



CAAL
1/8/15
Agenda Item 11

South Carolina Commission on Higher Education

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Ms. Elizabeth Jackson
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Mr. Hood Temple

Dr. Richard C. Sutton
Executive Director

January 8, 2015

MEMORANDUM

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

From: MaryAnn Janosik, Ph.D., Director, Academic Affairs

Coastal Carolina University Mission Statement Revision

Background

Coastal Carolina University has requested that Commission staff approve a change to its mission statement. Coastal Carolina University's current mission statement, revised mission statement, and markup copy with changes shown are attached.

University officials first contacted CHE staff in July 2014 concerning the process for amending the mission statement. The Coastal Carolina University Board of Trustees approved the revised mission statement at its meeting on July 19, 2014. University officials submitted a request to CHE staff in September 2014 but, due to a technological error, those documents were lost. Coastal resubmitted the documents to amend its mission on January 2, 2015. The requested revisions eliminate the reference to the number of students served, provide a more general description of undergraduate and graduate programs offered, and make minor editorial changes.

Commission staff determined that the changes were minor (non-substantive), as defined by the policy, which reads "minor revisions are those revisions which do not change the nature, function, type, or sector of the institution."¹ According to the policy, minor revisions must be considered for approval by CHE staff within the Division of Academic Affairs, with such approvals presented to the Committee on Academic Affairs and Licensing as information.

However, given the increased attention paid to institutional mission statements, CHE staff respectfully submits this information to the Committee on Academic Affairs and Licensing as a courtesy so that Committee members are aware that this revision has been approved.

¹ *Policy and Procedures for Approval of New or Revised Mission Statements* (Approved by the Commission on October 6, 2005). http://www.che.sc.gov/CHE_Docs/AcademicAffairs/Mission_Statement_Policy-CHE_Approved_A-11.pdf

Appendix I

A) Coastal Carolina University Current Mission Statement

Original approved by the Coastal Carolina University Board of Trustees on April 18, 1997.

Update adopted by the Coastal Carolina University Board of Trustees on June 7, 2012.

Update approved by the Commission on Higher Education on October 4, 2012.

Update adopted by the Coastal Carolina University Board of Trustees on July 19, 2013.

Update approved by the SC Commission on Higher Education on October 3, 2013

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; selective master's and specialist 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.

B) Coastal Carolina University Mission Statement As Approved by the Coastal Carolina University Board of Trustees July 19, 2014

Original approved by the Coastal Carolina University Board of Trustees on April 18, 1997.

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Inspired by its founding in 1954 to serve the educational needs of the region, Coastal Carolina has a tradition of a strong liberal arts core. As such, Coastal Carolina commits its resources to building undergraduate and graduate degree 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.

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C) Coastal Carolina University Mission Statement As Approved by the Coastal Carolina University Board of Trustees July 19, 2014 with Changes Shown

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