Arkansas State University campuses have several capital projects underway in various stages of programming, design, and construction. This report is submitted to keep the board members informed about the status of each major project.

**ASU-JONESBORO CAMPUS**

<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>FUNDS AVAILABLE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities and Social Sciences Building</td>
<td>$35,000,000</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Marion Berry Parkway - Phase III</td>
<td>1,868,754</td>
<td>Construction Document Phase</td>
</tr>
<tr>
<td>Tennis Courts</td>
<td>252,308</td>
<td>Construction Document Phase</td>
</tr>
<tr>
<td>Dyess Theater</td>
<td>750,000</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Student Activities Center—Soccer/Tennis Facility</td>
<td>11,000,396</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Football Operations Complex</td>
<td>753,000</td>
<td>Construction Document Phase</td>
</tr>
<tr>
<td>Childhood Services Child Development Center</td>
<td>3,500,000</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Convocation Center Seating Replacement</td>
<td>3,874,485</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Centennial Bank Stadium Expansion</td>
<td>25,432,820</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Village Apartments Repairs &amp; ADA Modifications</td>
<td>6,343,509</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>V. C. Kays House Restoration – Phase I</td>
<td>200,000</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Convocation Center Cooling Towers</td>
<td>740,000</td>
<td>Construction Document Phase</td>
</tr>
<tr>
<td>Arkansas Biosciences Institute Controls Replacement</td>
<td>760,000</td>
<td>Construction Document Phase</td>
</tr>
</tbody>
</table>

1. **Humanities and Social Sciences Building**

   - **Architect:** AMR Architects & Cahoon Firm
   - **Contractor:** Tate General Contractors
   - **Expected Completion:** Phase IV – June 2015
   - **Funding:** General Improvement/Bonded Debt

   **Status:** The building provides classrooms, offices, and support spaces for programs of the College of Humanities and Social Sciences. Phase IV provides for completion of interior and site exterior of the building. Construction commenced in January of 2014 and will be completed by June of 2015. The building’s interior is approximately 85% complete, with fourth floor finishes approximately 99% complete, third floor finishes approximately 95% complete, second floor finishes approximately 90% complete, and first floor finishes approximately 80% complete. Exterior site work is underway, and is approximately 70% complete. The project is on schedule for June 2015 occupancy.
2. **Marion Berry Parkway Phase III**

   Engineer: Jacobs Engineering  
   Contractor: Cameron Construction (Phase I); Asphalt Producers, Inc. (Phase II)  
   Expected Completion: April 2012 (Phase II); Phase III Second Quarter 2016  
   Funding: Design - Federal (80%)/Matching (20%)  
   Construction - Federal (87%)/Institutional Match (13%)  

**Status:** Phase III work provides for the extension of University Loop West under the north bridge to connect with West Aggie Road. The Phase III design was delayed, and therefore, a temporary road was constructed in August 2012. The project is at 65% completion in the construction document phase. The Arkansas Highway and Transportation Department has completed the first step of the review, with the second phase to be completed in April of 2015. Final construction drawings will complete the AHTD review in the third quarter of 2015 with advertising and bidding to follow. Construction is anticipated to begin during the fourth quarter of 2015 with completion expected by mid-year of 2016.

3. **Tennis Courts**

   Architect: Brackett-Krennerich & Associates  
   Contractor: Noland Construction of Morrilton; Sports Courts of Arkansas  
   Expected Completion: TBD  
   Funding: Agency Bank Funds  

**Status:** The first courts were completed in early 2009, but with deficiencies. The remediation of the courts was completed in September 2012 by Sports Courts of Arkansas. The original post-tension system will be explored as a suitable replacement option. A consulting/engineering firm will be engaged to provide recommendations on the best solution to complete the courts correctly. A completion schedule has not yet been determined, but is anticipated to be finished by the late third quarter of 2015.

4. **Dyess Theater**

   Architect/Engineer: Allison Architects  
   Contractor: Bailey Contractors, Inc.  
   Expected Completion: Third Quarter 2015  
   Funding: ANCRC Grant  

**Status:** This project provides for the construction of a replica of the Dyess Theater, utilizing the restored façade. Its interior will include a meeting room, offices, and a gift shop. Bailey Contractors, Inc. was selected under a Job Order Contract. Foundation scope began in late March 2015 and has been delayed due to weather. Completion is expected in the summer of 2015.
5. **Student Activities Center /Soccer Facility Relocation**

Architect/Engineer: Brackett-Krennerich & Associates  
Contractor: VCC USA  
Expected Completion: April 2015  
Funding: Private Gifts/Bonded Debt

**Status:** The project provides for a Student Activities Center. Construction work began in mid-February of 2014. The building site earthwork is 95% complete, and the building exterior walls and interior are approximately 99% complete. Turf installation will begin in April with substantial completion planned for May 2015.

The soccer field relocation completion date was April 2014. The Soccer/Tennis Field House construction began in August of 2014 by Bailey Contractors, Inc. This project reached substantial completion in April 2015.

6. **Football Operations Complex**

Architect/Engineer: AECOM with Brackett-Krennerich & Associates  
Contractor: VCC  
Expected Completion: TBD  
Funding: Private Gifts

**Status:** The project provides offices and training spaces for Football Operations. Completed construction documents are being reviewed and modified for program and budget optimization by AECOM. Revised plans are scheduled to be completed by May 2015. The Football Operations Complex is being deferred until it can be fully funded.

7. **Childhood Services Child Development Center**

Architect/Engineer: Cromwell Architects Engineers  
Contractor: Olympus Construction  
Expected Completion: May 2015  
Funding: Departmental Reserves/Agency Bank Funds

**Status:** This project provides for 100% expansion of existing Childhood Development/Daycare facilities. Construction began in June of 2014. The road base, preliminary earthwork, and utility extensions are complete, as are the framing and the interior utility rough-in. This project is approximately 75% complete, and is on schedule for substantial completion in May 2015.
8. **Convocation Center Seating Replacement**

Architect/Engineer: Cromwell Architects Engineers  
Contractor: Irwin Seating  
Expected Completion: Phase I – October 2013; Phase II – Summer 2014; Phase III – Summer 2015  
Funding: Agency Bank Funds

**Status:** The project scope replaces all arena retractable seating. Phase I replaced upper end zone seats and is complete. Phase II replaced the lower seating section and is complete. Phase III will replace upper east and west sections in the summer of 2015.

9. **Centennial Bank Stadium Expansion**

Architect/Engineer: AECOM Sports + Venues with Brackett-Krennerich & Associates  
Contractor: Ramsons Construction  
Expected Completion: August 2015  
Funding: Red Wolves Foundation Donations & General Improvement Funds

**Status:** The existing 3,500 square-foot press box will be renovated and its area will be expanded to 37,000 square feet. This enlarged area will provide additional seating, open club space, and new service space. The foundation and structural package began in September 2014 and is 100% complete. Structural steel erection began in December of 2014 and is approximately 95% complete. Interior framing is approximately 20% complete. Exterior masonry installation will begin by May 1. The press box guaranteed maximum price and the concourse restrooms and service area guaranteed maximum price are due April of 2015. The project will be substantially complete on or before August 1, 2015.

10. **Village Apartment ADA Modifications/Exterior Repairs**

Architect/Engineer: Cromwell Architects, DCI Engineering  
Contractor: In-House - Village Interior/Exterior Repairs Phase I  
Baldwin & Shell Construction - Village Interior ADA Modifications Phase II  
Bailey Construction - Interior ADA Modifications Phase III  
Construction Network - Village Exterior ADA Modifications  
Expected Completion: Village Interior ADA Modifications - February 2017  
Village Exterior ADA Modifications - February 2015  
Village Exterior Repairs - September 2019  
Funding: University Reserves
**Status:** The project scope addresses the following three distinct areas: the Village Apartments Interior ADA modifications; the Village Apartments Exterior ADA modifications; and the Village Apartments exterior repairs. Phases I and II are complete.

The interior ADA scope was competitively bid on and awarded to Bailey Construction. The work scope began in August of 2014 and will be a phased construction with a completion deadline of February 2017.

The exterior ADA scope was awarded through competitive bidding to CNI Construction. Construction began in June of 2014. Exterior ADA sidewalks and ramps were completed by the deadline of February 2015.

Exterior building repairs to the Village began in June of 2014 with ASU projects crew. Work will be phased over multiple years, but the projected completion date is the third quarter of 2019.

**11. V.C. Kays House Restoration – Phase I**

- **Architect:** TBD
- **Contractor:** Multiple to Be Utilized
- **Expected Completion:** April 2015
- **Funding:** Arkansas Natural & Cultural Resources Council Grant

**Status:** The project funding provides for exterior waterproofing, roofing restoration, and preliminary interior work. Minimal design assistance was required. A majority of the work scope is to be contracted via Job Order Contract with Baldwin & Shell Construction Company. Substantial completion is anticipated for fall 2015.

**12. Convocation Center Cooling Tower Replacement**

- **Engineer:** Pettit & Pettit Consulting Engineers, Inc.
- **Contractor:** TBD
- **Expected Completion:** February 2016
- **Funding:** Arkansas Building Authority (ABA) Revolving Loan Fund (RLF)

**Status:** This project is in the construction document phase of replacing the 1,200 ton cooling tower at the Convocation Center with a modern energy-efficient model. Application has been approved by the Arkansas Building Authority to proceed with this work. The existing unit is 27 years old and is now oversized for the current configuration of chillers. We plan to replace the unit with a new 900 ton unit to match the existing chiller configuration.
13. **Arkansas Biosciences Institute Controls Replacement**

   Engineer: Pettit & Pettit Consulting Engineers, Inc.  
   Contractor: TBD  
   Expected Completion: December 2015  
   Funding: Arkansas Building Authority (ABA)  
   Revolving Loan Fund (RLF)

**Status:** The project is in the construction document phase for replacing building controls at the Arkansas Biosciences Institute (ABI). An application has been approved by the Arkansas Building Authority to proceed with this work. Current building controls do not allow us to leverage the maximum energy conservation potential of the building. The current design phase will allow functionality and will have the least impact on operations and falls within the RLF budget.

### ASU-BEEBE CAMPUS

<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>FUNDS AVAILABLE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Deere Agricultural Equipment</td>
<td>$850,000</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Technology Lab/Shop Building</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. **John Deere Agricultural Equipment Technology Lab/Shop Building**

   Architect: Lewis Architects  
   Contractor: Provence Construction, Inc.  
   Expected Completion: April 2015  
   Funding: GIF and Agency Bank Funds

**Status:** The lab/shop building for Agricultural Equipment Technology is 5,270 square feet. The building will be used to train technicians to work on John Deere agricultural equipment. A storage building for implement equipment will also be erected with 3,920 square feet. The contract was awarded to Provence Construction, Inc. in the amount of $754,185. Construction is 95% complete, and the completion date is April 15, 2015.
## ASU-MOUNTAIN HOME CAMPUS

<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>FUNDS AVAILABLE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vada Sheid Community Development Center (Phase III)</td>
<td>$400,000</td>
<td>Construction Phase</td>
</tr>
<tr>
<td>Nursing and Allied Health Building Expansion</td>
<td>$1,500,000</td>
<td>Design Development</td>
</tr>
</tbody>
</table>

1. **Vada Sheid Community Development Center – Phase III**

   - Architects: TBD
   - Contractor: TBD
   - Expected Completion: TBD
   - Funding: Private Contributions, Agency Cash

   **Status:** Phase III of the Vada Sheid Community Center will include interior finish-out of the catering kitchen and second floor multipurpose space. It is the intent of ASUMH to complete these two areas with internal staff as funding becomes available. These two spaces comprise approximately 7,500 square feet.

2. **Nursing and Allied Health Building Expansion**

   - Architects: TBD
   - Contractor: TBD
   - Expected Completion: TBD
   - Funding: Private Contributions, Agency Cash

   **Status:** The project will include the development of a Simulation Lab for Health Care, storage space for simulation equipment, at least one large classroom, and space for a student lounge/study area. The simulation learning environment offers students a more authentic learning experience than a traditional lab setting. It also provides students with a realistic and safe learning environment. The simulation setting allows for the reproduction of real-life patient experiences that our students might never see in the clinical environment. It is anticipated to be 4,000 square feet, and will consist of a single story.

## ASU-NEWPORT CAMPUS

ASUN has no capital projects in the construction phase.
For the period ending March 31, 2015, the Arkansas State University Foundation, Inc. recorded gifts and other support totaling $3,728,640. Contributions were designated as follows:

- $2,843,886 ASU-Jonesboro
- 372,521 ASU-Beebe
- 293,772 ASU-Mountain Home
- 216,961 ASU-Newport
- 1,500 ASU Foundation

On March 31, 2015, the Foundation reported net assets of $56,603,152, representing an increase of 8.09% for the fiscal year to date.

On March 31, 2015, the current market value of the ASU Endowment Pool was $55,105,393. The net rate of return for the period was 2.17%.

Endowment balances designated per campus are as follows:

- Arkansas State University-Jonesboro: $48,939,906 (88.81%)
- Arkansas State University-Beebe: 1,057,119 (1.92%)
- Arkansas State University-Mountain Home: 3,256,525 (5.91%)
- Arkansas State University-Newport: 1,475,796 (2.68%)
- Arkansas State Foundation: 376,046 (0.68%)
Academic Affairs and Research

Academic College Restructuring: During the 2014-2015 academic year, Arkansas State University constituencies were charged with recommending the realignment of the nine academic colleges. Our goal was to contribute to the long-term financial health of the university; to better meet the changing academic and career needs of our students; and to create ways to enhance academic quality through collaboration. Upon completion of the work of the two task forces, namely the Faculty Senate Academic Restructuring Task Force and the Provost’s Academic Restructuring Task Force, the following consensus recommendation for academic college restructuring was proposed with each unit represented by one dean:

1. College of Agriculture and Technology, and College of Engineering
2. College of Business
3. College of Education and Behavioral Sciences
4. College of Fine Arts, College of Humanities and Social Sciences, and College of Media and Communication
5. College of Nursing and Health Professions
6. College of Sciences and Mathematics

The proposed restructuring was vetted through the Shared Governance process and is awaiting final approval by the chancellor. If approved, the new college units will begin transitioning during the 2015-2016 academic year with college nomenclature determined and restructuring at the department and/or program level, as appropriate, to be completed by June 30, 2016.

Faculty Awards 2015: Faculty achievement awards were presented and retiring faculty members were honored on April 14 at the annual Faculty Awards Ceremony. This year’s achievement awards were presented to the following: Ms. Lori Fenner, Advising; Dr. Gauri Guha, Teaching; Ms. Stacey Sloas, Service; and Dr. Cherisse Jones-Branch, Scholarship. Six retiring faculty members representing more than 100 years of service were recognized. In addition, faculty members were recognized for 15, 20, 25, and 30 years of service.
State-mandated Education Licensure Changes Approved by the Arkansas Department of Education (ADE) and the Arkansas Higher Education Coordinating Board (AHECB) in February of 2015:

- Licensure level in Gifted and Talented program will move from grades Preschool-8 and 7-12 to grades Kindergarten-12.
- ADE-mandated deletion of the P-4 (MAT) program will occur.
- Licensure level in the Early Childhood Education program will move from grades Preschool-4 to an Elementary Education program with grades Kindergarten-6.
- ADE-mandated deletion of the Grades 5-6 Endorsement will occur, replaced by the Elementary Education program with grades Kindergarten-6.
- Licensure requirements in the Middle Level Education program will change from an emphasis choice in either Language Arts and Social Sciences or Science and Math, to selecting any two of the four emphasis areas.
- Licensure level in the Physical Education/Health program will move from grades Preschool-8 and 7-12 to grades Kindergarten-12.
- Licensure level in the Spanish language and French language programs will move from grades Preschool-8 and 7-12 to grades Kindergarten-12.
- Licensure level in the Art program will move from grades Preschool-8 and 7-12 to grades Kindergarten-12.
- Licensure level in Business Technology will move from grades 4-8 and 7-12 to grades 4-12.
- Licensure level in the Special Education program will move from grades Preschool-4 and 4-12 to grades Kindergarten-12.
- ADE Grade 8 Algebra program licensure no longer requires students to complete a program of study; students may take Praxis test to qualify. (This was approved by the ADE and is on AHECB Agenda for May.)
- Licensure level for the Coaching program will move from grades 7-12 to grades Kindergarten-12.
- Licensure level for the Reading program will move from grades Preschool-8 and 7-12 to grades Kindergarten-12.
- Licensure level for the Building Administrator program will move from grades Preschool-8 and 7-12 to grades Kindergarten-12.
- Master of Arts in Teaching Middle Level Education program was revised.

AHECB Meeting Items on the Agenda for May 1, 2015:

- Programs Pending Review by the Arkansas Department of Education
  Graduate Certificate in Dyslexia Therapy (ASUJ)
- Deleted Programs – Option/Emphasis/Concentration/Minor
  Eighth Grade Algebra I Endorsement (ASUJ)
Finance and Administration

Financial Reporting: For the third consecutive year, the Controller’s Office was awarded the Achievement for Excellence in Financial Reporting from the Government Finance Officers Association. The IRS Form 1098-T reporting is complete, with 14,414 forms submitted to the IRS, including implementation of electronic delivery of IRS Form 1098-T to students, with 5,114 online deliveries, resulting in a savings of $2,505.86. The Campus Bookstore reported a savings of $374,000 to students through textbook rental for Fall 2014 and Spring 2015. The third quarter physical inventory count of the campus IT store was completed, with only one exception noted.

Budget Planning/Development: The planning and compilation stages of FY16 budget development are completed. The Executive Budget Council met several times during this semester to discuss institutional and divisional needs for the upcoming fiscal year. Each vice chancellor focused on efficiencies within their respective units and made reductions to compensate for an overall budget shortfall of $1.2 million due to declining enrollment. A list of budget challenges/priorities was shared with the University Planning Committee. The operating budget will be submitted for approval at the meeting of the Board of Trustees in May 2015.

Arena Renovations: Phase II of the Convocation Center seat renovations is complete and Phase III, which includes replacement of upper east and west seating, is on track for completion in the summer of 2015. Renovations to the Red Entrance are also complete. The fire alarm system will be upgraded to accommodate various types of synthetic smoke and to incorporate new technology in fire suppression systems.

Convocation Center Events: Events recently hosted at the Convocation Center include the following: A-State men’s and women’s basketball in February and March, with 10 regular season games and a first round WNIT game against Western Michigan; the Rotary Club’s annual three-day Arkansas Sports Show, with over 8,000 patrons attending; the NEA Homebuilders Association Home and Garden Show; a Toby Mac concert, and a co-headline concert featuring Chris Young and Lee Brice; the Junior Auxiliary Annual Charity Ball; two area high school events - the annual FFA judging contest and the regional science fair; and the Monster X Truck Tour with over 5,500 fans attending.

Environmental Health & Safety: Environmental Health & Safety collaborated with Facilities Management to ensure that prior environmental reports were scanned into FAMIS Computer-Assisted Design (CAD); adding 257 reports to 47 buildings. Six American Red Cross CPR/AED courses were offered. Seven stormwater construction permits were managed, with one closed out.

Facilities Management (FM): A preliminary list of facility improvements (FIMS) has been reviewed, and multiple internal workshops have been held with JCI to review FIMS, measurement and verification (M&V) methods, financing options, and student engagement opportunities. Information Technology Services completed work on programming a more automated interface between Banner accounts payable and
FAMIS procurement processes, which will result in more efficient processing with more transparent review of costs for work orders earlier in the process for departments on campus. The FM staff implemented and effectively carried out the emergency response plan during two significant weather events, one involving two-to-three inches of sleet/ice accumulation and the other involving ten inches of snow accumulation.

Human Resources: The Human Resources office moved into the testing phase of the Taleo implementation and is making progress. The Taleo software will fully automate the new hire on-boarding process and eliminate all hand-keying and paperwork. Implementation teams, consisting of individuals who will utilize the recruitment system, have been identified to assist with testing the “soft” release, anticipated in May 2015. A Performance Evaluation Toolkit was developed, and multiple sessions were held with supervisors and employees to present the toolkit information regarding best practices/methods of completing annual performance evaluations.

Information and Technology Services (ITS): The Faculty Productivity Tracking system is on schedule to be operational in April and fully implemented by the end of fiscal year 2015. The system will make tracking and reporting of all faculty productivity consistent and easily retrievable for reporting purposes. The Student Advising retention/advising system is on schedule to be in pilot mode by Summer 2015 and in partial operation during Fall 2015, with full roll-out by Spring 2016. The Hobson’s Radius software is on schedule to be operational by Summer I 2015 for the undergraduate recruiting area. Implementation and integration of the graduate school and international recruiting instance are in the planning stages and are set to go into operation by Fall 2015. Training for the ARGOS Data Analytics system is complete and startup is underway; data steward meetings have begun. Full use of Argos is expected to occur among Banner user areas by the end of Summer 2015.

Office of Diversity: Maurice Gipson assumed the role of Chief Diversity Officer on February 1.

Procurement and Travel Services: A campus-wide assessment of printing, copying, faxing, archival, scanning, and document-management needs is ongoing. As part of the assessment, 32 faculty and staff members participated in a collaborative brainstorming session, entitled “Critical to Quality,” which explored ways to create an “office of the future.” Procurement employee, Lisa Glasco, was selected Buyer of the Year at the annual meeting of the Arkansas National Institute for Governmental Purchasing, which places her in competition for the National Buyer of the Year Award.

Red Wolf Wellness: Kick-off of the Blue & You Fitness Challenge with Arkansas Blue Cross & Blue Shield took place at the beginning of March (87 participants). Plans are being made to offer a nutrition program to employees and their families. The Functional Training Room is complete at the Health, Physical Education and Sport Sciences Building, and employees and students are making great use of the space. Two training sessions were held at Facilities Management regarding ergonomics for physically active employees.
University Safety and Emergency Management: A campus winter-weather action plan has been developed. The office coordinated various training sessions during the past quarter.

Student Affairs

University Police Department (UPD):

- Public Safety app Quiktips was deployed to the campus in April. Quiktips, available as a free download on both Apple and Android devices, allows the user to send tips or crime information, along with pictures and GPS coordinates, to the University Police Communications Center. The tipster has the option of sending the tip anonymously or with contact information. Quiktips is integrated within the UPD dispatch software (Relativity Public Safety) and can immediately be used to generate a call for service and communicated to officers in the field. Communications personnel can message back and forth with the tipster for additional clarification and information. Quiktips also provides UPD the ability to transmit push notifications to the users. This feature allows UPD to send public-safety messages to all users of the app, and the push notifications are integrated into the Campus Emergency Alert System as an additional means of communicating emergency messages.

- The department completed an on-site visit for reaccreditation with the Commission on Accreditation of Law Enforcement Agencies (CALEA), which was on campus for assessment of the agency in March of 2015. CALEA has a three-year reaccreditation cycle. The UPD is the only agency in Eastern Arkansas to maintain accreditation through CALEA.

Recruitment

- February 26, 2015: The Office of Recruitment and the ASU System Office partnered to host an Admitted Student Open House event at the ASU System Office in Little Rock. More than 250 admitted students and their parents from Pulaski and Saline Counties attended a drop-in reception designed to help prepare them for arrival on campus in the fall. Staff members from Residence Life, A-State Bookstore, Financial Aid and Scholarships, Honors College, and the Leadership Center were present to answer questions and provide information.

- April 14, 2015: The Office of Recruitment and the ASU System Office again partnered and hosted Junior Jump-Start, a drop-in event attended by 70 Pulaski County high school juniors and their parents, held at The McAdams House in Little Rock. Staff from Residence Life, Financial Aid and Scholarships, Honors College, and the Leadership Center were present to answer questions and provide information to help students as they maneuver the college search process.

Student Life

Leadership Center

- The Student Government Association approved a resolution to work with Volunteer A-State in establishing a food pantry for the campus community.
• **Up 'Til Dawn** raised over $36,000 for St. Jude Children’s Research Hospital and hosted the final event in March. The student efforts placed A-State in the top 15 fundraising schools for St. Jude.

• Volunteer A-State hosted the annual *Alternative Spring Break* program. The group traveled to St. Louis and volunteered more than 40 hours for the city.

• The Student Activities Board hosted *SpringFest* in April. The event featured laser tag, A-State items giveaways, games, and live music. The event attracted several hundred student participants.

• Logan Mustain and Brooks Jones were elected to a second term as SGA president and vice-president for the 2015-2016 academic year.

**Club Sports**

• **Softball:** Won the Mid-America East Conference Championship for the second year in a row and qualified to compete at the Regional Tournament in Overland Park, Kansas, on April 24 and 25, 2015.

• **Cricket Club:** Competed at the National Tournament in Ft. Lauderdale, Florida.

• **Shooting Sports:** Won the State Championship for the third consecutive year. Placed second in the events at the American Trap and International Trap Nationals.

**Student Activity Center**

• Problems with water in the interior soil necessitate some grading work outside the facility prior to turf installation inside.
University Advancement

- For the third quarter of the fiscal year (January 1 through March 31, 2015), University Advancement recorded a total of 6,119 gifts and commitments from 2,782 individual donors for a total of $3,694,843. This total includes outright donations of cash, gifts-in-kind, planned gifts, and new pledges for the fiscal year.

- The License2HOWL scholarship program has awarded $95,000 for the academic year that begins in August 2015. This includes five incoming freshman awards and four sophomore, junior, and senior awards that have been continued from last year. In addition, ten $1,000 one-time grants were awarded to incoming freshmen who were in the top of the pool of 300 applicants.

- As detailed in the graph below, the Facebook page for the Alumni Association is continuing to increase its number of “likes.” This number will be translated into a measure of engagement by coding these individuals in the alumni database as an indicator of association. The same exercise will occur with LinkedIn to distinguish individuals who are identified through the Alumni Association network. All of the data will be used for member acquisition.

- Membership numbers are on track to meet or exceed the number of members recorded as of June 2014. A number of communications directed to attract younger alumni have been developed and will be implemented in the fourth quarter of the year.
The Office of Alumni Relations is working in partnership with several offices on campus on some new initiatives. Through the Office of Recruitment, alumni are assisting in recruiting rising juniors from targeted areas as part of the Beyond Boundaries Scholarship; partnering with Advancement Services by providing a significant automated data update of alumni contact information; and working as part of a focus group that involves Research, First-year Experience, Career Services, Human Resources, and Communications to provide a seamless transition for students when they enter as freshmen all the way through graduation by using LinkedIn connections.

For the second year, Digital Creative produced individual highlight videos of the seven A-State Distinguished Service Award winners for the Wilson Award Dinner. This year, interviews with past Wilson Award winners were used to create a new “History of the Wilson Award” video, which debuted at this year’s event. Also filmed was an interview with Perry Wilson, great-great-grandson of R.E. Lee Wilson, which will be used in next year’s history video.

On overall social media, Arkansas State maintains its position of second place in the state, and has achieved a significant milestone in passing the University of Memphis. The following numbers were noted: 47,300 on Facebook; 18,385 on Twitter; and 3,015 on Instagram. The total social interaction was 5.89 million impressions, according to Facebook (3.84m) and Twitter (2.05m) analytics.

The faculty-staff weekly e-newsletter, Inside A-State, increased its click-through rate during the first quarter, from the mid-30 percent range in the fall semester to just over 40 percent in the first three months of 2015. As a reminder, the nonprofit institutional open rate standard is 23.81 percent according to our provider, Constant Contact. Also, several items that were short blurbs on Inside led to larger media stories as we included regional media and other opinion influencers on our mailing list.

Among special events supported during the first quarter, a media briefing was hosted on the progress of the Mexico campus. Media were provided with two special videos – one featuring Dr. Hudson, Governor Calzada, and Edmundo Ortiz. In January, Arkansas State celebrated the receipt of the Apple Distinguished Program Award with a media event attended by campus community members and local media in the afternoon and a nighttime formal banquet to honor those involved in earning the award.
Along with a feature video shown at the banquet, highlights of the ceremonies were used online and provided to the media. To assist the ASU System, in January we provided press conference technical support, as well as video, for the event merging Mid-South Community College with the ASU System.

- To celebrate Valentine’s Day, Marketing and Digital Creative launched “RedWolvesDate.com.” The video and spoof website generated national and international traffic for A-State’s online social media platforms. It also led to a feature package on KAIT, carried across the Raycom network, which focused on the A-State students involved in the creation of the video. This served as a significant promotion for our high-profile Media and Communication program. In all, 50 videos were produced during the quarter and placed on the Vimeo page, with additional smaller videos used on Facebook only. Progress videos of the Centennial Bank Expansion, shot by drone, were high-traffic items on Facebook. Last year in February, the Red Wolves Rising video had roughly 47K interaction on Facebook. This year’s RedWolvesDate.com topped that with 72.4K. The spoof website, in the first 12 hours after launch, generated 971 visits from 30 states and four countries. Now, by the end of the quarter, it has gained 4,495 visits from 47 of 50 states and a total of 40 countries.

- A new “Get to Know” series began to give students more personal insight into faculty members. The Provost’s office participated by providing a short list of initial candidates, focusing on younger faculty members who have noteworthy interactions with students. A questionnaire was distributed to nominated members of the faculty, and university photographer Andrew Ferguson created an “environmental portrait” of the faculty in their classroom or research environment. One faculty story per week, utilizing the photo in our feature slot on the homepage, began in mid-January and will carry forward one per week the rest of the semester. We will also gather the stories into a webpage index, once we have more profiles completed, as a place where recruits can go to get a better sense of what our faculty members are like. We are also using these photos and short features on our social media.

- Twitter’s analytics provide an interesting snapshot of the first quarter and the importance of our communications during weather events. The data is not 12-months deep, so we cannot do year-over-year comparisons except by looking at followers, and they had grown consistently to 18,385 by the end of March 2015. During its three months in operation, A-State’s main feed gathered 2.4 million impressions, over 26,000 profile visits, over 1,800 mentions, and 2,200 new followers. We can trace the majority of that activity to one month – February – and to one week, which included the two winter-weather closures. The public – students, faculty/staff, and the community – turn to our social media for updates and information regarding the status on campus. Of the 2.4 million impressions, 1.05 million were in February. The photo of a snowy campus to start the day on February 16, 2015, had 15,398 impressions alone. For the five-day period from February 16-20, 2015, A-State had more than 500K impressions – equal to the entire month of January.

- On Facebook, we gained for the quarter with an average post reach of 34,996, compared to the previous 2014 first quarter of 30,336. The total raw daily reach was 3.84 million for the entire
quarter. Our “likes,” comments, and “shares” – measures of interaction with the public – each increased but did so with percentages more consistent with steady growth. Overall, the total reach for A-State’s main Facebook averaged 38,133 compared to 34,014 last year in the same quarter. We saw the same activity spike on Facebook as on Twitter during the week of February 16, with 2,148 visits to the page and a total reach of 113,534. In addition, we had strong traffic again related to the bowl game – a quarter high of 8,758 “likes” for our game-day coverage and a one-day total reach of 143,993. Our video content generated a total of 294,456 views through Facebook during the first quarter. After the RedWolvesDate.com video, a drone shot of the campus under the blanket of eight inches of snow in mid-February was our second most popular video with a reach of 68.4K.

- Creative Services completed 223 projects for clients across the campus and began work on new projects to impact recruiting. Among the high-profile items completed were the most recent edition of VOICES, the A-State Alumni Association magazine, including distribution digitally as an enhanced PDF and to a new A-State Newsstand app for iOS; the creation of a new billboard, “WOLVES UP,” in the Central Arkansas market; and new artwork for athletic department projects, including the final parts of the 100 Seasons of Football campaign.

- For consideration of the growing impact of our social media for delivery of messages to our public, there are two graphics surrounding traffic for a single story – the release of the Camfil Farr gift.
Athletics

- **Academic Progress Report Record**: The Athletics Department recorded its highest ever Academic Progress Report multiyear score with a 968, and five programs achieved a school-record, perfect 1,000 multiyear score.

- **Academic Success**: There were 208 student-athletes recognized as part of the Athletic Director’s Honor Roll. A-State Athletics enjoyed its best semester ever in the classroom in the fall of 2014, posting a 3.047 all-department grade point average that was the highest in school history.

- **All-Academic**: Senior cross country runner, Rexi Parcells, was named to the U.S. Track and Field and Cross Country Coaches Association Division I Women’s Cross Country All-Academic Team.

- **Study Abroad Program**: Creating the first “Study Abroad” program by any athletics department in the nation, A-State is sending 15 student-athletes to London for an 18-day scholastic trip that will fulfill academic credit.

- **All-Sun Belt Conference**: Twenty-six student-athletes from four sports were named to the Sun Belt All-Conference Team.
• **Sun Belt Conference Weekly Honors:** Seven student-athletes from four sports were recognized with one of the Sun Belt Conference’s weekly awards a combined total of nine times.

• **All-America:** Five student-athletes from three different sports earned All-America honors.

• **Topping Off Ceremony:** A-State saw its Centennial Expansion construction project take a momentous step forward when the final iron beam was placed on Centennial Bank Stadium’s new press box in a “topping off ceremony,” continuing an extreme transformation to the face of the Red Wolves’ home stadium.

• **National Association of Basketball Coaches All-District:** Sophomore forward, Anthony Livingston, was named to the National Association of Basketball Coaches Division I All-District Team.

• **NCAA Women’s Bowling Tournament:** The women’s bowling team made its eighth consecutive appearance in the NCAA Championships.

• **WNIT:** The women’s basketball team won 23 games, including 21 during the regular season, to tie a school record, advanced to the SBC Tournament championship game, and accepted an invitation to play in the WNIT.

• **Player of the Year:** Junior guard, Aundrea Gamble, was named the Sun Belt Conference Women’s Basketball Player of the Year.

• **SBC Indoor Track and Field Honors:** Jaylen Bacon and Kristina Knott were named the Sun Belt Conference’s Most Outstanding Freshmen; sophomore, Roelf Pienaar, was selected the Most Outstanding Field Performer; and Jim Patchell was chosen the Men’s Track and Field Coach of the Year.

• **Sun Belt Champions:** The men’s track and field team won the Sun Belt Conference Indoor Championships, winning the league title outright for the first time since 2000.
ARKANSAS STATE UNIVERSITY SYSTEM
BOARD OF TRUSTEES
May 8, 2015

Report from Chancellor Eugene McKay
Arkansas State University-Beebe
with campuses at Beebe, Heber Springs, Little Rock Air Force Base, and Searcy

ASU-BEEBE SUBMITS NEW FIVE-YEAR STRATEGIC PLAN
ASU-Beebe has submitted the new five-year strategic plan for approval by the ASU Board of Trustees.

TWO NEW JOHN DEERE BUILDINGS ARE NEARING COMPLETION
The two new John Deere buildings should be completed by May 1. They will be ready for the fall term.

ASU-SEARCY WELDING INSTRUCTOR RECEIVES SkillsUSA AWARD
John Reed, Welding Instructor at ASU-Searcy, has received the Honorary Lifetime Member Postsecondary Educator Award in appreciation of his outstanding and dedicated service. The award was presented by Chip McAfee, Arkansas SkillsUSA State Director for the Arkansas Department of Career Education, on April 14, 2015, during the SkillsUSA State Competition Advisor’s Luncheon.

ASU-HEBER SPRINGS STUDENT HONORED IN WELDING
Jacob Miller, a welding student from ASU-Heber Springs, was honored with a reception on March 11, 2015, for his accomplishments in numerous state and national welding competitions. At the reception, Judge Jerry Holmes declared Wednesday, March 11, 2015, to be “Jacob Miller Day” in Cleburne County.

Miller was chosen as one of the top three in the nation at the American Welding Society U.S. Invitational Weld Trials. As a finalist, he received a $1,000 scholarship, a one-year American Welding Society Membership, and earned a place in the AWS National Weld-Off Competition as one of only three remaining contestants. Miller received third place in the National Weld-Off and is eligible to compete again in 2017.

CLEBURNE COUNTY AWARDED $25,000 GRANT
The Arkansas Department of Parks and Tourism presented a Trails for Life Grant to Cleburne County. This $25,000 grant will be used to pave the trail leading to the pond and to pave a parking lot at the entrance to the trail.

EARTH DAY EVENT HELD AT ASU-HEBER SPRINGS
On April 22, 2015, ASU-Heber Springs held an event to recognize Earth Day. The event was attended by more than 1,270 people, 1,100 of whom were elementary school students.
1. ASUMH has been awarded an $80,000 grant designed to prepare welders to build a strong workforce to meet the needs of the workplace. The grant will operate during this summer with plans to enroll 54 students in the program.

2. The ASUMH Funeral Science Program was awarded full accreditation at its recent National Meeting of the American Board of Funeral Service Education in Jacksonville, Florida. The faculty members affiliated with the program are to be congratulated for their excellent work in achieving this accreditation status.

3. The Arkansas Supreme Court was on the ASUMH campus on April 16 to conduct its Appeals on Wheels outreach program. The Court was in session to hear an oral appeals argument, and was joined by approximately 600 students who attended the legal proceeding. It was a stimulating event, and the Justices of the Supreme Court were very complimentary of the hospitality received from the ASUMH staff and community at large.

4. Also on April 16, United States Supreme Court Justice Antonin Scalia was a guest on the ASUMH campus. The Arkansas Supreme Court arranged its schedule in order to be present for Justice Scalia’s visit. Justice Scalia presented a lecture to an ASUMH Constitutional Law class, attended a university reception, and then spoke at an evening event on campus. Nearly 1,300 were in attendance for the event, completing a special week for our students and community. Federal Judge Charles Pickering and Federal Judge David Brammlette were also on campus to address the Constitutional Law class on Tuesday of that week. Our two-year students were very fortunate to receive so much exposure to federal judges.

5. Congratulations are in order for one of our students, Anna Edwards, who recently competed in the Boston Marathon. We are proud of her for qualifying for this prestigious event and for finishing in a very competitive time of three hours and fifty minutes.

6. The Charity Golf Tournament, which provides funding for our ASUMH Technical Center, is scheduled for June 12 and 13.

7. ASUMH’s annual Red, White, and Blue Festival will be held on Saturday, June 27. This event will bring more than 20,000 people to our campus to enjoy food, activities, a car show, and entertainment, culminating with a spectacular firework display.
Arkansas State University  
Board of Trustees  
May 8, 2015

Report from Chancellor Sandra Massey  
Arkansas State University-Newport

**Strategic Priority 1: Student Success**

1. Thanks to the generosity and efforts of individuals from Arkansas State University-Newport and Jackson County, “Becky’s Closet” is a resource now available to ASU-Newport students who are soon to be entering the workforce.

The Closet, named in memory of longtime ASU-Newport Business Instructor Becky Landreth, supplies business attire, shoes, and other clothing to students who have job interviews but may not have the resources to purchase the appropriate clothes needed to help them make the best possible first impression.

2. ASUN Summer Bridge Camps:
   - An additional $4,000 was received to support the existing Arkansas Department of Career Education (ACE) grant. Scholarships will support at-risk high school juniors and seniors to attend Summer Bridge Camps focused on college life skills and oral communications. Faculty will incorporate the new pedagogy designed by ACE. Area high school counselors will nominate students to fill the twenty slots.
   - A summer Technical Communications course will be offered as part of the Guided Pathways Grant for concurrent high school students who are interested in technical programs.
   - Successful practical nursing applicants and alternates from the three campuses will attend the O2N (On 2 Nursing) pre-session, which will prepare them for nursing courses.

3. On April 10, ASUN hosted its inaugural Student Leadership Retreat on the Newport campus. We were fortunate to have with us our very own Shane Broadway and ADHE Director Dr. Brett Powell to engage our students with their presentations. Fifteen students participated, and all ASUN student organizations were represented.

4. Student Success Stories:
   - SkillsUSA - Technical program students represented ASUN well at the SkillsUSA competition in Hot Springs on April 15. At the competition, ASUN students won ten medals in all, including four golds. Those four students will advance to the National SkillsUSA competition this summer in Louisville, Kentucky.
   - Phi Beta Lambda - ASUN placed fifth in the category “Largest Local Chapter” and third in “Largest Increase in Membership” at the 2015 Spring Conference in Little Rock.
   - Arkansas Licensed Practical Nursing Association (ALPNA) - The ASUN Licensed Practical Nursing program posted five top-three finishes at the ALPNA competition held in March at the University of Arkansas Community College’s Hope campus.
   - Concurrent Enrollment Program - Stephen Garrett Montgomery is a stellar ASUN Student Ambassador from Tuckerman, Arkansas. This June, Garrett will complete his Associate of Arts degree after one year as a first-time, full-time entering freshman. Garrett began his college career through Tuckerman High School’s concurrent enrollment program, and he had already completed 28 semester credit hours upon his arrival at ASUN. Garrett plans to transfer to ASU-Jonesboro for the fall 2015 term to complete his Bachelor of Science degree in Education.
Strategic Priority 2: Institutional Effectiveness
1. The Higher Learning Commission conducted a multi-location site visit at both the Jonesboro location and the McPherson Unit of the Arkansas Department of Correction on April 20-21. The reviewer was very complimentary of the McPherson Unit’s program, stating that it was a “model program for innovative two-year colleges wishing to further their community outreach and engagement.” The reviewer praised the quality of instruction and student services provided across all ASUN locations, as well as the level of student success initiatives in place throughout the institution. We very much look forward to receiving the full report as we begin preparation for our 2017 reaffirmation visit.

2. In support of one of our six values, innovation, ASUN instituted Faculty-Staff Innovation Grants. A committee reviewed applications and selected projects based on quality and dollar amounts requested. A total of $5,000 was awarded.

   1) Dr. Misty Stroud’s request for $1,500 was approved to fund student research to investigate local Arkansas abandoned mines and the heavy metal in those areas. Full-time ASUN students and adjunct faculty will partner with ASU-Jonesboro science faculty on this project.

   2) Irina Reynolds’ request to fund the July summer camp, “The Real Deal,” as a follow-up to the Harrisburg online concurrent class offered last fall to ninth graders, was approved at the $2,000 level. It will focus on what ASUN offers as a community college, will encourage continued concurrent enrollment, and will allow ASUN to track these concurrent students.

   3) Betsy Walker’s “Science Outside of the Box” proposal was awarded $700. This project is a co-curricular approach to help “bring to life” the field of science by helping students make the connection between what they are learning and real-life application. Science faculty will design hands-on activities around their areas of expertise.

   4) Jessica Wrenfrow and Jack Osier proposed a composter and herb garden for Hospitality Services in collaboration with Osier’s Green Initiative and the Newport community gardens provided by local residents. This grant was awarded $800.

Strategic Priority 3: Community Engagement
1. The House and the Senate both received $10 million in General Improvement Funds (GIF) this year. We are very pleased to announce that all three ASU-Newport campuses received funds to support our workforce programs. The funds were submitted as follows: Senator Burnett-$25,000 Marked Tree campus; Senator Caldwell-$25,000 Newport campus; and Senator Cooper-$30,000 Jonesboro campus. We received a total of $80,000.

2. Former ASU Trustee Mike Gibson donated $25,000 to the ASU Foundation to purchase computers for the Trumann Adult Education Center. With the addition of computers, the Trumann Adult Education Center will be able to enhance existing services and expand services to include workforce development courses and English as a Second Language (ESL)/Civics classes for individuals working toward citizenship.

3. North Little Rock company, Maverick Leasing, LLC, donated two flatbed trailers to ASUN to support the commercial driver training program partnership. The donation is valued at $42,775.
4. Emerson Ambulance, located in Jonesboro, donated a 2002 Ford E 350 Type III ambulance with an estimated value of $5,000 to assist with ASUN’s Emergency Medical Technician program.

5. ASUN, in conjunction with Crowley’s Ridge Educational Service Cooperative, hosted 232 high school seniors and 20 counselors and teachers for the Career and Technical Education (CTE) Awards Ceremony and Luncheon in recognition of students who completed CTE programs in high school. The event included an academic fair where students were introduced to ASUN’s academic programs and faculty. High schools represented included the following: Bay High School, Hillcrest High School, Northeast Arkansas Career & Technical Center, Riverside High School, Jackson County High School, Harrisburg High School, and Cross County High School.