

## MINUTES

Regular Meeting

BOARD OF REGENTS

South Plains College

January 14, 2016

The Board of Regents of South Plains College met on Thursday, January 14, 2016, at 11:45 a.m. in the Regency Dining Room for lunch. After lunch, the Board members adjourned to the Board of Regents Room for their regular meeting at 12:30 p.m. with the following present: Mr. Mike Box, Chairman; Mr. Bobby Neal, Vice Chairman; Ms. Linda Patton, secretary; and other members of the Board; Mr. Pete Pettiet; Mr. William Clements; Mr. Ken Williams; and Mr. Ronny Alexander. Others present were Dr. Robin Satterwhite; Ms. Teresa Green; Ms. Cathy Mitchell; Mr. Stephen John; Mr. Dan Hook; Mr. John Riggs, of the News-Press; Mr. Jody Rose of KLVY Radio; Myrna Whitehead, News and Information Coordinator; and Dr. Kelvin Sharp.

Guest Present: Dane Dewbre, Associate Dean of Marketing and Recruitment.

Mr. Neal gave the opening prayer.

Mr. Box led the pledge to the United States Flag.

The Chairman asked if there were any changes to be made to the minutes of the Regular November 12, 2015 and the Special December 8, 2015 meetings; there being none, Mr. Clements made a motion to accept the minutes as presented. Second by Mr. Neal, vote to approve was unanimous.

The Chairman called on the Vice President for Academic Affairs to report. Dr. Satterwhite gave a report on faculty evaluation. See Exhibit #4013. Satterwhite also reported on the Mini-session courses; Exhibit #4014.

The Chairman called on the Vice President for Student Affairs for her report. Ms. Mitchell reported on the preliminary enrollment numbers for the current semester. She also stated students were still being registered. See Exhibit #4015.

Ms. Green presented the Tax Office Report, Financial Reports and the Investment Report. The Chairman asked if there were any questions regarding the reports, there being none, Mr. Alexander moved that the Board accept the reports as shown in Exhibits #4016 and #4017. Second by Ms. Patton and the motion carried unanimously.

The Chairman called on the Vice President for Institutional Advancement for his report. Mr. John introduced Dane Dewbre to give a report on fall and spring marketing efforts. Mr. Dewbre presented to Regents the three television commercials that are currently running on local stations in Lubbock and Suddenlink Cable. The commercials are also airing in Lubbock ISD High Schools, Lubbock Cooper High

and Frenship High School. Spots are also running on local radio stations. Mr. Dewbre also reported that a recent Facebook ad reached more than 20,000 people over the weekend. He detailed the specific recruitment activities that were conducted by the Marketing and Recruitment Office this past fall semester, including campus tours, high school counselor visits, representation at 44 college programs hosted by the Texas Association of Collegiate Registrars and Admission Officers, the annual Texan Preview Day and other special events. These events reached 3,363 prospective students. Mr. Dewbre reported that the next recruiting event will be Senior Sneak Preview, which is scheduled for Feb. 12, 2016. The Marketing and Recruitment Office has mailed post cards about the preview day to 8,000 high school seniors in our service area and Eastern New Mexico and to students who are prospects in the recruitment database. He concluded his report by discussing the printed marketing materials the office is currently using.

The Chairman then called on the President to report. Dr. Sharp gave an update on the facilities damaged during the recent blizzard. He also gave an update on the status of the Lubbock Center and the demolition that was occurring at the time. He concluded by noting the filing dates for the SPC Board election set for May. Mr. Box and Mr. Alexander are planning to announce candidacy for positions #3 and #4.

Meeting adjourned.

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Chairman

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Secretary