

University of South Carolina
BOARD OF TRUSTEES

Academic Affairs and Faculty Liaison Committee

September 21, 2012

The Academic Affairs and Faculty Liaison Committee of the University of South Carolina Board of Trustees met on Friday, September 21, 2012, in the 1600 Hampton Street Board Room at 4:20 p.m.

Members present were: Mr. Thad H. Westbrook, Chairman; Mr. Robert E. Brown, Sr.; Mr. Mark W. Buyck, Jr.; Mr. Thomas C. Cofield; Mr. A.C. "Bubba" Fennell III; Mr. William W. Jones, Jr.; Mr. Hugh Mobley; Mr. Eugene P. Warr, Jr., Board Chairman and Mr. John C. von Lehe, Jr., Board Vice Chairman.

Other Board members present were: Mr. J. Egerton Burroughs; Dr. C. Edward Floyd; Mr. William C. Hubbard; Mr. Toney J. Lister; Mr. Miles Loadholt; and Dr. C. Dorn Smith III.

Faculty Liaison Committee representatives present were: Dr. Sandra J. Kelly, Chair of the Faculty Senate and Dr. David D. Mott, Chair of the Faculty Welfare Committee. Representatives absent were: Dr. James Knapp, Chair of the Faculty Advisory Committee; Dr. David Ferris, USC Upstate, Senior Campuses Representative; and Dr. Bruce Nims, USC Lancaster, Regional Campuses Representative.

Others present were: President Harris Pastides; Secretary Amy E. Stone; Vice President for Academic Affairs and Provost Michael D. Amiridis; Chief Financial Officer Edward L. Walton; Vice President for Student Affairs and Vice Provost for Academic Support Dennis A. Pruitt; Vice President for Human Resources Chris Byrd; General Counsel Walter (Terry) H. Parham; Senior Vice Provost and Director of Strategic Planning Christine W. Curtis; Vice Provost and Dean of Undergraduate Studies Helen Doerpinghaus; Vice Provost and Dean of Graduate Studies Lacy Ford; Associate Vice President for Business and Finance Leslie Brunelli; Executive Dean of the South Carolina College of Pharmacy Joseph T. DiPiro; Dean of the College of Arts and Sciences Mary Anne Fitzpatrick; Dean of the College of Hospitality, Retail, and Sport Management Brian Mihalik; Dean of the School of Music Tayloe Harding; Executive Vice Chancellor for Academic Affairs, USC Beaufort, Harvey Varnet; Vice Chancellor for Information Services and Chief Information Officer, USC Aiken, Ernest Pringle; Professor of Management and Senior Associate Dean for Research and Academics, Darla Moore School of Business, Brian S. Klaas; Professor and Chair of the Department of Sport and Entertainment Management, College of Hospitality, Retail, and Sport Management, Andy Gillentine; Director of USC Bands and Professor Sarah Bolick Smith

Distinguished Professor of Music Scott Weiss; Director of the Department of Internal Audit Phil Iapalucci; Associate Dean for Academic Affairs, College of Social Work, Miriam Johnson; Associate Professor in the College of Social Work Nancy K. Brown; Associate Director of State Relations Trey Walker; Special Assistant to the President J. Cantey Heath, Jr.; Director of Governmental and Community Relations and Legislative Liaison Shirley D. Mills; Director of News and Internal Communications, Division of Communications, Wesley T. Hickman; Associate Director of Planning and Assessment Cameron Howell; Student Government Association President Tracy Kenny; Associate Director of Bands Rebecca Phillips; Assistant Director of Bands Jayme Taylor; School of Music students Benjamin Pullara, Ben Tomlinson; and Laura Zitelli; College of Hospitality, Retail, and Sport Management students Riley Cain, Ryal Curtis, Ava Jones, James Murphy, and Tina Weaver, University Technology Services Production Manager, Justin Johnson; Board staff members Debra Allen, Vera Stone and Karen Tweedy; and members of the media who were in attendance.

Chairman Westbrook called the meeting to order and stated that, due to the lateness of the hour, he would dispense with introductions. He invited Mr. Hickman to introduce members of the press Andy Shain from *The State* Newspaper and Thad Moore from *The Daily Gamecock*.

Chairman Westbrook 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 e-mailed to the Committee; and a quorum was present to conduct business.

Chairman Westbrook asked committee permission to adjust the agenda and called on the Provost to proceed with the academic updates.

VII. Academic Updates:

Provost Amiridis advised that in the future a portion of each Academic Affairs Committee meeting will be dedicated to highlighting aspects of various academic programs. He asked Dean Tayloe Harding to introduce the School of Music presenter.

A. School of Music: Dr. Scott Weiss, Director of Bands at the University, initially commented that as director, he was responsible for all aspects of the band program including the athletics bands, the three concert bands, the Carolina Band, two basketball bands and a volleyball band; he was also a Professor in the School of Music teaching graduate conducting.

As conductor of the USC Wind Ensemble, Carolina's premiere concert band, he led that group on a concert tour of China in March during spring break this past year. They toured China for nine days and played seven concerts in six cities in "some of the finest concert halls in the world."

Dr. Weiss explained that he frequently traveled to China to conduct professional symphony orchestras and wind ensembles as well as to teach at their top schools of music and their conservatories. As a result of those connections he had fostered for many years and a sponsorship by the U.S. China Educational and Cultural Foundation, he was able to organize this tour of 45 students.

Dr. Weiss summarized the trip while displaying photos of the concert halls in which they played. He noted that each concert was approximately 75 minutes in length followed by as many as 7 encores. The Chinese, he proclaimed, loved encores. Their final one every night was the "Stars and Stripes Forever" during which the Chinese audiences always started clapping. He characterized those experiences as "moments I will never forget particularly growing up in the Cold War."

Dr. Weiss explained that the trip was sponsored by the cultural foundation referenced earlier; participants were only required to finance roundtrip travel. In conclusion, three students who participated in the tour introduced themselves to the Committee.

Chairman Westbrook commented that he had recently received many positive remarks about the USC Marching Band and particularly their new uniforms. He thanked Dr. Weiss and band members for "what you are doing and how you are representing the University."

B. College of Hospitality, Retail, and Sport Management (HRSM): Provost Amiridis introduced Dean Brian Mihalik who characterized the college as the economic engine of South Carolina and USC. Approximately one-third of the jobs tracked by SIC (Standard Industrial Classification) Codes in this state directly linked to disciplines taught within the college. The largest employer in the state was the retail sector; the largest industry was the tourism sector.

Of the 18,000 HRSM alumni tracked in Millenium, 67 percent lived within the state; most remained within the southeastern area of the country.

As the third largest undergraduate school at USC, the College of Hospitality, Retail, and Sport Management had a total of 2,400 students with nearly 1,000 minors. Dean Mihalik proudly announced that HRSM either met or exceeded those metrics established for the college (graduation rate, freshman/sophomore retention rate). One of the cornerstones was the fact that every student was required to complete at least one internship program directly related to employment. For example, every

year the College sent approximately 300 students to the Masters Golf Tournament for the entire 7 days. That organization had recently increased the request to 600 students for the coming years.

He introduced Dr. Gillentine who commented that the Department of Sport and Entertainment Management had grown during the past several years to be the largest undergraduate department of its kind in the country. “We truly believe that within our department we can help the University of South Carolina show the world that we know no limits.”

The Olympics partnership was forged through an independent corporation (Cleavevent), a facility management firm that had worked in several Olympics. This partnership began during the Vancouver Olympics when a “handful of our students” were sent there. Because they performed in such an outstanding manner, Cleavevent asked them to participate again.

For the London Olympics this past summer 50 positions were available; 120 students applied. Forty nine students were ultimately selected and worked the entire summer in London at the Olympic Games. Four faculty members rotated throughout the summer so that someone representing the University was always available.

Students received 6 hours of credit; therefore, they not only worked for the Olympics every day, but also attended class. Dr. Gillentine described these sessions as “probably the most integrated experience we could offer.” Not only did professors from USC conduct classes, but also professors from Leeds Metropolitan University as well as various members of the London Olympic Committee and the International Olympic Committee came into their classroom and shared their experiences and knowledge. “We are very proud of what they were able to accomplish.”

At this time three students who participated in this program summarized their impressions; they offered three words which they believed captured the essence of their individual experiences.

Chairman Westbrook thanked the presenters from the School of Music and the College of Hospitality, Retail, and Sport Management. On behalf of the Committee, he expressed enthusiasm for the continuation of these academic highlights.

Chairman Westbrook asked the Provost to present those Open Session agenda items which required Committee action.

I. New Programs:

A. Bachelor of Arts in Environmental Studies, USC Columbia: On behalf of the College of Arts and Sciences, Provost Amiridis presented for Committee consideration the proposed Bachelor of

Arts in Environmental Studies program. He commented that the latest edition of *U.S. News and World Report* magazine had cited environmental studies as one of the top three “hot” college majors of the future.

In 2009, the Board approved a BS in Environmental Sciences which had far exceeded enrollment projections (currently more than 100 majors). The BA in Environmental Studies focused on all aspects not covered in the science degree, namely the social, economic, policy, communications and humanities aspects of studying the environment. Cost projections were slightly less than \$300,000 annually with anticipated “in the black” revenues from tuition by the second year.

Provost Amiridis noted that Winthrop and Wofford both offered Environmental Studies bachelor degrees, but did not have the diverse interdisciplinary faculty and curriculum strengths USC offered. Clemson’s BS in Environment and Natural Resources was more narrowly focused and was comparable to Carolina’s BS in Environmental Sciences.

Examples of green sector jobs in non-science fields included legal or consulting positions, environmental education, environmental policy, management of waste reduction and energy conservation.

Provost Amiridis concluded that it was anticipated a full major program would be robust based on the fact that the minor in Environmental Studies was very popular.

Mr. Cofield moved approval to establish the Bachelor of Arts in Environmental Studies, USC Columbia as presented and distributed in the materials. Mr. Fennell seconded the motion. The vote was taken and the motion carried.

B. Post-Baccalaureate Certificate in Social Work with Military Members, Veterans, and Military Families, USC Columbia: Provost Amiridis explained that this program will prepare social work students to address the special needs of those in the military and their families to help them cope with physical and mental health aftereffects of combat experience. Other topics to be addressed included substance abuse and homelessness among those recently returned from Iraq and Afghanistan as well as any veterans of earlier conflicts.

Program costs will total approximately \$72,000 and will be covered by tuition revenue. Existing faculty were currently teaching many courses that will be used in the program. Last year the University hired a new faculty member specializing in military social work.

No other programs of this nature existed in South Carolina. Nationally, only the University of Missouri, Yeshiva University and the University of Southern California offered comparable degrees (either certificates or concentrations within a Masters program).

Mr. Brown moved approval of the Post-Baccalaureate Certificate in Social Work with Military Members, Veterans, and Military Families, USC Columbia, as presented. Mr. von Lehe seconded the motion. The vote was taken and the motion carried.

II. New Institute: Institute for the Mind and Brain, USC Columbia: Provost Amiridis advised that this Institute will serve as an “umbrella” encompassing the existing research and training initiatives in the area of cognitive and brain sciences at USC Columbia. It will coordinate interdisciplinary research efforts in cognitive neuroscience across the University. He further advised that University researchers in this field had already attracted more than \$25 million in grant funding.

Mr. Cofield moved approval to establish the Institute for the Mind and Brain, USC Columbia. Mr. Brown seconded the motion. The vote was taken and the motion carried.

III. Program Name Change:

- Bachelor of Science in Business Administration in Risk Management and Insurance, USC Columbia: On behalf of the Moore School of Business, Provost Amiridis was requesting to change the name of the Bachelor of Science in Business Administration, Insurance and Risk Management to the Bachelor of Science in Business Administration in Risk Management and Insurance. This name change, he believed, would provide greater emphasis on risk management and better reflect developments in industry and in the discipline as a whole as well as heighten student awareness of the importance of risk management in the curriculum.

Mr. Fennell moved approval of this program name change as presented and as distributed in the materials. Mr. Mobley seconded the motion. The vote was taken and the motion carried.

IV. Department Name Change:

- Department of Drug Discovery and Biomedical Sciences, USC Columbia: On behalf of the South Carolina College of Pharmacy (SCCP), Provost Amiridis was requesting Committee approval to change the name of the Department of Pharmaceutical and Biomedical Sciences to the Department of Drug Discovery and Biomedical Sciences.

He explained that members of that department believed the new name would better reflect its core strengths as a major part of the MUSC Drug Discovery Center. In addition, drug discovery was a focus

of translational cancer therapeutics efforts on the USC Columbia campus. Neither the SCCP partner institution, Medical University of South Carolina (MUSC) nor the USC School of Medicine objected to the change.

Mr. Buyck moved approval of this department name change as presented. Mr. Brown seconded the motion. The vote was taken and the motion carried.

V. Establishment of Fixed Term Chairs for Recruitment and Retention in the College of Social Work: On behalf of the Dean of the College of Social Work, Provost Amiridis was requesting the creation of five fixed term chairs for recruitment and meritorious performance. This request was consistent with the Board approved policy; several colleges had established these chairs. The College of Social work will provide the resources and stipends associated with these fixed term chairs which will vary between \$3,000 - \$10,000 annually.

Establishing fixed term chairs in every college would help to recognize faculty, as well as to retain and recruit individuals because of the strong recognition associated with a “chair” name. In the absence of a specific endowment which some colleges did not have, this process would provide an opportunity to keep faculty members.

Mr. Mobley moved to approve the establishment of fixed term chairs for recruitment and retention in the College of Social Work.

Senior Vice Provost Curtis explained that fixed term chair positions extended three years with the possibility of renewal for an additional three years. At the conclusion of that timeframe, another individual must be identified to fill the position.

Mr. von Lehe seconded the motion. The vote was taken and the motion carried.

VI. USC Columbia Faculty Manual Changes: Provost Amiridis stated that the USC Columbia Faculty Senate had approved the various USC Columbia *Faculty Manual* changes as submitted for Committee approval. These changes, he advised, addressed an important area especially in recent years. Advancements in many areas of research, scholarship and teaching were performed through interfacing different disciplines. Increasingly, he stressed, the University was hiring individuals with interdisciplinary backgrounds. For example, a faculty member may have a primary appointment in Chemistry and a secondary appointment in marine science or a primary appointment in English and a secondary appointment in film studies.

These occurrences were not addressed efficiently or proactively in the faculty manual in terms of the procedures for tenure and promotion. The proposed changes in the *Faculty Manual* did establish procedures for the secondary unit to provide input during the tenure and promotion process.

Mr. Mobley moved to approve the USC Columbia *Faculty Manual* changes as presented and distributed. Mr. Cofield seconded the motion. The vote was taken and the motion carried.

Chairman Westbrook explained that on the agenda were Executive Session requests for honorary faculty titles, appointments with tenure, and honorary degree nominations. Since there were no objections from Committee members, those requests will be presented in the October 5th Executive Session of the full Board.

Before adjourning, Chairman Westbrook praised President Pastides for his outstanding “State of the University” address on Wednesday, September 19th. He encouraged those members who were not able to attend the event to read the President’s speech which he characterized as inspirational and enlightening regarding his vision of the University going forward. The celebratory event on the Horseshoe included students, the Marching Band, faculty and staff.

Since there were no other matters to come before the Committee, Chairman Westbrook declared the meeting adjourned at 5:05 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Amy E. Stone". The signature is written in a cursive style with a large initial "A".

Amy E. Stone
Secretary