

Minutes of the Meeting of the Board of Visitors

University of Arkansas at Monticello

Student Success Center, Room 208

January 12, 2023 - 4:00 p.m.

Board Member Present in Person:, Roger George, Michael Jones, Mellie Jo Owen, Scott Saffold, Mike Walker

Board Members Present Via Zoom: Jim Daniels, Gregg Reep

University Personnel Present: Dr. Peggy Doss, Alex Becker, Crystal Halley, Jay Hughes, Linda Rushing, Bob Ware, Jeff Weaver, Christy Pace

1. Chair Mellie Jo Owen called the meeting to order at 4:00 p.m.
2. The Board approved the minutes from the November 7, 2022 meeting.
3. Chancellor's Report – Dr. Doss
 - Legislative Session – The session began this week. Items that pertain to education, programs, return on investment, employability, etc., will be watched closely. Dr. John Davis, our former governmental liaison took a job with the Pryor Center in Fayetteville, so Mr. Weaver will serve as the liaison and attend committee meetings, watch bills, and provide updates.
 - Grant for Bottomland Hardwood Conservation/Research – The USDA awarded UAM and the Arkansas Forest Resources Center a \$3.7 million grant to provide funding for USDA Partnerships for Climate-Smart Commodities projects, which are aimed at supporting sustainability in agriculture. Dr. Nana Tian developed the proposal for the grant and will serve as project director. A handout with additional details was provided.
 - Administrative Staff Changes – Mr. Jay Hughes has been appointed Vice Chancellor for Student Engagement. He has served as interim VC since October and has done an excellent job. Ms. Linda Rushing has decided to retire by June 30. A search committee has been appointed to fill this position. Board members thanked Ms. Rushing for her many years of hard work, dedication, and service.
 - Economic Impact Study – Dr. Matt Pelkki, Director of the Arkansas Center for Forest Business was asked to conduct a study and data analysis of the economic impact of Southeast Arkansas. Those results will be shared with the campus and community when finalized.
 - Storm Impact on Campuses – UAM had minimal impact from the storm, only a few small limbs down and the fascia on the Chancellor's Home was damaged. From the cold weather, a few water pipes burst, but there was nothing too significant.

4. Finance and Administration – Mr. Becker

- Scholarship Restructuring – Over the last few years, there has been discussion of scholarship offerings from other universities. UAM has made small steps such as super scoring ACT scores; however, additional restructuring was needed. The following proposals were made and approved by the Executive Council:
 - Reduce the institutional scholarships to four tiers, which would combine the leadership and the weevil excellence into a new scholarship.
 - Reduce the GPA requirement on all institutional scholarships from 3.0 to 2.5.
 - Provide a housing incentive of \$500 per semester for incoming freshmen who receive an institutional scholarship. This would be non-refundable and reoccurring as long as the student continued their institutional scholarship requirements and continued to live in on-campus housing.
 - Provide a legacy incentive of \$500 per semester to incoming freshmen who receive an institutional scholarship and whose legal guardian(s) graduated from UAM with a technical certificate or higher degree. This would be non-refundable and reoccurring as long as the student continued their institutional scholarship requirements.

The change in GPA requirement will be effective at the end of the spring 2023 semester. All other proposals will be effective for the fall 2023 semester.

- Campus Renovation Projects – An update was provided on projects including Willard Hall, Science Center, Fine Arts Center, Athletic Performance Center, Agriculture Building, Green House, Head House, Music Building, 1937 House, and Trotter House.

5. Academic Affairs – Ms. Halley

- Spring Enrollment Projections – Open enrollment will continue through tomorrow. At this time, enrollment is up slightly from last year. The census date is January 26.

6. Student Engagement – Mr. Hughes

- Recruitment Strategies – An update was given on recruitment events held so far; events planned for the spring semester, including new events; marketing outreaches using mailers, social media, and texting; and schools the recruiters have been to, or will be going to in the next few weeks.
- Student Outreach for Retention – Students who are not finalized for a variety of different reasons are being contacted to help them get finalized. The cost of textbooks is a challenge for students and last year, \$15,000 was given to students for textbooks.

7. Advancement – Mr. Weaver

- NPC Announcement – On January 24, a press conference will be held at 10:00 a.m. at the University of Arkansas System, and at 2:00 p.m. on the National Park College campus. UAM and NPC has partnered together to offer students at NPC the opportunity to earn a bachelor's degree while remaining on their campus.
- New Endowments – A brief overview of the UA Foundation was given. In 2022, UAM received eight new endowments and \$1,750,000 was raised.
- Upcoming Events:
 - January 21 – Ag Alumni Scholarship Dinner, McGehee Men's Club
 - February 20 – Day at the Races, Oaklawn Park
 - February 24 – Athletics Auction Fundraiser, McGehee Men's Club
 - March 18 – NBA Night Out, Memphis Grizzlies
 - June 1 – Night at the Ballpark, Arkansas Travelers

8. New Business

Officers for the Board of Visitors were elected as follows:

Chair – Michael Jones

Vice Chair – Scott Saffold

Secretary – Mike Walker

Officers will assume their position in April 2023 and will serve a two-year term.

9. The meeting adjourned at 5:21 p.m.

Minutes of the Meeting of the Board of Visitors
University of Arkansas at Monticello
McGehee Campus and via Zoom
April 18, 2023 - 4:00 p.m.

Board Member Present in Person: Jim Daniels, Michael Jones, Scott Saffold

Board Members Present Via Zoom: Gregg Reep, Jeremy Sparks

University Personnel Present: Dr. Peggy Doss, Alex Becker, Crystal Halley, Jay Hughes, Linda Rushing, Tracy Tucker, Bob Ware, Jeff Weaver, Elaine Hargraves, Dorissa Kaufman, Gary Lucas, Christy Pace

1. Chair Michael Jones called the meeting to order at 4:00 p.m.

2. The Board approved the minutes from the January 12, 2023 meeting.

3. Chancellor's Introductions – Dr. Doss

Dr. Tracy Tucker was introduced. She will begin on July 1, as the Vice Chancellor for the College of Technology at Crossett.

4. Recruitment Update – Mr. Hughes

An update was given on recruitment events, including Weevil Welcome Preview Day in February which had a record-breaking attendance, and priority registration held yesterday and today for new freshmen and transfer students. Information was provided on attendance at high school award programs and marketing outreaches including mailers, social media, and texting.

5. Academic Affairs – Ms. Halley

- Fall Enrollment Projections – Registration began April 3 for summer sessions and the fall semester. Undergraduate enrollment is currently down about 3% from this time last year. Enrollment in graduate programs is looking good and two new programs, the Master of Science in Nursing and the Graduate Certificate in Forest Business, are bringing in new students.
- Commencement will be held May 12, 2023 at 10:00 a.m. and 2:00 p.m. at the Steelman Field House. Mr. Ken Hunt will be recognized as UAM's Distinguished Alumnus. Details will be emailed to Board members.

6. Legislative Update – Mr. Weaver

An update was given on the legislative session and which items are the top priorities. It was noted that no new money will be given to higher education.

A handout was provided on marketing and recruitment efforts using sponsored Facebook ads. The analytics from these ads allow UAM to see how many people the ads are reaching and how many clicks are being made.

7. Finance and Administration – Mr. Becker

- FY24 Budget Preparations – In February and March, budget directors had budget hearings and provided updates on the needs in their areas. UAM will request an increase in tuition and fees at the May Board of Trustees meeting. Members of the Board of Visitors voted to provide a letter supporting UAM’s proposed tuition and fee increase. If the budget is approved, UAM will consider a salary increase for all employees.
- Campus Projects Update – An update was given on campus projects including the 1937 House, Willard Hall, Trotter House, Athletic Performance Center, Music Building, Head House, and curbing along University Drive. The Cotton Boll Stadium has recently been listed on the Arkansas Register of Historic Places, which will allow UAM to apply for restoration grant funding.

8. McGehee Campus Report – Mr. Ware

An update was given on recruitment strategies at the McGehee campus including weevil welcome events; course offerings, both credit and non-credit community classes; and food trucks. A report was provided on the numerous grants that have been received.

9. New Business

Approval of Proposed Meeting Dates – The following meeting dates were proposed and approved by the Board of Visitors:

- July 25, 2023 – Monticello Campus
- October 12, 2023 – Crossett Campus
- January 30, 2024 – Monticello Campus
- April 11, 2024 – McGehee Campus

10. Discussion, General Remarks, and Important Dates

On April 27 at 3:30 p.m., an Economic Impact Study Presentation presented by Dr. Matthew Pelkki will be held at the Fine Arts Center. The study measures the economic impact of UAM at regional and statewide levels. All Board members are invited to attend.

11. The meeting adjourned at 5:13 p.m.

Minutes of the Meeting of the Board of Visitors
University of Arkansas at Monticello
Student Success Center, Room 208 and via Zoom
July 25, 2023 - 4:00 p.m.

Board Member Present in Person: Michael Jones, Scott Saffold

Board Members Present Via Zoom: Gregg Reep, Jeremy Sparks, Mike Walker

University Personnel Present: Dr. Peggy Doss, Alex Becker, Crystal Halley, Jay Hughes, Tracy Tucker, Bob Ware, Jeff Weaver, Rachel Hayes, Brian Jones, Dylan McClain, Christy Pace, Quantel Williams

1. Chair Michael Jones called the meeting to order at 4:00 p.m.
2. The Board approved the minutes from the April 18, 2023 meeting.
3. Chancellor's Report – Dr. Doss
 - Mr. Hughes introduced the following new staff in Student Engagement:
Brian Jones, Director of Testing, Career Services, and Tutoring
Dylan McClain, Project Manager and Director of Student Programs/Activities
Quantel Williams, Director of Housing and Residence Life
 - Mr. Weaver introduced Rachel Hayes, Alumni and Development Officer.
 - A brief overview of partnerships, programs, and projects was given.
4. Academic Affairs – Ms. Halley
 - The schedule for UAM's Professional Development Week, August 7-11, was discussed.
 - As of today, UAM's total headcount is 2117, up 8.6% from this time last year. Registration continues through August 1, and census date is August 30.
 - The Degree Pathways Program, which will report to HLC in 2025, has seen an increase in retention in all ACT range categories.
 - New academic partnerships were mentioned, including Business and Elementary Education with NPC, 14 concurrent partners, four additional 2+2 agreements, and a phlebotomy pilot project with UAMS.
 - New academic programs for this fall include a CP, TC, and AS in Education; a CP and TC in CIS; a GC in Forestry Business; and converting the BS in Math to online. There are also additional programs and program modifications pending approval at the September Board of Trustees meeting and the October Coordinating Board.

5. Student Engagement Update – Mr. Hughes

- An update was given on recruitment strategies, including “Refer a Friend” and the “Stop-Out” campaign. Four registration events have taken place over the summer, and freshmen orientation will be held August 14.
- There are currently 464 students in the residence halls, which is up 8% from last year. Move-In Day will be Sunday, August 13.
- A new pilot shuttle service called Weevil Transit will be launched this fall. Transportation will be provided for students to nearby Monticello locations, such as Walmart.
- Parent/Family Appreciation Day is set for September 9, 2023.

6. Finance and Administration – Mr. Becker

- An update was given on campus projects including the curbing along University Drive, Willard Hall, the fountain in Weevil Pond, Music Building, Athletic Performance Center, 1937 House, Trotter House, and the Head House.

7. Advancement/Foundation Update – Mr. Weaver

- Two new endowments have been established: Dr. Kelly Bryant for Agriculture and Ms. Linda Rushing set up by Mr. Randy Risher.
- Athletics has announced the Legacy Campaign. This campaign focuses on enhancing the support of student-athletes through major facility improvements. The goal is to have 250 donors join each year, with a donation of \$1000/year (\$83.33/month).
- The campaign for new band uniforms is almost complete.
- Homecoming will be September 25-30, 2023. The schedule will be finalized soon, distributed by email, and placed on the website.
- Marketing and recruitment efforts continue to be a major priority, including new materials, ads, email and texting campaigns, banners, guides, and billboards. Over 22,000 copies of the UAM magazine will be mailed next week.

8. The meeting adjourned at 5:13 p.m.