

**AGENDA FOR MEETING OF BOARD OF TRUSTEES
OF
UNIVERSITY OF CENTRAL ARKANSAS
ON
December 16, 2011
AT
2:00 P.M.
BOARD OF TRUSTEES CONFERENCE ROOM – WINGO HALL**

**Mr. Scott Roussel –Chair
Mr. Bobby Reynolds – Vice Chair
Mr. Victor Green – Secretary
Dr. Harold Chakales
Mr. Rush Harding, III
Mrs. Kay Hinkle
Mr. Randy Sims**

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. MINUTES OF THE AUGUST 26, SEPTEMBER 1, SEPTEMBER 2, SEPTEMBER 9, AND OCTOBER 26, 2011 MEETINGS**
- IV. CHAIRMAN’S REMARKS - Mr. Scott Roussel**
- V. AUDIT COMMITTEE REPORT - Mr. Bobby Reynolds**
- VI. REPORTS**
 - A. Financial Update – Ms. Diane Newton, VP for Finance/Administration**
 - B. Greek Village Update - Mr. Ronnie Williams, VP for Student Services**
 - C. Enrollment Management Update - Dr. Robert Parrent, VP for Enrollment Management**
 - D. Athletic Camps Report – Brad Teague, Athletic Director**

- E. Information Technology Update – Dr. Jonathan Glenn, Chief Information Officer**

VII. ACTION AGENDA

- A. “Capital Projects” – Board Policy No. 407**
- B. “Organization and Duties of the Board” - Board Policy No. 200**
- C. “Audit Committee” - Board Policy No. 213 (Revisions)**
- D. Acceptance of Legislative Audit – FY 2010-11**
- E. “Contract Review Procedures” – Board Policy No. 416**
- F. Compensation for Accumulated, Unpaid Sick Leave**
- G. Office of Internal Audit - Relocation to 1951 South Boulevard**
- H. Student Government Association - Disc Golf Course (Jewel Moore Nature Reserve)**
- I. Distinguished Alumnus**
- J. Honorary Doctorate**
- K. Distinguished Professors Emeriti**
- L. New Degree Program: BBA in Innovation and Entrepreneurship**
- M. Academic Calendar: Fall 2012 through Summer 2013**
- N. Board Elections**
 - (i) Officers for 2012**
 - (ii) Audit Committee members**
 - (iii) UCA/CRMC Board members**

VIII. NOTIFICATIONS/DELETIONS

- A. Notification: Department name change – Speech-Language Pathology change to Communication Sciences and Disorders**
- B. Notification: Degree Title Change from BA/BS in Mass Communications to BA/BS in Journalism**
- C. Notification: New Minor in Journalism**

IX. EXECUTIVE SESSION TO CONSIDER PERSONNEL MATTERS

X. OPEN SESSION

- A. Personnel List**
- B. UCA Presidency**

XI. ADJOURNMENT

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III. MINUTES

Minutes of the August 26, September 1, September 2, September 9 and October 26, 2011, Board meetings, which can be found on UCA's web site, were distributed to Board members for review prior to the December 16, 2011, Board meeting.

VII. ACTION AGENDA

A. “Capital Projects” – Board Policy No. 407

Parking Lot South of Estes Stadium

The University requests approval to construct a parking lot south of Estes Stadium that will connect to the UCA Police Department lot. The lot, depending on design, will hold approximately 40 spaces and will partially replace parking lost to the Bear Hall construction. The lot will be paved and include curbing and lighting.

The construction will begin during the spring of 2012 and will be completed by the fall 2012 Bear Hall opening.

The estimated cost is \$124,000, or \$3,100 per space, and will be funded through the University Capital Reserve Account within plant funds. An approved Method of Financing (MOF) is in place.

An aerial view of the site is attached.

Health Physical Education and Recreation (HPER) Center Addition

Based on preliminary designs, the project will likely consist of a two-story addition to the HPER center extending to the west of the current entrance and will add approximately 68,000 square feet. Added amenities will likely include the following: a 25-yard swimming pool, racquetball courts, larger fitness center with a climbing wall, offices, restrooms, locker rooms, expanded open lobby, multi-purpose room, classroom, activity area and aerobics rooms. Upon approval of this project, the anticipated date for selection of the architect and engineer is January of 2012, and the anticipated start date for construction is scheduled for March of 2013, with a proposed completion date of fall 2014.

Though detailed construction documents have not been completed, the estimated construction cost is \$14,500,000, with an additional \$870,000 estimated for architect and engineer fees. A \$370,000 reserve for equipment and contingency will be held back. The total estimated cost of the project is \$15,500,000 and will be constructed with bond proceeds.

The bond debt service will be funded with a two-phase increase in the HPER Fee, the first of which was approved by the Student Government Association and adopted by the Board in May 2011. The first phase of the fee increase of \$3.00/credit hour will generate an additional estimated \$810,000 annually based on 270,000 credit hours. The funds generated in FY 11-12 will be used to provide a maintenance reserve account for the HPER. The second phase of the fee increase of approximately \$1.62/credit hour has already been approved by the Student Government Association and will become effective in the fall of 2012, if approved by the Board. This fee increase will generate an additional estimated \$437,400 annually. This combined amount will be used to fund the debt service,

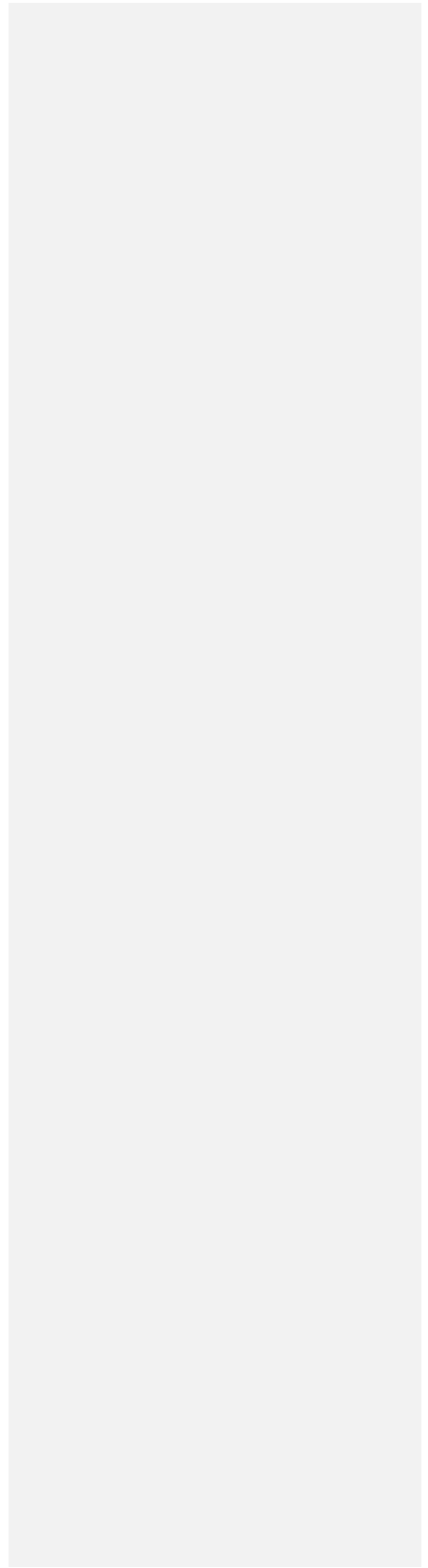
cover additional operational costs, and provide the required funding of the deferred maintenance.

The administration further requests approval to enter into contracts that are necessary to facilitate the project. These will include the architect and engineer, general contractor and others that may be deemed necessary. The Method of Financing (MOF) is in review.

Therefore, the President recommends to the Board of Trustees the following resolutions:

“BE IT RESOLVED: That the Board of Trustees authorizes the administration to proceed with the planning, design and construction of a parking lot south of Estes Stadium and to enter into necessary contracts in accordance with law.

BE IT FURTHER RESOLVED: That the Board of Trustees authorizes an addition to the HPER Center as identified above at a total cost of approximately \$15,500,000 to be funded through HPER Center fees and to enter into contracts necessary to facilitate the project.”



VII. ACTION AGENDA

B. **“Organization and Duties of the Board” - Board Policy No. 200**

Board Policy No. 200 sets forth the organization and duties of the Board of Trustees. It was last modified in August, 2011 as part of an overall review of the policies of the Board of Trustees.

After the review, and as part of the revision to Board Policy No. 213 (the policy on the Audit Committee), it was determined that an additional revision needs to be made to Policy No. 200.

Existing Policy No. 200 provides that the Board of Trustees elects officers during the first quarter of each fiscal year. This is the first board meeting after July 1st.

At some point during the administration of former President Lu Hardin, the Board changed the election of officers from a fiscal year basis to a calendar year basis, but the text of the policy was not changed. This has been the practice for several years. The current chair was elected last December and has served for calendar year 2011.

The administration believes the existing practice should be retained, and the provisions in Board Policy No. 200 revised to have the election of officers occur at the last meeting of the **calendar year** to take office on the first day of the subsequent calendar year. Such a change will not shorten or lengthen the term of office of any officer of the Board of Trustees. It will merely continue the current practice.

Therefore, the President recommends to the Board of Trustees the following resolution:

“BE IT RESOLVED: That the Board of Trustees approves the following revisions to Board Policy No. 200 as shown on the exhibit attached to this resolution, and the changes set forth in revised Policy No. 200 shall be effective from and after this date.”

**UNIVERSITY OF CENTRAL ARKANSAS
BOARD POLICY**

Policy Number: 200

Subject: Organization and Duties of the Board

Date Adopted: 06/79 Revised: 09/76, 11/93, 08/11, 12/11

Organization and Scope

The University of Central Arkansas forms a single-administrative unit and, pursuant to Arkansas law, is a body politic and corporate.

The Board of Trustees has seven members. Each member is appointed by the Governor, by and with the advice and consent of the Senate. Each member of the Board serves for seven years beginning on January 15 and ending January 14 of the final year. Within 10 days following an appointment, the Secretary of State must furnish a certificate to the Board member, who then has 30 days to notify the Governor and Secretary of State in writing of acceptance of the appointment. One member's term expires each year. The Board elects its Chair, Vice-chair, and Secretary.

There is no geographical limitation within Arkansas on the selection of Board members since the University was created to serve the entire state. A Board member must be an Arkansas resident.

Organizational Meeting

The Board of Trustees at its ~~first~~ **last** regular meeting during ~~a calendar~~ **a calendar** ~~the first quarter of the fiscal~~ year shall organize by the election of a Chair, Vice-chair, and a Secretary from among its members, each of whom shall serve for a term of one year, or until a successor is elected. **The term of office for each officer shall begin on the first day of the subsequent calendar year.**

It shall be necessary to have a quorum of the Board present at any meeting for the election of officers, or for any other action by the Board, unless otherwise specified by law or in these policies.

Duties of Board Officers

1. The Chair shall preside at all meetings, shall decide questions of order in accordance with Robert's Rules of Order Revised, and shall appoint all committees unless otherwise directed by the Board. The Chair shall have the right, as other members of the Board, to discuss and to vote on all questions.

2. The Chair shall call a special meeting of the Board whenever conditions set out for special meetings have been met.
3. In the absence or incapacity of the Chair, the Vice-chair shall perform the duties and have the obligations of the Chair.
4. The Secretary of the Board shall keep a record of the proceedings (this may be done by an assistant to the President of the University).
5. The Secretary of the Board shall furnish each member of the Board and the President of the University a copy of the minutes of each regular or special meeting prior to the following meeting of the Board.
6. No member of the Board of Trustees, by virtue of said office, may exercise administrative responsibility with respect to the University.

Powers and Duties of the Board of Trustees

The Board of Trustees is charged with the management and control of the University of Central Arkansas. The Board shall provide a university program and establish general policies in keeping with the best interests of the University and the requirements of the state law. Members of the Board shall have authority only when acting as a Board legally in session. The Board shall not be bound in any way by any statement or action on the part of any individual Board member except when such statement or action is in pursuance of specific instructions of the Board.

The responsibilities of the Board of Trustees shall be:

1. To select the President of the University and support the President in the discharge of his/her duties;
2. To elect members of the faculty and staff and fix their salaries upon nomination and recommendation of the President;
3. To prescribe the course of study for the University.
4. To grant diplomas and degrees.
5. To consider and act on policies for the University program. Such policies may be initiated by the President, or that person or persons charged by the President with this responsibility. Any policy must be submitted for the President's consideration and recommendation;
6. To evaluate the reports of the President concerning the progress of the University program and finances;

7. To adopt or revise an annual operating University budget as recommended by the President;
8. To contract and be contracted with; to own, purchase, sell, and convey all types of property; to accept gifts;
9. To make lawful bylaws, rules and orders as they deem necessary for themselves, all officers and employees of the University, and all persons in the University, and regarding limitations as to the number of pupils to be admitted;
10. To make binding any business transacted by conference telephone calls when a majority of the Board is thereby contacted. Such business to be brought before the Board at its next meeting and said action confirmed by motion duly made and seconded.
11. To determine the conditions under which students shall be admitted to the University, subject to statutory limitations.
12. To fix the rate of tuition, and to fix and regulate matriculation, library, laboratory, and other incidental fees.
13. To exercise the power of eminent domain, subject to statutory limitations.
14. To issue negotiable interest-bearing notes or bonds, subject to statutory limitations.
15. To perform the specific duties imposed upon the Board by Statutes;

Committee of the Whole

Except as hereinafter noted, committee work shall be done by the members of the Board sitting as a Committee of the Whole.

Special Committees

Special committees may be created by the Board for special assignments. When so created, such committees shall terminate upon completing their assignments, or such committees may be terminated by a vote of the Board.

Meetings

1. Regular Meetings

All regular meetings of the Board of Trustees shall be held quarterly unless otherwise specified. There should be one regular meeting of the Board each year, held within thirty days after the close of commencement week. (A.C.A. 6-67-102(g)(1)(A)). All meetings shall be open to the public except when the Board has under consideration the employment, discharge, or investigation of an individual.

2. Special Meetings

Special meetings of the Board of Trustees shall be called by the Chair of the Board at the request of the President or of any two members of the Board of Trustees. No business shall be transacted at any special meeting of the Board which does not come within the purpose or purposes set forth in the call for the meeting unless all members are present and agree to consideration of the additional items. A notice in writing must be given seven days prior to the called meeting, or in the case of an emergency, three days will suffice.

3. Notice and Conduct of Meetings

Notice and conduct of all meetings of the Board of Trustees shall comply with the provisions of the Arkansas Freedom of Information Act.

4. Quorum

A majority of the Board shall constitute a quorum for the transaction of business.

5. Order of Business

The order of business at a regular meeting of the Board of Trustees shall be:

- a. Call to Order
- b. Roll Call
- c. Minutes
- d. Reports
- e. Correspondence
- f. Business
 - i. Old
 - ii. New
- g. Adjournment

6. Minutes

The official Minutes of the Board of Trustees shall be kept in the Office of the President.

Board Legislation

1. The Board of Trustees is the policy-making body of the University, and it acts with the advice and assistance of the President of the University;
2. Any amendment of these policies shall require the affirmative vote of at least four members of the Board at a regular meeting or at a special meeting, in the call for which the purpose of considering change has been announced;

3. The administration of these policies shall be the duty of the President. Any appeal to the Board of Trustees from such administration will be to the Board as a legislative body rather than as an executive body;
4. The President shall report to the Board as a legislative body from time to time on the operation of these policies and shall be expected to propose any necessary changes.

Board Agenda

An agenda for each regular meeting of the Board shall be prepared by the President and submitted to the Board of Trustees.

VII. ACTION AGENDA

C. “Audit Committee” - Board Policy No. 213 (Revisions)

Board Policy No. 213 was adopted by the Board of Trustees in 2009. This policy created an Audit Committee composed of three trustees. The Office of Internal Audit reports directly to the Audit Committee; however, the budget of the Internal Audit office, as well as other administrative matters, goes through Jack Gillean, Chief of Staff.

Currently, one member of the committee is the past-chair of the Board; a second member is appointed by the chair; and the third member is elected by the Board. Members of the Audit Committee are selected on a fiscal year basis, even though officers of the Board of Trustees are selected on a calendar year basis.

For 2011, the Audit Committee is composed of Bobby Reynolds (Chair of the Audit Committee), and Trustees Victor Green and Rush Harding.

Based upon discussions between Mr. Reynolds and Ms. Pam Massey, Internal Auditor, it has been suggested that there is a need to ensure some form of continuity on the Audit Committee by having the membership re-structured so that one member serves two years. Ms. Massey believes this is essential to the operations of the Audit Committee. In addition, after review by the administration, a change from a fiscal year election to a calendar year election would be preferable since that would coincide with election of officers of the Board of Trustees.

Under the proposal, as presented, the membership of the Audit Committee would become (a) the past-chair of the Board of Trustees, and (ii) two members selected by the Board from its membership. The two at-large positions would then serve staggered two-year terms. In order to get the staggered terms underway, for 2012, one member would serve a one-year term, and another member would serve a two-year term. The member elected in December, 2012 would then serve a two-year term.

In addition, the election of the two at-large positions would be made at the last meeting of the calendar year to become effective on the first day of the following calendar year (i.e. election in December, 2011 to begin serving January 1, 2012).

Therefore, the President recommends to the Board of Trustees the following resolution:

“BE IT RESOLVED: That the Board of Trustees approves the following revisions to Board Policy No. 213 as shown on the exhibit attached to this resolution, and the changes set forth in revised Policy No. 213 shall be effective from and after this date.”

**UNIVERSITY OF CENTRAL ARKANSAS
BOARD POLICY**

Policy Number: 213

Subject: Audit Committee

Date Adopted: 05/09 Revised: 02/10, 08/11, 12/11

AUDIT COMMITTEE

1. **Creation of Audit Committee.** There is hereby created a committee of the University of Central Arkansas Board of Trustees ("Board") to be known as the "Audit Committee."

Members of the Audit Committee. The Audit Committee shall be composed of three (3) members of the Board. One member shall be ~~consisting of the past-chairman of the Board.~~ ~~The other two members shall be elected one person appointed by the Chair of the Board; and the third member selected by the full Board.~~ The election shall occur at the last Board meeting of each calendar year, and the members shall take office on the first day of each calendar year. ~~Members shall serve for a one year term commencing with the start of the fiscal year. No member shall serve more than two consecutive years.~~

Of the members elected by the full Board, each shall serve a two-year term. Provided, however, that for the calendar year 2012 one member shall be elected for a one-year term and the other member shall be elected for a two-year term. Each year thereafter, the member of the committee elected by the Board shall serve a two-year term

2. **Chair of the Audit Committee.** The members of the Audit Committee shall select a chair for the committee. The Chair of the Audit Committee shall be responsible for calling meetings of the committee, and shall also meet with the director of internal auditing, any independent accountants, and management separately to discuss any matters the Chair deems necessary or required.
3. **Purpose; Scope of Responsibility of the Audit Committee.** The purpose of this committee shall be to aid and assist the University, the Board, and the Office of Internal Audit. Nothing herein shall be deemed to abrogate any authority or responsibility of the Arkansas Division of Legislative Audit.

The Audit Committee shall consider and recommend to the Board matters of policy relating to internal and external audits and such other matters as may be referred to it by the President or the Board. Its primary function is to assist the Board in fulfilling its oversight responsibilities by reviewing financial information which will be provided to the Legislature and others, the systems of internal controls which management and the Board have established, and the audit process.

The Audit Committee shall have the power to authorize, oversee and/or conduct investigations into any matters within the Audit Committee's scope of responsibilities.

4. **Meetings of the Audit Committee.** The Audit Committee shall meet at least four times per year, with each such meeting occurring prior to the regularly-scheduled meeting of the Board. The Audit Committee may meet more frequently as circumstances require. The Audit Committee may ask members of management or others to attend the meeting and provide pertinent information as necessary.
5. **Responsibility for Office of Internal Audit.** The Office of Internal Audit of the University of Central Arkansas shall report directly to the Audit Committee, and no office, department or employee of the University of Central Arkansas shall have any oversight responsibility for, nor exercise supervisory control over, the Office of Internal Audit. Provided, however, administrative responsibility for salaries, budget, travel, and other operating expenses shall be handled by the Chief of Staff, subject to the approval of the Chair. In addition, the Office of Internal Audit shall provide drafts of audits to the Chief of Staff and to the members of the audit committee.
6. **Specific Responsibilities of the Audit Committee.** In meeting its responsibilities, the Audit Committee is expected to:
 - a. Provide an open avenue of communication between the internal auditors, any independent accountant (if utilized), management of the university and the Board of Trustees.
 - b. Review and update the responsibility of the Audit Committee, subject to approval by the Board of Trustees.
 - c. If necessary or required, recommend to the Board any independent accountants to be nominated, approve the compensation of the independent accountants, and review and approve the discharge of the independent accountants. Independent accountants are ultimately accountable to the Board and to the Audit Committee.
 - d. Review and concur in the appointment, replacement, reassignment, or dismissal of the director of internal auditing, or any staff person of such office.
 - e. Confirm and take or recommend any appropriate actions to assure the independence of the internal auditor, and if required, any independent accountants. Obtain disclosures regarding the accountants' independence as required by generally accepted government auditing standards and discuss with the accountants all significant relationships to determine the accountants' independence.
 - f. Inquire of management, the director of internal auditing, and the independent accountants about significant risks or exposures and assess the steps management has taken to minimize such risk to the University of Central Arkansas.

- g. Consider, in consultation with the independent accountants and the director of internal auditing, and approve the audit scope and plan of the internal auditors and the independent accountants.
 - h. Review with the director of internal auditing and the independent accountants the coordination of audit effort to assure completeness of coverage, reduction of redundant efforts, and the effective use of audit resources.
 - i. Consider and review with the independent accountants and the director of internal auditing the adequacy of internal controls including computerized information system controls and security.
 - j. Review with management, the internal auditors, and if necessary any independent accountants, any of the following matters following an examination:
 - i. The financial statements and related footnotes and consider whether they are consistent with information known to committee members.
 - ii. The independent accountants' audit of the financial statements and their report thereon.
 - iii. Significant accounting and reporting issues, recent pronouncements, and complex or unusual transactions during the audit period under review.
 - iv. Significant findings and management responses thereto.
 - v. Any significant changes required in the internal auditors' or independent accountants' audit plan.
 - vi. Any serious difficulties or disputes with management encountered during the course of the audit.
 - vii. Such other matters related to the conduct of the audit, which are to be communicated to the Audit Committee under generally accepted auditing standards.
7. **Review with Director of Internal Audit.** Consider and review with management and the director of internal auditing:
- a. Significant findings during the year and management' s responses thereto.
 - b. Any difficulties encountered in the course of their audits, including any restrictions on the scope of their work or access to required information.
 - c. Any changes required in the planned scope of their audit plan.

- d. The internal auditing department's budget, staffing and organizational structure of the department.
 - e. The department's compliance with Institute of Internal Auditor's Standards of Professional Practice of Internal Auditing.
 - f. Review legal and regulatory matters that may have a material impact on the financial statements and related compliance policies.
8. **Report to Board of Trustees.** Report Audit Committee actions to the Board with such recommendations, as the Audit Committee may deem appropriate.

VII. ACTION AGENDA

D. Acceptance of Legislative Audit Report - FY 2010-11

Act 4 of 1991 requires the Board of Trustees to review audit reports and the accompanying comments related to publicly-funded institutions. The act requires that the Board take appropriate action related to each finding and recommendation contained in the report.

The audit report findings for 2010-11 are attached to this write-up and were included in the audit report submitted for the Board's review.

Therefore, the President recommends to the Board of Trustees the following resolution:

“BE IT RESOLVED: That the Board of Trustees accepts the audit report for fiscal year 2011 as prepared by the Arkansas Division of Legislative Audit and after review and discussions approves the recommendations/actions set forth in the University’s response.”

UCA Findings and Responses for FY 2010-11 Audit

The University of Central Arkansas' response to the findings from the audit of the financial statements for FY 2010-11 (ending June 30, 2011) are set forth below:

I. UCA Formal Findings

Material Weakness

Financial statements are the responsibility of the University's management and should be presented in conformity with accounting principles generally accepted in the United States of America. The University has policies and procedures to properly record and classify transactions in the financial statement; however, certain misclassifications were detected. These misclassifications had no effect on the University's reported net assets or cash balances at June 30, 2011 and the financial statements were subsequently corrected by University personnel during audit fieldwork.

A substantial misclassification in the Statement of Revenues, Expenses and Changes in Net Assets (SRECNA) and Statement of Cash Flows was observed in the presentation of scholarship allowances. The Governmental Accounting Standards Board (GAB) stipulates that revenues should be reported by major source, net of discounts and allowances. Such discounts and allowances are to be disclosed on the SRECNA or in a note to the financial statements. Although the University's methodology for calculating the amount of the scholarship allowances was correct, the University reduced the wrong revenue sources and did not disclose scholarship allowances of \$21,672,162. The University netted the scholarship allowances against Federal grants and contracts (\$10,751,191) and state and local grants and contracts (\$10,920,971), both non-operating revenues, instead of student tuition and fees (operating revenues). As a result of this misclassification, the scholarship allowances were initially reported in the Statement of Cash Flows as offsets to revenues in the Non-capital Financing Activities section instead of offsets to revenues in the Operating Activities section.

A similar finding was reported in the previous three audits.

University Response:

Management acknowledges the misclassification and will continue to evaluate all automated and manual processes by which numbers are determined and fed into the financial statements. Great progress has been made, however. While this misclassification had no effect on the University's reported net assets or cash balance, management understands and agrees this type of mistake must not continue. Plans are being made to bring in an outside reviewer to assist in evaluating the reporting tools and accounting staff members are receiving additional training.

Significant Deficiency

Sound IT management includes establishing controls over access to programs and data, to provide reasonable assurance that unauthorized or erroneous disclosure, modification, or destruction of information will be prevented or timely detected. The SCT Banner System (Banner System) is a comprehensive software package that is used by the University to administer student financial aid, finance, human resources, and payroll processes and functions.

The IT Director discovered, and this audit verified, the Technical Director of Financial and Administrative Services had changed records in the Banner System using access rights for which he was not authorized to have. This employee, who appears to have violated Ark. Code Ann. § 5-41-104 relating to computer trespass, escalated his access privileges by exploiting the security parameters of a user with full, authorized access rights.

Failure to maintain adequate access controls resulted in improper and unauthorized employee access. Although no malicious action occurred as a result of the Banner System security breach, this situation increases the risk for errors or fraud.

Pursuant to Ark. Code Ann. §§ 10-4-419, 21-2-708, this matter will be referred to the Twentieth Judicial District Prosecuting Attorney.

University Response:

Management acknowledges the deficiency and acted immediately to limit access while the situation was further evaluated. After evaluation, the act was determined to be a significant violation. The employee has been terminated.

This action also resulted in a review of the IT structure. Management will be making a determination as to the reporting line of those employees charged primarily with programming duties who reside outside the IT department.

University of Central Arkansas' response to the Management Letter findings from the audit of the financial statements for the period ended June 30, 2011.

II. Management Letter Findings

The following items were brought to the attention of management during the audit. The purpose of such comments is to provide constructive feedback and guidance, in an effort to assist management to maintain a satisfactory level of compliance with laws and regulations and to improve internal control.

1. The Disaster Recovery Plan in place is inadequate (both technical and end user) for restoring from short-term or long-term interruptions of computer processing. This situation could cause the entity to be without computer processing for an extended period

of time in the event of a disaster or major interruption and could also place a financial burden on the entity. A similar finding was reported in the previous audit.

University Response – Management agrees with the finding as the plan was not far enough along as of June 30, 2011. As of September 2011, the pass rate for the UCA plan, provided by the State of Arkansas Department of Information Technology was 88%, well above the 80% required. Work continues to improve the plan and to fund the redundancy project within the plan.

2. Password controls do not meet minimum standards. User accounts are not locked out after three unsuccessful logon attempts. Failure to establish proper password controls increases the likelihood that an unauthorized person could gain access to the system. A similar finding was reported in the previous audit.

University Response – Management agrees with the finding and has already corrected the password deficiency.

3. The University did not comply with Ark. Code Ann. § 19-4-1407 on a construction project involving the installation of artificial turf on the football and softball playing fields, with a total cost of approximately \$1 million. The code states that before any “affirmative action toward the construction” of a project, institutions such as the University must secure approval of a Request for Approval of Method of Finance (MOF) from the Department of Finance and Administration (DFA). On this project, the University incurred costs related to the installation of turf in March 2011; however, the MOF was not approved by DFA until May 25, 2011.

During our audit period the construction of Bear Hall, a new residence hall, was started. Due to the projected cost of this project, in excess of \$18 million, the University could take advantage of Ark. Code Ann. § 19-4-1415, which would relieve the University of complying with several other code sections in the subchapter, including Ark. Code Ann. § 19-4-1407; however, several other code sections would still be applicable to a project undertaken under § 19-4-1415, including Ark. Code Ann. § 22-9-104. The MOF submitted by the University to DFA on or about February 4, 2011 occurred while the General Assembly was in session. Thus, Ark. Code Ann. § 22-9-104(a), (b), and (c) seem to be applicable: An MOF should have been submitted, and no work on the project commenced, pending approval by the General Assembly. The University executed a construction contract for this project on August 13, 2010; however, the MOF was not approved by DFA until February 18, 2011.

University Response – Management agrees with the finding. Because of the Bear Hall Method of Finance (MOF) confusion, the campus established a more formal process to ensure the MOF approval was in place prior to the project begin date.

The MOF approval for the turf project was due shortly after implementation of the new process and would have been adequate except the appropriate review committee did not meet that month which negatively impacted the timing. The decision was made to

continue since the project was extremely time sensitive. There is now a better understanding of the need to plan far enough in advance to account for the unexpected.

4. Financial statements were not completed in a timely manner as requested by the audit staff. We requested the financial statements to be completed by September 1, 2011 but did not receive the final product with prior year restatements until October 11, 2011. As a result, the audit process was delayed.

University Response – Management agrees with the finding and acknowledges that several issues contributed to the delay of the final statements. Additional measures will be taken to ensure the timeliness of future statements. For example, entries from the issuance of debt will be made as soon as the final indenture is received rather than during the year-end process, staff will receive additional training on specific requirements by the Governmental Accounting Standards Board (GASB), improved procedures and reviews will be established in the area of fixed assets, and automated financial statement processes will be reviewed throughout the year.

VII. ACTION AGENDA

E. “Contract Review Procedures” - Board Policy No. 416

Pursuant to Board Policy No. 416, “Contract Review Procedures,” the administration must seek Board approval for (i) Any contract which will require the expenditure by the University of funds (at any time) in excess of \$250,000; or (ii) Any contract with a term exceeding one (1) year, unless the Office of General Counsel certifies, in writing, that the contract may be terminated by the University on the giving of written notice of ninety (90) days or less.

The administration is seeking Board approval for the following contracts:

- SEM Works, LLC, Greensboro, NC and the University of Central Arkansas
- University of Central Arkansas (“Lessor”) and UCA/Conway Regional Healthcare Education Foundation, Inc. (“Lessee”)
- University of Central Arkansas and Arkansas BlueCross BlueShield (Dental Insurance).

Therefore, the President recommends to the Board of Trustees the following resolution:

“BE IT RESOLVED: That the Board of Trustees authorizes the administration to enter into the contracts listed above.”

UCA UCA 11/29/11 2:05 PM

Deleted:

UNIVERSITY OF CENTRAL ARKANSAS

REASON FOR REQUIRING BOARD REVIEW AND ACTION:
(Board Policy #416)

Contract of more than \$250,000

SUMMARY

1. Parties: SEM Works, LLC, Greensboro, NC (“SEM Works”) and the University of Central Arkansas.

2. Purpose/Background: This is a proposed Professional/Consultant Services Contract.

The purpose of the contract is to engage the services of a consulting firm to (a) perform a comprehensive enrollment analysis and develop an overall enrollment goal and strategy, and (b) provide a comprehensive marketing and communications strategy to increase our enrollment.

3. Goods/Services to be Purchased: Under the contract the “scope of work” will be for SEM Works to provide technical consulting services for the University in the area of enrollment management. This will include (a) developing, disseminating and assessing the effectiveness of communications to prospective students and (b) conducting an enrollment goal analysis and recommending goals to the University Board of Trustees and administration for the purpose of enrollment planning.

4. Term: The term of the proposed contract is December 19, 2011, through August 31, 2012. The contract, if approved, provides that it may be renewed until August 31, 2016.

The contract provides that either party may terminate the contract upon thirty (30) days written notice to the other party.

5. University Funds to be Paid: The total amount from December 19, 2011, through August 31, 2012, is projected to be \$406,000, which is \$386,000 in fees and \$20,000 in projected reimbursable expenses, such as travel.

The contract amount will be paid from the re-allocation of existing budget resources (from educational and general funds) so that there will be no overall impact on the University’s FY 2012 budget.

The amount to be paid for fees under the contract (\$386,000) will come from the following three sources: (i) \$172,470 from the advertising budget, (ii) \$131,000 in salary savings from a vacant director’s position in the Department of Outreach and Community Engagement and (iii) \$82,530 in salary savings in the Admissions Department. The reimbursable expenses will be paid, as and when billed, from other sources within this year’s budget.

6. Public Bid/Purchasing Approval: This contract was developed based upon solicited bids conducted by the UCA Purchasing Department in consultation with Dr. Robert Parrent, Vice President for Enrollment Management.

7. Special Provisions/Terms/Conditions: This contract requires the approval of the Arkansas General Assembly. It will be on the agenda of the Review Committee of the Arkansas Legislative Council on Wednesday, December 7, 2011.

8. Approval/Notification to UCA Foundation: None required.

Form prepared by: Tom Courtway

Date: November 28, 2011

UNIVERSITY OF CENTRAL ARKANSAS

REASON FOR REQUIRING BOARD REVIEW AND ACTION:
(Board Policy #416)

Contract with a term of more than one year

(THE SOLE REASON FOR THIS ITEM IS TO CHANGE THE LOT)

SUMMARY

1. **Parties:** University of Central Arkansas (“Lessor”) and UCA/Conway Regional Healthcare Education Foundation, Inc. (“Lessee”).

2. **Purpose/Background:** On August 26, 2011, the Board of Trustees approved a long-term ground lease of real property at the corner of College Avenue and Western on Lessor’s campus between the University (as Lessor) and the UCA/Conway Regional Healthcare Education Foundation, Inc. (as the Lessee).

In the lease, as authorized by the Board, the “gravel lot” on the west side of Western Avenue was the property described as the leased premises. However, after the initial plans were prepared by the architect, it was clear that the “footprint” of the proposed healthcare education facility is designed for the paved parking lot on the east side of Western Avenue.

The sole reason for this matter being back on the agenda is to authorize the lots to be substituted as the leased premises under the lease. The building will still have to be designed, and the proposed design will be brought back before the Board of Trustees for consideration.

The legal description of the leased premises will change from “Lot 1, Block 4, J.E. Little’s Addition to the City of Conway, Arkansas” to “Lots 1-5 and 7-12 of Block One, J.E. Little’s Addition to the City of Conway, Arkansas.” (A survey of the property is attached.)

3. **Goods/Services to be Purchased:** This is a ground lease of real property. The purpose is to have land on which to construct the nursing facility to house the University’s Department of Nursing as well as the other programs and activities contemplated by the University and Conway Regional Medical Center, Inc.

4. **Term:** The term of the proposed lease is fifty years, commencing on January 1, 2012, and expiring on December 31, 2062. There are two 25-year renewal options.

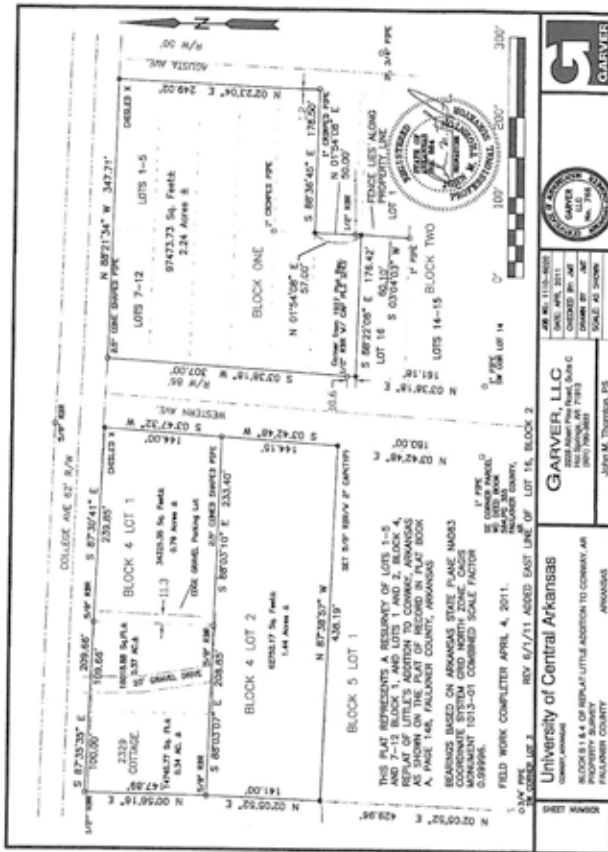
5. **University Funds to be Paid/Rent:** The rent will be \$100.00 per year.

6. Public Bid/Purchasing Approval: No bid or purchasing requirements involved.

7. Special Provisions/Terms/Conditions: In addition to the approval of the UCA Board of Trustees, the lease requires the approval of the Board of Directors of the UCA/Conway Regional Healthcare Education Foundation, Inc. and the Arkansas Building Authority.

8. Approval/Notification to UCA Foundation: None required.

Form prepared by: Tom Courtway, General Counsel Date: November 28, 2011.



<p>DATE: APR. 2011</p> <p>ORDERED BY: J.M.F.</p> <p>PROPERTY SURVEY</p> <p>SCALE: AS SHOWN</p>	<p>AR. NO. 1110-0000</p> <p>DATE: APR. 2011</p> <p>ORDERED BY: J.M.F.</p> <p>PROPERTY SURVEY</p> <p>SCALE: AS SHOWN</p>
<p>UNIVERSITY OF CENTRAL ARKANSAS</p> <p>PROPERTY SURVEY</p> <p>FALLONER COUNTY</p> <p>ARIZONA</p>	<p>GARVER, LLC</p> <p>1110 S. UNIVERSITY BLVD</p> <p>FALLONER, AR 71903</p> <p>JOHN M. THOMPSON, P.S.</p>

UNIVERSITY OF CENTRAL ARKANSAS

REASON FOR REQUIRING BOARD REVIEW AND ACTION:
(Board Policy #416)

Contract with a term of more than one year

SUMMARY

1. Parties: University of Central Arkansas and Arkansas BlueCross BlueShield (Dental Insurance).

2. Purpose/Background: The University's current dental insurance provider is Arkansas BlueCross BlueShield. The current dental plan and rate schedule expires on December 31, 2011. It has been on a calendar year basis, even though the University budget is on a fiscal year basis.

Arkansas BlueCross BlueShield has agreed to renew the current dental plan for a period of eighteen (18) months at no rate increase. This extension will expire on June 30, 2013 (at the end of the fiscal year).

3. Goods/Services to be Purchased: Dental insurance plan – rate extension.

4. Term: The renewal term is for eighteen (18) months (January 1, 2012, through June 30, 2013).

5. University Funds to be Paid: For employee-only coverage, the University pays 100% of the premium. For employee-spouse or employee-child coverage, the University pays 60% of the premium. For employee-family coverage, the University pays 42% of the premium. The University pays a total of approximately \$34,000.00 per month for all dental premiums.

6. Public Bid/Purchasing Approval: A request for proposal (bid) was issued during the Fall of 2009, for an effective date of January 1, 2010. BlueCross BlueShield was awarded the contract. It provides that the contract may be renewed for no more than seven (7) years.

7. Special Provisions/Terms/Conditions: None

8. Approval/Notification to UCA Foundation: None required.

Form prepared by: Katie Henry, Associate General Counsel Date: November 29, 2011

VII. ACTION AGENDA

F. Compensation for Accumulated, Unpaid Sick Leave

Ark. Code Ann. § 21-4-505, adopted as Act 337 of 2011, **authorizes**, but does not require, institutions of higher education in Arkansas to compensate its **non-classified** employees for accumulated, unused sick leave when they retire or at their death under certain circumstances.

This provision is similar to an earlier law adopted by the Arkansas General Assembly, which **requires** that all of the state's **classified** employees be compensated for accumulated, unused sick leave at retirement or at their death, if they meet certain criteria. This provision also includes a very detailed formula (which will apply to both classified and non-classified employees) for calculating the amount of compensation due to any qualifying employees. However, the Code states that in no event shall the amount of compensation exceed \$7,500. Ark. Code Ann. § 21-4-501, adopted as Act 1127 of 1999. Ark. Code Ann. § 21-4-501.

When Act 337 of 2011 was adopted, the administration reviewed the matter and in May of 2011 determined that the university should elect to compensate non-classified employees for accumulated, unused sick leave. However, recently Legislative Auditors recommended that this matter be brought to the Board of Trustees for its consideration.

In May, 2011, the Human Resources Office conducted a brief analysis of the number of non-classified employees that would be eligible for compensation of accumulated, unused sick leave. At that time, it was reported that maximum financial exposure, if all eligible employees retired in the same year, would be \$289,550. The administration determined that the University could afford to pay non-classified employees for accumulated, unused sick leave, in accordance with Act 337 of 2011.

Therefore, the President recommends to the Board of Trustees the following resolution:

“BE IT RESOLVED THAT: The Board of Trustees authorizes the administration to compensate non-classified employees for accumulated, unused sick leave pursuant to the provisions of Acts 337 of 2011 and Act 1127 of 1999, as amended.”

VII. ACTION AGENDA

G. Office of Internal Audit - Relocation to 1951 South Boulevard

The Office of Internal Audit has been located on-campus in Old Main for approximately eight years. The office recently moved (on a temporary basis) to a university-owned house with a street address of 1951 South Boulevard.

The Office of Internal Audit has requested that for reasons relating to security and confidentiality it be allowed to use the house on South Boulevard as its permanent office. The offices in Old Main did not provide adequate security for conversations among the staff and with potential witnesses, nor was it a secure location for the work of the office personnel.

Re-locating to 1951 South Boulevard will have costs associated with it, the most significant being the cost to install fiber to the house.

The chart below is a projected estimate of the costs to re-locate the office:

- Security Monitoring System with glass break protection (\$50-\$100 per month)
- Security Cameras on front and back doors with DVR (\$1,200-\$1,500)
- Fireproof four door file cabinets (\$3,500-\$4,000)
- Network wiring for computers and telephones (\$33,000)
- Conference Table and eight chairs (\$1,211)

If approved by the Board of Trustees, the funds would be withdrawn from the existing Board of Trustees Fund.

This request has been reviewed by the Audit Committee (Trustees Bobby Reynolds, Chair, Rush Harding and Victor Green), and the Audit Committee recommends to the Board of Trustees that the request to use 1951 South Boulevard as the permanent location of the Office of Internal Audit be granted, and that the costs identified above be authorized to be paid from the Board of Trustees Fund.

Therefore, the Audit Committee recommends the following resolution to the Board of Trustees:

“BE IT RESOLVED: That the Board of Trustees approves the re-location of the Office of Internal Audit to 1951 South Boulevard, and in addition, authorizes expenses associated with such re-location, including but not limited to those set forth above, to be paid from the Board of Trustees’ Fund.”

VII. ACTION AGENDA

H. Student Government Association - Disc Golf Course (Jewel Moore Nature Reserve)

At the December, 2010 Board meeting, the Board of Trustees adopted a resolution providing that the Jewel Moore Nature Reserve was to remain “undisturbed” for a period of five years. This resolution was adopted after considerable discussion by the Board about whether or not to place the Jewel Moore Nature Reserve in a “conservation easement” in perpetuity.

One of the projects identified over the past couple of years by the Student Government Association (SGA) has been a disc golf course. This is an outdoor “Frisbee style” golf course and recreation area. As designed, part of the course would be within the existing nature reserve.

The plans have been shown to the UCA Department of Biology, and all parties have agreed to the plans, as modified.

Attached to this write-up is a memo from Mr. Branson White, SGA Sophomore Representative, along with an e-mail exchange with Dr. K.C. Larson of the Biology Department.

The reason this matter is before the Board of Trustees is to (a) advise the Board of the disc golf course and (b) have the resolution of December, 2010 modified to permit the disc golf course to be within the Jewel Moore Nature Reserve.

Therefore, the President recommends to the Board of Trustees the following resolution:

“BE IT RESOLVED: That the Board of Trustees approves the placement of the proposed SGA Disc Golf Course on the University’s campus as presented, and specifically authorizes a portion of the disc golf course to be within the Jewel Moore Nature Reserve, based on the presentations of the SGA and the concurrence of the biology faculty of the University.”

22 November 2011

President Courtway,

I am pleased to inform you that the SGA's Big Project goal from last year of implementing the disc golf course behind the Jewel E. Moore nature reserve is nearly a reality. Last week, a meeting was held with all parties necessary for the course's approval. These included, Vice President Ronnie Williams (representing Greek Village), Mr. Larry Lawrence (representing Physical Plant), Dr. Larson (representing the Biology Dept. and the interests of the nature reserve), Austin Hall (SGA president), and Chad Dickenson (creator of the disc golf course plans). At this meeting, all parties agreed upon the placement of the course with the exception of a stipulation from Dr. Larson. Dr. Larson requested to participate in a walkthrough of the course to view all the projected locations of the holes and tee-off zones to ensure that no biologically significant areas be tampered with. On Friday, November 18th, Dr. Larson was given a walkthrough of the course, and she gave 100% approval of all nine hole and tee-off locations. With that, we now have approval from all parties (Greek Village, Physical Plant, and the Biology Dept.) that have an interest in the area the course will cover.

Included is a map of the course's current tee off zones, basket placements, and suggested disc flight paths. Holes 5 and 6 have been modified from their original positions under the supervision of Dr. Larson to allow for a natural flow of the course and the protection of the nature reserve's biologically significant areas. This was the plan that was agreed on by Dr. Larson on the 18th when the walk of the course was made. After approval from Dean Runge is given, the SGA plans to purchase the baskets with the funds allocated last year and have the physical plant install them (the basket installment plans were verified with Larry Lawrence at the meeting last week).

Respectfully,



Branson White
SGA Sophomore Representative

I = tees
2018
D = basket



Tom Courtway - Re: Disc Golf Course/Jewel Moore Nature Reserve

From: Katherine Larson <k.larson.uca@gmail.com>
To: Steven Runge <stevenrunge@mac.com>
Date: 11/28/2011 10:03 AM
Subject: Re: Disc Golf Course/Jewel Moore Nature Reserve
CC: William Cash <WBCash@uca.edu>, Tom Courtway <TCourtway@uca.edu>

Steve,

Branson White and I, along with Biology GA Kyle Hurley, walked the course, and modified a couple holes (you can see these on the map as "modified hole"). Branson has the holes marked with wire flags, so that either Kyle or me can keep our eye on the developments. From my perspective, the disc golf course looks ready to go, and Branson White knows he can contact me for any additional questions.

On Mon, Nov 28, 2011 at 9:46 AM, Steven Runge <stevenrunge@mac.com> wrote:
KC,

Can you please tell me if this map is consistent with your understanding and consent? I can't tell from the drawing if this impinges on the 17.5 acres in the recognized Reserve. We need to know very soon. Thanks.

Steve

Steven W. Runge, Ph.D.
Dean, College of Natural Sciences and Mathematics
University of Central Arkansas
Conway, AR 72035-5003
Telephone: (501) 450-5083
FAX: (501) 450-5084
www.uca.edu/cnsm

On Nov 23, 2011, at 9:06 AM, Tom Courtway wrote:

Dear Dean Runge and Dr. Larson:
This e-mail is in regard to the proposed disc golf course proposed by the Student Government Association (SGA) in and around the Jewel Moore Nature Reserve (Nature Reserve). Attached to this e-mail is a letter dated November 22, 2011, from Mr. Branson White, SGA Sophomore Representative, along with a drawing showing the "Bear Trail Disc Golf" course. I know the markings are somewhat dim, but I understand that you have seen it previously, and Dr. Larson and others had a "walk through" on Friday, November 18, 2011.
The purpose of this e-mail is to make sure that (a) you are aware of the design of the proposed disc golf course and (b) have no objection to the location of the tees and holes as proposed by SGA.

file://C:\Documents and Settings\UCA\Local Settings\Temp\XPgrprwise\4ED35C71GWD... 11/29/2011

If you could let me know of your position on this matter, I would appreciate it. I am providing a copy of this e-mail and attachments to the members of the Board of Trustees, since the UCA Board adopted a resolution in December of 2010 that the Nature Reserve would remain undisturbed for five years - until December 2015. I want the Board of Trustees to be aware of the proposal, and if we need to bring it before the Board for consideration and action we will do so, although at first glance I believe the disc golf course would be a use permitted under the Board resolution.

I would also ask that Austin circulate this e-mail to Branson White and Chad Dickenson.
Tom Courtway
<sga.disc.golf.pdf>

--
Katherine Larson
Associate Professor of Biology
University of Central Arkansas

VII. ACTION AGENDA

I. Distinguished Alumnus

This item will be a hand-out at the meeting.

VII. ACTION AGENDA

J. Honorary Doctorate

The Honorary Degree Committee has unanimously recommended that an Honorary Doctorate of Public Service be bestowed at the May, 2012 commencement. The formal resolution will be distributed to the Board under separate cover.

VII. ACTION AGENDA

K. Distinguished Professors Emeriti

The Emeritus Committee has unanimously recommended that two retired UCA professors receive the status of Distinguished Professor Emeritus. The professors were nominated for the honor by faculty in their respective departments and have the support of all appropriate academic councils and administrators. Information and resolutions regarding each professor will be distributed to the Board under separate cover.

VII. ACTION AGENDA

L. New Degree Program: BBA in Innovation and Entrepreneurship

Faculty in the College of Business Administration, in response to expressed interest, have developed a new BBA degree program in Innovation and Entrepreneurship. Faculty studied entrepreneurship programs at leading institutions across the country to gain knowledge on establishing successful programs. Working with stakeholders ranging from legislators, the hiring community, alumni, graduate students and undergraduate students, UCA's business faculty have developed a program that will give UCA students an edge in today's business world. Thinking and acting innovatively and entrepreneurially have become increasingly important keys to success.

Need and Purpose

To gauge interest in the proposed program, the business faculty e-mailed all freshmen and sophomore students through their UCA e-mail accounts a brief description and an invitation to attend an information session on April 7, 2011. In addition, fliers were posted in the College of Business announcing and reminding students about the information session. A Facebook group was also set-up to connect and distribute more information, but access to this depended on people learning about it first from the email and fliers.

On Tuesday, April 7, the information session was held and lasted over an hour. Thirty-two (32) interested students attended the meeting. Eighteen (18) students indicated they were certain they would join, while the remaining fourteen (14) indicated that they might participate. Around ten (10) of these fourteen (14) were juniors and seniors and were too far along in their studies to start a new program in a timely manner. They came to the meeting out of sheer interest, knowing that it probably would not work for them in terms of planning and timing. A number of these juniors and seniors wanted to know if they could take some of the courses as electives. Written and spoken comments from this upper-level group express their simultaneous approval and disappointment, e.g., "This would have been my major. I am happy to see something like this finally as an option."

The BBA in Innovation and Entrepreneurship will provide UCA students with the intellectual tools to think and act in innovative and entrepreneurial ways. The skills they attain will give them a much needed edge in today's business world.

Curriculum

4-Year Plan: Innovation & Entrepreneurship Major

First Semester

WRTG 1310: Introduction to College Writing	3
Biological Science Elective	4
MATH 1390: College Algebra	3
SPCH 1300: Basic Oral Communication	3
KPED 1320: Concepts of Lifetime Health	3

16

Second Semester

WRTG 1320: Academic Writing	3
HIST 2301/2302; PSCI 1330	3
Physical Science Elective	4
World Cultural Traditions Gen Ed	3
MATH 1395: Business Calculus	3

16

Third Semester

ECON 2310: Global Environment of Business	3
ACCT 2310: Principles of Accounting I	3
MKTG 2376: Creativity & Innovation in Busn	3
QMTM 2330: Business Statistics	3
ECON 2320: Macroeconomics	3
MIS 2343: Desktop Support Technologies	3

18

Fourth Semester

ACCT 2311: Prin of Accounting II	3
ECON 2321: Microeconomics	3
MKTG 3376: New Product Developmt	3
Behavioral & Social Sciences Elective	3
World Cultural Traditions Elective	3

15

Fifth Semester

Fine Arts Elective	3
MKTG 3350: Principles of Marketing	3
ACCT 2376: Legal Environ of Entrepreneurship	3
MGMT 3349: Small Business Management	3
MGMT 3340: Managing People & Work	3

15

Sixth Semester

FINA 3330: Managing Finance-Capital	3
GMT 3346: Personnel/HR Mgmt	3
MIS 3321: Managing Systems & Tech	3
ACCT 3376: Taxation for Entrpreneurs	3
World Cultural Traditions Elective	3

15

Seventh Semester

MGMT 3344: Managing Prod & Operations	3
FINA 4376: Financial Analysis for Entrepreneurs	3
Entrepreneurship Major Elective	3
Humanities Elective	3

12

Eighth Semester

MGMT 4347: Man Policy & Strategy	3
Entrepreneurship Major Elective	3
MGMT 4376: New Venture Creation	3
Open Elective	3
Open Elective	1

13

TOTAL HOURS: 120

Program Resources

The new Innovation and Entrepreneurship major will be housed in the College of Business building. Each of the lecture classrooms is equipped with the latest presentation technology equipment. The building also has two computer labs and numerous student common areas and study rooms.

The resources to launch the new major are already in place. Two of the new courses (ACCT 2376 and MKTG 2376) that are in support but not actually part of the Innovation & Entrepreneurship major will substitute for business foundation classes – hence, no additional faculty resources are needed. Additionally, two of the new courses in the

major (ACCT 3376 and FINA 4376), will be taught with existing faculty and will not cause additions to teaching loads via curriculum reorganizations. Lastly, three of the Innovation and Entrepreneurship major courses (MKTG 2376, MKTG 3376 and MGMT 4376) are currently being taught on a systematic basis as special topics classes.

There are no new administrative costs associated with the program. Current faculty in collaboration from several departments will teach the courses; therefore, no new faculty will be necessary.

The BBA in Innovation and Entrepreneurship has been recommended by all appropriate committees, councils, and administrators.

Therefore, the President recommends to the Board of Trustees the following resolution:

“BE IT RESOLVED: That the BBA in Innovation and Entrepreneurship is hereby approved.”

UNIVERSITY OF CENTRAL ARKANSAS
New Program Transmittal Form

Department Marketing & Management Date 2/28/2011

The program is: UNDERGRADUATE
 GRADUATE

Bulletin title of program (brief):

BBA in Innovation and Entrepreneurship

Brief description of program:

The Bachelor of Business Administration in Innovation and Entrepreneurship program was conceived through expressed stakeholder interest, and designed with stakeholder participation. Stakeholders ranging from the Arkansas Legislature, UCA administration, UCA College of Business faculty, UCA alumni, undergraduate and graduate students, and the hiring community were considered and included in the development process. To develop this program, UCA faculty studied the world's leading entrepreneurship education institutions, such as the University of Houston, Babson College, and the University of Washington. The genesis of the program is the fact that a high percentage of the new jobs created and economic growth in Arkansas will be as a result of new business ventures. Moreover, it is becoming increasingly important for students to be able to think innovatively and entrepreneurially within the setting of existing business ventures. To succeed individually and to improve their society, UCA business students will need to think and act as innovators and entrepreneurs.

The Innovation and Entrepreneurship program will: 1) teach students creativity and innovation skills, the most important skills for adding value and driving growth for all businesses; 2) teach a comprehensive program in which students will learn and practice conceiving, developing, launching, and operating a business; 3) develop students' abilities to think in a creative, innovative, and entrepreneurial manner, and to assess and manage risk; 4) provide service-learning opportunities through real-world business projects, as students help businesses solve problems and develop innovative solutions to grow client businesses; 5) prepare students to write effective and persuasive business plans to compete in regional and national business plan competitions and to secure venture capital through a number of sources; and 6) teach students to collaborate and work effectively in project teams to maximize performance.

Proposed effective date for new program (term and year): Fall 2011

Program recommended by			
<i>M. J. P. A.</i>	4/4/2011	Professional Education Council	Date
<i>[Signature]</i>	4/1/11	General Education Council	Date
<i>[Signature]</i>	3/31/11	<i>Jane Andis</i>	6/30/11
<i>[Signature]</i>	4/8/2011	Undergraduate Council	Date
<i>[Signature]</i>	4-8-11	Graduate Council	Date
<i>[Signature]</i>	4-8-11	<i>[Signature]</i>	7-18-11
College Dean	Date	Control of Deans	Date

Program approved by	<i>[Signature]</i>	Program recorded by	
President	Date	Undergraduate/Graduate Studies, Registrar	Date

LETTER OF INTENT - 1

New Certificate or Degree Program

1. Institution submitting request

University of Central Arkansas

2. Contact person/title

Dr. Lance Grahn, Provost

3. Telephone number/e-mail address

(501) 450-3126

lanceg@uca.edu

4. Proposed name of certificate or degree

BBA in Innovation and Entrepreneurship

5. Proposed effective date

Fall 2012

6. Requested CIP code

52.0701

7. Program description

The Bachelor of Business Administration in Innovation and Entrepreneurship program was conceived through expressed stakeholder interest, and designed with stakeholder participation. Stakeholders ranging from the Arkansas Legislature, UCA administration, UCA College of Business faculty, UCA Alumni, undergraduate and graduate students, and the hiring community were considered and included in the development process. To develop this program, UCA faculty studied the world's leading entrepreneurship education institutions, such as the University of Houston, Babson College, and the University of Washington. The genesis of the program is the fact that a high percentage of the new jobs created and economic growth in Arkansas will be as a result of new business ventures. Moreover, it is becoming increasingly important for students to be able to think innovatively and entrepreneurially within the setting of existing business ventures. To succeed individually and to improve their society, UCA business students will need to think and act as innovators and entrepreneurs.

The Innovation and Entrepreneurship program will: 1) teach students creativity and innovation skills, the most important skills for adding value and driving growth for all business; 2) teach a comprehensive program in which students will learn and practice conceiving, developing, launching, and operating a business; 3) develop students' abilities to think in a creative, innovative, and entrepreneurial manner, and to assess and manage risk; 4) provide service-learning opportunities through real-world business projects, as students help businesses solve problems and develop innovative solutions to grow client businesses; 5) prepare students to write effective and persuasive business plans to compete in regional and national business plan competitions and to secure venture capital through a number of sources; and 6) teach students to collaborate and work effectively in project teams to maximize performance.

8. Mode of delivery (type "x" as appropriate)

- On-Campus
 Off-Campus Location
 Distance Technology

9. List existing certificate or degree programs that support the proposed program

The following disciplines make a contribution to the courses offered in the Innovation and Entrepreneurship Major: Marketing, Management, Finance, and Accounting. The other major area that will offer electives in the new major will be MIS.

President/Chancellor Approval Date: 08/23/2011

Chief Academic Officer:



Date: 08/23/2011

VII. ACTION AGENDA

M. Academic Calendar: Fall 2012 through Summer 2013

The University of Central Arkansas Academic Calendar was created for the purpose of planning and is used by all divisions of the University. The proposed academic calendar has been approved by all appropriate university committees and councils.

Therefore the President recommends to the Board of Trustees the following resolution:

“BE IT RESOLVED: That the Academic Calendar and Critical Dates be approved as attached.”

Academic Calendar

Fall 2012 Through Summer 2013

FALL SEMESTER 2012

August 19-22, Sun – Wed.	Welcome Week
August 20, Monday	Opening Convocation
August 23, Thursday	Instruction begins - day and evening classes
August 24, Friday	Final date to drop Aug. 23 - Oct. 12 or Aug. 23 - Sept. 28 classes and receive a 100% refund Change-of-course period ends for Aug. 23 - Oct.12 classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit
August 25, Saturday	Instruction begins - Saturday classes
August 29, Wednesday	Change-of-course period ends for Aug. 23 - Dec. 14 classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit Final date to drop Aug. 23 - Oct. 12 or Aug. 23 - Sept. 28 classes and receive a 75% refund. 0% refund at this date Final date to drop Aug. 23 – Dec. 14 classes with a 100% refund
September 3, Monday	Labor Day Holiday
September 13, Thursday	Final date to drop Aug. 23 - Dec. 14 classes with a 75% refund. 0% refund after this date.
September 21, Friday	Final date to make degree application for December graduation and be included in commencement program
September 28, Friday	Final date to officially withdraw from Aug. 23 – Oct. 12 classes with a W grade unless already dropped for non-attendance
October 2, Tuesday	Final date to drop Oct. 1 - Nov. 2 classes and receive a 100% refund

October 5, Friday	Final date to drop Oct. 1 - Nov. 2 classes and receive a 75% refund. 0% refund after this date.
	Final date to officially withdraw from Aug. 23 - Oct. 12 classes with a WP or WF grade unless already dropped for non-attendance
October 16, Tuesday	Final date to drop Oct. 15 - Dec. 14 classes and receive a 100% refund
	Change-of-course period ends for Oct 15 - Dec 14 classes
	Last date to register
	Last date to add classes
	Last date to change from credit to audit or audit to credit
October 17, Wednesday - Noon	Mid-term grade report due
October 19, Friday	Final date to drop Oct. 15 - Dec. 14 classes and receive a 75% refund. No refund after this date.
October 25-26, Thur/Fri	Fall Break
October 29-November 19	Advance Registration for Spring 2013
November 2, Friday	Final date to officially withdraw from Aug. 23 – Dec. 14 classes or the university with a W grade unless already dropped for non-attendance
November 6, Tuesday	Final date to drop Nov. 5 - Dec. 14 classes with a 100% refund
November 9, Friday	Final date to drop Nov. 5 - Dec. 14 classes and receive a 75% refund. 0% refund after this date.
November 16, Friday	Final date to officially withdraw from Oct 15 - Dec 14 classes with a W grade unless already dropped for non-attendance
November 21-25, Thur-Sunday	Thanksgiving Break

November 30, Friday	Final date to officially withdraw from Oct 15 - Dec 14 classes with a WP or WF grade unless already dropped for non-attendance Final date to officially withdraw from Aug 23 - Dec 14 classes or the university with a WP or WF grade unless already dropped for non-attendance
December 3, Monday	Recommended date to make degree application for December 2012 graduation
December 7, Friday	Study Day
December 8, Saturday	Final Exams - Saturday classes
December 10-14, Mon - Fri	Final Examinations - day and night classes
December 15, Saturday	Winter Commencement
December 17, Monday - Noon	Final grade report due

SPRING SEMESTER 2013

December 17, Monday	Instruction begins for the Winter Intersession
December 18, Tuesday	Final date to drop Winter Intersession classes and receive a 100% refund. Change-of-course period ends Final date to register Final date to add classes Final date to change from credit to audit or audit to credit
December 21, Friday	Final date to drop Winter Intersession classes and receive a 75% refund. 0% refund after this date.
January 2, Wednesday	Final date to officially withdraw from a class or the university with a W grade unless already dropped for non-attendance
January 3, Thursday	Final date to officially withdraw from a class or the university with a WP or WF grade unless already dropped for non-attendance

January 4, Friday	Final examinations for Winter Intersession
January 8, Tuesday - Noon	Winter Intersession final grades report due
January 10, Thursday	Instruction begins - day and evening classes
January 11, Friday	<p>Final date to drop Jan. 10 - Mar. 1 or Jan. 10 – Feb. 15 classes and receive a 100% refund.</p> <p>Change of course period ends for Jan. 10 - Mar. 1 classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit</p>
January 12, Saturday	Instruction begins – Saturday classes
January 16, Wednesday	<p>Change of course period ends for Jan. 10 - May 3 classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit</p> <p>Final date to drop a January 10 - May 3 classes and receive a 100% refund.</p> <p>Final date to drop Jan. 10 - Mar. 1 or Jan. 10 - Feb. 15 classes and receive a 75% refund. 0% refund after this date</p>
January 21, Monday	Dr. Martin Luther King Jr. Holiday
January 31, Thursday	Final date to drop Jan. 10 - May 3 classes and receive a 75% refund. No refund after this date.
February 8, Friday	Final date to make degree application for May graduation and be included in the commencement program
February 15, Friday	Final date to officially withdraw from Jan. 10 - Mar. 1 classes with a W grade unless already dropped for non-attendance
February 19, Tuesday	Final date to drop Feb. 18 - Mar. 29 classes and receive a 100% refund

February 22, Friday	Final date to drop Feb. 18 - Mar. 29 classes and receive a 75% refund. No refund after this date.
March 1, Friday	Final date to officially withdraw from Jan. 10 - Mar. 1 classes with a WP or WF grade unless already dropped for non-attendance
March 5, Tuesday	Final date to drop Mar. 4 – May 3 classes and receive a 100% refund. Change of course period ends for Mar 4 – May 3 classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit
March 6, Wednesday - Noon	Mid-term grade report due
March 8, Friday	Final date to drop Mar. 4 – May 3 classes and receive a 75% refund. 0% refund after this date.
March 16-24, Sat-Sun	Spring Break
March 29, Friday	Final date to officially withdraw from Jan 10 – May 3 classes or the university with a W grade unless already dropped for non-attendance
April 1-22	Advance Registration for Summer and Fall 2013
April 2, Tuesday	Final date to a drop Apr. 1 – May 3 classes and receive a 100% refund.
April 5, Friday	Final date to a drop Apr. 1 – May 3 classes and receive a 75% refund. 0% refund after this date.
April 12, Friday	Final date to officially withdraw from Mar. 4 – May 3 classes with a W grade unless already dropped for non-attendance.
April 19, Friday	Final date to officially withdraw from Mar. 4 – May 3 classes with a WP or WF grade unless already dropped for non-attendance

Final date to officially withdraw from Jan. 10 – May 3 classes or the university with a WP or WF grade unless already dropped for non-attendance

April 19, Friday	Recommended date to make degree application for May 2014 graduation
April 26, Friday	Study Day
April 27, Saturday	Final exams – Saturday classes
April 29 – May 3, Mon-Fri	Final exams – day and night classes
May 4, Saturday	Commencement
May 7, Tuesday - Noon	Final grade report due

SUMMER 2013

May 13, Monday	Instruction begins for May Intersession and 13-Week Summer Session classes
May 14, Tuesday	Final date to drop May Intersession classes and receive a 100% refund. Change of course period ends for May Intersession classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit
May 15, Wednesday	Change of course period ends for 13-Week Summer Session classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit
May 17, Friday	Final date to drop May Intersession classes and receive a 75% refund. 0% refund after this date.

	Final date to drop 13-Week Summer Session classes and receive a 100% refund.
May 22, Wednesday	Final date to officially withdraw from a May Intersession course or the university with a W grade unless already dropped for non-attendance
May 27, Monday	Memorial Day Holiday
May 29, Wednesday	Final date to officially withdraw from a May Intersession course or the university with a WP or WF grade unless already dropped for non-attendance
May 31, Friday	Final examinations for May Intersession classes
June 3, Monday	Final date to drop 13-Week Summer Session classes and receive a 75% refund. 0% refund after this date. Instruction begins for 1st Five Week Summer Session and 10-Week Summer Session classes
June 4, Tuesday - Noon	May Intersession final grade report due
June 4, Tuesday	Final date to drop 1 st Five Week Summer Session or 10-Week Summer Session classes and receive a 100% refund. Change-of-course period ends for 1st Five Week Session classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit
June 5, Wednesday	Change-of-course period ends for 10-Week Summer Session classes Final date to register Final date to add classes Final date to change from credit to audit or audit to credit
June 7, Friday	Final date to drop 1 st Five Week Summer Session or 10-Week Summer Session classes and receive a 75% refund. 0% refund after this date.

Final date to make degree application for August graduation and be included in the commencement program

June 21, Friday

Final date to officially withdraw from 1st Five Week Summer Session classes or the university with a W grade unless already dropped for non-attendance

June 28, Friday

Final date to withdraw from 1st Five Week Summer Session classes or the university with a WP or WF grade unless already dropped for non-attendance

July 4, Thursday

Independence Day Holiday

July 5, Friday

Final date to withdraw from 13-Week Summer Session classes with a W grade unless already dropped for non-attendance

Final examinations for 1st Five Week Summer Session classes

July 8, Monday

Instruction begins for 2nd Five Week Summer Session classes

July 9, Tuesday - Noon

1st Five Week Summer Session final grade report due

Final date to drop 2nd Five Week Summer Session classes and receive a 100% refund

Change-of-course period ends for 2nd Five Week Summer Session classes

Final date to register

Final date to add classes

Final date to change from credit to audit or audit to credit

July 12, Friday

Final date to drop a 2nd Five Week Summer Session classes and receive a 75% refund. 0% refund after this date.

July 19, Friday

Final date to officially withdraw from 10-Week Summer Session classes with a W grade unless already dropped for non-attendance

July 26, Friday

Final date to officially withdraw from 2nd Five Week Summer Session classes with a W grade unless already dropped for non-attendance

August 2, Friday	Final date to withdraw from 13-Week Summer Session classes, 10-Week Summer Session classes, or 2nd five Week Summer Session classes with a WP or WF grade unless already dropped for non-attendance
August 9, Friday	Final examinations for 13-Week Summer Session classes, 10-Week Summer Session classes, and 2nd Five Week Summer Session classes
August 9, Friday	Summer Commencement
August 13, Tuesday – Noon	13-Week Summer Session, 10-Week Summer Session, and 2nd Five-Week Summer Session final grade report due

VIII. NOTIFICATIONS/DELETIONS

- A. Notification: Department Name Change – Speech-Language Pathology change to Communication Sciences and Disorders**



MEMORANDUM

TO: Tom Courtway, Interim President

FROM: Lance Grahn *LG*
Provost and Vice President for Academic Affairs

Clay Arnold *CA*
Associate Provost and Dean of Undergraduate Studies

DATE: November 28, 2011

SUBJECT: Information for the Board of Trustees—Departmental Name Change

The faculty of the Department of Speech-Language Pathology have proposed that the name of the department be changed to the Department of Communication Sciences and Disorders. The proposal has been approved by all appropriate committees and administrators.

We request that the UCA Board of Trustees be informed of this action. No action is required by the Board, but informing the Board will allow us to notify the Arkansas Department of Higher Education of the proposed options. Please let this office know when the Board of Trustees has been informed.

Thank you for your response to this request. Let us know if you need further information or analysis.

LG/CA/esd

enc: ADHE LON-1 (Name Change of Existing Organizational Unit)

cc: Jack Gillean, Chief of Staff

LETTER OF NOTIFICATION – 1

**NAME CHANGE OF EXISTING CERTIFICATE, DEGREE,
MAJOR, OPTION, OR ORGANIZATIONAL UNIT**

(No change in curriculum, emphasis, or organizational structure)

1. Institution submitting request

University of Central Arkansas

2. Contact person/title

Lance R. Grahn, Provost

3. Phone number/e-mail address

(501) 450-3126

lanceg@uca.edu

4. Proposed effective date

7/1/2012

5. Current title of degree/certificate program

Speech-Language Pathology

6. Current title of major or option

Speech-Language Pathology

7. Current title of organizational unit

Speech-Language Pathology

8. Proposed name of certificate/degree

BS Communication Sciences and Disorders

MS Communication Sciences and Disorders

PhD Communication Sciences and Disorders

9. Proposed name of major or option

Communication Sciences and Disorders

10. Proposed name of organizational unit

Communication Sciences and Disorders

11. CIP code

BS Code is 51.0204 6520

MS Code is 51.0204 6520

PhD Code is 51.0204 7510

12. Degree code

BS code is 3230
MS code is 6520
PhD code is 7510

13. Reason for proposed action

The current name does not accurately reflect the mission of the department. Although we do train individuals to become speech-language pathologists, we also train individuals to become teacher-scholars in speech science and language science at the doctoral level. The term speech-language pathology is somewhat arcane and the proposed term "communication disorders" is more comprehensible to potential students and the lay community. Few departments in the country use the term speech-language pathology. Many programs that give the MS only use Department of Communication Disorders. Departments that also give the PhD integrate the word science in their department name.

President/Chancellor Approval Date: _____

Board of Trustees Notification Date: _____

Chief Academic Officer: _____

SIGNATURE

DATE

UNIVERSITY OF CENTRAL ARKANSAS
 Proposal for Curriculum Change: Action Item

GENERAL EDUCATION COUNCIL UNDERGRADUATE COUNCIL GRADUATE COUNCIL

Department/program area: Speech Language Pathology Date: 9/6/2011

Check area of change and supply requested information. Attach required documentation.

- Change in semester credit hour requirements for a major or minor
 Current requirement _____ Proposed requirement _____
- Change course from an elective to a requirement in a major or minor
 Subject prefix _____ Course number _____
- Change course from a requirement to an elective in a major or minor when the change affects total hours and/or affects another department/program area
 Subject prefix _____ Course number _____
- Approval of existing course as General Education course (see Curriculum Form 4 for required documentation)
 Subject prefix _____ Course number _____
- Change level of course (e.g. change from 2000- to 4000-level course number)
 Program prefix _____ Current course number _____ Proposed course number _____
- Change in credit hour value of course (e.g., change 3-hour to 2-hour course or change to variable credit)
 Current course number _____ Proposed course number _____
- Deletion of course when the change affects total hours and/or affects another department/program area (Note: Once a course is deleted, it can be reinstated only through the new course proposal process.)
 Subject prefix _____ Course number _____
- Prerequisite change increasing total hours for a major or minor and/or affecting another department/program area
 Current hours _____ Proposed hours _____
- Other (specify): Change name of department to: **Communication Sciences & Disorders** and **M.S. Degree**

Required documentation: attach additional sheet(s) detailing and justifying the proposed curricular change.

Proposed effective date of change (term and year): 7-1-2012

Change recommended by

Department Curriculum Committee <i>[Signature]</i> Date: <u>9-7-2011</u>	Professional Educator Council Date
Department <i>[Signature]</i> Date: <u>9/12/2011</u>	General Education Council Date
College Curriculum & Assessment Committee <i>[Signature]</i> Date: <u>9-8-2011</u>	Undergraduate Council Date
College Dean <i>[Signature]</i> Date: <u>9.14.11</u>	Graduate Council <i>[Signature]</i> Date: <u>11-2-11</u>
	Control of Deans <i>[Signature]</i> Date: <u>11-2-11</u>

Change approved by <i>[Signature]</i> Date: <u>11-2-11</u>	Change recorded by Undergraduate/Graduate Studies, Registrar Date
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NOTE: During the academic year, curriculum change proposals must be received by the General Education Council or the Undergraduate and/or Graduate Council at least one month before the meeting at which action is desired. Summer submissions may not be considered until the fall semester.

VIII. NOTIFICATIONS/DELETIONS

B. Notification: Degree Title Change from BA/BS in Mass Communications to BA/BS in Journalism



MEMORANDUM

TO: Tom Courtway, Interim President

FROM: Lance Grahn *LG*
Provost and Vice President for Academic Affairs

Clay Arnold *CA*
Associate Provost and Dean of Undergraduate Studies

DATE: November 23, 2011

SUBJECT: Information for the Board of Trustees—Name Change of Major/Minor

The Council of Deans has recommended approval of a name change to the existing BA/BS in Mass Communication. The department has requested that the name of the major become BA/BS in Journalism. The name of the minor will also change to Journalism.

We request that the UCA Board of Trustees be informed of this action. No action is required by the Board, but informing the Board will allow us to notify the Arkansas Department of Higher Education of the proposed options. Please let this office know when the Board of Trustees has been informed.

Thank you for your response to this request. Please contact us for further information or analysis.

LG/CA/esd

enc: ADHE LON-1 (Name Change of Existing Major or Degree)

cc: Jack Gillean, Chief of Staff

LETTER OF NOTIFICATION – 1

**NAME CHANGE OF EXISTING CERTIFICATE, DEGREE,
MAJOR, OPTION, OR ORGANIZATIONAL UNIT**

(No change in curriculum, emphasis, or organizational structure)

- 1. Institution submitting request**
University of Central Arkansas
- 2. Contact person/title**
Lance R. Grabin, Provost
- 3. Phone number/e-mail address**
(501) 450-3126
lancog@uca.edu
- 4. Proposed effective date**
July 12
- 5. Current title of degree/certificate program**
BA/BS Mass Communication
- 6. Current title of major or option**
BA/BS Mass Communication
- 7. Current title of organizational unit**
Department of Mass Communication and Theatre
- 8. Proposed name of certificate/degree**
BA/BS Journalism
- 9. Proposed name of major or option**
BA/BS Journalism
- 10. Proposed name of organizational unit**
N/A
- 11. CIP code**
Proposed and Current Code 09.0410

12. Degree code

Current Degree Code 1590 (BA, Mass Communication) 2865 (B.S. Mass Communication)

13. Reason for proposed action

The Department of Mass Communication and Theatre proposes a reconfiguration of the current degree program in Mass Communication, subsequent to the program change in 2006. We are proposing a degree title change from BA/BIS in Mass Communication to BA/BIS in Journalism.

The reconfiguration of the Journalism program in 2006 has been proven successful, yet there are at least four compelling reasons to reconfigure the program once again.

1. The number of majors in the Journalism program has increased from about 50 to approximately 250 students. These students see themselves as "journalists" and seek a degree that acknowledges and reinforces that identity.
2. The journalism field is rapidly changing. Journalists are increasingly being asked by their employers to cover an event and create a newspaper story, an online blog, and a television report. This practice, known as "convergence," forces recent graduates who have been trained to function in several media.
3. Journalism programs at other universities are adjusting to the new demands of the field of journalism. We, in our 2006 reconfiguration, moved in this direction, a move that has greatly benefited our students. We need to consolidate our move toward "convergence" and maintain the lead we have in the field.
4. While our journalism students will have a foundation in each area - print, broadcast, online, and mass communication research - they will choose one of the four emphases for a concentration. This will ensure that they have a working knowledge of each area as well as a specialty.

President/Chancellor Approval Date: _____

Board of Trustees Notification Date: _____

Chief Academic Officer: _____
SIGNATURE DATE

UNIVERSITY OF CENTRAL ARKANSAS
 Proposal for Curriculum Change: Information Item

GENERAL EDUCATION COUNCIL UNDERGRADUATE COUNCIL GRADUATE COUNCIL

Department/program area: Mass Comm & Theatre - Journalism Date: January 17, 2011

Check area of change and supply requested information. Attach required documentation.

- Change in course title
 Subject prefix _____ Course number _____
 Current course title _____
 New short title(30) _____
 New long title (100) _____
- Change course from a requirement to an elective in a major or minor when the change does not affect total hours and does not affect another department or program area
 Subject prefix _____ Course number _____
- Deletion of course when the change does not affect total hours and does not affect another department or program area (Note: Once a course has been deleted, it can be reinstated only through the new course proposal process.)
 Subject prefix _____ Course number _____
- Prerequisite change not increasing total hours for a major or minor and not affecting another department or program area (Provide full details of prerequisite change in attached documentation.)
- Nonsubstantive editorial change of course description for Bulletin (Provide full details, including current and new course description, in attached documentation.)
 Subject prefix _____ Course number _____
- Conversion of existing traditional program to allow electronic delivery (Justify change, verify that the converted program will meet standards in UCA Principles for Electronically Offered Instruction, and include completed ADHE Form LON-13.)
 Identify program (and attach documentation): _____

Other (specify): Degree title changes for BA/BS in Journalism from Mass Communications to Journalism

Required documentation: attach additional sheet(s) detailing and justifying the curricular change.

Proposed effective date of change (term and year): Fall, 2011

Change recognized by			
<u>North</u>	<u>1-25-11</u>	Professional Education Council	Date
Department Curriculum Committee	Date		
<u>Smith</u>	<u>2-16-11</u>	General Education Council	Date
Department Chair	Date	<u>Jane Andis</u>	<u>6/30/11</u>
<u>Wright</u>	<u>4-13-11</u>	Undergraduate Council	Date
College Curriculum & Assessment Committee	Date	Graduate Council	Date
<u>William W. ...</u>	<u>6/12/11</u>	<u>Chae ...</u>	<u>7-13-11</u>
College Dean	Date	Council of Deans	Date

Change approved by	<u>Patrice ...</u>	Change recorded by	
Professor	Date <u>7-13-11</u>	Undergraduate/Graduate Studies, Registrar	Date

NOTE: During the academic year, curriculum change proposals must be received by the General Education Council or the Undergraduate and/or Graduate Council at least one month before the meeting at which action is desired. Summer submissions may not be considered until the fall semester.

UNIVERSITY OF CENTRAL ARKANSAS
Proposal for Curriculum Change: Information Item

GENERAL EDUCATION COUNCIL UNDERGRADUATE COUNCIL GRADUATE COUNCIL

Department/program area: Mass Comm & Theatre - Journalism Date: January 17, 2011

Check area of change and supply requested information. Attach required documentation.

- Change in course title
 Subject prefix _____ Course number _____
 Current course title _____
 New short title(30) _____
 New long title (100) _____
- Change course from a requirement to an elective in a major or minor when the change does not affect total hours and does not affect another department or program area
 Subject prefix _____ Course number _____
- Deletion of course when the change does not affect total hours and does not affect another department or program area (Note: Once a course has been deleted, it can be reinstated only through the new course proposal process.)
 Subject prefix _____ Course number _____
- Prerequisite change not increasing total hours for a major or minor and not affecting another department or program area (Provide full details of prerequisite change in attached documentation.)
- Nonsubstantive editorial change of course description for Bulletin (Provide full details, including current and new course description, in attached documentation.)
 Subject prefix _____ Course number _____
- Conversion of existing traditional program to allow electronic delivery (Justify change, verify that the converted program will meet standards in UCA Principles for Electronically Offered Instruction, and include completed ADHE Form LON-13.)
 Identify program (and attach documentation): _____
- Other (specify): Renaming existing minor program title for Journalism from Mass Communication to Journalism

Required documentation: attach additional sheet(s) detailing and justifying the curricular change.

Proposed effective date of change (term and year): Fall, 2011

Change recognized by			
<u>Matthew Ha</u>	<u>1-25-11</u>	Professional Education Council	Date
Department Curriculum Committee	Date		
<u>John Hill</u>	<u>2-16-11</u>	General Education Council	Date
Department Chair	Date	<u>Jane Andis</u>	<u>6/30/11</u>
<u>Phyllis</u>	<u>4-13-11</u>	Undergraduate Council	Date
College Curriculum & Assessment Committee	Date		
<u>William C. W...</u>	<u>4/14/11</u>	Graduate Council	Date
College Dean	Date	<u>David S...</u>	<u>7-13-11</u>
		Council of Deans	Date

Change approved by	<u>James ...</u>	Change recorded by	
<u>James ...</u>	<u>7-13-11</u>	Undergraduate/Graduate Studies Registrar	Date
Faculty	Date		

NOTE: During the academic year, curriculum change proposals must be received by the General Education Council or the Undergraduate and/or Graduate Council at least one month before the meeting at which action is sought. Summer submissions may not be considered until the fall semester.

VIII. NOTIFICATIONS/DELETIONS

C. Notification: New Minor in Journalism



MEMORANDUM

TO: Tom Courtway, Interim President

FROM: Lance Grahn *LG*
Provost and Vice President for Academic Affairs

Clay Arnold *CA*
Associate Provost and Dean of Undergraduate Studies

DATE: November 23, 2011

SUBJECT: Information for the Board of Trustees—Emphasis Area

The Council of Deans has recommended approval of a proposal to add a new emphasis area entitled Mass Communication Research to the existing BA/BS in Mass Communication.

We request that the UCA Board of Trustees be informed of this action. No action is required by the Board, but informing the Board will allow us to notify the Arkansas Department of Higher Education of the proposed options. Please let this office know when the Board of Trustees has been informed.

Thank you for your response to this request. Please contact us for further information or analysis.

LG/CA/esd

enc: ADHE LON-3 ("New Option, Concentration, Emphasis")

cc: Jack Gillean, Chief of Staff

LETTER OF NOTIFICATION – 3

NEW OPTION, CONCENTRATION, EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request

University of Central Arkansas

2. Contact person/title

Lance R. Grab, Provost

3. Phone number/e-mail address

(501) 450-3126
lmcrg@uca.edu

4. Proposed effective date

July 12

5. Title of degree program

B.A./B.S. Mass Communication

6. CIP code

Proposed and Current Code 09.0410

7. Degree code

Current Degree Code 1590 (B.A. Mass Communication) 2865 (B.S. Mass Communication)

8. Proposed option/concentration/emphasis name

Mass Communication Research

9. Reason for proposed action

While our journalism students will have a foundation in each area - print, broadcast, online, and mass communication research - they will choose one of the four emphases for a concentration. This will ensure that they have a working knowledge of each area as well as a specialty. Many students are interested in the area of Mass Communication research. The Mass Communication research option will allow for that pursuit. This will also provide a good foundation for students to pursue graduate and research tracks.

10. New option/concentration/emphasis objective

The Mass Communication Research option will provide a base in the theories of mass communication, an introduction to mass communication research methods, and media effects. Both qualitative and quantitative methodologies will be explored and employed in course work. This exploration will be enhanced by the study and use of traditional mass communication practices.

11. Provide the following

a. List of required courses

Care (24 hours):

MCOM 1300 Media and Society
JOUR 1300 Beginning Reporting (Prereq – BRWG 1320)
JOUR 2305 Basic Press Photography
JOUR 2325 Principles of Online Journalism
JOUR 2340 Broadcast Journalism Production I
JOUR 3308 News Editing
MCOM 3301 Media Law and Ethics
MCOM 33xx Introduction to Mass Communication Research Methods

Application Courses (4 Hours): All students are to complete 1 hour credit at each level. (Each level may be repeated for a maximum 2 hours credit). Online Journalism students must complete at least one hour of print and one hour of electronic applications among the four hours.

JOUR 1121 Print Media Applications
JOUR 2121 Print Media Applications
JOUR 3121 Print Media Applications
JOUR 4121 Print Media Applications

OR

JOUR 2123 Electronic Media Applications
JOUR 3123 Electronic Media Applications
JOUR 4123 Electronic Media Applications
JOUR 3123 or 4123 Electronic Media Applications

Internship (1 hour): (Required of all Journalism emphases, counts toward hours in major)
JOUR 3321 Internship

b. New course descriptions

MCOM 33xx Introduction to Mass Communication Research Methods A required course for Journalism majors with the Mass Communication Research emphasis. The course explores the tools and techniques of social scientific research methods used in the study of mass communication, including surveys, content analysis, and experiment. Students will work on formulating a research question, collecting data, conducting basic statistical analyses, and preparing a report. Prerequisite: MCOM 1300. Fall.

c. Program goals and objectives

1. Students completing the baccalaureate program in journalism should be able to demonstrate an advanced knowledge of journalism principles and the development of effective communication skills using print, electronic, online, and converging media.
2. Students completing the baccalaureate program in journalism should be able to demonstrate competence in practicing journalism by having practical, hands-on experience and becoming familiar with basic publication and production processes and technologies.
3. Students completing the baccalaureate program in journalism should be able to demonstrate a comprehensive understanding of the role of journalism in contemporary society, the evolution of converging media systems and their social implications, principles of media theory and management, and legal and ethical issues.
4. Students completing the baccalaureate program in journalism will know how to establish a foundation for a career as a professional or graduate student in the field of journalism or mass communication and be familiar with professional issues in the field.
5. The program will work to have students show satisfaction with the program of study for the Journalism major.

d. Expected student learning outcomes

1. Students completing the baccalaureate program in journalism will demonstrate an advanced knowledge of journalism principles and the development of effective communication skills using print, electronic, online, and converging media.
2. Students completing the baccalaureate program in journalism will demonstrate competence in practicing journalism by having practical, hands-on experience and becoming familiar with basic publication and production processes and technologies.
3. Students completing the baccalaureate program in journalism will demonstrate a comprehensive understanding of the role of journalism in contemporary society, the evolution of converging media systems and their social implications, principles of media theory and management, and legal and ethical issues.
4. Students completing the baccalaureate program in journalism will establish a foundation for a career as a professional or graduate student in the field of journalism or mass communication and be familiar with professional issues in the field.
5. Students will show satisfaction with the program of study for the Journalism major.

12. Will the new option be offered via distance delivery?

No

13. Mode of delivery to be used

N/A

14. Explain in detail the distance delivery procedures to be used.

N/A

15. Is the degree approved for distance delivery?

No

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

MCOM 3307 Theories of Mass Communication
MCOM 43ex Media Effects

MCOM 3307 Theories of Mass Communication A required course for all Journalism majors and an elective for digital filmmaking majors. The course explores major theories about mass communication, focusing on those theories that have come to influence how we understand the relationship between media and society. Prerequisite: MCOM 1300. Spring and Fall.

MCOM 43ex Media Effects A required course for Journalism majors with the Mass Communication Research emphasis. The course introduces and surveys the vast body of empirical work on the effects of media content, form, and technology upon individuals, society, and culture. In keeping with the media-effects tradition in the field of communication, the course will primarily focus on social and/or behavioral approaches to inferring effects of mass media. Prerequisite: MCOM 1300 or consent of the instructor. Spring.

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

No additional costs.

President/Chancellor Approval Date: _____

Board of Trustees Notification Date: _____

Chief Academic Officer: _____
SIGNATURE DATE

UNIVERSITY OF CENTRAL ARKANSAS
New Program Transmittal Form

Department Mass Communication and Theatre Date 3/17/11

The program is: UNDERGRADUATE
 GRADUATE

Subin title of program (brief):
Journalism, Major and Minor

Brief description of program:
The Department of Mass Communication and Theatre proposes a reconfiguration of the current degree program in Mass Communication, subsequent to the program change in 2006. We are proposing a degree title change from BA/BS in Mass Communication to BA/BS in Journalism.
Addition of Emphasis Area: Mass Communication Research

Proposed effective date for new program (term and year): Fall, 2011

Program recommended by			
<i>[Signature]</i>	<u>1-25-11</u>	Professional Education Council	Date
<i>[Signature]</i>	<u>2-2-11</u>	General Education Council	Date
<i>[Signature]</i>	<u>4-13-11</u>	<i>Jane Andis</i>	<u>6/30/11</u>
		Undergraduate Council	Date
<i>[Signature]</i>	<u>4/18/2011</u>	Faculty Council	Date
<i>[Signature]</i>	<u>4/20/11</u>	<i>Carol ST</i>	<u>7-13-11</u>
		College Dean	Date

Program recorded by
[Signature] 7-13-11
Undergraduate/Graduate Studies, Registrar Date

NOTE: During the academic year, program proposals must be received by the Undergraduate and/or Graduate Council at least one month before the meeting at which action is desired. Summer submissions may not be considered with the fall semester.