

BOARD OF TRUSTEES
The University of West Alabama
Bell Conference Center
June 2, 2014, 1:00 p.m.

I. Call to Order

Mr. Terry Bunn, President *pro tem*, called the meeting to order and welcomed everyone. He asked Mrs. Jean Anderson to say a prayer.

II. Roll Call

Mr. Bunn asked Mrs. Lindsey to call the roll. Members attending were: Mrs. Jean Anderson, Mr. Hal Bloom, Mr. Terry Bunn, Mrs. Sheila Cloud, Mr. Jerry W. Groce, Mr. John Northcutt, Mr. Alex Saad, Mr. Jerry F. Smith, and Mr. Thed Spree. Absent: Mr. Thomas Ballow, Mr. Randall Hillman, Rev. Willie O'Neil, and Mr. Victor Vernon. Mrs. Lindsey announced that a quorum was present. Mr. John G. Blackwell, Mr. Mike Kendrick, University Attorney, and others were also present.

III. Approval of Agenda (Action Item)

Mr. Bunn said he would like to amend the agenda to add an Executive Session before Item No. 10, Report from the University President. Mr. Saad so moved, Mrs. Cloud seconded, and the motion passed.

IV. Approval of Minutes (Action Item)

Mr. Saad made a motion to approve the minutes from the March 3, 2014, meetings; Mrs. Anderson seconded the motion; and the motion was approved.

V. Report of the Board President (Action Items)

A. Resolutions for Dr. R. T. Floyd and Mrs. Kaye Bryan

Mr. Bunn reported that he had several resolutions for the Board to consider and that the first was for Dr. R. T. Floyd. Mr. Bunn asked Mrs. Lindsey to read the resolution (copy attached) that was written for Dr. Floyd due to his being selected in the inaugural award as the University's Distinguished Professor. **Mr. Bloom made a motion to approve the resolution for Dr. Floyd, Mr. Spree seconded the motion, and the motion carried unanimously.** Dr. Floyd said a few comments of gratitude for the resolution.

Mr. Bunn said the second resolution (copy attached) to be considered was for Mrs. Kaye Bryan, who recently retired from her position in the President's Office, after many years. He requested Mrs. Lindsey to read the resolution that commended Mrs. Bryan for her service and loyalty to the institution for many years. **Mr. Saad made a motion to approve the resolution; Mrs. Anderson seconded the motion; and the motion carried unanimously.**

B. Resolution for UWA Softball Team Member, Anna Shartzler

Mr. Bunn stated that Mr. Spree would present this resolution in the Athletic Committee's Report as the next item on the Agenda.

Mr. Bunn further stated that there was a proposed calendar with some changes to the Board meeting dates in the packets that are to be considered today. He said Mr. Blackwell brought up the fact that the Board and Committee Meetings could be held on a Friday instead of Monday, which would provide the Trustees with the opportunity to attend the home football games. **Mr. Bloom moved to approve the date of September 12, 2014, for the next meeting, and Mrs. Anderson seconded the motion.** Mr. Smith inquired about housing accommodations for the Board members, and Mr. Bunn

indicated some arrangements could be made. *After discussion, the vote on the motion failed. The date for the September meeting will remain as previously scheduled, i.e. the second Monday after Labor Day, September 8, 2014.* No action was needed, according to Mike Kendrick, according to how it is stated in the Board By-laws.

Mr. Kendrick stated a motion would be needed to make the change for the December 1st Board meeting to be changed to November 14, 2014. Mr. Smith so moved; Mr. Bloom seconded; and the motion passed.

Mr. Bunn said he would like to have a Board Retreat and would be circulating a list of dates next week and he asked that the Board members respond as soon as they can.

VI. Report of the Athletic Committee

Mr. Spree reported that the Athletic Committee had a good meeting earlier today. He said Jerry Smith invited some UWA people to come to his office in Auburn to discuss some fundraising ideas for Athletics. Mr. Spree said Tom Tartt would be checking on the status of the City of Livingston building a multi-purpose facility that could be used for rodeos and other events.

Mr. Spree said academics, mentoring, and tutoring of the student athletes were some of the main topics discussed in the meeting. He said they received a report on all sports, and added that UWA has received word of two athletes being named All American in their sport. **He stated he was presenting a resolution for Anna Shartzter, an All American in Softball, as a motion to be considered by the Board; Mr. Saad seconded the motion; and the motion passed.** Mr. Spree said he thought it would be nice to present this resolution to Ms. Shartzter at Homecoming. He also indicated he just received news that UWA has another athlete who was selected as an All American – Nestor Vargas – a member of the Men’s Tennis team and he suggested that a resolution be written for Vargas and presented for approval at the September Board meeting.

Mr. Spree introduced Head Football Coach Britt Gilliland, who said a few words about his program, and Head Men’s Basketball Coach Allen Sharpe, who also has a few words to say.

Mr. Spree thanked Stan Williamson, Athletic Director, and Mr. Blackwell for all they have done for Athletics.

VII. Report from University Facilities Committee

Mr. Bunn called on Mrs. Sheila Cloud to give this report. Mrs. Cloud reported that they had a very good meeting and she was happy to report that several facilities are completed or almost complete. She indicated the College of Education would be moving to Lyon Hall right away, and that the Renovation of Spieth Hall project is ahead of schedule. Mrs. Cloud said the Committee was told that no extra funds would be needed for these projects. She said the Homer Fieldhouse is behind schedule, mainly due to rainy weather, and plans are to move into the facility the latter part of June.

Mrs. Cloud said she plans to get with Mr. Holycross, Mr. Blackwell and others to look at the needs and the Master Plan of the University to see what changes the University has accomplished and the needs that are remaining so they can get a handle on where they need to go from this point. She said Mr. Spruiell also discussed in the meeting the urgent need for a multi-purpose arena. Mrs. Cloud also reported that a new sidewalk is being built from Bibb Graves Hall to Lyon Hall, and new street lights are being installed on campus. She also said that UWA has a partnership with Mercedes and an automotive shop is being built at the Hunt Annex

where classes will be taught to train prospective employees for industries in the area, such as Mercedes.

VIII. Report of the Finance Committee (Action Items)

Mr. Saad reported that the Committee met this morning and approved a tentative General Fund Budget, which will include all of the additional costs the University will be facing in the upcoming fiscal year. He said a 5-1/2% increase in tuition was also approved, stating that 2% of this amount was mandated by the Board a few years ago in order to pay yearly bond issue payments. He said no second is needed to approve these recommendations from the Finance Committee. After a vote, the motion passed.

Mr. Saad stated the Committee also heard a motion to appropriate up to \$100,000 for the Presidential Search Committee, to be used for the purpose of hiring a consulting group and paying for the expenses of candidates who will be brought to campus, adding that the Chair of the Search Committee will be responsible for signing off on all invoices. After a vote, the motion passed.

Mr. Saad also announced that the Finance Committee will work this summer to review the Online budget and, hopefully, they will have a report ready for the September Board meeting.

IX. Report of Presidential Search Committee

Mr. Bunn asked Mr. Jerry Smith, Chair of the Search Committee, to give this report. Mr. Smith said he really did not have a lot to report. He said the Committee will have its first meeting on June 16 in Livingston and he will be talking about a consultant hired to help them with the search.

At this time, Mr. Bunn stated that there is a need for an Executive Session, and Mr. Kendrick stated the reason was to consider litigation and the meeting should be about 30 minutes. Mr. Saad made a motion to go into Executive Session; Mrs. Cloud seconded the motion; and the motion passed, and they went into session at 1:54 p.m.

At 2:39 p.m., Mr. Bunn asked for a motion to come out of the Executive Session. Mrs. Cloud so moved, with Mr. Groce providing a second, and the motion passed.

X. Report from the University President

Mr. Blackwell said he had hoped the Board members would have time to take a tour of the campus, and to see the completed facilities, the new LED lighting, etc. He thanked Bob Holycross and his staff for the hard work they have done. Mr. Blackwell indicated his report might be lengthy, but he feels there are things the Board needs to know. He reported that he recently visited Wilcox County for the opening of the new copper manufacturing plant. The Deans have been very busy recently and he plans to have each of them present a report to the Board on what they are doing in their area. Mr. Blackwell said Interim Dean Sammie Culpepper advised him recently that one of the Biology Professors, Dr. Morsy, who brought an interest to him on symbiotic and fungi, and stated they initiated a grant application to seek funding from the National Science Foundation. If this experiment goes as predicted, UWA will have a patent at the end of the project.

Mr. Blackwell asked Dean Kathy Chandler to report on her area. She stated that she had some good news, i.e. the College of Education had the highest enrollment in the State of Alabama since 2006; she said they are currently writing several grant applications, which will allow them

to reach out to schools; they are working on the re-accrediting process with NCATE, and a report has been submitted for this year. Dean Chandler announced the NCATE visiting team will be on campus November 9-11, 2014. She also reported that the College of Education will be moving into Lyon Hall this week. Mr. Blackwell pointed out that the “wow” factor is at Lyon Hall.

Mr. Blackwell asked Dr. Ken Tucker to present a report on his area. Dr. Tucker thanked him for the opportunity to discuss the College of Business. He said UWA is the only school that offers a two-year program and reported that a \$2.2 million Department of Labor grant was awarded to offer workforce training for potential employees with Mercedes and other companies in the area. Mr. Blackwell indicated this program will allow the students to complete the two-year program, go to work, and then pursue the 4-year degree if they desire.

Mr. Blackwell asked Dr. Jan Miller, Dean of Online Programs, to give a report on her area. Dr. Miller presented a slide show, with the assistance of Lisa Compton (Marketing Coordinator), that provided information on the graduate and undergraduate programs available for Online studies. She said they plan to attract more students through email, add new programs where there is a natural flow of students, expand their footprint by at least 70% with schools within 100 miles of their homes and develop bonds with the teacher connect program. Dr. Miller indicated they already have 3 schools signed up to participate in this program.

Dr. Miller reported that the application volume is up and the enrollment loss is becoming less, and they have reorganized their department, which will allow them to be more efficient. She said their office can now control the processing of the applications, adding that her advisors have now become experts in certain areas. Dr. Miller added that they will also be working on an Online marketing and enrollment long range plan.

Mr. Blackwell asked Mr. Danny Buckalew to give a report for his area. Mr. Buckalew reported that two of the Admissions Counselors resigned. He plans to have a dream team in place soon to discuss different recruiting strategies. He said the Summer enrollment, as of today, is 375, whereas last year at this time it was 402. He gave projections for enrollment in the Fall Semester 2014. Mr. Buckalew said he not only has Admissions people recruiting, but now he has Glenn Smith, Director of Bands, and Willie Williams, Choral Director, out trying to recruit more students. He said Dr. Amy Jones will be helping to train the ambassadors and recruiters.

Mr. Blackwell introduced Jack Smith, Consultant, and stated that Mr. Smith would help to tie all information together that he has obtained while visiting the campus and come up with some sort of marketing theme.

Mr. Smith said he appreciated the opportunity to consult with UWA, adding that the people on campus have been incredible. He distributed his report to the Board members and discussed his general assessment, and other more detailed assessments, such as: communications, the strengths and weaknesses of UWA's image, and some other issues. Those issues are the University's logo confusion, i.e. too many are being used, and there seems to be no strategy in use of University marks or the logo. Mr. Smith stated there needs to be one primary mark.

Mr. Smith reported that other issues need to be reviewed, such as: the marketing/communications structure, i.e. and the staff reporting structure is inefficient. He stated that there is also a need for a marketing and communications office with a chief marketing officer to oversee the staff that is currently reporting to different areas. Mr. Smith said that the website design is outdated and not user-friendly, the content is often stale, too much reliance on stock photos, there is a need for a regular blog to create engagement, as well as

to better integrate social media feeds. He said there is a lack of core message and the University needs to determine exactly “What is our story and how do we best tell it?” Mr. Smith said the publications are not consistent in branding, design and/or typography.

Mr. Blackwell requested Clemit Spruiell to give a report on Alumni Relations. Mr. Spruiell reported that the Board gave his Development staff a challenge to match the \$300,000 academic scholarship that was approved in a prior Board meeting and he indicated his people are working hard on this. Regarding Alumni Relations, Mr. Spruiell said TyAnne Stone recently retired and he hopes to have the position filled by the middle of the summer; however, he added that Tom Tartt will assume the role of Director until someone is hired. Mr. Spruiell reported that he, Mr. Jim Gardner of Mason & Gardner, CPAs, LLC, Mr. Blackwell, and others met last week. He thanked the Board of Trustees for helping the University move forward.

Mr. Blackwell reported that Robert Upchurch has agreed to step in and oversee the International Program until someone can be found for the position of Director. He said Dr. Ken Tucker and Dr. Tim Edwards will be going to China in the next couple of weeks for their students’ graduation event. Mr. Blackwell thanked Dr. Edwards for his role as Provost. He also indicated there is a spirit of comradery on campus with the faculty, staff and students.

Mr. Blackwell said retention is a very important part of the program at UWA, and Mrs. Angel Jowers has developed an idea of establishing a retention center and he believes there is available space for such a center. He said the center could devote time to at-risk students to help them achieve their goal of graduating from college.

Mr. Blackwell announced that settlements have been reached, as of June 30th, with Billy McFarland, Dr. David Taylor, and Dr. Richard Holland. Mr. Saad said he is so proud to be a part of this place.

XI. New Business

Mr. Bunn asked if there was any new business. **Mr. Jerry Smith made a motion for the Board to approve the hiring of the firm of Wheless Partners to assist the Presidential Search Committee in finding a new President; Mrs. Anderson seconded the motion; and the motion passed. Mr. Kendrick said he would work on a contract for Wheless and UWA to sign.**

XII. Adjourn

Mr. Saad made a motion to adjourn, Mr. Smith seconded, and the meeting was adjourned at 4:00 p.m.

Respectfully submitted,

Victor Vernon
Secretary to the Board

Earlene Lindsey
Assistant Secretary to the Board