

UNIVERSITY CENTER AT PONCA CITY
BOARD OF TRUSTEES
MEETING MINUTES-AUGUST 7, 2018

The University Center at Ponca City Board of Trustees held their monthly board meeting on August 7, 2018 at 9:00 a.m. in the University Center Conference Room, 2800 N. 14th Street, Ponca City, Oklahoma.

Chair Bruce Evans presented item A-called the meeting to order and roll call was taken and a quorum was established. Those present were Louise Abercrombie, Barry Bickle, Vice Chair Carol Bouldin, Chair Bruce Evans, Chuck Greenwood, and Erin Liberton. Ex-Officio members Regent Carl Renfro, Mayor Homer Nicholson, Dr. Cheryl Evans, CEO Adam Leaming, and Recording Clerk Bron Briggs. Non present members were Pat Hullet and Secretary Rich Cantillon. Ex-Officio members not present were Superintendent Shelley Arrott, UC Foundation Chair Lee Evans, CEO/Supt. Traci Thorpe, and Associate Director Robyn Armstrong.

Chair Evans presented item B-announcement and introduction of guests. Chair Evans welcomed everyone to the meeting. He welcomed Erin Liberton to her first meeting for the Board of Trustees.

Chair Evans presented item C-to approve or not approve the Minutes of the June 7, 2018 regular meeting of the Board of Trustees. Barry Bickle made the motion to approve the minutes as they stand and Carol Bouldin seconded the motion. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-absent, Evans-yes, Greenwood-yes, Hullet-absent, Liberton-yes.

Chair Evans presented item D-to approve or not approve the Month End Budget Report for May and June 2018. CEO Leaming gave the report. CEO Leaming mentioned that everything was business as usual. He also stated how the UC was under budget in numerous sections; the leftover funds will be placed in a fund to update technology within the next three years. Chuck Greenwood made the motion to approve the budgets as they stood and Barry Bickle seconded the motion. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-absent, Evans-yes, Greenwood-yes, Hullet-absent, Liberton-yes.

Chair Evans presented item E—Foundation report from CEO Leaming for the absent UCF Chair Evans. CEO Leaming started off by thanking the UC Foundation for providing the funds to purchase the LEGO kits for the Academy as well as the funds for painting the UC, purchasing new furniture, and replacing the broken air conditioning unit. Heritage Painting—a local business—did the job of painting the UC. CEO Leaming also thanked Bill Geubelle for his assistance in the upkeep of the UC including the flowers, weeds, and the parking lot. CEO Leaming also said that the UC was getting ready to start a new audit. The UC will be using the same audit firm as the UCF in hopes of expediting the process. The audit was very daunting including finding information from 2001, but there were no errors or findings in the audit.

Chair Evans then presented item F-Discussion and action to approve or not approve the method of disposal of surplus items in accordance to state of Oklahoma regulations. CEO Leaming

requested that this issue be tabled until next month due to the ongoing negotiations with another with possibility of disposal. Chuck Green made a motion to table the issue until next month and Carol Bouldin seconded the nomination. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-absent, Evans-yes, Greenwood-yes, Hullet-absent, Liberton-yes.

Chair Evans then presented item G- Administrative Reports from CEO Adam Leaming.

- **New Trustees:** Welcome to Erin Liberton for joining her first board meeting.
- **Nextiva:** Our phone migration is complete
- **OCPRA Conference:** I attended the Oklahoma College Public Relations association conference in Sulphur July 15-17th. I heard from OU Professor Rick Tepker speak on free expression and its relationship on the University and college campus. He discussed higher education's critical role as a moderator and sponsor of civic discourse. I attended breakouts on Mindfulness at work, what you need to tell effective stories, and creating high conversion rates through Facebook ads. In the evening I had the opportunity to witness the awards given out statewide for several categories for marketing and advertising. I'd like to enter the UC work for next years.
- **Badge System:** We have our new badge system installed and we're ready to go for the first day of school.
- **Social media marketing:** we're actively involved with monitoring our website as well as our social media traffic. We're now accumulating on average 3-4 new likes on our Facebook page each week. We're also having new brochures created to place in various businesses and break rooms in Ponca City. Another brochure will be created that discusses the UC Fdn and giving. Those will be placed in various attorney and trust departments. Lastly, we're working with Speak Now to create a new type of video, call Hero story telling. This new story will show a graduate who attended at the UC and how it impacted their life.
- **Building painting:** We had each of the walls and rooms in the building touched up and repainted. The Foundation covered these costs and we're truly appreciative of their commitment to keep our building looking fresh and clean. Bill Guebelle also works hard in keeping our front flower beds looking fresh.
- **OSU Spears School of Business:** We have met with OSU and Dorada foods and we're on board for another year of business related talks to be held here at the UC. I will have more details as the dates become available. But I'm excited for the topics, including Finance for the Nonfinancial manager, Leading an energetic culture, Resolving team issues, Leading innovation and value creation, position yourself for success.
- **Student Breakroom:** I'd like to meet with an architect to look over a potential remodel of our student breakroom. Students each semester continually ask us for a refresh in there, and to bring options they can purchase. I have met with Kaity Beatty with Farha foods to describe my vision and she believes they may be positioned to assist us with creating a micro market type of environment for our students of the UC. I'd like to open the room up and remove those big machines to coolers and shelving.
- **Foundation audit:** It's completed and now we will begin working on our UC Audit. The Foundation audit was more daunting than originally suspected but we were able to get it done and there were no findings.
- **Ponca Tribe partnership:** We're looking at assisting the Ponca Tribe by hosting some cultural classes for the Ponca tribe members here and their Nebraska members.
- **Possible new offerings:** We're looking at creating an ACT test prep workshop for high school students. We're looking over several models and business plans. We're also

determining if there is a need and a desire for individuals in our area by working with the high school. Another offering were looking at is a Conversational Spanish not for credit course. A scaled down 6-8 week model that meets two nights per week. We had a positive response from a public poll we created.

- **Preliminary Fall numbers:** We're down 4 students compared to this year at this time, and 146 fewer credit hours at this time. However, we've had increased traffic to our website and social media pages as August 20th nears.

The Board mentioned that the LEGO Academy was much more successful than they imagined. It was also suggested about possibly offering high school and junior high clubs. Another suggestion was made to turn the LEGOs into a niche and continue developing the program. In response to an Intermediate level class, it was suggested to keep offering lower level classes for the time being in order to "spread the wealth" and get a bigger variety of children involved in the program. Members also said that this program was a great way to promote STEM activities as well as creating team building and bonding. It was mentioned that the LEGO camp could benefit next year by starting to advertise the camp earlier, so it can obtain bigger notoriety.

Chair Evans presented item H-New Business. There was no new business to discuss.

Chair Evans presented item I-public comments. No public was present.

Chair Evans presented item J-comments from the UC Chair and/or Board of Trustees.

Next, Chair Evans presented item K-announcement of next Board of Trustees meeting. The next regular meeting was scheduled for Thursday, September 6, 2018 at 9:00 a.m. in the University Center Conference Room at the University Center at Ponca City, 2800 N. 14th Street, Ponca City, Oklahoma.

Chair Evans presented item L-to approve or not approve a motion to adjourn. Chuck Greenwood made a motion to approve adjournment and Carol Bouldin seconded the motion. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-absent, Evans-yes, Greenwood-yes, Hullet-absent, Liberton-yes.