[**www.lowcountrygradcenter.org**](http://www.lowcountrygradcenter.org/) **843.637.9041**

**66 George St. Charleston, SC 29424**

Meeting Agenda

Supervisory Council of the Lowcountry Graduate Center Tuesday, Sept 5, 2024, via ZOOM

9:00 a.m. – 10:30 a.m.

Topic: Supervisory Council Meeting

Time: Sep 5, 2024 09:00 AM Montreal

Join Zoom Meeting

<https://cofc.zoom.us/j/98880422629?pwd=zlH07rkgJXuef6hDZuNHusz9JbHxL0.1>

Meeting ID: 988 8042 2629

Passcode: 746356

One tap mobile

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[+13126266799,,98880422629#](tel:+13126266799,98880422629) US (Chicago)

* Welcome and Call to Order/FOIA Acknowledgement
* Establish Quorum
* Approval of Minutes – May 28, 2024
* Human Resources:
  + Barry not renewed
  + Director position budget raise number not confirmed
* Office/Admin/Finance
  + Opportunity Funds being paid
  + Budget to Review
    - FY23 to be Approved
    - FY24 to be Approved
  + Access to Rollover account– balance $2,036,018
* Opportunity Funds Applied:
  + College of Charleston - Graduate School Marketing Campaign - $250k
  + MUSC – Marketing Campaign for all 6 Colleges - $250k
  + MUSC National Board-Certified Health & Wellness Coach Training & Education Program - $20k
  + Citadel - $230k
    - Citadel Graduate College Digital Marketing Campaign – 75k
    - Production of Video Testimonial Content for Website and Digital Ads – 25k
    - Development of Email Marketing Campaign Content- 25k
    - Personal Recruitment Events in South Carolina- 25k
    - Out of Home Advertising-80k
* Website Status
  + Website is underway with programming updates.
* Social Media - Still keeping a presence, no paid ads.
* Additional Information: Meetings attended
* Goals and Objectives
* Closing Comments
* Adjournment - Next meetings to be scheduled January, May and September

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**66 George St. Charleston, SC 29424**

Meeting Minutes

Supervisory Council of the Lowcountry Graduate Center Thursday, Sept 5, 2024

9:00 a.m. – 10:30 a.m.

**In Attendance**

Suzanne Austin, Provost, College of Charleston – Council Member

Lisa Saladin, Provost, Medical University of South Carolina – Council Member

Sally Selden, Provost, The Citadel – Council Member

Jessica Carter, Director, Lowcountry Graduate Center – Staff

**Call to Order**

With a quorum of members present, Saladin called the meeting to order at 9:02am. It was

noted the meeting was publicized to conform with FOIA policy. No one from the media or the

public appeared.

**Approval of Minutes**

Saladin made a motion and Selden and Austin both seconded to accept the minutes from the May 28, 2024 meeting, without changes. Minutes approved.

**Human Resources**

The Council discussed personnel changes, specifically the non-renewal of Barry's contract, and its impact on the fiscal year 25 budget. Austin requested information for budget revisions from her office.

**• ACTION ITEM:** Austin to confirm and send numbers to Carter for FY24/25 revisions.

**• ACTION ITEM:** Carter to adjust FY24/25 budget and resend for approval.

**Office/Administration/Finance**

The team discussed the transition to the Citadel. Selden was confirmed as the supervisor for January. Opportunity funds for last quarter are still being paid and will be reflected on FY25 budget. Saladin moved to approve the FY23 budget without changes. Austin and Selden seconded. FY23 budget approved.

**• ACTION ITEM:** Carter/Selden to schedule additional meeting before January Supervisory Council Meeting.

**• ACTION ITEM:** Carter to adjust FY24/25 budget and resend for approval.

**Opportunity Funds Review**

Carter presented eight different opportunity funds for review. The Council agreed that marketing for graduate-level certificate programs was acceptable with addition of written language to be added to the policy for Opportunity Fund sumbissions, and Carter confirmed the next cycle for the Opportunity Funds is December. Saladin moved to approve all current opportunity fund requests. All were seconded by Selden, all opportunity funds requested.

* College of Charleston - Graduate School Marketing Campaign - $250k **APPROVED**
* MUSC – Marketing Campaign for all 6 Colleges - $250k  **APPROVED**
* MUSC National Board-Certified Health & Wellness Coach Training & Education Program - $20k  **APPROVED**
* Citadel - $230k
* Citadel Graduate College Digital Marketing Campaign – 75k  **APPROVED**
* Production of Video Testimonial Content for Website and Digital Ads – 25k  **APPROVED**
* Development of Email Marketing Campaign Content- 25k  **APPROVED**
* Personal Recruitment Events in South Carolina- 25k  **APPROVED**
* Out of Home Advertising-80k  **APPROVED**

**• ACTION ITEM:** Carter to send approval letters to all approved Opportunity fund submissions.

**• ACTION ITEM:** Carter to make sure written policies contain information about Certificate programs.

**Website Status**

Programs being updated for MUSC on the LGC website.

**• ACTION ITEM:** Carter will continue with updates.

**Additional Meetings / Relationship Building**

Carter shared community outreach and programs attended, with a reiteration on the focus to events and meetings to further the LGC goals. Carter discussed her efforts to increase the presence and promote the impact of the Low Country Graduate Center and its programs, including attending events and connecting with other women. Selden suggested Carter could represent all three schools at regional job fairs and create a visual display.

• **ACTION ITEM:** Carter to follow up with SHRM groups to create more impact.

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| • **ACTION ITEM:** Carter to connect with Andrea Gross, the new associate provost of enrollment at the Citadel, for a lunch meeting. |
| • **ACTION ITEM:** Carter to research and provide a list of regional job fairs to Selden for potential LGC representation. |

**Goals and Objectives**

Carter shared goals and objectives for the LGC to publish all Supervisory Council Meetings on webpage, continue updating program links on website for all three institutions, and to increase presence at all three institutions for Opportunity Funds at the graduate councils. EOY Impact statements were discussed. Carter proposed to take the EOY Impact statements and writing up articles for impact.

Austin proposed using funds to promote graduate programs at institutions, suggesting a more holistic, broader reach approach. Selden and Saladin agreed with Austin’s suggestions, emphasizing the importance of promoting graduate education and workforce development. Also discussed were the challenges of marketing in today's competitive environment and the potential of a campaign promoting graduate programming for adult learners in the region.

**• ACTION ITEM:** Carter to increase presence at each institution for increased Opportunity Fund Award applications.

**• ACTION ITEM:** Carter to update website as needed with statements.

**• ACTION ITEM:** Carter to write up EOY Impact statements as articles to be approved by Supervisory Council.

With no other business, the meeting adjourned at approximately 9:24am.

**ACTION ITEM SUMMARY (from above)**

**• ACTION ITEM:** Austin to confirm and send numbers to Carter for FY24/25 revisions.

**• ACTION ITEM:** Carter to adjust FY24/25 budget and resend for approval.

**• ACTION ITEM:** Carter/Selden to schedule additional meeting before January Supervisory Council Meeting.

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