

The Board of Trustees of the University of Central Arkansas convened in regular meeting on Wednesday, February 11, 1976, at one o'clock in the afternoon on the campus in Conway, Arkansas, with the following officers and members of the Board present, to-wit:

Chairman:	James W. Ahlf
Vice Chairman:	Bill Johnson
Secretary:	Mrs. Charles E. Hammans Dr. John W. Sneed, Jr. Charles R. Dixon Henry L. Jones, Jr.

and with the following absent, to-wit:

Dr. J. Albert Johnson

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

Upon motion made by Dr. Sneed and seconded by Mrs. Hammans, the minutes of the last meeting of the Board of Trustees were approved by unanimous vote.

Mr. Cliff Horton, Athletic Director, appeared before the Board and outlined some alternatives for the athletic program along with an appraisal of the alternatives in regard to cost, facilities, staff, income expectations and the effect on other schools in the state.

President Farris distributed the following statement of athletic philosophy or guidelines:

These ideas are presented as an outline for a five-year plan in athletics. The purpose is to establish a clear direction for us to take in becoming the strongest athletic program in the AIC. We suffer an almost total loss of enthusiasm and support so long as we openly discuss our feeling of superiority to our conference affiliation. This makes our present athletic activities "unimportant" in the eyes of others because they are viewed by us as being temporary.

It is necessary to outline for our athletic personnel what is expected of them and the resources they have to achieve these goals. We can then evaluate their progress from year to year on an objective basis and make personnel decisions accordingly.

The following items are suggested as minimal goals. They will be used, together with specific goals for each coach, as a part of staff appointments beginning with the 1976-77 year:

- I. The program, and the entire university community, must develop a positive attitude. We are biggest and best only to the extent we believe we are and convince others.
- II. Development of a quality program depends first on those on campus directly involved in athletics. It must also have full and enthusiastic support of graduates and other friends throughout the state. An important step in achieving this is the positive local attitude. This must be reflected by our local news outlets: KCON, KVEE, The Log Cabin, and The Echo.
- III. There are some obvious steps we can take to achieve greater support of people.
  - A. There should be an active PR program conducted by our athletic department for visitors at our high school basketball tournaments and the All-Star Week.
  - B. We need at least six active Bear Backer Clubs established throughout the state. These should require a small fee and have semi-annual meetings.
  - C. The Purple 100 should become state-wide with a minimum of 200 members.
  - D. A radio network should be established to develop wider scope of fan support. This could be related to the Bear Backer Clubs.
  - E. An attractive Letterman's Lounge should be developed in the old gym and utilized at all home games.
- IV. To become a "class" operation will require some improvement in both facilities and operation.
  - A. The university needs a new all-weather track, and our present facility should be maintained in the best possible condition until the new track is built.

- B. The baseball field requires seating and lights.
  - C. The present bus is totally unsatisfactory. A new bus should be purchased.
  - D. Each home football game and several home basketball games should have some special promotion. These could include Band Days, Senior Days, Local Industry Days, Bear Backer Days, etc.
  - E. The operation of home games needs to be "dressed-up." This would include more attention to pass-gates, ushers, side-line passes, supervision of crowds and youngsters, special seating for groups, student sections in stands, etc.
- V. It will require money to achieve the goals we seek.
- A. The university is currently allocating as high a percentage of state appropriation to athletics as is practical. This can be increased, in the same percentage, only as state appropriations increase.
  - B. A portion of student fees is now budgeted for athletics. This, too, is as high as practical. An increase in enrollment will increase this income.
  - C. Purple 100 memberships and Bear Backer memberships should produce some new revenue.
  - D. The policy of free admission for all faculty and staff does not seem logical in a "class" operation. We could sell each employee two reserved seats for \$1.00 each during the pre-game sale period. Faculty and staff children could also be sold tickets for \$1.00 prior to games. All other tickets and tickets purchased at the gate would be at regular prices.
  - E. The abuse of student ID cards could be stopped if students were required to secure the ticket prior to game time. Students would be charged \$1.00 with ID at the gate. This is not necessarily a good plan, but it should be considered.
- VI. A principle source of income must be gate receipts. The income from faculty and staff has been discussed above. There are other considerations that might best be addressed in terms of goals for the two revenue producing sports.
- A. Football--expressed in head count:
 

1. Avg. student attendance	2500
2. Avg. paid reserve sales	750
3. Avg. paid non-reserve, non-conference	1000
4. Avg. paid non-reserve, conference	1500
  - B. Basketball--expressed in head count:
 

1. Avg. student attendance	1500
2. Avg. paid reserve sales	200
3. Avg. paid non-reserve, non-conference	400
4. Avg. paid non-reserve, conference	800
- VII. The establishment of specific goals for various sports should be established as minima for upgrading our program.

- A. The university should be committed to winning the AIC All-Sports trophy 75% of the time.
- B. Our individual teams should be expected to be in serious contention for conference championships at least 50% of the seasons.
- C. The university should sponsor an invitational four-team basketball tournament the first weekend after Thanksgiving as the Bear Classic.
- D. We can sponsor a collegiate golf and tennis tournament annually, perhaps in conjunction with Burns Park or one of the country clubs.
- E. The baseball teams should continue the spring trip. Both golf and tennis might add such a trip under similar financial arrangements.
- F. Swimming needs to concentrate on becoming a spectator sport. It has almost no local or campus exposure.
- G. A program of J. V. athletics should be established utilizing graduate assistants as coaches. These JV's need to have recognition separate from varsity activities. It would be helpful if the size of varsity squads could be limited. JV programs are practical in football, basketball, and baseball.

Mr. Johnson made a motion that the Board endorse this philosophy as a working paper. A second to this motion was made by Mr. Jones and passed by unanimous vote.

Mr. Johnson made a motion that the Board go into executive session to consider personnel. A second to this motion was made by Dr. Sneed and passed by unanimous vote.

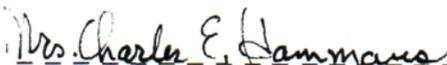
Open meeting was declared upon motion made by Mrs. Hammans, seconded by Mr. Johnson and passed by unanimous vote.

Motion was made by Dr. Sneed that the apparent low bid in the amount of \$22,939.00 as submitted by Conway Asphalt Company for construction of a parking facility at the Center for Teaching and Human Development be accepted. A second to this motion was made by Mr. Dixon and passed by unanimous vote.

Mrs. Hammans made a motion that the Student Senate request for the university to initiate a system of inter-dormitory visitation be approved. A second to this motion was made by Dr. Sneed and passed by a vote of five to one.

There being no further business to come before the Board, the meeting was adjourned.

  
James W. Ahlf, Chairman

  
Mrs. Charles E. Hammans, Secretary