

**MINUTES OF THE BOARD OF TRUSTEES
UNIVERSITY OF NORTH ALABAMA
FLORENCE, ALABAMA
11:00 a.m., Monday, December 14, 2015**

The Board of Trustees for the University of North Alabama met on Monday, December 14, 2015, in Banquet Hall A of the Guillot University Center in accordance with Section 6 of Act No. 773 of the 1967 Regular Session of the Legislature of Alabama. A letter from three Trustees (dated November 20, 2015) was sent to Governor Robert Bentley in care of his Director of Constituent Services, requesting that the Governor call the December 14 quarterly meeting. Proposed letters calling the Board to the meeting also were sent for the Governor's signature as per standard practice, and the same were mailed to the Trustees from the Governor's office in advance of the meeting under the date of November 30, 2015.

On December 4, 2015, Board members were advised via email that the agenda, proposed resolutions, and supporting documents for items of discussion were available for individual electronic access in the Canvas software system.

In the absence of Governor Robert Bentley (the President of the Board), the meeting was called to order at 11:30 a.m. by Board President Pro Tempore Marty Abroms.

I. INVOCATION

The opening invocation was offered by Athletics Director Mark Linder.

II. ROLL CALL

The roll was called by President Kenneth D. Kitts, and the following members were present:

Trustee Marty Abroms	Trustee Rodney Howard	Trustee Steve Pierce
Trustee Joel Anderson	Trustee Libby Jordan	Trustee Simpson Russell
Trustee Lisa Ceci	Trustee Marcus Maples	Trustee Will Trapp

Absent were ex officio members Governor Robert Bentley and State Superintendent of Education Dr. Tommy Bice.

Others present for all or part of the meeting:

- Mr. Clinton Carter, Vice President for Business and Financial Affairs
- Dr. Dan Hendricks, Vice President for University Advancement
- Mr. David Shields, Vice President for Student Affairs
- Dr. John Thornell, Vice President for Academic Affairs and Provost
- Dr. Carmen Burkhalter, Dean of the College of Arts and Sciences
- Dr. Greg Carnes, Dean of the College of Business
- Dr. Melvin Davis, Dean of Library and Educational Technology Services
- Dr. Donna Lefort, Dean of the College of Education and Human Sciences
- Dr. Vicki Pierce, Dean of the College of Nursing
- Dr. Linda Austin, Associate Dean of the College of Nursing
- Dr. Joy Borah, Associate Vice President for Academic Affairs

- Dr. Vince Brewton, Interim Assistant Vice President for Enrollment Management
- Mr. Jeremy Britten, Associate Director for Digital Communications
- Ms. Johnette Davis, College Development Gift Officer
- Ms. Amber Fite-Morgan, University Attorney
- Dr. Sarah Franklin, President of Faculty Senate
- Mr. Michael Gautney, Assistant Vice President for Facilities Administration & Planning
- Mr. Bob Hill, Board of Trustees legal counsel
- Mr. Bret Jennings, Director of University Events
- Mr. Nick Lang, President of Student Government Association and *ex officio* non-voting member of the Board
- Dr. Marilyn Lee, Chair of the Shared Governance Executive Committee
- Mr. Mark Linder, Athletics Director
- Dr. Natasha Lindsey, Instructional Designer in Education Technology Services
- Dr. Andrew Luna, Director of Institutional Research, Planning, and Assessment
- Dr. Chris Maynard, Associate Dean of the College of Arts and Sciences
- Mr. Bryan Rachal, Director of University Communications and Marketing
- Mr. Jarrod Russell, Network Engineer
- Ms. Regina Sherrill, Assistant to the President for Administration
- Ms. Stephanie Smith, Student Employment Coordinator
- Mr. Evan Thornton, Controller
- Ms. Melissa Thornton, Assessment Coordinator in Inst. Research, Planning, and Assessment
- Dr. Molly Vaughn, President of Staff Senate
- Ms. Shannon Wells, University Photographer
- Ms. Catherine White, Assistant Vice President for Human Resources
- Dr. Chunsheng Zhang, Senior Vice Provost for International Affairs
- Members of the news media: Jennifer Edwards from the *TimesDaily*
Kali Daniels and Jackson Townsend from the *Flor-Ala*
- Academic Partnerships representatives: Ms. Marsha Schattner, Executive Vice President
Mr. Eric Ban, Senior VP for Program Innovation

IV. PRESENTATION ON ONLINE MARKETING & RECRUITING INITIATIVES

Dr. Kitts introduced Mr. Rachal and Mr. Britten who demonstrated features of the BrightEdge software system that is designed to increase traffic on the UNA website through the use of keywords in search engines and to funnel website visitors to relevant marketing content. This allows for more targeted recruiting efforts as work continues with departments across campus to refresh or delete outdated information on various internal webpages. BrightEdge's capabilities are more targeted at the age group of 16-19 years old (high school and traditional-age new college students) and therefore, are not geared toward non-traditional students seeking degrees in areas such as the online nursing program. Mr. Rachal and Mr. Britten answered various questions from Trustees related to marketing and advertising initiatives (pros/cons of different marketing ideas, limited support staff, traditional advertising, digital advertising, etc.). The Board was supportive of their efforts.

III. APPROVAL OF AGENDA

Mr. Abroms submitted the meeting agenda for approval and noted that Item VIII-C, *Resolution Approving Agreement between the University of North Alabama and Academic Partnerships*, would be changed from an action item to an information item based on discussions in the earlier morning work session. Mr. Anderson made a motion to approve the agenda as so amended. Ms. Jordan seconded the motion. Mr. Abroms then made a motion to add to the agenda as an information item at Item VII-I the request that stemmed from the earlier morning work session discussion that the University issue a Request for Proposals (RFP) in January for a new investment manager for the University's endowment funds. The motion was seconded by Mr. Trapp. Mr. Howard suggested that this matter first should be thoroughly vetted through the Board's Audit, Finance, and Administration Committee. Mr. Abroms agreed and withdrew his motion. With there being no other changes to the meeting agenda, the earlier motion to approve the agenda as amended as to Item VIII-C was approved unanimously.

V. APPROVAL OF MINUTES

- A. September 10, 2015, Quarterly Board Meeting**
- B. Resolution Approving Minutes of the November 23, 2015, Executive Committee Meeting of the Board of Trustees and Ratifying Committee Action Taken in That Meeting**

Mr. Abroms submitted these items for approval. Upon motion by Mr. Anderson and second by Mr. Howard, these two items were unanimously approved separately and severally.

VI. REPORT OF THE PRESIDENT AND REMARKS FROM CONSTITUENCY GROUPS

Dr. Kitts' remarks included notations of:

- Administrative organizational changes with the planned retirement of Dr. Hendricks next year and the pending departure of VP for Enrollment Management Thomas Calhoun this month;
- Encouraging indicators for spring 2016 and fall 2016 enrollment;
- New academic programs, new program accreditations, and new concentrations within majors;
- Great athletics success this fall with all three major team sports having won Gulf South Conference championships and with student-athletes having a cumulative GPA of over 3.0.

Upon question from Mr. Anderson, Dr. Kitts and Mr. Carter advised that UNA has been approached about becoming a satellite affiliate in housing a state forensics laboratory. Talks continue, and Trustees are supportive of this development if due diligence indicates a mutually beneficial arrangement.

Mr. Abrams then called on Dr. Franklin, Mr. Lang, and Dr. Vaughn for brief remarks on behalf of their respective groups.

VII. AUDIT, FINANCE, AND ADMINISTRATION COMMITTEE MATTERS

- A. Review Financial Information for Fiscal Year Ending September 30, 2015**
- B. Process Whereby Additional Funds Received During the 2014-2015 Fiscal Year Were Budgeted**
- C. 2016-2017 UNA Executive Budget Office (EBO) Request**
- D. Review of Investments – UNA Foundation**
- E. Review of Investments – University Endowment**

All of these financial items were thoroughly discussed during the work session that preceded the Board meeting. There were no additional questions, and these items required no action by the Board.

- F. Resolution Approving the University of North Alabama's Title VI Program Relating to Operation of Institutional Transit Vehicles**

This item was discussed during the work session that preceded the Board meeting. Following additional brief comments by Mr. Carter, upon motion by Ms. Ceci and second by Mr. Pierce, the resolution was approved unanimously.

- G. Resolution Authorizing Solicitation of Bids for Apartments Demolition and Parking Expansion on Western End of Campus**

This item was discussed during the work session that preceded the Board meeting. Following additional brief comments by Mr. Carter, upon motion by Mr. Pierce and second by Ms. Jordan, the resolution was approved unanimously.

- H. Alumni Comparisons Report**

This item was thoroughly reviewed during the work session that preceded the Board meeting. There were no additional questions, and this item required no action by the Board.

VIII. ACADEMIC AFFAIRS AND STUDENT LIFE COMMITTEE MATTERS

A. Resolution Approving the Local Educator Advanced Degree (LEAD) Initiative between the University of North Alabama and Select Partnering School Systems

Dr. Thornell and Dr. Lefort reviewed and answered questions concerning this item. Upon motion by Ms. Jordan and second by Mr. Russell, the resolution was approved unanimously. The Board did ask to be kept apprised as to new school system partners who elect to participate in the LEAD Initiative.

B. Resolution Approving University of North Alabama Policy on Awarding of Degrees in Memoriam

Following an overview by Dr. Thornell, upon motion by Mr. Anderson and second by Ms. Jordan, the resolution was approved unanimously.

C. Information Item: Proposed Agreement between the University of North Alabama and Academic Partnerships

This item was thoroughly discussed during the work session that preceded the Board meeting. While not completely opposed to the proposed agreement, Trustees still have concerns with the revenue sharing model. Trustees asked for more time to review financial data, and the administration will continue to work with the Board and with Academic Partnerships on providing more information.

D. 2016-2017 University of North Alabama Undergraduate Catalog

Dr. Thornell described issues encountered in publishing hard copies of the catalog when it continues to be an ever-changing document. As a change in protocol as the University moves to an online catalog only, Trustees will no longer be asked to give formal approval to each academic year's undergraduate and graduate catalogs, but they will be kept apprised annually of changes in these publications. Trustees had no objections to this new approach, and this item required no action by the Board.

E. Update on Student Housing

Mr. Shields reported on the continued strong interest in new freshmen student housing, and he shared occupancy data as of this semester, in comparison to last year, and projected for fall 2016. Discussions continue on next year's housing arrangement for upperclassmen, and more details will be brought to the Board at a later date. This item required no action by the Board.

IX. OTHER BUSINESS

A. Status of Capital Campaign and UNA Board of Trustees Scholarship Endowment Fund

Dr. Kitts noted the University's capital campaign will move from its quiet phase to the public phase in March, and the initial goal of \$25 million may be expanded given the fact that most (if not all) of that amount will already be raised by that time. Trustees were provided with information packets from University Advancement related to the capital campaign.

In addition, Dr. Kitts gave a reminder of the Board of Trustees Scholarship Fund, and he and Mr. Abroms encouraged additional gifts to grow the corpus so as to provide more scholarship support for worthy students.

B. Report from Presidential Evaluation Committee

Committee Chair Russell reported that the Committee comprised also of Trustees Anderson, Howard, and Pierce has met several times and has developed preliminary measurable objectives as a tool in evaluating the President's job performance. The Committee is continuing its work, including seeking feedback from Dr. Kitts, and plans soon to have a formal process ready for Board approval.

C. Selection of March, September, and December 2016 Meeting Dates

The President's Office was asked to poll Trustees as to availability in determining the best dates for next calendar year's Board meetings. Formal notice will be sent when those dates are selected.

X. MOTION FOR EXECUTIVE SESSION

Upon motion by Mr. Howard, second by Mr. Maples, and a unanimous vote, the meeting recessed at 12:50 p.m. to go into a brief executive session to discuss a legal/personnel matter.

At approximately 12:52 p.m., the Board entered into executive session (with legal counsel Bob Hill, University Attorney Amber Fite-Morgan, and vice presidents Clinton Carter and John Thornell present). This information item required no action by the Board.

The Board reconvened in regular session at 1:10 p.m. immediately following the executive session, and Mr. Abroms reported that no action was taken.

Note: Following the meeting, Mr. Hill, an attorney licensed to practice law in the State of Alabama, certified verbally that the Board's discussion of a legal matter in today's executive session was authorized under Section 3 of the Code of Alabama that allows for

executive session to discuss legal ramifications of threatened litigation, the general reputation and character of an individual, and the professional competence and job performance of an individual. Therefore, the executive session was in compliance with the Open Meetings Act.

XI. MOTION TO ADJOURN

There being no other business to come before the Board, upon motion by Mr. Maples, second by Ms. Jordan, and a unanimous vote, the meeting adjourned at 1:10 p.m.

Approved March 17, 2016



President Pro Tempore



Secretary