



February, 2013

SouthArk's 20th Anniversary ~ a time of reflection: Our 20th anniversary activities began last March with our birthday party kick-off. We had an outstanding Evening With The Stars event, kicked off the Heritage Plaza Foundation fund raising campaign and hosted many typical but special events during the year – Arts in April, Chorale Concerts, SGA events, Lecture Series, etc. The special events continued with our December commencement with former Senator David Pryor as our speaker. We also recognized the 1992 merger committee and our first Board of Trustees, as well as all Trustees that have served the college over the past 20 years. I thank you all – the college Trustees and the faculty/staff – that have been a part of this college for the past 20 years for making the “dream become a reality.” We have so much of which to be proud at SouthArk. We are truly changing and making a difference in the quality of life for our students and our community. Now we will focus on the next 20 years!

Spring Enrollment: The **OFFICIAL** final enrollment for the spring of 2013 is 1671; a 6 % decrease from last spring and 5 % decrease from last fall. The semester credit hour (SSCH) production decreased by 3.6%. We are trending similar to other community colleges in the state and nation. Many colleges, as did SouthArk, experienced double digit enrollment increases between 2007-2011; however, most are experiencing a slight decrease in enrollment since 2012. Most colleges are attributing these changes to improvement in the economy and changes in the federal Pell grant regulations. Dr. Tully-Dartez indicates that our loss seems to be in non-traditional new students, which seems to support an improvement in economy. Thank you to everyone involved in the admissions/registration process – recruiters, advisors, faculty and staff. It takes everyone working together to make the college and students successful. We must now refocus our efforts for recruiting for summer and fall 2013. Remember, we all “market” the college in one way or another.

Campus Conversations: I hope you found the fall Campus Conversations as informative and helpful as I have. These visits have resulted in actions for much needed maintenance and repairs on both campuses. We have formulated a better committee reporting structure and have revamped or updated some policies. Your input and feedback are invaluable. We have the first topic for spring listed, but need your input for future Conversations. The schedule for upcoming Campus Conversations:

February 15 (8:30 West; 10:30 East) – Student Behavior/Classroom Management

March 15 (8:30 West; 10:30 East)

April 19 (8:30 West; 10:30 East) – *Tentative*

Legislative issues: There are many bills that could have potential impact to higher education institutions and employees. Two bills to be filed next week include one on the Lottery/ Arkansas Challenge Scholarship and another one concerning allowing guns on college and university campuses. We will have a list of bills to distribute/discuss at the Campus Conversations on Friday.

2013-2014 Budget Planning: The college has begun to develop its Operating Budget for the 2013-14 fiscal year. As you are aware, we do not anticipate an increase in appropriations. However, we encourage you to **work with your deans and directors** in developing an accurate and appropriate budget to meet the needs of our students. Make them aware of your discipline, departmental or programmatic needs (and wants). New funding must be justified and tied to the Strategic Plan Initiatives. As always, we will work to seek various sources of external funding to “fill the gap” of state appropriations, such that we may provide the needed resources for our programs and students.

Welcome to our new Dean of Health and Natural Sciences! Arthur Brown comes to us from Umpqua Community College in Roseburg, OR where he served as Director of Allied Health. Arthur grew up in Myrtle Beach, SC and attended the University of Texas where he completed his Masters in Public Health, majoring in Occupational Health/Aerospace Medicine. He has spent over 20 years in healthcare as a clinician (RRT) and administrator specializing in cardiopulmonary medicine. He enjoys participating in competitive sports and has dedicated his adult life to health and wellness promotion. He has competitively raced in over 30 marathons and 3 Ironman triathlons. In 2004, he successfully hiked the 2200-mile Appalachian Trail in 4 months (trail name: Ironhorse). His hobbies and interest include golf, camping, travel, and mountain climbing.

Relay for Life: SouthArk will again be participating in the Union County Relay for Life. The Relay event is scheduled for Friday, April 26th. The overall theme this year is “Relaying through the Decades” and SouthArk’s logo will be “Mining for a Cure!” Fundraising activities are being planned! Please contact Becky Riggs, Cynthia Reyna or Val Cantu if you would like to volunteer.

Campus Projects: We are working to make the campus environment, clean, safe, inviting, and conducive to learning!

- In November the college Board approved the demolition of the Preston property adjacent to the Health Science Building parking lot. Once removed, this lot will provide a small green space. The college purchased properties located at 421 West Wesson Street and 429 West Wesson in November. The properties provide for future campus expansion. For the near term, one house will be used as a “learning laboratory” as a home setting for training health science students and also for our Stepping Stone students for training for independent living skills.
- The renovations of the houses on West Cedar for *EDIE’s Village* are progressing and are anticipated to be complete by the end of February. The SouthArk maintenance staff is finalizing carpentry work on these West Cedar houses. A painting contractor has almost completed painting the exterior and interior of these properties.
- The kitchen remodel in the Billy McGehee Building is nearing completion. The painting of the library was completed in December and artwork from the SHARE Foundation hung in January.
- Maintenance personnel have been working to clean up behind the Welding and Storage Building on East Campus.
- The Physical Plant and the Fiscal Office personnel continue to work to remove obsolete and worn-out equipment throughout the campuses by obtaining approval from the State of Arkansas Office of Finance and Administration.
- We are working with architects to finalize the design/building specifications for the parking lots at Summit/Block and Barton/Wesson, as well as finalizing the design of the Heritage Plaza project.

Heritage Plaza: The SouthArk Foundation campaign for our Heritage Plaza project is well underway. Gifts from the community continue to be received and we have just topped \$500,000 contributed! Our community is so supportive of the college. Our college employee drive has resulted in gifts and pledges totaling over \$5,000 to date. We would like to be able to have the college faculty and staff recognized as a significant contributor on the donor wall. **So, let’s work to raise at least a \$9,000/bench or stretch for the \$15,000/tree status!** Contact Cynthia Reyna, Director of Advancement and Foundation, to contribute.

COLLEGE IMAGE: According to Keener, Ryan, and Smith (1991), important elements in the development of a college’s positive image include:

- ✓ involvement of college trustees, president, faculty and staff in the community
- ✓ Experience of local employers with students <graduates>
- ✓ Services that respond to student and community needs
- ✓ An attractive campus with well-groomed grounds, and well maintained buildings
- ✓ The quality of the education the college provides

I am proud to say that we are doing well or making significant progress on all fronts! Let’s all do our part to expand the positive reputation SouthArk has in our community and region! Thanks for all you do. Barbara

Upcoming of Events:

- February 12, 2013 – Noon Symposium: The History of Mardi Gras – Library Auditorium
- February 15, 2013 – Campus Conversations: Student Behavior/Classroom Management – 8:30 a.m. – West Campus, El Dorado Conference Center – Oak & Loblolly Rooms; 10:30 a.m. – East Campus, WFD, Room 121
- February 18, 2013 – 4:30-5:30PM – SHARE Artwork installation – Library
- February 19, 2013 – Student Forum – 11:00 a.m. – El Dorado Conference Center – Murphy Hall I
- February 19, 2013 – 3:45 p.m. – Board of Trustees Meeting – ADM Board Room
- February 23, 2013 – African American Family and Friends Day – El Dorado Conference Center
- February 27, 2013 – SouthArk Transfer Fair – WHT Atrium
- March 10, 2013 – College Goal Sunday
- March 19, 2013 – Board of Trustees Meeting – East Campus – WFD Conference Room 103
- March 27, 2013 – Foundation Board Meeting – Noon – El Dorado Conference Center – Hickory and Maple Rooms
- April 4-6-7, 2013 – Gilbert & Sullivan’s “HMS Pinafore” presented by Music Department – 7:00 p.m. – SAAC
- April 11, 2013 – Lecture Series – Elizabeth Smart – 7:00 p.m. – El Dorado Conference Center
- April 16, 2013 – Board of Trustees Meeting – 3:45 p.m. – ADM Board Room
- April 18, 2013 – Student Recognition Ceremony – 7:00 p.m. – El Dorado Conference Center
- April 19, 2013 – Campus Conversations – 8:30 a.m. – West Campus, El Dorado Conference Center – Cypress & Oak Rooms; 10:30 a.m. East Campus - TBA
- April 24, 2013 – CNA Pinning Ceremony – 6:00 p.m. – El Dorado Conference Center – Murphy Hall I
- April 26, 2013 – Entrepreneur Conference – 10:00 a.m. – El Dorado Conference Center
- April 30, 2013 – Choral Concert “Something for Everyone” – 7:00 p.m. – El Dorado Conference Center
- May 10, 2013 – Commencement – 7:00 p.m. – El Dorado Conference Center