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University of South Carolina

BOARD OF TRUSTEES

October 19, 2006

The University of South Carolina Board of Trustees met on Thursday, October 19, 2006, at 1:00 p.m. in the 1600 Hampton Street Board Room.

Trustees present were: Mr. Herbert C. Adams, Board Chairman; Mr. Miles Loadholt, Board Vice Chairman; Mr. Arthur S. Bahnmuller; Mr. William L. Bethea, Jr.; Mr. James Bradley; Mr. Mark W. Buyck, Jr.; Mr. John W. Fields; Mr. Samuel R. Foster, II; Mr. William W. Jones; Mr. Toney J. Lister; Ms. Darla D. Moore; Mr. Michael J. Mungo; Mr. M. Wayne Staton; Mr. John C. von Lehe, Jr.; Mr. Eugene P. Warr, Jr.; Mr. Mack I. Whittle, Jr.; and Mr. Othniel H. Wienges, Jr. Trustees absent were: Dr. C. Edward Floyd; Mr. William C. Hubbard; and Mrs. Inez M. Tenenbaum. The faculty representative, Dr. Gene Reeder, and the student representative, Mr. Tommy Preston, were also present.

Others present were: President Andrew A. Sorensen; Secretary Thomas L. Stepp; Executive Vice President for Academic Affairs and Provost Mark P. Becker; Vice President for Research and Health Sciences Harris Pastides; Vice President and Chief Financial Officer Richard W. Kelly; Vice President for Human Resources Jane M. Jameson; Vice President for Student Affairs Dennis A. Pruitt; Vice President for Advancement Brad Choate; Vice President for Information Technology and Chief Information Officer William F. Hogue; General Counsel Walter (Terry) H. Parham; Vice Provost and Executive Dean for Regional Campuses and Continuing Education Chris P. Plyler; Vice President for University Development, Division of University Advancement, Michelle Dodenhoff; Associate Vice President for Marketing and Communications Gary Snyder; Associate Provost for Budget and Operations William T. Moore; Dean of USC Lancaster John Catalano; Dean of USC Sumter C. Leslie Carpenter; Dean of USC Union James W. Edwards; Executive Dean of the South Carolina College of Pharmacy Joseph T. DiPiro; Dean of the School of Music Tayloe Harding; Dean of the College of Nursing Peggy O. Hewlett; Director of the Department of Athletics Eric C. Hyman; Interim Dean of the School of Medicine Richard A. Hoppmann; Assistant Treasurer Susan D. Hanna; Executive Director of the Alumni Association Marsha A. Cole; Director of the Office of Internal Audit Alton McCoy; President-Elect of the USC Alumni Association Amy Stone; Campus Chaplain, Baptist Collegiate Ministry, Jane Y. Poster; Director of the Office of University Communications, Division of University Advancement, Russ McKinney, Jr.; Public Information Officer, Office of

Media Relations, Karen Petit; Associate Director of Production and Technology, Division of University Publications, Bob Lowder; Director of Periodicals, Division of Publications, Chris Horn; University Legislative Liaison Casey Martin; Board staff members Terri Saxon, Vera Stone and Karen Tweedy; and members of the media.

Chairman Adams called the meeting to order and stated that notice of the meeting had been posted and the press notified as required by the Freedom of Information Act; the agenda and supporting materials had been circulated to the members; and a quorum was present to conduct business.

Chairman Adams welcomed everyone and invited Mr. McKinney to introduce members of the media who were in attendance.

Chairman Adams invited Ms. Jane Poster to deliver the invocation.

Chairman Adams stated that there were personnel matters relative to honorary faculty titles and an appointment with tenure which were appropriate for discussion in Executive Session. Chairman Adams called for a motion to enter Executive Session. Mr. Mungo so moved. Mr. Bahnmuller seconded the motion. The vote was taken, and the motion carried.

The following persons were asked to remain: Dr. Sorensen, Mr. Stepp, Dr. Becker, Mr. Kelly, Dr. Pastides, Mr. Choate, Ms. Jameson, Dr. Pruitt, Dr. Plyler, Mr. Parham, Mr. Hyman, Mr. McKinney, Mrs. Saxon, Ms. Stone, and Ms. Tweedy.

#### Return to Open Session

I. APPROVAL OF MINUTES: Chairman Adams stated that the following seven sets of minutes were circulated by mail to the Board for review and were presented for approval:

- A. Executive Committee, August 4, 2006
- B. Board of Trustees, August 4, 2006

- C. Executive Committee, August 29, 2006
- D. Intercollegiate Activities Committee, September 14, 2006
- E. Student-Trustee Liaison Committee, September 14, 2006
- F. Academic Affairs & Faculty Liaison Committee, September 14, 2006
- G. Health Affairs Committee, September 14, 2006

There were no additions, deletions or corrections to the minutes; therefore, they stood approved as distributed.

II. COMMITTEE REPORTS:

- A. Intercollegiate Activities Committee:  
(The Honorable Samuel R. Foster, II reported)

The Intercollegiate Activities Committee met on September 14, 2006. Mr. Hyman presented his Athletics Director's Report which included an update on the establishment of the Women's Lacrosse Sport, the Baseball Stadium Project, the Academic Enrichment Center, and the Athletics Department's FY 2005-2006 Goals.

Mr. Hyman also presented the Department's FY 2006-2007 Goals which included the development of the Life Skills Programs; the Gamecock Club's consideration of current seating arrangement and parking policies at Williams Brice Stadium; and the implementation of Academic Success Programs for student athletes.

- B. Student-Trustee Liaison Committee:  
(The Honorable Miles Loadholt reported)

The Student-Trustee Liaison Committee met on September 14, 2006. Michelle Burcin, Director of Healthy Carolina, and Debbie Beck, Director of Student Health Services, reported on the "Healthy Carolina 2010 Initiatives."

USC Aiken Student Government President Brenn Hartley reported that *U. S. News & World Report* had ranked USC Aiken the top public comprehensive college in the South in its 2007 College Guide. In addition, their Golf Team had won the NCAA Division II Championship.

USC Beaufort Student Government President Johnathan Lucky reported that both enrollment and on-campus housing had increased, and that they were in the process of developing a Student Government Constitution.

USC Columbia Student Government President Tommy Preston reported that they were working with Healthy Carolina, especially on the new smoking policy, and that students not only supported the new policy to limit smoking on campus, but wanted it expanded. They were also working to address the high cost of text books and were forming a "Leadership Institute" to be comprised of former USC Student Government Association (SGA) Presidents.

USC Lancaster SGA Sophomore Representative Cesar Alvarez reported that they

were focusing on student fellowship activities.

USC Salkehatchie Student Government President Christopher Lambert reported on a new Nursing Program, a Technology Support and Training Management Program, and that three new athletics teams had been added.

USC Sumter Student Government Vice President Kim Singleton reported that their enrollment had increased, and that they were considering establishing intercollegiate sports.

USC Union Student Government President Christa Bowers reported that they were working to involve more students in the SGA.

USC Upstate Student Government President Michael Berry reported that their enrollment had increased.

C. Academic Affairs and Faculty Liaison Committee:  
(The Honorable Miles Loadholt reported)

The Academic Affairs and Faculty Liaison Committee met September 14, 2006.

The following items were approved for recommendation to the Board:

1. Honorary Faculty Titles:

Twelve requests for honorary faculty titles were mailed with the meeting materials, had received all appropriate approvals and, were presented to the Committee and to the Board in Executive Session without objection.

The following individuals would be awarded their appropriate titles effective with their retirement:

- a. Dr. Gerard M. Crawley  
Distinguished Professor Emeritus and Dean Emeritus
- b. Dean James W. Edwards  
Distinguished Professor Emeritus and Dean Emeritus
- c. Professor Cara-lin Getty  
Distinguished Professor Emerita
- d. Dr. Lorin Anderson  
Distinguished Professor Emeritus
- e. Professor Elbin L. Cleveland  
Distinguished Professor Emeritus
- f. Dr. C. Warren Derrick  
Distinguished Professor Emeritus
- g. Dr. John W. Drane  
Distinguished Professor Emeritus
- h. Dr. Herschel V. Murdaugh  
Distinguished Professor Emeritus
- i. Dr. M. Angelica Lopes  
Professor Emerita
- j. Dr. John E. Logan  
Professor Emeritus
- k. Dr. William H. Phillips  
Professor Emeritus
- l. Dr. Ronald C. Rogers  
Professor Emeritus

On behalf of the Academic Affairs and Faculty Liaison Committee, Vice Chairman Loadholt moved approval of these twelve honorary faculty title requests as presented. Mr. Fields seconded the motion. The vote was taken, and the motion carried.

2. Appointment with Tenure:

An appointment with tenure was mailed with the meeting materials. It had received all appropriate approvals and was presented to the Committee and to the Board in Executive Session without objection.

Dr. Steven N. Blair would be awarded tenure at the rank of Professor in the Arnold School of Public Health effective with his appointment as Professor.

On behalf of the Academic Affairs and Faculty Liaison Committee, Vice Chairman Loadholt moved approval of the appointment with tenure of Dr. Steven N. Blair as presented. Mr. Warr seconded the motion. The vote was taken, and the motion carried.

3. Revision of Process to Award Honorary Degrees: At the request of Chairman Adams several months ago, Vice Chairman Loadholt chaired an ad hoc committee to review the University's policy regarding the process for awarding honorary degrees and other matters, including the Bylaws. As a result, the committee drafted a document which refined the current policy, as well as reiterated honorary degree criteria. In addition, the committee established a nomination process and developed a form to be used when submitting a name for consideration.

On behalf of the Academic Affairs and Faculty Liaison Committee, Vice Chairman Loadholt moved approval of the revised honorary degree process as described in the materials distributed for the meeting. Mr. Bethea seconded the motion. The vote was taken, and the motion carried.

In addition, Provost Becker provided an overview of the University's student retention plan. Four focus areas of emphasis to improve student performance were identified: academic advising, academic deficiency, transfer students, and customer service. He emphasized the fact that every student admitted to the University had the ability to succeed. For those individuals who needed assistance in developing the necessary habits to succeed, the University had formulated various programs. He discussed the programs in detail and noted that a goal had been set to increase the freshman and sophomore retention rate from 83 percent to 90 percent.

D. Health Affairs Committee:

The Health Affairs Committee met on September 14, 2006. Dr. Pastides commented on the nursing initiative. Dean Hewlett reported on the USC System Nursing Collaboration, USC Columbia's Partnering with USC Salkehatchie and USC

Lancaster, and USC leading a statewide nursing collaboration called "One Voice-One Plan."

The College of Nursing was seeking to design a system-wide model for patient simulation, to allow the University to reduce the number of clinical skills contact hours between the faculty and the students. In addition, the College was considering ways to establish a centrally located USC Nursing continuing education system.

Dr. Pastides stated that Health Sciences South Carolina [HSSC] was a unique collaborative consortium of three research universities and the four largest teaching hospitals in the state. He reported that the Duke Endowment, the largest philanthropic organization in the Carolinas, awarded a \$21 million grant over three years to HSSC, which allowed the consortium to match dollar for dollar with the lottery program, at a minimum, a \$42 million three-year program.

He reported that the South Carolina College of Pharmacy [SCCP] was working towards accreditation.

Mr. Kelly gave an overview of the financial issues associated with the SCCP and of their accomplishments. He reported that an Executive Dean had been appointed and a joint curriculum approved.

### III. ALUMNI ASSOCIATION REPORT:

Chairman Adams called on Mr. Bethea who recognized Executive Director of the USC Alumni Association Marsha Cole and, President-Elect for the Alumni Association Amy Stone. He reported on the following Association events:

A. Homecoming: Board of Trustee member Darla Moore had been selected to receive the Distinguished Alumni Award on November 3<sup>rd</sup> and all Trustees were invited to the private award recipients' reception. A Game Day Party was also scheduled at the National Guard Armory two hours prior to kickoff.

#### B. 2007 Alumni Award Recipients:

1. Algernon Sydney Sullivan Award: Dr. Katherine Close, director of the free medical clinic in Baskerville, South Carolina and a medical care provider to the impoverished in Haiti.

#### 2. Distinguished Alumni Award:

- a. Darla Moore, class of 1975; South Carolina Chambers Business Leader of the Year.
- b. Dr. Stanley Juk, class of 1967; President of the South Carolina branch of the American Heart Association.
- c. Harris DeLoach, Jr., class of 1966, law 1969; Chief Executive Officer of Sunoco.

3. Outstanding Black Alumni Award: Reggie Lloyd, class of 1993 law; first African American in more than 100 years to be named South Carolina's United States Attorney.

4. Outstanding Young Alumni Award: Dr. Noel Brownlee, class of 2002, Medical School; Wake Forest University Baptist Medical Center Pathologist, with many publishing's and honors in only four years since medical school.

C. Non-Alumni Given Alumni Association Honorary Life Memberships:

1. Dave Odom, USC Men's Head Basketball Coach.
2. Rudy Mancke, noted naturalist and adjunct faculty.
3. Dr. Don Fowler, former Democratic National Committee

Chairman and a frequent member of the USC Arts and Sciences faculty.

E. Gamecock Network: The Gamecock Network was recently launched. It was an online professional social and networking tool to make it very easy for Gamecock Alumni to stay in touch with the Association and with each other. It already proved itself as a way of getting up-to-date information, as the first 142 people on the network contributed 1514 new items of data to the Association's data base in the first 10 days. They anticipated 20,000 users by this time next year.

E. Alumni Recruiting Network: In partnership with Admissions, the Association created a group of alumni volunteers to represent the University at college fairs and college nights. Following a two-day training session in August, the network launched operation in Atlanta, throughout North Carolina, and in Tennessee. The network will spread the exciting message of what Carolina had to offer to cities and high schools that the Admissions staff was unable to visit in person. The Association hoped to substantially expand the number of operational areas by next year.

F. Member-Get-A-Member Campaign: The campaign, to substantially increase the number of Alumni Association members, would be launched in November. Anyone could participate and earn prizes and rewards.

G. Carolina Day at the Statehouse: Scheduled for March 28, 2007.

H. Away Game Festivities: The Association scheduled two pre-game events; October 22<sup>nd</sup> in Nashville prior to the Vanderbilt game, and November 11<sup>th</sup> in Gainesville prior to the University of Florida game.

I. Bow Tie Tours: Tours were already held this fall in Houston, Dallas, and most recently in Charleston. Tours in Atlanta on November 14th and in New York City on November 28<sup>th</sup> were also scheduled. The spring tour schedule was expected to be announced soon.

Mr. Mungo requested, in reference to the "Outstanding Black Alumni Award" discussed in the Alumni Association report, that the President give "consideration

to eliminating all things that continued to separate the black and the white people." He said it was time "we quit delineating the difference between us and try to work" on things that "will bring us closer together." He explained that segregation was over and it should not be furthered.

IV. REPORT OF THE PRESIDENT:

Chairman Adams called on President Sorensen who introduced Casey Martin. Formerly a lobbyist for the Medical University of South Carolina, Ms. Martin now worked with Johnny Gregory in representing Carolina to state government.

President Sorensen called on Mr. Choate and Mr. Snyder to report on the University's "marketing and branding" issues.

Mr. Choate explained that the Division of University Advancement was responsible for: Fund Raising, Marketing and Communication, Government and Community Relations, Special Events, and the infrastructure to make those activities effective. He recognized Mr. Snyder who reported on their efforts to support the University's mission through communications and marketing. He explained that Lipman Hearne, hired to do an assessment of marketing and communications at the University, had found that the lack of an integrated marketing effort in the past had put the University at a competitive disadvantage. He discussed in detail the marketing and branding research and the current strategies, tactics, and plan for success.

Mr. Snyder summarized that they would expand the solid foundation in communications and marketing in order to better share the great story of the University nationally, and that they would provide the Board an update on their efforts in six months.

President Sorensen stated his plan to attract and retain South Carolina's youth: attract the most talented high school students; give them a first-rate education; and stimulate the growth of companies that require a sophisticated labor force. He discussed in detail the successful implementation of the plan to-date.

President Sorensen said that he was "very upset" and "accepted responsibility" for the University's drop in the *U. S. News & World Report* rankings from 52<sup>nd</sup> to 54<sup>th</sup>.

The University Undergraduate International Business Program continued to be ranked number one by *U. S. News and World Report*, and for the first time, the Moore School of Business was listed in the national rankings of the *Wall Street Journal*.

President Sorensen stated their most notable challenges: persuade the

legislature to make greater investments in South Carolina's young people; maintain the delicate balance between increasing tuition revenues while making the University's education accessible to all South Carolinians; continue to search for innovative ways to meet the scholarly aspirations of the University's students and faculty; and to maintain parallel emphasis between creating new facilities for the University's faculty, staff, and students while not neglecting the current deferred maintenance issues.

V. ELECTION OF PERMANENT CHAIRMAN:

Chairman Adams turned the chair over to Vice Chairman Loadholt, who opened the floor for nominations. Mr. Bradley nominated Mr. Adams to serve as Permanent Chair for the next two years and Mr. Wienges seconded the motion. Mr. Mungo moved that nominations be closed and that Chairman Adams be reelected by acclamation. Mr. Bahnmuller seconded the motion. The vote was taken, and the motion carried unanimously.

VI. ELECTION OF VICE CHAIRMAN:

Chairman Adams called for nominations for Vice Chairman. Mr. Bradley moved to nominate Mr. Loadholt and Mr. Mungo seconded the motion. Mr. Buyck moved that nominations be closed and that Vice Chairman Loadholt be reelected by acclamation. Mr. Mungo seconded the motion. The vote was taken, and the motion carried unanimously.

VII. ELECTION OF MEMBERS OF THE EXECUTIVE COMMITTEE:

In response to a call for nominations to the Executive Committee, Mr. Lister nominated Mr. Bradley, and Vice Chairman Loadholt seconded the motion; Mr. Buyck nominated Dr. Floyd, and Mr. Bethea seconded the motion; Mr. Bradley nominated Mr. Mungo, and Mr. Whittle seconded the motion. There were no further nominations. The vote was taken, and the motion carried unanimously.

VIII. OTHER MATTERS:

Chairman Adams asked the Board what three things the following five individuals had in common: Anderson Crenshaw, Walter Crenshaw, John Caldwell, George W. Glenn, and John W. Harper. He explained that they were the University's first graduating class in December, 1807, were all from Newberry, South Carolina and all had attended Mt. Bethel Academy.

In December, 2007, the University would celebrate the 200<sup>th</sup> anniversary of the first graduation class. Chairman Adams asked the following people to serve on a committee to commemorate the event: Mr. Wienges, Mr. Bethea, and Mr. Buyck from the Board; Dr. Walter Edgar, Dr. Blease Graham, Mr. Paul Willis, from the University; and Mr. Joe Smith, Mr. Steve Griffith, and Mr. Jim Wise who were all graduates of the University and originally from the Newberry community. He asked Mr. Wienges to chair the committee and Mr. Stepp to serve as secretary. They both accepted.

Chairman Adams stated that Mr. Mungo, Ms. Moore, and Mr. Whittle were appointed to serve on a committee to formulate a strategic plan for the University to help support the new Facilities Plan developed by Sasaki. The Committee had recently met with Lehman Brothers, who were hired to help develop a financial plan for the new Facilities Plan. Lehman Brothers provided the following comparative information regarding state appropriations per student:

|                        | STATE<br>APPROPRIATION | TUITION | TOTAL  | DIFFERENCE |
|------------------------|------------------------|---------|--------|------------|
| USC                    | 5,835                  | 5,564   | 11,399 |            |
| UNC Chapel Hill        | 16,443                 | 4,580   | 21,023 | [9,642]    |
| North Carolina State   | 14,719                 | 4,192   | 18,911 | [7,512]    |
| University of Georgia  | 12,526                 | 4,988   | 17,514 | [6,115]    |
| University of Florida  | 12,471                 | 4,143   | 16,614 | [5,215]    |
| University of Virginia | 6,820                  | 10,378  | 17,208 | [5,809]    |

Chairman Adams stated that those universities were the ones with which USC wanted to compete and that the comparative information revealed that USC's state appropriation per student was the foremost competitive challenge. He commented that although the State had increased its appropriations this year, the University continued to fight an uphill battle.

Chairman Adams discussed the University's three challenges to be faced in the next two years. Ms. Moore had generously offered the University \$45 million if it could raise \$15 million in private funds receive another \$15 million from the state. Therefore, he stressed that the number one priority of the University was to raise the remaining \$9 million needed to receive the \$45 million.

The second challenge was to "take the dreams of the public and private partnership for the Innovista" and make them a reality.

The third challenge was to work to "fine tune efforts" to be competitive in higher education rankings.

Chairman Adams encouraged the Board to "get out and walk around our campus, take a look at how beautiful our campus is" and observe the students. "We have a very fine group of students at the University." He hoped that these activities would encourage them "to do all they could for Carolina."

Mr. Bradley commented that he thought it would be of interest to the newer Board members that Mr. Bethea was originally elected to the Board twenty-four years ago. He had served for several years, had held important committee chairmanships, and had given "great leadership to the Board." He believed that they were "very fortunate to have him back on the Board for another two years" as the Alumni Association President.

Since there were no other matters to come before the Board of Trustees,  
Chairman Adams declared the meeting adjourned at 2:30 p.m.

Respectfully submitted,

Thomas L. Stepp  
Secretary