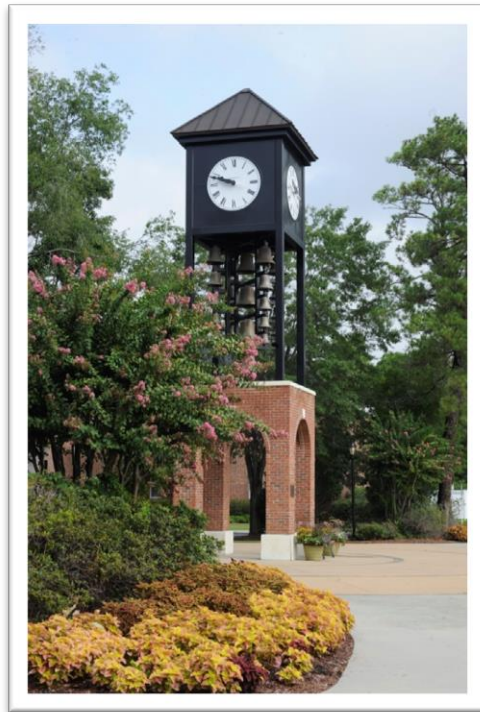


Coastal Carolina University



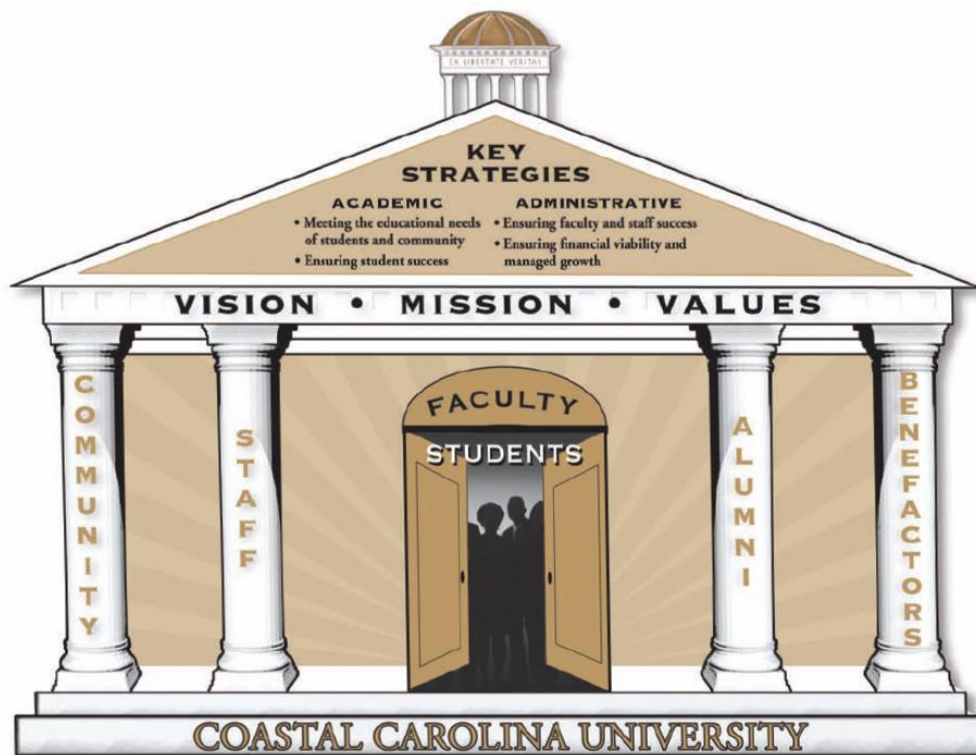
President's Report Card

2013-14

Our Guiding Strategies

Coastal Carolina University's (Coastal) current Strategic Plan, which was initiated in 2008, identifies key strategies based on a commitment to the vision, mission, and values of the Institution. Through the implementation of these strategies, the University will deliver on its vision to become the comprehensive university of choice in South Carolina. Consistent with the architectural style of the campus, the placement of these relationships symbolizes the importance of tradition as the University enacts its strategic plan. Key strategies include:

- Meeting the Educational Needs of Students and Community
- Ensuring Student Success
- Ensuring Faculty and Staff Success
- Ensuring Financial Viability and Managed Growth
- Improved Communication
- Stronger Assessment and Accountability
- Increased Technological Support



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

Academic Expansion

	Fall Semester					Percent Change Since 2012	Percent Change Since 2009
	2009	2010	2011	2012	2013		
Increase Full-time Faculty Headcount	335	367	376	405	436	7.7%	30.1%
Increase Need-based Aid to Students (grant aid/scholarship)	1,754	2,266	2,928	3,089	3,155	2.1%	79.9%
Number of classes offered in Fall semester							
Evening Classes	140	181	159	112	108	-3.6%	-22.9%
Distance Learning Classes	51	53	107	113	137	21.2%	168.6%

Commencement: 2013 – 2014

A total of 1,783 students were awarded degrees for the academic year 2013-2014. Semester totals were as follows: Summer II 2013 - 289, Fall 2013 - 472 and Spring 2014 - 1,022. The total degrees awarded represent a 4.5% increase over the 2012-2013 academic year and the largest graduating class in the history of Coastal Carolina University.

America's 100 Best College Buys

For the fifth 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 1,452 colleges and universities were surveyed for the designation which was announced in September 2013.

U.S. News & World Report

Coastal Carolina University moved up slightly in the 2014 edition of the U.S. News and World Report's "Best Colleges" rankings. Coastal was ranked 26th in the Top Public Schools (South) category, as compared to 29th in last year's ranking. The report ranks Coastal at 62nd in the Best Regional Universities (South).

Forbes Ranking

Coastal Carolina University was ranked among Forbes' America's Top Colleges in

August 2013. The University was ranked 637 overall and 189 for the South.

Affordable Colleges Online

Affordable Colleges Online ranked Coastal Carolina University in the top tier of South Carolina colleges that offer a high return on investment (ROI). Affordable Colleges Online analyzed data from 111 higher education institutions in South Carolina and ranked the top 16 according to the highest ROI over a 30-year period.

Veteran Friendly University

For the fifth consecutive year, Coastal Carolina University has been designated a "Military-Friendly School" by G.I. Jobs magazine. This honor places Coastal in the top 20 percent of all schools nationwide as a university committed to educating military veterans. There are currently 135 student veterans enrolled at Coastal.

Addition of New Undergraduate Degree Programs

In an effort to meet the needs of students, the University continues to expand undergraduate programs and specialized degree concentrations. The University offers 67 areas of study toward the baccalaureate degree with the most recent degree programs including the B.A. in Intelligence & National Security Studies (Fall 2012) and the B.S. in Information Technology (Fall 2014).

Addition of New Graduate Degree Programs

Coastal Carolina University has continuously added new graduate degree programs and specializations bringing the total master's degrees offered to eight. Beginning in Fall 2014 the University will offer the Master of Arts in Liberal Studies degree. In an attempt to keep up with the demand for online offerings, the University is now offering an online Teaching & Training certificate with approval currently underway for additional online certifications in education and business.

Ed. S. in Educational Leadership

Beginning in Fall 2014, the Specialist in Educational Leadership degree program is designed to provide advanced professional studies in graduate-level coursework for educators who are interested in becoming *school district-level leaders* or who are interested in further development of their professional skills and dispositions.

Ph.D. Program

Coastal Carolina University received final approval from the South Carolina Commission on Higher Education (SCCHE) and the Southern Association of Colleges and Schools (SACSCOC) to offer its first-ever doctoral program. Coastal will begin offering a Ph.D. in Marine Science: Coastal and Marine Systems Science in 2014. The University has amended its mission statement to reflect the expanded direction of its institutional goals.

Women in Philanthropy and Leadership (WIPL) Scholarship Endowment

WIPL for Coastal Carolina University announced that its endowed scholarship fund passed the \$100,000 goal set by the group less than three years ago. The endowment will now generate a \$4,000 scholarship each year, based on current yields. A single donor, who wishes to remain anonymous, contributed \$15,000 to launch the campaign in September 2010 and recently made an additional \$11,000 gift to bring the endowment to its current level.



Strategy 2: Ensuring Student Success

Student Success

	Fall Semester					Target	Percent Change Since	Percent Change Since
	2009	2010	2011	2012	2013		2012	2009
Improve Retention and Graduation Rates								
First-Year Retention	66%	65%	63%	60%	63%	72%	3%	-3%
Graduation Rates	46%	43%	46%	47%	46%	56%	-1%	-0.4%
Percentage of first generation college students ..	31%	31%	32%	31%	35%			
Number New Full-Time Minority Freshmen	398	543	594	627	638			
Minority Freshmen Returned 2nd Year	71%	67%	64%	64%	N/A			

Experienced@Coastal

Experienced@Coastal, the University's Quality Enhancement Plan (QEP) developed to bring experiential learning to the center of Coastal's educational culture, began in Fall 2012. To date 80 courses have been approved as experiential learning courses. 442 sections of these courses have been taught with a total enrollment of 7,708 students.

Retention Initiatives

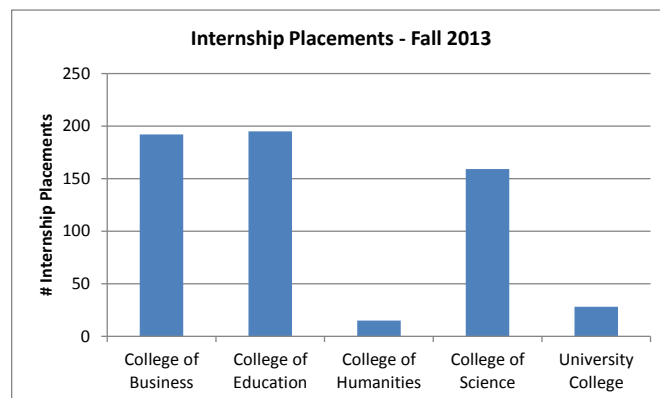
- Establishment of college-specific Academic Advising Centers to serve as a central location for coordinating all academic advising and freshman/sophomore experiences; this may include continuation of freshman leadership programs with identification of sophomore peer leaders. Retention Coordinators to be assigned to each Academic Advising Center.
- Increased training for all advisors (faculty, professional, and other staff within the Academic Advising Centers) by a coordinated, campus-wide support system.
- Development of a recruitment and retention model and plan for new and continuing student enrollment.
- Creation of additional tutoring spaces in the residence halls to be open 6:00 - 10:00 pm, Monday - Thursday for 28 weeks (during the academic year).
- Creation of a full parent/family communication plan from newly admitted students through continuing students including an annual parent survey.

Alumni Engagement

During the 2013-14 fiscal year, the Office of Alumni Relations hosted 42 events with 5,191 in attendance. Social media continues to be the most optimum way to interact with alumni and each week over 5,000 alumni interact with the office. The University currently sponsors 12 alumni chapters.

Internship Opportunities

The University has continued its efforts to offer students internship opportunities that provide educational impact related to their major and career goals. Students have taken advantage of placement sites in the Myrtle Beach and Conway area and many students have interned in locations outside the area in order to bolster their employment competitiveness. Through a partnership with the Washington Internship Institute, students have been successfully placed in positions leading to full-time positions. This year there were 1,479 student interns engaged in developing professional work skills necessary for their career success.



Global Initiatives

Coastal continues to expand its reach in both bringing the world to Coastal Carolina University and in bringing its students, faculty, and staff to the world. Recent initiatives include:

- Developed an advanced model of curricular embeddedness of study abroad programs in each college as the most prospective way for Coastal to advance comprehensive internationalization over the next five years. Discussions with all deans occurred to identify champions within colleges and departments to work with advancing this goal productively in 2014-15.
- Moved to approve through the Coastal Educational Foundation a new scholarship to support study abroad in cooperation with the Osher Lifelong Learning Institute (OLLI) program, entitled "CCU/OLLI Global Awareness Scholarship," to support students active in community service in the Grand Strand area with study abroad scholarships. Four scholarships were awarded in Spring 2014.
- Identified and sought out the Saudi Arabian government scholarship student program as one with high potential to help broaden the range of talented international students at Coastal Carolina University, and received approval through Saudi Arabian Cultural Mission for the University to participate in that program beginning in Spring 2014. The first students with full government scholarships arrived on Coastal's campus in Spring 2014.
- Provided oversight to new international program agreement negotiations and drafting with all partners abroad in support of academic college missions abroad, including new partners the Hochschule Rosenheim and University of the Aegean, as well as oversight to existing agreements as a part of continuous review, and negotiated and submitted agreement documents with Guangzhou University to develop a 2+2 degree program.
- Advanced cooperation on multiple fronts with Chinese institutions including a revision of the China Cooperation on Higher Education and Professional Development Chinese (CHEPD) partnership agreements. The University also participated in guest lecturing, delivered on-campus promotional tour of Chinese universities to advance recruitment of CHEPD 121 students, led visa orientations for incoming CHEPD students.



Strategy 3: Ensuring Faculty & Staff Success

Faculty & Staff Highlights

	Fall Semester					Percent Change Since 2012	Percent Change Since 2009
	2009	2010	2011	2012	2013		
Full-time Faculty Headcount	335	367	376	405	436	7.7%	30.1%
Part-time Faculty Headcount	242	267	268	267	265	-0.7%	9.5%
Full-time Faculty with Terminal Degree	278	285	291	314	332	5.7%	19.4%
Full-time Staff Headcount	619	652	672	667	692	3.7%	11.8%
Part-Time Staff Headcount	152	191	141	162	239	47.5%	57.2%

Center for Teaching Excellence to Advance Learning (CeTEAL) Programs

In 2013-2014, CeTEAL offered a total of 531 training sessions for faculty and staff with over 1,800 attendees across all sessions. An additional 188 one-to-one consultations were held with faculty members during this period. CeTEAL also offered a two-day New Faculty Orientation with 50 new faculty members in attendance for the Fall 2013 session.

Coastal celebrates Wellness Week

The University's Wellness Coalition scheduled a variety of events during the annual Wellness Week. Events included a wellness fair, group exercise classes, and "Mirror-less Monday" when students are encouraged to go one day without looking in the mirror to promote high self-esteem and positive body image.

Princeton Review's Green Colleges

For the second consecutive year Coastal Carolina University has been named one of the most environmentally responsible colleges in the U.S. and Canada. Coastal was named in "The Princeton Review's Guide to 332 Green Colleges: 2014 Edition". The University is one of six South Carolina Schools included in the guide.

Recent Fulbright Recipients

- William Hills, Professor of Psychology, Fulbright Scholar Program, 2012
- Gary Stegall, Professor of Music, Fulbright Scholar Program, 2011

Grant Awards

Coastal Carolina University faculty have received numerous grants from various sources. Recent grant awards include:

Grants Awarded 7/1/13 – 6/30/14

Department	Total Award	Annual/New Award Amount*
B&C Center for Marine and Wetland Studies	\$ 6,421,198	\$ 1,176,108
Early Childhood, Elementary, Physical, & Special Education	\$ 220,808	\$ 201,971
Chemistry and Physics	\$ 832,339	\$ 184,119
Computer Science	\$ 58,800	\$ 58,800
Marine Science	\$ 2,754,458	\$ 45,900
Biology	\$ 593,760	\$ 34,713
School of Coastal & Marine Science	\$ 18,713	\$ 18,713
Mathematics & Statistics	\$ 8,015	\$ 8,015
Student Affairs	\$ 7,500	\$ 7,500
Financial Services	\$ 19,620	\$ 6,540
Spadoni College of Education (general)	\$ 42,540	\$ 5,000
Health Promotion	\$ 5,000	\$ 5,000
Facilities Planning & Management	\$ 1,250	\$ 1,250
Kimbel Library	\$ 8,700	\$ 1,200
Total	\$ 10,992,701	\$ 1,754,829

* Amount awarded fiscal year 2013-2014

Strategy 4: Ensuring Financial Stability and Managed Growth

	Fall Semester					Target	Percent Change Since 2012	Percent Change Since 2009
	2009	2010	2011	2012	2013			
Total Headcount Enrollment	8,360	8,706	9,084	9,335	9,478	9,341	1.5%	13.4%
Undergraduate Headcount Enrollment	7,920	8,203	8,517	8,746	8,867	8,674	1.4%	12.0%
Undergraduate Full-Time Enrollment	7,138	7,539	7,849	7,916	8,032	8,395	1.5%	12.5%
Size of Entering Freshmen Class	1,775	2,006	2,137	2,206	2,095	2,065	-5.0%	18.0%
Entering Transfer Students	754	840	779	801	779	857	-2.7%	3.3%
Undergraduate Student Enrollment Over Age 25	610	592	643	774	816	836	5.4%	33.8%

Fundraising Highlights

	2009-10	2010-11	2011-12	2012-13	2013-14
Total Funds Received	\$3,533,455	\$4,817,369	\$3,429,082	\$5,651,292	\$4,299,675
Alumni Participation in Giving	1,056	1,226	1,027	1,167	1,414

Independent Audit Findings

In September 2013, 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, 2013. 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.

Coastal bond issue assigned high ratings

Two major credit rating agencies have assigned strong ratings to a \$36.6 million revenue bond series issued by Coastal Carolina University. Fitch Ratings has assigned an "A+" rating to the bond issue, and Moody's Investor Service has assigned an "A1" rating.

Penny Sales Tax

Due to the voter approved penny sales tax, more than \$38.6 million has been generated to fund building projects on Coastal's campus.

Kenneth E. Swain Science Hall

The Kenneth E. Swain Science Hall opened in August 2013. The \$15 million, 40,000-square-foot building has state-of-the-art research space and equipment for labs and classrooms. Swain Hall contains approximately 30 faculty offices and 20 science laboratories. Biology, chemistry, environmental science and health promotion are housed in the new science building.

Student Housing Complex

Coastal broke ground in Spring 2014 on an \$85 million residence facility that will house 1,270 freshman students. The four-building facility marks a new direction in student living, with residence halls arranged in "communities" of four suites grouped around a common social space. The first two buildings are expected to be ready for occupancy in Summer 2015.

Lib Jackson Student Center Annex

Coastal broke ground in Fall 2013 for the \$12 million student center annex, a 39,000-square-foot addition to the existing building. Two annexes are planned for the Student Center. Annex I will include a movie theater/auditorium, conference rooms, retail services and lounge space, as well as areas for student organizations to assemble.

Supporting Strategy 1: Improving Communications

- During the 2013-2014 academic year, under the direction of the President, the University continued its service excellence initiative, Feel the Teal. This service excellence initiative strives to develop a stronger sense of institutional community among Coastal's faculty, staff, and students and provide the infrastructure to ensure a productive, supportive, student-centered educational work environment. To date, more than 1,100 employees (primarily staff and student workers) have attended the four training modules offered through Feel the Teal. In conjunction with this initiative, the following new programs and services were offered:
 - Attitude of Service - Fall 2013
 - Civility on Campus - Spring 2014
 - CCU History & Traditions - Spring 2014
 - Creation of Feel the Teal on Facebook
 - Creation of internal focus groups to measure university and customer service satisfaction levels
- Service excellence continues to be a top priority for the President and under his guidance a new resource, CHANT411, was developed. CHANT411 is available for all students, faculty, staff, and visitors who encounter a question that cannot be readily answered. The CHANT411 program is one more way that Coastal continues to grow a service culture and delivery. Accomplishments during the first year included:
 - Responses to over 7,000 inquiries from students, families, faculty, staff and community members
 - Assisted with Emergency Management communication and was used as a vehicle to get information out about Winter Weather closures and re-openings. The Office remained open while the university was closed and answered 655 inquiries about the closure over the span of 6 days.
- In 2013-2014, President DeCenzo hosted two 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. At the November 2013 meeting, the featured speaker was Dr. Neal Raisman, the internationally recognized expert on academic customer service.
- President DeCenzo addressed returning faculty in August 2013 and January 2014 with *State of the University* speeches in Wheelwright Auditorium.

Supporting Strategy 2: Stronger Assessment and Accountability

- On an annual basis the University compiles and submits an accountability report to the state Budget & Control Board. The report includes an executive summary, an organizational profile, and information pertaining to the elements of the Malcolm Baldrige Award Criteria per the board's accountability guidelines.
- Coastal Carolina University has participated in the Voluntary System of Accountability program (VSA) for the past five years. The VSA program is designed to provide greater accountability for public colleges and universities. Through the College Portrait website, various characteristics of participating institutions are compared using a common, user-friendly format.
- Coastal Carolina University is committed to transparency and accountability regarding its expenditures. To this end, the University maintains a "Spending Transparency" website linked directly from the President's main web page, which includes a listing of every expense incurred by the University, all of which serve to meet the University's mission of teaching, research and public service.
- A direct link exists from the President's main web page to the Accountability web page. The web page links directly to information relative to financial transparency, SACSCOC Accreditation, NCAA Recertification, and Title IX.
- Coastal Carolina University conducts in-depth accreditation self-studies for many of our programs to meet the accreditation needs of various organizations. Accreditations include:
 - SACSCOC - Southern Association of Colleges and Schools Commission on Colleges
 - AACSB International - Association to Advance Collegiate Schools of Business
 - PGA - Professional Golfers' Association of America
 - NCATE - National Council for Accreditation of Teacher Education
 - NASAD - National Association of Schools of Art and Design
 - NASM - National Association of Schools of Music
 - NAST - National Association of Schools of Theatre
 - AAHE - American Association for Health Education (joint program approval)
 - ABET - Accreditation Board for Engineering and Technology
 - ACEN - Accreditation Commission for Education in Nursing
 - SOPHE - Society for Public Health Education

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 over \$800k to enhance network and Wi-Fi infrastructure in University Housing.
 - Invested \$100k for computer replacements in computer labs.
 - Invested \$15k-\$20k and significant technical efforts to create a highly functional and comprehensive University mobile app.
 - Invested \$300k in technology resources for the various colleges and departments. Upgrades included a lecture capture room in the College of Business.
 - Invested over \$50k in smart classroom upgrades.