

Minutes of the Meeting of the Board of Visitors
University of Arkansas at Monticello
College of Technology – Crossett
McGoogan Building
October 25, 2018 - 4:00 p.m.

Board Members Present: Jim Daniels, Dr. Bettye Gragg, Michael Jones, Gregg Reep, Scott Saffold, Mike Walker

University Personnel Present: Dr. Karla Hughes, Alex Becker, Dr. Peggy Doss, Linda Rushing, Bob Ware, Jeff Weaver, Christy Pace, Janie Carter, Dr. John Davis, Keith Long, Dr. Adam McKee, Misty Paschall, Jessie Pipes

1. Chairman Gregg Reep called the meeting to order at 4:00 p.m.
2. The Board approved the minutes from the July 16, 2018 meeting.
3. Chancellor's Comments

Updates since the beginning of the semester were given, including:

- Faculty/staff development which focused on student success.
- The opening of Chick-Fil-A has exceeded Aramark's expectations.
- The Student Success Center and University Police Department had a dedication that included a visit from the Governor.
- A special gift was received from the Petersons in Dumas.
- The Board of Trustees approved the Career Pathways program which is designed to better advise students so that they can be more successful.
- The roads around the Monticello campus have been paved.
- Homecoming activities were exciting and well attended.

4. Campus Updates
 - a. Enrollment Report – Fall enrollment is down this semester, mainly due to concurrent enrollment. UAM has chosen to grow enrollment through retention rather than recruitment which is a more sustainable approach. The financial aid processes are continuing to be improved, and cross training is being implemented among the different areas in enrollment management.
 - b. Marketing/Rebranding – A study was completed by Simpson Scarborough which made it clear that current students and alumni really love UAM, but there is a need to update our image. They have provided good information which we have started incorporating into our messaging. Guidelines will be set and will be distributed campus wide which will have examples of recruiting materials and messaging for social media, e-newsletters, etc.

- c. Performance Funding – The previous formula for performance funding emphasized enrollment and credentials over progression and retention. The new formula uses three-year cohorts to measure progress which captures above trend credentialing in FY15. Initiatives such as the new Student Success Center, professional advising, math pathways, degree pathways and accelerated remedial efforts to emphasize student success should be seen in future data. While UAM will lose 1% of RSA funding in FY20, we feel confident we will begin to earn that back in the coming years.
- d. Crossett Campus – Updates regarding the Crossett campus were given including enrollment, the electromechanical program, nursing pass rate, job placement and the continuation of the regional workforce grant. Presentations were given by two students in the FAME program.

5. New Business

- a. Draw lots for staggered terms per By-laws – The terms for Board members will be as follows:
 - Terms to expire in 2019 – Bettye Gragg, George Harris, Michael Jones
 - Terms to expire in 2020 – Jim Daniels, Roger George, Gregg Reep
 - Terms to expire in 2021 – Mellie Jo Owen, Scott Saffold, Mike Walker, Vacant
- b. Approval of Naming a Building – A recommendation was made to name the Indoor Practice Facility after former chancellor, Dr. Jack Lassiter. This request will be submitted to the Board of Trustees for approval. A letter from the Board of Visitors will accompany the Chancellor's letter and resolution.

6. Discussion, General Remarks, Important Dates

UAM Fall Commencement will be held Friday, December 14, 2018 at 10:00 a.m.

7. The meeting adjourned at 5:48 p.m.