**UNIVERSITY CENTER AT PONCA CITY**

**BOARD OF TRUSTEES**

**MEETING MINUTES-AUGUST 3, 2023**

The University Center at Ponca City Board of Trustees held a special board meeting on August 3, 2023, at 10:00 am at the University Center at Ponca Conference Room, 2800 N. 14th St., Ponca City, OK.

**Item A-** Chair Steve Scott called the meeting to order. Those present were Chair Steve Scott, Vice Chair Erin Liberton, Secretary Tracie Smith. Louise Abercrombie, Dr. Kelly Campbell, Jason Grace, Molly Kyler, Rick Scott, CEO Robyn Armstrong, & Recording Clerk Bron Briggs.

**Item B-** CEO Robyn Armstrong welcomed everybody to the meeting. The board was reminded this meeting was for discussion only, and no decisions will be made or voted on.

**Item C-** Chair Steve Scott talked about the goals of the board. Chair Scott discussed ideas to help promote the UC to boost student enrollment and credit hours for the UC.

Chair Scott started with a presentation of what was discussed during the Oklahoma Regents Education Program. He also shared thoughts of his own to help better improve the University Center.

After the presentation, the board went into discussion and included the following topics:

**NWOSU:**

* What are the chances of getting back in talks with NWOSU for the possibility of becoming a branch campus of NWOSU?

**City Necessities:**

* What degrees would benefit the population of Ponca City the most?
* The UC needs to be better educated on Ponca City needs for economic growth and development.
* The possibility of adding a member of Ponca City Economic Development as an Ex-Officio Member of the Board
* From observation, schools, hospitals; and businesses need people with degrees.
* Meet with the Ponca City Chamber, Ponca City Development Authority, & School Superintendent leaders, to discuss community needs.

**Branding/Marketing:**

* Better marketing opportunities, including mentioning the UC’s affiliation with NOC and NWOSU.
* Better methods to brand the UC.
* Write monthly articles for PC Monthly about the value of the UC helping students achieve their educational goals.
* Developing a marketing committee to aid in marketing the UC.
* Filming new UC Testimonial Videos for the UC Website.
* Use carryover funds to invest in the marketing the UC.

**Online/Social Media:**

* Clean up wording and organization of the UC Website to make it more user friendly.
* Talk with Internship Coordinator at Ponca City High School to develop a relationship with a High School Student Intern to get their input and ideas about social media.
* Managing social media to get more people interested in the UC’s social media Pages.

**Other Services:**

* Offering Tutoring services to help students.
* Offering tours of the University Center
* Provide middle school students with information to make them aware of Oklahoma’s Promise. Since 1997, over 100,000 students have participated in the program with around 15,000 students participating in the program in 2023.
* Offer help with Financial Aid and the FAFSA Application. It was mentioned that students can get help on Wednesdays and Thursdays after 6pm from Lori Boyd, Evening Facilitator.
* The possibility of working with nighttime daycare services. During discussion it was mentioned there is a possibility of a daycare offering nighttime services to the Ponca City area.

**Item D-** Chair Steve Scott adjourned the special meeting.