

Coastal Carolina University



President's Report Card

2011-2012

Academic Expansion

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

Fall Semester					Percent Change Since 2010	Percent Change Since 2007
2007	2008	2009	2010	2011		
284	323	335	367	376	12.2%	32.4%
1,417	1,605	1,754	2,266	2,928	66.9%	106.6%

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

Number of classes offered in Fall semester						
115	130	140	181	159	13.6%	38.3%
0	6	4	2	3	-25.0%	-50.0%
29	37	51	53	107	109.8%	269.0%
726	943	1,233	1,416	1,530	24.1%	110.7%

America's 100 Best College Buys

For the third 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 September 2011.

U.S. News & World Report

Coastal Carolina University was ranked among the top 15 regional public universities in the South in the "Great Schools, Great Prices" category in the 2012 edition of Best Colleges by U.S. News & World Report. It was one of only two South Carolina schools to place in this category.

Forbes Ranking

Coastal Carolina University was ranked number 26 among Top Public Schools in the South in Regional Universities in "America's Best Colleges 2011," compiled by Forbes and the Center for College Affordability and Productivity (CCAP) in August 2010. The University was also ranked among the top 15 regional public universities in the South in the "Great Schools, Great Prices" category. This is the third consecutive year the University received this award.

Commencement: 2011 – 2012

A total of 1,579 students were awarded degrees for the academic year 2011-2012.

Semester totals were as follows: Summer II 2011 - 287, Fall 2011 - 471 and Spring 2012 - 821. This represents a 5.3% increase over the 2010-2011 academic year and the largest graduating class in the history of Coastal Carolina University.

Veteran Friendly University

For the second consecutive year, Coastal Carolina University has been designated a "Military-Friendly School" by *G.I. Jobs* magazine. This honor places CCU in the top 20 percent of all schools nationwide as a university committed to educating military veterans. The University offers a number of services and activities in support of military students and veterans including a U.S. Army ROTC program that has nearly tripled its participation level in just two years.

Increased International Commitment

Coastal Carolina University marked the graduation of the first student to complete its Sino-American 1+2+1 Double Degree Program, an academic partnership that the University has participated in since 2007. This program is jointly sponsored by the American Association of State Colleges and Universities (AASCU) and the China Center for International Educational Exchange (CCIEE). Four Coastal students are currently enrolled in the program, and another seven will join in Fall 2012.

Strategy 1: Meeting the Educational Needs of Students and the Community

Colleges of Distinction

Coastal Carolina University was nominated for inclusion in the Colleges of Distinction online college guide. This online directory includes schools that meet criteria based on four distinctions: Engaged Students, Great Teaching, Vibrant Community, and Successful Outcomes.

Addition of New Undergraduate Degree Programs

Since 2008 Coastal Carolina University has added 32 new undergraduate programs and specialized degree concentrations bringing the total majors offered to 56.*

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
B.A. Communication - Communication Studies	Fall 2012
B.A. Communication - Health Communication	Fall 2012
B.A. Communication - Interactive Journalism	Fall 2012
B.A. Communication - Public Relations/Integrated Com	Fall 2012
B.A. Intelligence & National Security Studies	Fall 2012
B.S.B.A Management - Entrepreneurial Management	Fall 2012
B.S.B.A Management - General Management	Fall 2012
B.S.B.A Management - Human Resources Management	Fall 2012
B.S.B.A Management - International Management	Fall 2012
B.S.B.A Management - Operations and Technology Mgt	Fall 2012
B.S. Physics - Engineering Physics	Fall 2012
B.A. Political Science - Domestic Politics	Fall 2012
B.A. Political Science - Global Politics	Fall 2012

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

Ph.D. Programs

In June 2012, new legislation was passed allowing four-year state universities to offer a doctoral program in marine science. Coastal Carolina University is currently seeking approval for a proposed Ph.D. program in marine science and has amended its mission statement to reflect the new direction of the institutional goals of the University.

*With the addition of 12 new concentrations, CCU reports a total of 68 undergraduate degrees and specialized degree concentrations for Fall 2012.

Student Success

Improve Retention and Graduation Rates

First-Year Retention	71.1%	71.4%	65.9%	64.5%	63.0%	80.0%	-2.9%	-8.1%
Graduation Rates	43.9%	46.5%	46.4%	43.0%	46.3%	55.1%	-0.1%	2.4%
Percentage of first generation college students ..	30.4%	30.8%	31.0%	30.9%	31.8%			
Number New Full-Time Minority Freshmen	262	312	398	543	594			
Minority Freshmen Returned 2nd Year	79.4%	70.8%	71.1%	66.9%	---			

Fall Semester						Percent Change Since	Percent Change Since
2007	2008	2009	2010	2011	Target	2010	2007
71.1%	71.4%	65.9%	64.5%	63.0%	80.0%	-2.9%	-8.1%
43.9%	46.5%	46.4%	43.0%	46.3%	55.1%	-0.1%	2.4%
30.4%	30.8%	31.0%	30.9%	31.8%			
262	312	398	543	594			
79.4%	70.8%	71.1%	66.9%	---			

Retention Initiatives

Several initiatives are underway in response to a downward trend in first-year student retention.

- Introductory math courses were reduced from approximately 40 students to a maximum of 25.
- An analysis of courses with a high failure rate was completed; all students enrolled in these 39 identified courses will receive mid-term grades in order to raise awareness of their progress or need for additional instruction.
- A new math placement test procedure was implemented Summer 2012 for all incoming first-year students.
- A living learning community for non-declared students was created and will encourage this population's participation and connection with the University.
- Two staff programmers were added to the staff at University Place to work on retention issues with first-year students.
- The First-Year Experience course (UNIV 110) as well as first-year advising procedures were revised to better connect students with their declared major.
- Additional advising options were developed to better serve students on probationary status.

Investments Lab

Coastal Carolina University inaugurated an innovative approach to financial education with the new Investments Laboratory in E. Craig Wall Sr. College of Business

Administration. The state-of-the-art lab is equipped with a 15-foot ticker display with scrolling financial information; two large screen televisions that offer access to financial news channels; 22 student terminals with dual monitors, and world-class investment management software. The new lab will enhance the curricular program in finance as well as the skills sets and marketability of CCU students.

Elect Her - Campus Women Win

For the second year, Coastal Carolina University hosted the Elect Her – Campus Women Win training program. This program encourages and trains young women to run for student government on their campuses and, ultimately, for elected and leadership positions following graduation.

President's Education Community Service Honor Roll

Coastal Carolina University was named to the 2012 President's Higher Education Community Service Honor Roll, an annual recognition program that celebrates exemplary commitment to service and volunteering from institutions of higher education. In 2011-2012, 350 students were engaged in academic service learning, 2,811 were engaged in some type of community service, and 23,309 total hours were volunteered by CCU students.

Relay for Life

This year's Relay for Life, held at Coastal Carolina University's Track on April 13, 2012 lived up to the outstanding reputation it has earned in the last several

years. A total of 70 teams comprised of over 1,000 participants surpassed the American Cancer Society's fundraising goal of \$80,000 with a total of \$111,000 raised. Coastal Carolina University was the first Relay for Life in the state to reach the goal set by the American Cancer Society and is ***ranked second in the nation*** for the most money raised per capita through Relay for Life.

Internship Opportunities

Coastal Carolina University has witnessed a steady growth of internship opportunities in all academic majors across campus over the last few years. During the 2011-2012 academic year, more than 1,100 students were offered internships at over 500 employers, with

opportunities related to their major and career interests. Due to the increased interest in internships the CCU Internship Program was developed and a Director of Internships and Service Learning was appointed.

Experienced@Coastal

Coastal Carolina University's Quality Enhancement Plan, Experienced@Coastal, was developed by the University community and received approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). The foundation of this initiative is an effort to bring experiential learning to the center of CCU's educational culture through undergraduate research, internships, international experiences, and community engagement.

Faculty & Staff Highlights

	Fall Semester					Percent Change Since 2010	Percent Change Since 2007
	2007	2008	2009	2010	2011		
Full-time Faculty Headcount	284	323	335	367	376	2.5%	32.4%
Part-time Faculty Headcount	246	254	242	267	268	0.4%	8.9%
Full-time Faculty with Terminal Degree. . .	228	256	278	285	291	2.1%	27.6%
Full-time Staff Headcount.	561	606	619	652	672	3.1%	19.8%
Part-Time Staff Headcount.	134	203	152	191	141	-26.2%	5.2%

Climate Surveys

To insure that all Coastal Carolina University faculty and staff have the opportunity to voice their opinion, two surveys were developed in order to assess the needs of the faculty and staff. The Staff Climate Survey, administered in Spring 2012, was developed to establish a baseline for staff’s perceptions of and attitudes toward the CCU work environment. A similar survey will be administered to faculty in Fall 2012.

Quality Matters

Coastal Carolina University recently became a Quality Matters institution. Quality Matters (QM) is a faculty-centered, peer review process that ensures the quality of online and hybrid courses. In an effort to inform the University community about the benefits of QM, a series of face-to-face trainings and online orientations were provided through the Center for Teaching Excellence to Advance Learning (CeTEAL).

Pay Increase

At the July 22, 2011 meeting, the Coastal Carolina University Board of Trustees approved a 3 percent base pay increase

for all slotted faculty and staff, with the exclusion of senior administration and athletic coaches with contractual pay.

Title IX Coordinator

A Title IX Coordinator was appointed to oversee training for prevention, crisis management and related judicial/disciplinary processes applicable to students, faculty and staff. This appointment is just one facet of the University’s commitment to maintaining a campus free of discriminatory practices.

2012 Great Colleges to Work For

The University participated in this recognition program sponsored by the *The Chronicle for Higher Education*. During the Spring 2012 semester a random sample of full-time faculty and staff were invited to answer a series of questions to measure workplace satisfaction. Additionally, individuals in key departments were given a series of questions to audit policies and management practices. Results will be available in August 2012.

Enrollment Highlights

	Fall Semester					Target	Percent Change Since 2010	Percent Change Since 2007
	2007	2008	2009	2010	2011			
Total Headcount Enrollment	7,872	8,154	8,360	8,706	9,084	9,341	4.3%	15.4%
Undergraduate Headcount Enrollment	7,070	7,573	7,920	8,203	8,517	8,674	3.8%	20.5%
Undergraduate Full-Time Enrollment	6,452	6,883	7,138	7,539	7,849	8,395	4.1%	21.7%
Size of Entering Freshmen Class	1,652	1,655	1,775	2,006	2,137	2,065	6.5%	29.4%
Entering Transfer Students	658	721	754	840	779	857	-7.3%	18.4%
Undergraduate Student Enrollment Age 25 and Older ...	636	705	764	737	779	836	5.7%	22.5%

Fundraising Highlights

	2007-08	2008-09	2009-10	2010-11	2011-12
Total Funds Received	\$4,033,121	\$5,708,550	\$3,533,455	\$4,817,369	\$3,429,082
Total Grant Revenues	\$2,090,727	\$2,294,534	\$3,309,046	\$2,512,989	\$3,159,572
Alumni Participation in Giving	1,216	1,022	1,056	1,226	1,027

Independent Audit Findings

In September 2011, the University received an unqualified opinion from external auditors Cline Brandt Kochenower & Co., P.A. for the annual financial statements from the fiscal year ending June 30, 2011. According to the audit findings there were no significant deficiencies, material weaknesses or instances of non-compliance material to the financial statement noted by the auditors.

Alumni Engagement

During the 2011-2012 fiscal year, the Office of Alumni Relations hosted 54 events with 3,604 alumni participating. Additionally, over 5,000 alumni interact weekly with the office through some form of social media. The University currently sponsors 11 chapters spanning from New York to Georgia.

Academic Classroom/Office Building

Ground-breaking for the 48,000-square-foot academic building was held in October 2011. The new facility will be home to more than 100 academic offices for faculty and staff, two 120 seat tiered classrooms, one 85 seat tiered classroom, as well as a dozen other classrooms. This additional space will be of great use to the rapidly expanding student and faculty population.

Bryan Information Commons

Construction continued on the Bryan Information Commons, an 18,000 square-foot addition to the Kimbel Library which is scheduled to open before the start of the Fall

2012 semester. The Information Commons will be a student-centered study/reference/tutorial center available to students 24 hours a day, seven days a week.

Student Recreation and Convocation Center

Finishing touches were made to the new Student Recreation and Convocation Center, a 130,000 square-foot facility that will become the home of Coastal's basketball and volleyball programs. Slated to open Summer 2012, the facility will include a dual use space that will be suitable for expanded intramural sports and fitness/recreation activities for the students. The University Bookstore will also be housed in this new building. The Convocation Center will seat more than 3,600 people, more than quadrupling the capacity of the current Kimbel Arena.

Swain Hall Science Annex

Construction began on the 40,000-square-foot science annex, located adjacent to the R. Cathcart Smith Science Center, which will feature approximately 20 laboratories and 30 to 35 faculty offices. The annex is phase one of a three-part plan to provide the College of Science with enough room to accommodate its quickly growing programs.

Campus Master Plan

In alignment with the Campus Master Plan the University began the conversion of the James P. Blanton circle into an open, natural space with additional pedestrian pathways.

This project is expected to be complete in Fall 2012.

Planning for new student housing is also underway and is slated to open by the Fall of 2014 on the Elvington Property. The total project will include 1,270 beds for first-year students on the main campus and will open up current housing for second year students as well as upperclassmen.

Supporting Strategy 1: Improving Communication

- In 2011-2012, President DeCenzo hosted three 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.
- Under the president's direction the TerminalFour content management system was purchased in order to facilitate the management of the University's website. This template-based system allows users to keep web content up to date which can result in higher search engine rankings for pages, and ensures content is relevant to those who are visiting the pages. Through the use of key graphics and templates, TerminalFour gives some standardization to the University's pages while allowing for creativity through the use of video, RSS feeds, and links to social media sites.
- The Office of the President website (www.coastal.edu/president) is continually reviewed and the content updated. In an ongoing effort to inform the community and maintain accountability, current information is made available through transparency reports and campus expansion updates. The President welcomes two-way communication as evidenced by the suggestion boxes around campus as well as the virtual suggestion box and invitation to e-mail links which are prominently visible on the Office of the President website.
- The president is a regular contributor to *The Atheneum*, the University's faculty and staff newsletter. During the past year he wrote articles sharing information about the University's leadership role in the community through the Soul of the Community initiative, updates in the University's recent rankings, and campus-wide construction updates. Annually the president summarizes the major events and accomplishments that occurred on campus.
- As part of CCU's reaffirmation process a new policies website was developed (www.coastal.edu/policies) in order to make policies and procedures widely available to the University community as well as to the many stakeholders of the University. These policies are continually under review and new policies are added when needed. At the beginning of the Fall 2011 semester there were 112 policies available on the University Policies website and 23 were added throughout the 2011-2012 academic year.

Supporting Strategy 2: Stronger Assessment and Accountability

- Coastal Carolina University recently engaged in the final steps of the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) reaffirmation of accreditation process. The reaffirmation process will be complete in Dec. 2012 when the president receives final notification of CCU's accreditation status. During 2011-2012 the University was required to submit compliance certification materials, respond with a focused report based on the off-site Peer Review findings, and host the on-site peer review. The on-site review process yielded very favorable results and no negative findings were identified.
- The University received reaccreditation by the National Council of Teacher Education (NCATE), the professional organization that oversees teacher education. NCATE accredited schools must meet rigorous standards set by the profession which require teacher preparation institutions to provide compelling evidence of candidate knowledge and skill in the classroom. A team from NCATE visited the University in the Fall and completed a full review of its programs.
- Coastal Carolina University's nursing completion program has been granted candidacy for accreditation by the National League for Nursing Accreditation Commission, Inc. The program, which began in Spring 2011, offers registered nurses the opportunity to earn their B.S. Degree in Nursing.
- The NCAA Division I Committee on Athletics Certification announced that Coastal Carolina University received a certified designation, denoting that the institution operates its athletics program in compliance with operating principles adopted by NCAA Division I membership.

Supporting Strategy 3: Increased Technological Support

- 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:
 - Invested close to \$300k for a new IP-Based Video Surveillance Solution for Public Safety. (Additional experienced staff was also hired by Public Safety to manage the system).
 - Invested over \$65k for a new Content Management Solution to streamline, standardize, and greatly enhance the management, appearance, and access of the main University website.
 - Invested over \$16k for a new Calendaring Solution to facilitate the access and management of campus-wide events.
 - Invested over \$200k for technology resources in the Library and various colleges.
 - Invested over \$25k in smart classroom projector upgrades.
 - Doubled the Bandwidth capabilities (now operating at 600Mb) of the students, faculty, and staff.

Programs of Study

🏠	Master's (M.Acc., M.A.T., M.A.W., M.B.A., M.Ed., M.S.)	7
🏠	Bachelor's (B.A., B.F.A., B.S.)	56

Students (Fall 2011)

🏠	Headcount Enrollment	9,084
🏠	FTE	8,720

Faculty and Staff (Fall 2011)*

🏠	Faculty Full-time	376
🏠	Faculty Part-time	268
🏠	Staff Full-time	672
🏠	Staff Part-time	141
🏠	Total	1,457

Land and Buildings

🏠	Acreage **	632
🏠	Main Buildings	72

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

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