

Athens State University
Board of Trustees
External Affairs Committee
Minutes
May 17, 2024, 1:15 pm
Founders Hall Chapel

Call of Order - Ms. Missy Ming Smith, Chair, called the meeting to order at 1:15 pm.

Roll Call - Ms. Brandy Conway conducted roll call. Members absent: Yvette Evans, Mike Underwood. A quorum was present.

February 9, 2024 Minutes - Ms. Missy Ming Smith presented the minutes. Motion to approve by Betty Ruth-Oliver.

Updates

- **Overview of Advancement Operations** - Dr. Keith Ferguson presented a departmental overview of the Advancement Office. The office is comprised of Development (fundraising, annual fund, giving day, and campaigns), Grants (federal, state, private), Research (prospect research and database management), Alumni Affairs (alumni relations and alumni association), Government Relations, Learning Partnerships, and LaunchBox. Founded in 1982, the Foundation Board is comprised of 16 members with 2 ex-officio members and has three committees: nominating, development, and investment. The investment committee provided oversight of the endowment. The Fiddlers Convention and Fiddlers Steering Committee also fall under the Advancement Office. The Foundation has no employees, all are University employees.
- **LaunchBox** - Dr. Keith Ferguson introduced Tyler Jones, Executive Director of the LaunchBox and committee member, Kim Dunnavant, Director of Operations. LaunchBox was previously the Center for Lifelong Learning and now provides support for small businesses. Tyler and Kim are working on a rental agreement to rent office space to tenants. The LaunchBox will provide business consulting and hopes to be the liaison between the city and the business owner. Ms. Smith requested that we host our July meeting at the LaunchBox.
- **Learning Partnerships** - Ms. Brandy Conway presented the learning partnership update. Currently we have 44 agreements with six new partnerships signed since our meeting in January. There is a signing event on Friday, May 24th at 2 pm at Pryor Field. All are welcome to attend. Participation is up compared to summer 2023 with a 288% increase in credit hours and a 294% increase in net tuition and fees. Eighty-one students have enrolled through a learning partnership for the summer semester. Net tuition and fees for the 2024 academic year (fall 2023, spring 2024, summer 2024) are \$630,462. Huntsville

Hospital System is our largest partner with 32 students for summer and 15 enrolled for fall.

- **Government Relations** - Dr. Keith Ferguson reported on the funding received during the recent legislative session. We requested \$21,868,883. We received \$20,885,054. This is a shortfall of \$983,829. But an increase of 6.12% over last year. We also received \$9,369,874 for additional one-time expenses for deferred maintenance, renovation of existing facilities, and costs associated with ongoing capital projects.
- **Alumni Affairs** – Ms. Denise Santos reported that the Alumni Association held an alumni event in Birmingham on May 12, 2024. There were thirteen in attendance. An alumni event will be held in the Huntsville/Madison area at the end of August and Florence/Shoals in early November. Ms. Santos also reported that the Deans of each college are providing updates in the alumni newsletter. Homecoming is scheduled for July 26, 2024, golf classic on September 19, 2024, and Fiddlers 5K on September 28, 2024.
- **Marketing** - Mr. Chris Latham presented a report on the enrollment marketing project with Up&Up. The marketing strategy stage is complete. Currently in the production stage. Once everything is live we will go into the measurement and analytics phase. Part of the project includes a website audit and enhancements. The total cost for this project is \$466 per student.

No new business was discussed.

Ms. Smith adjourned the meeting at 2:26 pm.