

University of Arkansas Community College
Administrative Cabinet Minutes
February 6, 2019 / 9:00 a.m.
IH 104

Ms. Frazier called the meeting to order at 9:05 a.m. with the following members present: Ms. Debbie Frazier, Mr. Gayle Cooper, Dr. Anne Austin, Mr. Greg Thornburg and Dr. Brian Shonk. Also in attendance was Ms. Hannah Flanery, Mr. Cheston Cooper, and Cabinet Recorder, Ms. Jodie Hightower.

Dr. Shonk moved to approve the minutes from the January 16, 2019 meeting. Mr. Cooper seconded and the motion carried. *Dr. Austin made a note to amend the scan finish time to 10:00 p.m. rather than 1:30 a.m. as previously stated in the minutes.

Marketing and Communications update – Ms. Flanery provided the following update from the Marketing and Communications department:

- In fall 2018, an effort was made to increase the use and reach of social media.
- She provided analytics from Facebook for several snapshots of time and two events promoted on the platform.
- One of the initiatives from the fall that will be carried into the spring is utilizing student ambassadors to develop content for social media. This initiative has been very successful with 14,700 minutes viewed from August 1, 2018 to December 21, 2018. Even more promising is the number of 3-second video views which was 36,300 for the same time period.
- The student ambassadors did receive training on the College's social media policy as well as copyright and trademark regulations.
- This semester the ambassadors want to highlight student/faculty relationships and interactions.
- Ms. Erica Tilley and Ms. Flanery will continue reviewing content prior to it being posted to social media platforms.
- Ms. Flanery provided data from the advertisements for the a cappella group, m-pact, and the Bond Burning event. The m-pact ad had a total reach of 1,920 people and the Bond Burning event ad had a total reach of 1,637 people.
- The Campus Cast text service has also been successful with only 14 students opting-out of the texts.
- The texts have prompted students to action with phone calls or coming in-person to the area sending the text. The text service was particularly successful for textbook return where a text from the system reminding students to turn in books prompted the return of over 800 books in two days.
- For Guided Pathways, the marketing workgroup was tasked with developing a basic speech for all Guided Pathways committee members to use.
- Several proposals were submitted to the Guided Pathways Steering Committee with those recommendations adopted to include the development of career guide flyers, area of interest brochures, and transfer brochures.
- Ms. Flanery submitted the first story for Black History Month feature articles in the Batesville Guard. Each week in February will highlight an African American student.

- Another project is the printing of the Arkansas Scholars photos. The paper that printed the photos as a special section is no longer printing so the College is researching other options for those recognitions.
- The department is utilizing a service called “Site Improve” to help identify areas of concern, broken links, and compliance issues on the College’s website.
- Finally, she said she is working on licensure through the FAA to fly a drone for promotional activities on campus. The fee for that test is \$150.00 and licensure is required when using a drone for commercial purposes.

Dr. Shonk commended Ms. Flanery for the revitalization efforts regarding social media for the College. There was discussion on additional equipment or resources needed to assist with those efforts as well as a discussion of creating a time-lapse video of the construction of the Workforce Training Center.

Information Services update – Mr. Cheston Cooper provided the following update regarding the wireless connectivity issues:

- The College engaged a wireless network technician to visit the campus to analyze our wireless network.
- The technician did not find anything that would cause a dropped signal like people had been experiencing.
- The technician did recommend the addition of access points in certain locations as well as re-locating some access points. Mr. Cheston Cooper said most of the access points are in closets which is good for security, but inhibits connectivity.
- The NAH building was identified as a building in need of additional access points. Additional access points will be installed within the next two weeks.
- The technician suggested and the College agreed to un-install the wireless network and re-install it. They created new networks and added a guest network, thus creating four wireless networks.

Mr. Cooper explained the differences between the networks as follows:

- UACCB Wireless Network – This network does not require a log-in or password and only allows the user access to the internet and not any UACCB servers. It does require the user to accept the Acceptable Use policy.
- UACCB Guest Network – This network requires the user to accept the Acceptable Use policy and only allows access to the Internet and no internal servers.
- UACCB Student – This requires a student’s UACCB credentials to log-in and by doing so agree to the Acceptable Use policy. This network requires the user to log-in each day or whenever the user becomes disconnected after 60 minutes of non-use. The network has access to the myUACCB resources.
- UACCB Secure Network – This network is also a secure network requiring a log-in and password, however, once logged in, a user does not have to re-enter their password until the password changes which is 90 days for employees and 120 days for students.

Mr. Cheston Cooper recommends the following three networks remain:

- UACCB Guest
- UACCB Wireless
- UACCB Employee (Secure)

Dr. Austin moved to accept the recommendation as presented and Dr. Shonk seconded. Discussion regarding the need for separate networks for students and employees occurred. *The motion was withdrawn and Dr. Austin replaced the motion with the following one:*

- *To maintain the UACCB Guest network for those who do not have UACCB credentials which would require the user to agree to the Acceptable Use Policy.*
- *To maintain the UACCB Secure network for those persons with UACCB credentials, both students and employees. This log-in would be a one-time event until the person's password was changed.*
- *To hide or disable the UACCB Student and UACCB Wireless networks.*

Mr. Thornburg seconded the motion and the motion carried.

Mr. Cheston Cooper will send an email to students and employees with the information for the wireless networks as soon as possible this week. He read an email to the Cabinet from Faculty Senate President Dr. Larry Brown commending Mr. Cheston Cooper on the work to update the Wi-Fi, increasing its speed and stability.

Ms. Frazier also commended Mr. Cheston Cooper for the professional manner in which he sought out expert advice to troubleshoot our system.

Athletic Program / Future Planning – Mr. Thornburg asked the Cabinet to consider calling a meeting to discuss planning for the College's future to include intra-mural sports, renovation of the Main Classroom Building when the welding program moves to the Workforce Training Center as well as other strategic goals. Dr. Austin suggested blocking several Fridays in June to conduct strategic planning sessions.

UACCB Operating Procedure 585.0, Course Census – Dr. Shonk asked the Cabinet to review the policy and consider updating it to clarify attendance in online classes. He also noted when a holiday falls within the first 11 days of classes, the number of possible class sessions is reduced thereby making it harder for students to meet attendance requirements. Ms. Frazier asked Ms. Hightower to research the policy and provide context to the current policy. Additionally, she asked Cabinet members to select specific staff and faculty within their divisions to develop a recommendation for the Cabinet to consider.

Faculty Grievance Process, Faculty Handbook (Staff Process, Procedure 410.1) – Dr. Shonk said the Faculty Senate is working to develop an updated faculty handbook. Mr. Jay Strickland is chairing this effort and is working to tie items in the handbook to policy. In doing so, Mr. Strickland discovered that while the College has a grievance process for staff members, it does not have an official adopted policy for faculty members. Dr. Shonk said based on his review of the current faculty handbook and the staff policy, the basic difference is how the committee is selected. Mr. Gayle Cooper said the Two-year Colleges Policy Review committee is in the process of reviewing these policies. The Cabinet decided to table further discussion until that committee makes a recommendation.

UACCB Operating Procedure 420.0 II.5, Sick Leave – In light of the UA Board of Trustees adoption a revised Policy 420.3, Sick Leave, Dr. Shonk asked the Cabinet to review the College's Sick Leave Policy 420.0 which allows faculty to convert two days of sick leave annually for the purpose of addressing personal business. Ms. Frazier will contact UA legal counsel for an opinion regarding this and will bring information back to Cabinet.

Acceptance of College Credit as Related to Awarding Certificate of Proficiency (p. 11 of College Catalog) – Dr. Shonk made a recommendation to the Cabinet to update the wording for awarding Technical Certificates and Certificates of Proficiency. He provided the recommended changes in handout form included with the meeting packet. *Dr. Shonk moved accept the recommended change for both the Technical Certificate and Certificate of Proficiency to state, "These credits may not be earned by test-out or other means of advanced placement." Also included in the motion is a recommendation to change the wording for a Certificate of Proficiency to "a student must complete a minimum of six credit hours."* Dr. Austin seconded the motion and the motion carried.

Safety Committee Update – Ms. Hightower reported that she and Mr. Cooper are working to provide a CPR/AED training course for employees with little or no cost to the employee.

Legislative update – Ms. Frazier provided a brief report regarding a few selected proposed bills. Senator James Sturch has not filed his bill regarding providing scholarships to concurrent students yet although the bill seems to have strong support from both the House and the Senate. The bill affecting apprenticeship and training programs related to the Secondary Career Center went to committee today where it was reported the committee approved a tiered funding approach. The Governor's tax cut proposal failed by two votes but is likely to pass with the next vote. She and Dr. Austin are tracking SB118 regarding free speech zones on campuses.

Productivity Formula review – Ms. Frazier said the recommendations moving forward from the committee of Presidents and Chancellors is to use FTE instead of headcount in the formula. FTE or Full-time Equivalent is based on 15 credit hours. The use of diseconomies of scale will probably go away and the multiplier for high demand STEM courses will likely be increased from 1.3 to 3.

Area Updates

Finance and Administration – Mr. Cooper reported the following:

- Construction on the Workforce Training Center has begun but has been limited due to the weather and the amount of rain we have received.
- He attended a benefits meeting yesterday at the UA System office. There is a potential to move to one carrier for the optional retirement plan instead of two as we currently have. Also, the group was polled for their interest in a centralized payroll system. The group was not eager for that type of system.
- Financial Aid disbursement will be available tomorrow.

Student Affairs – Mr. Thornburg announced a Black History Celebration on February 26, 2019 in the banquet rooms at Independence Hall. The program will run from 11:00 a.m. to 11:50 a.m. and again from 12:00 p.m. to 12:50 p.m. He asked Cabinet members to encourage faculty and staff to attend. A complete schedule was included in the meeting handouts.

Research, Planning and Assessment – Dr. Austin reported the following:

- Ms. Lea Ramsey is working to keep team members involved in Project One up to date and sessions continue daily for training and process development.
- There have been updates made to Self Service and those updates will bring greater functionality for students and employees.
- The Higher Learning Commission reviewed and accepted the College's monitoring report so no further reports are due at this time.
- The Director of Institutional Research vacancy is open and there are several potential candidates in the pool.
- Intent to graduate forms are steadily arriving and students are picking up earned certificates from last semester.

Academics – Dr. Shonk reported the following:

- The fall 2019 Course Schedule planning is going very well with science, math, English, and social sciences already scheduled. The second meeting will be Friday, February 8, 2019 at 1:00 p.m. and will focus on schedules for developmental education, career and technical education, and Secondary Career Center.
- The writing and reading cut-off scores have been established for the Next Generation Accuplacer test, however, they are reviewing the math scores and developing a "local test". The local test option has been approved by ADHE for both academic placement and scholarship purposes. This will be a test with questions from each of the three tests.
- Advising and Admissions staff have begun visiting Project: College Bound schools in preparation for advising later this spring. Dr. Shonk provided the preliminary numbers from Southside High School for fall 2019 rising seniors.
 - Industrial Technology – 11 students asking to enroll
 - EMT – 11 students
 - CNA – 14 students
 - Mechatronics – 5 students
 - English Comp I – 41 students
 - College Algebra – 44 students
- To date, 29 of 34 students who have taken the NCLEX have passed representing an 85% pass rate. There were a total 64 graduates. The five who did not pass did not utilize Kaplan which is a test prep resource available to all RN students.
- The UA System committee for statewide common course numbering met on January 31, 2019 with the following people present: Laura Clark, UACCH; Dave Dawson, UAF; Erin Finzer, UALR; Brian Shonk, UACCB; Marla Strecker, UAPTC; Michael Moore, UA System office.
- The College has received eight applications for the Academic Advising Center Administrative Specialist III position.
- Mr. Austin Muse was hired to fill the Industrial Technology Faculty position and his reporting day is July 1, 2019.
- There were reports from students using NAH 927 and 928 that they could not hear their instructors. After evaluating the room and obtaining quotes for possible updates and changes to the sound system, the total cost was expected to be between \$7,500 and \$13,500. Mr. Cooper has authorized the expenditure for lapel microphones, a handheld microphone and the ability to patch in for recording from a fund specifically for maintenance and updates to NAH.

- Southside students met with UACCB online instructors to review class expectations.
- Selected faculty and staff will be meeting with all Batesville High School sophomores and juniors regarding the Secondary Career Center.

With no further business, the meeting adjourned at 12:27 p.m.

Submitted by: Jodie Hightower