

The Board of Trustees of the University of Central Arkansas convened in a called teleconference meeting at 1:30 p.m., Wednesday, December 1, 2010, with the following officers and members present:

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

Mr. Randy Sims was absent.

ACTION AGENDA

Approval of Contract with Cranford Johnson Robinson Wood

Pursuant to Board Policy No. 416, contracts that require expenditure in excess of \$250,000 and/or are for more than one year, must have the Board's approval. The University is wishing to renew the contract with the advertising agency of Cranford Johnson Robinson Woods (CJRW) to handle its advertising and marketing. The budget for the renewal period is \$800,000/per year. The methods used by CJRW to market the University and recruit students will include the following: broadcast television, cable, online, movie theatre, billboards, print, and others.

The following resolution was unanimously adopted upon motion and a second:

“BE IT RESOLVED: That the administration is authorized to renew a contract with Cranford Johnson Robinson Woods to handle marketing and advertising for the period of January 1, 2011, through June 30, 2011.”

Naming of Facilities – Residence Hall

The University is scheduled to break ground on a new residence hall at 2:00 p.m., Friday, December 17, 2010. The working title for this project has been “Bear Hall.” However, because construction is about to begin, a permanent name for the facility is needed. The working title for this project has been widely accepted. There seems to be a general belief that the designation Bear Hall is perfect for this new residence hall. The administration recommends that the new residence hall be named Bear Hall.

The following resolution was unanimously adopted upon motion and a second:

“BE IT RESOLVED: That the Board of Trustees, pursuant to the requirement of Board Policy No. 402, approves naming the new residence hall ‘Bear Hall’.”

There being no further business to come before the Board, the meeting was adjourned upon motion and a second.

**The University of Central
Arkansas Board of Trustees**

Harold Chakales
Chair

Bobby Reynolds
Secretary