

University of Arkansas Community College
Board of Visitors Minutes
January 16, 2020 / 4 p.m.
IH Room 140

Members present were Dr. Maggie Williams, Ms. Stacy Gunderman, Mr. Mike Arnold, Mr. Phil Baldwin, Dr. Michael Hester, Ms. Jesse Friert, Mr. Stan Fretwell, Mr. Ted Hall and Dr. Jody Smotherman.

Ms. Jenifer Floyd, Ms. Karen Ryan, 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, Mr. Heath Wooldridge, Mr. Elliott Brown, Ms. Candy Davis, Dr. Deltha Sharp, Mr. Dakota West, Ms. Waynna Dockins, Ms. Susan Tripp, Ms. Amy Bullard, Ms. Meagan Akins, Mr. Cheyenne Diaz, and Ms. Deanna Tillery.

Chairman Williams called the meeting to order at 4:05 p.m.

Ms. Stacy Gunderman moved to approve the minutes from the October 17, 2019 meeting. Mr. Ted Hall seconded the motion and the motion carried.

Ms. Frazier introduced new employees, Mr. Elliott Brown, maintenance assistant; Ms. Candy Davis, payroll services specialist; Dr. Deltha Sharp, director of institutional research; and Mr. Dakota West, maintenance assistant.

Ms. Frazier also said Ms. Phyllis Gardner transferred from financial aid administrative specialist III to financial aid specialist.

Mr. Greg Thornburg, vice chancellor for student affairs, provided an enrollment update for the spring 2020 semester. Headcount for spring 2020 is 1,302 as compared to 1,219 from 2019, which is a 6.8% increase. He said that is has been at least ten years since enrollment has topped 1,300 students on the first day.

The student semester credit hours (SSCH) for spring 2020 is 12,749 as compared to spring 2019 at 12,133, representing a 5.1% increase in the number of hours students are taking this year. He said these numbers are very strong. Chairman Williams asked Mr. Thornburg what has contributed to the increase. Mr. Thornburg noted multiple endeavors by the college to increase enrollment such as Guided Pathways, new programs, a strong financial aid program, and faculty revising their teaching strategy.

Mr. Gayle Cooper, vice chancellor for finance and administration, provided a construction update on the Workforce Training Center. He reported that with the change in the architect and several other cost overruns, the project will be over budget. He showed the board members the most current photos from the project. He said the building is almost complete and he will meet with the general contractor, Gerald Provence of Provence Construction Company, Inc. and the architects, Fennell-Purifoy on January 21, 2020 to complete the punch list. Mr. Fretwell asked if the college is looking into rebate programs regarding the use of LED lights in the building. Mr. Cooper said the architects, contractors, and his office work with UA System office to take advantage of those programs. Mr. Cooper invited the board to attend the Open House for the Workforce Training Center on April 2, 2020 from 3:00 p.m. to 4:30 p.m. Invitations will be sent.

Mr. Cooper said the last payment on the Nursing and Allied Health building will be on February 1, 2020. After that payment, the total debt for the college will be \$1.4 million.

Ms. Kim Whitten, director of advancement, said her office is nearly finished awarding spring scholarship funds. She said about \$15,000 benefiting 40 students has been awarded. The UACCB Foundation board met last week and adopted a mission statement for the foundation. She provided a membership engagement guide developed by the foundation. The foundation board added two new members: Ms. Jan Smith, executive director of White River Planning and Development District; and Mr. Carter Ford, owner of Carter Ford Insurance. Ms. Whitten said the board would like to add a few more members.

She said the Giving Tuesday campaign raised \$1,400. Centennial Bank matched donations up to \$500. Ms. Whitten said the Woody Castleberry Endowed Scholarship has officially been established. Total funds from golf tournament proceeds and memorial contributions were \$21,345. The scholarship could begin to be awarded in fall 2020. The scholarship will be awarded to a student with preference given to students with a demonstrated financial need and planning to transfer to U A -Fayetteville.

Ms. Frazier provided the board with the UACCB Strategic Plan for 2020 - 2025 recapping the process the college used to develop the plan. She said as discussion evolved on October 18th, the strategic plan facilitators noted the many team players are passionate about this institution. Ms. Frazier showed a PowerPoint slide with the names of all the people who participated in the development of the strategic plan. She said the group looked for a way to tie it all together and the acronym "R.E.A.C.H." was developed. R.E.A.C.H stands for Respond, Engage, Access, Communicate, and Help. Ms. Frazier introduced the REACH team leaders who are: Ms. Amy Bullard (Respond), Ms. Susan Tripp (Engage), Ms. Meagan Akins (Access), Mr. Cheyenne Diaz (Communicate), and Ms. Deanna Tillery (Help).

Ms. Frazier also introduced Dr. Deltha Sharp, director of institutional research, who has been the on-campus facilitator for the team leaders. Ms. Frazier noted these individuals have accepted the challenge of this leadership role in addition to their normal job duties. Dr. Sharp noted that this plan is grassroots driven, from the broader campus community versus top down, leadership driven. She said these groups have done a good job incorporating things the college is already doing into the strategic plan while challenging it to do more.

Each team leader spoke briefly about their strategic initiative. Ms. Bullard, nursing simulation coordinator, said the Respond initiative focuses on responding to industry partners, making sure current programs are what industry partners need, and state of the art technology such as smart classrooms. She said this initiative also focuses on increasing the college-going rate, working with high school partners and monitoring that effort better.

Ms. Tripp, division chair arts and humanities and English faculty, said the Engage initiative has two components. The first concerns employees and encouraging, training, and investing in them to recognize their efforts and accomplishments in order to retain them. The second component concerns strengthening community and employer connections through partnerships and communications and thereby increasing activities for students such as mentorships, activities, and internships.

Ms. Meagan Akins, admissions counselor, who is the team leader for the Access initiative, said her team will focus on meeting students where they are, increasing alternative modalities of learning and reducing barriers to completion. They will target students who are low income, first-generation college attendees, and academically underprepared. Additionally, they will include diversity and cultural awareness so that education at UACCB leads to globally competent graduates.

Mr. Cheyenne Diaz, Career Pathways advisor, is the team leader for the Communication initiative. Mr. Diaz said this initiative focuses on telling the college's story and in the right way informing everyone, both internal and external stakeholders, about the college. One of the first priorities is an updated

website. Additionally, this initiative focuses on improving operations through collaboration and training and the use of a broad range of communication channels.

Ms. Deanna Tillery, director of the student success center and leader of the Help initiative, said her group will assess the effectiveness of our current efforts. They will also focus on providing additional volunteer opportunities and internships as well as technology assistance.

Ms. Frazier said the team launched the Strategic Plan at the college's January 3, 2020 Professional Development workshop. She noted the grassroots development as well as the formation of multi-discipline teams.

Mr. Diaz said there is a forward momentum on campus and the group would like to capitalize on it. He also thanked Ms. Frazier on behalf of the other team leaders for the opportunity to serve in this capacity. Other members of the group echoed Mr. Diaz's comments including Ms. Bullard who said she appreciated the opportunity to be heard and to be involved. Ms. Tripp said this is her 18th year on campus and this is a time in which the faculty feel involved and heard and that creates more engagement and investment. Ms. Akins said there has not been a shortage of brainstorming and this plan allows for a formal way to express all those ideas.

Ms. Frazier said the next steps will include establishing key performance indicators, identifying 2020 – 2021 priorities; linking budget items; and tying expenses to specific initiatives to create an action plan.

Dr. Sharp said there are some measures in place already this year and that will help in the future.

Mr. Fretwell said the real work begins now with executing the plan. He also said he appreciates the college's efforts to increase job shadowing, noting that students are under pressure to choose a career field early, even before college.

Ms. Frazier said the college is utilizing a software that assists students in determining career fields that match with their interests and skill sets. She will invite Ms. Becky Warren, director of workforce and career services, to demonstrate the software at the next meeting.

Dr. Hester congratulated everyone on their efforts and is particularly interested in the Engage initiative.

Mr. Baldwin made a motion to provide a formal resolution to thank the REACH team leaders for their efforts on behalf of the college and the critically important work they have accomplished to provide a roadmap for the future. Ms. Gunderman seconded the motion and motion carried.

Ms. Frazier invited board members to hear a presentation from Ms. Andrea Henderson, executive director of ACC, regarding the aftermath and recovery efforts following the Umpqua Community College (Oregon) shooting on October 1, 2015. At the time of the event, Ms. Henderson was serving as the executive director of the Oregon community colleges association and provided assistance to the campus community. Ms. Henderson will be on campus February 7, 2020 with two sessions: 10:30 a.m. to 12:00 and then again 1:30 p.m. to 3:30 p.m.

Ms. Frazier also invited board members to the Workforce Training Center Open House on April 2, 2020 from 3:00 p.m. to 4:30 p.m.

With no further business, Ms. Gunderman moved to adjourn, and Mr. Baldwin seconded. The motion carried and the meeting adjourned at 5:14 p.m.

Submitted by Ms. Jodie Hightower