

**AGENDA FOR CALLED TELECONFERENCE MEETING OF BOARD OF TRUSTEES
OF
UNIVERSITY OF CENTRAL ARKANSAS
AT
10:00 A.M.
ON
AUGUST 2, 2018**

**Mr. Joe Whisenhunt – Chair
Mr. Bunny Adcock – Vice Chair
Rev. Cornell Maltbia - Secretary
Ms. Elizabeth Farris
Ms. Kay Hinkle
Mr. Brad Lacy
Ms. Shelia Vaught**

I. CALL TO ORDER

II. ROLL CALL

III. ACTION AGENDA

Contract Review Procedures – Board Policy No. 416

- EAB Global, Inc.**

IV. ADJOURNMENT

III. ACTION AGENDA

Contract Review Procedures – Board Policy No. 416

Pursuant to Board Policy No. 416, Contract Review Procedures, the administration must seek board approval for any contract that requires the university to expend funds, at any time, in excess of \$250,000 or any contract with a term exceeding one year, unless the Office of General Counsel certifies, in writing, that the contract (a) may be terminated by the university on the giving of written notice of 90 days or less or (b) will not require the university to expend funds in excess of \$99,999.

The administration is seeking board approval for the university to enter into contracts with the following:

- EAB Global, Inc..

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 contract with the company listed above and on the following page.”

UNIVERSITY OF CENTRAL ARKANSAS
REASON FOR REQUIRING BOARD REVIEW AND ACTION
(Board Policy No. 416)

Contract exceeds \$250,000 or with a term of more than

Vendor: EAB Global, Inc.

Amount: Approximately \$1,439,534. (The university also has the option to add an Enrollment Management Forum in years two and three for an additional \$40,600.)

Summary of Contract Information: EAB will provide student marketing, recruitment, and enrollment services. This will include: an inquiry generation service targeting high school sophomore and juniors; an application marketing tool for senior year that focuses on student and parent information needs; a yield optimization component to increase intelligence related to likelihood of enrollment; a dedicated 15 person team to help UCA make enrollment service improvements; and consulting and implementation plan to make better use of financial aid and scholarship assets. EAB was selected using the request for proposal process. The contract has received legislative approval.

Term: Three years upon signing