

**MINUTES**  
**ARKANSAS SCHOOL FOR MATHEMATICS, SCIENCES, AND THE ARTS**  
**BOARD OF VISITORS REGULAR MEETING**  
**September 13, 2011**  
**2:30 p.m.**

The Arkansas School for Mathematics, Sciences, and the Arts (ASMSA) Board of Visitors met in the Boardroom on the first floor at 200 Whittington Avenue, Hot Springs, Arkansas.

Prior to the meeting, the Board members arrived and attended some of the classes that were in session. They also lunched with some of the students prior to the start of the Board meeting.

**I. CALL TO ORDER**

In the absence of Lynne Dardenne, Chair, Mr. Luther Lowe, Vice Chair, convened the Board of Visitors regular meeting into open session at 2:32 p.m. and welcomed all of the Board members.

**II. ESTABLISH QUORUM**

**Members Present**

Mr. Luther Lowe, Vice-Chair  
 Mrs. Karen Garcia  
 Mrs. Leigh Merry  
 Ms. Julie Mullenix

**Members Absent**

Lynne Dardenne, Ph.D., Chair  
 Ms. Marynell Branch, Secretary

**Ex-Officio Members Present**

Ms. Marta Gwyn Collier, designee for John Ahlen, Ph.D., President, Arkansas Science and Technology Authority  
 Ms. Krystal Nail, designee for Tom Kimbrell, Ph.D., Commissioner, Arkansas Department of Education  
 Ms. Annie Wang, President, Student Government Association  
 Ms. Martha Carlson, representative for Sandra Gilmore, President, ASMSA Parents' Association

**Ex-Officio Members Absent**

Ms. Joy Pennington, designee for Ms. Cathie Matthews, Director, Department of Arkansas Heritage  
 Mr. Shane Broadway, Interim Director Arkansas Dept. of Higher Education

**Administrative Members Present**

Janet Hugo, Ph.D., Director  
 Mrs. Janice Sullivan, Ph.D., Dean of Academic Affairs  
 Ms. JaNan Abernathy, Director of Finance  
 Ms. Susan Lancaster, Director of Institutional Advancement  
 Mrs. Lorraine Munroe, Administrative Assistant

**Administrative Members Absent**

Mr. Chris Robbins, Dean of Distance Education and Information Technology  
 Mr. William Currier, Dean of Students

### III. APPROVAL OF MINUTES

A motion was made by Mrs. Garcia and seconded by Mrs. Mullenix approve the minutes of May 3, 2011. Motion passed unanimously.

### IV. CONSENT AGENDA

Director's Comments – Dr. Hugo

Dr. Hugo welcomed new Board member, Mrs. Leigh Merry, to the Board of Visitors.

Dr. Hugo stated that Ms. MaryJane Rebick had resigned from the ASMSA Board of Visitors due to an appointment to another Board by Governor Beebe. Dr. Hugo reported that she advised the Governor of the shortage of a board member and hopefully the vacancy will be filled shortly.

Dr. Hugo introduced the visitors from Leadership Wisconsin and Ashley Coldiron, a consultant working with the ASMSA Development Office to help with the Capital Campaign.

Dr. Hugo reported that the school had received funding of an additional \$2 million in General Improvement Funds for construction. ASMSA will also be receiving stimulus money that has to be obligated by September 30, 2011 and spent by December 15, 2011.

Dr. Hugo stated that a representative from the GenCorp Foundation Board was coming to campus the next day to present a check for a grant in the amount of \$28,575.

Dr. Hugo reviewed the list of incoming and outgoing employees.

Dr. Hugo stated that the average incoming ACT score is 25.1.

#### 1. Financial Report – JaNan Abernathy

Ms. Abernathy reviewed her report with the Board. Ms. Abernathy stated that the summer was busy and that the legislative auditor was on campus and will remain for the next month. Ms. Abernathy reported that she will be working on the state reports that are due in September.

#### 2. Residential Affairs Report – William Currier (Dean of Students)

Mr. Currier was absent from the meeting.

In Dean Currier's absence, Dr. Hugo reported that the temperature on move-in day was 108 degrees.

Dr. Hugo reported that the food service contract went through the bid process and the contract was renewed with Ameriserve in June and is a seven year contract. Dr. Hugo stated that Ameriserve previously reported to the Facilities Manager but has now been changed to the Dean of Students. In response to a question from the Board, Dr. Hugo said that juniors do a nine-week rotation in the cafeteria.

### 3. Academic Affairs Board Report – Dr. Sullivan

Dr. Sullivan reviewed her report with the Board. Dr. Sullivan stated that ASMSA has one of its largest junior classes this year with 134 students. Dr. Sullivan reported that some seniors were lost through the summer.

Dr. Sullivan stated that there are some new academic events that will be taking place, one being Aerospace Week that will be held from November 14 to 18.

Dr. Sullivan reported that the school is trying to get some outreach in the state of Arkansas in terms of science and technology in promoting STEM projects – science, technology, engineering and math. Registration for outreach programs is open to all students in Arkansas and is free of charge.

Dr. Sullivan stated that “Coffee House” will be held on Tuesday, September 20<sup>th</sup>. This is an event where teachers and students together sing, dance and play music. It is a nice venue where students and teachers interact with each other.

In response to a question by Mr. Lowe regarding money for media outlets, Dr. Sullivan and Mrs. Lancaster stated that the school has budgeted \$25,000 for media outlets for all over the state.

Mr. Lowe commented on how nice the new website looked and is pleased that the new social media tools have been plugged into it.

Mr. Lowe inquired about how the school dealt with the interest cards that are filled out by interested students who may want to attend ASMSA. Dr. Hugo responded stating that students fill out interest cards that are submitted to the Admissions office and the data is input into a database for contact information. Dr. Hugo stated that Admissions is targeting middle schools because that is where the interest begins. Dr. Hugo reported that the ASMSA Facebook page draws many students who ask questions about the school.

Mrs. Mullenix inquired about the senior exit surveys. Dr. Sullivan stated that the collection of student data is an on-going process when students leave. Dr. Hugo stated that for the first time in nineteen years, student data is being collected that has never been collected before and staff is doing a good job doing this.

Ms. Marta Collier, representative from the Science and Technology Authority inquired if ASMSA was collecting data on the outreach program that is being held on October 1<sup>st</sup>. Dr. Hugo responded confirming that data is being collected and stated that due to the lack of weekend programs for gifted students, ASMSA has scheduled a Science and Technology Weekend Institute. Dr. Hugo reported that it is important for the students to have engagement outside of the classroom. Dr. Hugo said that she is hoping that this kickoff is something that can take place on a regular basis and hopes to find grant money and other funding for these projects.

### 4. Office of Outreach – Chris Robbins

Mr. Robbins was not present to give his report. Dr. Hugo stated that the Department of Education put together a consortium this year so ASMSA is providing coursework through

the consortium of schools. Dr. Hugo reported that ASMSA is not charging tuition for in-state schools because ADE increased the grant amount to \$1.25 million. Tuition is charged to out-of-state schools.

5. Institutional Advancement – Susan Lancaster

Ms. Lancaster stated that the school is holding special events during the year and the ASMSA/Cisco Golf Classic was going to be held on Friday, September 16<sup>th</sup> at Belvedere Country Club and is right on track to raise \$15,000 for the Foundation.

The ASMSA Gala date has been changed from March 30<sup>th</sup> to Friday, March 2<sup>nd</sup>. The Gala will honor the new incoming UA System President, Dr. Donald Bobbitt and his wife, Susan, at the Governor's Mansion.

Ms. Lancaster reported that the new website was launched in late May/early June. Ms. Lancaster stated that there are new ASMSA street banners that are displayed along Central Avenue that feature the new Student Life Center that is being constructed.

Ms. Lancaster stated that all of the media contacts are being made by the public relations office. ASMSA is getting media coverage in Hot Springs, as well as student individual hometown papers.

Ms. Lancaster stated that Ms. Ashley Coldiron, from Riggin & Associates, is working with ASMSA to develop a major gifts action plan for the Foundation. ASMSA is targeting foundations with proposals and have invited a number of folks who represent major foundations to campus for a visit.

At this time, Ms. Lancaster introduced Ashley Coldiron to the Board. Ms. Coldiron stated that it was her first time to walk through the new building and was very impressed with the construction. Ms. Coldiron stated that if people can just come and see what is happening on campus, it would be an easy sell. Ms. Coldiron reported that the biggest hurdle for the school is getting the word out about it. Ms. Coldiron stated that her company is currently laying good groundwork and that she stated that she is projecting education awareness and is visiting different foundations that have different deadlines during the year.

Ms. Coldiron stated that if one looks at the campaign as a whole, it is a \$30.8 million campaign. However, if one looks at the amount of money that has already been raised and the amount given by the Governor, the numbers are decreasing so it is important to phrase the campaign correctly. Ms. Coldiron stated that she is working on naming opportunities for building.

Ms. Coldiron reported that her company has recreated three job descriptions. The job description for the first group is the Board of Visitors who need to be out in the community talking about the campaign. The second group are the ASMSA Ambassadors who need to be talking about events, education, etc., and the third is the Steering Committee members who will move forward into the Foundation Fund Board and what the people who are recruited will be doing. Ms. Coldiron stated that she is looking to the Board of Visitors to be an advocacy group with the main responsibility to be advocacy. Advocacy not only with the legislators but with constituents within the community and also with donors. Ms. Coldiron stated that there should never be any place where a member of the Board of Visitors goes where ASMSA is not mentioned and talked about with regard to what is going on and happening on campus. The Board of Visitors will be the number one voice to the public.

Another aspect of the Board of Visitor's job description will be the financial support of the school at the financial level that is comfortable with the Board member. Any time that ASMSA meets with its innermost circle, the Board of Visitors is to be very involved with the financial endorsement of the school.

Ms. Coldiron also stated that every time there is a school event the Board of Visitors should be at the event, being the face of ASMSA, such as the golf tournament and gala. Also, Ms. Coldiron stated the four-time-a-year attendance at the Board meetings is very important. To reiterate, Ms. Coldiron stated that for the Board of Visitors, advocacy is the number one priority. The Foundation Fund Board's number one priority is giving and receiving financial support, and the Ambassadors' priority is participation, getting involved, and being hands-on.

Mr. Lowe thanked Ms. Coldiron for her summary and overview of the expectations of the Board of Visitors regarding the campaign.

6. Student Government Association – Ms. Annie Wang

Ms. Wang introduced herself to the Board. Ms. Wang stated that the SGA had held elections and applications for elections were filled out by those who were interested in becoming officers. The first meeting of the SGA was held on August 6<sup>th</sup> and the first town meeting will be held on September 29<sup>th</sup> from 6:00 pm. – 8:00 pm. Ms. Wang reported that the Activities Committee is working on the junior t-shirts.

7. Parents' Association – Mrs. Sandra Gilmore

Mrs. Gilmore was not present at the meeting, however, Ms. Martha Carlson represented the Parents' Association (PA) at the meeting. Ms. Carlson stated that the Parents' Association wants to be helpful in many areas but the primary focus is to help parents promote and support the school, as well as educate people about ASMSA. Ms. Carlson also stated that the PA wants to help promote and educate the name recognition across the state and that a Parent/Teacher's Day will be held on October 24th. Ms. Carlson also reported that the PA has a Facebook page.

Ms. Marta Collier announced that there will be an art competition sponsored by the Science and Technology Authority and all media will be considered. First, second and third place finishes will receive cash awards. Ms. Collier stated that the winning work will be displayed in the offices of the Science and Technology Authority in Little Rock.

**V. OLD BUSINESS**

There was no old business to report.

**VI. NEW BUSINESS**

There was no new business to report.

**VII. AUDIENCE WITH INDIVIDUALS OR GROUPS**

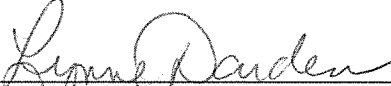
No request or comment from an individual or group.

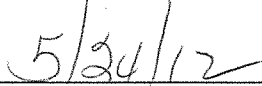
**VIII. ADJOURNMENT**

Because a Board member had to leave early, there was no quorum at the end of the meeting, therefore, no motion was made to adjourn the meeting. The meeting ended at 3:37 p.m.

Approved as written \_\_\_\_\_

Approved as amended \_\_\_\_\_

  
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Mrs. Lynne Dardenne, Chair

  
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(Date)