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University of South Carolina
BOARD OF TRUSTEES

Ad Hoc Committee on Legislative Relations

December 14, 2010

The Ad Hoc Committee on Legislative Relations of the University Board of Trustees met on Tuesday, December 14, 2010, at 12:05 p.m. in the 1600 Hampton Street Board Room.

Members present were: Mr. Thad H. Westbrook, Chairman; Mr. W. Lee Bussell Sr.; Mr. Greg Gregory; Mr. William C. Hubbard; Mr. William W. Jones Jr.; Ms. Leah B. Moody; Mr. John C. von Lehe, Jr.; and Mr. Miles Loadholt, Board Chairman. Mr. J. Egerton Burroughs and Dr. C. Dorn Smith III were absent.

Others present were: President Harris Pastides; Secretary Thomas L. Stepp; Vice President for Academic Affairs and Provost Michael D. Amiridis; Vice President for Finance and Planning and Chief Financial Officer William T. Moore; Vice President for Student Affairs and Vice Provost for Academic Support Dennis A. Pruitt; Vice President for Communications Luanne M. Lawrence; Vice President of Development and Alumni Relations Michelle Dodenhoff; Special Assistant to the President J. Cantey Heath, Jr.; Director of Governmental and Community Relations and Legislative Liaison Shirley D. Mills; Associate Director of Governmental Affairs and Legislative Liaison Casey Martin; and Director of the Office of Media Relations Margaret Lamb.

Chairman Westbrook called the meeting to order and invited those present to introduce themselves. Mrs. Lamb indicated that no members of the media were in attendance.

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 circulated; and a quorum was present to conduct business.

Open Session

I. Status Report:

A. Session Calendar of Key Events: Chairman Westbrook called on Mrs. Casey Martin who distributed a 6-page legislative session calendar (January - June) to committee members. Most of the events were scheduled on Tuesdays, Wednesdays and Thursdays (legislative session days). She hoped that Board members could visit at various weekly caucus meetings (every Tuesday at 11:00 a.m.) would be possible.

Also included was a master list of legislative social events compiled by the Office of the Speaker Pro Tempore for the House of Representatives.

Chairman Westbrook explained that Board members will be receiving calls from the University Legislative Affairs team asking about their availability to participate in certain legislative events which he characterized as "an opportunity for Board members to represent the University."

President Pastides also recommended that those meetings of major significance to the University be highlighted.

B. Trustees to Invite Key Members of Their Delegation to Campus: Chairman Westbrook called on Ms. Luanne Lawrence who commented that, in conjunction with the Research Office, she was in the process of generating a list of University research projects for legislative delegations to visit. In addition, she was putting together a chart of projects around the state involving faculty so that the various delegations could potentially visit sites in their respective areas.

Ms. Lawrence suggested a scenario which would involve lunch at the President's House, followed by a tour of a particular research project, in order to make members aware of the contemporary relevance of the institution. She encouraged committee members to contact her office about the possibility of scheduling an event.

Mr. Gregory recommended a Wednesday timeframe to best interface with the legislative schedule; he suggested two trustees hosting such an event would ensure larger participation. Chairman Westbrook asked Ms. Lawrence to coordinate these events with Board members.

President Pastides suggested the possibility of a "University 101" for newly elected representatives who would be invited as a group to attend an orientation session; a tour of the USC Columbia campus would also be provided. Mrs. Martin will contact the chairman of the freshman delegation about that possibility.

Provost Amiridis further suggested scheduling an orientation session on the same day as a basketball game to promote attendance.

C. Legislative E-Communication to Board Members: Chairman Westbrook called on Ms. Lawrence who outlined two possibilities for creating e-newsletters centered around legislative issues. She suggested the possibility of either distributing that information to an extensive list or creating very personal e-mails to Board members; distribution could be regular or episodic based on state house activity.

Mr. Hubbard recommended that Ms. Lawrence forward Tom Young's bi-weekly newsletter about statehouse activities to everyone; he characterized the newsletter as succinct, thorough and well written. Mr. Young was a former University Student Government Association president.

Discussion also ensued about the possibility of distributing University news to legislators via e-communication. Mr. Bussell also recommended e-distribution of the *Carolinian* magazine to legislators.

Mr. Hubbard strongly encouraged the use of regular electronic communication to legislators. He also suggested distribution of the *USC Times*, the official newspaper for USC Columbia faculty and staff.

Ms. Mills indicated that all paper publications to be distributed to legislators required Speaker of the House and Senate Pro Tempore approval; however, electronic items may be sent at any time.

Mr. Hubbard further suggested sending legislators a weekly report every Friday to their home e-mail address using the faculty and staff newsletter as the primary source of information and/or news stories from the media relations or communications offices highlighting "some of the good things that are happening at the University."

Mr. Gregory recommended distributing electronic communications to legislators who were Carolina graduates. He also suggested a one-page positive newsletter about Carolina distributed by Board members either personally or through the postal service with a personalized note to legislators twice a year.

Mr. Bussell suggested the possibility of a "University 101" orientation for the legislative pages and staff members who were largely USC students or graduates.

Ms. Lawrence will generate a weekly one-page newsletter including a list of important events occurring on campus during the following week to disseminate as soon as possible.

D. Caucus Meetings: Chairman Westbrook indicated that during a previous meeting, he had discussed the possibility of scheduling meetings in various districts, particularly where larger delegations gathered for their meetings.

Ms. Mills advised that the committee had discussed the possibility of Board members attending either the Democratic or Republican House Caucus Meetings which were scheduled every Tuesday at 11:00 a.m. during legislative sessions in order to create visibility for USC at the statehouse. Ms. Lawrence asked that Board members wishing to attend contact either her, Ms. Mills or Mrs. Martin to make appropriate arrangements.

E. Caucus Lunches: Mr. Hubbard suggested the possibility of the Alumni Association or the Board of Trustees sponsoring a caucus luncheon. Discussion ensued about the manner in which such an event could be handled.

Chairman Westbrook asked the Legislative Affairs team to ascertain available dates. He hoped that the University would be able to sponsor an event at the President's House for the local delegations in the spring.

II. Preview of Main Issues of Upcoming 2011 Session:

A. Regulatory Issue: Chairman Westbrook called on President Pastides who summarized the various legislative issues concerning the University during the upcoming 2011 legislative session.

Dr. Moore also explained concerns about a possible legislative tuition cap for FY 2012.

Dr. Pruitt noted that in the past ten years South Carolina had maintained more in-state students because of the lottery scholarship offering. In addition, South Carolina had become one of the fastest growing importers of intellectual capital (ranked 9th in the country). He advised that the University was "spending a lot of money and a lot of time" to determine whether upcoming May graduates intended to stay in the state. Such information was difficult to obtain because many of the students were not employed at graduation; many migrated and accepted positions below college level education; and others returned as graduate students.

B. Lottery Funds/Scholarships: President Pastides discussed concerns regarding lottery funds in light of the current economic conditions. Dr. Pruitt noted that the value of the lottery scholarships to Carolina was approximately \$45 million annually.

C. Other Key Issues: President Pastides also addressed other key issues. He was pleased with the progress that Don Herriott had made regarding Innovista. President Pastides had appointed him beginning February 1, 2010 to direct Innovista Partnerships, which had been established to build partnerships that would develop and commercialize intellectual property and drive economic development in the Midlands and the region. Ongoing discussions were continuously held with companies that would be moving to the area as a result of campus intellectual property.

Dr. Moore summarized pending legislation involving transparency which will be effective July 1st. He noted that this institution had always posted the annual budget, audits and financial statements on the web; University credit card transactions were also available through the Comptroller General's Office.

In addition, Dr. Moore advised that Comptroller General Eckstrom had asked the University to participate in a "pilot study program."

III. Additional Communications Efforts:

A. Governor: Chairman Westbrook reported that approximately two weeks ago President Pastides, Dr. Floyd and he had met with Governor-elect Nikki Haley to discuss higher education. He characterized the meeting as very positive. She clearly indicated that she wanted to follow up with her pledge to create a funding system for higher education that would basically "free up" the schools to achieve more flexibility and less regulation particularly with the approval process. She also discussed having certain measurables to be used at the end of the fiscal year to gauge funding for the following year. She expressed an interest in rewarding the University for economic development as well as graduation rates. Dr. Pastides believed that a positive rapport had been developed with her.

B. Other Public Universities: Chairman Westbrook called on Ms. Lawrence who announced that she was scheduled to meet with the top communications officers from

all of the public higher education institutions in the state. They will develop a shared messaging platform to use on each of the following topics: out-of-state enrollment caps; tuition caps; and lottery funds.

C. Gamecock Caucus: Chairman Westbrook called on Ms. Mills who indicated that she hoped to be able to schedule another large event of the Gamecock Caucus. She was reviewing the House calendar to see which days were available.

Mrs. Martin commented that two years ago the first Gamecock Caucus had been scheduled at the baseball stadium. Last year the event was held in the Champions Club at the football stadium.

D. Meeting Schedule: Chairman Westbrook advised that in the future he would like to schedule committee meeting in different parts of the state in conjunction with delegation meetings; he suggested the possibility of the committee hosting delegation meetings throughout the state.

E. Alumni Association Role: Chairman Westbrook indicated that Mr. Bussell will address this topic at another committee meeting; he had to leave early because of another commitment.

Since there were no other matters to come before the Committee, Chairman Westbrook declared the meeting adjourned at 12:15 p.m.

Respectfully submitted,

Thomas L. Stepp
Secretary