

**MINUTES**  
**ARKANSAS SCHOOL FOR MATHEMATICS, SCIENCES, AND THE ARTS**  
**BOARD OF VISITORS REGULAR MEETING**  
**September 28, 2010**  
**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**

Mrs. Lynne Dardenne, Chairman, convened the Board of Visitors regular meeting into open session at 5:22 p.m. and welcomed all of the Board members.

**II. ESTABLISH QUORUM**

**Members Present**

Mrs. Lynne Dardenne, Chair  
 Mr. Luther Lowe, Vice-Chair  
 Ms. Karen Garcia  
 Ms. MaryJane Rebick

**Members Absent**

Mr. Mickey Cox  
 Ms. Marynell Branch, Secretary

**Ex-Officio Members Present**

Stanley Williams, Ed.D., substituting for  
 Jim Purcell, Ph.D., Director of the  
 Arkansas Dept. of Higher Education  
 Blake A. Perry, Ph.D., designee for John  
 Ahlen, Ph.D., President, Arkansas Science  
 and Technology Authority  
 Ms. Cindy Smith, President, ASMSA Parents'  
 Association  
 Ms. Jessica Cheng, President, Student Government  
 Association

**Ex-Officio Members Absent**

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

**Administrative Members Present**

Janet Hugo, Ph.D., Director  
 Mrs. Janice Sullivan, Dean of Academic Affairs  
 Mr. William Currier, Dean of Residential Affairs  
 Mr. Chris Robbins, Dean of the Office of Distance Education and  
 Information Technology  
 Ms. JaNan Abernathy, Director of Finance  
 Ms. Susan Lancaster, Director of Institutional Advancement  
 Mrs. Lorraine Munroe, Administrative Assistant

**Administrative Members Absent**

**III. APPROVAL OF MINUTES**

A motion was made by Ms. Garcia and seconded by Ms. Rebick to approve the minutes of May 04, 2010 meeting. Motion passed unanimously.

#### IV. CONSENT AGENDA

Since Mr. Robbins had to leave early, Mr. Robbins presented his report first.

1. Office of Outreach – Chris Robbins

Mr. Robbins reviewed his report with the Board. Mr. Robbins stated that enrollment was down approximately 300 students. Mr. Robbins reported that this was attributable to loss of funds from the State Distance Learning tuition grant. He stated that out-of-state enrollment continues to grow and that ASMSA distance learning classes are held in Arkansas, Colorado, Kentucky, Louisiana, Ohio, Missouri, Pennsylvania and Texas.

2. Director's Comments – Dr. Hugo

Dr. Hugo stated that bids have been received on this date for the residential building and will be reviewed on Monday, October 4, 2010. Dr. Hugo reported that in order to finish the student life complex \$4.6 million is needed to add the dining hall and to finish out the kitchen, library and all the residential life offices. Dr. Hugo reported that the Capital Campaign would probably be kicked off by the first of the year (2011). Dr. Hugo stated that renovations continue to be made. She reported that the third floor was renovated during the 2010 summer months.

Dr. Hugo mentioned outgoing and incoming staff members and said that the school is fortunate to find great staff replacements.

Dr. Hugo stated that when students apply for the Governor's Scholarship, their GPA has been problematic. Dr. Hugo reported that she met with Tom Kimbrell in June regarding putting weighted GPAs on transcripts because colleges are not recalculating GPAs as they did in prior years. Dr. Hugo stated that she is pulling together courses and materials that ADE is requiring ASMSA to submit for ADE to review for weighted credit. Dr. Hugo reported that ASMSA will have weighted and unweighted GPAs on transcripts because colleges, in particular out-of-state colleges, request them.

3. Financial Report – JaNan Abernathy

Ms. Abernathy reviewed the Financial Report with the Board. Ms. Abernathy stated that the Board will notice a significant decrease in Educational Excellence funding of \$395,000. Ms. Abernathy also reported that there was a 3% increase this year in insurance.

Ms. Abernathy also reported that the auditor has been at the school for the past few weeks and complimented the staff on their recordkeeping. The auditor was impressed that he received the requested information in a timely manner.

Dr. Hugo interjected that this was the first year that employees did not receive a raise because of the budget cuts and also stated that there has also been a 20% cut in the department budgets.

4. Residential Affairs Report – William Currier

Mr. Currier stated that the year started off well and that one half of his staff has returned for the new year. Mr. Currier reported that the student population has increased and he has lost a residential mentor position due to budget cuts.

Mr. Currier stated that Diana Arms has done a fantastic job with the peer mentoring program. He reported that recreation for the students has been tough due to construction but is trying to take advantage of the Crossgate facility. Mr. Currier also stated that the locker rooms are completed in the fitness center due to the work of the Maintenance Department. He reported that the Maintenance Department has been diligent in the use of materials that are available to them on the campus.

Dr. Hugo stated that the students are wonderful about using the outside facilities for exercise such as the basketball area that the Presbyterian Church constructed for the students to use and also the area behind the cafeteria where another basketball hoop has been installed.

5. Academic Affairs Board Report – Janice Sullivan

Mrs. Sullivan thanked everyone for welcoming her and stated that employees and students have been wonderful and she was happy to be at ASMSA.

Mrs. Sullivan reviewed her report with the Board. Mrs. Sullivan reported that the school has 140 juniors this year and 90 seniors. Mrs. Sullivan stated that the students are performing well. In regard to student activities and recreation, a “Coffee House” was held. This was a gathering of faculty and students to showcase their music and singing talents. Mrs. Sullivan stated that four students were invited and travelled to Colorado for the Keystone Summit. The policy issue of the Summit was, “US Transition To Sustainable Energy”. All four students will present the Summit results to the Energy Policy Board in Washington, DC in October. Mrs. Sullivan reported that professional development is continuing and the teachers are developing workshops to train teachers in the state.

Also, Mrs. Sullivan stated that the first Futures Forum was held. This is a seminar of invited professionals who talk to our students about their career paths.

Mrs. Sullivan reported that a school-wide Oceanography and Maritime Research Symposium is planned for November 16 and 17.

6. Institutional Advancement – Susan Lancaster

Ms. Lancaster reviewed her report with the Board.

Ms. Lancaster reported that ASMSA has contracted with The Clements Group from Salt Lake City and is working with Dr. Len O’Hara to do a feasibility study for a statewide capital campaign. Ms. Lancaster stated that Dr. O’Hara will be on campus October 4-8 to interview twenty-five Hot Springs residents, as well as twenty-five statewide leaders as part of the study. Ms. Lancaster stated that the study results will be compiled and presented to ASMSA by Dr. O’Hara in November.

Ms. Lancaster stated that public relations specialist, Mia Anderson, along with graphic designer, Fred Zipkes, worked on a case study that was done for the feasibility study for the capital campaign. The study outlines why we need the facility and what the money will be spent for.

Ms. Lancaster stated that the fall issue of *Tangents* is now available and everyone should have received their copy of the magazine. Ms. Lancaster reported that in the future there will be three issues of *Tangents* instead of four. Ms. Lancaster asked the Board to let her know if they had any suggestions for future articles.

Ms. Lancaster stated that Vines Media in Little Rock has been hired to assist with media buys to assure that ASMSA is making wise use of the small advertising budget this year. Ms. Lancaster reported that ASMSA hosted the first "Alumni Night" at the Travelers game at Dickey Stephens Park on August 1<sup>st</sup>.

Ms. Lancaster stated that at the last Board meeting, the Board suggested doing a "soft ask" at graduation for donations. Ms. Lancaster stated that receptacles had been set up at graduation the past two years; however, this year, a letter to the parents of the graduates was mailed and \$3,000 in donations has been received. Ms. Lancaster said that targeted mailings will be made throughout the year. Ms. Lancaster stated that a donation envelope is inserted in the *Tangents* magazine and is receiving donations from that medium. Over 4,000 copies of the magazine have been mailed. Ms. Lancaster stated that ASMSA will also start internet advertising this year.

Ms. Lancaster reported that the budget for television ads this year is right under \$25,000 and that Vines Media charges a percentage on each ad that is run.

Dr. Hugo mentioned that the Little Rock company, Flex 360, has been hired to revamp the ASMSA website.

Mr. Lowe inquired whether or not ASMSA has files (database) of students that have attended ASMSA. Dr. Hugo said that Kyle (McCourt) is working on a database of student information, and *Facebook* has been very helpful in providing former student information. Dr. Hugo stated that there are physical files from the time she arrived at ASMSA but prior to her arriving, nothing was kept electronically before 2001. Physical copies of student files have been retained.

Ms. Rebick asked if there was someone who speaks to different civic organizations about the school. Dr. Hugo stated that she receives many calls throughout the year from various groups to speak about the school. Dr. Hugo said that in the past, a group visited various Rotary Clubs throughout the state. Dr. Hugo stated that these visits were going to be reinstated in the future.

Ms. Lancaster also responded to Ms. Rebick's request stating that she has a list of the major civic clubs around the state and it was just a matter of contacting them.

#### 7. Student Government Association – Ms. Jessica Cheng

Ms. Cheng stated that Community Training Week was great and everyone was very enthusiastic. Ms. Cheng reported that the move-in for juniors went well despite the incredible heat. Also, Ms. Cheng stated that more students are asking the Peer Mentors for help this year.

Ms. Cheng stated that the SGA consists of 24 members at this time and that the SGA is trying to have fundraisers to raise money for a senior trip to Houston.

Ms. Cheng stated that Mr. Harris, the librarian, has been a great addition to the Library and is sponsoring Quiz Bowl this year. As previously mentioned, Coffee House was a good opportunity to interact with the students and teachers.

8. Parents' Association – Ms. Cindy Smith

Ms. Smith had a difficult transition this summer transitioning to a new Board; however, at the first meeting at the beginning of September, everyone has now jumped right in and is involved. Ms. Smith stated that there is now a *Facebook* group and approximately 70% of the parents are now enrolled as members. Ms. Smith stated that the Parents' Association has purchased many logo items to sell (t-shirts, bookbags, coffee cups, etc.).

Ms. Smith stated that this is the second year for the Parents' Association regional group and the By-Laws have not been amended to reflect that change. Ms. Smith stated that there have been some problems in establishing the regional meetings but is confident that once the problems have been resolved, it will be fine.

Ms. Smith stated that the PA will be doing some finger snack packs for exam week in the fall and in the spring and will also try to have an on-line meeting with the parents during the fall and spring semesters.

Dean Sullivan stated that there was discussion at the beginning of the year how the students did not have any outside facilities because of the construction site and the idea was raised about the seniors going to NASA for a senior trip next year.

Ms. Smith stated that she did find a church camp where the students would have to bring their own sheets and pillows. The camp would provide a breakfast and evening meal and overnight accommodations for \$20 per person.

Mrs. Smith said that she solicited the PA to check into prices for charter buses and see if someone would donate the use of a bus. Ms. Smith stated the SGA is working on it as well.

Dr. Hugo stated that a few years ago she had given the Board members a sheet that listed Areas of Assistance where the Board could help the school in different matters. Dr. Hugo said that she emailed the Board and Ex-Officios this day attaching the "Areas of Assistance" sheet to the email. Ms. Dardenne asked the Board to read it and make suggestions as to what the Board would like to do as far as possibilities of a retreat, or get input of their thoughts of the list and how they can help the school.

A motion was made by Mr. Lowe and seconded by Ms. Rebick to approve the Consent Agenda. Motion passed unanimously.

Dr. Hugo stated that she would contact someone on the Board of Visitors at UALR to come speak to the ASMSA Board to discuss what their Board of Advisors has done to help UALR and to get ideas of what the Board can do to help the school.

Dr. Hugo reported that she sent a letter to the Governor's office last December advising them of an opening on the Board of Visitors. After follow-up phone calls and emails, no decision has been made about a replacement.

**V. OLD BUSINESS**

There was no old business to report.

**VI. NEW BUSINESS**

There was no new business to report.

**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 at 6:50 p.m.

Approved as written \_\_\_\_\_ Approved as amended \_\_\_\_\_

Marynell Branch May 3, 2011  
Ms. Marynell Branch, Secretary (Date)