

BOARD OF TRUSTEES
The University of West Alabama
Bell Conference Center
September 13, 2010, 1:00 p.m.

A G E N D A

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda (Mr. John Northcutt)
- IV. Approval of Minutes for June 7, 2010
- V. Report of the Board President (Mr. John Northcutt)
 - A. Committee Assignments for 2010-2013
 - B. December 2010 Meeting (Change meeting date)

December 8	Wednesday	Recommended Date
December 6	Monday	Southern Association of Colleges and Schools
December 11	Saturday	Commencement
December 13	Monday	Winter Break Begins
 - C. Approval of Actions of Executive Committee
 - 1. Tiger Stadium
Naming of Mickey Andrews and Jim King gates (August 24, 2010)
 - 2. Fort Tombeche
Purchase of 23 acres (August 27, 2010)
- VI. Report of Institutional Advancement Committee (Mrs. Margaret Lovett)
- VII. Report of Financial Affairs Committee (Mr. Terry Bunn)
- VIII. Report of the University Facilities Committee (Mr. Tom Ballow)
- IX. Report of the Staff Senate (Ms. Tammy White)
- X. Report from the University Provost (Dr. David Taylor)
 - A. Online Programs
 - 1. Enrollment
 - 2. Marketing
 - B. Office of Sponsored Programs
 - C. Student Support Services Grant
 - D. Honorary Degrees
- XI. Report from the University President (Dr. Richard Holland)
 - A. Enrollment Report
 - B. 175th Anniversary Activities
- XII. Adjourn

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September 13, 2010, 1:00 p.m.

I. CALL TO ORDER

Mr. John Northcutt, President *pro tem*, called the meeting to order at 1:00 p.m. He asked Mr. O'Neal to give the invocation.

II. ROLL CALL

Mr. Northcutt requested Mrs. Rebecca Lewis, Secretary of the Board, to call the roll. Members attending were: Mrs. Jean Anderson, Mr. Thomas Ballow, Mr. Terry Bunn, Mrs. Rebecca Lewis, Mrs. Margaret Lovett, Mr. John Northcutt, Mr. Willie B. O'Neil, Mr. Alex Saad, and Mr. Thed Spree. Absent: Mrs. Lena Hardaway, Mr. Randall Hillman, and Mr. John Smith. A quorum was present.

III. APPROVAL OF AGENDA

Mr. Northcutt asked for a motion and second to approve the revised agenda for today's meeting, adding an item to allow Mr. Spree, Chair of the Athletic Committee, to acknowledge the accomplishments of Coach Bobby Wallace as Head Football Coach of the University of West Alabama. Mr. Bunn made a motion to amend the agenda, Mr. Spree seconded the motion, and the motion passed. Mr. Spree introduced Coach Wallace, who said a few remarks about the football program, and encouraged the members of the Board to come to the first home game of the season on Saturday at the Tiger Stadium.

Mr. Northcutt thanked Coach Wallace and the football team for playing in the first Rock Tenn Classic in Demopolis, adding that it was a good event for the town of Demopolis.

IV. APPROVAL OF MINUTES FOR JUNE 7, 2010

Mr. Northcutt called for a motion to approve the minutes from the last meeting. Mrs. Anderson moved to approve the minutes; Mrs. Lovett seconded the motion; and the motion passed.

V. REPORT OF THE BOARD PRESIDENT
Committee Assignments for 2010-2013

Mr. Northcutt distributed the committee assignments and named the following chairs:

Mr. Northcutt, Chair of the Executive Committee
 Mr. O'Neill, Chair of the Academic Programs Committee
 Mr. Spree, Chair of the Athletic Committee
 Mr. Ballow, Chair of the University Facilities Committee
 Mr. Bunn, Chair of the Financial Affairs Committee
 Mrs. Lovett, Chair of the Institutional Advancement Committee
 Mrs. Lewis, Chair of the Student Affairs Committee

December 2010 Meeting (Change Meeting Date)

Mr. Northcutt asked Dr. Holland to explain the reason for the requested change in the date for the December meeting. Dr. Holland said the regular scheduled would be December 6; however, he and several administrators would be at the annual meeting of the Southern Association of Colleges and Schools. The date of December 13 on the approved schedule would be the day after Commencement weekend and the day the Winter Break would begin. Dr. Holland, therefore, recommended that the date for the Board meeting be changed to December 8, 2010. Mrs. Lewis made a motion to approve the change to December 8, 2010; Mr. Bunn seconded the motion; and the motion passed.

Approval of Actions of Executive Committee

Mr. Northcutt said there had been two actions of the Executive Committee since the June 7 Board Meeting and he asked Dr. Holland to comment on this. Dr. Holland said the action of the Executive Committee involved two time sensitive issues – one being Tiger Stadium. He said an alumnus donated money to install a new fence and wrought iron gates at the Stadium. As Part of that, Dr. Holland said that the Executive Committee approved the naming of the two gates for former football coaches at UWA – Mickey Andrews and Jim King. He said all of the members of the Board were informed of this decision and all that is needed is a motion to adopt the action of the Executive Committee. Mr. Bunn made a motion to adopt the action of the Executive Committee; Mr. O'Neill seconded the motion; and the motion passed.

Dr. Holland said the second item that was considered by the Executive Committee was the purchase of property at Fort Tombecbe. He said the University owns the site of the Fort (two acres); however, the University had the opportunity to purchase 23 acres adjacent to the Fort site due to foreclosure of a mortgage on the acreage. Dr. Holland said this was a timely concern because the property was going to be auctioned off at the Sumter County Courthouse. The University requested that this not be done and this provided time to raise \$100,000 to make the purchase. Because of the work of Ashley Dumas and Tina Jones, the money was raised in about three days by working with the Archeological Conservancy of America. Dr. Holland said part of the money came from the Conservancy, the Sumter County Historical Society, which resulted in the University having to put up only a small amount to make the purchase. He said this purchase is very important for the

development of Fort Tombecbe and added that Dr. Ashley Dumas has been conducting archeological digs and classes at the site. Dr. Holland indicated the Executive Committee authorized the purchase of this property and now a motion is needed to adopt the action of the Committee. A motion was made by Mrs. Lovett and seconded by Mr. Spree to adopt the action of the Executive Committee.

VI. REPORT OF INSTITUTIONAL ADVANCEMENT COMMITTEE

Mrs. Lovett, Chair, reported that the Committee met at 8:30 this morning and that Mr. Spruiell and Mr. Gordon presented reports on their area. She said they discussed that almost \$10 million has been raised through the Capital Campaign. Mrs. Lovett said other items discussed were: the upcoming celebration of the success for the Campaign and the activities and events throughout the past year in Alumni Relations. She commended TyAnne Stone for the good job she is doing for her area. Also discussed were Public Relations, Marketing strategies, and scholarships that were provided to students. Mrs. Lovett added that each member of the Board received a copy of the report, which was very impressive.

VII. REPORT OF FINANCIAL AFFAIRS COMMITTEE

Mr. Terry Bunn, Chair, said the Committee this morning and all members of the Committee were present. He said that the Committee is presenting two motions to be considered by the full Board – the first is to authorize the University of West Alabama, through the President and the University attorney, to negotiate and see if an agreement can be reached to purchase the Livingston Motel property and if a consensus is reached on the cost of the property, that the Executive Committee of the Board authorize the purchase of the Livingston Motel property. Mr. Northcutt said this was in the form of a motion by the Committee and called for a second. Mrs. Lovett seconded the motion and the motion was approved.

Mr. Bunn said the second recommendation by the Committee was the adoption of a resolution authorizing cost recovery out of future bond issues. Mr. Northcutt said this was in the form of a motion and called for a second. Mr. Saad seconded the motion and the motion passed.

VIII. REPORT OF UNIVERSITY FACILITIES COMMITTEE

Mr. Ballow, Chair, said the Committee had a very lengthy meeting this morning and that a report was presented on the housing occupancy on campus, which is at about 88%. He reported that UWA provides on-campus housing for almost the lowest rental rate of other institutions in Alabama.

Mr. Ballow said the facilities plan for 2010-2014 was reviewed and they discussed the addition to Hoover Apartments, as well as the building of a new dormitory. He said the financing of these projects and the site on campus to build the dormitory were discussed. Mr. Ballow said the Committee approved a motion and further recommends it to the Board for approval that the University move forward with the pursuing of bond issue funds at an estimated amount of \$31 million to be used to fund the addition to the Hoover Apartments, to refinance the current loan on the dorms to obtain a lower interest rate that was financed through bond issue monies several years ago at a much higher rate of interest, and to build a new dormitory. Mr. Northcutt indicated this recommendation was in the form of a motion and called for a second. Mrs. Anderson seconded the motion and the motion passed. Mr. Northcutt indicated the Hoover Apartments are scheduled to be open in August 2011 and the new dormitory is scheduled for August 2012.

IX. REPORT FROM THE STAFF SENATE

Ms. Tammy White, Chair, reported that the Staff Senate has a new webpage that is accessible from the Quick Links section of the UWA Homepage. She also indicated anyone could view their minutes at this site, as well.

Ms. White said the Senate is working to advise all staff of the salary equity process and added that the process is outlined on the Senate's webpage.

XI. REPORT FROM THE UNIVERSITY PROVOST

Online Enrollment and Marketing Overview

Dr. Taylor reported that there are 2,333 online students in the Fall I session and that 2,200 are in the Ed.S or Master's program. He said the Ed.S. was recently launched and there are four degree programs up and running now and there are about 330 students in those programs. Dr. Taylor said work continues on launching more graduate programs and, in fact, last Friday he heard from the Department of Education that a proposal for the Ed.S in Instructional Leadership had met all of the standards and will be presented to the full State Board of Education on October 14 for approval. He said expectations are that this program will be extremely popular and for enrollment to skyrocket, both on-campus and online.

In other news about the Online Program, Dr. Taylor said Kent Partridge has been hired as the Online Marketing Director and is doing a great job. He said Kent is an alumnus of UWA, and has returned to UWA after a long and distinguished career in marketing and media relations for about 25 years. Dr. Taylor said Kent has been with the University for about three months, but his

accomplishments are absolutely amazing. He indicated that the Trustees received the Online Marketing Review that Mr. Partridge gave to a recent meeting of the Deans' Council. This report included what has been done relative to the marketing of the online program, but also included some of the creative marketing ideas that he has. Dr. Taylor said some dividends are already being received from the marketing efforts, such as in the Carolinas, and the focus this year is on Florida.

Office of Sponsored Programs

Dr. Taylor said the report that was sent to the Board outlines the grants funded and the pending applications. He said there has been a steady growth in the last few years of the amount of grants received. Dr. Taylor said last year UWA received \$2,089,907 in grants and this year received about \$2.1 million. He said UWA has already submitted grant applications totaling \$4,200,642. Dr. Taylor said Dr. Becky Harvard and her very capable staff need to be commended for their work, as well as many faculty and staff who are engaged in the grant process.

One grant that Dr. Taylor called particular attention to was the Student Support Services Grant. He said a call was received from Senator Jeff Sessions about two weeks ago indicating the grant renewal proposal had been approved because of the excellent success of the program. Dr. Taylor said they realized it was a very highly competitive environment this year. He said the award is \$294,000 per year for five years which totals about \$1.47 million. He explained that the Student Support Services is one of the Federal TRIO programs and is designed to help boost the retention and graduation rates of eligible students by providing them mentoring and tutoring. Dr. Taylor indicated there are 170 students in this program, who come from Sumter, Marengo, Tuscaloosa, Clarke and Wilcox Counties in Alabama, and with a few from Mississippi. He said the excellence of this program is the scores given by the readers of the application. The success of the retention and graduation rates is shown by the fact that of the 170 students in the program, 40 are juniors and 38 are seniors. He indicated his appreciation to Dr. Vicki Spruiell and her staff for a job well done. Dr. Taylor said UWA first received funding for this program in 1977 and has been funded continuously since that time.

Faculty Development Leadership Program

Dr. Taylor reported that this program is designed to expose potential campus leaders to administrative responsibilities and procedures and to help

them develop the necessary knowledge and skills to become a successful administrator. He said Dr. B. J. Kimbrough and Dr. Denise Knight have recently the program

Dr. Taylor said this term there are two University fellows who will be participating in the program – Dr. Dana Harwell and Dr. Rob Riser. Dr. Harwell will shadow Dr. Kathy Chandler, while Dr. Riser will shadow Dr. Tim Edwards.

Honorary Degree Committee Report

Dr. Taylor reported that the Board members should have received a letter inviting nominations of candidates for honorary doctoral degrees to be conferred during the May 7, 2011, Commencement. He said the letter synthesizes the criteria for being nominated. Dr. Taylor especially noted the deadline of October 4, 2010, for submission of letters of nomination and letters of support to the Honorary Degree Committee, Station 25, The University of West Alabama, Livingston, AL 35470.

Faculty and Staff Achievements

Dr. Taylor reported a handout was provided to the Board members with a brief statement about the faculty achievements and where they can be reviewed. He said each August a list is compiled of professional achievements by UWA faculty and staff. In the past, Dr. Taylor said copies were made and distributed; however, due to high cost of printing and the large volume of accomplishments, a decision was made to place this information on the UWA website and this address has been provided.

Dr. Taylor strongly urged the members of the Board to visit the web address and review the professional achievements of the University faculty and staff.

XI. REPORT FROM UNIVERSITY PRESIDENT

Update on Enrollment

Dr. Holland referred to the Enrollment Report that was previously sent to the Board. He said there was an overall increase of 102 students in Summer enrollment. Dr. Holland said the Fall Semester enrollment is at 4,594 at this time, but the Fall II Session of the online program has not been determined as of this date. He said the Fall II figures should bring the total enrollment up significantly.

Dr. Holland reported that the State ACT Composite average is 20.1, the National is 21.0, and UWA's unconditional ACT average is 21.36. He reported

that the total enrollment at the Demopolis Higher Education Center is 128 for the Fall Semester.

Dr. Holland indicated that there is a slight increase in the Fall freshman enrollment, but there was a slight decline in the summer freshman enrollment. He added that he was concerned about the decline in the enrollment of transfer students for the Summer terms and Fall Semester.

175th Anniversary Events

Dr. Holland reviewed the events planned for the celebration of the University's 175th Anniversary throughout the remainder of the calendar year. He said a Capital Campaign celebration will be at the Bell Conference Center of September 17, 2010, to recognize benefactors; on Friday, October 1, the Black Belt Conservation and Research Institute will hold its second prairie symposium; on Wednesday, October 6, there will be an event to recognize the significance of the Treaty of the Dancing Rabbit Creek to this region; and on Saturday, October 16, a celebration for all the UWA family and the SGA will bury a time capsule to be opened in 2035, which will be the year of the University's bicentennial celebration.

Sucarnochee Revue

Dr. Holland noted a brochure previously sent to the members of the Board concerning the Sucarnochee Revue. He reported that the program is carried by 54 PBS radio stations and recently signed with the Mississippi PBS Television, which will begin airing the program shortly.

XII. ADJOURN

Mr. Northcutt said this meeting will be recessed until a time and date can be decided to finish with the bond issue matter. He said he understands that a proper notice has to be given to each member of the Board.

There was no further business, and the meeting recessed at 1:54 p.m.

Respectfully submitted,

Rebecca Lewis
Secretary to the Board

Earlene Lindsey
Assistant Secretary to the Board