

**University of Arkansas Community College**  
**Board of Visitors Minutes**  
**October 17, 2019 / 4 p.m.**  
**IH Room 140**

Members present were Dr. Maggie Williams, Ms. Stacy Gunderman, Ms. Karen Ryan, Mr. Mike Arnold, Mr. Phil Baldwin, Ms. Jenifer Walls and Dr. Jody Smotherman. Dr. Michael Hester, Ms. Jesse Freiert, Mr. Stan Fretwell, Mr. Ted Hall and Mr. Casey Castleberry were absent.

Also, in attendance were Ms. Deborah Frazier, Dr. Brian Shonk, Dr. Anne Austin, Mr. Gayle Cooper, Mr. Greg Thornburg, Ms. Kim Whitten, Ms. Jodie Hightower, Ms. Hannah Keller Flanery, Ms. Beverly Moss, Ms. Dawn Smith, Ms. Deanna Tillery, and Ms. Comfort Winston.

Chairman Williams called the meeting to order at 4:06 p.m. and introduced new board of visitors' members Ms. Jenifer Walls and Dr. Jody Smotherman.

*Mr. Phil Baldwin moved to approve the minutes from the June 20, 2019 meeting. Dr. Jody Smotherman seconded the motion and the motion carried.*

Ms. Frazier introduced new employees, Ms. Beverly Moss, administrative specialist II in Research, Planning and Assessment, Ms. Dawn Smith, CNA faculty, Ms. Deanna Tillery, director of the student success center and Ms. Comfort Winston, administrative specialist in the advising center.

Ms. Frazier also reviewed the list of internal transfers since the last board meeting which were:

- Crystal Blue – Computer Lab Tech to Record Management Analyst
- Amy Bullard – RN Program faculty to Simulation Lab Coordinator
- Alisha Hightower – RN Program faculty to LPN to RN Online faculty
- Dustin McAnally – Administrative Specialist II to Computer Lab Manager
- Chris Middleton – Maintenance Assistant to Skills Tradesman

Dr. Austin, vice chancellor for research planning and assessment, requested the board review and affirm the college's mission statement which states: *The University of Arkansas Community College at Batesville provides quality educational opportunities within a supportive learning environment. We promote success through community partnerships, responsive programs, and an enduring commitment to improvement.* Ms. Gunderman moved to affirm the current mission statement and Ms. Ryan seconded the motion; motion carried.

Dr. Austin briefed the board members on the Perkins V reauthorization and the increased planning for the next grant cycle. A local needs assessment is required, and many board members may be asked to participate in assessments as many area schools will be applying for Perkins funding. She said UACCB usually receives \$80 – \$85,000 annually from Perkins funding which is utilized to purchase equipment. Ms. Frazier complimented Dr. Austin's work on this funding and noted rarely does UACCB use Perkins to fund positions.

Ms. Whitten, director of advancement, said the golf tournament held Friday, October 4 raised enough to fully fund the Woody Castleberry Memorial Scholarship with about \$20,000 raised. Last year 12 teams participated and 23 participated this year. The foundation is also participating in a campaign to raise

money in conjunction with Giving Tuesday (December 3, 2019). She provided piggy banks to each board member and invited them to “feed their pigs”. Centennial Bank has agreed to match funds raised. The foundation also has a new website with supports online giving at [uacbfoundation.org](http://uacbfoundation.org).

Mr. Greg Thornburg, vice chancellor for student affairs, provided an enrollment update. Headcount for fall 2019 is 1,480 as compared to 1,328 in fall 2018, which is an 11.2% increase, the second highest increase for 2-year schools in the state. Over a five-year period, enrollment is up 12.4%, from 1,317 in fall 2014, which is the highest percentage of all 2-year schools in the state. The state average is a decline in enrollment of 14.0%.

The student semester credit hours (SSCH) for fall 2019 is 14,660 as compared to last year fall 2018 at 13,460, representing an 8.92% increase in the number of hours students are taking this year. The number of Full Time Equivalents is 977 for fall 2019 as compared to 897 for fall 2018.

Mr. Thornburg also reviewed the breakdown of students by age group. In fall 2014, the under 18 group totaled 241 and in fall 2019, the group totaled 428, a 77.5% increase. He noted that the secondary career center opened in fall 2018 providing welding and CNA classes. He noted gains in the 18-24 age bracket as well as the over the age of 25 category.

He described several initiatives by the college including a change to the delivery of new student orientation, opening the bookstore during the Arkansas tax free holiday, revising the delivery of college algebra and Guided Pathways.

Mr. Gayle Cooper, vice chancellor for finance and administration, provided a construction update on the Workforce Training Center. He showed a flyover video taken by drone and photos of the progress on the building and parking lot. Building completion is scheduled for January 2020.

Mr. Cooper said the college is advertising for an on-call architect to renovate MCB. He said Ms. Peggy Jackson, purchasing specialist, and Mr. Heath Wooldridge, director of the physical plant, toured a visiting architect from Northwest Arkansas today and they were very complimentary of the campus.

Dr. Brian Shonk, vice chancellor for academic affairs, presented a proposed construction technology technical certificate and certificate of proficiency in carpentry, masonry, and drywall installation and finishing. Dr. Shonk provided a handout with the program descriptions and the required courses.

Ms. Gunderman made a motion to approve the series of academic programs in construction technology as presented and to submit it to the UA System Board of Trustees and the Arkansas Department of Higher Education for approvals. Ms. Ryan seconded the motion and the motion carried.

Ms. Frazier reminded the group of the Nurse Pinning to be held Friday, December 6, 2019 at 6:30 p.m. in the IH Auditorium.

With no further business, Ms. Gunderman moved to adjourn, and Mr. Baldwin seconded. The motion carried and the meeting adjourned at 5:15 p.m.

Submitted by Ms. Jodie Hightower

Notes from Strategic Planning Session held immediately following BOV meeting with Dr. Barbara Jones and Dr. Stephanie Tully Dartez.

Dr. Jones provided an overview of the strategic planning process which begins with an environmental scan and data gathering. Initially surveys were sent to four constituencies – faculty, staff, board of visitors/advisory groups and community members. Once that data is gathered, it is presented to the board and college administration. Then a 25-member planning team will meet to determine overarching goals. Key performance indicators and strategies will be determined, and assignments made to groups. In November, Dr. Jones and Dr. Tully Dartez will return to campus to review the plan with the planning team.

Dr. Tully Dartez presented the results from the surveys to the board members as well as gather data from them. She asked the board what they want to accomplish as a board. Supporting the college and its mission was the consensus.

She said there is a consistency with language between all four groups surveyed, which she noted as uncommon.

She asked the members to name the top three accomplishments of the college. The following responses were provided:

- Growth of student population
- Connection to the community
- Increase in educational opportunities
- Evaluation of programs to ensure they match available jobs (gainful employment)
- Adaptability of the college to reflect and change programs to meet needs
- Relationships with local high schools
- UA Fayetteville transfer scholarship opportunities
- 2 + 2 agreements to make the transition to a 4-year institution easier.

Dr. Tully Dartez asked if they felt there was a good connection to business/industry. The members said yes, the connection is a strong one.

She asked if they are hiring UACCB graduates and the members said there are.

The group then discussed needs or gaps in service. Construction technology was discussed as a need for employees with basic construction knowledge. Additionally, the growing Hispanic population was discussed as well as transportation, technology and non-traditional students.

She noted that some of the good things noted on the survey were:

- Nursing program success
- Guided Pathways
- Business/Industry partnerships
- Secondary Career Center
- Southside Schools partnership

She said the college has clear pathways from high school to college, but there is a need to create on-ramps for other students.

Dr. Jones wrapped up the meeting by saying the planning team is charged with looking at opportunities for UACCB to be better and expand in the future, to make it more accessible to more people.