

UNIVERSITY CENTER AT PONCA CITY
BOARD OF TRUSTEES
MEETING MINUTES-FEBRUARY 1, 2018

The University Center at Ponca City Board of Trustees held their monthly board meeting on February 1, 2018 at 9:00 a.m. in the University Center Conference Room, 2800 N. 14th Street, Ponca City, Oklahoma.

Chair Barry Bickle presented item A-called the meeting to order and roll call was taken and a quorum was established. Those present were Louise Abercrombie-arrived later, Chair Barry Bickle, Secretary Carol Bouldin, Rich Cantillon, Vice Chair Bruce Evans, Jeremy Frazier, Chuck Greenwood, Pat Hullet, Tim Seidel, Ex-Officio members Superintendent Shelley Arrott, Mayor Homer Nicholson, Foundation Chair Lee Evans, CEO Adam Leaming, Associate Director Robyn Armstrong and Recording Clerk Barbara Bloomfield. Non present Ex-Officios Regent Carl Renfro, CEO/Supt. Bruce Evans, Dr. Cheryl Evans.

Chair Bickle presented item B-announcement and introduction of guests. Chair Bickle welcomed everyone to the meeting. No guests were present.

Chair Bickle presented item C-to approve or not approve the Minutes of the January 4, 2018 regular meeting of the Board of Trustees. Carol Bouldin made a motion to approve the minutes as they stand, Rich Cantillon seconded. Abercrombie-absent, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Frazier-yes, Greenwood-abstained, Hullet-yes, Seidel-yes.

Chairman Bickle presented item D-to approve or not approve the Month End Budget Report for December 2017. Associate Director Armstrong gave the report. Associate Director Armstrong reported that fees from NOC and NWOSU have been collected from the Fall semester. She also reported that the UC brought in over \$2,000 in test fees during the month of December. She then proceeded to the expenditures and highlighted on the OMES charge for the property insurance and the payment made to Speak Now Films for advertising. Chuck Greenwood made a motion that the report for December be approved, Carol Bouldin seconded the motion. Abercrombie-absent, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Frazier-yes, Greenwood-yes, Hullet-yes, Seidel-yes.

Next Chair Bickle presented item E-Discussion and action to approve or not approve the FY17 audit. Chair Bickle explained that the audit was given to the Board members in November and was tabled until the January meeting. In January it was overlooked and not added to the agenda so this month it needed to be voted on. Bruce Evans made a motion to approve the FY17 Audit, Pat Hullet seconded said motion. Abercrombie-absent, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Frazier-yes, Greenwood-yes, Hullet-yes, Seidel-yes.

Chair Bickle presented item F-Discussion and action to approve or not approve FY18 RFPs for auditors Finley & Cook for External Auditor and Crawford and Associates for Internal Auditor. CEO Leaming went over the list of auditors that the UC sent requests out to and only one external and one internal auditor responded. He asked the Board that we engage with these two

companies and hire Finley & Cook to do our External audit and stay with Crawford and Associates for our internal audit. Finley & Cook did ask that they work on both the UC audit and the UC Foundation Audit. The Foundation has agreed and by working together the cost will be the same for the UC as in the previous year. CEO Leaming stated that local businesses were contacted but no one is able to do it. Chuck Greenwood thanked CEO Leaming for trying to use local businesses and made a motion to approve Finley & Cook as our external auditor and Crawford and Associates as our internal auditor, Carol Bouldin seconded. Abercrombie-absent, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Frazier-yes, Greenwood-yes, Hullet-yes, Seidel-yes.

Next Chair Bickle presented item G-Foundation report from the new Foundation Chair Lee Evans. UCF Chair Evans informed the Board that the UCF is currently reorganizing due to new positions and new members. Marc Laossiere is now serving as treasurer and working on combining accounts to simplify the finances of the Foundation. UCF Chair Evans also stated that the Foundation is looking into additional ways of fundraising. The postcard works but they are leaning more towards student sponsorships with business in the community. Chair Bickle stated that additional fundraisers would be a good thing. Carol Bouldin asked if the scholarship accounts are currently kept separate. UCF Chair Evans stated they were but could be put into one account and invested better. UCF Chair Evans asked if anyone had any questions. Chuck Greenwood thanked UCF Chair Evans for coming.

Chair Bickle then presented item H-Discussion and evaluation of marketing/advertising. CEO Leaming filled the Board in on all of the different approaches that were being used to market/advertise the UC more. The UC board was informed that the advertising and marketing campaign would go over budget this spring and for FY 18 for two goals. Goal 1 student recruitment, and Goal 2 to increase the community's awareness of the UC's impact on the region. In addition, the UC Foundation had given CEO Leaming \$1,000 to use to increase our exposure in the community. With that \$1,000 CEO Leaming has increased our social media presence with a "Voices of the UC" campaign spotlighting a different student each time. He has also started a direct email marketing campaign targeting our different types of students from the younger adult to the older professional. CEO Leaming has also increased our Facebook and Instagram traffic immensely with new videos made by SpeakNow Films. Mayor Homer Nicholson asked if it would be productive to post flyers at local businesses. CEO Leaming said it was already in the works with one of the area's largest employer. Due to uncertainties regarding dwindling state appropriations, higher cost of attendance, lower student count and increased online classes the UC needs to promote our importance to the community. It was unanimous that CEO Leaming is spending the increased advertising money well and the Board was very pleased.

Chair Bickle presented item I-Administrative Reports from CEO Adam Leaming.

Summer camps: I've reached out to OSU, OSUIT, NOC, and NWOSU about our desires for summer academies. They're asking faculty if they'd be interested.

Kaw Nation: We've entered into an MOU with the Kaw Nation to assist with student paid internships with their family domestic violence shelter. Interns can earn \$15 a credit hour, 5

individual \$600 tuition waivers, and \$500 towards books. It's an awesome new program for our students.

Chair Bickle presented item G-New Business. There was no new business to discuss.

Chair Bickle presented item H-public comments. No public were present.

Chair Bickle presented item I-comments from the UC Chair and/or Board of Trustees. Superintendent Shelley Arrott reported that PCPS is working with their teachers on how to influence our legislators in a civil manner. The teacher shortage is real and PCPS is feeling it. Right now the school system has emergency certifications in place to help hire employees from within the school district. They are also discussing ways to help the support staff of the school district and educating our teachers on voting and its importance. It is all about educating our educators. Superintendent Shelley Arrott is also trying to figure out a way to make concurrent classes weighted so they can be counted for those who want to qualify for Valedictorian. Currently they are not weighted classes and that is keeping students from taking them.

Mayor Homer Nicholson reported on the Oklahoma Academy he attended and stated that they main topic discussed was voter engagement. They discussed ways of bringing the importance of voting to the public. They also said that being civil with one another is key.

Chair Bickle then presented item N-Motion and vote to enter into Executive Session. Tim Seidel made a motion to enter into Executive session, Pat Hullet seconded. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Frazier-yes, Greenwood-absent, Hullet-yes, Seidel-yes. All non-board members were dismissed.

Chair Bickle presented item O-Motion and vote to return to open session. Rich Cantillon made a motion to return to open session, Carol Bouldin seconded that motion. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Frazier-yes, Greenwood-absent, Hullet-yes, Seidel-absent.

Chair Bickle then presented item P-Board Chair's statement of Executive session. Chair Bickle stated that in executive session the Board discussed the CEO goals for 2018 and the ongoing issues with the building.

Next Chair Bickle presented item Q-announcement of next Board of Trustees meeting. The next regular meeting is scheduled for Thursday, April 5, 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. However, due to the issues with the building Chair Bickle made the Board aware that a special meeting may be called before then.

Chair Bickle presented item R-to approve or not approve a motion to adjourn. Pat Hullet made a motion to approve adjournment, Bruce Evans seconded the motion. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Frazier-yes, Greenwood-absent, Hullet-yes, Seidel-absent.

