

Executive Council Minutes November 12, 2015

Present: Jay Jones, Debbie Gasaway, Jay Hughes, Linda Rushing, Bob Ware,
Jimmie Yeiser, Linda Yeiser, Karla Hughes, Lisa Shemwell

Mr. Jones welcomed Dr. Hughes and Ms. Shemwell and discussed the scheduling of executive council meetings.

Dr. Yeiser discussed fall 2015 enrollment, noting there are 3644 students enrolled, which is a decrease of about 5.1% from last fall. He stated that SSCH is 38,885, a decrease of about 8% from last fall. He noted that concurrent enrollment has increased in the past several years, and this fall we have 46 high schools participating with a total of 849 students. He stated that about 13% of concurrent students come to UAM after graduation.

Dr. Yeiser mentioned that we are near the end of preregistration for the spring semester, and the numbers look comparable to last year at this time. He noted that normally spring enrollment is 300-400 students less than fall enrollment.

Dr. Hughes asked about the enrollment for the Crossett and McGehee campuses. Ms. Gasaway stated she is working on an analysis of the individual campuses. She also discussed the sharing of revenue for general education courses offered at the Crossett and McGehee campuses. Ms. Rushing and Mr. Ware both agreed that enrollment in the technical programs has decreased.

Dr. Hughes asked about interventions that are in place during preregistration. Dr. Yeiser stated that students who have a certain GPA and number of hours may self-register, others see their advisors. He noted that lists of students who have not preregistered are sent to advisors, who are then asked to contact their advisees to get them registered. Ms. Shemwell asked if an analysis has been completed to see if there is a common variable with the enrollment trend. Dr. Yeiser stated there has not. She also asked if we know where students are going when they do not return to UAM. Dr. Yeiser said his office completes phone surveys, contacting freshmen late in the semester regarding their plans to continue the next semester.

Mr. Hughes discussed recently completed renovations to residence halls, as well as possible future projects. He noted that last fall, a 24 credit hour residential policy was implemented, and the number of students in housing was 735. He stated that we are down to 707 this semester.

Mr. Hughes stated that they are looking at an expansion of retail food service, noting the possibility of bringing a national brand to campus. He also discussed a few issues that students have brought to their attention, including lighting on campus, sidewalk/lighting from Bankston to Hwy 425, and having a fall commencement.

Ms. Yeiser gave an update on the Science Center project, noting there currently is not a plan on how it will be funded. She noted it needs to be a combination of private funds, and perhaps some bonding and state funds. She stated that donors need to know that it will be built before

they make a contribution. Ms. Yeiser noted that she has contracted with and provided our database to GG+A which has DonorScape wealth screening. They will estimate gift capacity and giving profile for five years. She noted that as soon as they get the plan, they can move forward. She stated that some donors have asked about a naming opportunity, which requires approval from the UA Board. Mr. Jones added that the project is on the agenda as an informational item for the November Board of Trustees meeting.

Ms. Yeiser discussed advancement activities, including homecoming involvement, an annual accounting mail out, a phonathon to be held November 10 - 22, and Giving Tuesday on December 1. She mentioned that the next UAM foundation board meeting will be December 2, and the following week on December 9, the UA foundation board will meet in Fayetteville. She briefly discussed the following future alumni events:

- February 20, 2016 – UAM Day at Oaklawn in Hot Springs
- March 11, 2016 – Alumni Event in Memphis in conjunction with Grizzlies NBA game
- June 2, 2016 – UAM Family Night at the Arkansas Travelers
- October 21 - 22, 2016 – Alumni Party and Homecoming

Mr. Ware reported on the McGehee campus, noting a 100% pass rate on several programs that require testing, including practical nursing (NCLEX), paramedic national registry, heavy equipment (NCCER), and welding (AWS).

Mr. Ware discussed the employment placement rate, noting the total average for all programs is 73%. He stated the average retention rate for the past two years is 66%. He also noted that the McGehee campus is responsible for all adult education programs in southeast Arkansas, with the exception of Drew and Bradley counties.

Mr. Ware announced that so far, a total of \$75,000 has been given to the McGehee campus for their 40 year celebration, which will be used for scholarships and a new campus sign.

Ms. Rushing discussed retention at the Crossett campus and their attendance policy, noting that when a student misses 10% of class, they are called in for counseling, at 15% they are placed on probation, and at 20% they receive an F in the class. She also noted that they have formed clubs to help keep students involved.

Ms. Rushing announced that they have received a workforce grant in the amount of \$84,810 to create the Workforce Alliance of Southeast Arkansas. She also stated that the Crossett campus will have their 40th anniversary project in the spring.

Dr. Hughes thanked the executive council for making time to meet and being so welcoming. She discussed the importance of the position of executive assistant and chief of staff. She expressed her excitement in making UAM the model open enrollment institution in the state and region.

Ms. Shemwell gave a brief background of areas she has worked at a university and system level, including academic affairs, student affairs, facilities and finance. She stated she is looking forward to getting to know everyone and is excited to get back on a university campus.