

MINUTES
ARKANSAS SCHOOL FOR MATHEMATICS, SCIENCES, AND THE ARTS
BOARD OF VISITORS REGULAR MEETING
December 4, 2012
6:00 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

Dr. Lynne Dardenne, Chair, convened the Board of Visitors regular meeting into open session at 6:00 p.m. and welcomed all Board members. Dr. Dardenne introduced and welcomed new Board member, Mrs. Donna Casparian.

II. ESTABLISH QUORUM

Members Present

Lynne Dardenne, Ph.D., Chair
 Mr. Luther Lowe, Vice-Chair
 Mrs. Karen Garcia, Secretary
 Mr. Hayward Battle
 Mrs. Donna Casparian
 Mrs. Julie Mullenix

Members Absent

Mrs. Leigh Merry

Ex-Officio Members Present

Ms. Marta Gwyn Collier, designee for John Ahlen, Ph.D., President, Arkansas Science and Technology Authority
 Ms. Mary Kathryn Stein, designee for Tom Kimbrell, Ph.D., Commissioner, Arkansas Department of Education
 Mrs. Martha Carlson, President, ASMSA Parents Association
 Miss Sorena Lo, President, Student Government Association

Ex-Officio Members Absent

Mr. Shane Broadway, Interim Director
 Arkansas Department of Higher Education
 Ms. Joy Pennington, designee for Ms. Cathie Matthews, Director, Department of Arkansas Heritage

Administrative Members Present

Mr. Corey Alderdice, Director
 Janice Sullivan, Ph.D., Dean of Academic Affairs
 Mr. Chris Robbins, Dean of Distance Education and Information Technology
 Mr. William Currier, Dean of Students
 Mrs. JaNan Abernathy, Director of Finance
 Mr. Greg Reed, Director, Institutional Advancement
 Mrs. Lorraine Munroe, Administrative Assistant

Administrative Members Absent

III. APPROVAL OF MINUTES

A motion was made by Mr. Battle and seconded by Mrs. Mullenix to approve the minutes of September 18, 2012, with the following correction: Change Mrs. Collier to Ms. Collier. Motion passed unanimously.

Dr. Dardenne welcomed new Board member Donna Casparian to the Board.

Dr. Dardenne requested that old business be addressed prior to the Consent Agenda. Dr. Dardenne stated at the last meeting that a slate of officers needed to be presented for the new year, including a President, Vice President and Secretary. The Nominating Committee, comprised on Mrs. Mullenix, Dr. Dardenne and Mrs. Merry, elected the following slate: Mr. Luther Lowe, Chair; Mrs. Karen Garcia, Vice Chair and Mrs. Julie Mullenix, Secretary.

A motion was made by Mr. Haryward Battle and seconded by Mrs. Donna Casparian to accept the nomination of officers to the Board. Motion passed unanimously.

At this time, Dr. Dardenne turned the meeting over to the new Chair Mr. Lowe. Dr. Dardenne stated to the staff, the Director and other members of the Board that she enjoyed serving on the Board over the last few years. Dr. Dardenne told the Board that during her time she has witnessed a great transformation of the facilities and the school in general; it has been a positive transformation and one that she expects to see continue to grow. Dr. Dardenne stated that it has been her pleasure to serve, and she is available if needed.

Mr. Lowe thanked Dr. Dardenne, stated that her service on the Board has been deeply valuable and the Board is indebted for her work.

IV. CONSENT AGENDA

1. Director's Comments – Corey Alderdice

Mr. Alderdice stated that construction is continuing on the Student Life Center and should be completed in January. The sheet rocking has been done, the wiring is in place and the circulation ducts have been installed. What has yet to be decided is when the full move of the library will take place. Mr. Alderdice stated that he does not want to interrupt very necessary services for the students so the timeline may be during the spring break or at the end of the academic year.

Mr. Alderdice presented to the Board details of a concurrent core proposal. Mr. Alderdice stated that over the last several months he had the opportunity to observe what he believes are strengths and weaknesses of the institution. He stated that programs such as the one at ASMSA are unique and extraordinary learning opportunities for talented and highly motivated students. Given the options that are available for students in the state, (i.e. charter schools and other programs of choice), it behooves ASMSA to be aware of what services are being provided elsewhere and assess where the school is as a leader in promoting extraordinary opportunities for Arkansas' promising young minds. Director Alderdice reported that since 2006, ASMSA has pursued concurrent credit partnerships with National Park Community College and the University of Arkansas at Little Rock. Mr. Alderdice said that it is his hope to find ways to better differentiate ASMSA from other opportunities. Middle ground should be found in which the institution exists as both a high school and, in some respects, a college as a campus of the University of Arkansas System.

Mr. Alderdice stated that much of the rhetoric about ASMSA over the last few years has been that it is a great way to earn a college scholarship. Mr. Alderdice reported that the idea of the concurrent core proposal is to create a system in which every student who graduates from ASMSA will earn no fewer than forty hours of concurrent credit – roughly one-third of the completion of a baccalaureate degree given that many of the institutions are now moving to a 120 hour degree program. He stated that, in some respects, it should not help make the completion of the baccalaureate program faster but should provide students with greater flexibility for in-depth study while they are at an undergraduate institution. Mr. Alderdice also stated that the proposal is to address some of the major stressors for our students. Currently, students take six courses per semester spread over the year. He continued that ASMSA prides itself on stating that all courses are taught at the university level and includes an average of two science courses per semester. This system is effectively a course-load of what would be 20-22 university credit hours for most students. Mr. Alderdice stated that he is concerned it plays a role in attrition and in overall student stress. Ultimately, there are students that could be performing better but, we are asking them to do too much at a single time.

Mr. Alderdice continued stating that the other piece of the proposal is to move toward a system that privileges concurrent credit over Advanced Placement (AP) coursework. In the book Exam Schools, the key concern for many of the selective admission schools as well as with the residential peers is that AP has been described as a “tiger that is very hard to dismount.” The public perception of AP is that it is the gold standard, and there is certainly a strong push behind AP in the state at present. However, the challenge of AP is that ASMSA has extraordinary faculty, opportunities for flexibility and would be effectively choosing to play in “someone else’s sandbox.” In some respects, that eliminates many of the freedoms, flexibilities and opportunities that the faculty have to create new courses. Because AP only covers a certain number of topics, it means that students often miss out on high-level and rewarding experiences. Currently, ASMSA offers eighteen courses at AP level and seventeen courses that are beyond the AP level. The goal is to move to five classes per semester instead of six courses – moving from 24 semester-based units of instruction to approximately 20 units. Mr. Alderdice circulated a document that showed what the concurrent core would look like. The idea is that each of the students at ASMSA would complete the core courses at the university level. The proposal does not eliminate the ability for students to take ASMSA specialized math and science courses that are very high-level courses but may not be assigned concurrent credit largely because the content is beyond the sophomore level at UALR.

Director Alderdice stated that within that proposal there are three units of English. (Composition I, Composition II and Introduction to Literature). In chatting with the Humanities faculty, the group did conclude that Comp I and Comp II are currently assigned at the senior level and would be moving those topics to the junior level because, in many respects, the JEC course does more closely mirror a typical freshman writing seminar. This would also provide a pathway, for the first time, to offer all students a significant exposure to literature as well as critical reading and critical thinking skills that come from those kinds of courses. Beyond the three units in English are three courses in mathematics which look similar to what is presently offered – College Algebra, Trigonometry and Calculus. This would be the standard path for most students. Director Alderdice stated that students who come to ASMSA with significant mathematics preparation are able to move along to higher level math courses. Calculus I is a course that is not presently offered at concurrent level – it is offered through AP. The Mathematics Department Chair does believe that UALR would certainly be agreeable to offering the course for concurrent credit. Finally, in

six core stem courses in biology, chemistry, computer science and physics, students would take at least one introductory course in each of those areas and then complete the two-course introductory sequence in two of those subjects. Finally, students would have two focus electives within STEM disciplines or at least STEM interdisciplinary courses such as Folk Music and Acoustics or the History of Infectious Diseases courses. The idea is to provide a broad introduction to multiple scientific areas. Particularly, understanding that even with prior biology coursework, students probably have not had an in-depth experience with that course coming into ASMSA.

Mr. Alderdice also stated that a piece of the discussion in this has been the establishment of an emphasis in humanities. Mr. Alderdice stated that ASMSA has been tasked with fine arts as part of its legislated mission. It was an unfunded mandate, and ASMSA certainly does not have the facilities in which to offer courses in dance or specialized music. Mr. Alderdice believes that there are ways to leverage the many extraordinary courses in the humanities and frame them in twenty-first century needs that can help to achieve that component of the school's work.

Mr. Alderdice reiterated that ASMSA offers 44 classes at concurrent credit level. The goal over the next few years would be to expand that list to roughly 60 different offerings to offer a course that meets each of the state's high school graduation requirements at concurrent credit level.

Mr. Alderdice also stated that with a change in ADE policy one semester of university credit is now equivalent to one high school credit unit. That does provide ASMSA with some additional flexibility.

The one considerable item Mr. Alderdice reported that must be thought about is the cost that is associated with concurrent credit. UALR initially expressed that they would begin charging \$50 per course during Spring 2013. This has been delayed to Fall 2013. Mr. Alderdice reported that, one way or the other, it is a reality that charges will be implemented. By students taking three courses per semester, this would be an additional \$150 per semester for a student to take advantage of the opportunity. Housing, tuition, meals and books over the span of two years at UALR in residence is calculated at approximately \$33,000 to \$36,000. Even with the cost of concurrent credit, a student could graduate with nearly 60 hours of college credit from ASMSA at 4% of the comparable cost. Mr. Alderdice also wanted to make mention the annual cost of attendance at peer institutions ranges anywhere from \$0 at North Carolina, which has felt the burden of that promise, to the Missouri Academy which raised prices this year to just under \$15,000. Mr. Alderdice stated that the institutions that have a close comparative to ASMSA are Mississippi at \$1,300/year, South Carolina approximately \$2,000/year, Alabama at just over \$1,500/year, and Louisiana approximately \$1,400/year. Mr. Alderdice stated that even by adding \$300 per year to a student's cost would raise the total annual expense to only \$650. ASMSA would still be committed to meeting the cost associated with students who are on fee waivers. It is an essential element of the institution's mission that any student who qualifies and is interested is able to access the program regardless of their financial background.

The final piece, Director Alderdice stated, would also create a pathway to introduce three week mini-terms in the summer and winter. The math department has been quite effective in their use of their Pre-Calculus Readiness Camp (PCRC) as a one-week bridge to help get students shored up on their math. Mr. Alderdice stated that he believes it has been helpful

but needs to go further in addressing some of the shortcomings of the student's preparation prior to arrival. Mr. Alderdice stated that it would be his goal to carve out a two or three week summer term for the juniors where they would be able to experience half the day focusing on mathematics preparation, including algebra. Issues with algebraic preparation manifest down the line, certainly in the high-level math but also in the chemistry and physics coursework. The American Studies course for many students is a substantial challenge because they have not been asked to incorporate and assimilate that amount of information in many of their previous academic situations. Giving them a toolkit that builds literacy and critical reasoning skills will help students be more successful in that and other courses. For seniors, the summer term would be about the experiment phase of their FIRM projects and beginning the college application process. These tasks are the two biggest non-academic stressors of the senior year. Mr. Alderdice reported in addition to the summer term, the winter term would provide an opportunity to offer experimental colloquia courses to study abroad and a host of other innovative programs. Again, these are the kinds of things that the faculty may not be interested or able to commit the entirety of a semester to but certainly can be fun programs for students at the same time. This is in line with similar interim programs that North Carolina, Illinois, Kentucky and Maine have begun to experiment with in recent years. Their programs run anywhere between a ten-day to two-week intercession somewhere in the winter or spring semester.

Mr. Alderdice reiterated that the greatest benefit of the concurrent core proposal is that ASMSA would shift from a great way to earn a scholarship to a great way to begin the college experience. He stated that it is the biggest value-added benefit for students and certainly would help differentiate the experience from other opportunities. It would also create a more manageable course load that would help promote success for students and create balance in their academic pursuits. It would also give the institution time to create more structure and academic transition for students into ASMSA and should help reduce attrition. The proposal keeps costs within balance that still positions ASMSA as a highly cost-effective program that is not only cost saving in the long term but also reasonably priced in the short term.

Dr. Dardenne asked if Mr. Alderdice had conversations with the Department of Education about his proposals and how it may impact the standing rules regarding graduation.

In response, Mr. Alderdice stated that in terms of graduation requirements, students would still have to meet all the state graduation requirements and working in the 3-to-1 ratio is still consistent with ADE policy. Mr. Alderdice reported that he had a faculty forum on the subject and the Curriculum Committee continues to discuss it. Mr. Alderdice stated that he has met with the senior leadership of the Student Government Association and is looking for feedback from the Board moving closer to a final proposal. Mr. Alderdice said that the next audience would be to speak to the senior leaders at UALR to determine if they are supportive with the scope of the project. Mr. Alderdice stated that he has had conversations with Sandra Robertson, Interim Provost at UALR, who is enthusiastic about the proposal, and will also speak with ADE to make sure that everything is covered. Mr. Alderdice stated that the difference in instructional minutes is one of the key touch points that needs to be addressed formally. Traditionally, a high school credit is 120 instructional hours. A three-hour university seminar is 150 minutes across 16 weeks so the meeting time is considerably less. Mr. Alderdice stated that would be the conversation to have with ADE.

Mr. Lowe asked how the faculty feels about the proposal. Mr. Alderdice stated that he felt it was a mix. He stated that there is concern about how the subjects can be handled at that level of depth. The initial thought had been with the core STEM subjects, students might be able to take only a semester of Chemistry or Physics. Mr. Alderdice said that he may want to stay consistently with two semesters of chemistry and two semesters of physics. ASMSA does not require biology at all for students during their time at ASMSA and is still part of the graduation requirements. Most students arrive on campus with that requirement, so the student would be exposed to at least another semester of biology. Mr. Alderdice stated that he believes the faculty is cautiously optimistic about the program. Mr. Alderdice reported that what he and the faculty are in agreement on across the board is that the overall course load might be too much for the students right now and does not contribute to student success and alleviate student stress. The other piece that he and the faculty are in agreement with is that the program would benefit for providing some pathway experiences to help better prepare students as they transition out of their home learning environment into the ASMSA environment.

In the discussion about AP versus concurrent credit, Mr. Alderdice stated that the Math Department is flexible but the Humanities Department is not an advocate for AP, saying that their courses do not naturally map to it or they feel limited by AP frameworks. Mr. Alderdice reported that the Science Department is the most comfortable with AP right now. In adding some of these courses as concurrent credit to the departments, Director Alderdice will have to petition UALR. Mr. Alderdice stated that six years ago when the Physics Department at UALR was approached, there was a difference of opinion as to what should be taught at ASMSA. Mr. Alderdice is hoping that since ASMSA is proposing a broad package that departments will be more inclined to participate and work with ASMSA.

Ms. Collier stated that Dean Gealt (Dean of the College of Science and Mathematics at UALR) stood up in a STEM coalition meeting and mentioned that UALR was having difficulty at the national level with not enough engineering hours being offered at Arkansas schools. Ms. Collier suggested to Mr. Alderdice to approach the Dean and bring the department head in the conversation that they might be open to say that this is a good way to get more students those hours needed before they come under the regulations of ADHE with how many hours they can take. Ms. Collier stated that UALR is capping at 120 or 126 hours and that is problematic for the preparation to go into UALR's graduate programs.

Mr. Alderdice stated that ASMSA enjoys several good partnerships with UALR across the board and strengthening the school's ties further with UALR is a great opportunity for ASMSA to have a very willing and accessible four year university as a collaborator. Mr. Alderdice said that many ASMSA students go to UALR and they are very receptive in offering scholarships for ASMSA's students. Mr. Alderdice believes that UALR is willing to continue that partnership on a grander scale.

Mrs. Carlson interjected stating that she agreed with Mr. Alderdice's concept of concurrent credit overall. She stated that when her son started at ASMSA, he was overwhelmed in his first semester with six classes and, in her opinion, the load was too much for him and was extremely stressed. Mrs. Carlson stated that she is in favor of changing the course load because all the classes are very demanding. She also stated that when her son graduates, he will already have hours that he will not have to pay for when transferring his credits to the college of his choice. Mrs. Carlson said that, as a parent, she thinks it is a good move to look at the five classes instead of the current six classes.

Mr. Alderdice stated that he is available to discuss the proposal with anyone at anytime.

Ms. Collier asked Mr. Alderdice if he had investigated articulation agreements with concurrent enrollment with some of the other four year colleges besides UALR. Mr. Alderdice stated that articulation agreements were one route that was considered in 2006 when the institution chose the concurrent model. He stated that the South Carolina and Louisiana schools have pursued articulation agreements over concurrent credit and said that the problem with that is you have to have an individual working agreement with every institution that you want to partner with. Ms. Collier asked Mr. Alderdice if he had approached Arkansas State about a concurrent partnership since it is another state system school. Mr. Alderdice stated that although he could work through other universities, he would rather have one partner. UALR has been encouraging, and is a fellow campus in the U of A System.

Ms. Collier asked the SGA President, Sorena Lo, what her opinion, and those of other students, were on concurrent credit. Miss Lo responded stating that 50% of the students are for concurrent credit and 50% are for AP classes. Miss Lo stated that personally, she likes the current concurrent schedule because she plans on going to an in-state college because that is where the money will be and her credits will transfer to in-state colleges.

Mr. Alderdice stated that he believes that many students start out planning to go to out-of-state colleges but as the reality of financial incentives and financial limitations come into play, students end up attending in-state colleges.

Mr. Lowe asked Mr. Alderdice about the WestEd proposal. Mr. Alderdice reported that ASMSA was approached by WestEd to participate in a research study on specialized STEM schools. Mr. Alderdice stated that Dr. Hugo wrote a letter in support of the proposal. Mr. Alderdice's concern is that WestEd is asking to admit 80% of ASMSA's Class of 2015 through a lottery process. Mr. Alderdice expressed his concern of relinquishing a tremendous amount of control of the selection process. Ms. Collier expressed concerned that it may create potential legislative input that would not be favorable to ASMSA.

2. Financial Report – JaNan Abernathy

Ms. Abernathy reviewed her report with the Board, adding the most recent update of the budget report. Ms. Abernathy stated that much reporting activity is taking place in the department due to the shortened holiday month.

Ms. Abernathy reported that employees are transitioning to a new insurance provider effective January 1, 2013.

Ms. Abernathy stated that if a legislative situation presents itself, ASMSA could use all of the funding that is available for ASMSA. She also stated that ASMSA will be putting in several bills for school improvements funds.

Mrs. Mullenix asked Mr. Alderdice if the U of A System leaves it to the Director to get sponsors for school legislation. Mr. Alderdice stated that much of the legwork is done by the school. Mr. Alderdice stated that the U of A System office is an advocate for the school by guiding administration through the process.

Mr. Lowe asked if there is a House Representative map linked to the student directory. Mr. Alderdice stated that he was not aware of anything specific being done regarding that, however, Mr. Alderdice reported that he is in favor of students sending letters to their members and perhaps having a legislative breakfast or small scale event during the session itself to connect with the legislators. Mr. Alderdice also stated that there is a student research symposium that is held primarily for undergraduate institutions at the Capital that he would like to take part in, if possible.

Ms. Collier stated that they do encourage high school students do walk-throughs on that day and advised Mr. Alderdice that if he was willing to bring some ASMSA students, she would talk to the coordinator about it.

3. Residential Affairs Report – William Currier

Mr. Currier reported that he and his department are concentrating on retention of the students and for his staff to be aware of what is happening with the students. Mr. Currier stated that the students are more isolated from the faculty than they were last year because of the new building; however, the students have better study spaces.

Mr. Currier stated that the lighting in the parking lot had gotten resolved, and it is important for the students to feel safe. Mr. Currier said that he appreciated the support from the parents on the issue.

Ms. Collier stated that she would be interested in seeing a calendar of how many weeks of space availability there is for summer event activities. Mr. Currier stated that he would look into putting it on the webpage.

Mrs. Abernathy stated that it would be a good idea to consolidate dates with other meetings because it is easier for the Food Director to plan the meals for a larger group.

4. Academic Affairs Board Report – Dr. Janice Sullivan

Dr. Sullivan stated to date, fifteen students have left this semester. Dr. Sullivan reported that most of the students that have left were for medical and personal reasons. Dr. Sullivan reported that her concern is that currently there are twenty four students who are on academic probation, and she has been working closely with Dean Currier to ensure that the students' needs are attended to. Dr. Sullivan reported that she has allowed some academic changes, such as dropping an extra class so that students can have only five classes. Dr. Sullivan stated that she is trying to help as much as she can and that some of the students are going home because of their grades.

Dr. Sullivan said that she has met with the Curriculum Committee three times and are discussing all the issues of the concurrent core proposal. Dr. Sullivan stated that they are analyzing all those pros and cons and that it is too early to say that they are completely moving in one direction. Dr. Sullivan stated that they see some advantages and the Committee wants to make sure that the process is done in a fair way where it does not affect the content of the classes. Dr. Sullivan stated that some classes will be moved from a year-long class to a semester class. Dr. Sullivan stated that she does not want to lose the quality of classes in the change and there are many things that have to be weighed. Dr. Sullivan stated that her Committee is analyzing the students' needs and Mr. Alderdice's

proposal and will work together in harmony to come up with something very good. Dr. Sullivan stated that the steps will take some time and should move things in phases because moving everything at once has to be carefully done.

Dr. Sullivan discussed the Wellness Program for the students and the development of the “Walk the Dog” program. This is a program where the students have an opportunity to go to the local animal shelter to walk, help and play with the animals. Dr. Sullivan stated that she believes this program is helping with retention because it appears that it is reducing stress and engages students socially. Dr. Sullivan also discussed students using the gym to work out, which also contributes to reducing student stress.

Dr. Sullivan stated the school is continuing to do the Science and Engineering Institute founded by The Ross Foundation.

Dr. Sullivan reported that the first week in December is the first ASMSA Sustainability Week, where the students will present projects promoting creativity, innovation and appreciation of the environment and natural resources. Dr. Sullivan advised the Board that several student projects were on display in the boardroom pertaining to Sustainability Week. Dr. Sullivan stated that some of the natural resource activities included a picnic in the courtyard and walks to the park in the afternoon.

Mr. Lowe asked Dr. Sullivan who was on the Curriculum Review Committee. Dr. Sullivan stated that the Committee is comprised on the department Chairs, one teacher, and a counselor – a total of nine members. Dr. Sullivan stated that the Committee has been discussing all these things but want to be careful with how the information goes outside so it would not be misconstrued. Dr. Sullivan stated that the changes are good.

Mr. Lowe asked Mr. Alderdice if there existed a type of faculty governing body. Mr. Alderdice responded that the faculty has a General Assembly as well as eight constitutional committees.

Mr. Lowe asked Dr. Sullivan about the possible elimination of the “focus” credits in the current graduation requirements. Dr. Sullivan stated that initially the Curriculum Review Committee talked about a humanities focus and at a meeting, a member of the Committee asked why there was a focus at all. Dr. Sullivan stated that if the Committee adopts Mr. Alderdice’s proposal there will be two foci: STEM and Humanities. Dr. Sullivan stated that currently they are looking at the advantages and disadvantages for everyone. Dr. Sullivan stated that she wanted to make it very clear that nothing has been decided at this time.

Mr. Lowe asked about the working blog for the ASMSA library. The fifth bullet, under the Library Presence heading, states that the Library is using a Tumblr platform which is a popular blogging platform for students and that it is blocked at the RLO. Mr. Lowe wanted to know why the Tumblr was blocked in the RLO and not in the academic building. Mr. Robbins addressed Mr. Lowe’s question, stating that the list is automatically generated by the filtering software and the State also has sites that it blocks due to various kinds of content. Mr. Robbins stated that the system probably errs too much on the side of caution and probably blocks sites that, perhaps, should be opened; however, if there is a site that needs to be unblocked, the IT department has the ability to unblock those sites upon request. Mr. Robbins stated that he does not know of a request to unblock Tumblr, but it certainly can be dealt with in a matter of moments. Mr. Robbins stated that there are more

restrictions on the student network partially due to bandwidth. Mr. Robbins stated that his department can work toward unifying the logging of sites and that some things have been blocked in the past because of bandwidth issues.

Mr. Robbins stated that, in his report, he notes his department is still working with AT&T and DIS in getting the new MPLS circuit upgraded, which will allow significant bandwidth and will allow the IT department to do much more so some of the streaming services that are disabled on the network at present will be enabled. Mr. Robbins stated that he is not pro-sensorship and can look into opening some sites, but because we are technically a K-12 institution, certain policies and laws have to be followed. In regard to restrictions or issues, Mr. Robbins stated that if any of the Board Members have any questions, to please contact him via email or cell phone.

5. Office of Distance Education and Information Technology – Chris Robbins

Mr. Robbins stated that he has attended meetings in the past several months - especially with the major vendor Cisco - and is trying to preserve those relationships that have yielded good benefits for the institution in the past. Cisco is not only a major vendor but also is a corporate sponsor of the student-faculty softball game and ASMSA golf tournament.

Mr. Robbins stated that he had a good meeting with the Distance Learning Coordinating Council and was able to make a good argument about changing the funding formula that the state uses to determine how much ASMSA receives serving Arkansas students through distance learning. Mr. Robbins reported that conference travel has proven effective as a good recruitment tool and seems to be paying dividends again as a result of our attendance at the Association of Educational Service Agencies Annual Conference in Tampa. Mr. Robbins stated that he was contacted by the State of Vermont, and they want to add ASMSA to their statewide list of distance education providers. Mr. Robbins reported that a potential class next semester in elementary grade foreign languages will generate additional revenue without incurring any further expenses.

Mr. Robbins reported that new security cameras have been installed on the exterior of the buildings and in the parking lot for student safety. They have also added cameras in the stairwells at the request of Dean Currier. Wireless access points have also been added to try to increase speed and to provide adequate access to the internet from student rooms. Software in the Library has also been upgraded and new machines will be purchased when the Library is completed.

Mrs. Mullenix asked Mr. Robbins if he had calculated the cost per student to break even with revenue and expenses with Distance Ed. Mr. Robbins stated that it equals to approximately \$600 per student per class for a year-long course which is sufficient to cover the cost of the instructor and the benefits. Mr. Robbins reported that he probably needs to look at nominal tuition increase to try some add some administrative cost and some overhead. Mr. Robbins stated that there has not been a tuition increase in at least five years so it is probably time to do that. \$600 per student was the in-state cost prior to the Distance Ed Consortium and are not remunerated at that rate. Dr. Dardenne asked Mr. Robbins if he would estimate how much the program is remunerated by the Consortium. Mr. Robbins advised Dr. Dardenne that he was not sure but Dr. Dardenne pressed Mr. Robbins for an answer and he stated that it would be between \$400 and \$450. Mrs. Mullenix also asked who were the other providers in the state and Mr. Robbins stated the ADE operates the Distance Learning Center based in Maumelle, Dawson Educational Service Cooperative,

the Southeast Arkansas Educational Coop, The Arkansas Virtual High School and the Arkansas Virtual Academy. Mrs. Mullenix asked if the ADE Distance Learning Center is on the Consortium plan as well. Mr. Robbins stated that they are also on the Consortium plan but have no way of knowing what additional funds they receive from ADE. Mr. Robbins stated that he is unaware of any of program that exists like the ASMSA ODE program or anyone that has nearly the scope of the ASMSA program. Mr. Robbins stated that every other program that he is familiar with is a state-based program and does not reach beyond the state borders. Colorado, Texas, Ohio and Missouri have some active distance learning providers, but ASMSA has presence in these states as well because states with distance learning communities reach out for additional distance education programs.

Mr. Robbins stated that there are currently 3,900 Arkansas students enrolled with a total 4,500 students in the Distance Education program. Mr. Robbins stated that the program offers elementary art and, in the past, had offered elementary music. In answer to Mrs. Mullenix's question, Mr. Robbins stated that there are 37 full-time faculty members.

6. Institutional Advancement – Greg Reed

Mr. Reed welcomed Donna Casparian to the Board.

Mr. Reed stated that, due to technical difficulties, the launching of the Annual Fund Campaign will be delayed for approximately a week but hopes it will be launched in December. Mr. Reed reported that the goal of the campaign is to raise \$75,000 by June 30, 2013. Mr. Reed also stated that the Capital Campaign is scheduled to be launched this summer. He stated that this is a seven year campaign to support the Academic Success Complex (Cedar Street Renovation), Community Hall (multi-purpose building) and the Learning Courtyard.

Mr. Reed stated that The Smart & Fit4Life Wellness Program grant from Blue Cross & Blue Shield was denied.

Mr. Reed reported that six sites were chosen for an ASMSA Roadshow across the state. Mr. Reed stated that students, along with Mr. Alderdice, Mrs. Hinz, Mr. Kratochvil and he have traveled across the state to meet with local officials, university officials, parent, alumni and potential students to talk about the school and what is planned for the future.

Mr. Reed discussed the upcoming Development, events including the ASMSA Open Book Celebration that is scheduled for April 25, 2013. The event was scheduled to be held in the fall but on the advice of the Board members was moved to the spring of next year. Mr. Reed reported that he and his assistant attended the Arkansas Sports Hall of Fame event that honored John McDonald from the University of Arkansas Track Team. Being at this event, Mr. Reed stated that he had the opportunity to meet many folks and discussed the Open Book Celebration featuring Kareem Abdul-Jabbar.

Mr. Reed reported that his department is making progress on entering alumni information into the database. The classes of 2008 through 2012 have been entered. Over 1,000 records have so far been added.

Mr. Reed advised the Board of a new member of his department: Donnie Sewell, the new Public Information Specialist for ASMSA.

Mr. Reed distributed a Statement of Activities Report listing the projects of the Foundation.

On behalf of Mrs. Garcia (who had left early from the meeting), Dr. Dardenne asked Mr. Reed for additional information on the Open Book Celebration. Dr. Dardenne referred to Mr. Reed's report mentioning sponsorships. Mr. Reed stated that sponsorships would be at the levels of \$20,000, \$10,000, \$5,000 and \$2,500. The primary recipients of the sponsorship information will be corporations. Mr. Reed reported that he has received two verbal commitments for two \$5,000 sponsorships and needs to accomplish securing the \$25,000 necessary for the guest speaker.

In answer to the question as to whether the guest speaker will be coming to ASMSA, Mr. Reed stated that he is hoping that he will but the agreement is for Mr. Abdul-Jabbar to speak at Hot Springs High School to Garland County ninth graders. The ASMSA students will be going to Hot Springs High School to listen to him speak. It is the hope of Mr. Reed that Mr. Abdul-Jabbar will have the time to come to campus, tour the facility and meet our faculty.

Mrs. Mullenix asked Mr. Reed what he thought the total cost of the event would be and Mr. Reed stated that he thought it would cost between \$50,000 to \$60,000.

Mr. Lowe stated that he was surprised that ASMSA does not have the ability for people to give online. Mr. Reed stated that ASMSA is required to use Bank of America Cybersource because of the agreement ASMSA has with the Foundation in Fayetteville. All schools that are part of the University of Arkansas Foundation must use Cybersource or Bank of America for a payment processor. Mr. Reed was not aware of these restrictions stating that he would prefer to use SAGE. Mr. Reed stated that the reason the system is not working is because Bank of America is migrating systems internal to their card processor and did not notify Mr. Reed of the change. Mr. Reed stated that he is in the process of re-contracting with FLEX360 and hopes to hear something soon.

Mr. Reed reported that one of the objectives that was presented to him was to look at where ASMSA was and where the school needs to be. The Foundation Fund has never had a Board – just Ambassadors. The Fund, which is part of the University of Arkansas Foundation, Inc., is the governance of the Fund – not ASMSA. Mr. Reed explained that the formation of a Foundation Board has been difficult. He stated that when he mentions the word “Board” to people, many folks are not interested because they think it is a busy job and takes much of their time and they are already involved on other Boards. However, Mr. Reed said that when he calls it an Advisory Council, the concept receives a positive reaction. So far, Mr. Reed said that there are about ten people that are interested to be on the Advisory Council, making it a low-impact, fun and important role for them and would be glad to assist ASMSA.

Dr. Dardenne stated that it was her understanding that the Ambassadors of ASMSA were to transition over to the Foundation Board or Advisory Council.

Mrs. Carlson stated that she said that she knew of some Ambassadors in Hot Springs that feel that they are in limbo because they believed that they were going from the side of Ambassadors to the Foundation Board. Mr. Reed stated that he has heard that from some of the Ambassadors and have corrected that when he could. Mr. Reed stated that events have been held inviting the Ambassadors but less than half would show up. Mr. Reed reported that maybe part of the misunderstanding on the part of the Ambassadors is that he

changed the name from Foundation Board to Advisory Council and they feel that they are not part of the new name. Mr. Reed stated that he is in favor of a strong Advisory Council comprised of ten to thirty individuals that can give the oversight and guidance that is needed. However, Mr. Reed stated that for him personally he is not ready to put people in a position until he is sure of the need, direction and focus of the Advisory Council.

Mr. Lowe commented stating that he was not sure if Kareem Abdul-Jabbar was the right choice of celebrity for the Open Book Celebration because of students not knowing who he is. Mr. Reed stated that because of his advocacy for STEM education and people who can make large contributions to the school do recognize the name Kareem Abdul-Jabbar and his name can make a great draw to the Open Book Celebration.

Mr. Lowe asked what the percentage of data of graduates has been entered into the database. Mr. Reed stated that approximately 400 students entered from years 2002 to 2007. Mr. Reed reported that there were four to five different electronic forms of the data that is being matched and the database structure if where it needs to be now. Information from Education Edge, the software that was bought in 2008, is now able to be extracted cleanly from 2008 to 2012 although there are still some anomalies to work through. Mr. Reed stated that he feels there will be approximately 1,000 really good contact pieces in the database. Years 1995 through 2001 still is not in significant electronic form.

7. Parents Association – Mrs. Martha Carlson

Mrs. Carlson stated that the Parents Association held a Scooby Doo welcome back party for the students that was very successful and would like to do another one on the Sunday following winter break. Mrs. Carlson reported that she is working with SGA President Sorena Lo to see if the Parents Association can purchase their class t-shirts for them.

Mrs. Carlson stated that the Parents Association would like to do a \$500 essay contest scholarship each year for the students from the Parents Association. The criteria for the scholarship has not yet been determined.

Mrs. Carlson spoke about transitioning the leadership of the Parents Association. Mrs. Carlson stated that the PA would like to have more alumni parents involved because they have been through the system and know how it works to keep the organization strong.

8. Student Government Association – Sorena Lo

Miss Lo reported that the SGA had a Breast Cancer Awareness week and donated \$200 to the Rockefeller Foundation for their research on breast cancer. Miss Lo stated that, at the last General Assembly, a team building meeting took place in lieu of the general session. Also, the class t-shirts are in the process of being designed and will be ready by the time classes resume in January.

Mr. Lowe commended Miss Lo and Director Alderdice for working in a spirit of inclusion in getting the students involved and rebooting SGA.

V. OLD BUSINESS

Mr. Lowe was pleased that the Board packets went out digitally. Mr. Lowe requested to have the reports sent out by a text-based version.

VI. NEW BUSINESS

No new business to report.

VII. AUDIENCE WITH INDIVIDUALS OR GROUPS


No request or comment from an individual or group.

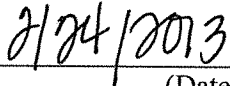
VIII. ADJOURNMENT

With no further business to conduct, a motion was made by Dr. Dardenne and seconded by Mr. Battle to adjourn the meeting.

Approved as written _____ ✓

Approved as amended _____


Mrs. Julie Mullenix, Secretary


(Date)