

The University of Central Arkansas Board of Trustees convened in a called teleconference meeting at 10:00 a.m., Thursday, August 2, 2018, in Wingo Hall, room 210, with the following officers and members present:

Chair:	Mr. Joe Whisenhunt
Vice Chair:	Mr. Bunny Adcock
Secretary:	Rev. Maltbia Ms. Kay Hinkle

Ms. Elizabeth Farris, Ms. Shelia Vaught, and Mr. Brad Lacy were absent.

### **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 a contract with the EAB Global, Inc.

The board unanimously adopted the following resolution upon motion by Cornell Maltbia and second by Bunny Adcock:

**“BE IT RESOLVED: That the Board of Trustees authorizes the administration to enter into the EAB Global, Inc. contract 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

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**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

### **ADJOURNMENT**

There being no further business to come before the board, the board adjourned the meeting upon motion by Cornell Maltbia and second by Bunny Adcock.

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

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**Joe Whisenhunt  
Chair**

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**Cornell Maltbia  
Secretary**