

Board of Trustees  
Southern Arkansas University  
March 16, 2016  
Reynolds 210  
1:00 pm

Attendees: Steve Keith, Vice Chair; Edgar Lee, Secretary; Lawrence Bearden; Therral Story; Trey Berry, SAU President; Donna Allen; Shawana Reed; Roger Giles; Ben Johnson; Jasper Lewis; Josh Kee; Tim Wise; Brad Stout; Lisa Toms; Michael Westbrook; Robert Gunnels; Gaye Manning; David McLeane; Valerie Wilson; Diane Betts; Aaron Street; Deena Harden, Banner News; Mike McNeil, Magnolia Reporter.

[00:00:00.00] Steve Keith: I call Southern Arkansas University Board of Trustees meeting to order. Welcome everybody. Welcome Mike McNeil of the Magnolia Reporter and anybody else from the press. We always welcome you at any time. At this time I ask for the approval of minutes. We had a teleconference meeting on January 19, 2016 and November 3, 2015 and a regular meeting on October 13, 2015. We have had time to look over those minutes and I ask for those to be approved.

[00:00:34.29] Edgar Lee: So moved

[00:00:35.19] Lawrence Bearden: Second

[00:00:38.09] Steve Keith: First and seconded. All those in favor say "I."

[00:00:40.01] Edgar Lee: I

[00:00:40.01] Lawrence Bearden: I

[00:00:40.01] Therral Story: I

[00:00:57.07] Steve Keith: At this time we will turn the program over to Dr. Berry for his comments.

[00:00:47.01] Trey Berry: Thank you Sir. I want to welcome Mr. Story for his first board meeting and I want to welcome Mr. Bearden who has been reappointed to the Board of Trustees so we are glad that you are all here. Thank you so much.

Well I guess the story that is on everybody's mind and lips has to do with enrollment at SAU. Some of you have seen these statistics before. This is our spring enrollment numbers. We are at 4,194. In fact, compared to the previous spring, that is 881 more than the previous spring. I will tell you that this almost never happens in higher education. We had 53 more students in the spring than in the fall. It never happens and we are excited about that. Our undergraduate numbers are up. Compared to last spring, our graduate numbers are up significantly. Our freshman numbers are up and students living on

campus compared to last spring are up. It is all good metrics, all of it. It is absolutely wonderful. I will tell you, and I am not going to spill any beans or jinx anything because I know Dr. Allen will scream at me right now if that was the case. The numbers, the metrics and applications, everything is looking very, very promising for the fall. Hopefully, by our next Board meeting, I will be able to give you some concrete numbers on the enrollment. I will tell you it is very, very encouraging.

Some of the new recruitment additions we are undergoing right now is we are concentrating in two new areas. Kind of new frontiers for us. Although we have gotten students from these areas, Dallas/Ft. Worth Metroplex and Central Arkansas. We really have started in earnest recruiting those areas. We hired a Dallas/Ft. Worth recruiter, Sarah Craig is her name. She is a wonderful young lady that has graduated, she is bi-lingual and she is living in Dallas/Ft. Worth. She is already doing a wonderful job. The first week on the job, I ran into a mother and daughter walking into Overstreet and they were from Frisco, Texas, north of Dallas. I asked them how did you learn about SAU? "I met a lady yesterday named, Sarah Craig." So it is already happening. Central Arkansas really focusing on that area. We have done a lot of advertisement there, in Little Rock, North Little, Jacksonville, Cabot, and Beebe. We are already seeing applications significantly higher in those areas. We are encouraged by some of the new frontiers we are embarking on this year. Because of the new enrollment, you probably drove by it, our new residence halls, Columbia and Magnolia Hall, are fast going up. I will tell you, we have been blessed by the weather except for last week. The rest of it has been great and we are hopeful that we complete them on time. That is Columbia Hall and it is scheduled to be finished first and that is Magnolia Hall. I am not going to jinx it because Jasper will scream at me now, but there is a chance, a slight chance, if the weather, if the weather holds, we might be able to finish Magnolia Hall as well in August. According to what we see in our numbers in applications', we may need it.

It is not just about the numbers, it is about our students. I want to tell you just a little bit about our students. We picked out several students to tell you some of the wonderful things that some of our wonderful students are doing. You saw that some of the students were researching with Dr. Filburn. Addison Ochs is the son of our Chair of our art department, Steven Ochs. He is a marine biology major and the past two summers he spent the summer researching were Dr. Filburn originated, on the Gulf Coast. This past summer, Addison, did some remarkable things. He discovered a new species in his research. He was also the first person to chart the life cycle of a certain shrimp. I know we are all accomplished people in here, but I bet none of us have discovered a species. That is quite remarkable for an SAU student. Gabrielle Davis...Gabrielle is from Magnolia. She is also another one of those remarkable students. Gabrielle is everywhere. Absolutely everywhere. She is a President's Ambassador, she makes phone calls, she gives tours, she is a lifeguard at the aquatic center, she is wonderful student, and she also works full-time at McDonalds, all together. I will say that is remarkable, but you would be surprised at how many of our students do that to stay in college and pay for their studies. She is a great example of that though. You all know about Taylor McNeel. Taylor, she was just in Washington DC last week. Last month she was in Japan. She is the National FFA President and she is literally going all over the world and not just becoming a great ambassador for FFA but also a great ambassador for SAU. I can tell you that almost every FFA student in the state of Arkansas knows where SAU is located. This is our billboard that is up in Texarkana and a similar one up in Vilonia, her hometown.

New majors: I was talking to Mr. Keith earlier about the numbers and all of our enrollment growth. A lot of it has to do with the new programs we have established these last couple of years. WE have some new programs coming on line in the fall. This is just a few of them. Dr. Johnson is going to be presenting you with our whole slate of new programs but, we are starting a Cybersecurity major in undergraduate and graduate, eventually graduate. We think that will be a great area for growth. Unfortunately we all need to have somebody with cybersecurity. My own personal ATM card has been hacked three (3) times.

Engineering Welding - this is a new program. It will be a joint program between SAU Tech and SAU. We were encouraged to do this by industry. Lockheed Martin started and others have followed. There are very few programs for engineering welding in the nation. In fact, there's none like this one in the entire south. We think this will be something that bring people from all over the country.

Social Entrepreneurship will be starting in the fall and has to do with people that are interested in getting into non-profit work and there is a lot of students that are interested in that and we think this will be a growth area. We already have an entrepreneurship program and it is doing well. This is another example in that area. Engineering Technology is for students that are not really excited about higher math that you have to have in an engineering degree, they can take on Engineering Technology. I will tell you that most industries has more demand for an engineering technician than really for engineers.

We have also revamped our teacher education program to help the growth there as well.

Engineering - what a fortunate thing for SAU. I can't tell you how this is going to have a domino effect on the prosperity of SAU. Our armory that has been on our campus since the 70's has now been turned over to SAU. You could not have picked a better building for the engineering program. Although we hate to see the National Guard go away, this absolutely is a blessing for us here at SAU. We were going to build, as you know, a stand-alone engineering building and it was going to cost about \$2,000,000. This is going to save us between \$800,000 to \$1,000,000 to refit this facility and more square footage - A lot more room to grow. It is going to be a wonderful thing - I know we are about to go into the bid process with this and hopefully we will have it ready for the fall. Our engineering majors are up to about 160 in its second year. (Shows diagram of engineering building) Refitting some of the offices, refitting the armory room where they had labs and classroom space, lecture space, study space and we are moving very few walls which is going to help cut down cost. The middle area will be some extra banquet space for us on campus which we desperately need.

Athletic programs - some of our facilities which we started a year ago are rapidly coming to a finish. This is our softball complex. If you haven't seen and you get a chance to drive up and look at it before you leave. It is going to be a beautiful place. We had a tournament up there a couple of weeks ago, way before it was finished and even then, other teams were saying we have nothing like this. It is going to be great. Two fields that mirror each other - One field will be used for our intramural's but we could also use it for tournaments. It is just a beautiful, beautiful complex. Our track program has grown sustainably and

we are rapidly finishing the track. People are wondering why we haven't finished it. I will tell you there is a film that goes on top of the track and you have to have a certain temperature, steady temperature, for that to be laid and we haven't reached that yet. Then last week we had the rain - we are getting close. It is going to be a great facility.

Our alumni center - Our alumni office has moved over to Overstreet and foundation office, as of last week, has moved to this building. They are downstairs on the first floor. So now, this is empty. We are going to change it into an Alumni Center. We, the alumni association, has been raising money. They have raised about \$420,000 to renovate this space to an event center. There will be an outdoor pavilion and an indoor complex with a patio, a grill area, and the existing structure, which has been rooms and offices, are going to be changed to a bed and breakfast. WE are still raising money to get this off of the ground. We are hopeful in the next year or so, to start and for this to come to fruition.

Cafeteria expansion - Just as we are growing and having to build residence halls here on campus, we have another growth area that we have got to deal with and it is right-down stairs - Our cafeteria. Our cafeteria was built twelve years ago for a campus of 700 students. We now have 1600 leaving on campus and we will probably have many more than that in the fall so we have to do something. You gentleman will be working on a resolution in a few minutes to allow us to explore the possibility of expansion of the cafeteria. This is some renderings of what it might look like. This is the existing cafeteria wall and this is the first rendering of what we might do to expand it. What we would do is go around and develop it with more expansion space here which would help us accommodate more students. We have already expanded the hours of the cafeteria. We have our food court over in the Bruce Center, but still, the lines are out the door at peak times. We know we have got to do something so this is a beginning spot. Mainly, we are looking at Aramark helping us out with this and negotiate possibly a new contract with them, but we will look at this as a possibility.

Then lastly, we are in the beginning stages of our most ambitious, comprehensive fund raising campaign in our history. We are going to call it "Secure Our Future." We have hired, with the help of the SAU Foundation, the J. F Smith Group who will be doing a feasibility study for us to look at what is possible in SAU raising over the next few years to help us move the University forward. The J. F Smith group has had a long history of fund raising. We were very impressed with their presentation. They will be doing over 100 personal interviews that we will pick out and identify throughout the nation and surveys and focus groups in different areas in our region, to try to understand... 1. What people think of SAU on many different levels? 2. Our capacity - what we can do to raise this type of money for the future of SAU. So you will be hearing about this and some of you may get cold calls for interviews. I am almost sure you will, isn't that right Josh. So get ready for a phone call, someone is going to want to come and talk to you. We are excited about this. Not just because of what it will mean for raising money, but I think it will be a good exercise so we can understand what people think about us. You know we sit around here and we think we know what people think about us, but this will be a good, healthy thing to know what the general public, all our alumni and friends think about us. Any questions? Thank you!

[00:15:59.05] Steve Keith: Robert Gunnels, Executive Vice Chancellor will come forward.

[00:16:13.21] Robert Gunnels: Chairman of the Board, Mr. President...just a few items from SAU Tech. We haven't got our budget processes for next year's operating budget. It looks like state funding will remain flat or the same. We had a meeting last week. Arkansas is actually in very good shape compared to a lot of other states. We are happy we are at least getting the same funding. It might be a slight increase in our cash flow through some changes we are making with our concurrent program. We are actually reducing the size of that program and also beginning to charge some tuition for those high schools and hopefully we will see some revenue on that side. The capital request, we are making the same one we had the last four or five years and that is on the Workforce Building that we desperately need on campus and possible renovations to the Administration building and business building. WE are working a lot on our emergency response and preparedness plans and that will be included in the budget next year as well with some funding for some Title IX which is becoming a really important issue of campuses. Active shooter training and emergency preparedness training. We are also experiencing a number of retirements on campus. Dr. Berry was up a week or so ago and we talked about some of those and the impact that will have on campus, primarily and really just the wealth of knowledge that is going to be going out the door with those retirements and having to make some plans on succession within and how we are going to deal with filling those positions. Spring enrollment for us, I wish I could say we were up as being presented as the main campus, but we are up slightly from last spring which is really good news for us after a number of years of declining enrollment. I would say that a lot of that has to do with our new emphasis of recruiting, getting some new personnel in recruiting, they are young and energetic. David McLeane is smiling back there at that...they are really, really good recruiters and they are doing a great job. We are up in the number of campus visits we are having on campus. We had a couple in the past few weeks that just showed up. High school students that showed up and said we are here, we are ready for a tour. We are ready and willing to give them a tour. I am very pleased with what is happening. Our applications for the fall are up as well as our housing request. Just as Dr. Berry mentioned for SAU, we are really hopeful that our enrollment will be up as well in the fall. We are doing some, we have begun our marketing for our international programs, our online programs, and I believe I mentioned at one of our previous board meetings, that we are going to look at targeting international students for some of our unique online programs, computer science and business initially. Kim Coker in our communications office sent out a notice on one of those programs March 10 and just five days, we had 14 inquiries. So we think as we expand that effort to reach individuals overseas that that is really going to explode. Mr. McLeane is working quickly as he can with his staff to be prepared with those calls start coming in. Career Academy audit went very well. A couple of weeks ago we got high marks for the shape the academy is in and also the staff that were involved in that audit. It went very well. Finally, we are looking, we have some appropriated funds that were made to the automotive program at the college several years ago and due to changes in our strategic plan in what we wanted to do, the wording of those are going to be changes in the up-coming session and we are going to use those funds to upgrade our phone system, which I would say is almost as old as the college. This will also help us with our emergency response and preparedness as well. That is my report. Any questions on those issues or anything else? Thank you.

[00:21:09.07] Steve Keith: At this time, we will ask Mr. Roger Giles to come forward and give us an issue.

[00:21:16.11] Roger Giles: This is a resolution that the state requires that we do every year that allows us to reimburse the board members for your actual expenses such as travel or anything like that. It is just

an annual requirement that we can't reimburse you until you vote for this. I recommend that you adopt this resolution.

[00:21:39.00] Steve Keith: Okay, you have the resolution in front of you. This is reimbursement of expenses on travel and various other. Do I have a motion?

[00:21:48.09] Lawrence Bearden: I move

[00:21:52.16] Edgar Lee: Second

[00:21:55.15] Steve Keith: I have a motion and second. All those in favor say "I."

[00:21:57.01] Edgar Lee: "I"

[00:21:57.01] Lawrence Bearden: "I"

[00:21:57.01] Therral Story: "I"

[00:21:57.17] Steve Keith: Thank you Mr. Giles. Ben Johnson - Academic Changes.

[00:22:26.29] Ben Johnson: Dr. Berry has already touched on the major academic programs you have in your packet in the letter I sent Dr. Berry. I can simple echo that those changes reflect both new programs as well as the fact that we try strengthen the programs as needed. Southern Arkansas University has a critical role in providing teachers to this area and region and for that reason we have been looking at revamping the middle school program in many area such as science and mathematics. It is also those changes are a result of collaborations. Robert and I were trying to think of the word, and Dr. Berry said, joint relationships to describe our welding technology program and we came up with the word integrated. It is truly remarkable, we obviously have student's transferring to SAU Magnolia, but this is almost like stepping into the next classroom. The students will be taking the welding courses at the welding technology center across the highway and then SAU Magnolia achieve to finish the courses in the four year program. It is something unique in certainly our history and it is a program that has unlimited potential. We also have a collaboration when it comes to, what Dr. Berry mentioned, the social entrepreneurship which is a collaboration between the College of Liberal and Performing Arts as well as the College of Business. Once again, these programs do reflect the vitality of the institution. The ones you see that were approved in November are on the agenda for the Higher Education Board late next month. The ones that were approved just recently will be on the agenda in late July. I think that it is required for the Board to approve these.

[00:24:10.09] Steve Keith: I need a motion to approve.

[00:24:11.06] Edgar Lee: I move

[00:24:13.23] Therral Story: Second

[00:24:17.18] Steve Keith: Motion and Second. All those in favor say "I."

[00:24:20.06] Lawrence Bearden: "I"

[00:24:20.14] Edgar Lee: "I"

[00:24:20.14] Therral Story: "I"

[00:24:23.19] Steve Keith: Thank you Ben.

[00:24:41.12] Ben Johnson: The next item I believe is on your agenda sir is the Minority retention and Recruitment Report. This is for 2014-2015 that includes the activities parts of the faculty governance and minority representation in the operations of the University as well as the updated figures on graduation and retention among our student body. Then it ends with a discussion of the years activities by the Office of Minority Services now the Office of Minority Services and Diversity. I ask are there any questions?

[00:25:24.02] Lawrence Bearden: Are we in line with the percentages of most other colleges and universities our size?

[00:25:28.27] Ben Johnson: I believe, Dr. Allen runs those figures in terms of retention and graduation.

[00:25:34.14] Donna Allen: We, a lot of times, do better than our counterparts. .

[00:25:39.28] Lawrence Bearden: We look good on the report so I was just wondering.

[00:25:45.05] Edgar Lee: We are being monitored and graded on this correct?

[00:25:46.22] Ben Johnson: This is submitted to the Arkansas Department of Higher Education.

[00:26:18.06] Steve Keith: At this time, we will ask David McLeane to come forward and give his report.

[00:26:26.21] David McLeane: I am here just to say this is an annual requirement. This is also a five year plan and we will have to redevelop this and the Board will have to approve it again in 2017. In your packet, the statistics are in there as well for SAU Tech. I do want to share this with you...the goal of our minority and retention plan is to increase the recruitment retention, not only students, but faculty and staff with minority representation. We try to match that goal to meet the portion of our primary service area. According to 2010 census, the diversity in our serve area is composed of 59.3 White, 37.6 African American, 3.1 of other ethnic origin. In the fall of 2014-2015, there were 618 minority student's attending SAU Tech. Our total fall head count was 1, 559. So the minorities represented 39.64 percent of the total head count. That does match the portion we are trying to reach. Also, during the 2014-2015 academic year, there were 337 minority completions, and the total number of completions was 975, which is 34.5 percent of the total completions. Basically I was just trying to summarize a couple of items that are in those lengthy reports that you guys get. Do you have any questions for me?

[00:28:10.05] Steve Keith: At this time we will have the audit report. We will ask Shawana Reed to go first.

[00:28:25.13] Shawana Reed: Shawana gave the audit report for 2013-2014. Due to audio difficulties, Shawana's report was not audible. Her report information may be seen in the PowerPoint that was provided and is in the meeting packet. This information will available in the Office of the President.

[00:36:01.09] Steve Keith: At this time, Gaye Manning will come forward present SAU Tech's Audit Report.

[00:36:20.12] Gaye Manning: Gaye gave the audit report for 2013-2014. Due to audio difficulties, Gaye's report was not audible. Her report information may be seen in the PowerPoint that was provided and is in the meeting packet. This information will available in the Office of the President.

[00:43:06.01] Steve Keith: We need a motion to accept the audit.

[00:43:14.06] Lawrence Bearden: So moved.

[00:43:15.26] Therral Story: Second

[00:43:16.05] Steve Keith: There is a motion and second. Those in favor say "I."

[00:43:20.00] Edgar Lee: "I"

[00:43:20.10] Therral Story: "I"

[00:43:20.15] Lawrence Bearden: "I"

[00:43:29.08] Trey Berry: As we discussed the need for the expansion of our cafeteria to meet the needs of our enrollment. You have in your packet a resolution for your consideration that will allow SAU to begin discussions with Aramark about the possibilities of that expansion. I will let you have some time to look that and it will take Board action. Dr. Allen can answer in specific questions if you have any questions.

[00:44:06.22] Edgar Lee: This will accommodate efficiently right?

[00:44:18.02] Trey Berry: Do you remember the actual number that will accommodate the expansion?  
(To Donna Allen)

[00:44:25.00] Donna Allen: I believe it is 170.

[00:44:40.03] Trey Berry: It puts us right at 1000 - a little more in the cafeteria.

[00:44:55.14] Lawrence Bearden: I move we accept this resolution for the cafeteria expansion.

[00:45:03.18] Steve Keith: Those is favor of the resolution, say "I."

[00:45:03.21] Edgar Lee: "I"

[00:45:03.21] Therral Story: "I"

[00:45:03.21] Lawrence Bearden: "I"

[00:45:08.14] Trey Berry: Of course, we will bring back any contract once it is finalized.

[00:45:13.23] Steve Keith: At this time we will go into executive session for a few minutes to consider personal changes.

[00:00:26.04] Steve Keith: We will call the meeting back to order. At this time, we need a motion for the personal changes.

[00:00:43.27] Edgar Lee: I move that we accept personal changes.

[00:00:47.02] Lawrence Bearden: Second

[00:00:47.15] Steve Keith: We have a motion in second. All those in favor say "I"

[00:00:49.13] Edgar Lee: "I"

[00:00:57.09] Lawrence Bearden: "I"

[00:00:57.09] Therral Story: "I"

[00:00:57.011] Steve Keith: Motion approved

[00:00:57.15] Steve Keith: We have been discussing the resolution to increase the housing budget for the new house for the President. Basically, from \$600,000 to \$750,000 because of the cost of building a house. We are all in agreement, in fact it was our idea rather than the administration. I would ask for a motion on the resolution to increase the housing budget up to \$750,000.

[00:01:35.10] Lawrence Bearden: So moved.

[00:01:36.22] Therral Story: Second

[00:01:37.22] Steve Keith: We have a motion and second. Those in favor say "I."

[00:01:40.03] Therral Story: "I"

[00:01:40.10] Edgar Lee: "I"

[00:01:40.10] Lawrence Bearden: "I"

[00:01:40.23] Steve Keith: Motion approved. Last item on the agenda is the yearly election of the Board of Trustees. I assumed the position of the chair when Buddy Franks passed away. Now it is time for the election of the chairman, vice chair and secretary.

[00:02:26.10] Lawrence Bearden: I nominate you as the chair, Mr. Edgar, the vice chair and David Nelson as secretary.

[00:02:37.00] Therral Story: Second

[00:02:37.05] Steve Keith: We have a motion and second. All those is favor say "I."

[00:02:40.10] Therral Story: "I"

[00:02:40.10] Lawrence Bearden: "I"

[00:02:40.10] Edgar Lee: "I"

[00:02:45.27] Steve Keith: At this time, this concludes our meeting. I ask for a motion to adjourn.

[00:02:51.06] Edgar Lee: So moved

[00:02:53.00] Lawrence Bearden: Second.

The meeting adjourned at 2:34 p.m.

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David Nelson, Secretary  
Board of Trustees

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Steve Keith, Chair  
Board of Trustees

La'Tricia Davis – Recorder of record.