

President's
Report Card

2010-2011

July 21, 2011

Academic Expansion

Increase the number of full-time faculty
 Increase need-based aid to students
 (grant aid/scholarship)

Fall Semester				Change Since Most Recent Measure	Change Since Baseline Year
2007	2008	2009	2010		
284	323	335	367	9.6%	29.2%
1,417	1,605	1,754	2,266	29.2%	59.9%

Evening classes
 Weekend classes
 Distance learning classes
 Utilize online course management
 software (Blackboard)

Number of classes offered in Fall semester					
115	130	140	181	29.3%	57.4%
0	6	4	2	-50.0%	-66.7%
29	37	51	53	3.9%	82.8%
726	943	1,233	1,416	14.8%	95.0%

America's 100 Best College Buys

For the second consecutive year, Coastal Carolina University has been named one of "America's 100 Best College Buys" by the independent consulting firm, Institutional Research & Evaluation Inc. More than 1,000 colleges and universities were surveyed for the designation which was announced in October 2010.

Forbes Ranking

Coastal Carolina University was ranked in the top 15 percent of the nation's four-year undergraduate institutions in "America's Best Colleges 2010," compiled by Forbes and the Center for College Affordability and Productivity (CCAP) in August 2010. This is the second consecutive year the University received this award.

Commencement – Academic Year 2010 – 2011

A total of 1,499 students were awarded degrees for the academic year 2010-2011. Semester totals were as follows: Summer II 2010 - 312, Fall 2010 - 419 and Spring 2011 - 768.

Veteran Friendly University

Coastal Carolina University is achieving increasing acclaim for its outreach to veteran students and community with the recent designation as a "Military-Friendly School for 2011" by *G.I. Jobs* magazine and one of the "2010 Top Military-Friendly Colleges and Universities Honorees" by *Military Advanced Education*, a journal of higher learning for service members.

Increased International Commitment

Coastal Carolina University brought four visiting scholars from China as part of the 1+2+1 Sino-American Visiting Scholar Program. Teamed with CCU peer mentor faculty the group will collaborate, exchange ideas and increase cultural awareness.

An Asian Studies Minor was added to the catalog in 2010–2011, to complement already existing minor programs in Latin American Studies, International Studies, and International Business.

Addition of New Undergraduate Degree Programs

Since 2008 Coastal Carolina University has added 19 new undergraduate degree programs bringing the total majors offered to 55.

Undergraduate Major	First Offered
B.S. Exercise and Sport Science	Spring 2008
B.S. Biology - Cellular, Molecular Biology and Genetics	Fall 2008
B.S. Biology - Ecology, Evolution and Conservation	Fall 2008
B.S. Biology - Integrative Biology	Fall 2008
B.A. Economics	Fall 2009
B.A. Graphic Design	Spring 2010
B.S. Information Systems	Spring 2010
B.S. Biochemistry	Fall 2010
B.A. Sociology - Criminology	Fall 2010
B.A. Sociology - Health and Aging	Fall 2010
B.A. Sociology - Social Justice	Fall 2010
B.F.A. Musical Theatre	Fall 2010
B.F.A. Theatre Arts - Acting	Fall 2010
B.F.A. Theatre Arts - Design and Technology	Fall 2010
B.F.A. Theatre Arts - Physical Theatre	Fall 2010
B.S. Nursing	Spring 2011
B.S. Finance - Financial Services	Spring 2011
B.S. Finance - Wealth Management	Spring 2011
B.S.H.A. Health Administration	Fall 2011

Addition of New Graduate Degree Programs

Since 2009 Coastal Carolina University has added four new graduate degree programs bringing the total graduate degrees offered to seven.

Graduate Major	First Offered
M.Ed. Educational Leadership	Fall 2009
M.Ed. Learning and Teaching	Spring 2010
M.A. Writing	Fall 2010
M.Acc. Master of Accountancy	Fall 2011

Student Success

	Fall Semester					Change Since	Change
	2007	2008	2009	2010	Target	Most Recent	Since
Improve Retention and Graduation Rates							
First-Year Retention	71.1%	71.4%	65.9%	64.5%	80.0%	-1.4%	-6.6%
Graduation Rates	43.9%	46.5%	46.4%	43.0%	55.1%	-3.4%	-0.9%
Percentage of first generation college students ..	30.4%	30.8%	31.0%	26.6%			
# New Full-Time Minority Freshmen	262	312	398	543			
Minority Freshmen Returned 2nd Year	79.4%	70.8%	71.1%	---			

Increased Participation in Diversity Workshops

In Fall 2010, 40 diversity workshops were offered at the University with over 900 freshman participants. The workshop, *A Picture is Worth a Thousand Words*, was offered through First-Year Experience (FYE) classes. With a theme of embracing and facing stereotypes, students learn that stereotypes do exist and are introduced to skills to prevent the proliferation of discrimination.

On-Campus Student Employment

In January 2010, the University's student employment program was strengthened in an effort to assist students with the rising costs of higher education and help them maintain their enrollment at the University. The budget for the student employment program for fiscal year 2010 was \$1.9 million. Due to the success of the program the fiscal year 2011 budget increased to \$2.85 million.

Elect Her - Campus Women Win

Coastal Carolina University was selected as one of 11 new sites for this interactive and comprehensive training program. The program serves to encourage young women to run for student government positions while in school and other elected positions after graduation.

CCU Participates in Statewide AmeriCorps Program

Coastal Carolina University has nine students enrolled in the S.C. Healthy Families AmeriCorps grant program. With the successful completion of the program each student will have completed 300 hours of community service and will receive a \$1,132 education award to be used toward the cost of education.

Relay for Life

This year's Relay for Life, held at Coastal Carolina University's Track on April 8, 2011 crossed the finish line with some big numbers for a bigger-than-life cause. As of July 2011, a total of 69 teams comprised of 1,021 participants surpassed the American Cancer Society's fundraising goal of \$80,000 with a total of \$123,808 raised. The Relay for Life stands as the State's number one relay event and fundraising continues through August 2011.

Students and Volunteer Services

Volunteer Services believes in a better tomorrow and focuses on how to combat ongoing community needs on and off campus. Over 40 relationships have been forged with community non-profit organizations. In 2010-2011, 3,682 students volunteered for a total of 13,200 hours of service.

Faculty Highlights

	Fall Semester				Change Since Most Recent Measure	Change Since Baseline Year
	2007	2008	2009	2010		
Full-time Faculty Female Headcount	112	136	139	156	12.2%	39.3%
Full-time Faculty % Female	39.4%	42.1%	41.5%	42.5%	1.0%	3.1%
Full-time Faculty Male Headcount	172	187	196	211	7.7%	22.7%
Full-time Faculty % Male	60.6%	57.9%	58.5%	57.5%	-1.0%	-3.1%
Full-time Faculty Minority Headcount . . .	25	31	31	41	32.3%	64.0%
Full-time Faculty % Minority	8.8%	9.6%	9.3%	11.2%	1.9%	2.4%

Fulbright Scholar Grant Recipients

Two faculty members in the 2010-2011 academic year were selected as Fulbright Scholars. With the addition of the two recent scholars, Coastal Carolina University now has over 20 Fulbright Scholar recipients.

Sexual Harassment Workshops

Under the direction of the President, all faculty as well as staff with supervisory roles, including athletic coaches, were required to attend workshops on sexual harassment. The University offered five workshops with a total of 678 faculty and staff attending. The workshops were designed to be proactive and to take preventive measures to head off situations that could result in litigation against employees and the University.

Staff Salary Compression Study

Eligible Coastal Carolina University staff will receive the second and third round of salary compression relief beginning in July 2011. The staff salary compression study began in Fall 2009 with the first round of pay increases for eligible staff occurring in July 2010.

Women’s Leadership Conference

The first Women’s Leadership Conference and Celebration of Women was held in March 2011 and attracted more than 400 attendees. The daylong conference featured 17 speakers, including ABC News correspondent Sharon Alfonsi, and the evening celebration honored nine women for their accomplishments. The conference and celebration were presented by Women in Philanthropy in Leadership for Coastal Carolina University and generated more than \$12,000 in scholarship funds from sponsorships and a silent auction. Sponsorships also provided the opportunity for 62 CCU students to participate in the conference and for 44 students to attend the evening celebration. The 2012 conference and celebration has been set for March 19-20.

TEAL Summer Camp 2011

The TEAL Center is sponsoring a second summer camp to help faculty prepare to teach distance learning courses. The sessions are constructed to provide information on distance learning course design, communicating, assessing, and using blackboard.

Enrollment Highlights

	Fall Semester				Target	Change Since Most Recent Measure	Change Since Baseline Year
	2007	2008	2009	2010			
Total Headcount Enrollment	7,872	8,154	8,360	8,706	9,341	4.1%	10.6%
Undergraduate Headcount Enrollment	7,070	7,573	7,920	8,203	8,674	3.6%	16.0%
Undergraduate Full-Time Enrollment	6,452	6,883	7,138	7,539	8,395	5.6%	16.8%
Size of Entering Freshmen Class	1,652	1,655	1,775	2,006	2,065	13.0%	21.4%
Entering Transfer Students	658	721	754	840	857	11.4%	27.7%
Undergraduate Student Enrollment Age 25 and Older	636	705	764	737	836	-3.5%	15.9%

Fundraising Highlights

	2007-08	2008-09	2009-10	2010-11*
Total Funds Received	\$4,033,121	\$5,708,550	\$3,533,455	\$4,817,369
Total Grant Revenues	\$2,090,727	\$2,294,534	\$3,309,046	\$2,119,603
Alumni Participation in Giving	1,216	1,022	1,056	1,226

* Figures current as of 6/30/11

Campus Road Improvements

The first roundabout on a South Carolina public roadway was built on University Boulevard. The roundabout is used to slow traffic and offer additional safety to students, faculty and staff.

Adkins Field House Earns Gold Award

The University's Adkins Field House earned Leadership in Energy and Environmental Design (LEED) Gold certification from the U.S. Green Building Council. The field house is the first LEED project for the University.

Bryan Information Commons

Ground-breaking for the 18,000-square-foot addition to the Kimbel Library was held in October 2010. The center will be a student-centered study/reference/tutorial center available to students 24 hours a day, seven days a week.

Alumni Engagement

During the 2010-2011 fiscal year, Alumni Relations hosted 36 events with 2,788 alumni participating. Total alumni engagement for the fiscal year is projected to top 3,000 alumni. The University currently has 11 alumni chapters spanning from New York to Georgia.

Green Agreement

In April, 2010, Coastal Carolina University became one of 680 colleges in the U.S. to make a formal pledge to pursue environmentally friendly practices. President David A. DeCenzo signed the American College and University President's Climate Commitment (ACUPCC), obligating the University to strive toward climate neutrality as an institutional goal.

Lackey Chapel

The Lackey Chapel at Coastal Carolina University was erected with donated funds from Ed and Sarah Jackson in 2010 and dedicated on February 13, 2011. The interdenominational chapel is available to student organizations and any group with spiritual focus. On Feb. 20, 2011, the student organization Coastal Carolina Catholics hosted the first mass in the chapel, which was celebrated by Bishop Robert E. Guglielmone, who represents the statewide Diocese of Charleston.

Campus Master Plan

A comprehensive blueprint outlining the future direction of Coastal Carolina University was approved by the Board of Trustees. The plan emphasizes the use of open, natural spaces and calls for pedestrian pathways, new student housing and centers for student life.

Supporting Strategy 1: Improving Communication

- In 2010-2011, President DeCenzo hosted four Town Hall Meetings. These meetings served as informal periodic gatherings for faculty and staff to share ideas, ask questions, and hear from the administration on topics such as enrollment, funding and construction planning.
- The Office of the President expanded its web presence to include easy access to information on accountability, budgets, strategic planning, SACS reaccreditation, and campus planning and construction. In addition, the site hosts the President's Suggestion Box, which has provided an increasingly important communication vehicle where suggestions and concerns from students, parents, faculty, staff and the community are submitted, often resulting in increased dialogue and connection with university constituencies.
- The university-wide policy creation process was revised to better explain policy approval and revision. The policy website lists, categorizes and summarizes applicable University policies.
- The President's Executive Staff was expanded to include 13 senior-level administrators representing all areas of the University. The Executive Staff serves in an advisory role to President DeCenzo and generally meets every two weeks to discuss University progress and projects.
- During the past year the University participated in the launch of the American Association of State Colleges and Universities (AASCU) First Generation project. The project featuring Coastal Carolina University students in both electronic and print media.
- The alumni-based Global Advisory Board was established to provide advice, resource identification, and support for programmatic, co-curricular, and various other initiatives. The board will support Coastal Carolina University's mission to develop enhanced global perspectives and create a campus culture that generates greater awareness of the global environment and promotes increased participation in and exposure to the world.

Supporting Strategy 2: Stronger Assessment and Accountability

- The third Annual Assessment Day was held in March 2011. Assessment Day is designed to promote awareness and to share data-driven results from campus-wide participants. Seven departments shared assessment results with the 50 faculty and staff in attendance.
- Annually Coastal Carolina University selects recipients for assessment grants. In 2010-2011, \$21,280 in grant funds were awarded. This is a 41% increase in funding over the \$15,040 awarded in 2008-2009. This grant program was established for the 2008-2009 academic year.
- Coastal Carolina University is committed to transparency and accountability regarding its expenditures. This commitment is shown with the addition of the Spending Transparency link on the Finance and Administration homepage (www.coastal.edu/finance/transparency.html). The University is one of the first public entities to voluntarily release a monthly report of expenditures.
- SACS Reaffirmation of Accreditation, NCATE Accreditation & NCAA Recertification
Three key projects are underway at Coastal Carolina University to ensure the success of students in academia and athletics.
 1. The Southern Association of Colleges and Schools Commission (SACS) accreditation provides students and potential employers with the confidence the degrees received at Coastal Carolina University are of national quality.
 2. To fulfill the University's commitment to its education of students, the University is preparing for review by the National Council for Accreditation of Teacher Education (NCATE).
 3. The NCAA Recertification ensures student athletes are fairly represented across gender and ethnic boundaries. The Recertification also ensures fair practices in the admission process.

Supporting Strategy 3: Increased Technological Support

- Coastal Carolina University administration made a sizeable commitment to improve administrative processes by better utilizing the University's ERP (Enterprise Resource Planning) system, Datatel Inc.'s Colleague. The main focus of the commitment is training in major administrative departments.
- As technology is ever-changing, the University must continually update existing technologies to allow for optimal success of students, faculty and staff. The following are highlights of recent expenditures intended to keep the University at the forefront of the technology curve:
 - Purchased more than \$200,000 in new Datatel (the University's administrative system) hardware
 - Allocated more than \$20,000 to upgrade computer classroom projectors
 - Invested more than \$25,000 in new Blackboard hardware (the University's course management system)
 - Upgraded general access computer labs and Library technology
 - Updated discipline-specific laboratory equipment
 - Doubled bandwidth capabilities over the past two years
 - Remodeled the Information Technology Services' Data Center with new core equipment and air conditioning units
 - Continued investment in and use of the Student Health Services Medical Electronic Record System

Programs of Study

 Master's (MAcc, MAT, MAW, MBA, MEd, MS)	7
 Bachelor's (BA, BFA, BS)	55

Students (Fall 2010)

 Headcount Enrollment	8,706
 FTE	8,302

Faculty and Staff (Fall 2010) *

 Faculty Full-time	346
 Faculty Part-time	193
 Staff Full-time	652
 Staff Part-time	191
 Total	1,382

Land and Buildings

 Acreage **	632
 Main Buildings	69

* Staff members are counted only once even if employed in multiple ways (e.g. a full-time staff member who also teaches)

** Includes Quail Creek, and all Coastal Carolina University, Coastal Educational Foundation, Horry County Higher Education, and Student Housing Foundation properties. Excludes Waties Island (1,105 acres)