

**Board of Trustees
University of West Alabama
Monday, June 2, 2003, 10:30 a.m.
Bell Conference Center**

A G E N D A

- I. Call to order
- II. Roll call
- III. Approval of minutes of last meeting
- IV. Status of Budget for FY 2003-2004
 - A. State appropriation unknown until September 2003
 - B. Estimated 10% tuition increase for fixed costs
- V. Discussion/Approval of proceeding with the establishment of day care center program and facility
- VI. Report on enrollment
- VII. Institutional Advancement - marketing plan
- VIII. President's Report --
 - A. Demopolis Higher Education Center
 - B. Remedial Education
 - C. Adult Basic Education and Work Force Development Center
 - D. Regional Community and Economic Development Center
 - E. Bell Conference Center Dedication (June 8, 2003, 2:00 p.m.)
- IX. Adjournment

THE UNIVERSITY OF WEST ALABAMA
Board of Trustees
June 2, 2003, 10:30 a.m.
Bell Conference Center

I. CALL TO ORDER

Dr. Tom Umphrey, Chairman *pro tem*, called the meeting to order and asked Mr. Terry Bunn to give the invocation. Mr. Paul Hamrick was asked to lead the Pledge of Allegiance.

II. ROLL CALL

Dr. Umphrey asked Mr. Noland to call the roll. Trustees present were as follows:

Mr. Terry Bunn
Mr. Paul Hamrick
Dr. Louise Nolen
Mr. Alex Saad
Dr. Tom Umphrey

Trustees absent were: Mr. Dwight Duke, Mrs. Lena Hardaway, Mr. Robert Keahey, Mr. Preston Minus, Dr. Doris Oliveira, Mr. John Smith, Mr. Thed Spree and Mr. Nat Watkins. Mr. Noland announced there was not a quorum present. Dr. Umphrey stated the Agenda would be followed for information items for the members present, and the Executive Committee would meet later to act on items on the Agenda that needed Board approval.

III. APPROVAL OF MINUTES

Since there was no quorum present, no vote was taken.

IV. STATUS OF BUDGET FOR FY 2003-2004

Dr. Umphrey said the items pertaining to the budget would be considered at a meeting of the Executive Committee immediately after this meeting. Mr. Saad reported that the Budget and Finance Committee had met twice via telephone conference calls and recommends a 10% tuition increase for the Fall Semester to cover fixed costs.

Mr. Hamrick said there might be a need for a special called meeting of the Board before September regarding the referendum that will be considered by the Legislature.

V. DISCUSSION/APPROVAL TO PROCEED WITH THE DAY CARE CENTER PROGRAM AND FACILITY

Dr. Taylor distributed informational material on the day care center, including results of surveys, questions asked and answers during surveys, etc. He said that after looking at the National Guard Armory, it was determined that it would not be the most suitable site for the center, and it would be better to build a free-standing facility right behind the Armory. Dr. Taylor said that all surveys and studies done indicate there is definitely a need for the center, and the first phase would be for K-6 children and hope to later expand and offer evening care which would greatly benefit the graduate students. Startup monies would be obtained through grants and other sources.

Mr. Saad asked about the timetable for this project and Dr. Taylor replied that, hopefully, it would be open by the fall. Dr. Umphrey inquired if a survey had been done to determine the successes of other schools. Dr. Taylor said that most had been successful. Mr. Saad asked what size building would be needed and Mr. Holycross stated it would be approximately 1440 square feet.

VI. ENROLLMENT

Mr. Buckalew reported that 1075 students have registered this summer, but the deadline for on-campus students would be tomorrow and the graduate students' deadline is Friday. Dr. Wilkins reported that he expects the total to be around 500 in graduate students for the Summer term. This is an increase over last year.

Mr. Buckalew said that enrollment applications for the Fall Semester have also increased. Freshman applications are up by 4% and transfer applications are up by 11%.

VII. INSTITUTIONAL ADVANCEMENT - MARKETING PLAN

Ms. Bari Watson, Director of Development, presented her marketing plan for the University. She said it is based on a great deal of research and would be implemented in phases. Most of the research was done in-house and probably saved the University approximately \$100,000. Phase I has already begun and follow-up would be done at the end of the twelve months' period. She said that the tagline would be "Building Communities and Educating Leaders."

Ms. Watson also showed a video advertisement that would be run in the Mobile area; however, she stated some additional adjustments would be made before it would be released.

VIII. PRESIDENT'S REPORT

Dr. Holland reported that the Demopolis Higher Education Center, Remedial Education and the Adult Basic Education and Work Force Development Center all center around Dr. Roy Johnson, Chancellor of the Community College System. He said he and Dr. David Taylor had recently met with Austin Caldwell, Mayor of Demopolis, Johnny Johnson, President of Alabama Southern Community College, to discuss the Demopolis Center to ensure the partnership of the Center with the University of West Alabama and the Center in Demopolis. He added that another meeting would be scheduled soon to follow-up on this endeavor.

Dr. Holland said there is consideration by the State Legislature to have all basic courses taught by a junior college system nearest a four-year school; however, he said in discussing this with Dr. Roy Johnson, UWA should be exempt from this. Dr. Holland said he had also discussed with Dr. Johnson about establishing an adult basic education center on the UWA campus.

Dr. Holland announced that the new Regional Community and Economic Development Center is now open. Mr. James Mock has been named the Director and Ms. Michelle Thompson will be the Assistant Director.

The dedication of the Bell Conference Center will be on Sunday, June 8, 2003, at 2:00 p.m. and Dr. Holland stated that this facility would play a major role in outreach to the local community as well as the region.

Dr. Holland distributed the University's *Position Report* that provides information on what the University services are to the area.

Dr. Holland distributed a list of accomplishments by the UWA athletes and a list of the signees for this year.

Dr. Umphrey welcomed Congressman Artur Davis' staff members who attended the meeting and stated they were invited to the future meetings of the Board. Dr. Umphrey also thanked Dr. Louise Nolen for her service to the Board and University, and expressed the wishes of the Board for her continued good health.

A motion was made to adjourn at 11:25 a.m.

Respectfully submitted,

Lena Hardaway, Secretary

T. Raiford Noland, Assistant Secretary