

MINUTES
ARKANSAS SCHOOL FOR MATHEMATICS, SCIENCES AND THE ARTS
BOARD OF VISITORS REGULAR MEETING

September 22, 2014

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. Garcia, Vice Chair convened the Board of Visitors regular meeting into open session at 5:00 p.m. and welcomed all Board members.

II. ESTABLISH QUORUM

Members Present

Mrs. Karen Garcia, Vice Chair
 Mr. Hayward Battle
 Mrs. Donna Casparian
 Mrs. Donna Hutchison
 Mrs. Cynthia Miller, Ph.D.

Members Absent

Ex-Officio Members Present

Mrs. Mary Kathryn Stein, designee for Tony Wood, Commissioner, Arkansas Department of Education
 Mrs. Marta Gwyn Collier, designee for Tim Atkinson, Ph.D., President, Arkansas Science and Technology Authority
 Miss Sophia Ly, President, Student Government Association

Ex-Officio Members Absent

Mr. Shane Broadway, Director, Arkansas Department of Higher Education
 Ms. Joy Pennington, designee for Cathie Matthews, Director, Department of Arkansas Heritage
 Mrs. Amanda Nall, President, Parents Association

Administrative Members Present

Mr. Corey Alderdice, Director
 Mrs. JaNan Abernathy, Director of Finance
 Mr. William Currier, Dean of Students
 Mr. Bob Gregory, Dean of Academic Affairs
 Mrs. Kelli Fram, Director of Admissions and Public Affairs
 Mrs. Lorraine Munroe, Administrative Assistant

Administrative Members Absent

III. APPROVAL OF MINUTES

A motion was made by Mrs. Casparian and seconded by Dr. Miller to approve the minutes of May 5, 2014. Motion passed unanimously.

IV. CONSENT AGENDA

1. Director's Comments – Corey Alderdice

Director Alderdice reported the good news from *The Daily Beast* regarding their survey of America's top high schools, stating that ASMSA ranked 8th nationally, 5th in the South and 1st in Arkansas. He stated that in the prior week, *Newsweek*, compiled their own listings separate from *The Daily Beast* this year. *Newsweek* went with an outside firm this year to construct the information relying largely on NCES and other data. Because ASMSA does not submit data to the NCES system, ASMSA does not appear on that list.

Director Alderdice asked the Board to please review the student fee waivers and the family average incomes. He reported that he spent some time during the summer contacting ASMSA's peer institutions to find out where their numbers are at present. There is not much public information available regarding this information, but ASMSA has one-third of its students qualifying as low-income and is currently the highest among the peer institutions. The next two highest institutions are the Alabama school and the Oklahoma school, which have roughly 25% of their students who qualify for free and reduced lunches. Looking across the peer institutions, it averages out to approximately 15%. Director Alderdice stated that it is something that we are attuned to as an institution and helps that ASMSA's overall fee structure is as low as it is. He reported in addition to that, the institution has made a commitment to underwrite the cost for any student that is on fee waivers. Director Alderdice stated that in comparison to last year, the percentage has gone down by 3%.

Mrs. Hutchison asked for clarification on Director Alderdice's student information that 36.4% of seniors and 28.2% of juniors qualified for reduced lunches. Director Alderdice verified that information. Mrs. Hutchison asked if ASMSA was drawing a more affluent population. Director Alderdice stated that this year it has with the junior class. Mrs. Hutchison stated that based on the fact historically ASMSA has been a school that was in part designed to deliberately give underserved populations an opportunity. While ASMSA has the highest percentage of students qualifying for free and reduced lunches, is there an awareness that ASMSA does not become a school for affluent white students which, she says, is the rumor in northwest Arkansas? Mr. Alderdice stated that as the Admissions department works their ground game the school is covering a variety of different areas around the state. Mr. Alderdice stated that it is a challenge not unique to ASMSA to seek out as many low-income students as possible. Mr. Alderdice reported that the real challenge as it pertains to the low-income families is articulating not only the opportunity but the struggles of becoming an ASMSA student. He stated that some families are either equipped to engage in that conversation or students who are fortunate to have educators in their districts who help navigate that conversation for them. Mr. Alderdice said that it is very much at the forefront of what ASMSA is thinking about but it is not a challenge that is unique to the institution. Mr. Alderdice stated that he will look back at the records to see if student financial information can be obtained. Mr. Alderdice reported he will look into it for the next Board meeting to see what the long-term trends have been. Mrs. Hutchison stated that she would like to extend opportunities to bright underserved students which is one of the great things that ASMSA does. Mr. Alderdice stated that the institution has a way to go in recruiting percentages of African American, Hispanic and Latino students that more closely mirror the percentages of the state.

Director Alderdice reported that he visited with President Bobbitt, his staff and the local legislative delegation and leadership of the Hot Springs Chamber of Commerce at the UofA System office to discuss the upcoming legislative session. He stated that three members of the local delegation – Senator Sample, Representative Cozart and

Representative Vines – understand the critical need for General Improvement Funds to move forward with the campus master plan. Mr. Alderdice reported that ASMSA is well positioned this coming session given those members' growing seniority in the legislature and their ability to assist. With change in leadership in the Governor's office and potential for further change in the membership of the legislature, he stated that it remains to be seen what kind of funding will be available. Mr. Alderdice stated that he has a commitment from them to do what they can to assist ASMSA in that regard.

Mr. Alderdice reported that if you look at the two sources of revenue, the first part of \$1.1 million is RSA funding, ASMSA is a non-formula higher education entity so there has not been a tremendous amount of reason as to how the RSA allocation has increased since ASMSA came under higher ed influence in 2004. He stated that it has been intermittent every few years. The rest of it is EETF funding. Mr. Alderdice stated that in talking with the System office, the RSA should at least mirror the funding matrix for K-12. Essentially, the state's investment in a pupil attending a high school should at least be comparable and that would move the \$1.1 million to about \$1.4 million, just shy of using this year's numbers. In that regard, the state's investment in the instruction of students is the RSA and the millage (EETF Funds) that ASMSA receives really then mirrors the millage that districts would have on the local level. Because ASMSA's footprint is the entire state, the millage is the sales tax revenue. Mr. Alderdice reported that Senator Sample is very much interested in pursuing that and again, Mr. Alderdice is trying to figure out what's the right potential tact to take with the legislature.

Mr. Alderdice stated that the point of interest is looking for a way to consistently shore up partnership funding with the ADE. He said that ASMSA has been very fortunate to continue that partnership with the ADE this year with the STEM Pathways program. Mr. Alderdice stated that he would like to make sure that it is a consistent expectation year-to-year going forward. Mr. Alderdice reported that he anticipates it to be a busy legislative session and is looking forward to the partnership with the local delegation and is very glad to have the interest of the UofA System and other members of the Hot Springs Community to be a part of that conversation.

Mrs. Garcia stated that she has spoken to Senator Sample and he is ready to champion this and is in favor of helping get the funding increased. Mrs. Garcia stated that he will be ready to work on it after the election is over.

Mr. Alderdice reported that he had the opportunity to attend the Sister City Program between Hot Springs and Hanamaki, Japan, in September (now in its 21st year). Mr. Alderdice stated that on the trip, Mary Neilson who is the coordinator for the program, asked if Mr. Alderdice would attend the trip to explore the possibility of ASMSA forming a sister-school relationship with Hanamaki Kita – (North) High School. Mr. Alderdice said that Lakeside (Hot Springs) has a sister school relationship with Hanamaki Higashi. Mrs. Neilson has expressed to Mr. Alderdice that she believes that given the academic profile of Kita, the school would be a good compliment to ASMSA. Mr. Alderdice stated that while there, he visited with their leadership and would like to explore that conversation with ASMSA's global learning work group. In addition to his visit, ASMSA provided funds for Dr. Lindsey Waddell to attend the teacher delegation for educators this summer and Senior Darbe Gallardo visited as part of the student delegation in the summer. Mr. Alderdice reported that it is a bright spot for cultural education in Hot Springs and is a very informative experience on how to make the reciprocal exchanges engaging and rewarding as well.

Mrs. Casparian stated that the program was recognized by the government of Japan at the highest level as being a leader in one of five cities recognized in the United States as being a positive program.

At this time, Mrs. Garcia stated that Mrs. Merry had resigned and no one at this time has been appointed as her replacement. Mr. Alderdice stated that he called the Governor's office two weeks prior to the meeting about the two vacancies that exist on the Board. Mr. Alderdice stated that he is hopeful that the vacancies will be filled by December; otherwise, with the change in Governor, the paperwork will start over in January.

The Institutional Advancement Report was given by Mr. Alderdice. He stated that it was a very busy end to fiscal 2014 and he reported on the great work Vicki Hinz has done over the last several months. He stated in the last 60 days of the fiscal year, the ASMSA Foundation received \$50,000 in funds with another \$10,000 that was carried over into the fiscal year. Mr. Alderdice stated that the Community of Learning Luncheon was a great event with good support from the Hot Springs community. Mr. Alderdice stated the \$30,967.00 raised from the luncheon continues to increase.

Mr. Alderdice stated that those who attended graduation were certainly surprised by Mr. Lowe's gift and his match challenge. Because of the generosity of the alumni, parents and other friends of the program, ASMSA has met the match challenge with \$10,666 being raised. Mr. Lowe offered the idea of making the gift in Bitcoin, which was the first high charitable school gift made in Bitcoin and will use a portion of the funds to build a unique interdisciplinary seminar course in the spring semester on Bitcoin, crypto-currency and collective computing. Mr. Alderdice reported that he worked with Michelle Barnes, the Chair of the Benton Award to bring it to full-endowed level. Mr. Alderdice stated that part of the concern with Mr. Benton's passing having been some time ago, that interest might wane in support of this project. Mr. Alderdice stated to Ms. Barnes that if she could get half the way with unrestricted funds with the Foundation, ASMSA would bridge the rest of the gap in getting toward that \$15,000 minimum endowment level. Mr. Alderdice reported that in less than a month, Ms. Barnes was able to do that and is happy to report that the \$500 award will be made in perpetuity to an outstanding student with an interest in studying history.

Mr. Alderdice reported that the Golf Classic was coming up shortly. ASMSA will partner with the Hot Springs Chamber of Commerce on the event sharing proceeds 70/30%. He stated that currently the gross revenue on the event should be approximately \$25,000 and should put ASMSA right at or a bit ahead of last year. Mr. Alderdice reported that it should be a bigger event with more participation than previous installments.

Mr. Alderdice referred to the Foundation information included in the Board packet. He also stated that on this date he received a letter from the Women's Foundation of Arkansas that ASMSA has received an \$8,000 grant for the SEI + Girls Code Project that Denise Gregory in the math department will be leading. Mr. Alderdice stated that they will attend the Power of the Purse Luncheon on Friday, October 3rd to receive the award.

Mr. Alderdice stated that rather than doing the recap sheet from the Foundation report that the Board is accustomed to receiving, the report has been revised so that the Board can see what the sources of revenue have been for the Foundation in this fiscal year. He stated that at this point the money that ASMSA had received is just over \$50,000. He reported that he is very pleased with where ASMSA stands currently compared through September 30th

over the last three years. Mr. Alderdice stated that he should have more information on when the additional proposed grants will be/have been received by the December meeting.

Mr. Alderdice reported that Nick Seward has advocated for creating a Maker Space on campus. The Maker Space would also serve as a hub for ASMSA's SEI activities in the former space that was previously known as the East Lab. The combination of providing students with some great tools for the computer science department and allocating a specific space for our SEI and HD outreach programs is what ASMSA is hopeful about.

Mrs. Hutchison asked Director Alderdice how the search for the Director of Institutional Advancement was coming along. Director Alderdice reported that four finalists were interviewed over the summer months and an offer was made to a candidate who was very enthusiastic about the position but the timing was not right for her family to make a transition. Director Alderdice reported that he would like to visit further with the second candidate in the pool. He stated that if that candidate seems to meet our needs, and meet with the Search Committee and receive their approval, he would probably be making an offer. At this time, it is still a couple of weeks away. Mr. Alderdice stated that Ms. Hinz has done a terrific job over the last several months and in discussing the Director of Institutional Advancement's position with Ms. Hinz, she stated that she is happy with the level of responsibility that she is at right now.

The Technology Report was given by Director Alderdice. Mr. Alderdice stated that the Student Technology Survey was conducted once again this fall to get a sense of devices the students are bringing to campus. He stated that only about 10% of the students are coming to ASMSA without either a personal computer or a tablet. Director Alderdice stated that ASMSA had increased the number of Macbooks by 10 that are available in the library. He reported that any student that does not have either a personal computer or a laptop has been issued a laptop computer. Director Alderdice reported that to his knowledge, there is not a student on campus without direct access to a personal device every day. In addition to the personal technology, there are 3 computer labs in the Admin building, 3 computer labs in the Pine Street building and the library computer lab as well, along with the 40 computer laptops that are available for checkout in the library. Director Alderdice stated that there should be no shortage of technology to address the students' needs.

Director Alderdice reported that the Smartboards have been updated throughout the campus. The IT Department did some discussions with the faculty last year and rather than do a wholesale replacement, he wanted to see what faculty members were getting a lot of use out of their Smartboards and upgrade those first. The main interest came from the Math and the Humanities Departments. To date, 8 devices have been updated as well.

Director Alderdice stated that two members of the IT Department were looking at what the institution was spending on Microsoft Office and determined that they could do Office 365 licenses for all faculty and students so every student should have access to the most up-to-date version of Office that they are able to install on their computers while at ASMSA. The goal is to provide students with the technology that they need to be engaged in learning.

2. Financial Report – Janan Abernathy

Mrs. Abernathy stated that the final set of year-end reports have been submitted, along with the financial reports. Mrs. Abernathy stated that the audit was condensed due to being a small institution. Series 15 Reports – legislative request for the upcoming session – has also been submitted.

Mrs. Garcia thanked Mrs. Abernathy for her diligence in compiling and submitting the information and all of her attention to detail in creating all of the reports.

3. Residential Affairs Report – William Currier

Mr. Currier stated that the summer was busy with the Hot Springs Music Festival. He stated that ASMSA tries to recruit different conferences and one new one was the Trail Blazers who put in new trails at the old city reservoir system at Cedar Glades Park.

Mr. Currier stated that the APSI Teachers Conference went well with the food service doing a great job. He also reported that the CARC math camp was a success with Dean Gregory hiring some rising seniors and graduates to mentor the participants.

Dean Currier stated that move-in went smooth with Director Alderdice helping the students as well. There were activities for the juniors when they moved in to help them meet their new classmates. He stated that Dean Gregory allowed the Residence Life staff to have some days to aid the juniors with orientation.

Dean Currier stated that the seniors moved in and the Peer Mentoring Program started up quickly. He also reported that Ms. Wernette, the school nurse, had showed a video of Romantic Relationships along with a discussion about it.

Mrs. Casparian interjected asking if the information she discussed about the blanket parental consent information was inserted in the Student Handbook and Dean Currier stated that it was located on Page 1 of the Student Handbook.

Mr. Currier stated that the Senior Community Service project is up and running and volunteers are showing up to help create the community garden that is located in the Park Avenue neighborhood. Seniors are also doing tutoring at Fountain Lake School and another local school in Hot Springs.

Mrs. Casparian brought up the subject that there are many on-line college situations regarding rapes or inappropriate sexual contact being handled by the schools and wondered what the school policy is regarding those situations. Mr. Alderdice stated that it would be under the Title IX policy and the UofA System Office in the spring requested that campuses begin to make updates to their Title IX reporting policy. He stated that Bill Currier and Loretta Brantley attended that session during the summer at the UofA System Office and are in the process of making updates to it, along with the campus safety plan this fall. Mrs. Casparian stated that everyone needs to be exposed to what constitutes sexual harassment. Mr. Currier stated that he is waiting to hear back on the policy that was sent to the Legal Department at the UofA System office but has no problems working with the SGA and Dean Gregory and having an assembly to talk about it. Mr. Currier stated that he wants to get the policy back from the Legal Department. Director Alderdice stated that it would be a topic for an all-school discussion.

Mrs. Garcia asked if there were any needs of the Clothes Closet. Mr. Currier stated that the closet is full of clothes, expanding from one room to two rooms. He reported that Mrs. Wernette has done a great job organizing the program and being very proactive in helping the students.

Mrs. Hutchison posed a question to Dean Currier stating that a couple of her Diamondhead friends are involved in the Miss Arkansas Pageant who made the comment about the pageant folks staying at the school's dorm. Mr. Currier stated that plans have not been finalized as yet and that he had taken a

couple of pageant people to tour the facilities who seemed very pleased with it. Mrs. Hutchison asked if it would create problems with the Arlington Hotel and other local folks having the pageant folks stay at the school. Director Alderdice stated that it would not create problems for the Arlington but it might for the Austin Hotel. Mr. Alderdice reported that an email was sent to the Board in August regarding the Miss Arkansas Pageant. He stated that a couple of legislators and the Chamber approached Dr. Bobbitt about permission for the contestants and the organizers to stay at ASMSA this summer, similar to what had been the plan two years ago. Director Alderdice expressed his concern to Dr. Bobbitt and Ms. Rust since the feedback was largely negative about it at the time. Director Alderdice stated that the concern was that UCA was making a strong bid for the program to relocate and unless there was some change to be made, it would - in all likelihood - relocate. Director Alderdice again stated that accommodations were only for the contestants and the organizers. The family and general public would be staying in local hotels to the benefit of the downtown tourism industry. He stated that he does not want to minimize the potential loss for the Austin Hotel, but they are the party that is the most upset about the decision. In terms of participation of the broader community, his concern is that the alternative is that the pageant packs up and moves out of town. Director Alderdice reported that Steve Arrison with the Convention and Visitors Bureau was not happy with the school at the time. However, folks have calmed him down since the article was written in the *Sentinel Record*. He stated that he does not like the institution being put in the crosshairs by any means but that is the reason why the request was particularly made directly to Dr. Bobbitt to hopefully alleviate some concerns of ASMSA.

Mrs. Garcia stated that UCA offered their facilities for free to the pageant contestants and organizers. Mr. Battle interjected asking Director Alderdice if the school benefits monetarily from the pageant staying at the institution. Director Alderdice stated that they would be charged the standard room rates which would be a nominal financial benefit to the school. Dr. Miller stated for the record that she is against it because she does not support beauty pageants and believes it is a slap in the face to the students especially the females that come to the school. Dr. Miller stated that she would prefer that they stay at the Austin or YMCA or homes in the area. Mr. Alderdice reiterated again that the combination of local leadership and President Bobbitt asking the institution to host the contestants and organizers is the reason the school is accommodating the pageant and that Dr. Miller's concerns are duly noted. Mr. Battle stated that if President Bobbitt was involved in the decision, he did not consent to the decision without having some UofA Board members expressing their consent for doing it.

4. Academic Affairs Board Report – Bob Gregory

Mr. Gregory reported that the school piloted out SEI+ Summer so with some day camps that were held and it went very well. They were comprised of four, week-long half-day sessions to get a feel for how it would work. The program was designed to interest younger students that also involved some STEM.

As in the previous year, the Academic Affairs Department had once again held the Fortnight orientation and hosted a two-week College Algebra Readiness Camp in the summer for 25 incoming juniors.

New positions have been added to the department: Assistant Dean of Counseling Services, Dr. Crystal Rofkahr, now a 12 month position. Dr. Rofkahr will supervise college and personal counseling. Dave Slaymaker, who was previously Principal of ODE, is now the Assistant Dean for Outreach. He will be coordinating the new programs, which are the STEM Pathways and Global Languages and Shared Societies (GLASS). His unit will also be in charge of SEIs, on and off campus, and ASMSA Humanities Days.

Mr. Gregory stated that in starting the STEM Pathways and GLASS Initiatives, the department is focusing on course development by planning the courses out, recording some lessons and have a small number of students to work out some problem areas.

Mr. Gregory reported that three people have been hired in the STEM Pathways program: Dr. Whitney Holden, John Goff and Carter Dodd the latter of who are both alums of the school. Also hired is TingTing Tuang who is Chinese instructor. In the residential program, Mr. Gregory stated that some of the residential faculty are creating content for the Pathways program. Dr. Charles Mullins, John Ulrey and Carl Frank are creating AP style courses for their disciplines. They have taught AP for a long time so it is an asset for the school that they are able to do that. He stated that the residential faculty is receiving either release time or extra compensation.

Mr. Gregory reported that with nine new people in his department, it has been a challenge trying to get them all integrated. Director Alderdice interjected that Dan McElderry (Humanities) has been phenomenal in mentoring Bryan Adams, a new language teacher in the Humanities Department, primarily serving presidential students. Also, Walt Levissee and Denise Gregory have also stepped up in helping with the new personnel in the Math Department.

Mr. Gregory also reported that the institution has been able to take Lindsey Waddell's connection to the National Park to start a Research in the Park Seminar course where nine juniors and two seniors are going to gather data, create research projects and be able to volunteer in the park. The National Park has agreed to share their data for the school to analyze.

Mrs. Stein asked if there has been any specific training of the needs of gifted students for the new faculty, meaning a licensed person offering professional development. Mr. Gregory stated that the school has not had a licensed person doing professional development. Mrs. Stein stated that it may be something to be considered in the future. Dr. Miller asked if there is someone at the Department of Education who can provide it and Mrs. Stein responded that it has been offered in the past.

Mrs. Hutchison asked Mr. Gregory if National Park Community College and UALR were being more cooperative regarding ASMSA teachers teaching concurrent credit classes, or are they still insisting on a degree or 18 hours in the field. Dean Gregory responded stating that they are required by law for their accreditation to have a Master's degree with 18 hours in the field. He reported that the school has set up partnerships with the concurrent credit courses where, if the school has someone who is not making the hurdle, the person is working with a partner to ensure that the school will make the hurdle. Mrs. Hutchison wanted to know how that was going to affect faculty members and other departments aside from Humanities. Dean Gregory said that as people are hired or if they leave, then it may be something to look at as new people are hired.

5. Admissions and Public Affairs – Kelli Fram

Mrs. Fram introduced herself to the Board as the new Director of Admissions and Public Affairs. Mrs. Fram thanked Valerie Carpenter who served as the interim Admissions Coordinator during the last year.

Mrs. Fram stated that her department has moved into the old ODE facility which is currently known as Faculty Hall.

Mrs. Fram stated that the recruiters are well into the recruitment season. As of September 19, the recruiters had already been to 30 schools around the state. She stated that the department has devised a new strategy on the way that recruiting is being broken down this year and the staff is responding well to the changes. Mrs. Fram stated that good information is being compiled and responses that are being received are great. Mrs. Fram reported that in addition to promoting and telling people about the residential program, the department is informing the schools to visit about ASMSA's enrichment and outreach programs. Mrs. Fram stated that her department is trying to take advantage of all the opportunities that are given while visiting the schools.

Mrs. Fram advised the Board that some procedures have been changed in the admission's process. In the past, shadowing had been required in order to be considered for a priority part of the process. She stated that there was much decision making into shadowing. In reviewing the program, a "PMPreview" has been made that will give sophomore students a chance to stay in the Student Center and they will need to have the standard criteria. Mrs. Fram stated this will give them the chance to explore the campus on a Friday night instead of the previous Sunday night. Mrs. Fram reported that the name has changed from "priority" to "early action" that allows them to keep the same deadlines but by doing so, it tries to get students thinking along the lines of applying to colleges and universities.

Mrs. Fram reported that on the Public Relations/Public Affairs side, the summer edition of *Tangents* was sent out. Currently, the department is currently working on the ASMSA's Foundation Annual Report, as well as some other collateral items that will be coming up. Mrs. Fram stated that the department is working on updating the website.

Dr. Miller asked Mrs. Fram what her office is doing to actively recruit underrepresented/underserved minorities. Mrs. Fram responded that one of the things done right off is to identify the schools in and around the Delta area to target those areas of currently underrepresented populations. She stated that the department is strategizing about trying to get into those school districts. Some of them are not as receptive to having ASMSA come to visit. Mrs. Fram stated that she is trying to find community members, potentially parents of existing students and alums who can help ASMSA to work getting into the side doors to make some connections that way. One of the things that has been discovered by the parents is what the potential that the students can gain while they are here at ASMSA. She stated that it shuts down much of the negativity. It is finding a way to get in the door and asked the Board if they had any suggestions that may help the situation on how to better do that. Mrs. Fram stated that she hadn't had enough time to develop a plan as yet since she had only been at the institution a short period of time. She reported that it is definitely on her radar and will continue to look at that situation.

Dr. Miller asked if brochures have been published in Spanish so students can take it home to Hispanic families. Mrs. Fram stated that there has been discussion about it but did not know if it had been done in the past. She reported that it has also been discussed about looking at the website. Mrs. Fram said that by visiting the website, it is such an easy way to get information about the school and the different programs it has to offer.

Mrs. Collier asked Mrs. Fram if she had explored the area of doing ads on the radio in northwest and northeast Arkansas. Mrs. Fram said that she did look at it but she is trying to stretch the budget as far as she possibly can. Mr. Sewell has been working directly with the Director in trying to make the best advertising buys so that it reaches the right audience. She stated that if there are publications and avenues that her department has not explored to please let her know.

Mrs. Collier stated that there are two or three Spanish speaking radio stations in northwest Arkansas and did not know how many there were in northeast Arkansas. Mrs. Collier stated that it is a very important medium in that community, and usually one does not have to buy ad space if you let the station know what you are trying to share in the message. The stations will invite the school for an interview and will do it to where you do not have to speak Spanish. They will translate for you on the air. Mrs. Collier stated that in northwest Arkansas, and probably in the state, Al Lopez, is the person to contact. Mrs. Collier stated that one of the ADE papers is done in Spanish.

Mrs. Fram stated that she has submitted information to several of the stations that were mentioned by Mrs. Collier who are part of the Arkansas Press Association and have input all of their information into the department's system so that they can be identified by county and by region who the department is trying to reach as far as the different media is concerned.

Mrs. Hutchison interjected stating that the contact at the Northwest Arkansas Literacy Council is Donna who Mrs. Hutchison works with through the Crystal Bridges Museum. She stated that she will email Mrs. Fram her contact information with Bentonville/Springdale/Rogers High School who has a very active parent organization that emphasizes educational outreach. Mrs. Hutchison also stated that Mrs. Ross, a faculty member at ASMSA, stated that the key to African American recruiting is to have a representative go to the black churches particularly in the delta area of the state. Mrs. Hutchison stated that Mrs. Ross would be a great resource person who is very active in women's organizations in her church and has held a statewide office.

Dr. Miller reported that she will be emailing some Hispanic contacts to Mrs. Fram.

6. Parents Association – Mrs. Amanda Nall

Since Mrs. Nall was not present at the meeting, Director Alderdice presented the Parents Association report. Director Alderdice reported that the Parents Association moved many logo items on move-in day which provided a good service to the students. He stated that the Parents Association Facebook page continues to be a good tool for parents to communicate and share ideas. Director Alderdice stated that current students are being removed out of the Parents Association Facebook group. He stated that he and Amanda talked at length during the summer to build the Class of 2016 Facebook group. Mr. Alderdice reported that there is value of the parents having a space for them and the students having a space that is primarily for them. He reported that there has been some alumni participation in the parent group as well.

7. Student Government Association – Sophia Ly

Miss Ly stated that ASMSA hosted the Arkansas Association of Student Council Summer Workshop. One student, Gunnar George, represented ASMSA at the Workshop. Miss Ly stated at the end of August, the students campaigned for the Student Government Representative positions. As of the end of September, there were 24 new SGA representatives. Miss Ly reported that in the past, the representatives were divided into two committees – Policies and Activities. However, this year, the SGA decided to create three subcommittees under the Policy Committee. This includes the Food Committee, the Student Concerns Committee and the Constitutional Amendments Committee.

Miss Ly reported that at the beginning of September the SGA held its first annual Training Retreat that explained to the new representatives the goals and roles as leadership of the ASMSA community. Some of the goals that were established for this year is organizing

more SGA sponsored events to increase student participation and unity, conducting more fund-raising events to aid efforts inside and outside of the ASMSA community, and having more effective communication between students and the ASMSA administration and faculty.

Mrs. Casparian asked Miss Ly if there was anything that Miss Ly would like to see happen this year under her administration that has not occurred in the past. Miss Ly responded that currently she could not answer the question.

V. OLD BUSINESS

Mrs. Garcia stated that officers had not been elected in the past year and it would be a good time to elect the officers for the next year. A motion was made by Mrs. Casparian and seconded by Mrs. Hutchison to elect Mrs. Garcia as Chair, Mr. Battle as Vice Chair, and Dr. Miller as Secretary. Motion passed unanimously.

VI. NEW BUSINESS

Mrs. Hutchison asked Director Alderdice for an update on the status of his dissertation and defense because it was a condition of his employment. Director Alderdice clarified that it was not a condition of his employment but a condition of a raise. Mrs. Hutchison stated that she stood corrected. Director Alderdice reported that he spent the summer working with his Chair making some headway but not nearly as much as he would like. He reported that he would hope to be finished with it by the middle of next summer. Mrs. Hutchison stated that his position as Director is very time consuming and that progress can be slow with a full time job.

Mr. Battle asked where Director Alderdice was getting his Doctorate from and Director Alderdice responded that it was from Western Kentucky University. Director Alderdice stated that he was getting an Ed.D. in Educational Leadership with a postsecondary education emphasis.

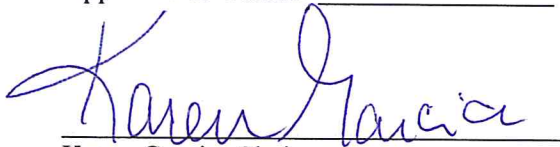
VII. AUDIENCE WITH INDIVIDUALS OR GROUPS

No request or comment from an individual or group.

VIII. ADJOURNMENT

A motion was made by Mrs. Garcia and seconded by Mr. Battle to adjourn the meeting. Motion passed unanimously. The meeting was adjourned at 6:26 p.m.

Approved as written _____


Karen Garcia, Chair

Approved as amended _____


(Date)