

University of Arkansas Community College at Batesville
Board of Visitors Meeting
Nursing and Allied Health Room 902
October 15, 2020
4:00 p.m.

Members present on-site were Dr. Maggie Williams, Mr. Ted Hall, Mr. Calvin Wright and Dr. Jody Smotherman. Those attending via Zoom were Dr. Michael Hester, Ms. Karen Ryan, Mr. Mike Arnold, Mr. Phil Baldwin and Mr. Stan Fretwell. Absent from the meeting was Ms. Jesse Freiart, Mr. Casey Castleberry and Ms. Jenifer Floyd.

Also, in attendance were Ms. Deborah Frazier, Dr. Brian Shonk, Dr. Anne Austin, Mr. Gayle Cooper, Mr. Zach Perrine, Ms. Kim Whitten, Ms. Jodie Hightower, Ms. Hannah Keller Flanery, Mr. Mickey Freeze, Ms. Debbie Wyatt, Dr. Jeanette Youngblood, Ms. Sherrie Gunther, Ms. Mary Brewer, Mr. Briar Bumpous, Ms. Sarah Davis, Mr. Brandon Briesmeister, and Ms. Samara Orrantia.

Chairman Williams called the meeting to order at 4:03 p.m.

Mr. Ted Hall moved to approve the minutes from the June 18, 2020 meeting. Dr. Jody Smotherman seconded the motion and the motion passed.

Chairman Williams introduced new Board of Visitors member, Mr. Calvin Wright, who is the manager at The Home Depot in Batesville.

Ms. Frazier presented the following people with the **2020 Outstanding awards**:

- Dr. Zelda Epperson-May – Outstanding Alumni
- Ms. Macy Morgan – Academic All-Star
- Ms. Sherrie Gunther – Outstanding Staff
- Ms. Mary Brewer – Outstanding Adjunct Faculty
- Ms. Holly Goslin – Outstanding Faculty

Mr. Zach Perrine, vice chancellor for student affairs, introduced Ms. Debbie Wyatt and Mr. Mickey Freeze, the co-advisors for the Student Government Association. Mr. Perrine introduced the SGA members who were present:

- Mr. Briar Bumpous, president
- Ms. Sarah Davis, vice president
- Mr. Brandon Briesmeister, sophomore senator
- Ms. Samara Orrantia, freshman senator

Mr. Perrine announced the names of SGA members not in attendance:

- Ms. Aaliyah Travis, secretary
- Ms. Samantha Dickey, sophomore senator
- Ms. Madison Walker, sophomore senator
- Ms. Monica Featherston, freshman senator
- Mr. Thomas Wilkins, freshman senator
- Ms. Barbara Laslo, BCM representative

Teaching and Learning During a Public Health Emergency – Dr. Shonk introduced Dr. Seely, microbiology instructor who presented on the faculty perspective of teaching during a public health emergency. Dr. Seely noted that although the events of 2020 were unprecedented, the faculty rose to the challenges presented. He said by working with the administration, the campus adopted a hy-flex model of learning. He said students want to learn and want to be on campus safely. Faculty anticipated there were knowns and unknowns in dealing with remote learning challenges. He said many faculty members did not realize just how willing to adapt students were to the hy-flex model or how well students would take

to this model. Hy-flex includes a combination of in-person and remote learning to reduce the number of students on campus but allowing for face to face interaction between students and faculty.

Dr. Seely presented a few of the devices that have been used to provide flexible learning. He said this technology allows faculty and others to host remote meetings and “see” the students. He also noted that Blackboard Collaborate has been an essential tool to successfully teaching remotely. He said many faculty have recorded videos which has contributed to the consistency and continuity of teaching.

Dr. Seely said the administration has been very supportive and assistance from Student Affairs has been critical to the success of students. He said that community members have asked him about what UACCB had planned and he was grateful to have the opportunity to explain what the College is doing to ensure academic success of students. He said he has spoken to many students and asked if they feel they are getting as close to a fully in person experience as possible and do they feel prepared to be assessed in that learning. He said overwhelmingly the answer has been yes. He attributes that response to the incredible work that the faculty and staff have done.

He said faculty and staff are taking the approach of modeling the behavior they expect to see on campus which is wearing face covering, social distancing and frequent hand washing. He said students appear to be more comfortable since the PPE is in place and readily available in all buildings.

Mr. Zach Perrine introduced Mr. Briar Bumpous, SGA president, to speak on behalf of the student body. Mr. Bumpous said he has not had any issues and expressed his appreciation to faculty and staff and to the administration for providing technology, especially, Blackboard Collaborate. He said this tool allows him to zoom in, watch and hear the recordings and can re-watch sessions when he needed. He said Blackboard Collaborate has been a flexible and convenient tool and allows students to attend class even when life gets in the way. He said he tried to find something wrong but has not found it. He readily noted he is not a high-level technology user, but this experience has helped him bring his knowledge up to a higher level. Mr. Calvin Wright noted that the device Dr. Seely shared is the same one that The Home Depot uses, noting it is currently used in the business sector. Mr. Phil Baldwin asked Mr. Bumpous if there are other items needed. Mr. Bumpous said that using Blackboard Collaborate and Microsoft TEAMS has been very successful. Dr. Michael Hester asked if students are having trouble with Blackboard as it has many features that can sometimes be overwhelming to students. Mr. Bumpous said his instructors have been very clear on how to use the system and the system itself is well laid out.

New Employees – Ms. Frazier introduced the new employees since the last meeting. Each person was allowed a few minutes to speak to the group.

Mr. Roger Ried – director of the secondary career center (July 1)

Ms. Elizabeth Smith – JAG career coach (July 16)

Ms. Ashlyn Canard – nursing faculty (August 16)

Ms. Jeanette Youngblood – division chair, business, technology, public service (August 16)

Mr. Billy Stidham – admissions counselor (October 1)

Internal Transfers – Ms. Frazier reviewed the list of internal transfers since the last meeting.

Ms. Meagan Akins – from admissions counselor to director of admissions

Ms. Sharon Gage – from administrative specialist, library to administrative specialist, advising

Ms. Andrea Lee – from director of adult education to adult education faculty

Ms. C’aira Stewart – from administrative specialist, academics to administrative specialist, admissions

Ms. Becky Warren – from director of career services to director of adult education

Ms. Comfort Winston – from administrative assistant, advising to administrative assistant, library

UACCB Mission Affirmation – 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.

Mr. Ted Hall made a motion to affirm the college’s mission statement. The motion was seconded by Dr. Jody Smotherman and the motion carried.

Enrollment Report – Mr. Zach Perrine, vice chancellor for student affairs, provided a fall 2020 preliminary enrollment summary report to board member. The numbers declined from last fall. He said 1,316 was the highest enrollment prior to start of classes. He reviewed the goals for headcount and student semester credit hours (SSCH) against the actual numbers. Mr. Perrine said he and his team are investigating the “why” behind the missed goals. The college held a debriefing meeting to examine the issues and to begin to gather feedback from students, faculty and staff. His team contacted 84 students who dropped to gather data. Chairman Williams asked if UACCB’s experience was on par with other colleges. Mr. Perrine said the college’s experience with enrollment was like other 2-yr colleges in the state, however, overall 4-yr colleges enrollment figured fared better than expected. Ms. Frazier said predictions were that community colleges would gain in enrollment, but actual experience was opposite for many community colleges in the state. She noted that on a national level there were fewer FAFSAs filed as compared to previous years. Mr. Perrine included an article from the Washington Post in his summary report that highlights several of the issues at play in enrollment trends.

UACCB Marketing Update- Ms. Hannah Keller Flanery, communications and marketing coordinator, provided a marketing update. She discussed the work that occurred from July 1, 2019 to current campaigns. She said she is working with Mr. Perrine and Admissions personnel to address the issues and develop plans to increase enrollment. In July 2019, the college engaged Vision Amp to create a landing page at gouaccb.com to drive traffic and increase user engagement. She provided an info graphic as well as PowerPoint slides showing information about impressions, clicks, reach and ROI. The campaign using Facebook preformed better than using Google ads. She said the spring 2020 digital enrollment campaign results generated 1,012 new users and 3,118 clicks to the “apply now” online application. The fall 2020 digital enrollment campaign targeted specific audiences including: recent students, high school seniors, university students, and geofenced home addresses and community locations. This campaign was developed with the CLARUS Corporation.

COVID-19 update – Ms. Jodie Hightower, assistant to the chancellor, provided an update on the COVID-19 cases associated with the college. At the time of the meeting, there were 13 active positive cases associated with the college; 3 of those people are expected to be released from isolation or quarantine today. Due to the low numbers in the categories of faculty, staff and students, the college only reports a single number. Ms. Hightower serves as the Point of Contact for the college between the Arkansas Department of Health, the Arkansas Division of Higher Education, and UAMS contact tracing. As the POC, she sometimes is asked to contact people who have not answered the phone calls from the health department or UAMS. She attends a weekly Zoom call with other POCs from colleges and universities across the state as well as UAMS and ADH. She said faculty have worked very hard to accommodate students whose studies have been interrupted by the need to quarantine or isolate for COVID. She said based on feedback from students, she concurs that Blackboard Collaborate has been very helpful to both students and faculty who have been quarantined. She said tracking students is a time-consuming but critical task.

Budget Report by Mr. Gayle Cooper, vice chancellor for finance and administration, provided an update on the 2020-2021 budget. He noted the budget provided in the board book was submitted in May. There was a required \$237,000 cut to the budget for the 2019-2020 year. That money has been given back to the college but there are specific limits to the use of those funds. Mr. Cooper said budget hearings will take place in a few weeks and it is likely budgets will be refined again then. He reviewed the various line items and columns, noting that the only debt is the construction of the Workforce Training Center. He said enrollment will affect revenues, but CARES Act funding has eased the burden of revenue loss from lower enrollment.

Strengthening Institutions Program, Title III Grant Award – Ms. Deborah Frazier announced that the College has received a Title III grant valued at \$2.25 million over the next five years. The College previously received a Title III in 2010. This new grant will focus on teaching and learning improvement allowing faculty to receive Quality Matters and ACUE certification. This will give them an extra boost in teaching pedagogy. Dr. Austin said this grant project aligns with the Guided Pathways initiative and the Assessment Academy that the College already utilizes. Dr. Shonk noted the grant guidelines match what the College is doing currently with what the College needs to do in terms of resources and funding. The standard award is \$450,000 per year for five years. The College worked with consultants from Ramona Munsell & Associates of Rogers, Ark. to develop the grant application. Chairman Williams expressed appreciation to the group for the work accomplished to secure this grant.

Executive Session – The Board entered an executive session at 6:00 p.m.

After the executive session, the public was invited back into the room where Mr. Gayle Cooper announced he will retire at the end of the year on December 31, 2020.

With no further business, Dr. Jody Smotherman moved to adjourn, and Mr. Ted Hall seconded. The motion carried and the meeting adjourned at 6:15 p.m.