

MINUTES
BOARD OF TRUSTEES' MEETING
July 22, 2011
Troy University Campus
Troy, Alabama

I. Call to Order

The Troy University Board of Trustees met at 1:30 p.m. on July 22, 2011, in Hawkins Hall Conference Room on the Troy University campus in Troy, Alabama. Dr. R. Douglas Hawkins, President Pro Tempore of the Board, called the meeting to order.

II. Roll Call

Upon roll call, the following members, comprising a quorum, answered present: Dr. R. Douglas Hawkins; Dr. Joe Morton, State Superintendent of Education; Mrs. Karen E. Carter; General Edward F. Crowell; Mr. Roy H. Drinkard; Mr. Lamar P. Higgins; Mr. Forrest Latta; Mr. Charles Nailen; Mr. Allen Owen; and Mr. Darreyel Laster, SGA President (non-voting member). Absent: Governor Robert Bentley, Mr. John D. Harrison and Mr. Milton McGregor.

III. Approval of Minutes (March 18, 2011)

A draft copy of the March 18, 2011, minutes was provided electronically to Board members prior to the meeting. There being no additions or corrections, Dr. D. Hawkins called for a motion to approve the minutes as presented.

ACTION: MR. LATTA MADE A MOTION TO APPROVE THE MINUTES AS PRESENTED FOR THE MARCH 18, 2011, MEETING. A SECOND TO THE MOTION WAS MADE BY MR. OWEN. HAVING RECEIVED A MOTION AND SECOND, THE MINUTES WERE APPROVED AS PRESENTED.

IV. Reports

A. Chancellor

Chancellor Hawkins gave a brief update to the Board on outcomes enjoyed by the university since becoming "one great university" in 2005 despite many challenges. He cited accomplishments the university has enjoyed since 2005 to include recognition by The Princeton Review, U.S News and World Report, awarded its first doctoral degree, added over one million square feet to its facilities, achieved SACS reaccreditation, increased state appropriations from \$35M to \$62M, doubled grants and contracts, and increased enrollments by 25%. The Chancellor added that with the economic downturn the university is facing challenges as we look to the future. He talked about some of those challenges and added that as we look to the future we need to look at quality in all that we do. We are now looking across the board at specialized accreditation and we are also looking at reorganization of Global Campus. Dr. Hawkins said the core of our new model will be eCampus.

Other areas that we are looking at include our marketing efforts and our advancement and fundraising efforts, Commitment to military will continue to be a focus of the university. Globalization will also be important to the university as we continue to move forward and we will continue to increase our study-abroad programs. Recruitment and retention will continue to be our focus.

In conclusion the Chancellor called upon Dr. Damon Andrew, Dean of the College of Health and Human Services (CHHS) to provide an academic program update to the Board members.

Dr. Andrew gave a brief overview of plans underway for the CHHS. He said that the School of Nursing in the spring of 2012 will migrate the MSN and DNP to the Dothan Campus and plans are underway to develop dual MSN/MSM degrees online by the Fall of 2012.

In the Department of Human Services, Rehabilitation, and Social Work Dr. Andrew reported the following:

- Shift BS in Human Services to hybrid in Fall 2011

- Shift BS in Rehabilitation to hybrid in Fall 2011 and revamp curriculum in the Fall 2012
- Shift BS in Social Work to hybrid in Fall 2011
- Develop minor in Case Management online in the Fall of 2012

For the Department of Kinesiology and Health Promotions the following changes are underway:

- Offer new BS in Health Education on Troy Campus (Fall 2011)
- Offer revamped MS in Sports and Fitness Management online (Fall 2011)
- Develop dual MS-SFM/MBA degree on Troy Campus and online (Spring 2012)
- Develop Ph.D. in Sport and Fitness Management on Troy Campus and online (Fall 2012)

Dr. Andrew added that there is unprecedented growth in the Sports and Fitness Management programs as well as a pressing need for qualified faculty members. He noted that our SFM program is one of only five accredited SFM programs in the world and this gives TROY a strategic and competitive advantage. Dr. Andrew added that from a strengths perspective TROY has high quality faculty with research credentials and a strong national reputation of our program in the field. He added that we have opportunities with the SFM Ph.D. to be the first in the market with an accredited doctoral program, to be the first in the market with a reputable online doctoral program, to establish a unique program that addressed discipline need; and we can use elective requirements for the Ph.D. to strengthen MS-level electives.

B. Board Committee Reports

- **Academic Affairs Committee, Honorable Gerald Dial**
 - **Advancement Presentation**

Senator Dial called upon Mrs. Donna Schubert, Associate Vice Chancellor for Marketing, who provided an update on marketing strategies since her last report in March. She shared information on our advertising campaign and added that our goal is to do more with less. Mrs. Schubert said that we are now in the creative design and production phase of our marketing plan. Plans are underway to revamp our web site, www.troy.edu, to be more user friendly for our potential audience. Our social media preferences are being revamped to reach potential audiences as well. We have in place a Blackboard app so that students can access their Blackboard courses from Blackberry or Android device. We have been working for some time on our new ad campaign. One note of interest mentioned by Mrs. Schubert was that a faculty member doing research on the university's history identified that the motto in 1887 was: "*Educate the mind to think, the heart to feel, the body to act.*" This has become the theme of our creative campaign. Mrs. Schubert then introduced Mr. Chris Ciardi, Vice President of Creative Operations with Seventh Point, TROY's advertising agency. Mr. Ciardi gave a brief overview of the creative campaign and shared several excerpts of new ad pieces.

- **Enrollment Report**

Senator Dial called upon Buddy Starling, Dean of Enrollment Management, to give a report.

In his report Dean Starling shared several points to consider which included:

- New undergraduate admission requirements take effect Fall 2011
- Convenience/Completion in big demand
 - Full-time model of higher education becoming too expensive for many Families
 - Many colleges launching "three-year" programs
 - More students will study online and seek out least expensive options
 - Students will increasingly expect access to classes from portable electronic devices
- High school dropouts in Alabama each day: 139
- Student body is aging – even on traditional campuses

Dean Starling reported that total applications received for Fall 2010 was 1084 compared to applications for Fall 2011, as of July 12, which totals 1026. In regard to housing, there is a housing wait list currently in effect for females and 100% occupancy is projected for Fall 2011. It was noted that there are 1920 beds available. He added that it is estimated that approximately 150 freshmen normally required to live on campus will have to seek housing off campus.

Mr. Starling provided figures on registrations for IMPACT, our student orientation sessions, our undergraduate applications received/accepted to date as well as figures for undergraduate applications denied. He also shared a report on graduate applications.

In summary Dean Starling said that undergraduate indicators reflect that applications are up slightly and acceptances are equal to last year. Applications denied are up 15%. Graduate indicators mirror those for undergraduate and reflect that applications are up, acceptances down slightly and denials are up. Dean Starling concluded by stating that projections are for flat enrollment for the Fall 2011. Dean Starling shared several initiatives underway to address the enrollment trends. Discussion followed and Mr. Higgins said we "think out of the box" to identify ways to increase enrollment and offered one suggestion whereby consideration may be given to providing a discount to currently enrolled students bringing in additional students.

Resolution No. 1—Tobacco Free Campus

Senator Dial introduced Resolution No. 1 and called upon Dr. John Dew, Senior Vice Chancellor for Student Services and Administration, to give a report.

Dr. Dew reported that the university already has policies in place that prevent smoking in our facilities and Resolution No. 1 addresses the use of tobacco products outside of facilities across campus. He added that the proposal before the Board provides for a one-year time frame for implementation to allow the university to make the campus a tobacco free institution. Dr. Dew stated that a wellness committee will be established representative of the faculty and staff to help us move forward with this initiative. The proposed resolution would have an effective date of August 13, 2012, to become a tobacco-free campus.

Resolution No. 1

ACTION: SENATOR DIAL MOVED TO ADOPT RESOLUTION NO. 1. A SECOND WAS PROVIDED BY MR. CROWELL. MR. HIGGINS STATED THAT ONE CHANGE TO THE RESOLUTION WAS MADE IN THE BOARD'S EXECUTIVE COMMITTEE THAT SHOULD BE REFLECTED IN RESOLUTION NO. 1. HE ADDED THAT THE LAST PARAGRAPH OF THE RESOLUTION SHOULD BE AMENDED TO READ "SMOKELESS" INSTEAD OF "ORAL" TOBACCO PRODUCT. THERE BEING NO FURTHER DISCUSSION THE RESOLUTION PASSED AS AMENDED WHICH IS REFLECTED BELOW.

Resolution No. 1

Tobacco Free Campuses

WHEREAS, Troy University is committed to providing a university environment which promotes the success and welfare of the individual student, and

WHEREAS, tobacco use is the leading preventable cause of death in this country, responsible for one in every five deaths; and

WHEREAS, Troy University seeks to promote the health, well-being and safety of all students, faculty, staff and visitors, and

WHEREAS, Troy University will join more than 300 other United States colleges and universities with tobacco-free policies in place for our entire campuses, indoors and out,

THEREFORE BE IT RESOLVED, that Troy University will be a tobacco free institution where smoking and the use of all tobacco products are prohibited as stated in the below revision to policy 607.12 to become effective August 13, 2012.

Troy University is a tobacco-free campus at all locations owned or leased by the University. The use of tobacco is prohibited within university buildings, parking lots, and structures, walkways, indoor and outdoor athletic facilities, university vehicles, worksites and grounds, and any vehicles on the campus regardless of ownership. This policy applies to all university employees, students, contractors, vendors, recruits, and visitors.

Tobacco use includes the possession of any lighted tobacco product or the use of any smokeless tobacco product. Non-tobacco nicotine delivery systems are not included under this policy.

- **Finance Committee, Honorable John Harrison**
 - **Finance Report**

Mr. Drinkard represented Mr. Harrison in making the Finance Committee report. He reported that the Finance Committee thoroughly reviewed the proposed 2012 operating budget and recommended approval and that a vote of support be extended to Dr. Bookout in regard to the budget preparation. He then called upon Dr. Bookout to give a financial report.

Dr. Bookout shared copies of a 2010 financial report, a 2011 progress to date report, and an overview of the 2012 operating budget. Financial highlights for 2010 were shared. Dr. Bookout stated the university's financial position as of September 30, 2010, was impacted by the global economic downturn as the state revenues were well below budgeted levels. The university initiated budget reductions, hiring freezes, and other measures to address shortages in resources, Dr. Bookout said. Regarding current assets, Dr. Bookout reported that the university increased its overall 2010 total assets by 14.3% over last year. He further shared an extensive breakout of the 2010 operating budget.

In regard to the 2011 budget to date, Dr. Bookout called attention to the June 30, 2010, revenue figures to the June 30, 2011, numbers and added that they are very consistent. At this time in 2011 the university spent 59% of its budget and in 2010 63%.

In 2012 operating budget, Dr. Bookout shared some budget considerations as follows:

Loss of Revenue/Cost Increases

- \$4.6M loss of Federal Stimulus funds
- \$3.2M loss of tuition revenue due to raising admissions standards
- \$1.8M cost of military discount for Global Campus
- \$15.9M reduction in state appropriations for 2009 to 2012
- \$562K increase cost to Troy for health premium

Revenue/Savings to offset loss/cost increases

- \$280K savings in annual cost of retiree PEEHIP will be \$4,440 per retiree (was \$5,040)
- \$5M annual savings from vacant and lapsed salaries
- \$2.1M savings from reduction in TRS from 12.51% to 10.00%
- \$2M reduction in number of Global Campus teaching locations
- \$400K increase employee contribution to health insurance plan
- \$7.4M AL Campuses for undergraduate/graduate tuition rate increase

Dr. Bookout added that the above bullets are some of the considerations in preparing for the 2012 budget. He provided further details in regard to proposed 2012 tuition rate changes, and revenue sources. Dr. Bookout noted that proposed 2012 tuition rate change is as follows:

- AL tuition per credit hour - UG from \$216 to \$235; Graduation \$246 to \$290
- General student fee per credit hour 24 to 28
- Meal Plan from 1,420 + tax to \$1,465 + tax
- Dining Dollars from \$100 to \$200 + tax
- Global Campus tuition per credit hour -- UG 200/210 to 250/260 and Graduate from 260/270 to 375/400
- eTroy per credit hour – UG from 250 to 260 and Graduate from 420 to 440
- GC/eTroy Technology fee per credit hour 0 to 8

ACTION: FOLLOWING DR. BOOKOUT'S PRESENTATION, MR. DRINKARD, ON BEHALF OF THE FINANCE COMMITTEE, MADE A MOTION TO APPROVE THE 2012 OPERATING BUDGET AS PRESENTED. SECONDED BY MR. CROWELL. THE BUDGET WAS ADOPTED.

- **Athletics Committee, Honorable Allen Owen**

Mr. Owen called upon Mr. Steve Dennis to give an athletic report. Mr. Dennis gave a brief update on upcoming athletic events. He expressed appreciation to the Board for naming the football field in honor of Coach Larry Blakeney. Mr. Dennis shared several points of pride in our student athletes for winning the bowl game, winning 5th conference championship, and for the baseball team winning conference regular season and moving on to regional at Vanderbilt just to name a few. He reported that there are now approximately 1400 in the athletic booster club with a goal of 2,000. APR numbers are above 925. Mr. Dennis added that athletics is very excited about the new sports arena as well as celebrating the university's 125th anniversary. The Troy Sports Hall of Fame will be housed in the new arena and we are looking to the first induction in the Fall of 2012. An update was given on the 2012 football schedule. August 20th will be the Football Appreciation Night; fan day is August 21st.

In conclusion, Mr. Dennis expressed appreciation to the Board for their support.

- **Executive Committee, Dr Doug Hawkins**
 - **Resolution No. 2—Honoring Dr. Joe Morton**

ACTION: RESOLUTION NO. 2 WAS UNANIMOUSLY APPROVED BY THE BOARD.

Dr. D. Hawkins called upon Chancellor Hawkins to present to Dr. Joe Morton a framed resolution honoring him upon his retirement as State Superintendent of Education and thanking him for his service on the Troy University Board of Trustees. Dr. Morton expressed his appreciation to the Board.

Resolution No. 2

Honoring Dr. Joseph B. Morton

WHEREAS, Dr. Joseph B. Morton has contributed to the growth and progress of Alabama education for more than 30 years, serving with distinction in a variety of positions, including school superintendent and Deputy State Superintendent of Education; and

WHEREAS, on July 13, 2004, Dr. Morton was named State Superintendent of Education, and concurrently began service on the Troy University Board of Trustees; and

WHEREAS, Dr. Morton's knowledge of and experience in K-12 education has been an invaluable asset to Troy University—which was founded in 1887 to train teachers—as his guidance and counsel has contributed to many College of Education initiatives; and

WHEREAS, Dr. Morton has remained steadfast in his support of Troy University's College of Education and the thousands of TROY alumni who serve Alabama public education;

THEREFORE BE IT RESOLVED that the Troy University Board of Trustees extends its most sincere gratitude to Dr. Joseph B. Morton for his service to the Board of Trustees and Alabama public education on the occasion of his retirement as State Superintendent of Education.

• **Resolution No. 3—Bylaws Changes**

Mr. Higgins addressed the Board regarding the proposed Bylaws changes and added that he had talked with members regarding the proposed changes. He stated that Resolution No. 3 would delete the section stating that the Vice President Pro Tempore would serve as chair of the Academic Affairs Committee. Mr. Higgins added that this change will give the Board more opportunity for the leadership of this committee.

Resolution No. 3

ACTION: Mr. HIGGINS MOVED FOR THE ADOPTION OF RESOLUTION NO. 3 WHICH FOLLOWS. A SECOND WAS PROVIDED BY MR. OWEN. THERE BEING NO FURTHER DISCUSSION, THE RESOLUTION PASSED.

Resolution No. 3

Relating to Duties of Vice President Pro Tempore

Amend the Bylaws of the Board of Trustees for Troy University as revised December 12, 2008

Article III, Section 3. Vice President Pro Tempore. Delete the following:
"The Vice President Pro Tempore shall serve as chair of the Academic Affairs Committee"

Resolution No. 4

At this time, Mr. Higgins presented Resolution No. 4 to the Board which would create President Pro Tempore Emeritus of the Board. Mr. Higgins read the proposed amendment to the Bylaws of the Board of Trustees. Following Mr. Higgins presentation of Resolution No. 4, the following action was taken.

ACTION: MR. HIGGINS MOVED FOR ADOPTION OF RESOLUTION NO. 4 WHICH FOLLOWS. A SECOND WAS RECEIVED FROM MRS. CARTER. THERE BEING NO DISCUSSION RESOLUTION NO. 4 WAS ADOPTED.

Resolution No. 4

President Pro Tempore Emeritus

Amend the Bylaws of the Board of Trustees for Troy University as revised December 12, 2008

Article III, Insert the following after Section 5:

"Section 6. Election of President Pro Tempore Emeritus. The President Pro Tempore Emeritus shall be elected as an honorary officer from the membership of the Board of Trustees. To qualify for the position of President Pro Tempore Emeritus, the Board member must have served three terms as President Pro Tempore. The election shall be by open ballot of a majority vote of the Board. Upon election, the President Pro Tempore Emeritus shall serve continuously during his term of service as a Board member. The President Pro Tempore Emeritus shall serve as ex-officio member of all standing committees and shall serve as advisor to the current President Pro Tempore. After the President Pro Tempore Emeritus is no longer a member of the Board of

Trustees, the title and designation as President Pro Tempore Emeritus shall be a special designation for recognition of outstanding service and dedication and shall publicly acknowledge the individual as particularly suited for counsel and advice to the Board.”

Before going on to the Nominating Committee Report, Dr. D. Hawkins made a few brief comments and encouraged the Board members to make it the best Board it can be. He provided for the trustees a brief history of Troy University dating back to the establishment of the State Normal School in 1887. He shared what he termed the 5 greatest events of the university as follows: 1887 founded; 1967 became a University, 1998 moved to Division I, 2005 became *One Great University* and concluded with 2011-2015 saying “It’s up to you.”

- **Nominating Committee Report**

Mr. Allen Owen, Chair of the Nominating Committee, gave the following report on behalf of the Nominating Committee (Members: Lamar P. Higgins and Mrs. Karen E. Carter).

Mr. Owen presented the following slate of officers on behalf of the Nominating Committee for the 2011-2015 officers:

For the Office of President Pro Tempore:

The Honorable Gerald O. Dial

For the Office of Vice President Pro Tempore:

The Honorable John D. Harrison

ACTION: MR. OWEN MADE A MOTION TO ADOPT THE SLATE OF OFFICERS AS PRESENTED. A SECOND WAS PROVIDED BY MR. HIGGINS. THE FLOOR WAS OPENED FOR ANY FURTHER NOMINATIONS. HEARING NONE, THE PRESIDENT PRO TEMPORE CALLED FOR A VOTE. THE NOMINATIONS AS PRESENTED WERE UNANIMOUSLY ADOPTED.

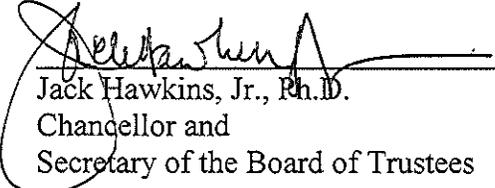
At this time, the gavel was passed to the newly elected President Pro Tempore Honorable Gerald Dial, who conducted the remainder of the meeting.

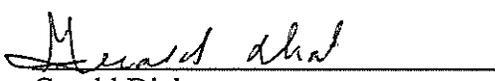
ACTION: AT THIS TIME MR. HIGGINS MOVED THAT THE HONORABLE DOUG HAWKINS BE SELECTED AS PRESIDENT PRO TEMPORE EMERITUS. A SECOND WAS RECEIVED FROM MR. OWEN AND THE MOTION WAS UNANIMOUSLY ADOPTED.

V. Adjournment

Senator Dial thanked the Nominating Committee and Board members for the confidence and trust shown in him.

There being no further business the meeting adjourned.


Jack Hawkins, Jr., Ph.D.
Chancellor and
Secretary of the Board of Trustees


Gerald Dial
President pro tempore,
Board of Trustees