

The Board of Trustees of the University of Central Arkansas convened in regular meeting Friday, October 8, 2004, at 2:00 p.m. in the Fireplace Room in McCastlain Hall with the following officers and members present:

Chair:	Mr. Scott Roussel
Vice Chair:	Dr. Michael Stanton
Secretary:	Mrs. Patricia Bassett
	Dr. Conrad Garner
	Mr. Rush Harding
	Mrs. Kay Hinkle
	Mr. Randy Sims

with the following absent: None

constituting a quorum of said Board, at which meeting the following business was transacted:

MINUTES

Minutes of the August 13, 2004, Board meeting were unanimously approved as circulated upon motion by Mr. Sims with a second by Dr. Stanton.

INTRODUCTIONS AND ANNOUNCEMENTS

President Hardin introduced Ms. Jami Brewer, Director of College Square, who is now officially an employee of the University of Central Arkansas.

PRESIDENT'S REPORT

ID Cards - President Hardin asked Board members to have a UCA ID card made before leaving campus. The cards will give Board members access to campus facilities, and the ability to obtain tickets to campus events and charge meals at Christian Cafeteria, Student Center Food Court and the deli in Burdick Business Administration Building.

Arkansas Democrat-Gazette readers have named UCA the best university in central Arkansas, which encompasses a fairly broad area. President Hardin stated that he was very pleased with this honor.

Speakers on Campus - Political activists Ann Coulter and Michael Moore recently spoke on campus resulting in national recognition.

Political Debates - UCA will host upcoming Senate and Congressional debates in Reynolds Performance Hall, some of which may be telecast on C-Span.

New Residence Hall - Although the official groundbreaking for the new residence hall was postponed today because of weather, President Hardin introduced the architect and Nabholz Construction representatives. The facility will cost approximately \$9.9 million and have 248 beds. When completed, it will house the Honors College.

Financial Status - For the first time in UCA's history, enrollment has surpassed 10,000 students with a total enrollment of 10,075. UCA's enrollment has increased by approximately 1,600 students in two years, resulting in an estimated gain of \$4 million in tuition alone. UCA will also receive additional State revenue based on a new funding formula, which recognizes headcount, square footage, etc. Also, for the first time in the 100-year history of UCA, reserve funds have exceeded \$8 million; therefore, UCA's financial status is the best it has been in a very long time.

Health Insurance - President Hardin expressed appreciation to Scott Roussel and insurance agent Bruce Hawkins for helping keep UCA's health insurance renewal cost to a minimum.

Clinton School of Public Service - President and Mrs. Hardin will attend the dedication of the Clinton Presidential Library. President Hardin reported that some UCA professors will teach at the Clinton School of Public Service, which is part of the Clinton Presidential Center.

2004 Elections Class - President Hardin reported that he is teaching a class on the 2004 elections this semester. Students in his class are seniors with GPAs of 3.5 or above. John Brummett is scheduled to address the class Monday night at which time the presidential and vice-presidential debates will be analyzed.

IBM/Technology Initiative - In addition to the project being 80% complete in terms of our redundancy, increased bandwidth, and wireless capability, UCA's progress is making news in technology circles nationally. In the international fall 2004 edition of *Wireless Fidelity*, the Wi-Fi magazine for corporate international, UCA is designated as a "hotspot" and as a "Reading Edge" university, champion of innovation and forward thinking.

President Hardin reported on his recent speech at the IBM conference. Since that time, IBM is circulating a case study of UCA to increase their business in the higher education arena. Harvard Business Institute is also interested in using the UCA experience as a case study for their next 2005 summer session.

Jewell Moore Nature Reserve - UCA will continue to fulfill its commitment to the nature reserve for at least the next 10-15 years. Plans are moving forward for a jogging trail from the hotel premises to Reynolds Performance Hall.

Tommy Lee Reality Show - UCA was on the preferred list of the top three or four universities to host a reality show starring rocker Tommy Lee. After much consideration and discussion with Board members, UCA declined. The University of Nebraska was selected.

Gift from Rush and Linda Harding - At a luncheon on October 7, Rush and Linda Harding presented UCA with the largest single gift in its history - \$1.225 million, most of which will be placed in a discretionary fund. Portions of the gift will be used for scholarships, athletics, and a landmark fountain plaza, designed by Mary Hardin, to be named Harding Plaza. President Hardin expressed heartfelt appreciation to Mr. Harding, which was followed by a standing ovation.

Copies of an **Institutional Advancement Report** were distributed and discussed by Kelley Erstine, Vice President for Development and Alumni Services. A copy of the report is attached to these minutes. Mr. Erstine expressed his appreciation and respect to Rush Harding for his and Mrs. Harding's gift to UCA.

Financial Statement for Fiscal Year 2003-04 - President Hardin and Paul McLendon, Vice President for Financial Services, reviewed UCA's financial statement for fiscal year 2003-04 and responded to questions from Board members.

Athletic Camps - Paul McLendon presented the following report on athletic camps:

At the February 16, 2001 Board of Trustees meeting, the Board authorized the UCA coaching staff to host camps for private compensation. The camps were held in the summer of 2004.

As required by state law, a complete financial report has been submitted to the Vice President for Financial Services. Camp revenues and expenses have been summarized below based on that report.

Athletic Camps

<u>Revenues:</u>	<u>Football</u>	<u>Men's Soccer</u>	<u>Women's Soccer</u>
Sponsorships	\$ 1,500		
Camp Revenues	\$ 9,515	\$34,000	\$31,530
Total Revenues	\$11,015	\$34,000	\$31,530
<u>Expenses:</u>			
Camp Supplies	\$ 2,079	\$12,798	\$ 11,935
Camp Salaries	\$ 7,800	\$ 1,500	\$
Contract Labor	\$	\$ 6,006	\$ 7,924
Insurance	\$ 350	\$ 873	\$ 431
Miscellaneous	\$ 348	\$ 4,132	\$ 629
Total Expenses	\$10,577	\$ 25,309	\$ 20,919

Number of Participants	156	141	122
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Housing Occupancy - Paul McLendon briefly discussed the most recent housing-occupancy report and responded to questions from Board members.

Schedule of Board Meetings for 2005 - Board meetings during 2005 have been scheduled on the following dates:

- Friday, **February 18**;
- Friday, **May 6**;
- Friday, **August 5**;
- Friday, **October 7**;
- Friday, **December 9**.

**STATEMENTS BY THE PRESIDENTS OF THE STAFF SENATE,
FACULTY SENATE, AND STUDENT GOVERNMENT ASSOCIATION,**

Copies of statements from the presidents of the Staff Senate, Brent Passmore; Faculty Senate, Sondra Gordy; and Student Government Association, Chris Walter, are attached.

ACTION AGENDA

Provisional Positions - Within the position appropriation process of the state, the university has the ability to periodically request additional positions through the provisional position request process.

Provisional positions may be assigned when the university receives temporary and/or unanticipated funding through grants, contract agreements, or increased collections. Provisional positions exist only as long as the funding for those positions is available and do not automatically convert to regular, budgeted positions.

At this time the university has funding through an unanticipated increase in the collection of housing revenues for five additional positions. In addition, it has been determined that one additional position to function as a receptionist is needed for College Square. The positions are as detailed below:

Department	Position Title	Anticipated Salary	Level IV Maximum	Funding Source
Housing / Physical Plant	Skilled Trades Worker / Grade 17 (3 positions)	\$26,308	\$43,876	Unanticipated Student Housing Revenues
Housing / Physical Plant	Custodial Worker II / Grade 4 (2 positions)	\$15,170	\$23,649	Unanticipated Student Housing Revenues
College Square	Receptionist / Grade 10 (1 position)	\$15,600	\$28,198	College Square Revenue

In submitting a request for the allocation of provisional positions, the state process first requires authorization for that request through the university's Board of Trustees.

The following resolution was unanimously adopted upon motion by Mr. Sims with a second by Mrs. Bassett:

“BE IT RESOLVED: That the Board of Trustees authorizes the university to proceed with requests to the State Department of Finance and Administration for allocation of provisional positions funded by university-generated revenues.”

Faculty Handbook - Standing Committees: Admissions Committee - The Faculty Senate has recommended the following changes to the membership of the Admissions Committee, which includes adding a statement establishing a frequency of meetings.

Membership: The associate provost and dean of undergraduate studies is chair; director of admissions; one tenured faculty member from each college selected by the Faculty Senate; one at-large member appointed by the president. All faculty positions are for two-year rotating terms. The committee will meet a minimum of one time each semester.

The Provost and Council of Deans have endorsed the recommendation.

The following resolution was unanimously adopted upon motion by Mr. Harding with a second by Dr. Garner:

“BE IT RESOLVED: That the Board of Trustees approves the recommended changes in the membership of the Admissions Committee.”

Minor in Presidential Studies - The proposed presidential studies minor — unlike the political science major and minor, which place equal emphasis upon political theory, American politics, and global politics — concentrates on American national politics and policy, focusing on how the chief executive influences and in turn is influenced by other institutions in the making of American national policy at home and abroad. The goal of the presidential studies minor is to enable undergraduate students seeking careers in political science, public administration, history, journalism/mass communication, business, or education to select a minor field of study that will significantly enhance their substantive knowledge of the institutions, procedures, and policies of the American national government. Enhancing the minor is the close proximity of the Clinton Presidential Center with its guest lecturers, learning programs, and extensive museum and archive holdings.

The 21-hour minor, offered in the Department of Political Science, comprises courses in both political science and history. The curriculum includes a 6-hour core requirement; the remaining 15 hours are selected from modules focusing on central roles of the presidency: chief executive officer, ceremonial head of state, chief diplomat, commander in chief, and chief legislator. Only one course in the minor is new. Additional coursework for the minor includes 6 hours of prerequisite coursework in political science (both prerequisite courses meet requirements in UCA's general education program) and 9 hours of recommended coursework in history.

All appropriate university councils and administrators have recommended approval of the minor in presidential studies.

The following resolution was unanimously adopted upon motion by Mrs. Bassett with a second by Mr. Harding:

“BE IT RESOLVED: That the Board of Trustees approves the minor in presidential studies.”

UCA Teacher-Education Programs at Mid-South Community College - The University of Central Arkansas has been invited to offer existing UCA teacher-education programs at Mid-South Community College (MSCC) in West Memphis, Arkansas. This initiative will allow teacher-education students to complete education degrees in West Memphis and in-service teachers to complete advanced work in high-need disciplines, addressing acute needs for teachers and teacher-expertise in the Delta region of the state. Current planned offerings at MSCC include the following:

Special-Education Licensure: UCA will offer at MSCC its Additional Licensure Plan in Instructional Specialist, with tracks focusing on ages 0-8 and grades 4-12. Both tracks require 18 graduate hours of coursework.

BSE in Middle-Level Education: The program will be delivered as a 2 + 2 program. The first two years will be offered by MSCC through their Associate of Arts in Teaching in Middle Level Education. The last two years of the degree (73-75 hours of coursework) will be offered by UCA in partnership with MSCC. The curriculum, which will be the same as the UCA's on-campus program, meets the licensure requirements for the State of Arkansas.

A Director for Professional Development in Teaching, whose office will be located on the MSCC campus, will be appointed. The director, who will report to the Dean of the College of Education at UCA, will serve as a liaison between MSCC and UCA to facilitate communication between the two institutions. The director will coordinate the general administration of the UCA education program on the MSCC campus including student advisement, course scheduling, field experience placement, and program assessment.

UCA courses will be delivered on site and through distance learning. Candidates will have access to the resources of both campuses, including library holdings and databases located on the MSCC and UCA campus. Financial and other resources needed to support the program will be shared by the two institutions.

All appropriate councils and administrators at UCA have recommended approval of this teacher-education outreach initiative.

The following resolution was unanimously adopted upon motion by Dr. Garner with a second by Mr. Sims:

“BE IT RESOLVED: That the Board of Trustees approves the offering of UCA Teacher-Education programs at Mid-South Community College.”

Deletion of Board Policy No. 404, “Use of Driftwood Property” - In August 1988, the Board of Trustees adopted a policy establishing guidelines for the use of the Driftwood Barn and Folk Hall of Fame in Mountain View. However, the property was sold in 2001 and, therefore, the policy is no longer needed.

The following resolution was unanimously adopted upon motion by Mr. Harding with a second by Dr. Garner:

“BE IT RESOLVED: That the Board of Trustees approves deletion of Board Policy No. 404, ‘Use of Driftwood Property.’”

EXECUTIVE SESSION

Executive session, for the purpose of considering personnel matters, was unanimously declared upon motion by Mr. Harding with a second by Mrs. Hinkle.

OPEN SESSION

Open session was declared by Chairman Roussel.

Randy Sims moved that \$25,000 of the Board of Trustees Endowment Fund, not to exceed 5% of the beginning balance, may be spent at any time at the Chair’s discretion without Board approval. The motion was seconded by Mrs. Hinkle and passed unanimously.

Randy Sims moved that President Hardin be given a \$12,000 per year salary increase to be paid from outside sources. Mr. Sims stated that this salary increase is in honor of UCA’s progress and the wonderful job President Hardin has done during the last two years. The motion was seconded by Dr. Garner and passed unanimously.

President Hardin expressed his and Mrs. Hardin's appreciation to the Board.

The following resolution was unanimously adopted upon motion by Mr. Sims with a second by Dr. Stanton:

“BE IT RESOLVED: THAT THE BOARD OF TRUSTEES APPROVES THE FOLLOWING ADJUSTMENTS, APPOINTMENTS, RESIGNATIONS AND/OR NON-REAPPOINTMENTS AND RETIREMENTS, PROVIDED HOWEVER, THAT THE ADMINISTRATION IS AUTHORIZED TO MAKE CORRECTIONS AND CHANGES OF A CLERICAL NATURE.”

ADJUSTMENTS:

Kurt Boniecki, Psychology/Counseling, Associate Professor, change salary effective 9/01/04.

Jennifer Boyett, Development and Institutional Advancement, Communications, Program Coordinator/Communications Assistant, change salary effective 9/01/04.

Jennifer Deering, Writing and Speech, Instructor, change salary effective 08/16/04.

David Dennis, Intramural Sports and Recreation, Director, change salary from effective 9/01/04.

Jennifer Dunn, History, Instructor, change salary fall 2004, effective 08/19/04, non-tenure track.

Perry Eliano, Jr., Football/Health Ed., Assistant Coach/Instructor, change salary effective 8/10/04.

Eugene Garner, Football, Defensive-line Coach, change salary effective 8/10/04.

Richard Hancock, Development and Institutional Advancement, Publications and Creative Services, Director of Publications and Creative Services, change salary effective 9/01/04.

Crystal Hill, Disability Services, Director, change salary effective 7/01/04.

Christy Koeth, World Languages, change from adjunct faculty to full-time Instructor, change salary effective 8/16/04.

Ricky Matt, Football, Assistant Coach/Instructor, change salary effective 8/10/04.

Aracelis Servedio, HPER Recreation, Coordinator of Intramural Activities, change salary effective 9/01/04.

Chris Thomsen, Football/Health Ed./KPED, Assistant Coach/Instructor, change salary effective 8/10/04.

Julia Winden-Fey, Undergraduate Studies, change title to include Assistant Professor effective 7/01/04.

APPOINTMENTS:

Christina Anderson, Student Health Services, Advanced Practice Nurse, salary effective 8/9/04.

Richard Bailey, College Square, Food Service Director, salary effective 9/19/04.

Kevin Baer, Writing and Speech, Instructor, emergency hire, salary effective 8/16/04, non-tenure track.

Jami Brewer, Housing and Residence Life, College Square, Executive Director, salary effective 9/19/04.

Winona Bryant-Williams, Undergraduate Studies, Counselor II/Instructor, salary effective 8/16/04, non-tenure track.

Lisa Christman, University College, Instructor, salary effective 08/01/04, non-tenure track.

Sohn Enis, Writing and Speech, Instructor, emergency hire, salary effective 8/16/04, non-tenure track.

Rita Fielder, University College, Instructor, emergency hire, salary fall 2004, effective 08/19/04, non-tenure track.

Janece Glauser, Writing and Speech, Lecturer I, salary effective 8/16/04, non-tenure track.

Lanette Grate, Writing and Speech, Instructor, salary effective 8/15/04, non-tenure track.

Jeannine Hamilton, AOEP/Career Services, Coordinator of Contract and Career Services, salary effective 9/01/04.

Debra Harrington, Housing and Residence Life, College Square, Business Director, salary effective 9/19/04.

Julie Jefferson, Physical Therapy, Instructor, salary effective 8/16/04, non-tenure track.

Michael Kemp, Development and Institutional Advancement, Publications and Creative Services, Photographer, salary effective 9/01/04.

Jeremy Kennedy, English, Instructor, emergency hire, salary effective 8/16/04, non-tenure track.

Jenny Lagergren, Writing and Speech, Instructor, salary effective 9/10/04, non-tenure track.

Isiah Lavender, English, Assistant Professor, salary effective 8/19/04, tenure track.

Charles Lemley, University College, Academic Success Center Supervisor, salary effective 8/01/04, non-tenure track.

Bob May, Mass Communication and Theatre, Instructor, emergency hire, salary fall 2004, effective 08/19/04, non-tenure track.

Heather McCarty, Family and Consumer Sciences, Instructor, salary fall 2004, effective 08/16/04, non-tenure track.

Garry Powell, Writing and Speech, Visiting Assistant Professor, salary effective 8/16/04, non-tenure track.

Tammy Scaife, Writing and Speech, Instructor, emergency hire, salary effective 8/15/04, non-tenure track.

Courtney Shearer, Health Promotion and Wellness, Project Coordinator, salary effective 9/07/04.

Edwina Smith, Writing and Speech, Instructor, emergency hire, salary effective 8/16/04, non-tenure track.

Shea Smith, Writing and Speech, Instructor, emergency hire, salary effective 8/16/04, non-tenure track.

Tiffanie Snyder, Family and Consumer Sciences, Instructor, salary fall 2004, effective 08/16/04, non-tenure track.

Karen Steelman, Chemistry, Assistant Professor, salary effective 8/16/04, tenure track.

Charlotte Strickland, Dean of Students, Project Coordinator, salary effective 9/02/04.

Danny Vance, Accounting, Instructor, emergency hire, salary effective 8/16/04, non-tenure track.

Mary Wells, Early Childhood and Special Education, Instructor, emergency hire, salary effective 8/16/04, non-tenure track.

Cindy Williams, Early Childhood and Special Education, Instructor, salary effective 8/16/04, non-tenure track.

RESIGNATION AND/OR NON-REAPPOINTMENT:

Arlona Sturdivant, Early Childhood and Special Ed. 8/31/04

RETIREMENTS:

Rita Mackintosh, Library 9/10/04

George Paul, Chemistry 5/15/05

Conrad Stanitski, Chemistry 8/16/05

ADDENDUM

ADJUSTMENTS:

Raymond Frontain, English, change title from Director of Humanities and World Culture Institute to Professor, change salary effective 1/1/05.

APPOINTMENTS:

Jimmy Parker, Housing, Project Coordinator, salary effective 10/6/04.

Syed Rizvi, College of Business, Research Assistant, salary effective 9/22/04.

RESIGNATION AND/OR NON-REAPPOINTMENT:

Teresa Ojezua, Torreyson Library September 30, 2004

RETIREMENT:

Marilyn Cameron, Library June 30, 2004

Louise Gunter, Housing August 31, 2004

Laverl Terry, Human Resources July 31, 2004

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned upon motion by Mr. Sims with a second by Dr. Stanton.

Mr. Scott Roussel, Chair

Mrs. Patricia Bassett, Secretary

Brent Passmore
President, Staff Senate
October 8, 2004

Good afternoon members of the board and President Hardin.

It is an honor to stand here today representing what I consider to be the most caring, diverse, and hardest working group of people at this University.

As a mass communication student at UCA, one of the things that stuck with me long after I put down a video camera was the basic concept of zooming in, focusing, then zooming out to get the big picture. This has become a concept I apply to my life on a daily basis, and when I zoom out to see the big picture as it relates to UCA, I get excited.

Formerly Under Construction Always, UCA is now a University of 10,000. We are nearing one hundred years of existence, and we have a President whose commitment to education continues to enhance and expand the bigger picture.

These are truly exciting times to be at UCA.

The job of Staff Senate is to keep the lines of communication open, not only from staff, but to students and faculty as well. Being able to zoom out, and see the bigger picture will allow us to do what Staff Senate's mission statement says...to provide communication and representation so that a positive attitude can be achieved within the university.

President Hardin, members of the board, thank you for the big picture.

Sondra Gordy
President, Faculty Senate
October 8, 2004

To the members of the UCA Board of Trustees, to members of the administration and to guests, good afternoon. I am honored to address you today as President of the Faculty Senate, to share with you the concerns of faculty and to also share much good news.

When I spoke to our faculty on August 24th, I made it clear to them, that I would not be doing the customary practice of summarizing my important issues, but soliciting from faculty both their concerns and ideas for helpful change. It is NOT that the elected senators and I are not well aware of the big two concerns—the ongoing issues of overcrowded classrooms and of salary compression. I promised them that the senate will work with the administration as they continue to address these three important issues. Beyond these two, I wanted to count on faculty to come forward-- because I see the senate's primary responsibility as one of advocacy.

On August 31, the twenty-four members of the Faculty Senate met with all faculty by groups to listen.

From those meetings the executive committee attempted to coalesce the many, many issues into a manageable form and by September 23, we were able to assign several issues to internal Faculty Senate committees. Some examples presently under investigation by senate committees include:

1. Changing faculty representation on the Senate
2. Faculty Senate elections conducted on-line
3. Promotion and tenure tied into one process
4. Additional compensation for independent study, for grant writing or publication
5. Raising part-time salaries
6. Enlarging M and O budgets and travel budgets

The same day, the executive committee immediately attempted to answer seven additional concerns. Questions regarding Fringe Benefits and the cost of health insurance were addressed by Rita Fleming, Human Resource officer. Several concerns could be immediately passed on to standing university committees. These included the possibility of on-campus child care, inexpensive parking permits for part-time faculty, and connecting our academic calendar to the public school calendar. Several proposals for a realignment of faculty positions and rank have also been passed to the Faculty Handbook Committee. Since that time we have endorsed the Administration's policy on institutional diversity, strengthened a process for evaluation of administrators, and we have just conducted the election for a part-time faculty representative. I am pleased to report our systematic progress over the last few weeks because UCA has established a well defined system of faculty governance that has been hammered out over many years.

But I am more pleased to share the other aspect of my job—that is the good news I mentioned at the beginning of my remarks. The best news I have for you today has to do with the faculty at UCA—which consists of the most distinguished, most productive and most highly qualified faculty in this institution’s history. And we are supported by a staff that serves us all.

I have great respect for our academic life and traditions, including the role we as professors play in the governance of our colleges and university. After UCA was founded in 1907, it was another seventy years before eighteen tenured/tenure track faculty came together as an embryonic body to be called the Faculty Council. Prior to that time, most decisions made regarding faculty were made without a system of faculty governance. In 1981, just 23 years ago, the Faculty Council was replaced with the current Faculty Senate. By 1983 this Senate produced the first TRUE Faculty Handbook, a document that has evolved and served the university well for more than two decades.

My point in sharing this brief history is to give us all a better awareness and perspective of where we as a faculty have been and just how far we have come. Today, in 2004, we the faculty have a hand in decisions regarding budget, fringe benefits, curriculum development—indeed almost every aspect of university life. This important role in the governance of the institution was earned for us by those who came before. Through the efforts of many people, we the faculty have been handed both a great gift and a great responsibility.

Today, we have an historic opportunity to enhance our governing role and responsibilities because those who lead UCA today, **honor faculty**. I perceive a new and welcome spirit of cooperation. Today’s administration solicits our opinions, welcomes our advice, and honors our strong academic traditions. And, I thank them.

And, finally, to you the Board of Trustees, I solicit your ongoing support for faculty and for our traditions. And in particular I ask you to know and understand the principles bound into our hard-won Faculty Handbook, for the shared commitment that document has come to represent. I am honored to speak to you today because I represent the faculty –the heart and soul of UCA.

Student Government Association
Chris Walter, President

Board of Trustees Meeting
Friday, October 8, 2004

2004-2005 Student Government Association
Top Goals

1. **“Our meals, our way”**- Students should be allowed to utilize their paid meals anyway they wish. We want to allow students to have guests eat from their meal plan and eat as many times as you want on any given day.
2. **More student friendly move in/move out schedule in university housing**- We want to allow all students an extra day to move out of their hall at the end of the semester. We want to allow upper classmen to move in one day earlier than currently allowed.
3. **Student on the Board of Trustees**- We want to establish a permanent position on the Board of Trustees for student representation. This will guarantee student input on issues concerning the university.
4. **Voting booths around campus**- This would increase student turnout in SGA elections. We want to provide convenience and visibility for SGA elections to all students.
5. **Better roommate selection process**- We would like to provide a more in depth survey process to students without roommates to better match their housing assignment.
6. **Minority Definition**- We would like to expand the limited minority definition of the University to include sexual and other social minorities. The services currently offered to minority students are also needed by other ‘minorities’ and should be offered by the University.
7. **Better perception of SGA**- We will make a commitment to utilizing not only the Echo but also other mass media outlets to make sure the students understand our decisions and actions. We want students to have a full picture view of the activities we sponsor, services we offer, and the purpose we serve: to put Students First!
8. **Sexual responsibility needs**- University policies and/or directives regarding the distribution of condoms and other safe sex products need to be updated. We feel students should be given the tools they need to practice sexual responsibility.
9. **Bear Backers**- A continuing goal is to inform the students of the benefits of being a UCA student. We would like to expand the Bear Backers program and distribute informational cards to students that let them know where they can get discounts and giveaways just for being a UCA student.
10. **Scrolling Marquee**- We would like to provide students with a way to be informed of University activities. We would like much of the cost to be paid by sponsoring companies.

Other goals that we will be working on:

- 1) **Parking**
- 2) **ID Card Replacement Policy**
- 3) **Ask SAB for more Weekend Programming**
- 4) **Crosswalks/Lighting**
- 5) **Library printers**
- 6) **Push for “Bear Bucks” expansion**
- 7) **Expanded Shuttle uses**

INSTITUTIONAL ADVANCEMENT

The following summaries are an indicator of activity within the division of Institutional Advancement.

DEVELOPMENT

The UCA Office of Development has processed gifts totaling **\$767,762** during Fiscal 2004/2005 (June – September). This is in comparison to **\$330,018** for the same time period last year. The UCA Foundation saw a Net Asset Value at the end of June of **\$13, 289,318** compared to a Net Asset Value of **\$11,349,646** for the same period in 2003. This reflects an increase of **\$1,939,672**. A greater increase is recognized when you consider that the Net Asset Value was \$10,488,438 in 2002 and \$10,237,948 in 2001.

Pre-Campaign Study – Gardner & Associates are in their final days of completing personal interviews. The summer months took its toll in confirming visits. We had a **21%** return on mail interviews. Of the total 84 names that Gardner & Associates was given for personal interviews, they have already exceeded their goal of 45-50 interviews. **Fifty-three** interviews have been conducted thus far with the expectation of several more. Eight people declined to be interviewed.

There is evidence that our database needs updating and attention before going into a campaign. Gardner & Associates share that the attitudes are positive and that the UCA constituency is expecting our office and UCA to do a major capital campaign. Several constituents have questioned as to where the University of Central Arkansas has been through the years. The feeling is that the time is right – but the emphasis has been on “doing it right.”

It is our wish to have Gardner & Associates do a final presentation of the study at the end of October to the UCA Board of Trustees and members of the UCA Foundation Board of Directors.

Phonathon – We just completed ten nights of phone calling for our spring phonathon. This year we conducted our calling on campus with the cooperation of AETN using UCA students and organizations. For several years previously, the Development Office had contracted and out-sourced with a private company who did not use UCA students.

Pledges made during the just completed ten night calling resulted in approximately **3,200** calls being completed with total pledges of approximately **\$59,000**. We also feel that a greater percentage of pledge fulfillments will be accomplished because of our use of UCA students and

their being more personable in their calling. We are also in the process of mailing approximately **600** letters to those who responded that they would consider giving but desired more information about giving to the Annual Fund.

Direct Mail – We are planning to distribute a direct mail piece the first part of November to our UCA friends and alumni. We are highlighting in an enclosed brochure three scholarship recipients and their testimony as to how privately funded scholarships helped them from a monetary standpoint in attending UCA.

As it relates to the Annual Fund, we have also conducted a mass solicitation of giving through payroll deduction to our entire UCA faculty and staff. We especially targeted our new employees. No contact had been made with any of our employees in regards to giving since 2002.

Events – We are in the planning stages of our second Distinguished Alumnus dinner scheduled for December 10, 2004. This will be the second time this year we have brought back to campus all our past recipients or family representatives of this award. The next dinner will honor D.R. Horton of Ft. Worth, Texas. Mr. Horton is considered in the top three of the largest homebuilders in the United States.

We are also planning to use the first evening of the Madrigal Feast on November 29 to recognize our members of the UCA Presidents Club as well as the 1907 Society, which is our level of recognition for cumulative giving.

FOUNDATION

1. Scholarships awarded for fall of 2004 totaled \$125,282 given to 204 recipients. An approximate 17% increase from fall 2003.
2. Database conversion to Raiser's Edge 7 to be completed by the end of the calendar year. Training will be in November. We are in the process of cleaning up the current database for conversion. All aspects of the conversion should be completed by January 2005.
3. The Foundation office will begin making plans for the conversion of the fund accounting software to go from General Ledger to Financial Edge once the Raiser's Edge conversion is complete.
4. Fiscal year contributions through August 31st are **\$560,000** compared to last year's contribution as of 8/31/03 - **\$277,107**.
5. The Foundation website is currently being updated with Foundation board member information, printable contribution forms, planned giving information, scholarship information and asset information. Should be completed by 10/31/04.

6. Kelley Erstine and Jack Gillean are looking at the possibility of moving the Hall of Honor plaques from McCastlain to Wingo. Endowed funds of \$25,000 are recognized with a plaque - we currently have 70 (counting the 27 that are being cast right now).

7. The Foundation Grants Committee will begin a new cycle of faculty grants for the 2004-2005 academic years. The committee will meet on October 12th to award fall grants.

8. The Beulah Mann Estate is in the process of making its final distribution to the Foundation, bringing the total gift to approximately 1.13 Million.

9. The UCA Foundation Board has agreed to sell the Driftwood property in Stone County to Jack Morris for the sum of **\$653,000**. Mr. Morris was the higher of two bidders on the property. Legal Counsel Tom Courtway has drawn up a contract on the purchase and is awaiting the completion of said contract from Mr. Morris.

ALUMNI

Membership

- 32% increase in Alumni Association membership since 12/31/04. The Alumni Association established a goal of 2004 in '04. The Association exceeded that goal in August 2004.
- Obtained 34 members in the Life Member program since its introduction in August 2002.
- Created a partnership with the Purple Circle Club to include Alumni Association membership with each Purple Circle Club membership. This has resulted in an increase in the Alumni Association as well as increased the participation at alumni events.

Chapter Development

- Established two new chapters in 2004, the College of Education Alumni Chapter and the CBA Masters Alumni Chapter.
- Over the summer the Alumni Association and the Purple Circle Club hosted several receptions around Arkansas and in Memphis. Record attendance was achieved at each event.

Benefits and Services

- Expanded and enhanced the alumni website to include more extensive information about scholarships, events and the Association of Future Alumni.
- The sponsorships secured for the Alumni and Friends Tailgate Parties during football season have provided the Association with more exposure in the community and strengthened the Association's relationship with the business community.
- Current projects include 1) the production of the Alumni Directory that will be available in 2005 and 2) an out-of-state tuition waiver for children and grandchildren of UCA graduates who reside outside the state of Arkansas.

Student Programs

- The student alumni organization, the Association of Future Alumni, is continuing its success. These students are introducing and educating UCA students about the Alumni Association as well as developing life-long relationships with current UCA alumni. The students' involvement includes hosting and sponsoring events for students and alumni as well as participation in fundraising efforts.

WEB DEVELOPMENT

Recently, the Alumni Contact ran a story on technology at UCA. Of the top 10 ways technology has improved UCA, Web Development (then, an office of one) accounted for 20% of this technology.

Since then, Web Development has added an additional person, and continues to contribute to the betterment of the university. The following is a list of projects:

1. Creating a Content Management System (CMS) that allows a user to update the UCA web site w/o using proprietary and costly software. In addition, the CMS will allow university web sites to maintain a cohesive look and feel.
2. Giving tutorials to UCA faculty and staff on how to use the CMS.
3. Continuously working at improving web site security.
4. Continuous development of a web site that meets accessibility standards as set forth by the W3C (World Wide Web Consortium).
5. Improvements to the athletics web site that will allow the athletic webmaster to update information as soon as it happens.
6. Development of a document management and information system that will allow Career Services and various departments the ability to interact together and with students more effectively.
7. Continue updating department web sites to UCA's new look.
8. Emergency projects, such as the lottery script for Public Appearances to allow non-bias selection of attendees to events.

In addition to these tasks, the Office of Web Development sets the following goals for the next year:

1. Completion of a unified look for the University web site.
2. Implementation of a unified logo, color scheme, and style guide for all university web sites.
3. Centralized information - removal of duplicate information with a central repository for commonly used content.
4. Introduction of online giving in conjunction with the kickoff of UCA's centennial campaign.
5. Better communication of the importance of web standards and web compliance.
6. Introduction of a CMS for faculty web sites that will allow updates w/o using proprietary and costly software.
7. Continuous development of the Web Development site to provide more information and web resources

8. Provide more tools for users to manage web pages with (secure form builder, how-to's, CMS upgrades, etc.).

OFFICE OF PUBLICATIONS AND CREATIVE SERVICES

Creation/production of UCA Admissions recruitment materials including:

- 40,000 full color 16-page recruitment booklets distributed by targeted mailings, recruitment officers at high school recruitment fairs and school visits.
- 3,000 full color folders for use by Admissions staff for special events such as bear facts days and president's scholars' days
- 3 sets of posters designed to promote Bear Facts Days, Scholarship opportunities, and Transfer applications. The posters will be distributed to high school counselors throughout the university's recruitment territories.

Creation/production of the Alumni Contact:

-The Alumni Contact is continuing its maturing process into a full-fledged magazine with new design, creative photography and fresh features on outstanding faculty, students, alumni and donors.

-The Contact is distributed to over 34,500 alumni and friends of the university

-Summer issue was mailed to alumni and friends in August.

-Fall issue due out in November.

-Summer issue featured:

-Distinguished Alumnus Bill Stiritz, former CEO of Ralston-Purina and Energizer

-Association of Future Alumni, UCA's student alumni group

-UCA's largest single gift from the estate of the late Beulah Mann

-Profile of the state's winningest coach, Ron Marvel

-Fall issue will feature:

-Story about Rush Harding's gift, the new largest gift in the university's history

-Profile of alumna Dorris Curtis, folk artist who, at 96, published a book of art

-Story about the UCA's nursing program, the national nursing shortage, and

-the Nabholz family gift of \$100,000 to endow a scholarship for non-traditional nursing students

-Story about the reemergence of the track and field program

Creation/production of publications for UCA Homecoming 2004:

-Homecoming logo and event application (distributed through the Alumni Contact)

-Homecoming tickets to special events

-Homecoming posters to be distributed across the campus and displayed in Conway businesses

-Homecoming Ad, to be published in the Log Cabin Democrat the Friday before Homecoming

-Homecoming table tents schedules, to be placed on tables in the food court and cafeteria

-Misc. support i.e. signage, place cards etc.

Creation/production of Centennial logos, publications and promotions:

- The Centennial Campaign logo and Centennial Celebration logo, primary donor publication and supporting donor brochure are currently in production with release scheduled for fall/winter of 2004.

- The publications will include UCA's history, accomplishments, goals, needs, and vision for the future.

- Included in the publication will be profiles of outstanding faculty, staff, alumni, and friends of the university.

- Additional promotional/event materials will follow as needed including:

 - banners

 - postcards

 - commemorative keepsakes

 - ads

 - etc.

Communications Projects-

Technology Story - KTHV Ch. 11

- Nearly 3 minutes of airtime for a story about how UCA is leading the state in technology.

- Story featured:

 - Dr. Ron Toll discussing the jumbo screen and IBM partnership,

 - John Gale discussing the freshman laptop pilot program

 - Freshman Jon Anthes, a student who is part of the laptop pilot.

 - Story opened with mention that President Hardin spoke at IBM meeting in Chicago that same day.

- Aired at 5 p.m., 6 p.m. and 10 p.m. on Tuesday, Sept. 14.

- Video of the piece that aired at 6 p.m. was available on the Web the next day.

UCA Today

- Posted approx. 50 stories and announcements for the campus community and friends over the last two months.

- A weekly recap of items posted to UCA Today is emailed to the campus community and friends each Friday.

- Ask trustees if they would like to receive the UCA Today email??

UCA Update

- The UCA (legislative) Update will resume publication in October.

- This publication is intended to give state legislators a brief update of news and events on the UCA campus.

- 10 issues will be mailed to state legislators annually.

Development/ Foundation Fall Solicitation Mailing-

 - *35,000 letters

 - *35,000 scholarship brochures with gift card, a new design featuring 3 outstanding new scholarship recipients and updated gift cards

- *35,000 newly created Bear Draft forms for ease of automatic funds transferring for donors
- *35,000 carrier and reply envelopes
- * additional letterhead, scholarship brochures, Bear Draft forms, gift cards and envelopes were printed for additional mailings etc.

Ads-

Numerous Ads targeted for student recruitment, promotion of special events, and general image branding. The Ads appeared in publications such as Next Magazine, Quest Democrat Gazette, Arkansas River Valley Edition, Arkansas Times, Log Cabin Democrat, Home School Magazine, Women's Inc. Magazine, and Little Rock Monthly.

Specialty Projects-

Creation/production of 12 banners imprinted with the letters UCA and the slogan The Center of Learning. The banners were provided by the Student Government Association and are distributed around the perimeter of the campus along Bruce Street and Donaghey Avenue.

Over 20 Brochures, Invitations, Post Cards and Programs-

- Alumni Summer Social Invitations (invitations to 4 summer socials)
- Alumni Postcards
- Alumni Football Kickoff invitations
- Dist. Alumnus program
- College of Fine Arts Invitations (4 sets)
- Presidents Scholars Day Invitations
- Presidents Club Invitations
- Doris Curtis invitations/ program
- Rush Harding Event Invitations
- Parking Brochure
- Parking Permits
- Brick Campaign Brochure
- Athletic Fund Raising Brochure
- Super Kids Brochure
- Student Directory Cover
- Student Handbook Cover
- Financial Office Budget and Financial Report Covers
- Child Study Center Brochure
- Counseling Ctr. Brochure
- Undergraduate Studies Brochure
- UCA Madrigal Invitations and Program (in production)

General production-

Support of campus and community publication efforts

- through logo distribution

- advising on design and production of publications and promotional items.

Maintenance of UCA's official licensing program with LRG

- reviewing and approval/denial of logo usage and artwork on merchandise bearing the university's name or image

Resolutions

Proclamations

Report Covers

Letterhead, envelopes, note cards and business cards for the Division of IA and Presidents Office.

Photography-

Numerous photographs were produced in support of special events, news releases, various publications and promotional materials including:

art for feature stories for the Alumni Contact Magazine, special guests to the university, Dist. Alumni, Government Officials, event promotions, stock photography of students, classrooms, sports, and campus. Scholarship recipients for news release etc.

With the addition of photographer Mike Kemp to our staff we look forward to increased opportunities in the area of photographic production. Specifically, we are moving toward digital based imaging and storage for faster, more flexible and cost effective image making in support of the universities publications and marketing needs. Our primary focus is the production of images in support of the universities publications and marketing needs. We also want to renew our efforts in recording the growth and development of the University including student growth, building construction and renovation, new programs, and other events of historical relevance to the university.