

Minutes of the Meeting of the Board of Visitors
University of Arkansas at Monticello
Crossett College of Technology
McGoogan Building
January 20, 2010
4:00 p.m.

Board members present: Jimmy Barrett
Carlton Davis
Roger George
Reginald Glover
Scotty Holderfield
Tommy Maxwell
Lorraine McCullough
Jeff Owyong
Tommy Poole
Bennie Ryburn, III
Pat Webb

University Personnel: Chancellor Jack Lassiter
Provost David Ray
Vice Chancellor Clay Brown
Vice Chancellor Jay Jones
Vice Chancellor Linda Rushing
Vice Chancellor Bob Ware

Edward Briggs, Advisory Board Member
DeWayne Haynes, Advisory Board Member
Judy Kirkley, Advisory Board Member
Jim Brewer, Director of Media Services
Janie Carter, Director of Adult Education and Project Coordinator
Jay Hughes, Dean of Students
Scott Kuttenkuler, Director of Advancement and University Relations
Misty Paschall, Associate Vice Chancellor for Technical Education
Mitch Powell, Student Services Coordinator
Mary Whiting, Director of Admissions

Mr. Bennie Ryburn welcomed everyone and called the meeting to order at 4:10 p.m.

The Board approved the minutes from the January 20, 2010 meeting.

Chancellor Jack Lassiter introduced the three new members to the Board of Visitors, Roger George, Scotty Holderfield, and Pat Webb. He added that Lorraine McCullough has been appointed to the Board for a second term.

Vice Chancellor Linda Rushing welcomed the Board members to the Crossett campus and introduced the Crossett Advisory Board members, DeWayne Haynes, Judy Kirkley, and Edward Briggs. Ms. Rushing gave a short history of the Crossett campus.

Provost David Ray gave a report on degrees awarded. He stated that the Bachelor of General Studies degree became effective in the summer of 2009. He noted that five students were awarded this degree in December 2009. Mr. Ray reported that as of January 18, there have been 282 awards posted, ranging from Certificates of Proficiency to Master's degrees.

Mr. Ray reported on spring classes. He stated that there are 855 classes offered this semester. Of these, 48 are on-line, 12 are CIV, and 66 are ECHS.

Mr. Ray discussed retention. He noted that there were 742 first-time, full-time freshmen in the fall term and that 82% returned for the spring term. This is a preliminary figure since registration continues through January 20.

Mr. Ray gave a report on new faculty and vacancies. Due to Scott Kuttenkuler becoming the Director of Advancement and University Relations, Jim Evans has been promoted to Director of Forensics. A position has been advertised for a speech instructor that will include assisting with debate/forensics. Mr. Ray also announced that Neely Reeder has been promoted to the Director of Social Work and Marie Walker has been hired as Assistant Professor of Social Work.

Mr. Ray discussed Act 971. He reported that this Act of the last legislative session requires end-of-course examinations for all remedial courses - math, english, and reading. Mr. Ray stated that UAM will administer the ASSET test. He noted that ADHE had insisted that a student must score an equivalent of the ACT 19 score to progress. As of January 20, Dr. Jim Purcell has reversed his decision and now will allow students to progress based upon course grade and not end-of-course examinations tied to the ACT.

Mr. Ray discussed Act 182, the Roger Phillips Transfer Policy Act. This act was created to make sure credits are fully transferable from two-year colleges to four-year institutions. Mr. Ray noted that UAM has always worked to accommodate transfer students in the accepting of their courses.

Mr. Ray discussed accreditation. The School of Education received full accreditation in fall 2009 by NCATE, National Council for Accreditation of Teacher Education. The School of Nursing accreditation will be March 2-4, 2010. The Division of Music and School of Forest Resources accreditation will take place in the spring of 2011.

Ms. Rushing gave a report on the Crossett campus. She stated that all students in the Practical Nursing program received a 100% pass rate on state board exams.

Ms. Rushing gave an update on personnel. She announced that Fredrick Binns has been hired as an Electromechanical Instructor. She noted that due to the resignation of Steven Wooten, the Career Pathways position is vacant.

Ms. Rushing stated that the Council on Occupational Education accreditation has not been assigned a team leader at this time, but the itinerary will be set up soon.

Vice Chancellor Bob Ware discussed personnel updates on the McGehee campus: Kimberly Willis has been hired to teach business and health courses, due to the retirement of Janice Holt; Lisa Kelley from Monticello has replaced Paul Smith, Instructor of Hospitality, due to his retiring; and John Whaley has been hired as the Correctional Law Enforcement Instructor.

Mr. Ware discussed the State Board of Nursing site visit. He noted that there were two conclusions: no requirements for the PN program and appeal policy. Recommendations were given to correct these conclusions.

Mr. Ware reported on the Small Business Technology Development Center. He listed projects that are taking place including: strategic planning, marketing in Arkansas county, and grants for technology.

Vice Chancellor Jay Jones discussed the 2nd quarter financial report. He noted that enrollment for the fall was strong, and that the spring enrollment is up. He expects the budget to meet or be a little above on tuition and fees. He noted that state funding was cut 2.36% or approximately \$375,000 for all campuses. The first reduction was in October, out of special contingency. This second cut is more difficult, it is a 2% reduction in maintenance and operations expenditures. He added that all spending categories are holding where they need to be.

Mr. Jones discussed the administrative software implementation. He stated that they are working on the financial aid component, which should go live at the end of March. Following, will be general ledger and the rest of student information on July 1, and human resources on October 1. He noted that it is going well and everyone is working very hard.

Mr. Jones gave an update on information technology. He discussed the ARE-ON project. This is a high-speed internet connection that will allow researchers to connect with other universities, improve research capabilities, allow larger files and videos to be shared, give more connection to communities, and allow the sharing of health care information. He noted that they hope to be connected by the 3rd week in February.

Mr. Jones reported on ARRA (stimulus money). He noted that there are two components, operating and capital. The operating component is based on funding that UAM was reduced from FY08 to FY09 – a total of over \$300,000. This will be given in two installments, one in FY10 and the other in FY11. The capital component is the energy savings projects. Mr. Jones stated that he expects the projects to begin by the end of January.

Vice Chancellor Clay Brown provided a handout on headcount for the spring semester. He stated that there are 3491 students enrolled, but this number is unofficial due to the fact that we have not reached the census day, which is the 11th class day.

Dr. Brown gave a report on the Advancement Office. He announced that there are five new fully endowed scholarships: James Roiger Computer Information Systems Scholarship; David B. Eberdt Scholarship; Annette K. Hall Scholarship for Music; Dr. C. Lewis and Wanda W. Hyatt Scholarship; and James Edward and Joy Dell Burton Akin Endowed Award. One future endowment is the Eugenia Moss Burson and Jack Burson Scholarship. There are also five new members of the Centennial Circle: J. C. Nichols, Lewis and Rhonda Gardner, Bob and Kimberly Edmonds, Jane Lucky, and Dr. Claude Babin. Dr. Brown announced that Brooke Flemister has been hired as the new Director of Alumni Affairs.

Dr. Lassiter commended Reginald Glover and Scott Kutenkuler for their work in the Advancement Office.

Dr. Brown introduced Jay Hughes, the new Dean of Students. He noted that Mr. Hughes will be responsible for the residence halls and discipline.

Dr. Brown discussed a change in the new GPA policy. The previous policy stated that if a student's current semester GPA was less than 1.0, the student would not be allowed to stay in the residence halls. He stated that the policy was changed to 0.5. He noted that this policy affected 59 students in the fall semester.

Dr. Brown discussed ARMOM, Arkansas Mission of Mercy. The Arkansas State Dental Association will hold a clinic on our campus May 21-23. Dentists, dental hygienists, and volunteers from all around the state will come here to offer free dental care. Mr. Glover pointed out that it takes hundreds of volunteers to make this event successful.

Dr. Brown reported on student activities. He stated that over 4,000 cans of food were donated for the Christmas tree lighting, and a Martin Luther King, Jr. celebration was held on January 20, which had a good turnout.

Dr. Lassiter gave the Assembly report for Dr. Marsha Clayton. He mentioned that an Ad Hoc Committee has been appointed to investigate the possibility of re-establishing the Faculty Excellence Award. Mr. Ryburn encouraged Board members to attend an assembly meeting. Dr. Lassiter added that Board members could also be added to our netlist, to receive emails.

Dr. Lassiter discussed changes in athletics. He mentioned that he had just returned from the NCAA meeting. He noted two significant items related to Division II: to economize what is spent on athletics, and for athletes to be students. The following items have passed: reduce the number of games that different sports can play; no athletic activities can be held from December 20-26, and the first game of athletics competition cannot occur until after the first Thursday in September.

Dr. Lassiter reported that a meeting was held in early December with student organizations regarding Jeter Hall being torn down, due to the Forest Resources project. Currently, 15 student organizations use that building. He noted that the red barn was offered to the organizations, as a place to hold meetings.

Dr. Lassiter stated that a Legislative Delegation Meeting was held on December 15 in Rison. All seven legislators attended. He noted that it was a good meeting; and the delegation is strong and works hard for southeast Arkansas.

Dr. Lassiter gave a report on the Forest Resources project. He stated that there were 14 applicants for the architect. He noted that Jay Jones chaired the committee; five architects were interviewed; the list was narrowed to three; and the final selection will be made by the Board of Trustees on January 29.

Dr. Lassiter stated that Scott Kuttenkuler's title will be changed to Director of Advancement and, either Government or Legislative Relations.

Dr. Lassiter provided a handout and discussed the FY11 budget. He stated that the Academic Council talked at length today and decided on three cuts that could be made: end the subscription of the New York Times, no longer offer free housing during the summer, and to not publish a yearbook. This will save approximately \$30,000. He noted that the FY11 budget will start with \$700,000 less.

Mary Whiting, Director of Admissions, provided promotional materials to the Board members. She noted that a Marketing Committee has been formed to discuss how to improve marketing strategies for the three campuses. That committee consists of Jim Brewer, Scott Kuttenkuler, Mitch Powell, Josh Rauls, LaWarn Rodgers, and Mary Whiting. She noted that the committee is trying to look at enrollment strategies and ways to positively promote UAM.

Jim Brewer, Director of Media Services, discussed television advertising and outdoor advertising. He noted that they have completed a 12-month contract with KLRT and KASN, which will consist of 40 spots per month. He stated that those two stations were chosen because of demographics; the stations appeal to a young audience. He also noted that they are in the process of creating three 30-second TV spots to rotate during the time that they have already purchased. Those will be 1) a general ad that talks about the entire UAM experience, 2) an ad that will focus on the Monticello campus, and 3) an ad that will focus on the two Colleges of Technology. The outdoor advertising is being looked into. He noted that they are targeting Little Rock, Pine Bluff, Greenville, Monroe, and Texarkana.

Ms. Whiting discussed YOUNiversity. This is a hyperlinked video that will be shot on campus, that students will be able to access from the website. She noted that information from all campuses will be included. Students will have the ability to complete a request for information, which will be sent back to the Office of Admissions. She noted that this is already in place on some universities, and would be a positive tool to have something new, exciting, and fun on our website. She also noted that they are looking at how to improve the UAM website and make it more student-friendly. The two possibilities would be outsourcing or a complete redesign.

Mr. Ryburn requested old/continuing business. None requested.

Mr. Ryburn requested new business. Dr. Lassiter noted that due to Marilyn Johnson's appointment ending, a new secretary needed to be appointed. Tommy Maxwell nominated Carlton Davis. The Board approved the motion.

Mr. Ryburn requested general remarks and discussion. Mr. Ryburn thanked Ms. Whiting and Mr. Brewer for their work on recruiting.

Mr. Ryburn adjourned the meeting at 6:09 p.m.