

JACKSONVILLE STATE UNIVERSITY
BOARD OF TRUSTEES
MINUTES

The Board of Trustees of **JACKSONVILLE STATE UNIVERSITY** held its Annual meeting in Jacksonville, Alabama on **Monday, October 19, 2015 at 10:00 a.m. CDT.**

Mr. Jim Bennett, Chairman of the Board of Trustees, called the meeting to order and welcomed First Lady Dr. Pamela Beehler. He then asked that President John M. Beehler to open the meeting with an invocation.

Roll call showed the following members of the Board of Trustees were:

PRESENT:

Mr. Jim Bennett, Chairman
Mr. Jim Coxwell
Mr. Clarence W. Dauge, III
Mr. Thomas Dedrick
Senator Vivian Davis Figures
Mr. Tony L. Ingram
Mr. Randall Jones
Mrs. Gale Saxon Main
Mr. Randy Owen
Dr. Windon Edge, Faculty Senate President
Mr. Tyler Brown, Student Government Association

ABSENT:

Governor Robert Bentley
Mr. Ronnie Smith

Chairman Bennett welcomed Dr. Windon Edge, Faculty Senate President, to the Board of Trustees meeting. Dr. Edge stated that the Faculty Senate held its first meeting for the academic year in September and had representatives from the Alabama Higher Education Partnership speak to the group. They plan to have a drive to encourage faculty to join the Partnership. All Faculty Senate subcommittees have been seated and chairs have been established. The next Faculty Senate meeting is scheduled for November 9th at 3:15 p.m.

Chairman Bennett welcomed Mr. Tyler Brown, SGA President, to the Board of Trustees meeting. Mr. Brown stated Preview Day was a huge success with over 1,000 visitors on campus that day.

APPROVAL OF MINUTES

Chairman Bennett asked that the minutes of the July 20, 2015 Board of Trustees meeting be reviewed.

Mr. Jim Coxwell made a motion to approve the Board of Trustees minutes as written. Senator Vivian Figures seconded and the minutes were approved unanimously.

ACADEMIC AFFAIRS COMMITTEE

Mr. Randy Owen, Chair of the Academic Affairs Committee, stated that the Committee would like to submit the following Motions for the Board's approval:

Motion #1: A Film Technology Certificate within the minor in film technology in the Department of Drama. This fifteen (15) semester hour program includes the following five courses: DR 230, Introduction to Filmmaking; DR 231, Film Technology Foundations I; DR 232, Film Technology Foundation II; DR 235, Camera and Film Techniques; and one elective to be determined by advisement. The certificate program will provide a path of practically based courses to prepare students for work in the film industry. The certificate program will be implemented in fall of 2016.

Coming from the Academic Affairs Committee the motion did not require a second. After discussion the Motion was approved unanimously.

Motion #2: Elimination of a concentration requirement within the BA degree in Art. NASAD (National Association of Schools of Art and Design), the accrediting agency for Art, recommended this modification to the program. The twelve (12) hours previously assigned to a concentration will be substituted with twelve hours of Studio Art electives, thus meeting a requirement of NASAD.

Coming from the Academic Affairs Committee the motion did not require a second; however, Senator Vivian Figures moved that the motion be approved. The motion was seconded by Mr. Clarence Daugette and after discussion was approved unanimously.

ATHLETIC COMMITTEE

Mr. Jim Coxwell, Chair of the Athletic Committee, stated that the Athletic Committee met, but did not have any action items to bring before the Board.

BUILDING AND FINANCE COMMITTEE

Mr. Thomas Dedrick, on behalf of the Building and Finance Committee, made a motion that the FY 2015-2016 operations budget for the University be approved. He stated these are challenging times financially and adjustments have been made in order to balance the budget. Four initiatives allowed for the balancing of the University's operating budget in an effort to offset a drop in the budget due to a decrease in enrollment of 345 students. Several vacant faculty and staff positions will remain vacant until student enrollment recovers, and a planned 2% raise for faculty and staff will be delayed until April 1, 2016, contingent upon adequate funding being available at that time.

Operating budgets for all divisions have been reduced by 5% and funds will be transferred from an endowment that was established to provide scholarships for students. These funds will be used to cover the increase in the level of scholarships budgeted in recent years.

Chairman Bennett said these are “critical times” and we need to do a better job in student recruitment including the Board, the President, staff, faculty and “all friends of this university... Recruitment really needs to be our number one focus.” There was much discussion about the budget, credit hour production, number of faculty, personnel adjustments, enrollment trends, retention, etc. In response to Senator Figures’ suggestion that the 345 students who did not enroll be called to find out why, Dr. Tim King stated that those students have been contacted and the primary reason for not enrolling at JSU was financial. President Beehler said we also need to focus on sophomore and junior retention rates. Mr. Jones asked if we are making it easy for community college students to transfer to JSU. President Beehler stressed the importance of having strong relationships with all community colleges and their advisors, their President, their provost, and faculty. Mr. Owen stated that he plans to host a cookout for high school advisors in his area and invite President Beehler to attend and speak.

President Beehler stated that enrollment is the most important issue at JSU, and that he laid out a plan to alleviate this issue. First, he stated he will obtain a vice president for enrollment management. Second, all employees have been told they have a role in recruitment and must implement a “customer service” mentality. The third item is initiating an “alumni boots on the ground” campaign to find, recruit, and bring students in the door. More marketing and branding need to be done, which may require reallocation of funds. President Beehler said more analysis of cause and effect needs to be done to meet student needs and expectations. Further, President Beehler said when some parents and students visit from out of town and see the empty buildings and storefronts, it’s a turn off. So, we need to work with city officials on entrepreneurship, and more entertainment and dining options. President Beehler said he and the city officials are working on these ideas that will benefit both JSU and the community.

Senator Figures challenged fellow Trustees to do something similar to Mr. Owen and host an activity in their area for high school juniors and seniors and invite someone from JSU to come and speak. She also suggested that Trustees sponsor a bus and send prospective students to JSU for an organized tour and recruitment program.

Coming from the Building & Finance Committee the motion did not require a second. After discussion the 2015-2016 Budget was approved unanimously.

Mr. Dedrick provided a Capital Projects update on the renovations to the President’s House. Work began on October 5th, and the contractor has 90 calendar days to complete the job. It includes complete window replacement, ADA accessibility, and modernization of the kitchen and master bathroom. Budget approval in July had been \$236,927.00. Budget was modified to \$421,564.00 after ADA concerns were identified.

PRESIDENT'S REPORT

President Beehler reiterated that he and the First Lady have “totally enjoyed” their time in Jacksonville and learning about the University and the city. Upon conclusion of his immersion sessions with the colleges, President Beehler said he will be meeting with all the other units to make sure he fully understands their operation, their quality programs, their challenges and opportunities.

Administrative and Business Affairs

Capital Projects Report

Hammond Hall: HVAC, Art Gallery, Waterproofing

We have replaced the air conditioning unit, had the art gallery modernization, have two collaborative classrooms, and foundation waterproofing. Total cost - \$540,443.00.

Pete Mathew Coliseum: Flooring & Seating Replacement

Pete Mathews Coliseum is complete. Five high schools have already said they want to have their commencement exercises there. We did the flooring and seating replacement. Total cost was \$2.3 million.

McGee Hall Boiler Replacement

Project began on October 5th; target completion is Halloween. Total costs are \$84,166.00.

Nursing Simulation Lab at Brookstone

A ten year lease with RMC. Construction costs of \$468,940.00 which are incorporated into the lease. The project was accepted on October 9th.

Stephenson Hall Wellness Center

We're awaiting final arbitration hearing decision before the State Building Commission. The contractor filed a claim and we're still waiting to see what we'll need to do, if anything.

Academic & Student Affairs

Enrollment: First time freshmen average ACT rose from 22.6 last year to 23.1 this year. First-time Freshmen retention has gone up 3% from 71.3% to 74.3% for this fall. Dual enrollment increased from 431 in fall 2014 to 613 in fall 2015.

Received a \$34,000.00 ADECA grant for crime scene evidence collection processing and professional development.

Dr. Joe Morgan, distinguished scholar in applied forensics, received the Paul Harris Fellow Rotary International Award on September 29, 2015.

Quality Enhancement Plan is entering its second year with the roll out of the one-to-one iPad Initiative.

This year's theme for Faculty Commons is REAL Beginnings – providing Relevant Engaging Active Learning Experience for first-time students.

Sixty-seven new nursing students received their white coats at the inaugural White Coat Ceremony.

REAL Classroom design project is ten ultra-modern learning spaces that are now housed in Hammond Hall, Stone Center, Wallace Hall, Brewer Hall, Martin Hall, and

Self Hall. President Beehler presented pictures of these new learning centers that were designed around the needs of the instructors so that they may teach in any manner they wish to increase student engagement and learning.

Enrollment Management: Applications for out of state undergrad students have doubled – 765 to 404 from the previous year. Admission travel season has begun with 370 events throughout the area targeting 14,000 prospective students. President Beehler was very complimentary of Student Orientation citing 95% of students who attend orientation enroll in JSU. Ninety-four to ninety-five percent of the parents said the helpfulness of the orientation staff was excellent. Survey results indicate satisfaction on all 22 factors scoring 4.7 out of 5.

University Housing & Residence Life – 88.3% occupancy overall down from 91% last year.

SGA has been very active this fall with welcome week, shirt swap, blood drive, get on board day and meet the SGA.

Freshman Forum/Elite Freshmen Leadership Institute selected 86 members out of 256 applicants for participation.

Recruitment for sororities and fraternities saw 139 bids to women and 98 bids to men.

Rec Sports has changed its name to University Recreation to be more all-inclusive and broader.

The University Police Department has been evaluated by the Commission on Accreditation of Law Enforcement Agencies which will be recommending re-accreditation.

Research, Planning and Collaboration

Implementing the i3 Grant and doing randomized controlled trials covering six universities in eighty school systems in five states to gather data.

The ACHE CORE Grant has been extended to include 26 Alabama school systems.

The Professional Development Program held in late August hosted a wide variety of people from across the state.

Grants: Total of \$1.4 million including funds from Department of Education, National Science Foundation, and the U. S. Department of Defense National Security Agency.

Fall 2015 Quick Facts were given to all Board members.

The university is engaged in a new program review seven-year cycle that will evaluate every program on campus and the quality of their operations.

University Advancement

Capital Campaign Update: Total gifts and pledges to date \$18 million. Have received \$1.672 million in gifts and pledges from 2,858 donors. Nine hundred twelve donors have been contacted via the Phon-a-thon.

Alumni Engagement: Pre-game tailgating at the Auburn game was attended by 400+ people; 115 at the Chattanooga game.

This year the President's Suite at the stadium is being used to entertain a different group of alumni, donors, and constituents each game.

Various alumni reunions are taking place.

Homecoming week will be October 29th through November 1st.

Athletics

JSU's football team is ranked #1 for the first time in school history. Received around \$4.5 million in free media exposure from the Auburn game. Athletic website traffic was up more than 800%; JSU website traffic increased more than 600%. An attendance record of 23,481 was set at the next home game after Auburn when JSU played Tennessee State.

JSU Football Team won the OVC Team Academic Award after posting a team GPA of 3.15.

Wide Receiver Dalton Screws was chosen to the Allstate AFCA/Good Works Team for his inspirational acts of service by a student athlete.

Soccer and volleyball teams are ranked in the upper portion of the OVC this fall. The soccer team was honored by the national coaches association for outstanding academic performance with a 3.29 team GPA for the last half of the year.

The Rifle Team was ranked #8 nationally in the pre-season.

Spring sports teams are already practicing in preparation for their season.

JSU Foundation

The JSU/JSU Foundation Agreement was presented for approval.

Mr. Thomas Dedrick made a motion that the agreement be accepted.

Mr. Randy Jones seconded. Motion was carried with Mr. Clarence Daugeette abstaining because the JSU Foundation manages the funds for the International House Foundation of which Mr. Daugeette is chairman.

Revision of Board of Trustees Bylaws

Proposed revisions were reviewed by President Beehler and Ms. Klasing. The new language brings the bylaws into line with new legislation passed this year stating that the Board has not just an annual meeting but three other quarterly meetings. An Advancement Committee was added to assist the university with fundraising, public relations, branding, marketing, etc. Dr. Charles Lewis will be the liaison from the university to the committee.

Mr. Clarence Daugeette made a Motion to approve bylaw revisions. It was seconded by Mr. Thomas Dedrick, and after discussion approved unanimously.

Ohio Valley Conference Governing Board Certification

Acting Athletic Director Greg Seitz reviewed the Ohio Valley Conference Governing Board Certification Form for the Board's approval, and stated that no changes had been made since last year; this is an OVC requirement that must be renewed annually.

Mr. Randy Jones made a motion to approve the Ohio Valley Conference Governing Board Certification form. It was seconded by Mr. Tony Ingram and after discussion, the Motion to approve was carried.

Meeting dates for 2016

President Beehler proposed the following meeting dates for 2016: January 25th, April 18th, July 18th and October 17th.

Senator Vivian Figures made a motion that the proposed dates be approved. It was seconded by Mrs. Gale Main and approved unanimously.

Executive Session

Chairman Bennett asked for a roll call vote to enter into Executive Session for approximately 45 minutes to discuss the good names of individuals or pending litigation.

President Beehler called roll for voting to approve the Executive Session. The following persons voted:

Chairman Jim Bennett, Yes
 Mr. Jim Coxwell, Yes
 Mr. Clarence W. Daugette, Yes
 Mr. Thomas Dedrick, Yes
 Senator Vivian Davis Figures, Yes
 Mr. Tony L. Ingram, Yes
 Mr. Randy Jones, Yes
 Mrs. Gale Saxon Main, Yes
 Mr. Randy Owen, Yes

Chairman Bennett reported a unanimous vote for the Executive Session and stated that the Board members would return for a public vote on any actionable items.

Upon returning from Executive Session Chairman Bennett reported that the Board had two actionable items to consider.

1) Approval of the President's new Organizational Chart.

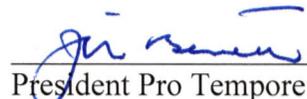
Mr. Clarence Daugette made a motion to approve the Organizational Chart. It was seconded by Mr. Randy Owen and approved unanimously.

2) Name the new simulation lab in the College of Nursing the AlaCare Home Health and Hospice suite.

Motion was made by Mr. Tony Ingram and seconded by Mr. Clarence Daugette. After discussion the Motion was approved unanimously.

There being no further business, Chairman Bennett declared that the meeting was adjourned and stated that the next meeting of the Board of Trustees would be held at the Houston Cole Library on January 25, 2016.


Secretary


President Pro Tempore