



# South Carolina Commission on Higher Education

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CHE  
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October 4, 2012

## MEMORANDUM

**To:** Chairman John L. Finan, and Members, S.C. Commission on Higher Education

**From:** Dr. Bettie Rose Horne, Chair, and Members, Committee on Academic Affairs and Licensing

### Consideration of Coastal Carolina University Mission Statement Revision

#### Background

Coastal Carolina University has requested that the Commission approve changes to its mission statement. Changes were submitted to Commission staff who determined that one of the requested changes was substantive and did not fall under the Commission guidelines for staff approval. A summary explanation follows with a staff analysis and recommendation for the requested changes. Coastal Carolina's current mission statement, revised mission statement, and markup copy with changes shown are attached as **Appendix I**.

The revised mission statement was approved by the Coastal Carolina Board of Trustees on June 7, 2012, and transmitted to the Commission on Higher Education on July 10, 2012. Commission staff reviewed the revised statement and found one requested change to be substantive. This change proposes the addition of a Ph.D. program in Marine Science to the list of degree programs offered.

#### Discussion

The proposed change resulted from the passing of Act 213 of 2012 (R.243, H.5051), which amended the S.C. Code of Laws relating to higher education mission and goals for all public higher education institutions to allow a four-year college or university to offer a doctoral degree in Marine Science if approved by the Commission. The change requested by Coastal Carolina is specific to Marine Science and does not convey broad approval to offer doctoral degrees in multiple unspecified areas. As such, it is the minimum change necessary to allow the institution to offer a doctoral program in marine science should such a program be approved by the Commission.

**Staff Recommendation**

The Committee on Academic Affairs and Licensing commends favorably to the Commission approval of the revised mission statement for Coastal Carolina University.

## **APPENDIX I**

**A) Coastal Carolina University Current Mission Statement**

**B) Coastal Carolina University Mission Statement As Approved by the Coastal Carolina University Board of Trustees, June 15, 2012**

**C) Proposed New Mission Statement with Changes Shown**

## **A) Coastal Carolina University Current Mission Statement**

Coastal Carolina University is a public comprehensive liberal arts institution that seeks to develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective. To deliver on this commitment, Coastal Carolina recruits highly qualified and motivated students, faculty, and staff from the region, state, nation, and world to create a diverse and dynamic student-centered learning environment.

Because Coastal Carolina embraces the teacher-scholar model, it places primary emphasis on high quality teaching and engaged learning, and it supports faculty research, creative activities, and expert collaboration in the community, state, nation, and world. This focus enables faculty and staff to mentor students in collaborative research, creative opportunities, and internships. To nurture this active learning community, Coastal Carolina maintains a broad range of contemporary technologies, programming, support services, and innovative course offerings and delivery methods. The result is alumni who are well prepared for professional careers or graduate programs in their chosen fields and who continue to be connected to Coastal Carolina.

Inspired by its founding in 1954 to serve the educational needs of the immediate area, Coastal Carolina has grown with the region to become a mid-sized regional comprehensive university with a tradition of a strong liberal arts core. As such, Coastal Carolina commits its resources to maintaining a population of 8,000 – 12,000 students by building baccalaureate and selective master's programs of national and/or regional significance in the arts and sciences, business, humanities, education, and health and human services. Coastal Carolina fully embraces its leadership role as a regional center of economic and intellectual resources, lifelong learning, cultural and recreational opportunities, and athletic programs.

As Coastal Carolina executes this mission, it recognizes its responsibility to be a role model to the community and to the professions by assuring fair and honest treatment of people with whom it interacts and sustainable stewardship of resources entrusted to it, adopting the highest standards of integrity and accountability, and committing itself to excellence through continuous self-improvement.

## **B) Coastal Carolina University Mission Statement As Approved by the Coastal Carolina University Board of Trustees, June 7, 2012**

Coastal Carolina University is a public comprehensive liberal arts institution that seeks to develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective. To deliver on this commitment, Coastal Carolina recruits highly qualified and motivated students, faculty, and staff from the region, state, nation, and world to create a diverse and dynamic student-centered learning environment.

Because Coastal Carolina embraces the teacher-scholar model, it places primary emphasis on high quality teaching and engaged learning, and it supports faculty research, creative activities, and expert collaboration in the community, state, nation, and world. This focus enables faculty and staff to mentor students in collaborative research, creative opportunities, and internships. To nurture this active learning community, Coastal Carolina maintains a broad range of contemporary technologies, programming, support services, and innovative course offerings and delivery methods. The result is alumni who are well prepared for professional careers or graduate programs in their chosen fields and who continue to be connected to Coastal Carolina.

Inspired by its founding in 1954 to serve the educational needs of the immediate area, Coastal Carolina has grown with the region to become a mid-sized regional comprehensive university with a tradition of a strong liberal arts core. As such, Coastal Carolina commits its resources to maintaining a population of 8,000 – 12,000 students by building baccalaureate and selective master's programs of national and/or regional significance in the arts and sciences, business, humanities, education, and health and human services and a Ph.D. program in Marine Science. Coastal Carolina fully embraces its leadership role as a regional center of economic and intellectual resources, lifelong learning, cultural and recreational opportunities, and athletic programs.

As Coastal Carolina executes this mission, it recognizes its responsibility to be a role model to the community and to the professions by assuring fair and honest treatment of people with whom it interacts and sustainable stewardship of resources entrusted to it, adopting the highest standards of integrity and accountability, and in committing itself to excellence through continuous assessment and improvement.

### **C) Proposed New Mission Statement with Changes Shown (edits underlined)**

Coastal Carolina University is a public comprehensive liberal arts institution that seeks to develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective. To deliver on this commitment, Coastal Carolina recruits highly qualified and motivated students, faculty, and staff from the region, state, nation, and world to create a diverse and dynamic student-centered learning environment.

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