

MINUTES
ARKANSAS SCHOOL FOR MATHEMATICS, SCIENCES, AND THE ARTS
BOARD OF VISITORS REGULAR MEETING
September 15, 2009
5:00 p.m.

The Arkansas School for Mathematics, Sciences, and the Arts (ASMSA) Board of Visitors met in the Boardroom on the first floor at 200 Whittington Avenue, Hot Springs, Arkansas.

I. CALL TO ORDER

Mr. Luke Gordy, Chairman, convened the Board of Visitors regular meeting into open session at 5:00 p.m. and welcomed all of the Board members.

II. ESTABLISH QUORUM

Members Present

Mr. Luke Gordy, Chair
 Mr. Luther Lowe
 Mr. Mickey Cox
 Ms. Karen Garcia
 Ms. MaryJane Rebick

Members Absent

Mrs. Lynne Dardenne, Vice-Chair
 Ms. Marynell Branch, Secretary

Ex-Officio Members Present

Stanley Williams, Ph.D., Deputy Director,
 Arkansas Dept. of Higher Education
 Blake A. Perry, Ph.D., designee for John
 Ahlen, Ph.D., President, Arkansas Science
 and Technology Authority
 Mr. Mike Beck, Communications Officer,
 Parents' Association
 Ms. Annie Xu, President, Student
 Government Association

Ex-Officio Members Absent

Ms. Amanda Peebles, designee for Tom
 Kimbrell, Ph.D., Commissioner, Arkansas
 Department of Education
 Ms. Joy Pennington, designee for Ms.
 Cathie Matthews, Director, Department
 of Arkansas Heritage

Administrative Members Present

Janet Hugo, Ph.D., Director
 Mrs. Melanie Nichols, Dean of Academic Affairs
 Ms. Susan Lancaster, Director of Institutional Advancement
 Mr. William Currier, Dean of Residential Affairs
 Ms. JaNan Abernathy, Director of Finance and Administration
 Mr. Chris Robbins, Director of Outreach

Administrative Members Absent

Mrs. Lorraine Munroe, Administrative Asst.

III. APPROVAL OF MINUTES

A motion was made by Mr. Gordy and seconded by Mr. Lowe to approve the minutes of May 5, 2009. Motion passed unanimously.

IV. CONSENT AGENDA

1. Director's Comments – Dr. Hugo

Dr. Hugo introduced the new Director of Institutional Advancement, Susan Lancaster, Dr. Stanley Williams, Deputy Director of the Department of Higher Education, who substituted for Dr. Jim Purcell and Mr. Mike Beck, Communications Officer for the Parents' Association, who substituted for Mrs. Cheryl Rawls.

Dr. Hugo reviewed her report with the Board.

Ms. Rebeck asked Dr. Hugo about revising Phase I of the Campus Master Plan. Dr. Hugo explained that Phase I is the dormitory and student life complex of the Plan. Dr. Hugo stated that she has worked with the original architects of the Campus Master Plan – Polk Stanley Wilcox – and have pared down Phase I from 320 beds to 250 beds and reworked some of the layout to try to reduce the cost. The original cost of \$41 million, which included a central energy plant, is now reduced to about half the amount. The revision will be presented to Dr. Sugg and then to the Governor. Dr. Hugo explained that the \$6 million in stimulus money is contingent upon the approval of the revised plan. Dr. Hugo reported that she is looking at a couple of different things – new market tax credits and private dollars. Dr. Hugo stated that she and Susan Lancaster met with the Walton Family Foundation (NaccamanWilliams and Kathy Smith). Dr. Hugo stated that the Walton Family Foundation is first looking at ASMSA's primary stakeholders, the local community and the people directly involved with the school for donations. Dr. Hugo stated that the Walton Family Foundation did not say that they would not help, but they also recommended that Dr. Hugo talk to other foundations as well.

Dr. Hugo reported that she received a call at home that the floors in the Library had developed cracks, as well as one-half to one inch cracks in the support beams. Also 150 gallons of sewage had spilled into the basement of the new Distance Education Center due to the old pipes that had backed up. Dr. Hugo stated that these types of issues continue on a regular basis.

Mr. Gordy stated that Dr. Hugo has done a remarkable job in securing funding in a challenging financial environment and is to be commended for her efforts.

2. Financial Report – JaNan Abernathy

Ms. Abernathy reviewed her report with the Board. Ms. Abernathy stated that the departments have been required to take a 10% cut in their operating budgets to cover the reduction of the forecast. Ms. Abernathy also discussed ASMSA's vendors and their contracts.

Mr. Gordy made a motion to approve the Financial Report. The motion was approved by Mr. Mickey Cox and seconded by Mr. Luther Lowe.

3. Residential Affairs Report – William Currier

Mr. Currier reviewed his report with the Board. Mr. Currier stated that two students have withdrawn to date.

4. Academic Affairs Board Report – Melanie Nichols

Mrs. Nichols presented a plaque to Mr. Larry Meyers, representative from the First Presbyterian Church, thanking them for all their support of ASMSA throughout the years. Mrs. Nichols also had a plaque for Mr. Richard George, ASMSA's graduation photographer. Mr. George was unable to attend the meeting but Mrs. Nichols stated that Mr. George takes all of the group and single pictures and creates CDs of graduations at no cost to the school.

Mrs. Nichols reviewed her report with the Board.

Mrs. Nichols introduced Reverend Mike Seitz, Pastor of the First Presbyterian Church. Reverend Seitz stated that the Church is eager to increase contact with the school and reported that since the students would like to get off the campus, the Church is setting up two rooms – a music room with instruments so that the students can jam and the second will have a Wii installed. The facility will be available from 3:30pm – 5:30pm on Wednesday afternoons and will be adult supervised. In the future, the Church will install an outside basketball court and will welcome the ASMSA students. Reverend Seitz stated that he would like to increase the contact with the school and is vitally interested in what happens in the neighborhood.

5. Office of Outreach – Chris Robbins

Chris Robbins reviewed his report with the Board.

Mr. Robbins stated that the distance education program continues to grow and there has been a 15% increase of students in the program from last year. The department is presently serving 3,646 students this year. The faculty has grown by 4 instructors to accommodate the growth that brings the total to 33.25 (full and part time instructors) and the student ratio is 110:1. Mr. Robbins reported that the projected revenues for this year will be \$1.9 million which includes the \$850,000 Distance Learning Tuition Grant funds from ADE.

Mr. Robbins stated that ODE continues to have an international presence in Birmingham, United Kingdom. Elementary Spanish students have re-enrolled in the program this year. Mr. Robbins also stated that a teacher is now teaching out of Guadalajara, Mexico.

Mr. Robbins stated that since Arkansas students are not required to take two years of the same foreign language, and anticipates there will be a drop off of student enrollment in Arkansas, the department is actively pursuing to replace these students with students from other states.

6. Institutional Advancement – Susan Lancaster

Ms. Lancaster reviewed her report with the Board.

Ms. Lancaster stated that on September 7th ASMSA began running a flight of television commercials statewide. The commercial will be running for three weeks in all markets – northwest Arkansas, southern and eastern parts of the state. The school is spending approximately \$20,000 on the commercials. The commercials are being run at the same time that the recruiters are traveling around the state.

Ms. Lancaster reported that she and Dr. Hugo met with the Walton Family Foundation and additional visits were planned with the Wal-Mart Foundation, Tyson Foundation and the

Reynolds Foundation to secure funding for construction of Phase I of the Campus Master Plan.

Ms. Lancaster stated that as part of the fund raising campaign, the 2009-2010 Annual Fund Campaign will be kicked off mid-September with the ASMSA Employee Giving Campaign asking each ASMSA employee to donate via payroll deduction. Ms. Lancaster asked the Board to please donate to show support and build on the Foundation Fund so when visiting with prospective donors and prospects the Foundation can communicate to them that the school has support from the Board, faculty, staff and local community. Ms. Lancaster stated that she was open to the Board's ideas and input.

Mr. Gordy asked if the Foundation could accept assets other than cash – i.e. stocks and Ms. Lancaster stated that it can. Mr. Gordy stated that he would like to encourage the Board to make a contribution to the Foundation.

Mr. Lowe questioned if television ads were tracked in raising money for the school. He also asked if applicants were tracked and those who were accepted were tracked at the school. Dr. Hugo answered stating that the television ad that had run last February and March (ten commercials in all) are being tracked by the Webmaster and is being compared with the statistics of last year. Dr. Hugo stated that the interest card is still being utilized for recruiting purposes. An electronic information form has also been put on the school's website.

Mr. Lowe also asked if the website has the capability of on-line giving. Dr. Hugo responded stating that it does and should be up and running within the next two weeks. Mr. Lowe stated that when on-line giving exists on the website, he will start his donation with \$250 and will contribute \$100 a month thereafter.

Dr. Hugo stated that she has met with the Alumni Association and challenged them to make a donation to the school. Dr. Hugo reported, and Mr. Lowe concurred, that the Alumni Association has "dropped the ball" regarding going out and spreading the word to other alums to make a contribution to the Foundation.

7. Parent's Association – Mr. Mike Beck, Parents' Association

Mr. Beck stated that the Parents' Association has new t-shirts this year and invited the Board to pick up a shirt after the meeting at no cost to the Board.

Dr. Hugo reported that the Parents' Association is now divided into five regions and there are junior and senior class representatives from each of the regions. Dr. Hugo stated that there was a series of summer meetings and talked about the projects that they will work on. The regional representatives will then report to the executive board who meet once a month.

V. OLD BUSINESS

There was no old business to report.

VI. NEW BUSINESS

Mr. Gordy congratulated Annie Xu in being elected President of the Student Government Association. Ms. Xu gave her report to the Board.

Ms. Xu said that a student satisfaction survey was distributed and the satisfaction rating was a "5" and the reason is because of the dissatisfaction with the residential living facilities.

Mr. Gordy stated that any and all input that can be given to the Board regarding what can be done to improve student life would be appreciated.

Mr. Gordy stated that a Nominating Committee needed to be appointed to elect Board officers for the next year. Mr. Gordy's term expires in January 2010. He appointed Ms. Marynell Branch to Chair the Nominating Committee, along with Mr. Mickey Cox and Mr. Luther Lowe. The Nominating Committee will appoint a Chair, Vice Chair and Secretary.

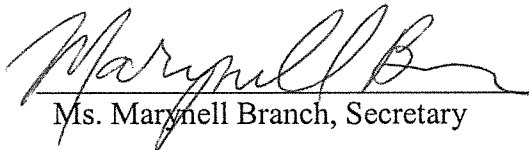
VII. AUDIENCE WITH INDIVIDUALS OR GROUPS

No request or comment from an individual or group.

VIII. ADJOURNMENT

With no further business to conduct, the meeting was adjourned.

Approved as written _____ Approved as amended _____

 _____ 12/1/09
Ms. Marynell Branch, Secretary (Date)