

BOARD OF TRUSTEES
The University of West Alabama
Bell Conference Center
June 1, 2009, 10:30 a.m.

A G E N D A

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes for March 2, 2009, Meeting
- V. Report of the Board President (Mrs. Margaret Lovett)
- VI. Report of Executive Committee (Mrs. Margaret Lovett)
- VII. Report of Financial Affairs Committee (Mr. John Northcutt)
- VIII. Report from Black Faculty and Staff Association (Dr. Frank Rogers-Pres. Elect)
- IX. Report from Student Government Association (Blake Meherg)
- IX. Report from University Provost (Dr. David Taylor)
- X. Report from University President (Dr. Richard Holland)
- XI. Adjourn

**BOARD OF TRUSTEES
THE UNIVERSITY OF WEST ALABAMA
Bell Conference Center
June 1, 2009, 10:30 a.m.**

I. CALL TO ORDER

Mrs. Margaret Lovett, President *pro tem*, called the meeting to order and welcomed everyone. She asked Mr. Ballow to call the roll.

II. ROLL CALL

In the absence of Mr. Ballow, Board Secretary, Mrs. Lovett asked Ms. Earlene Lindsey, Assistant Secretary, to call the roll. Attending were: Mrs. Jean Anderson, Mr. Randall Hillman, Mrs. Becky Lewis, Mrs. Margaret Lovett, Mr. John Northcutt, Rev. Willie O'Neil, Mr. Alex Saad, and Mr. Thed Spree. Trustees not attending were: Mr. Tom Ballow, Mr. Terry Bunn, Mrs. Lena Hardaway, and Mr. John Smith.

Ms. Lindsey announced that a quorum was present.

III. APPROVAL OF AGENDA

Mrs. Lovett asked for a motion to approve the Agenda, as presented. Mr. Spree moved to approve the Agenda, Mr. Northcutt seconded the motion, and the motion passed.

IV. APPROVAL OF MINUTES FOR March 2, 2009, MEETING

Mrs. Lovett asked if there were any changes to the minutes from the March 2, 2009, meeting. Ms. Lewis made a motion to approve the minutes for the meeting held on March 2, 2009; Mr. Saad seconded the motion; and the minutes were approved.

V. REPORT OF THE BOARD PRESIDENT

Mrs. Lovett said most of the members were aware that Mrs. Louise Nolen, a member of the Board of Trustees, recently passed away. She asked for a moment of silence in her memory.

Mrs. Lovett welcomed the new member of the Board, Mr. Randy Hillman, and noted that his resume could be found in the binder.

Mrs. Lovett reminded the Trustees to sign and turn in the Code of Ethics form to Ms. Lindsey if this has not already been done.

Mrs. Lovett also noted that a copy of the Board and Committee Schedule could be found under Tab 1, and she encouraged all members to take this schedule and note the dates on their respective calendars.

VI. REPORT OF THE EXECUTIVE COMMITTEE

Revision to Faculty/Professional Staff Handbook and Board Bylaws

Mrs. Lovett reported that the Executive Committee met this morning and Dr. Holland and Dr. Taylor discussed a proposed revision to the *Faculty/Professional Staff Handbook* and the Board Bylaws. Mrs. Lovett indicated the Executive Committee approved the changes and recommends that the Board adopt the changes.

The following revisions to the *Faculty/Professional Staff Handbook* are proposed for the Board's consideration:

1. Under current policy, a non-tenured faculty member whose contract is not renewed may appeal the non-renewal through the General Grievance Procedure, which terminates with the President, or directly to the Board of Trustees. The option of the appeal to the Board of Trustees is inconsistent with the appeals processes available in other cases. It is general practice and the University's belief that the appeals process for non-renewal of a contract for a non-tenured member of the faculty should terminate with the University President.
2. The University's Promotion and Tenure Process offers an appeals procedure designed to address alleged procedural violations. A faculty member who is not satisfied with the outcome of this process may continue his/her appeal through the General Grievance Procedure if his/her candidacy has been stopped at the College Review Group/Dean or University Review Group/Provost levels. However, if the bid for promotion or tenure has been denied by the President, the policy allows for an appeal to the Board. It is recommended that the President be established as the final level of action in such matters.
3. Dr. Taylor recommended the following revision to the Board's Bylaws, in Article III, Section 3, and Mr. Kendrick stated the revision would allow the proper "due process" according to law:
 "Any person for whom no appeal is otherwise specifically provided in University policies shall have the right to appeal to the Board of Trustees without

prejudice. The appeal shall be made in writing to the Board President within thirty (30) days of the event or circumstance that is the basis of the complaint and at least ten (10) days before any meeting before the Board of Trustees in which it may be considered”.

Mrs. Lovett said the motion did not need a second, and it was approved.

Trustee Emeritus Status to Mrs. Nolen

Mrs. Lovett indicated a motion was passed in the Executive Committee meeting to present Mrs. Nolen’s family with a resolution bestowing upon her the status of Trustee *Emeritus*, posthumously. She added that Mrs. Nolen served on the Board for 24 years. Mr. Spree seconded the motion and it was approved unanimously.

Resolution of Thanks to CHS

Mrs. Lovett reported that the Executive Committee voted to present a resolution to Community Health Systems in gratitude of their pledge to the Capital Campaign. Dr. Holland said their contribution in the amount of \$1,492,000 is the largest in the history of the University. Mrs. Lewis provided a second to the recommendation, and the motion was approved.

Request from Health and Wellness Education Center

Mrs. Lovett said the Center has requested a lot (approximately one-half acre) behind the Sumter County Health Department to put their facility. Mrs. Lewis provided a second and the motion carried.

Policy for Identity Theft Prevention

Mrs. Lovett said the Federal Trade Commission mandated that the University adopt a policy for Identity Theft Prevention and the Executive Committee approved it. Mrs. Lovett indicated this recommendation comes as a motion by the Executive Committee to adopt this policy and does not need a second. The motion was approved.

Policy Statement for Dismissal of BOT Members

Mr. Lovett reported that the Committee adopted a policy statement regarding trustees who do not attend or participate in Board activities on a regular basis and is recommending it for approval by the full Board. Dr. Holland said the proposed policy statement also addresses a standard that SACS has and it will bring UWA into compliance with it. The policy statement is as follows:

“The proposed change stated that members of the Board are considered state officers and, therefore, subject to the requirements of conduct and service as stated in Section 36-11-1, Code of Alabama (1975). This policy states that willful neglect of duty, corruption of office, or incompetency would constitute an impeachable offense. Also, as part of the policy it would consider a neglect of duty if a member of the Board failed to attend meetings, take part in deliberations, or participate in a substantial way in the activities of the Board. Additionally, if the policy is adopted and any Board member is found to be in violation of the standards of conduct as described in the section, the President *pro tempore* of the Board, with the approval of the Executive Committee, shall notify the Governor of said violation and the Governor may vacate the position through the Section 36-11-1 statute”.

Mrs. Lovett stated this recommendation comes as a motion from the Executive Committee and does not need a second. The motion passed.

International Efforts – Recommendation No. 1

Mrs. Lovett said the Executive Committee was asked for approval to establish an international education program, based on a recommendation by the President of the University, with the funding of this program to be brought to the Finance Committee and approved by the Board of Trustees. Mrs. Lovett noted a second was not needed since this was coming as a motion from the Executive Committee. The motion passed, with Mr. Saad abstaining.

International Efforts – Recommendation No. 2

Mrs. Lovett said the second recommendation that was passed by the Executive Committee was to give President Holland the Power of Attorney to act as the University's agent in moving forward with the International program in Nicaragua, subject to the approval of the full Board and not to exceed the \$25,000 limit that

was previously approved by the Board and any other agreements made in Nicaragua to come back to the Executive Committee and Board for approval. Mrs. Lewis inquired if what she was hearing was to give Dr. Holland the power to establish the program or to explore the possibility of establishing the program in Nicaragua. Mrs. Lovett replied that it would be as the recommendation stated. Dr. Holland said, if approved, this would allow him to register the University, establish a logo and open a center.

The motion passed, with Mr. Saad abstaining.

VII. REPORT OF THE FINANCIAL AFFAIRS COMMITTEE

Mrs. Lovett asked Dr. Holland to report on matters that were supposed to be presented to the Financial Affairs Committee earlier this morning. She said the Committee did not meet due to time restraints. Dr. Holland said the material could be found behind Tab 9 in the binder. As indicated in the proposed Budget for 2009-2010, Dr. Holland said the matching retirement, health insurance, utilities and power are all expected to increase. He added that obligations on providing increases for promotions, longevity, enhanced credentials and staff equity adjustments must be added to the fixed cost increases.

Dr. Holland said there is a \$1,229,448 shortage in the State appropriation to the University, and adding this to the above fixed cost increase presents an overall shortfall in the amount of \$1,836,564. He said this meant the University must address the projected revenue shortage. Dr. Holland indicated the University would receive \$1,203,971 from the Stimulus funds, and he recommended a 10% tuition increase that would amount to approximately \$533,880, plus a transfer of funds from the Online Program in the amount of \$1,573,393 in order to balance the budget for 2009-2010. Dr. Holland said last year, \$1,474,680 was transferred to the budget from online funds. He added that the 10% increase in tuition would still keep the University in the lower tier of the colleges as far as tuition costs within the State of

Alabama. Dr. Holland added that the Government has enacted a tax credit for students in the amount of \$2,500 which will assist the students in covering the 10% increase in tuition costs. Mr. Saad asked if the students would be made aware of the tax credit and Dr. Holland replied that the Office of Financial Aid would handle this.

He said the State appropriations for special projects were listed at the bottom of the proposed budget.

Dr. Holland indicated that if the Board approved the proposed budget, the administration will move forward on preparing the budget for next year and at the next meeting in September 2009, a detailed budget will be presented based on the outline that was presented today.

Mr. Saad moved to adopt the preliminary budget, including the 10% increase in tuition, and Rev. O'Neil seconded the motion. The motion passed.

VIII. REPORT FROM BLACK FACULTY AND STAFF ASSOCIATION

Dr. Frank Rogers, President-elect, reported that this organization will offer two scholarships at \$250 each to any student who meets the criteria, such as a GPA of 2.5, writes an essay of 3,000 words about extra-curricular activities, community involvement, and provides letters of recommendation. He said the Association currently has twelve applicants for the scholarship, but they hope to have more in the future and also more funds for these scholarships.

IX. REPORT FROM STUDENT GOVERNMENT ASSOCIATION

In the absence of the SGA President, Mr. Blake Meherg reported that the Association wanted to give something back to the University, so they decided to put a life-sized bronze tiger on campus. He said, based on a recommendation by the Landscape Architect, Mr. Dale Fritz, it would be placed in front of the Cafeteria. Mr. Meherg said the SGA allotted \$2,045 for this purpose, they raised between \$1,000 and \$1,500, and the remainder will be paid by the University. He said they are still in the process of selling pavers that will be surrounding the tiger.

X. REPORT FROM THE UNIVERSITY PROVOST*University Master Plan*

Dr. Taylor reported that the University contracted with the architectural firm of Goodwyn, Cawood and Mills, and Dale Fritz (Landscape Architect) to work on a comprehensive master plan to guide the University on both short-term and long-range plans for developing the University facilities. He said the project was begun in March, and more recently the consultants came to campus and met with small groups of the employees in order to focus more on the needs of the University. Dr. Taylor said the next step for the consultants would be to present the University with a concept and ultimately a master plan.

Ed.S. Programs

Dr. Taylor said there are currently 134 students in the Elementary Education major, 98 in School Counseling major, and 23 in the Library Media major for Ed.S. degrees. He said expectations are that the enrollment for these programs will dramatically increase in the near future as the programs are marketed.

Press Release on the UWA Online Program

Dr. Taylor indicated that the members of the Board would find in their binders a press release by the University's Director of Public Relations, Ms. Meaghan Gordon, concerning an article in the May 2009 edition of *US News and World Report* magazine. He said the article address the online programs in the United States and places UWA in the No. 9 spot as being one of the best online graduate programs in education.

Dean/Natural Sciences and Mathematics

Dr. Taylor said for many years a search has been ongoing to find a new Dean for the College of Natural Sciences and Mathematics. He said he was pleased to announce that the search has been completed and Dr. Venkat Sharma has accepted the position. He said he comes to UWA from the University of West Florida, where

he is a professor and director of two programs there. Dr. Taylor said he has an extraordinary record in teaching and research, as well as administration. Dr. Sharma will join the University in August 2009.

BBY Publications/Head-Pollett Consultants

Dr. Taylor said representatives from BBY Publications/Head-Pollett Consultants recently visited the campus and presented a proposal for the University to consider. (Informational material was in Trustees' binders.) He said the publishing company writes, publishes, and sells K-6 math teaching materials in addition to designing and producing teaching accessories. He distributed some of the sample publications.

Dr. Taylor said Head-Pollett Consultants conduct on-site training for school districts as well as individual elementary schools. He said this is a family owned business involving Debby and Randy Head and a friend of theirs, Libby Pollett. Dr. Taylor said the company came to UWA's attention because the daughter of Mr. and Mrs. Head is Ms. Amy Jones, an instructor in UWA's Division of Languages and Literature. He said He said the company has been extremely successful, but the owners would like to semi-retire and would like to give the company to UWA to allow us to continue its operation.

Dr. Taylor said Mr. Head handles the marketing for the company and Mrs. Head and Ms. Pollett are the consultants. He said they are at the stage in their career where they would like to retire, but they did not want the business, in which they put so much work, to just dissolve with their retirement. Dr. Taylor said they approached the University with the idea of giving us the business to allow the University to continue its operation. He said their staff would remain with the University as consultants through the transition, although Mr. Head does want to retire very quickly and he would be replaced with a business director to be hired by UWA.

Dr. Taylor said that when they came to campus, he brought together all of the University's relevant experts – Dr. Tina Jones, Dr. Judy Massey, Dr. Janie Gregg, and Dr. Martha Hocutt. All who heard the proposal was extremely impressed so much so that a team was sent to the company's headquarters to discuss how the transition could be made to UWA. He said some of the wonderful opportunities for UWA would be: (1) it would allow the University to contribute significantly to K-6 mathematics education in the State and region; (2) it would enhance UWA's image nationally; (3) it would be a great opportunity for UWA's Education faculty, the Mathematics faculty, and the students to be involved in the development of materials for this project and, in many instances, to serve as consultants; and (4) it would provide a stream of revenue for the University.

Dr. Taylor reported that the company has always been a very profitable enterprise. He said the transitional costs should be recouped very quickly from the revenue generated by consulting agreements and added that next year is already booked. Mr. Saad asked what the estimated transition cost would be and Dr. Taylor replied that it should be about \$40,000. Dr. Taylor added that some in-house publications would have to be done, as well as some remodeling for a warehouse and shipping facility and then a business director will have to be hired and pay this salary until the future revenue is received.

Dr. Taylor said plans are to being immediately selecting the University's faculty for this project and added that the office and business manager would be housed in the Division of Educational Outreach. He said the Educational Director would be housed in the Mathematics department. Mr. Hillman inquired as to how Mrs. Head and Ms. Pollett would be paid, i.e. if the University would be hiring them and how they would be paid. Dr. Holland replied that the revenue from contracts with the different school systems would pay for their fees as consultants. Dr. Taylor also indicated the University would be managing the budget, but would not be paying any

salaries to them, only as consultants on a contractual basis. He said the \$40,000 estimated costs would cover the infrastructure costs and their consulting contracts until the revenue is received.

Mrs. Lewis asked if UWA would be in competition with other private companies. Dr. Taylor replied that he did not believe that would be case.

Mr. Saad asked the Board members if they thought the books for the company should be reviewed by a auditor, and Mrs. Lewis said she did not see how this could hurt. Reverend O'Neill and Mr. Hillman also concurred.

Dr. Taylor asked for the Board's endorsement of this project, with the intention that upon receiving the final draft of a contract, the University's attorney will review it and an independent auditor will audit the books of the company. Mr. Saad moved to endorse this project, with Mr. Hillman seconding the motion, and the motion passed.

XI. PRESIDENT'S REPORT

Dr. Holland announced that he would have the administrators for the different areas to give a report.

Capital Campaign

Mr. Clemit Spruiell, Vice President for Institutional Advancement, said this Campaign could not have been undertaken without the support of the Board of Trustees. He reported that the Capital Campaign has been underway for two years and two months and \$7,559,000 has been raised. A year ago, Mr. Spruiell said he and Dr. Holland went to Nashville to meet with the executives of Community Health Systems to fund some Nursing projects and the AMEC program.

Dr. Holland thanked Mr. Spruiell and his staff for the hard work they have done on the Capital Campaign. He said the next item would be to discuss the hiring of a consulting firm to assist in student recruitment and retention for the University. Dr.

Holland indicated the firm would evaluate what the University has been doing and propose what needs to be changed.

Educational Dynamics' Consultants

Vice President Danny Buckalew said the admission standards have been changed in the last couple of years, which has impacting recruiting. Mr. Buckalew said his staff looked at several organizations who work with colleges to enhance their admission and recruitment techniques. He said Education Dynamics came to campus, gave a presentation, and it was apparent that they focus on communicating with the younger generation with colorful pictures, not a whole lot of dialog, and especially straight-forward communication. Mr. Buckalew said the schools that have used this company have shown anywhere from 10% to 60% increase in student enrollment and some improvement in retention rates.

Mr. Buckalew indicated that UWA would provide the group with names of potential prospective unconditional students based on the information obtained by the Admissions Counselors in their travels to different recruiting areas. He said they will work via Twitter and Facebook, marketing the UWA information, as well as monitoring both venues. The prospective students will have a blog where their interests will be identified and also will allow UWA to advise a prospect on the status of his/her application, as well as let them know of events that will be happening on campus. Mr. Buckalew said the bottom line is that more student prospects will be contacted than in the past.

Dr. Holland thanked Mr. Buckalew and said the next report will be by Dr. Tina Jones about the Center for the Study of the Black Belt.

Center for the Study of the Black Belt

Dr. Tina Jones, Dean, reported that in 2005 the Center was created to promote and cultivate the cultural and national historical resources of the Black Belt Region in the State of Alabama. She said in the past year, the Center's staff has been involved

in many activities, such as: The Alabama Heritage Calendar, the Sucarnochee Revue, and the Smithsonian's New Harmonies Exhibition Tour that is currently in Webb Hall Parlor.

Dr. Jones said the Center promotes the area, both academically and hands-on. To this end, she said members of her staff have been asked to speak at conferences locally and nationally. Dr. Jones said they also assist in finding speakers for events or groups on the local level.

She said one of the largest projects is working on the Black Belt Heritage Area and indicated the calendar for this activity was in their binders. Dr. Jones said her office serves as the management entity for the nineteen counties working to receive national designation as a heritage area. She said there is currently only one heritage area in Alabama, which is the Muscle Shoals area, but the Chattahoochee Trace is another candidate for heritage recognition. Dr. Jones said there are forty national heritage areas in the United States. She said a feasibility study had to be completed to demonstrate to the Congress and the National Parks Office that the Black Belt area deserved this designation and area events had to be planned. Dr. Jones said the study has been completed and she noted that the report could be found online at <http://www.alblackbeltheritage.org/>. She said the report has been carried to Washington, D.C. and it is in the hands of Congressman Artur Davis, and she added that there is a page of endorsement by the Alabama Congressional delegation in the report. Dr. Jones said they are acting as a heritage area, i.e. they have a separate board, a 501 C 3 status, and are promoting the area and its activities.

Dr. Jones reported that the Center promotes local events, such as: the Sucarnochee Folklife Festival, the Sucarnochee BBQ Cookoff, the Black Belt Symposium on History, and the Mosaic Tile Project with K-12 students.

Dr. Jones encouraged the Board members to go by and see the New Harmonies Exhibit in Webb Hall Parlor. She said it is very competitive to have a Smithsonian

exhibit on campus. In conjunction with the Exhibit, there have been numerous workshops and presentations for the community.

Dr. Jones said the Sucarnochee Revue program is another way to promote the area, because it is broadcast on 39 radio stations throughout the Country. She said it is aired every Saturday night at 10:30 on Public Radio stations, and also noted that it is held five times in the year on campus.

Dr. Holland thanked Dr. Jones for her report and stated that Dr. Becky Harvard, Director of Sponsored Programs, joined the University community two years ago and will give a report on her area.

Office of Sponsored Programs

Dr. Harvard said the University is such a wonderful place to work and has such a harmonious spirit. She said she was hired to develop the Office of Sponsored Programs and it is housed in the Choctaw Tavern. Dr. Harvard said she now has an assistant, Mr. Rodney Granec, who will serve as a Grants Specialist. She said their office has four major duties, as follows: (1) to centralize all grants for the University – all grants have to come through this office; (2) oversee all of the grants to be sure all reporting is done, etc.; (3) research available grants; and (4) assist the President in requests for appropriations.

Dr. Harvard reported that one of the largest grants received in the past year was for the College of Education for over \$1 million. She said the status report was distributed to the Board members for their review.

Enrollment Report for Summer 2009

Dr. Holland reported that the undergraduate enrollment for the Summer is 1,042 and the online enrollment as of May 29 is 2,384.

Athletic Report for 2008-2009

Dr. Holland reported that it has been a very good year for the Athletic Programs. He distributed a list of the accomplishments for each sport on campus.

Dr. Holland said the Baseball team season ended at 38-16, won the GSC East Division, and played in their fourth NCAA Tournament in five years; Men's Basketball was 13-15, and went to their first GSC Tournament in eleven years. Women's Basketball was 11-17 and played in their sixth GSC Tournament in eight years. Cross-Country Men's team was at 6th place in the GSC, which was the best conference finish in thirty years. Cross-Country Women's team had their best conference finish in thirty years, as they were in 10th place. Football team was 4-7 for the season. The Rodeo Men's and Women's teams were very competitive throughout the season. Softball's record was 42-17 and had their first GSC Tournament in twelve years and tied the school record for the number of wins. Men's Tennis ended the season with 18-7 and went to their first NCAA Tournament in school history. Women's Tennis was 14-15 and they went to their second straight GSC Tournament. Volleyball finished with 22-11 and went to their second straight GSC Tournament.

Dr. Holland indicated the University is proud of its athletes. Mrs. Lewis said this type of report needs to be used as a recruiting tool and sent to the guidance counselors.

Strategic Planning for 2009-2014

Dr. Holland said the 2005-2009 Strategic Plan is coming to an end this month, and he reported that the process to develop a plan for the next five years has begun. He indicated a consultant is on campus to meet with focus groups – faculty, staff, and students. Dr. Holland said the consultant would be meeting with the Board members this afternoon to determine where they think the University is and also what plans they feel need to be put into the plan. He said before the end of the week, the consultant would meet with business and community leaders in Livingston, Sumter County and the Black Belt area. Dr. Holland said after the information is collected, there will be a two-day retreat on June 16 and 17 and the group attending

will be made up of members of the faculty, staff, students, and the Board of Trustees.

Dr. Holland said he hoped by the September meeting of the Board, a five-year Strategic Plan will be presented for the Board's approval.

University Fitness Center

Dr. Holland noted each Trustee had a brochure on the University's Fitness Center, as well as a chart indicating its success. He said about eight months ago, Mr. Buckalew brought to him a proposal to have one of the best fitness centers in the region for about \$150,000. Dr. Holland indicated the Fitness Center proceeded to charge membership fees, which has enabled them to cover most of the costs for the renovation. He noted that a year ago the Center had about 1,000 members and now it has about 3,500 members.

Dr. Holland said this is truly a success story and he appreciates Danny Buckalew and other members of his staff focusing on this to better serve the students and surrounding community.

175th Anniversary Committee

Dr. Holland reported on the University's 175th Anniversary that will be next year. He said a timeline of events was included in the binders. Dr. Holland said the Committee has been working on this for about three years and, in December of this year, Dr. Jones should have an Anniversary book.

XII. ADJOURN

There was no other business and Mrs. Lovett adjourned the meeting at 12:28 p.m.

Respectfully submitted,

Earlene Lindsey, Assistant Secretary