

**University of Arkansas Community College at Batesville**  
**Board of Visitors Meeting**  
**Banquet Hall – Independence Hall**  
**January 18, 2024**

Members present were Mr. Mike Arnold, Mr. Micah Beard, Mr. Brad Cummings, Mr. Ted Hall, Dr. Michael Hester, Ms. Michelle Reesor, Dr. Jody Smotherman, Ms. Rachel Sowers, and Mr. Calvin Wright. Others in attendance were Mr. Bruce Hankins, Dr. Zach Perrine, Dr. Brian Shonk, Dr. Holly Smith, Mr. Heath Wooldridge, and Mr. Randall Warn.

**1. Reception with students, alumni, and administration**

**a. Introductions – New Employees**

- i. Ms. Lori Alpers, Fiscal Support Specialist
- ii. Dr. Jennifer Heisser – Nursing Faculty, Registered Nursing

**b. Introductions – Internal Transfers/Promotions**

**2. Establish Quorum** – Quorum was established.

**3. Call to Order** – Dr. Zach Perrine called the meeting to order at 4:08 p.m.

**4. \*Approval of Minutes – October 19, 2023** – *Ms. Rachel Sowers moved to approve the minutes from the October 19, 2023, meeting. Mr. Ted Hall seconded the motion and the motion passed with no further discussion or comments.*

**5. Old/Continuing Business**

- a. **Enrollment Updated** – Dr. Zach Perrine commented that at this point we are around 14% up in enrollment for the semester with 11,419 SSCH and 1,131 headcount. Dr. Perrine commented that at this time the number is not official, as there will be some students who drop still at the beginning of the semester, however he is very optimistic. He is happy to see enrollment numbers returning to pre-COVID levels. He also commented that applications received at this time versus last year is also up.

Dr. Perrine also discussed information for higher education in the state, providing information in headcount rates for higher education across the state, as reported by the ADHE Coordinating Board. From the enrollment report from the Coordinating Board, we were reported as being 9.5% up in enrollment, which accounts for students enrolled in the 16-week term courses and the first 8 week term. Dr. Perrine commented that we are in the top three or four institutions in the state for enrollment. Mr. Cummings inquired about the format of the shorter courses. Dr. Perrine commented that the courses are 8 weeks in length, and it affords students the opportunity to have a more flexible schedule. Dr. Smith also added that courses in shorter terms are also predominantly online.

**6. New Business**

- a. **Strategic Planning** – Mr. Randall Warn introduced the work the Strategic Planning Steering Committee worked on during the fall semester. Over the term the work group developed the purpose, mission, vision, values, and strategic priorities for the campus. Mr. Warn provided an overview of the process and

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discussed that we began the process with working on our purpose statement and moved to mission, vision, and then developed finally the strategic priorities.

Mr. Warn explained that the development of the base of the strategic plan was developed by seeking input from all employees. Once feedback had been received from employees, the steering committee worked to develop statements and plans that were meaningful to what we are trying to accomplish, and the group thought about how these tenants would guide our overall work and service.

Purpose: Improve lives.

Mission: Improve lives by empowering the people of North Central Arkansas through education and skills development.

Vision: Empowering people to thrive through student success, organizational excellence, community engagement, and economic prosperity.

Values:

- Learning: We promote lifelong curiosity, knowledge, and discovery.
- Integrity: We commit to accountability, transparency, and trust.
- Caring: We engage with respect and compassion to foster a sense of belonging.
- Transformation: We drive advancement through innovation and resilience.

Strategic Priorities:

- Student Success: Supporting every student's academic and personal growth, providing the tools and resources for their education journey and future achievement.
- Organizational Excellence: Achieving optimal effectiveness guided by institutional values.
- Community Engagement: Strengthening our community by building relationships and collaborating with organizations and individuals.
- Economic Prosperity: Contributing to the local and regional economy by equipping students with education and skills to flourish.

- b. SWOT Analysis** – Mr. Randall Warn introduced SWOT analysis for the group and asked for their general thoughts. Dr. Brian Shonk also announced that an anonymous survey would be sent to the board members to also submit feedback.

**i. Strengths**

1. High School Concurrent Credit – Concurrent credit offers a good opportunity to students in the area.

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2. Arkansas Transfer Achievement Scholarship – It is a great cost savings for students who have started at UACCB and can save money when transferring to UA Fayetteville
3. Dual Credit – When UACCB sends faculty to the high school campuses it is a tremendous help to the schools. It helps with staffing at the schools and allows students who may not come to the campus to experience a college course. He further commented on the relationships it helps to build with the younger students.
4. Leadership Team – It is a strength that the campus does not have a survival mindset, but a growth mindset.
5. Connectedness to the Community – The UACCB team is often out in the community making connections.
6. Facilities – Commented that the facilities are well kept and there is work toward expansion.
7. Diverse Program Offerings – Commented that we tend to offer programs that the area needs and being responsive to community needs.
8. Marketing – Being visible in the area and completing advertising with local marketing agencies.
9. Student to Teacher Ratio

**ii. Weaknesses**

1. Student Confusion of Services – Hear comments from students in general about college that it is confusing, and it is hard to find the resources they need.
2. Sports and Dormitories – Commented that we do not offer any sports or housing on the campus. The question was posed if not offering these amenities for students is a weakness when other junior colleges offer these services. Comments were also made about the strength of alumni associations with students who attend for these reasons.
3. Foundation – Commented that this is always something that is going to have to be worked on and developed. The question was posed that if this is something the campus manages on its own to help raise funds for (for example the new buildings) or if we seek outside help?
4. Connecting Students/Graduates with Jobs – When employers have reached out in the past looking to fill positions, they are having difficulty getting information about recent graduates who could fill positions. Further comments that the career fair has not been attended well in the past.

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5. Hiring/Staffing – Commented that we have had difficulty in the past hiring for some positions on campus. Nursing faculty were provided as an example, as a licensed nurse can make more money working in healthcare.
6. Student Engagement – Keeping students engaged so they attend career fairs and other connection points on campus. Students are more transactional, as they come to campus to take classes and then go home.

**iii. Opportunities**

1. Feeders for Student Enrollment – The question was posed in if identifying feeder institutions or those in the community that could help bring students to the college to enroll?

**iv. Threats**

1. Online Program Offerings – Commented that you are always receiving information about online universities that are available and the program they can offer that maybe we cannot. Questions about the rigor of online programs was also questioned.
2. Silos between High Education in Our Area – Commented on the threat that can occur if UACCB and Lyon College do not continue their synergy and keep developing partnerships that benefit the community.
3. Trends in Enrollment – Comments on the data shown in the meeting that shows the fewer numbers of students attending universities now, and that there are not any fewer education institutions all working for the limited students available enrollments.

**7. Announcements and Further Discussion**

- a. Next Board of Visitors Meeting – April 18, 2024 at 4:00 p.m.
  - b. Commencement – May 6, 2024
8. **Executive Session (if necessary)** – not needed.
  9. **Adjourn** – With no further business, the meeting was adjourned at 5:19 p.m.

Minutes respectfully submitted by Tiffany Guinnip, executive assistant to the chancellor.