



South Carolina Commission on Higher Education

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CHE
10/3/2013
Agenda Item 7.02.B

October 3, 2013

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 a change to its mission statement. Coastal Carolina's [current mission statement](#), [revised mission statement](#), and [markup copy with changes shown](#) are [attached](#).

University officials inquired of CHE staff in April 2013 whether the Commission would require a mission statement change so that the University could develop a program proposal to offer an Educational Specialist (Ed.S.) degree. Commission staff determined that the specialist degree level would require the change, was substantive, and did not fall under the Commission's guidelines for staff approval. The staff agreed that Coastal could submit the program planning summary for the new program concurrently with the mission statement change.

On June 15, 2013, the institution submitted the Program Planning Summary for the Ed.S. degree in Educational Leadership. On July 2, the Summary was posted to members of the Advisory Committee on Academic Programs (ACAP) for electronic review. On August 2, the staff transmitted comments from the e-review to Coastal Carolina. The institution expects to submit the program proposal for the approval cycle that begins with ACAP on October 17.

The revised mission statement was approved by the Coastal Carolina Board of Trustees on July 19, 2013, and transmitted to the Commission on Higher Education on August 19, 2013. The change proposes the addition of "and specialist programs" to the list of degree programs offered.

Staff Recommendation

The Committee on Academic Affairs and Licensing commends favorably to the Commission approval of the revised mission statement for Coastal Carolina University to be implemented following approval by the Commission to offer a program leading to the Ed.S. degree.

Attachment

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

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.

B) Coastal Carolina University Mission Statement As Approved by the Coastal Carolina University Board of Trustees, July 19, 2013

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

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