

**UNIVERSITY OF SCIENCE AND ARTS OF OKLAHOMA
BOARD OF REGENTS
MINUTES
November 11, 2020**

The Board of Regents for the University of Science and Arts of Oklahoma met Wednesday, November 11, 2020, via video conference. Before the meeting was called to order, President John Feaver stated that advance public notice of this meeting was properly filed and displayed in compliance with the Open Meeting Act. Chair Tom Cordell called the meeting to order at 1:37pm and asked for roll call, he then led the group in the Pledge of Allegiance. Members remotely present via video conference: David Ferrell, David McLaughlin, Diane Ming, Chris Mosley, Cale Walker, and Kelly Wilkerson. Members physically present on campus: Tom Cordell. President John Feaver and Vanessa McNabb, Executive Assistant to the President and Secretary to the USAO Board of Regents were also physically present on campus. Others remotely present via video conference: Vice President Donna Gower, Vice President Mike Coponiti, Vice President Sid Hudson, Vice President Monica Trevino, Director of Communications and Marketing Amy Goddard, Director of Alumni Development Misti McClellan, and Faculty Association Chair Jason Shaw.

Introductions: None.

Presentations: None.

Approval of the Minutes of the June 10, 2020 regularly scheduled meeting: On a motion from Regent Walker, seconded by Regent Ferrell, the minutes were approved unanimously.

Communications: None.

Unfinished Business: None.

New Business:

1. Personnel – None to report

2. Monthly Financial Statements – Vice President for Business and Finance Mike Coponiti covered the monthly and quarterly financials with the group.

No action was necessary.

3. Request for Acceptance of the FY2019-2020 External Audit Report – Mr. Dan Bledsoe of Finley & Cook PLLC addressed the Board with a summary of the external audit and answered questions from the Board. Stated overall it was a clean audit. The Finance and Audit Committee and Mr. Bledsoe met prior to the Regents meeting, Chairman of the committee Regent Walker stated the committee recommends approval of the external audit report.

On a motion from Regent Mosley, seconded by Regent Ming, the external audit report was approved unanimously.

4. Request for Ratification of Committee Approval for Changes to the Spring 2021 Academic Calendar – The Academic and Administrative Affairs Committee met during the summer to address changes to the spring 2021 academic calendar. Changes included starting one week later on January 14, 2021 and canceling spring break. The Committee recommends ratification.

On a motion from Regent Ferrell, seconded by Regent Mosley, ratification of committee approval was approved unanimously.

5. Request for Approval of Curriculum Changes – Minor changes and housekeeping of curriculum changes. The Academic and Administrative Affairs Committee met prior to the Regents meeting, Chairman of the committee Regent Ferrell stated the committee recommends approval of the curriculum changes.

On a motion from Regent McLaughlin, seconded by Regent Mosley, the curriculum changes were approved unanimously.

6. Request to Authorize Faculty Sabbatical Leave – Two faculty members have requested sabbatical leave during the spring 2022 term. The Academic and Administrative Affairs Committee met prior to the Regents meeting. The committee recommends authorizing sabbatical leave.

On a motion from Regent Ming, seconded by Regent Wilkerson, the requests for sabbatical leave were approved unanimously.

7. President's Report

- a. **COVID-19 Update** – Items “a” and “e” were combined into this section. Until last week we had only 32 total COVID-19 positive cases reported. As of last week, we spiked and currently have 38 positive cases. Sources have been identified and individuals have been either isolated or quarantined. It was noted other institutions are also dealing with an increase in positive cases on campus. VP Trevino shared on how we are handling the new cluster of cases. There were plans already in place at the beginning of the fall term to handle this type of situation. Student Government Association (SGA) participated in the Oklahoma Student Government Association virtual conference where some of USAO's articles of legislation were being looked at by others for dealing with the pandemic. VP Trevino also noted the HLC representative was impressed with our protocols and how we were able to manage such a large number of in-person classes (66%).

VP Gower shared thoughts from divisions. Divisions are pressing on and like our students, faculty would rather be on campus despite COVID fatigue. With the recent increase of infections, however, faculty will be allowed to offer their last few fall classes online and/or adjust their finals schedules to reduce

chances of exposure. An upside to the hybrid and online option allows students flexibility for pursuing concurrent responsibilities and involvements.

President Feaver spoke briefly on class formats for the fall reopening, with in-person, online, and hybrid options offered to students. A student survey suggests students are satisfied with class delivery this fall. The network upgrade along with efforts by faculty has contributed to a successful process. Based on the student survey, 97% of our students plan to return in the spring, almost 70% want to do in-person, approximately 20% hybrid, and approximately 15% online.

Students will be leaving campus just before the Thanksgiving holiday and will not return until mid-January. The spring term begins January 14, 2021. We will be sending a note to students before they leave for the break asking them to remain safe during the extended break. There may be some modifications to our protocols as people return to campus in the spring. Our protocols will most likely remain in place through the spring and into the summer term.

- b. Foundation /Development** –VP Hudson reported on asset development. The overall total value of the Foundation is over \$25 million, cash and cash equivalent assets earning 11% over 2020. Major projects include investing \$1 million into the wireless upgrade on campus, ongoing; making sure scholarship dollars are maximized; physical projects include Te Ata Auditorium, LJ Powell baseball facility is 98% complete, softball facility foundation has been poured, waiting for building to be delivered, the Habitat foundation will be poured and building is ready to ship. The downtown gallery/work space ArtWrecker will be open the second semester. The library commuter lounge in progress and the historic kitchen in Gary Hall is nearly complete and will be used as a multi-purpose space.

About \$60,000 was set aside to support international students in need who did not receive federal money. Students were very appreciative of the support.

Fundraising going well. The newly renovated tennis courts were dedicated on November 10, 2020 with donors Guy and Caroline Patton present.

JP Audas, Director of Development addressed the Board. The Development office extended invitations to individuals to visit our campus. We had representatives from Sarkey's Foundation in Norman, the Zarrow Foundation in Tulsa, the Kirkpatrick Foundation in OKC, and the Oklahoma Humanities Council. All were positive in their comments about funding.

Mr. Audas shared a comparison of revenue, gifts, and average gift size from fiscal years 2019 and 2020. FY 2019 revenue was \$1,174,700; total gifts, 1,484; average gift \$792. FY2020 revenue was \$1,665,645, total gifts, 1,400; average gift \$1,190. Since July 1 we have raised \$378,000, 466 gifts.

As mentioned by VP Hudson Mr. Audas shared before and after pictures of the tennis courts. This was a \$70,000 project, with a private donor (Patton's) contributing \$40,000. Through a Facebook page more donations were received. Three of the six courts have been named for \$5000 each. Mrs. Patton was so impressed with the people she has met on our campus and very pleased with the project and would like to help out with another project.

- c. **Admissions and Recruiting** – Sheppard McConnell, Dean of Admissions and Recruitment. Recruiting has a new information packet/folder which will be able to grow and change with the times. Regents will be receiving a care package containing various items. The tour has been revised to contain a 20-minute presentation with a staff member along with some USAO swag. Videos of housing have been created to show students the various options on campus.

Admissions will stay in touch with students at multiple times. An admissions packet will be sent containing their admission letter, a hand-written note from Sheppard for a more personal touch. Scholarships will be revealed at Senior Day on November 13, 2020. Just before January another note will be sent, possibly getting faculty involved in writing them.

To date, three recruiters have made over 1000 phone calls, sent out over 100,000 postcards, 5189 ad hoc emails, 297 other emails, over 200,000 emails based on email campaign from Slate (automatic), plus others emails. Between visits, fairs, and tours they have done 341 events. For fall over 1000 inquiries have been received. Mr. McConnell commended the staff on their hard work.

Our biggest recruitment event ever, Senior Day will be Friday, November 13. Protocols will be in place to keep the event safe. Hoping to spark excitement and encourage them to apply.

- d. **Student Services and Retention** –Dr. Misty Steele, Director of Student Success Center. The Student Success Center (SSC) uses CAN strategy (Congratulate, Alert, Nudge) based on mid-term grades. This strategy sends an email to a student based on their mid-term grades. Currently working to assist students who have holds in order to get them registered for the spring term. VP Trevino mentioned the Student Success Plan in place to increase retention, which is updated annually. This plan is part of our success during the pandemic. The Enrollment Management Leadership team meets every other week along with others to develop student success strategies. If students are not enrolled, they cannot stay in campus housing. When students are notified of this the enrollment numbers usually rise.

VP Gower shared faculty have done a good job of retention. Also, just before the fall term the Student Success Center called students not yet enrolled to see what help they needed to get enrolled.

- e. **Campus Environment and Strategic Path Forward** –This item was combined with item “a” above.
- f. **Other** –VP Gower and Dr. Misty Steele, Accreditation Liaison Officer reported on the October 25-26, 2020 HLC Verification visit. Dr. Dwayne Smith met with several groups and was able to verify and confirm our initial and successful results of our HLC Accreditation. Reaccreditation allows access to federal funds/grants along with student access to financial aid, pell grants, and student loans. Other than the ice storm, the visit went very well.

Dr. Steele was commended for all of her work on this project.

Amy Goddard, Director of Communication and Marketing reported a new marketing group, Cryder Marketing and Advertising met with nearly 30 people on campus including students, staff, faculty, and executives.

In 2018 a funding proposal was approved by the Foundation for research and advertising to increase awareness of the university. Since then a billboard and digital advertisement campaign has been initiated. In October, 2020 Ms. Goddard asked for proposals from seven different firms, received five proposals. An Oklahoma City firm, Cryder Marketing and Advertising was chosen based on their proposal being specifically tailored to our university, it provided additional strategies, and highlighted the strengths of the university and community.

They have completed an audit and identified three main distinct advantages, 1) our overall size and class size, 2) our faculty are dedicated, 3) the IDS program being unique to the state. The next steps are surveys to current high school students/parents for a base line for awareness; prepare report of findings from internal interviews; preliminary survey findings. In December recommended marketing campaign and strategy will be ready. Plans are to launch in early 2021 using print, digital, video, and grass roots efforts.

8. Remarks from Representatives to the Board

- a. Faculty –Remarks were submitted by Faculty Association President, Dr. Jason Shaw.
- b. Student –Remarks were submitted by Student Government Association President, Korbyn Peebles.
- c. Alumni –Remarks were submitted by Director of Alumni Development, Misti McClellan
- d. Staff –Remarks were submitted by Staff Association President, Dwight Yokum

9. Time and Place of Next Meeting – The next meeting will be held Wednesday, December 9, 2020, at 1:30 p.m. on the USAO Campus.

10. Consideration of “any matter not known about which could not have been reasonably foreseen prior to the time of posting of the agenda” – None.

11. Executive Session -- Chair Cordell asked for a motion to move the meeting into executive session. On a motion from Regent McLaughlin, seconded by Regent Mosley, the Board voted unanimously to move into Executive Session at 3:20pm in order to address the remaining agenda items.

- a. Information on possible pending litigation
- b. Evaluation of the President

12. Return to Open Session - Chair Cordell asked for a motion to move the meeting into open session. On a motion from Regent Ming, seconded by Regent Mosley, the Board voted unanimously to return to open session at 3:51pm.

- a. Information on possible pending litigation
- b. Evaluation of the President

There was discussion on both items. No action needed at this time.

13. Adjournment – On a motion from Regent Mosley, seconded by Regent Wilkerson, the Board voted unanimously to adjourn. Chairman Cordell declared the Board meeting adjourned at 3:57pm.

Advance public notice of this meeting was properly filed and displayed in compliance with Title 25, O.S. 1981, Section 311.