

MINUTES
ARKANSAS SCHOOL FOR MATHEMATICS, SCIENCES AND THE ARTS
BOARD OF VISITORS REGULAR MEETING
December 1, 2014
5:00 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.

I. CALL TO ORDER

Mrs. Garcia, Chair convened the Board of Visitors regular meeting into open session at 5:00 p.m. and welcomed all Board members.

II. ESTABLISH QUORUM

Members Present

Mrs. Karen Garcia, Chair
 Mr. Hayward Battle, Vice Chair
 Mrs. Donna Casparian
 Mr. William Watson

Members Absent

Mrs. Cynthia Miller, Ph.D., Secretary
 Mrs. Donna Hutchison

Ex-Officio Members Present

Mrs. Mary Kathryn Stein, Ed.D., designee for
 Tony Wood, Commissioner, Arkansas
 Department of Education
 Mrs. Marta Gwyn Collier, designee for Tim
 Atkinson, Ph.D., President, Arkansas
 Science and Technology Authority
 Mrs. Amanda Nall, President, Parents Association
 Miss Sophia Ly, President, Student Government
 Association

Ex-Officio Members Absent

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

Administrative Members Present

Mr. Corey Alderdice, Director
 Mrs. JaNan Abernathy, Director of Finance
 Mr. William Currier, Dean of Students
 Mr. Bob Gregory, Dean of Academic Affairs
 Ms. Valerie Carpenter, Interim Director of Admissions and
 Public Affairs
 Mrs. Vicki Hinz, Interim Director of Institutional Advancement
 Mrs. Lorraine Munroe, Administrative Assistant

Administrative Members Absent

Mrs. Garcia introduced new Board member and alumnus, William Watson to the Board. The Board introduced themselves to Mr. Watson, and he then gave a brief synopsis of his biography since graduating from ASMSA in 2005.

III. APPROVAL OF MINUTES

A motion was made by Mr. Battle and seconded by Mrs. Casparian to approve the minutes of September 22, 2014. Motion passed unanimously.

IV. CONSENT AGENDA

1. Director's Comments – Corey Alderdice

Director Alderdice referred to the September meeting when a discussion ensued about representation of low-income students at ASMSA. He stated that he was able to retrieve reliable data going back to 2009 that provides a longitudinal snapshot of where ASMSA has been over the last decade. Of the 1,032 students admitted over the eight-year period, approximately 32.9% qualified as low-income according to federal guidelines. Director Alderdice stated that the Class of 2016 is somewhat anomalous compared to past years and reported that he receives the statistics only when the students complete the Family Financial Form when they arrive at the institution post-admission. He stated that the information that determines whether or not a student is a low-income student is not obtained from any other source and is not factored into the selection process.

Director Alderdice discussed that ASMSA's broadband access will be increasing in 2015. He stated that the IT staff has done some investigations with a variety of service providers and will be transitioning from a 150 MB connection to approximately a 500 MB connection no later than March. Bids will be going out to contractors during the current week and the upgrades should be in place approximately 90 days after that. Director Alderdice reported that if one looks at how much technology has changed over a five-year period, the total campus connection in 2012 was 27 MB downstream and it will now be going to 500 MB. By doing this, Director Alderdice stated that the campus should see a radical change in the consistency and quality of the Internet connections. He stated that he is pleased that the IT staff and the SGA Executive Board has sat down recently to have on-going dialogues about the Internet connections, how service can be improved and how both sides can work together to keep everyone informed about student technology needs.

Regarding low-income students, Director Alderdice reported that he has been invited by the Jack Kent Cook Foundation to attend a conference in February in Washington, DC, about low-income students attending the nation's premier public high schools. Director Alderdice stated that he was fortunate to be invited to serve on the selection team this summer for their group of middle school scholars. Mr. Alderdice stated that low-income students have been a point of interest to not only the Board of Visitors but also to the institution as well.

Director Alderdice stated that he has been working with Polk Stanley Wilcox (PSW) to assess the next steps in the institution's infrastructure and the facility needs. PSW will be providing a report on the institution's two options for the next academic facility on campus. One option would be the renovation of the Cedar Street Complex. The second option is construction of a new 20,000 sq. ft. facility. Director Alderdice stated that the options hinge on two considerations: what is the base financial cost and what are the logistics of going with either option. He stated that the logistics were much more challenging with renovating the Cedar Street Building than building a new facility. Director Alderdice

reported that clarity on the process will help the institution pursue funds during the legislative session.

Director Alderdice reported that two of ASMSA's members have participated in the Sister City Program. He stated that a conversation has started in earnest with Bruce Orr, Assistant Superintendent of the Lakeside School District (Hot Springs) and Mary Neilson about what it may look like to have a Japanese instructor in residence shared between the two schools in the coming year. Director Alderdice stated that Mary Neilson has made some outreach to the Japan Foundation based in San Francisco regarding certain programs that they facilitate to help with funding those projects. They do have a program for new or struggling Japanese language programs to help support them. Director Alderdice stated that it is a one-year grant for \$30,000, which can be continued into a second year. He reported that with a long-standing history of the Sister City relationship with Hanamaki Higashi and Lakeside as well as ASMSA's recent participation in the Kakehashi project through the Japan Foundation, he believes the opportunity is a point-of-interest. Director Alderdice stated that the conversation will be continued over the course of the spring semester. He said that Mr. Orr would really like to see a person specifically from Hanamaki come over, and is excited to see where it can go.

Mrs. Garcia asked Director Alderdice if a decision has been made on the new building/renovation of the Cedar Street building before he can estimate when the building would need to be torn down.

Director Alderdice stated that the institution is occupying most of the Pine Street Wing. In order to demolish the old building, the institution has to move the programs somewhere else. What was originally called for in the campus master plan was to move up the hill to Classroom Building 1, what is now being called the Creativity and Innovation Complex. Director Alderdice stated that it gets tricky when talking about the Cedar Street Building because all three of the structures – Pine Street, the old RLB (the hospital proper) and the Cedar Street Building – are interconnected and fed by the same 4-pipe system. Logistically, the Cedar Street building presents the biggest challenge. Polk Stanley Wilcox (PSW) to date has provided some preliminary rough sketches how the facilities that are being occupied on Pine Street would fit into either scenario. The footprint of the new building would be approximately 7,000 square feet on three levels. The use of the Cedar Street building would do the same thing with spaces on the 3rd, 4th and 5th floors (6th floor would be where the HVAC would be located). The 2nd floor has a substantially lower ceiling than the rest of the floors. For the sake of analysis, he said that PSW are presuming a renovation only on floors 3, 4 and 5, and the 2nd floor pretty much stays as is along with the basement of the facility. More clarification will be coming before the February meeting. Director Alderdice reported that when he receives the report from PSW, the Board will receive a copy of it for their consideration.

Institutional Advancement Report – Vickie Hinz

Mrs. Hinz, introduced herself to the Board. Mrs. Hinz reported that the Arkansas Golf Classic was held on October 6th and \$31,460 was raised from the tournament, with the goal being \$31,000. She reported that the institution partnered with the Greater Hot Springs Chamber of Commerce, which resulted in a great group of business entities involved in the tournament. Mrs. Hinz stated for next year, she is looking for more creative measures for businesses so they can use the tournament as a networking opportunity to reach across Arkansas. Mrs. Hinz reported that she is now working on the Alumni Weekend, which will be held May 22nd and 23rd.

Mrs. Hinz stated that she is collaborating with Dr. Johnnie Roebuck, former Board of Trustee Chair, who has contacted all of the original Board of Trustees of ASMS members and is requesting each Trustee make a contribution of \$1,000. Mrs. Hinz reported that the Board donations will endow a Trustees Service Fellowship for a rising senior to pursue a project or program to better his/her community. The goal for the endowment is \$20,000.

Currently, Mrs. Hinz stated that she is working on the “forward together” Campaign for 2015, which will kick off on December 2, 2014.

Mrs. Hinz distributed a copy of the ASMSA Foundation brochure that discusses the various projects and successes of the past year. Mrs. Hinz reported that Institutional Advancement is working with Kirby Williams & Co., a marketing and public relations firm in Hot Springs, as well as Shane George of George Creative in Little Rock, on a marketing and development video. All of ASMSA Student Ambassadors were used to put the video together. Director Alderdice interjected that Mr. George will be producing a 60-second development video that will be tied to the annual campaign. A more generic video that will be about 3.5 minutes long can be used for admissions and development that is more of a celebration of the learning environment, quality of the faculty and ways that the experience has changed students. Mrs. Hinz also reviewed the grant proposals with the Board.

Mrs. Collier asked Director Alderdice what is the official ASMSA video channel. Director Alderdice reported that it was vimeo.com/armathsciarts. Answering Mrs. Collier’s question if the Governor-Elect had reached out to ASMSA to arrange a visit with the school, Mrs. Hinz stated that Governor-Elect Hutchinson had already visited the school when he was in Hot Springs at a Rotary luncheon in August. Mrs. Garcia stated that Mr. Hutchinson’s son, who is Chair of the Inauguration Committee, thinks very highly of the school.

Mrs. Hinz stated that she is hoping that the May Community of Luncheon will honor the incoming Governor.

Mrs. Hinz reported that the end of the calendar year financial figures for the Foundation for 2012 was \$31,413; FY13 - \$63,585, and as of November 17, 2014, total gifts were \$79,463 with some pending deposits that brings the total to \$86,223. Mrs. Hinz stated that she was expecting \$20,000 in GIF Funds and \$10,000 from The Ross Foundation, which puts the Foundation at pledges of \$116,223 for the current fiscal year.

Mrs. Hinz reported that she was invited to the UofA Foundation Board meeting and will be attending with Director Alderdice. She stated that the Board requested a report on endowments of which ASMSA has two - the Reed and MaryAnn Greenwood Endowment for the Arts and the Daniel Benton Award Endowment.

Information Technology Report – Corey Alderdice

Director Alderdice reported that when the wireless access points were installed in the Student Center during its construction, existing units were installed. The IT department has replaced the old units over the summer while “heat mapping” the building to upgrade the service and expand the coverage areas. He also reported that the newer equipment offers certain bandwidths that are more efficient. Mr. Alderdice stated that IT is also working at fulfilling the elements of the USDA RUS Grant. IT is also working to install a backup emergency generator for the network.

2. Financial Report – Janan Abernathy

Mrs. Abernathy stated that she included the quarterly reports that were submitted to the Systems Office, explaining that the format had changed based on the request from the Board of Trustees Financial Committee.

Mrs. Abernathy stated that the Human Resources Manager left at the end of October and her replacement has been hired. There were no comments or questions from the Board.

3. Residential Affairs Report – William Currier

Mr. Currier reviewed his report with the Board and some of the projects that Nurse Wernette had undertaken. Dean Currier reported that the clothes closet that she has put together has been very helpful to a number of students.

Dean Currier also reported that Stacey Perry, Community Developer, sponsored many programs during the school year, giving the students an opportunity to be busy during the week and on weekends. Dean Currier also stated that the Residence Life Coordinator, Terry Mahin, has done a good job in training his staff and promoting professional development with the Resident Life staff. He reported that Mr. Mahin has been very creative in coordinating the Senior Community Development Program.

4. Academic Affairs Board Report – Bob Gregory

Mr. Gregory reported the passing of faculty member, Cliff Happy. Mr. Gregory stated that Mr. Happy's teaching load was picked up and distributed among the department. He said that the students have been resilient in dealing with the passing of Mr. Happy.

Dean Gregory reported that four new teachers have been hired and have done a good job setting up a mentoring situation for the cohort of new staff and faculty members. He reported that two faculty members will be leaving at the end of the semester - Anne Greenwood and Dr. Jim Luba. A search for a composition teacher has been completed hiring Mary Leigh, who has a Ph.D. in English from the University of Arkansas. Dean Gregory stated that he has begun a search for the open History position but has not concluded if the position will be filled for January or August 2015. Some very qualified candidates have been interviewed but none will be available until August.

Dr. Lindsey Waddell, who currently teaches Earth Science, will teach chemistry as well. She will move to a full-time faculty position to address Dr. Luba's departure.

Dean Gregory stated that the BEST Robotics team won the regional in Little Rock. A junior placed second in the Clinton Foundation's "Ideas Matter" essay contest. He reported that Valerie Carpenter took a StepTeam to Dallas and came in second place in their division.

5. Admissions and Public Affairs – Valerie Carpenter

Miss Carpenter introduced herself as the Interim Director of Admissions and Public Affairs. Miss Carpenter reported that Preview Day was held on November 15th and there were over 350 interested students and family members who registered for the event. Miss Carpenter stated that many who registered were sophomores and would be able to apply to

the incoming class. Another Preview Day is planned for January 31, 2015. Miss Carpenter started that a pmPreview would be held the night before for 24 sophomores with a 3.25 GPA or higher who are allowed to stay with the Community Leaders on campus.

Miss Carpenter also reported that an Arts Preview will be held on January 9th and 10th. This Preview targets the arts and humanities students to improve awareness that they can attend ASMSA without feeling that they have to attend just for math or science.

Regarding the online application process, Miss Carpenter stated that progress is being made but changes online are still being done to the website. She reported that she will be working with Director Alderdice as well as Blackbaud in accomplishing the task. Miss Carpenter also stated that she has a background in IT, which should help in the process. Miss Carpenter reported that she is looking forward to the first online application and believes it will be very beneficial. She stated that with the new application system, the information is processed directly into the Education Edge System of Blackbaud by the potential student instead of being manually processed by a staff member as in the past.

Miss Carpenter referred to the Foundation Fund Booklet that was distributed to the Board members that was created by Kelli Fram, Donnie Sewell and Fred Zipkes.

Mrs. Garcia stated that she has noticed a lot of publicity in the local newspapers. Director Alderdice stated that as ASMSA differentiates its pitch to where it is not just about the STEM component of the program but the fact that there is a Humanities emphasis investment in the Arts. He reported that a mailer will be going out to 750 potential arts students. He also stated that based on his conversation that took place at the previous Board meeting regarding underrepresented students, a letter will also be going out to parents of approximately 650 freshman and sophomore African-American and Latino students about the January Preview weekend.

Mrs. Garcia and Mr. Battle inquired as to why Mrs. Fram left ASMSA after only four months and Director Alderdice stated that he believed it was not the right opportunity at the right time for her.

Mr. Watson commented that he thinks that it is very important that ASMSA continues to stress the Arts component because the people that he has met across the state say that although ASMSA was a math and science school when he started, it is much more than that. He continued to say that he did not attend the school for math or science but for the humanities subjects that were offered.

Director Alderdice stated that it is interesting among the STEM schools that students come to schools like ASMSA because of the community, the residential component, the peer engagement, etc., really having little interest in math and science. By creating a Humanities Emphasis option a few years ago, the goal has been to carve out specific time and opportunities for students to really delve into those subjects. Director Alderdice stated that there are still expectations that students should be well-rounded and Humanities students should have depth of experience in the sciences and that STEM students should be well read in the Humanities as well. Director Alderdice stressed again that most of the challenge right now is letting folks know that these are the investments that have been made in the subjects.

6. Parents Association – Mrs. Amanda Nall

Mrs. Nall reported that the PA helped with the move-in of the students and provided pizza for them. She also reported that a great number of present and past parents came to the school to help with Preview Day. She also stated that the PA Facebook page was going

well. There are now 522 parents listed on the website. Mrs. Nall also reported that all of the current students have been removed from the PA Facebook Page, and it is a great place for parents to go to if they have any questions.

7. Student Government Association – Sophia Ly

Miss Ly reported that in October the SGA sponsored a Breast Cancer Awareness Month and provided materials in an informational forum about breast cancer and how it impacts people's lives. Miss Ly stated that the SGA raised over \$470, which was donated to the Winthrop P. Rockefeller Cancer Institute at UAMS. She also stated that the SGA held a Spirit Week to boost student participation leading up to the Annual Faculty/Student Softball Game.

The Constitutional Amendments Committee met, proposing a voting bill that established voting and campaigning procedures for selecting SGA representatives.

Miss Ly also discussed that the SGA E-Board met with the IT Department to discuss issues with the Internet connectivity and student usage of bandwidth. Members of the IT Department proposed a forum to be conducted to allow students to directly ask questions and discuss issues concerning the Internet. Miss Ly reported that an informational video was being created to send out to the students.

Miss Ly stated that the Food Committee surveyed the student body to gather opinions concerning the cafeteria food. The Committee will be meeting with Dean Currier and the Food Service Director, Beth Jaeschke, to discuss what specific changes they would like to be made.

Mrs. Casparian asked Miss Ly what the findings were regarding the cafeteria food.

Miss Ly replied stating that the students discussed specific dishes on the menu that the students liked and disliked. Miss Ly stated that there was not much variety in food options but that students with gluten-free requests were being accommodated. Dean Currier interjected, stating that food service does a good job but sometimes the choices become repetitive. He reported that he has asked for a surprise dish every now and then and has asked to meet with the Food Service Director to change up some menu items.

V. OLD BUSINESS

There was no old business to report.

VI. NEW BUSINESS

Mrs. Garcia asked Mrs. Hinz if the May Community of Learning Luncheon would be an occasion to invite potential donors. Mrs. Garcia stated that she believed the last luncheon was successful and contributed to the increase in the overall giving that was reflected in Mrs. Hinz's report. Mrs. Garcia also stated that perhaps legislators from other areas can be included. Mrs. Hinz stated what she would like the event to be held on a Friday or a Monday to accommodate out-of-area attendees. Mrs. Hinz suggested that at the next luncheon she would like to invite the Parents Association who can tap into areas of the state that the students represent.

Director Alderdice stated there were many friends, advocates and supporters from Hot Springs. He referred to the Open Book Celebration where the impact of the event was across the state and not just Hot Springs. He stated that he thought May was a good time of the year to have the luncheon since it is the end of the school year and rounded out the Foundation's fiscal year. Director Alderdice reported that ASMSA saw a wonderful stream of gifts that continued to be received into August and September after the last May's luncheon.

Mrs. Collier asked Mrs. Hinz if any of the Board of Ambassadors members are from western or eastern Arkansas. Mrs. Hinz responded stated that she is talking to folks asking who the school can get from across Arkansas. She stated that the institution needs to get out and get representation from corporations that have the reputation who give support. Mrs. Collier stated that there needs to be representatives from Texarkana, Jonesboro and West Memphis.

Director Alderdice stated that the Foundation Board of Ambassadors has specifically identified southeastern Arkansas as a target zone to recruit additional members. He stated that it is an evolving organization and as ASMSA has reconstituted a formal Foundation Board last year, the Board was started with a core group of existing advocates.

VII. AUDIENCE WITH INDIVIDUALS OR GROUPS

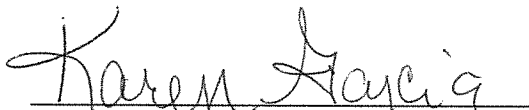
No request or comment from an individual or group.

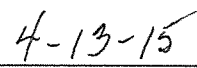
VIII. ADJOURNMENT

With no further business to conduct, a motion was made by Mr. Watson and seconded by Mrs. Casparian to adjourn the meeting. Motion passed unanimously. The meeting was adjourned at 6:05 p.m.

Approved as written _____

Approved as amended _____


Karen Garcia, Chair


(Date)