

**UNIVERSITY CENTER AT PONCA CITY**  
**BOARD OF TRUSTEES**  
**MEETING MINUTES-JANUARY 4, 2018**

The University Center at Ponca City Board of Trustees held their monthly board meeting on January 4, 2018 at 9:00 a.m. in the University Center Conference Room, 2800 N. 14<sup>th</sup> 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, Chair Barry Bickle, Secretary Carol Bouldin, Rich Cantillon, Vice Chair Bruce Evans, Pat Hullet; Ex-Officio members Dr. Cheryl Evans, CEO/Supt. Bruce DeMuth, Regent Carl Renfro, Superintendent Shelley Arrott, Mayor Homer Nicholson, CEO Adam Leaming, and Recording Clerk Barbara Bloomfield. Non present members were Jeremy Fraizer, Chuck Greenwood, Tim Seidel and Associate Director Robyn Armstrong.

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 November 2, 2017 regular meeting of the Board of Trustees. Rich Cantillon made a motion to approve the minutes as they stand, Carol Bouldin seconded. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Hullet-yes.

Chairman Bickle presented item D-to approve or not approve the Month End Budget Report for October and November 2017. CEO Leaming filled in for Associate Director Armstrong and gave the report on both months. The report now covers 2 months so Board members can compare figures month to month as per request of Tim Seidel. CEO Leaming reviewed the revenues and expenditures and reported that a majority of the fees have been collected from partner schools. CEO Leaming then gave his report stating that we are currently sitting well and within budget. Carol Bouldin made a motion that the reports for October and November be approved, Bruce Evans seconded the motion. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Hullet-yes.

Next Chair Bickle presented item E-Foundation report from the new Foundation Chair Lee Evans. UCF Chair Lee Evans was unable to attend so CEO Leaming gave the report from the Foundation. CEO Leaming stated that the current offer for the UC building is still active and the Foundation has decided to continue asking the UC CEO to gather information about building costs and dimensions. First step will be to hire an architect to see if the City center downtown will have enough space to house the classrooms we will need. From there the Foundation along with the Executive Board from the Trustees will decide what the next appropriate step. The Foundation had a strong financial year in 2017 with the Diane Crossland donation and the land donation. CEO Leaming would like to see us exploring ways in which we can get the business community more involved with the UC and UC Foundation. Lastly CEO Leaming reported that

the Foundation has 3 new members. Ken Bellmard, Matt Bintz and Mike Eckholt are excited to get started. These 3 new members along with the current Foundation members will be a great enhancement for the University Center and Ponca City. The next UCF meeting will be held on January 11<sup>th</sup> at 9:30 am.

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

**ADA website changes:** We're undergoing another website revision. This time it's to bring it up to ADA standards that go into effect in 2018. The new website will be able to modify locally and we plan on engaging Kelsey Wagner to begin that process.

**Taskforce for Higher Education:** The Taskforce debrief is as follows:

- College degree completion and workforce development.

Data Analytics

- Enhance student experience and success

Workforce Development

- Aerospace and Defense, Energy, Agriculture and Biosciences, Information and financial services, transportation and logistics
- Internships and Apprentices
- Adult degree completion

Concurrent Enrollment opportunities and expansion

- Academic programs Innovations and Online Education
- Seek expansion of the concurrent enrollment programs
- Reducing textbook costs.
- Increased partnerships with CareerTech

Fiscal Solutions, Efficiencies, Affordability, and Technology

- Scaling up back office function consolidation
- UC utilizes Attorney Generals office, and OSRHE
- Seeking continual and increased strategic partnerships
- Eliminate funding for line items for special programs and branch campuses

System Structure

- Reduce the number of governing boards

- Encourage voluntary mergers
- Creating regional service centers. i.e. OSU A&M
- Voluntary then soon involuntary mergers and partnerships of governing boards (18 months) with OU, OSU, or RUSO
- Schools omitted include: NOC, OCCC, Rose State, TCC

**Fall student Surveys/Comments:** Qualitative data (student surveys):

- Access
- Promotion – successes celebrated
- Personal attention
- Amenities

**2018 CEO Direction and Goals:**

- Revenue options - stabilize
  - Local funding sources
  - Building lease/sale
    - Next steps include side by side cost comparisons, discussing physical fit for alternate location
- Concurrent enrollment expansion
- Summer academy development
- Program expansion – certificate programs.

Board Chair Barry Bickle asked that CEO Leaming send out the list of his goals to the Trustees and that at the next meeting the Board members be ready to discuss and vote on them.

**Preliminary Spring Enrollment:** CEO Leaming reported that currently our numbers are at 210 students with 232 served. Enrollment hours are at 2,154 total with 522 of those being online. He stated that we anticipate another semester of declined enrollment.

**Advertising and Marketing:** 2 new videos have been created. One is more of an overview of what the UC's purpose is for the community. The other gives students a look at the process and reasons why to select the UC for their education.

**Summer camps:** We are finalizing plans for a camp specialist to organize each of the four weeks of our summer camps. We're looking to create opportunities for exposure with a younger population in the Ponca City area in areas that might spark interest in pursuing a degree field.

**Graduates:** 12 NWOSU graduates, and 11 NOC graduates this winter.

**Badge system:** Staff is working to find vendors to submit bids on possible badge systems for the UC. Our current system is outdated and we have a range of items we'd like a new system to provide while at the same time being efficient with our funds and not purchasing unnecessary add-ons.

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. CEO/Supt. Bruce DeMuth reported that Pioneer Technology Center has 25 new students this semester from the closing of Smith Bits. He also asked everyone to mark April 5<sup>th</sup> on their calendar for the yearly Pioneer Technology Center Foundation Roast. He would not say who the "Roastee" would be but did hint that it is someone everyone knows well.

Superintendent Shelley Arrott reported that PCPS received their mid-term allocation. They are doing ok this year but as enrollment numbers are down for 2017 next year will be a struggle. They are also working on teacher retention.

Mayor Homer Nicholson asked about the idea of moving considering our uncertainty and if this is something we should really be pursuing right now. He stated that a local sales tax would not pass but to rather look into property taxes. That revenue stream is more reliable and stable. Regent Renfro agreed that a property tax increase would more beneficial not only for the UC but also for NOC. Dr. Cheryl Evans informed everyone that certain places are restricted from receiving such taxes and that it would need to be looked into to see if NOC and the UC qualify for revenue from this tax. CEO Leaming and Dr. Evans will inquire with the Attorney General to see if our campuses qualify. CEO/Supt. Bruce DeMuth stated that Pioneer Technology Center will not fight either school on the revenue because they are already maxed out at the amount they can request from property taxes. Superintendent Shelley Arrott stated that PCPS relies on the property taxes for their budget. Bruce Evans stated first thing is to make sure it's even legal for our schools to request the revenue. Rich Cantillon stated that he believes it would be an easy sell to the citizens of Kay County.

Dr. Cheryl Evans reported that Spring semester classes begin January 16<sup>th</sup> and Graduation will be May 5<sup>th</sup>. She also informed everyone that sporting events are now free to attend at NOC campuses and encouraged everyone to come out and see the Mavericks play.

Mayor Homer Nicholson reported that the city is doing well and has been very busy trying to keep water lines from freezing due to the very cold temperatures.

Bruce Evans reported on the crisis at the Ponca City Country Club. Due to the lack of a general manager things have gone downhill and now the shareholders are trying to fix things. They voted to reduce the size of their Board from 10 to 7 members and they currently are offering 90 shares of stock for sale. Bruce Evans, Trustee Chuck Greenwood and many other community members are trying to save the Country Club from closing its doors.

Lastly Rich Cantillon reported that a Blackwell high school Junior has published some ideas on how to help the state budget. He stated it was a very good article and this student is a brilliant kid. He will be sending it to everyone to read.

Next Chair Bickle presented item J-announcement of next Board of Trustees meeting. The next regular meeting is scheduled for Thursday, February 1, 2018 at 9:00 a.m. in the University Center Conference Room at the University Center at Ponca City, 2800 N. 14<sup>th</sup> Street, Ponca City, Oklahoma.

Chair Bickle presented item K-to approve or not approve a motion to adjourn. Carol Bouldin made a motion to approve adjournment, Pat Hullet seconded the motion. Abercrombie-yes, Bickle-yes, Bouldin-yes, Cantillon-yes, Evans-yes, Hullet-yes.