Charleston, the Citadel, USC and MUSC, as it largely funds student scholarships and grants in two and four year colleges across the State.

**Board Action:** The motion was made by Joe Thompson and seconded by Sam Hines to alter the program assessment fee from 15% to 5% for all new programs and growth in enrollment for member institutions, and against all existing and new programs of non-member institutions beginning on July 1, 2014 through the 2014-15 academic year (ending on June 30, 2015). Note that the fee assessment will be reviewed prior to the beginning of the 2015-16 academic year. The motion was unanimously approved.

#### IV. Finance Report

(Nancy Muller)

Dr. Muller reviewed the financial report for FY 2013-2014, illustrating an expected deficit of \$12,599 for the full year including encumbrances. The budget includes \$14,077 in expected assessment fees from USC.

##### **The recommended budget for FY 2014-15:**

- Incorporates the 5% assessment against USC's program plus modest revenues generated by SCSU's EdD program, an estimated \$35,540 in total;
- Eliminates equipment maintenance contracts, as newly purchased equipment will be under warranty the first year of use in the new facility;
- Decreases the marketing budget to \$98,950 (as noted earlier in the meeting);
- Includes \$30,000 in new program development and marketing grants
- Adds \$9,000 for marketing analysis and survey expenses which is a shared cost with CofC for a membership in the Education Advisory Board
- Includes 3% increase for salaries

All of these changes reduce next year's deficit from \$167,000 to \$97,000 assuming no additional appropriations from the State. The two caveats are: 1) higher lease payments are not included for the new facility which could increase as much as \$142,939; and 2) moving expenses are neither known nor included, implicitly assuming that the College of Charleston will carry both.

**Board Action:** The motion was made by Joe Thompson and seconded by Allison Dean Love to approve the 2014-15 Lowcountry Graduate Center budget as presented, with the caveats that relocation expenses and facility lease payments may increase. The motion was unanimously approved.

#### V. New Facility Report

(Godfrey Gibbison)

Dr. Gibbison reviewed slides of the new facility at 3800 Paramount Drive, highlighting the following:

- Large meeting room to accommodate 150, with flexibility to be divided into three partitioned sections
- Group and individual study space for students to gather and plan project presentations
- Tutoring Center integrated into the library
- Ten faculty offices on the second floor
- Seminar room
- Digitalized A/V equipment that allows remote diagnosis and troubleshooting
- LGC and CofC are sole tenants of the building, with parking spaces for 300 cars
- Visible from 526, with convenient access
- Security provided 24/7 by CofC; additionally, the Mayor of North Charleston will place a city police officer on our campus during classes

**Several events to celebrate the opening are planned:**

- |              |   |
|--------------|---|
| September 10 | Grand Opening Celebration (guest list to be determined and include all consortium member boards, the legislation delegation, Legislative education committees, Governor, and the community) |
| September 13 | Family Fun Day (faculty, staff, students and families invited midday)   |
| September 28 | Neighborhood Open House   |

**VI. Adjournment**

**(George Hynd)**

Dr. Hynd noted the next Board meeting is October 22<sup>nd</sup>, in the new facility. There being no further business, Joe Thompson made the motion to adjourn, and Dr. Hines seconded the motion. The meeting adjourned at 11:10 a.m.