

Minutes of the Meeting of the Board of Visitors
University of Arkansas at Monticello
Student Success Center, Room 208
January 22, 2019 - 4:00 p.m.

Board Members Present: Roger George, Dr. Bettye Gragg, George Harris, Michael Jones, Mellie Jo Owen, Gregg Reep, Scott Saffold

University Personnel Present: Dr. Karla Hughes, Alex Becker, Dr. Peggy Doss, Moses Goldmon, Linda Rushing, Bob Ware, Jeff Weaver, Christy Pace, Dan Boice, Marsha Clayton, Morris Bramlett, Brian Hairston, Brandy Haley, Crystal Halley, Padraic McMeel

1. Chairman Gregg Reep called the meeting to order at 4:01 p.m.
2. The Board approved the minutes from the October 25, 2018 meeting.
3. Chancellor's Comments

The spring semester has been off to a great start. Updates since the last meeting were given, including:

- Dr. Suzzette Goldmon has been hired as Director of Hospitality and Tourism. She will report to the Vice Chancellor for Advancement.
 - The Trotter House is having a makeover, and for the first time in a long time, we are breaking even/making a profit.
 - UAM hired a new Athletic Director, Padraic McMeel, who will be giving a report today.
 - The football team competed in the first postseason game in 25 years at the Corsicana Bowl on December 1.
 - We are working on an application for an Americorp grant, which would place VISTA's on our campus to work between UAM and surrounding communities to discuss dreams and aspirations with high school students and help them understand what it takes to get into college.
 - The fall semester ended with a great graduation celebration with about 175 graduates participating.
4. Campus Updates
 - a. Enrollment Report
 - The preliminary spring enrollment is 2728, which is down compared to last spring.
 - An enrollment management IT communication specialist has been hired, who will be gathering information and data on students and be able to communicate with them more effectively.

- In 4-8 weeks, we will launch a direct marketing campaign to high school graduates. This will also give us the ability to track student responses, and help our recruiters have more real-time information.

b. Performance Funding/Budget Preparation

- We have not received any new information regarding performance funding since the update provided at the last Board meeting. As a reminder, beginning July 1, 2019 we will have a 1% reduction in our RSA state funding.
- In preparation for the budget process, vice chancellors have held meetings with their units to discuss budget requests. Vice Chancellors will meet individually with Dr. Hughes and then the Executive Council will review the top priorities.

c. Athletics

- The first month has been a listening tour which has involved finding out what we are doing to support our student athletes and how athletics fits within the University as a whole.
- Meetings have taken place with the vice chancellors, units on campus and the community to see how athletics is involved, and what can be done differently. Policies and procedures are also being reviewed.
- The goal for student athletes is to help them be successful academically, athletically and socially, and to encourage and support them through graduation and then help them find jobs.
- UAM Athletics will be working on a vision, and will be asking for help.

d. Facilities

- The second phase of the Horsfall Hall renovation will begin next month, and will focus on the first floor.
- Last summer, the main loop of campus was repaved. We are hoping to work with the highway department this summer to continue this project and include side roads and parking lots.
- A deferred maintenance schedule will be developed, which will help to get ahead of basic infrastructure issues.

5. Discussion, General Remarks, Important Dates

A question regarding SEARK Concert Association was brought up, asking if UAM is charging SEARK to use our facilities. UAM is not charging for the use of the facilities, however, we do have a contract with SEARK which states that they must purchase general liability insurance.

The vacant position on the Board of Visitors will be discussed at the next Executive Council meeting.

6. The meeting adjourned at 5:40 p.m.

Minutes of the Meeting of the Board of Visitors

University of Arkansas at Monticello

Student Success Center, Room 208

April 25, 2019 - 4:00 p.m.

Board Members Present: Jim Daniels, Roger George, Dr. Bettye Gragg, Michael Jones, Mellie Jo Owen, Gregg Reep, Scott Saffold, Mike Walker

University Personnel Present: Dr. Karla Hughes, Alex Becker, Dr. Peggy Doss, Dr. Moses Goldmon, Linda Rushing, Bob Ware, Christy Pace, Dr. John Davis, Dr. Suzzette Goldmon, Dr. Adam McKee, Lt. Rodney Pickens, Elaine Hargraves, Gary Lucas, Anna Shell, Cortez Smith, Cyrus Vance

1. Chairman Gregg Reep called the meeting to order at 4:00 p.m.
2. The Board approved the minutes from the January 22, 2019 meeting.
3. Chancellor's Comments

The following items that are happening on campus were discussed:

- Graduation will take place two weeks from tomorrow.
 - Athletics: Padraic McMeel, Athletic Director, is infusing excitement across campus. The baseball team took the GAC title again this year. The men's basketball team has been invited to tournament in Hawaii in December.
 - Hospitality/Tourism: Dr. Suzzette Goldmon was recognized, and two successful events held at the Trotter House was noted, a Valentine's Dinner and Easter Brunch.
 - A slide presentation was shown and discussion took place regarding enrollment and a publication by Arkansas Business, as well as an article in the Arkansas Democrat-Gazette concerning retention.
 - Help us by telling our story
 - Recruitment: An update was provided, noting that digital marketing is an additional strategy being added and we are building a strategic enrollment plan and implementing it all at the same time. We have three recruiters, and so far have made over 5000 contacts around the state, 580 contacts with counselors, visited 90 high schools, attended 78 career fairs, made visits to 77 2- yr campuses, and have with 275 students on campus.
4. Campus Updates
 - a. Preview of the Master Plan – Mike Steelman and Ryan Biles with SCM Architects
 - The process of developing a master plan was discussed, including the selection of a steering committee and the need for the master plan to support UAM's strategic plan.
 - Several phases were shown and discussed.

- b. Budget – Alex Becker
 - UAM’s proposed budget was submitted to the System Office today for consideration and approval at the May 22 Board of Trustees meeting.
 - An overall 2.77% increase in tuition and fees is being requested, to be effective July 1, 2019.
 - Board members made a motion and unanimously approved to provide a letter in support of the increase.

- c. Legislative Update – John Davis
 - The legislative session officially ended yesterday.
 - The primary focus every session is assuring that state funding goes through the proper legislative process, and we were fully funded by the ADHE recommendation.
 - Approximately 40% of our operating budget comes from state appropriations.

- d. McGehee Campus – Bob Ware
 - A handout was provided listing the McGehee nursing program as being ranked #1 in the state of Arkansas.
 - A nursing and a welding student each gave an overview of the program they have been a part of at McGehee, and how it has impacted their lives.

5. New Business

- a. Approval of Proposed Meeting Schedule – A change was made to the proposed meeting schedule. The October 17th date will be moved to 3:30 p.m. and held at the Monticello campus due to Homecoming Week and the Sports Hall of Fame Banquet that will be held that evening.

6. The meeting adjourned at 6:16 p.m.

Minutes of the Meeting of the Board of Visitors

University of Arkansas at Monticello

Student Success Center, Room 208

September 9, 2019 - 4:00 p.m.

Board Members Present: Jim Daniels, Dr. Bettye Gragg, George Harris Michael Jones, Mellie Jo Owen, Gregg Reep, Scott Saffold, Mike Walker

University Personnel Present: Dr. Karla Hughes, Alex Becker, Dr. Peggy Doss, Dr. Moses Goldmon, Linda Rushing, Bob Ware, Jeff Weaver, Christy Pace

1. Chairman Gregg Reep called the meeting to order at 4:00 p.m.
2. The Board approved the minutes from the April 25, 2019 meeting.
3. Chancellor's Comments

This meeting is more of a working session to discuss different topics with board members. During the year, a lot of changes have been made, areas have been strengthened, but there are still challenges that UAM is being faced with. We were very conservative during the budget process on undergraduate enrollment, and anticipated an 8% reduction in students. Since enrollment is a high priority, it will be the first topic of discussion.

4. Topics
 - a. Enrollment:

October 16 is the due date to submit our enrollment numbers to ADHE. The preliminary enrollment is 2855. We are currently down in budget a little over 13% in undergraduate student semester credit hours. While undergraduate is down, graduate enrollment is up, and Crossett and McGehee are close to their budget.
 - b. Strategic Decisions:

The Executive Council has been discussing ways to alleviate the impact of the lower enrollment. With lower enrollment, there will be fewer scholarships awarded, as well as fewer class sections, adjuncts, and overload payments. We are looking at things to put a freeze on and then will make a decision case-by-case, such as out-of-state travel and vacant positions. Our goal is to not lay off employees or sacrifice services for students. Other areas that will help in the future include the migration to Workday which will allow us to have information in a timelier manner and eliminate the amount of manual work that has to be done, especially in financial aid. We are also working to have more things automated, outsourcing the verification process and creating on a robust enrollment plan.

- c. Nature of Today's Students:

The students who come to UAM are very different from most of us running this campus. They come from a digital, fast-paced, rapid changing environment, where our world is more analog, slow, and face-to-face. We realize we need to transform the University so that it meets the needs of where the students come from. There is also a smaller pool of high school students and most come to us less prepared for the rigor of higher education.
- d. Recruitment Plan:

A folder of information was provided to board members which included updated scholarship and admissions brochures, a view book, as well as recruitment information. An enrollment services IT and communication specialist was hired who is helping enhance our abilities to be more data informed. We are also taking a close look at scholarship policies, and have developed two new scholarships. The scholarship deadline was changed to June 1, with priority deadline of March 1.
- e. Degree Pathways:

This fall was the first time to enforce the degree pathways policy. As a reminder about this policy, a student with a 15 ACT composite or below would be redirected into a pathway other than a four year degree program. Some students either appealed or took accuplacer tests and were approved to enroll in an associate degree program or a higher level technical program. There were 55 students redirected into a new entry point.
- f. Academic Alerts

Academic alerts is a way of someone reaching out to students when there is an indication that the student has a problem that will prevent them from being successful in the classroom. Faculty are able to submit an alert through EAB to professional advisors letting them know there are issues. In the fall of 2018, there were 1736 alerts, with 79% of those related to poor attendance/performance. In the spring of 2019, there were 1234 alerts, with 54% related to poor attendance/performance.
- g. Appropriations Act

A copy of UAM's appropriations bill was provided and explained in detail, including the maximum salary and the positions available. Board members were reminded that just because we have a position available, does not mean we have the money to fund the position.
- h. UA Foundation

Our foundation at UAM is an account within the University of Arkansas Foundation. Almost all of our endowments have restrictions and most go toward student scholarships. There are set amounts for scholarship, lectureships, professorships, chairmanships, etc. There is a good representation from southeast Arkansas on the UA Foundation Board. We have three new endowments since May and a number of pending fundraising.

5. The meeting adjourned at 6:02 p.m.

Minutes of the Meeting of the Board of Visitors
University of Arkansas at Monticello
Student Success Center, Room 208
October 17, 2019 - 3:30 p.m.

Board Members Present: Dr. Bettye Gragg, George Harris, Michael Jones, Mellie Jo Owen, Gregg Reep, Scott Saffold

University Personnel Present: Dr. Karla Hughes, Alex Becker, Dr. Peggy Doss, Linda Rushing, Bob Ware, Jeff Weaver, Christy Pace, Dylan McClain, Amanda Minor

1. Chairman Gregg Reep called the meeting to order at 3:30 p.m.
2. The Board approved the minutes from the September 9, 2019 meeting.
3. Chancellor's Comments

Board members were thanked for their service and support of UAM. A brief reminder of the VISTA grant was given, noting that it is a three year grant. The employees hired for this project are graduates of UAM. They have completed a thorough analysis of our region. Dylan McClain and Amanda Minor were introduced.

4. Presentation on Southeast Counties and College-Going Rates – Dylan/Amanda

The following information was presented and discussed:

- College going percentage/low income percentage/average ACT;
- Comparative analysis of highest/lowest performing schools and potential solutions such as ACT prep, FAFSA events, Career events; and
- Educational options in our region.

A packet of information was also provided to Board members.

5. Workforce Grants/Business and Industry – Linda Rushing/Bob Ware

A complete list of grants received by the Crossett campus for 2018-19 was discussed and a handout given, which included the amounts and grant purpose. For the McGehee campus, a list of workforce training definitions were provided.

Information was provided on non-credit training, which takes place at both campuses. Courses are offered and students are trained, but this does not count in our enrollment numbers. Companies provide equipment to the campuses in order to train students with the skills needed by the company.

6. The meeting adjourned at 5:02 p.m.