



ATHENS STATE

U N I V E R S I T Y

# 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

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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 6<sup>th</sup>  
(18 degree seeking; 3 non-degree)
- ❖ Graduate Implementation Team continues work on graduate policies, implementation strategies, and SACSCOC documentation

# **NEW PROGRAMS/OPTIONS**

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## **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

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## **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

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- ❖ 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.

# HIGHLIGHTS

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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.



# HIGHLIGHTS



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**

	OPERATING BUDGET	10/01-09/30 ACTUAL FY15 *	POS (NEG)
<b>REVENUES:</b>			
REGULAR STATE APPROPRIATION	11,343,599	11,343,599	-
LOCAL GRANTS AND CONTRACTS	200,000	200,000	-
FEDERAL AWARDS			-
TUITION & FEES	17,494,864	18,015,134	520,270
RENT	150,000	210,653	60,653
INVESTMENT INCOME	175,000	137,936	(37,064)
MISCELLANEOUS REVENUE	10,000	67,931	57,931
REALIZED GAINS & LOSSES/INV			-
INDIRECT COST REVENUE	135,000	114,643	(20,357)
<b>TOTAL REVENUES:</b>	<b>29,508,463</b>	<b>30,089,896</b>	<b>581,433</b>
<b>EXPENDITURES:</b>			
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)
<b>TOTAL EXPENDITURES:</b>	<b>29,489,753</b>	<b>28,530,780</b>	<b>958,973</b>
<b>CAPITAL PURCHASES:</b>			
BOOKS	18,710	24,946	(6,236)
AUDIO VISUAL			
FURNITURE & EQUIPMENT			
TECHNOLOGY < 25,000			
TECHNOLOGY > 25,000			
<b>TOTAL CAPITAL PURCHASES</b>	<b>18,710</b>	<b>24,946</b>	<b>(6,236)</b>
<b>EXCESS REVENUES OVER EXPENSES</b>		<b>1,534,170</b>	
* Prior to final year end adjusting entries			



# CAMPUS PROJECTS

## BEATY MASON

- ❖ 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.



# CAMPUS PROJECTS



## 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



# 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

## CORE COLORS



PMS: PROCESS BLACK  
CMYK: 0-0-0-100  
RGB: 0-0-0  
HEX: 000000

PMS: 2935  
CMYK: 100-52-0-0  
RGB: 0-91-187  
HEX: 0057B8

PMS: WHITE  
CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: FFFFFFFF

## SECONDARY COLORS



PMS: 9064  
CMYK: 0-0-7-7  
RGB: 238-238-221  
HEX: EEEEDD

PMS: 10101  
CMYK: 0-0-0-20  
RGB: 209-210-212  
HEX: D1D2D4

## LOGO

### PRIMARY



### VERTICAL



### PRIMARY BORDERLESS



## WORDMARK

### PRIMARY



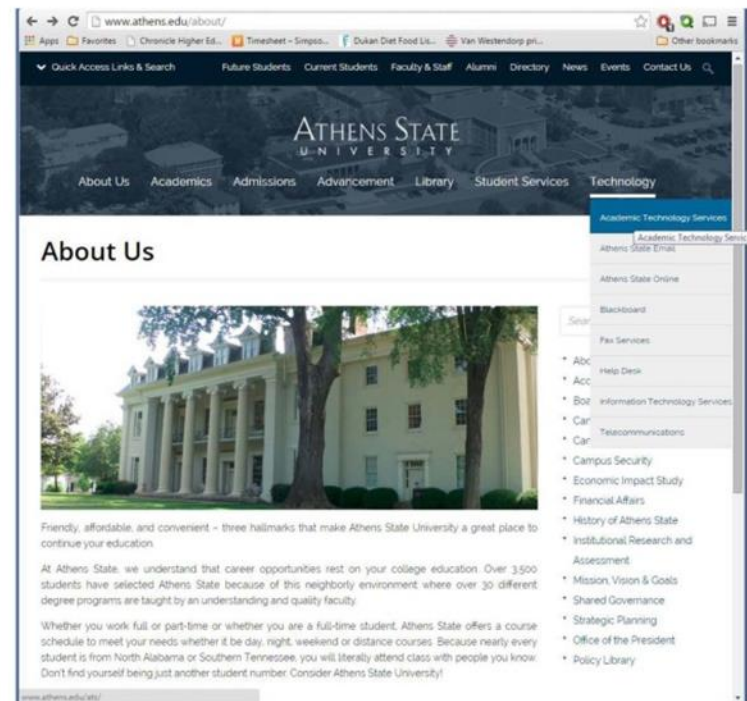
### VERTICAL



## STRATEGIC GOAL 4: EXPLAINING UPPER DIVISION

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

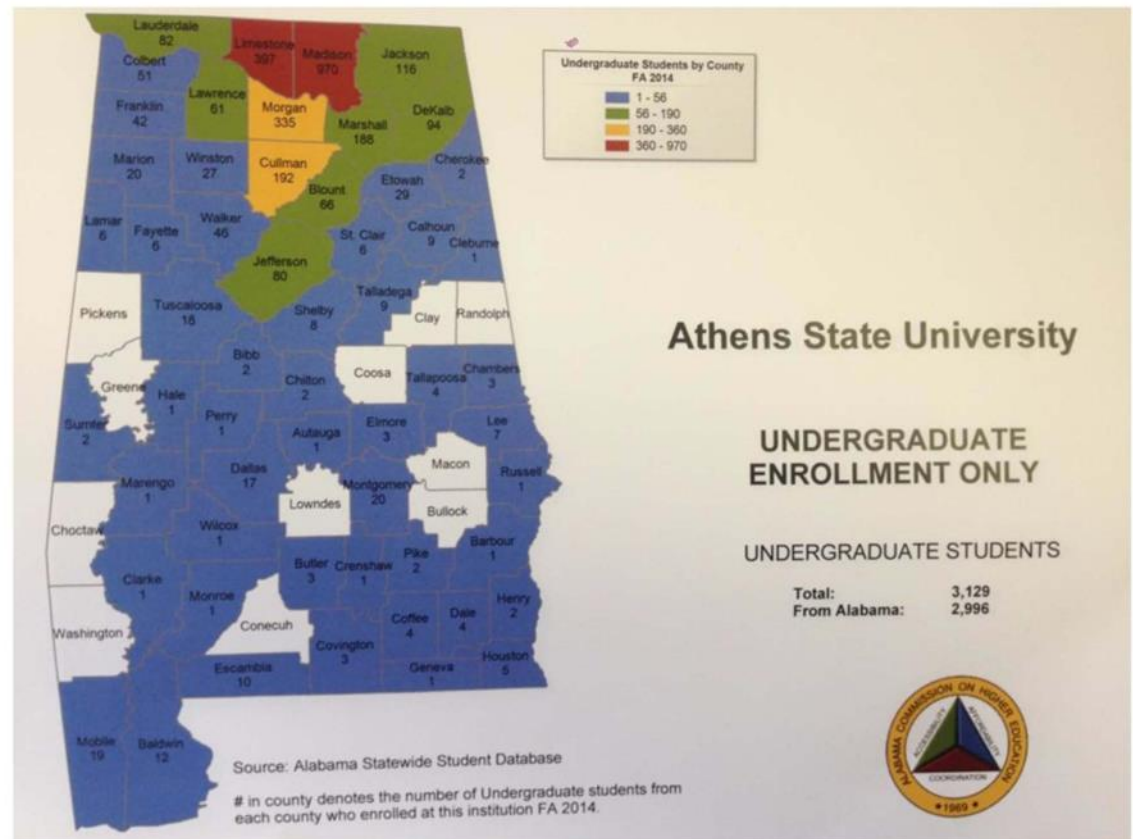
- Ensure that all marketing and recruitment communications clearly and ambitiously describe the University's category
- Establish and own a statement consistent with the role Athens State plays in providing higher education opportunities in North Alabama
- Effectively communicate to the on-campus community 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

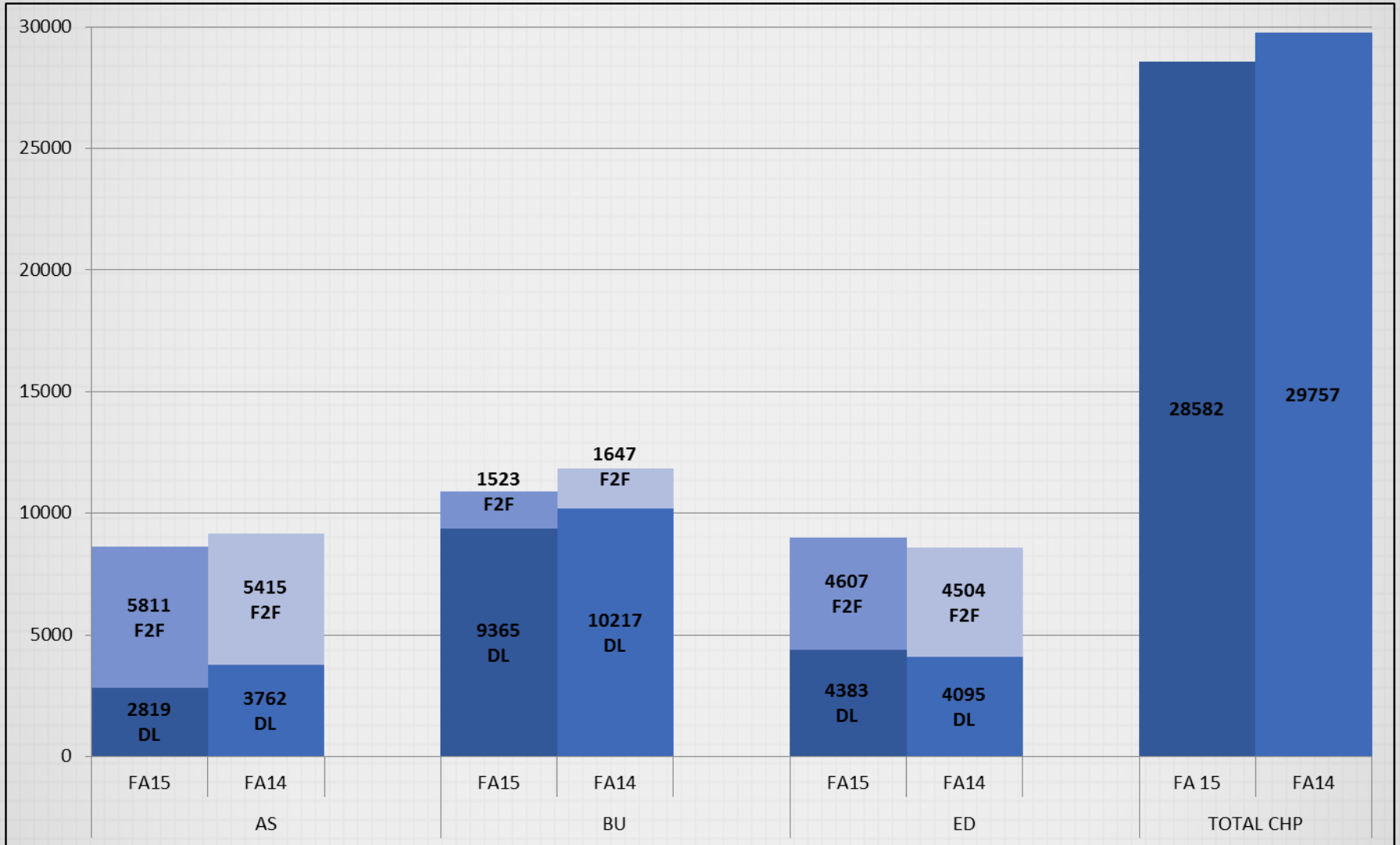




**MS. SARAH MCABEE**

**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

	Actual	Budget	Difference	
Fall 2015	28922	30292	-1370	-4.50%
Fall 2014	30263			

## Headcount

	Actual	Budget	Difference	
Fall 2015	3042	3129	-87	-2.80%
Fall 2014	3129			

# AREA UPDATES

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## ❖ 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

# AREA UPDATES

## Career Development Center

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



RESUME READY WORKSHOPS  
SEPTEMBER 15  
6:00 P.M.  
CLASSROOM BUILDING ROOM 204  
REGISTER: [athens.edu/resume-101-sept-15](http://athens.edu/resume-101-sept-15)

SEPTEMBER 24  
2:00 P.M.  
CLASSROOM BUILDING ROOM 201  
REGISTER: [athens.edu/resume-101-sept-24](http://athens.edu/resume-101-sept-24)

RESUME READY ONLINE WORKSHOPS:  
[athens.edu/career-development-center/2014-15-workshops](http://athens.edu/career-development-center/2014-15-workshops)

PATHWAYS PROGRAM & PREPARATION OF A FEDERAL RESUME  
SEPTEMBER 23  
4:30 P.M.  
TOFTOY HALL REDSTONE ARSENAL  
REGISTER: [athens.edu/federal-resume](http://athens.edu/federal-resume)

ATHENS STATE  
UNIVERSITY

## 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

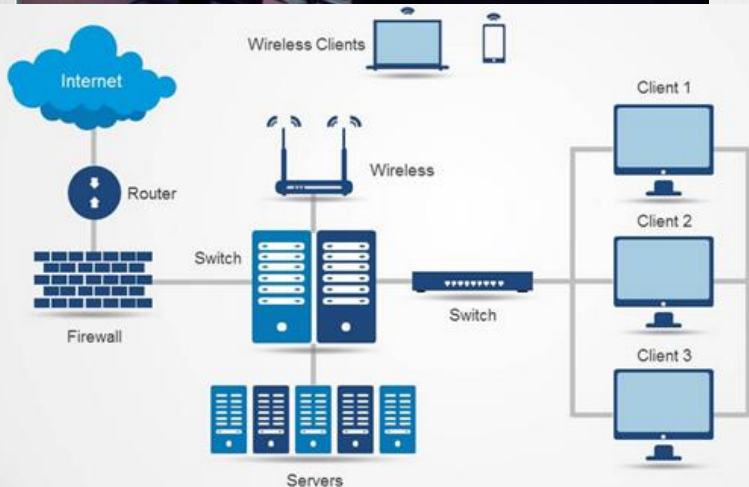


# INFORMATION TECHNOLOGY SERVICES

## 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



# INFORMATION TECHNOLOGY SERVICES

## National Cybersecurity Awareness Month

NCSAM Champion Organization

[www.staysafeonline.org/ncsam/champions/all-champions](http://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 Haghighi , Belinda Krigel and Gary McCullors

The University Grill will be preparing a special lunch of Catfish Fillets, Hushpuppies, Fries, Cole Slaw and a drink. \$10



# INFORMATION TECHNOLOGY SERVICES

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## Personnel

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**

# STAFF SENATE 2015-2017



Steve Clark – Presiding Officer  
Damon Lares – Senator-at-Large  
**Senators**

<b>Kim Braden</b>	Enrollment & Student Support Services
<b>Mark Gale</b>	Academic Technology Services
<b>Tina Hicks</b>	Provost's Office / Academic Affairs
<b>Katie Holley</b>	Financial Aid
<b>Damon Lares</b>	Information Technology Services
<b>Shaun Lockett</b>	Maintenance / Physical Plant
<b>Billy McClain</b>	Maintenance / Physical Plant
<b>Chris Moss</b>	Maintenance / Physical Plant
<b>Felicia Mucci</b>	Adult Degree Completion Program
<b>Molly Pepper</b>	College of Business

# DR. ROBERT GLENN



## President



# ANNOUNCEMENTS

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## Welcome

**Carol Rachal**  
**Secretary to the President**

# ANNOUNCEMENTS

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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**

# ANNOUNCEMENTS

Board of Visitors Meeting

November 6, 2015

8:30 am – 10:00 am

Ballroom – Sandridge Student Center