

**LOWCOUNTRY GRADUATE CENTER
SUPERVISORY COUNCIL MEETING MINUTES**

**Thursday, January 10, 2019
Office of Brian McGee, Provost
Randolph Hall 209B
College of Charleston**

Supervisory Council Members Present:

Mark Bebensee – Interim Provost, The Citadel

Brian McGee – Provost, College of Charleston, Chairman of the Supervisory Council

Lisa Saladin – Provost, Medical University of South Carolina, participating by teleconference

LGC Staff and Others Present:

Godfrey Gibbison – Dean of the School of Professional Studies, College of Charleston

Nancy Muller – Director, The Lowcountry Graduate Center, and Associate Dean of the School of Professional Studies

Susan Kinsella – Dean, School of Education and Social Services, Saint Leo University

Patrick Hoff – Staff Writer and Reporter, *SCBizNews*

Call to Order:

McGee promptly called to order the meeting of the LGC Supervisory Council (“The Council”) at 8:30 a.m. in his office at the College of Charleston. McGee acknowledged advanced, public notice of the subject meeting in accordance with FOIA of South Carolina and welcomed Patrick Hoff from the press. All those present introduced themselves, including Dr. Susan Kinsella from Saint Leo University, also a guest.

Minutes:

Bebensee asked that his title noted in the minutes of the August 8, 2018 meeting be corrected to indicate that in serving as Interim Provost at The Citadel, he is no longer also an Associate Provost. By unanimous consent, the minutes of the previous meeting of The Council were thereafter approved, as corrected. The corrected, approved document will be posted on the LGC website.

Enrollment and Program Graduate Reports:

As McGee turned to Muller to cover the subsequent agenda item, Muller noted that the packet of all supportive documents had been sent electronically in mid-December, in accordance with Saladin’s request at the August meeting to insure adequate time to review the grant requests in particular.

Directing attention to the Spring 2019 Course Offerings, Muller said that Anderson University had withdrawn its Criminal Justice program from the LGC. She was told that this was not a decision of the Program Director nor a result of low enrollments or interest locally; rather, the President of Charleston Southern University had reportedly complained about the Upstate

Baptist institution coming to the Lowcountry. It ceased all marketing efforts in this region of the state. Anderson University continued to “teach out” its current cohort of students at the LGC through December 2018, as eight of the originally nine enrolled students completed their Masters in Criminal Justice degree. Muller then shared that SC State University graduated in December 2018 its first three MBA students with a Concentration in Healthcare Management. Enrollment in that new Concentration has now increased to 8-9 students. Muller is teaching again in the Concentration during the current Spring Term, again structured as a hybrid course offering connecting the Orangeburg main campus with the LGC portal on the College of Charleston’s North Campus to enable the enrollment of students living and/or working in the Metro Charleston area.

Muller pointed out that total student enrollments at 1,041 for the year ending June 30, 2018 nearly returned to their peak of 1,286 experienced in 2013, despite the sharp decline in enrollments in College of Charleston graduate programs at the LGC, now at only 260. This is because enrollments in both The Citadel’s project management program and USC’s MSW program offerings had continued at robust levels, offsetting the loss. However, now comparing Fall 2018 to previous Fall Terms since 2016, the recent declines at both the latter two are obvious, with The Citadel’s Project Management enrollment down to 118 from 162 prior year and USC’s MSW enrollment down to 64 from 177 in 2017 and 146 in 2016. While the downward trend since 2012 of graduates completing graduate degrees and certificates through classes at the North Charleston campus is in part due to the robust economy and record low unemployment levels, she referred to an article published in September 2017 in *Inside Higher Ed* noting the fifth consecutive year of nationwide growth in graduate enrollments – albeit with recent flattening – noting the drops in international student enrollments in particular. She added that the article documented increases in enrollment among students from minority groups and the double digit increase in the award of graduate certificates over the period due to the rising importance of micro-credentials. McGee commented that some of this data had been superseded since this article was over a year old, as low unemployment levels continue to impact negatively graduate enrollments nationwide.

Request from Saint Leo University to offer its Master of Science in Instructional Design (MSID):

In consideration of the Tampa-based guest from Saint Leo University, McGee then moved forward its request in the meeting agenda, with concurrence by those present to amend the agenda accordingly. Muller said that Boeing had instructed Saint Leo to contact her regarding its interest in bringing graduate programs of study with onsite instruction to Metro Charleston residents/employees. Upon review of its multiple programs, the Master of Science in Instruction Design (MSID) was identified as one that did not duplicate any others already available locally, from public or private institutions. Saint Leo confirmed this through its own statewide research. Because of its strong orientation towards those working in and serving the military as contract consultants and those involved in corporate training where it enjoyed a longstanding track record of enrollments, Muller shared with the LGC’s Advisory Boards in both Advanced Manufacturing, Software Development and IT Services as well as in Healthcare Management and Community Wellness the teaching objectives and program credentials of the

Saint Leo program. She quoted a Blackbaud senior officer strongly supporting the need for such graduate level education in Metro Charleston for the benefit of his corporation.

Kinsella commented that Saint Leo University has been in SC for over 30 years, offering instruction on freestanding campuses in both Sumter and North Charleston. Worldwide, it has a strong tradition of serving older adult learners especially those active in the military service, military veterans, and their families. As noted in the proposal, courses comprising the MSID are aligned with professional standards from the International Board of Standards for Training, Performance and Instruction (IBSTPI), Association for Educational Communications and Technology (AECT), and Teacher Leader Model Standards (TLMS). She stressed that the program's focus is not on K4-12 teachers looking to incorporate instructional technology into the classroom but rather on corporate, commercial and consultant professionals.

McGee thanked Kinsella and said that following the restructuring of the LGC in January 2017, this relationship should be handled through the College of Charleston and he was happy to serve as Saint Leo's "landlord" for the rental of classrooms on its North Campus. He stated that it lies "outside of the scope" of the LGC today under the current Consortium Agreement. He asked that she work instead with him and Gibbison to finalize an agreement to facilitate a suitable arrangement for offering this program on the College of Charleston's North Campus. Bebensee said he agreed. Saladin said she agreed as well. There was no further discussion. McGee thanked Kinsella for her travel to attend the meeting and she exited.

Financial Report:

Returning to the agenda, McGee asked Muller to address the LGC's Financial Report. Muller explained that the financial statement produced as of November 28, 2018 provided for the meeting reflects spending since the July 1, 2018 start of the fiscal year plus the estimate in accordance with the annual budget approved in August by The Council for spending through the remainder of the fiscal year, resulting in the last column of the chart illustrating a still near-zero spending operation with a \$283 projected deficit at year ending June 30, 2019. This still provides for \$85,786 to cover approved grants by the LGC for new program launches. She noted there are two such requests totaling \$50,000 included in the meeting's agenda, both from the College of Charleston. She has also recently received notification from The Citadel that a grant for consideration at the April meeting of The Council is forthcoming, to cover marketing of a new cohort of its existing EdS graduate program to be housed at the LGC beginning in the Summer 2019. Saladin added that MUSC intends to submit a proposal for consideration in the current fiscal year, as well.

In reviewing the financial statement, Muller shared that the five-year RFP covering its website and social media support will expire in early August such that effort must begin soon to form a committee, draft a new RFP, post it for public notice, review submissions, and select a new contractor in the next seven months. McGee asked that all three member institutions consult their respective IT and Marketing Departments to determine if needs can be fulfilled by internal staff. He asked that Muller provide within two weeks to each provost an outline of functions and responsibilities that they each may forward. Bebensee commented that he didn't think

there was any problem with The Citadel hosting on its server the web site but its staff could not absorb anything beyond that, especially the social media requirements. On this point, Muller directed attention of The Council to its website analytics report. She pointed out that Blue Key's social media support – and the LGC's own blog publishing – was responsible for a 63.4% increase web site traffic since June 30, 2017, with a 29.8% increase in page views. McGee commented that it may be less costly to simply continue to contract out such specialized work.

Opportunity Fund Grant Requests:

Consideration turned to the two requests for grants, both from the College of Charleston. The School of Professional Studies was sponsoring a grant for a new graduate certificate in Community Wellness, justification of which was fully outlined in the proposal document. Muller pointed out the increasing body of literature quantifying the value of workplace wellness programs and the increasing attention paid to having qualified staff devoted to such employee statistics, particularly among larger employers virtually all of whom have self-funded healthcare insurance plans today. Specifically, she quoted the average return of \$3.27 on every dollar spend on a company's wellness programs. No such programs of study exist anywhere in the state. In fact, few exist nationally. Muller referred to the supportive letters written by Paul Wieters, Wellness Coordinator for the City of Charleston and Jeff Sweet, Health and Wellness Coordinator, for Verizon in North Charleston. Gibbison added that this would be an interdisciplinary program, drawing on expertise especially from the Department of Health & Human Performance within the School of Education and the Department of Psychology. Responding to a question by Saladin, Muller said that this is not a clinical degree, as such an individual is typically housed in Human Resources by corporate employers.

The second proposal was received from Judy Millesen, MPA Program Director at the College of Charleston. She wants to expand the scope of the institution's current offerings through the creation of an Executive MPA program to be offered in a weekend, hybrid format to working professionals in mid-career, in the preparation of public service leaders. Because this is an already well-established program, her budget was highly detailed. She projects 20 students in Year 1 beginning with admission in Fall 2019. Positive and supportive letters were submitted from Michelle Mapp, CEO of the SC Community Loan Fund and from Eric DeMoura, Town Administrator of Mount Pleasant.

As there were no further questions or discussions, the motion was made by Bebensee and seconded by Saladin to approve fully the requests of both for funding by the LGC, each in the amount of \$25,000. The motion was thus approved unanimously.

Unfinished/New Business:

McGee said that he would not be able to fulfill his re-elected (August 2018) term as Chair of The Council due to his recent acceptance as President of Quincy University. An interim provost has not yet been named since the newly named President Hsu will not be assuming his post full time until May 15th. Bebensee said that he could not assume this responsibility because he is retiring in August following the announcement this same day of the appointment of Dr. Sally Seldon as the new Provost of The Citadel, scheduled to begin her new position in June 2019.

Thanking Bebensee for his service on The Council, McGee concluded that Saladin will need to become the next Chair of The Council upon his departure. Regardless, all current representatives will be present and still engaged at the next meeting of The Council scheduled April 17, 2019 at 9:30 a.m. in McGee's office. This matter can be addressed by official vote at that time.

There being no further business, McGee adjourned the meeting at approximately 9:30 a.m.

Respectfully submitted,
Nancy Muller
January 18, 2019