BOARD OF TRUSTEES

October 16, 2015
DR. MARK DURM
INTERIM PRESIDING OFFICER OF THE FACULTY SENATE
SHANE BLACK

LEGAL UPDATE
DR. RON INGLE
Interim Provost/Vice President for Academic Affairs
ACCREDITATION UPDATE

SACSCOC Onsite Visit for Level Change
March 1-3, 2016

Computer Science department seeking ABET Accreditation. ABET conducted onsite visit September 22, 2015.

ACBSP Onsite Visit
February 14-17, 2016
GRADUATE PROGRAM

M.S. in Global Logistics and Supply Chain Management

- Graduate Applications accepted September 1, 2015 to November 2, 2015
  - 21 Graduate Applications as of October 6th
    (18 degree seeking; 3 non-degree)

- Graduate Implementation Team continues work on graduate policies, implementation strategies, and SACSCOC documentation
NEW PROGRAMS/OPTIONS

COLLEGE OF ARTS AND SCIENCES

B.S. Information Technology
B.S. Information Technology: Computer Networking Option
B.S. Biology: Bioinformatics Option

COLLEGE OF EDUCATION

M.S.Ed. in Career and Technical Education
B.S.Ed. in Educational Studies
CURRENT SEARCHES

Provost/Vice President for Academic Affairs
(46 applicants as of 10-7-15)

Library Director

Faculty
  ▪ Assistant Professor of Accounting
  ▪ Assistant Professor of Education (ELL)
  ▪ Assistant /Associate Professor of Information Assurance Management
  ▪ Assistant/Associate Professor of Logistics Management
HIGHLIGHTS

- Dean’s Council & Enrollment Management visits Off-Campus Sites

- The cooperative agreement proposal submitted in May by the U.S. Space and Rocket Center (USSRC) and Athens State University was accepted by NASA for funding. The College of Education faculty and the USSARC Education team will be working with Space Racers LLC and NASA to create educational science curriculum to support additional episodes of *Space Racers*.

- 6 faculty members are participating in a pilot Quality Matters Initiative in 2015-2016 to assist in enhancing the quality of their courses.
Dr. Quanda Stevenson, Assistant Professor of Criminal Justice, and Dr. Joy Bracewell, Writing Center Director/Assistant Librarian, have been selected to serve as campus representatives for the Fulbright Scholar Program.
Delmore Brothers Collection relocated to ground floor of McCandless Hall.

Ribbon-cutting event October 1
Open to public during Fiddler’s Convention
MR. MIKE MCCOY

Vice President
For
Financial Affairs
## ATHENS STATE UNIVERSITY FINANCIAL SUMMARY ENDING 09/30/2015

<table>
<thead>
<tr>
<th></th>
<th>OPERATING BUDGET</th>
<th>10/01-09/30 ACTUAL FY15 *</th>
<th>POS (NEG)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REGULAR STATE APPROPRIATION</td>
<td>11,343,599</td>
<td>11,343,599</td>
<td>-</td>
</tr>
<tr>
<td>LOCAL GRANTS AND CONTRACTS</td>
<td>200,000</td>
<td>200,000</td>
<td>-</td>
</tr>
<tr>
<td>FEDERAL AWARDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TUITION &amp; FEES</td>
<td>17,494,864</td>
<td>18,015,134</td>
<td>520,270</td>
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<tr>
<td>RENT</td>
<td>150,000</td>
<td>210,653</td>
<td>60,653</td>
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<tr>
<td>INVESTMENT INCOME</td>
<td>175,000</td>
<td>137,936</td>
<td>(37,064)</td>
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<tr>
<td>MISCELLANEOUS REVENUE</td>
<td>10,000</td>
<td>67,931</td>
<td>57,931</td>
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<tr>
<td>REALIZED GAINS &amp; LOSSES/INV</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>INDIRECT COST REVENUE</td>
<td>135,000</td>
<td>114,643</td>
<td>(20,357)</td>
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<tr>
<td><strong>TOTAL REVENUES:</strong></td>
<td>29,508,463</td>
<td>30,089,896</td>
<td>581,433</td>
</tr>
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</table>

| **EXPENDITURES:**      |                  |                           |           |
| INSTRUCTION            | 12,817,001       | 11,788,475                | 1,028,526 |
| ACADEMIC SUPPORT       | 3,022,239        | 2,794,666                 | 227,573   |
| STUDENT SERVICES       | 2,442,114        | 2,296,919                 | 145,195   |
| INSTITUTIONAL SUPPORT  | 6,877,211        | 7,032,516                 | (155,305) |
| OPER. & MAINT. OF PHYSICAL PLANT | 3,481,188 | 3,545,067 | (63,879) |
| SCHOLARSHIPS           | 850,000          | 1,073,136                 | (223,136) |
| **TOTAL EXPENDITURES:**| 29,489,753       | 28,530,780                | 958,973   |

| **CAPITAL PURCHASES:** |                  |                           |           |
| BOOKS                  | 18,710           | 24,946                    | (6,236)   |
| AUDIO VISUAL           |                  |                           |           |
| FURNITURE & EQUIPMENT  |                  |                           |           |
| TECHNOLOGY < 25,000    |                  |                           |           |
| TECHNOLOGY > 25,000    |                  |                           |           |
| **TOTAL CAPITAL PURCHASES** | 18,710 | 24,946 | (6,236) |

| **EXCESS REVENUES OVER EXPENSES** | 1,534,170 |

* Prior to final year end adjusting entries
The construction work on Phase II of the project continues and is still on schedule to be completed in Fall 2015.

Work on the front entrance sidewalk is almost complete.

Refurbished windows are being repainted and will be replaced when subfloor work is completed.
CAMPUS PROJECTS

MCCANDLESS HALL

- Demolition work in the basement has been completed. The Delmore Brothers Collection has been moved and is displayed in the north middle room.
311 Pryor Street House
- Demolition of the house has been completed.

CHASTEEN HALL
- The City of Athens continues reworking the street corner and east entrance to this property primarily for safety.
- Drainage issues with water entering the building have been corrected.
- Plans to provide green space around the building have been developed.
2007 ADVANCE REFUNDING

Update by:

Chris Williams
Rice Advisory, LLC
DR. KEITH FERGUSON
Vice President for University Advancement
MARKETING STRATEGY

Athens State University
**Strategic Goal 1: Integrated Marketing**

Strategically integrate social, email, and print media.

- Athens State will assess current social media practices to evaluate impact and opportunities for improvement and consider the following:
  - Develop strategies with goals, tactics, and metrics
  - Expand use of Facebook, YouTube, and Twitter substantially and further integrate these into email and print communication
  - Ask active alumni, friends, and donors to blog/tweet/etc. about their experiences with the University
STRATEGIC GOAL 2: DEVELOP A FULL CREATIVE CONCEPT AND BRAND PLATFORM

Brand
- Develop a brand strategy that would focus on the attributes, programs, or personality traits that differentiate Athens State from competitors
  - Quality
  - Value
  - Accessibility
- Clarify brand positioning, personality descriptors, decision drivers, and segmented messaging, while aligning with broader institutional plans and objectives

Creative
- Review processes and adopt new technologies and project management systems that maximize resources
- Maintain consistent graphic standards and provide cost-effective services to the campus community that includes in-house graphic design, printing, and distribution.
Strategic Goal 3: Add flexibility to the style guide

Revisit the structure of the style guide, and add a secondary color palette in order to significantly enhance the University’s visual identity.
**Strategic Goal 4: Explaining Upper Division**

Develop a consistent message that describes Athens State University and its unique role

- Ensure that all marketing and recruitment communications clearly and ambitiously describe the University’s category
- Establish and own a statement consistent with the role Athens State plays in providing higher education opportunities in North Alabama
- Effectively communicate to the on-campus community the importance of knowing who we are and why students attend Athens State
Strategic Goal 5: Focus Marketing Efforts

Data clearly shows that the majority of enrollees are from the surrounding counties

- The University will continue to focus its efforts exclusively on the surrounding counties
- Focusing efforts to targeted counties with the highest yield is the best strategy for the institution
- Enhance relationships with area community colleges and other feeder institutions/organizations
MS. SARAH MCABEE
Vice President
for
Enrollment and Student Services
CREDIT HOUR PRODUCTION
FALL 2015/FALL 2014

**F2F includes traditional, traditional hybrid and blended.**
## ENROLLMENT DATA

### Credit Hour Production

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budget</th>
<th>Difference</th>
<th>Difference (%)</th>
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<tbody>
<tr>
<td>Fall 2015</td>
<td>28922</td>
<td>30292</td>
<td>-1370</td>
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<tr>
<td>Fall 2014</td>
<td>30263</td>
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<th>Budget</th>
<th>Difference</th>
<th>Difference (%)</th>
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</thead>
<tbody>
<tr>
<td>Fall 2015</td>
<td>3042</td>
<td>3129</td>
<td>-87</td>
<td>-2.80%</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>3129</td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>
Enrollment Management Plan

- Report Card delivered to Student Affairs Committee July 2015
- Rolling EMP to be delivered to Student Affairs Committee

Degree Works

- Available to New Students Fall 2015
AREA UPDATES

Fall Recruiting
- High School Fairs  26
- College Fairs 28
- Festivals/Conferences  13

Graduate School Progress
- First Grad School Recruiting fair Oct 5-7

New Schedule offerings for Spring

Fall Fast-Path feedback positive
Career Development Center

- 5 events planned for fall semester (Resume 101, LinkedIn, Career Chats and Career Fair)

Transfer Student Success Center

Initiating Stop-Out outreach Oct-Dec
AREA UPDATES

Beasley Field Festival
- Successful event

Red Shirt Day to celebrate Veterans
MS. BELINDA KRIGEL
Chief Information Officer
INFORMATION TECHNOLOGY SERVICES

2014-15 Projects Completed

✓ CISCO Blade Center & EMC storage installed
✓ Xtender Document Imaging system moved to disk array
✓ Banner and database installed on new platform; testing underway
✓ Wireless network upgrade completed and used during Fiddler’s
INFORMATION TECHNOLOGY SERVICES

2015-2016 Initiatives

- Upgrade technology classrooms
- Support Quality Matters initiative
- Deploy new firewalls
- Test and transition to new Banner platform
- Implement Data Cookbook
- Support the integration of student engagement systems with Banner
National Cybersecurity Awareness Month

NCSAM Champion Organization
www.staysafeonline.org/ncsam/champions/all-champions

Campus and Community Outreach

Try It TUESDAY

Phishing Lessons: Don’t Get Hooked!

Join us in the Sandridge Student Center Conference Room
Tuesday, October 13 from 12-1

Come learn how to be a good citizen of the cyber world by taking some “Phishing Lessons.” In recognition of October as National Cyber Security Awareness Month, you are invited to raise your awareness about the dangers of the Internet and cyber based services and resources at both work and at home. This program will give you some takeaways about how to be safe online and especially how to identify “phishing” so you don’t get lured in!

Presenters will be Dr. Mike Hoghghi, Belinda Kriegel and Gary McCullors

The University Grill will be preparing a special lunch of Catfish Fillets, Hushpuppies, Fries, Cole Slaw and a drink. $10
Ms. Beth Reed has moved from Financial Affairs to Information Technology Services and is now the Information Systems Technical Analyst.

Duties include ERP support for all modules playing the critical role of managing upgrades, patches, and testing while continuing to support the development and implementation of systems such as online purchasing.
DR. ROBERT WHITE

Presiding Officer
Faculty Senate
MR. STEVE CLARK

Presiding Officer
Staff Senate
<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kim Braden</td>
<td>Enrollment &amp; Student Support Services</td>
</tr>
<tr>
<td>Mark Gale</td>
<td>Academic Technology Services</td>
</tr>
<tr>
<td>Tina Hicks</td>
<td>Provost’s Office / Academic Affairs</td>
</tr>
<tr>
<td>Katie Holley</td>
<td>Financial Aid</td>
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<tr>
<td>Damon Lares</td>
<td>Information Technology Services</td>
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<tr>
<td>Shaun Lockett</td>
<td>Maintenance / Physical Plant</td>
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<tr>
<td>Billy McClain</td>
<td>Maintenance / Physical Plant</td>
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<tr>
<td>Chris Moss</td>
<td>Maintenance / Physical Plant</td>
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<tr>
<td>Felicia Mucci</td>
<td>Adult Degree Completion Program</td>
</tr>
<tr>
<td>Molly Pepper</td>
<td>College of Business</td>
</tr>
</tbody>
</table>
ANNOUNCEMENTS

Welcome

Carol Rachal
Secretary to the President
FALL 2015
Commencement Ceremonies
Saturday, December 5, 2015

9:00 am – College of Business
12:00 Noon – College of Education
3:00 pm – College of Arts and Sciences

Carter Gymnasium
Board of Visitors Meeting
November 6, 2015
8:30 am – 10:00 am
Ballroom – Sandridge Student Center