

MINUTES
ARKANSAS SCHOOL FOR MATHEMATICS, SCIENCES, AND THE ARTS
BOARD OF VISITORS REGULAR MEETING
September 23, 2013
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. Luther Lowe, Chair, convened the Board of Visitors regular meeting into open session at 5:10 p.m. and welcomed all Board members.

II. ESTABLISH QUORUM

Members Present

Mr. Luther, Lowe, Chair
 Mrs. Karen Garcia, Vice Chair
 Mrs. Leigh Merry, Secretary
 Mr. Hayward Battle
 Mrs. Donna Casparian
 Mrs. Donna Hutchison

Members Absent

Ex-Officio Members Present

Ms. Marta Gwyn Collier, designee for Tim Atkinson, Ph.D., President, Arkansas Science and Technology Authority
 Ms. Joy Pennington, designee for Cathie Matthews, Director, Department of Arkansas Heritage
 Mrs. Mary Kathryn Stein, designee for Tom Kimbrell, Ph.D., Commissioner, Arkansas Department of Education
 Mr. Bryan Hernandez, President, Student Government Association

Ex-Officio Members Absent

Mr. Shane Broadway, Director
 Arkansas Department of Higher Education
 Mrs. Pamela Knapp Carver, President, Parents Association

Administrative Members Present

Mr. Corey Alderdice, Director
 Mr. Bob Gregory, Interim Dean of Academic Affairs
 Mr. William Currier, Dean of Students
 Mr. Greg Reed, Director, Institutional Advancement
 Mr. Chris Robbins, Dean of Distance Education and Information Technology
 Mrs. Lorraine Munroe, Administrative Assistant

Administrative Members Absent

Mrs. JaNan Abernathy, Director of Finance

III. APPROVAL OF MINUTES

A motion was made by Mrs. Garcia and seconded by Mrs. Merry to approve the minutes of May 6, 2013. Motion passed unanimously.

Mr. Lowe welcomed new Board member, Donna Hutchison and recognized Dr. Cynthia Miller in the audience. Dr. Miller is a newly appointed board member whose appointment to the Board is in the final stages.

IV. CONSENT AGENDA

1. Director's Comments – Corey Alderdice

Mr. Alderdice stated that one of the things he wanted to do this year at the beginning of the board meetings was to spotlight the endeavors of the students and faculty members.

Director Alderdice recognized student, Joseph Dobson. Mr. Dobson was selected as a 2013 Bezos Scholar. Mr. Alderdice reported that he was fortunate to serve as his Bezos Educator Scholar and spent a week in Aspen, Colorado at the Aspen Institute Ideas Festival. At this time, Director Alderdice introduced Joseph Dobson to the Board who spoke about his experiences while at the Aspen Institute. Upon returning to ASMSA, Mr. Dobson stated that he decided to hold a local Ideas Festival on sustainable eating practices and healthy lifestyles. He reported that he will be working with some local community leaders such as Central Park Café and Superior Bath House using their resources and do some talks about healthy lifestyles and healthy eating. He also stated that he would like to establish a community garden on campus.

Mr. Dobson stated that while he was at the Ideas Festival he met with some prominent individuals such as Arianna Huffington. While there, Mr. Dobson was asked to guest blog for the Huffington Post. Mr. Dobson also met with some folks from IDEO, an international design firm.

Also spotlighting the ASMSA Student Ambassadors, Director Alderdice asked Mr. Reed to introduce the group of students to the Board. They are: Clare Smith, Adrienne Merriott, Carly Roitz, Jesse Hufstедler, Lora Lynn, Hunter Pool, Joseph Dobson, Brisa Bartczak, Coleman Herman and Millie Diaz-Lofton.

Spotlighting faculty, Director Alderdice stated that Nick Seward had gone to Maker Faire in New York, a conference on 3D printing. Mr. Alderdice reported that he hoped at the next Board of Visitors meeting the Board will get to see Simpson, Wally and some of Mr. Seward's other 3-D printer creations.

Director Alderdice also made mention that applications for the \$15,000 faculty and staff innovation grants will go out next week for the first time. Mr. Alderdice stated that the goal of the program is to invest in new ideas from faculty and staff. The grants are intended to give faculty and staff members funding to create and develop strategies, activities and programs with the goal of cultivating new ideas that can be invested in more fully during future institutional budget planning cycles. Up to \$5,000 will be awarded in each cycle.

Director Alderdice stated that he continues to have conversations with ADE about ASMSA's role in distance and digital learning in 2014-15. He stated that he met with

Commissioner Kimbrell, along with Chris Robbins and Dave Slaymaker, in August, to discuss the Arkansas GLASS Initiative proposal that was detailed to the Board during its May meeting. Director Alderdice stated that the Commissioner did express interest in pursuing STEM pathway courses. The potential of this suggestion would be to provide preparatory courses for prospective students in math (Algebra I, Algebra II and Geometry), chemistry and physics. Mr. Alderdice stated that he has discussed with other school leaders what ASMSA's peer institutions are doing in terms of replicating or extending their programs digitally, and many of the peer institutions are doing things with distance education that more closely mirrors the structures of their programs.

Director Alderdice stated that some of the opportunities that are being brainstormed are summer programs in 2013-2014 making use of our physical plant by investing in outreach programs specifically for the purpose of increasing enrollment in the residential program. The goal would be to try a two-week residential camp for students in eight and ninth grades. Also, to have a minority outreach program called STEM Selves. Director Alderdice stated that there have been several groups who are interested in setting up shop in the Student Center during the summer. The Arkansas Association of Student Councils have expressed an interest in having their summer conference at the school. Mr. Alderdice reported that next summer looks to be a full summer on campus in addition to the AP Summer Institute that is held in collaboration with UALR and the Music Festival. The emphasis of the ASMSA-sponsored programs is for the purposes of outreach and developing a more substantial admissions pipeline.

Director Alderdice congratulated Chair Lowe on being named a Visionary Arkansan by the *Arkansas Times*.

Mrs. Garcia asked if there was any word on moving the mechanicals from the former Residential Life building. Director Alderdice stated that no additional General Improvement Funds (GIF) were received during the legislative session. He and Mr. Reed met with Senator Sample, who has expressed an interest in exploring the possibility of a combined GIF Bill in the 2015 session that would address not only the costs of moving the mechanical systems but also some of the demolition cost as well. This would not only be a benefit to the institution but also to the City of Hot Springs.

Mrs. Hutchison questioned Director Alderdice about the Global Learning Program, which is a program for students to travel abroad to China, the United Kingdom, Italy and Costa Rica during the summer 2014. Mrs. Hutchison inquired about the travelling opportunities for disadvantaged students and wanted to know what the equity situation was for student travel. Mrs. Hutchison questioned that if a parent has difficulty purchasing supplies for their student, how would they be able to afford travel expenses. Director Alderdice stated that a total of 36 grants were issued to students to reduce the cost of the programs. Mrs. Hutchison stated that she appreciated that equity was difficult but it would be very disturbing if a pattern had developed with the vast majority of the students who are participating in the Global Learning program who would otherwise be able to afford the trip on their own.

Mrs. Hutchison stated that according to Humanities instructor, Dan McElderry, the Costa Rica trip was not regarded as part of the Global Learning Program and wanted to know why it was not. Director Alderdice stated that the Costa Rica trip was very much a part of the program and the institution is providing Mr. McElderry with a \$2,500 stipend for his time and the school is covering his expenses and travel. Interim Dean of Academic Affairs, Bob Gregory, concurred with Director Alderdice regarding Mr. McElderry's expenses. Director Alderdice stated that Mr. McElderry elected the Costa Rica trip to have a different timeline than the rest of the Global Learning Program. Mrs. Hutchison asked if based on scholarships and grant opportunities, were the students who are interested in going on the Costa Rica

trip given the same opportunities. Dean Gregory stated that, based on the students who applied and looking at the equity, there was one student who did not have a financial need as the others who had applied. Mr. Gregory stated that an application process is in place and if students do not apply, then students do not receive it. Mrs. Hutchison stated that equity is an issue for her and hopes that close attention is being paid on that topic.

Director Alderdice stated that he will look at the household incomes of the students who are travelling and see if there are any trends. He also stated that the Japanese students who visit ASMSA is a way to provide an international experience to all students at the school. Director Alderdice reported that the students from Hanamaki Agricultural High School, which ASMSA students visited through the Kalahashi Project, will be coming October 30th for a three-day visit. This also coincides with another Hanamaki group visiting Hot Springs through the Sister Cities Program. Director Alderdice stated that he has not yet heard anything from the “super-science school” in Osaka but indicated that the Japanese school wanted to continue their program of visiting ASMSA as well.

2. Financial Report – JaNan Abernathy

Director Alderdice stated that Mrs. Abernathy was attending a conference and that he would be happy to field any questions. Director Alderdice stated that there was a reduction in the EETF of approximately \$30,000 but the institution was in good shape regarding contingency funds. Director Alderdice stated that he will be attending some of the budget hearings this fall and hopefully there will be a short budget session in February.

3. Residential Affairs Report – William Currier

Dean Currier stated that school year was going along well and indicated that it is usually during this time in the school year that students are deciding whether they are going to stick with the program. Dean Currier stated that he believes the two-week early arrival before the start of the new year very much helped the students. Mr. Currier reported that the Peer Mentoring Program was up and running and doing well. The new Residential Mentors are also doing well and it has been a good start of the year. Dean Currier stated that there were no disciplinary issues.

In response to Mr. Lowe’s question regarding internet access to those students who might not have laptops, Director Alderdice stated that approximately 90% of the students have a personal computer (primary laptops), and many students also have smartphones. Mrs. Hutchison had commented on the pilot program that was started with tablets for those students who do not have personal machines stating that the program should have been started years ago. Director Alderdice also commented that the Library is now open in the Student Center. The Library has 20 desktops available for the students as well as 10 Macbooks and 10 Dell laptop computers. He also stated that Librarian Beth Gourley has started a soft test of allowing the laptops to be checked out overnight from the Library. Director Alderdice stated that his goal this year is to examine the appropriateness and limitations of tablets being used at ASMSA.

Regarding student life, Mrs. Casparian stated that she had a conversation with ASMSA’s nurse, Maliah Wernett, and had a couple of concerns about health care, privacy issues, access and what the role of the nurse is at the institution. Mrs. Casparian stated that many times the nurse is the first person who is seen if a student needs counseling. She also stated that there is a concern about privacy and where the nurse’s office is located is not private. Mrs. Casparian reported that there are privacy HIPPA issues that are involved and that must be considered for those students over the age of 18.

4. Academic Affairs Board Report – Bob Gregory

Dean Gregory stated that his department has been transferring the program over to concurrent credit and have 231 students taking 863 concurrent credit classes – an average of 3.74 classes per student. All of the students have been qualified so that the concurrent credit classes they are taking will count for college credit.

Dean Gregory stated that the SEI (Science and Engineering Institutes) program is still being transformed and is being held on the campus on Saturdays. There was a special SEI+ program, which was a three-week program for a single group of students and was very successful. Dean Gregory stated that students were headed to Jonesboro on October 5 to do an SEI+@Jonesboro and plans to do an ASMSA presentation before the session.

Dean Gregory stated a new program is being launched – ASMSA:HD or ASMSA Humanities Day. The first Humanities Day is planned for November 9 and will focus on language and culture.

Dean Gregory reported that the two-week College Algebra Readiness Camp (CARC) that was held during the summer was a huge success.

Dean Gregory stated that the start of the school year began with the two-week Fortnight which was a focused transition period for students. Seniors had completed their college applications and FIRM, and the juniors did chemistry preparation and orientation. The Fortnight helped students make connections and establish relationships with teachers.

Dean Gregory stated that he was excited and interested to see the number of students who had showed up at the interest meetings for Global Learning. He stated that he was thrilled to see how committed the students are to making these trips. Dean Gregory stated that the program is starting out from a tourist standpoint, but the further the program goes along, the more it will be analyzed on how it fits in with the educational side of the institution.

Mrs. Hutchison reported that in her conversation with Mr. Luckow, he stated that only seniors could apply for the scholarships. Director Alderdice concurred. Mrs. Hutchison then stated that the students were applying for something that they would actually do after graduation and wanted to know if that was going to be a problem with the legislature or auditors. Director Alderdice stated that it was thoroughly investigated and the expenditure that the school will have for the grants will be during the fiscal year. He stated that it still falls very much under the window of the students being served during their ASMSA experience. Director Alderdice reported that as long as the expenditure is in the service of students, it is acceptable.

Mrs. Stein raised the question as to how many low-income students are taking concurrent credit courses and how is it paid for. Dean Gregory stated that the students who qualify for free and reduced lunches, which is determined from their home school, are paid for. Director Alderdice stated students were supported who met the free and reduced guidelines (up to 185% federal poverty guidelines) and that ASMSA would support any student up to 200%. Director Alderdice stated if a student was on a fee waiver, he or she would qualify under federal guidelines. Director Alderdice stated that approximately 80 students qualified. He stated that students who have need clearly demonstrated by virtue of their family situation, are covered. ASMSA has budgeted \$30,000 for the current fiscal year to support concurrent credit fee waivers for these students.

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

Mr. Robbins reviewed his report with the Board. Mr. Robbins stated that the ramping up of Virtual Arkansas has been a game changer in terms of enrollment for ASMSA. Mr. Robbins reported that student enrollment is down 37% and 40% down in full-time faculty. He stated that his department was able to recall all faculty who wanted to return who had not already accepted jobs at other locations.

Mr. Robbins reported that it is a difficult period of time to see how Virtual Arkansas is going to impact ASMSA's ODE program. Mr. Robbins stated that ODE is not only down in enrollment and employment but revenue as well. He reported that the non-consortium enrollment in Arkansas and out-of-state is up by 22%. Mr. Robbins stated that he is taking steps to be proactive and that he met with ADE to discuss the GLASS Initiative and the possibility of some STEM courses.

There are two major federal grants that have been submitted, and approximately \$4 million of grant funding that has been requested. Mr. Robbins stated that the goal is to take the more lucrative grants and transform them into ODE 3.0. That would make it the third major technology change and would meet the requirements of the Digital Learning Act of 2013. Mr. Robbins stated that the Digital Learning Act of 2013, Act 1280, specifies very clearly that digital learning classes are not exclusively compressed interactive video. He reported that currently ODE's classes are 90% video and 10% asynchronous so that will need to be changed. He stated that with the grant money received, ODE will be able to adapt to the changing Arkansas market.

Mr. Robbins stated that ASMSA's email service has been migrated from Novell to Google Apps for Education and new software has been implemented for the Help Desk to help in tracking faculty, staff and student help requests.

Mr. Robbins reported that a new emergency alert system, School Reach, has been installed to have better communication with everyone in cases of emergencies.

Mr. Alderdice interjected that the Distance Education Program has historically been financed by ADE. The yearly average ADE financed amount equals to \$850,000. Director Alderdice stated that he was pleased that ADE provided ASMSA's Distance Education Program with \$960,000 this year. He reported that, ultimately, ADE wants to consolidate all efforts into Virtual Arkansas. Director Alderdice stated that one of the challenges is to find something that is of merit and value for ADE. A concern of ADE is duplication of services, and it is important to find something unique to ADE's needs but also in line with ASMSA's strengths as a educational entity as well. Director Alderdice stated that is where Commissioner Kimbrell's comments about the science and math courses make more sense. He reported that ASMSA's concern for balance is to not jeopardize perspective students in choosing to pursue digital learning opportunities instead of matriculating to the residential program.

Mr. Lowe asked if the Board can be of assistance with the ODE situation. Director Alderdice stated that if any of the Board members have any connections with ADE to share what ASMSA's ODE program has to offer and advise them that ASMSA is very much interested in continuing their role in distance education in the state. Director Alderdice stated that Act 1280 has opened up some doors for future digital education providers. He also stated that any letters of support would be appreciated. Director Alderdice reported that ASMSA has the commitment from our local legislative delegation as well as Dr. Bobbitt and the UA System. Director Alderdice stated that it would be his hope that Commissioner Kimbrell would concur with something that would work for all sides.

Ms. Collier asked Director Alderdice if ASMSA has considered shopping the infrastructure of the Arkansas Department of Career and Technical Education. She stated that they have some funding sources that come from the US Department of Education and also have money coming from the Department of Commerce dealing with Workforce Services. Ms. Collier stated that they may be able to help in providing some money to make up for the losses on the K-12 side. Mr. Robbins stated that anything to develop an alternative revenue stream would be very good, and Career and Workforce Services has a long-standing relationship with the Dawson Education Service Cooperative - their primary content provider for workforce development type courses.

Ms. Collier advised Mr. Robbins that it would be a good idea to think about a conversation with Career and Technical Education that spans across K-12 and into Workforce. Mr. Robbins stated that two years ago, the State of Arkansas invested a great deal of money in new video infrastructure and believes that DIS was expecting a longer recovery period than two years. Mr. Robbins stated that it would be good if Ms. Collier could broker a conversation with them.

6. Institutional Advancement – Greg Reed

Mr. Reed commented to the Board to stop and look at the Dolphin Echoes alumni wall in the lobby, which contains profiles of several outstanding graduates throughout the school's history.

Mr. Reed discussed the 20th Anniversary Kick-off Celebration. He stated that the department hosted approximately 30-35 alumni for the weekend, many of them from the charter class.

Mr. Reed stated that June 14, 2014 has been designated as Alumni Weekend. After discussion with the alumni, they determined that this weekend would work best for them. Many events will be planned and will be a fun weekend for all.

Mr. Reed reported that the graduation class of 2015 will be the 20th anniversary of ASMSA's charter class. This date has been determined to be alumni weekend that year.

Mr. Reed stated that the alumni appeal this year is called "20 for 20." He reported that the Foundation is asking for at least \$20 in multiples of \$20 for the twenty years that the school has been in existence. Mr. Reed stated that Institutional Advancement is targeting alumni, parents, faculty, staff and businesses in our community. Mr. Reed reported that the first of many appeals is the employee appeal. He stated that employee contributions are well over 40% participating in this year's annual appeal -- faculty alone is over 75%.

Mr. Reed reported that due to weather conditions, the ASMSA Golf Tournament has been postponed until October 18. He also reported that there is potential for a major partner for fall 2014 in a state-wide golf tournament where hopefully both courses will be running at Hot Springs Country Club. Details are being discussed at this time.

Mr. Reed stated that the next Open Book Celebration is set for March 1, 2014, in Hot Springs. He said that the gala will coincide with the 2014 ASMSA Science Fair week of events. Details are still being worked out.

Mr. Reed reported that the school has done a good job this past year focusing on grants as a major source of funding. Mr. Reed reported that although the grants are not large, they are huge stepping stones and will continue to grow.

Mr. Reed reported that he has received a grant to take SEI on the road and it has been a pleasure to work with the academic group. He also said that he reapplied to the Blue & You Foundation and should hear back from them in the November-December timeframe.

Mr. Reed stated that *Tangents* is being revised to look more like a magazine format.

Mr. Lowe reviewed the ending balances of the Activities Reports (7/01/12 thru 6/30/13 and 7/01/13 thru 9/13/13). Mr. Lowe asked Mr. Reed if the net revenue for the Foundation for the last year is \$17,680. Mr. Reed concurred that the figures were correct. Mr. Lowe asked Mr. Reed what his salary was and Mr. Reed responded that it was approximately \$70,000 and that his salary was a matter of public record. Mr. Lowe also stated that it appeared that in fiscal year 2013, only \$281 was raised from the alumni. Mr. Reed stated that it did come from individuals. Mr. Lowe commented that he gave back his allowance (travel) that he receives and believed he gave it back to the Foundation but was not sure where it was applied.

Mr. Lowe stated that he views Institutional Advancement as a sales role and ultimately speaks for itself. He stated that if he ran a company and had an employee making \$70,000 and over the course of a year plus, the net that the individual brought in was \$17,680 that it would not be a winning proposition. Mr. Lowe stated that what he is observing - and what he thinks the other members of the Board are observing - is a pattern of spinning the wheels and not being able to get meaningful traction in the Institutional Advancement department. Mr. Lowe stated that he has raised concerns about it repeatedly at the meetings and is something that he is deeply concerned about. Mr. Lowe stated that the Board does not make binding resolutions to direct Mr. Alderdice to do one thing or another but wants to say on record that he is deeply disappointed in the direction the department has gone under Mr. Reed's leadership and thinks that the school deserves better.

Mrs. Garcia asked some questions regarding credits that were listed in the Activities Report. Mr. Reed clarified the amounts that are indicated as credits were amounts that were transferred to the building fund or it has been incorporated into other funds.

Ms. Collier advised Mr. Reed that he should apply for the \$5,000 Arkansas Game and Fish Commission School Yard Habitat Grant. She stated that it would assist the ASMSA student who is looking to build a community garden (Joseph Dobson). Ms. Collier stated that the deadline to apply is December 1, 2013.

Mr. Lowe brought to Director Alderdice's attention that he was doing some figuring and stated that it appears over a fifteen-month period that the net revenue for the Foundation is \$17,680 - added to Mr. Reed's salary equals \$87,500 that Mr. Reed is earning. Mr. Lowe stated that it looks like it works out that for every dollar that the school is spending in Institutional Advancement on Mr. Reed's salary, the school is making about \$.20 toward the Foundation Fund and wanted to hear Director Alderdice's thoughts on whether he thinks that it is sustainable. Also, how Director Alderdice sees in the future how those numbers can be turned around.

Director Alderdice stated that the Director of Institutional Advancement has two sets of responsibilities: the Foundation side - the raising of the dollars, as well as the marketing, messaging and outreach pieces for the institution. Mr. Alderdice reported that in reality it is a 50/50 timeshare of responsibilities. Mr. Alderdice stated that he believes that greater development interest should be placed on alumni and parents. Mr. Alderdice reported that the parental appeal that was done in May brought in \$3,500 and more attention needs to be given to the "low hanging fruit." Mr. Lowe stated that he would enjoy giving a large amount of money to the Foundation but is deeply worried how the Foundation leadership is spending the money and not having a high return on investment. Mr. Lowe stated that he is bullish

and optimistic about the institution. He noted a deep personal passion about its outcome and feels that the school is “firing on all cylinders” in all of the departments except for Institutional Advancement and finds it personally disturbing. Mr. Lowe asked that the Board continue to be apprised of developments in this department because he feels there are serious issues.

Mrs. Merry asked if a professional grant writer has been considered to receive grants. Director Alderdice stated that the school would have to seek a specific legislative position for that and the creation of new positions happen in the odd number of years.

A discussion ensued regarding the hiring of a firm to do a capital campaign some years ago, and how that campaign did not produce the results expected. Mrs. Garcia asked if there was a study that was done that included recommendations. Mrs. Hutchison reported that to the best of her recollection, the report stated that more work needed to be done regarding outreach to the local community. Mrs. Hutchison also reported, that in the history of the school, none of the directors have been deeply involved in the local community – perhaps previous Director, Dr. Hugo, more than others. She said that if the upper leadership is not making that effort to go out and meet and greet donors, that whoever is in Mr. Reed’s position is in a difficult position.

Mr. Battle stated that the Louisiana School has a great deal of support and would be interested in knowing what their method is to tap into the community. Director Alderdice stated that he believes it has been more of a longitudinal approach to development. He stated that only in fairly recent history, ASMSA realized that it needs to do the things that universities or independent secondary institutions do in terms of building that level of support. The Louisiana School realized this fifteen years ago and they have also been in existence about 8 years longer than ASMSA.

Mr. Gregory, who had worked at the Louisiana School, added that for as long as they have been in existence the school is graduating twice as many students as ASMSA. He reported that with the length of their existence and having twice the number of students, their alumni base is much, much deeper than ASMSA. Mr. Gregory stated that many improvements have been made, and more are being made. Mr. Gregory stated that there is a process in place now, and that is what ASMSA is building on.

Mrs. Hutchison stated that there has been a tremendous turnover in the Institutional Advancement office. She added that if there is not continuity, and if potential donors are dealing with a different person every two-to-three-years with a new approach, it is difficult for them to get to know someone. Mrs. Hutchison reported that donors need to be cultivated and that is what Mr. Reed is currently doing. Mrs. Hutchison stated that Mr. Reed followed two people that were highly ineffectual, and is taking the heat for failures that preceded him. Mrs. Hutchison made the point that one has to get to know people before they will trust the school with their money, and that is something that needs to be considered.

Also, Mrs. Hutchison continued, people with Institutional Advancement background make two to three times what Mr. Reed makes and ASMSA cannot afford to pay someone doing the same job as say, what the Director of the Cancer Society makes. She continued stating that ASMSA is a small institution subsumed in a larger environment, and it is fairly clear that the U of A is not going to be supportive of the financial needs of the school. Mrs. Hutchison stated Mr. Reed, working with the handicaps that have been presented to him, is probably more frustrated than anyone else and that it does not seem fair to pin the whole situation on him. Mrs. Hutchison stated that it has only been in the last few years that ASMSA has only begun to think about receiving outside funding. Mr. Lowe reiterated his opinion that eighteen months of a sales cycles raising \$18,000 is unacceptable.

Mr. Battle stated that fundraising is a process that has to do a lot about relationships. While at the Open Book Celebration in Little Rock in the spring, Mr. Battle reported that he observed folks from the

Governor's cabinet who attended and some other heavy hitters attended as well discussing ASMSA and what the institution is about. He stated that there is much work to laying the foundation before the rewards can be reaped.

Dr. Cynthia Miller, who was in the audience whose appointment to the Board of Visitors is in the final stages, asked if she could comment from the viewpoint of a parent who received the appeal of a donation over the summer. Dr. Miller stated that she would be more receptive if she received a letter giving her a few more options. For example, if she was asked to contribute \$20 to buy an embroidered shirt for a student ambassador, or contribute \$200 to provide an instrument for a student, or provide \$2,000 to help send a student to Costa Rica for the Global Learning Program. Dr. Miller stated that if each department or instructor can come up with a project that would get not only the alumni excited but also the parents because they do want the school to grow and continue to do greater things.

Ms. Collier stated that if we can get ASMSA on the radar of businesses who "match give" they might be able to double the money that is received. Ms. Collier reported that it was going to have to come with more of a push with the SEIs and acknowledging the Arkansas Community Foundation relentlessly for helping ASMSA getting the SEIs launched.

Mrs. Casparian stated that ASMSA is a state school and not to count on money coming from the local community because they are tapped out. Mrs. Casparian stated that the real money will come from the outreach programs.

1. Parents Association – Mrs. Pamela Knapp-Carver

Mrs. Carver was absent from the meeting and Mrs. Hutchison was asked to give the report. Mrs. Hutchison stated that the report was self explanatory.

2. Student Government Association – Bryan Hernandez

Mr. Lowe welcomed new SGA President, Bryan Hernandez to his first meeting.

Mr. Hernandez introduced himself to the Board and stated that he appreciated the opportunity to have a voice at the Board of Visitors meetings. He stated that he is from northcentral Arkansas, and ASMSA has changed his life. Mr. Hernandez stated that he was awarded the Hispanic Scholar Award and was convinced that it would not have happened if he was not a student at ASMSA.

Mr. Hernandez reported that the SGA joined the AASC (Arkansas Association of Student Councils). AASC held a Council retreat at Lake Degray and, while at the retreat, leadership skills were taught. A number of resources were provided to ASMSA via the organization that included Student Council supplies, AASC opportunities and leadership retreats.

Mr. Hernandez reported that elections were recently held and there are twenty one student representatives. He stated that SGA goals were being established and is hoping to have more SGA sponsored functions.

Mr. Hernandez stated that the President's Council has been created where the presidents of all the clubs can come together and discuss events that are being held. He also reported that the SGA is restructuring the Constitution.

Mrs. Merry asked if students are able to volunteer to give back to the community. Dean Gregory stated that the school does a good job through the Community Developer of offering opportunities to students. He reported that the students are required to do two hours of work service to the school every week. Dean Gregory stated that there are finite resources such as a limited amount of adults that are able to take the students to do activities. He also stated that the students are carrying a tremendous academic load so when they choose to go home on the weekends, they need to make that a priority. Dean Gregory stated that he is mindful of the fact of student volunteerism; however, the students can also do things in their local communities. He stated that he wants them to be a part of the Hot Springs community, but the difficult part is taking a group of students anywhere in town to do volunteer activities.

Dean Currier stated that there have been some faculty members who have volunteered to take students to different activities within the state, but the school has to be aware to structure activities where the students are supervised, safe and return back to school on time. Dean Currier stated that Residential Mentors having a non-exempt status of working 40 hours a week has been challenging, but people, including staff, have been willing to volunteer their time.

There was a discussion regarding transportation of students to volunteer events. Ms. Collier asked if it may be a part of the SGA to give the Board an idea of the problems that have come up regarding the transporting of students.

Mr. Lowe asked SGA president, Mr. Hernandez, before the next meeting to get together with the students to get a better understanding of the demand for transportation to volunteer opportunities off campus and if there is a problem, that issue can be explored at the next meeting.

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, a motion was made by Mr. Lowe and seconded by Mr. Battle to adjourn the meeting. Meeting was adjourned at 7:20 p.m.

Approved as written 

Approved as amended _____


Mrs. Leigh Merry, Secretary

December 2, 2013
(Date)