

Agenda Item No. 1  
Higher Education Coordinating Board  
April 29, 2022

**ARKANSAS HIGHER EDUCATION COORDINATING BOARD  
Regular Quarterly Meeting  
January 28, 2022**

**Minutes of Meeting**

The January 28, 2022, regular meeting of the Arkansas Higher Education Coordinating Board (AHECB) was held via Zoom and hosted by the Arkansas Division of Higher Education in Little Rock. Chair Al Brodell called the meeting to order at 9:00 a.m., with a quorum present.

Coordinating Board present:

Al Brodell, Chair  
Keven Anderson, Vice Chair  
Lori Griffin, Secretary  
Graycen Bigger  
Dr. Jim Carr  
Dr. Jerry Cash  
Chad Hooten  
Andy McNeill  
Greg Revels

Coordinating Board absent:

Dr. Kyle Miller  
Dr. Michael Stanton

Presidents, chancellors, institutional representatives, members of the press, ADHE staff and guests were also present on the Zoom.

Chair Brodell began by thanking everyone for participating in the virtual meeting.

Agenda Item No. 1  
Approval of Minutes

Dr. Jim Carr moved to approve Agenda Item No. 1. Greg Revels seconded the motion and the Board unanimously approved.

Agenda Item No. 2  
Report of Nominating Committee

The Nominating Committee (Chair Greg Revels, Lori Griffin and Graycen Bigger) recommended the following slate of Board officers for 2022-2023.

President – Al Brodell  
Vice President – Keven Anderson  
Secretary/Treasurer – Graycen Bigger  
Finance Committee Chair – Chad Hooten  
Academic Committee Chair – Lori Griffin

Dr. Jerry Cash moved to accept the 2022-2023 nominations. Dr. Jim Carr seconded the motion and the Board unanimously approved.

Agenda Item No. 3  
State Board of Higher Education Foundation  
Election of Supervisory Committee

The State Board of Higher Education Foundation was established on May 2, 1992. The Board for the Foundation includes three annually elected members: a president, a vice president and a secretary/treasurer. The Foundation was established to accept private funds for specific projects for the benefit of higher education in Arkansas. The terms of the current members have lapsed, requiring a re-election or new appointments.

**RESOLVED**, That the Arkansas Higher Education Coordinating Board approves and elects members to serve as the State Board of Higher Education Foundation Supervisory Committee as follows:

Chad Hooten – President  
Greg Revels – Vice President  
Andy McNeill – Secretary/Treasurer

Andy McNeill moved to approve Agenda Item No. 3. Dr. Jerry Cash seconded the motion and the Board unanimously approved.

Agenda Item No. 4  
Reimbursement of Expenses for  
Members of the AHECB and ICAC

Although members of the Arkansas Higher Education Coordinating Board and its Institutional Certification Advisory Committee (ICAC) by law serve without compensation, they may receive expense reimbursement for performing official board duties after following certain procedures set out by Act 1211 of 1995 (A.C.A. §25-16-901 et seq.).

**RESOLVED**, That the Arkansas Higher Education Coordinating Board, by a majority vote of its total membership, authorizes expense reimbursement for each board member and member of the ICAC for performing official board duties.

**FURTHER RESOLVED**, That the expense reimbursement shall not exceed the rate established for state employees by state travel regulations.

**FURTHER RESOLVED**, That the Coordinating Board instructs the Director of the Division of Higher Education to send a copy of this resolution to the Department of Finance and Administration to notify that agency of compliance with Act 1211 of 1995.

Greg Revels moved to approve Agenda Item No. 4. Dr. Jerry Cash seconded the motion and the Board unanimously approved.

Agenda Item No. 5  
Director's Report

*ADHE Staff Changes*

Blake Cannon, Chief Analytics Officer, began on December 21. Cannon previously served as the Director of Institutional Research at Phillips Community College of the University of Arkansas.

Mason Campbell, Assistant Director for Policy and Student Success, began on January 3. Campbell previously served as the Dean of Student Affairs at the University of Arkansas Pulaski Technical College

Talha Tayyab, Senior Technology Analyst, began on January 18. Tayyab previously was employed by Molex in Conway.

*Institutional Leadership Changes*

Dr. Charles Ambrose was appointed chancellor at Henderson State University, effective November 15, 2021. Ambrose previously served as president of the University of Central Missouri, and as president of Pfeiffer University in North Carolina. Ambrose also led the education foundation KnowledgeWorks, a Cincinnati-based nonprofit that focuses on K-12 education policy and personalized learning practices.

*Higher Education COVID-19 Response*

Dr. Markham explained that All COVID resources through the CARES Act have been exhausted. The large sum of funds was used for personal protection equipment, contact tracing, and testing. Any additional testing and expenses will have to be incurred by the institutions.

*Marketing and Educational Outreach*

Alisha Lewis, Assistant Director for Communications and Operations, shared ADHE's activities for marketing and educational outreach. ADHE developed goals to increase awareness by using funds geared towards scholarship awareness through different marketing channels.

Chad Hooten asked if TWITCH provides user demographics information. Lewis said it does.

*Legislative Update*

The creation of a needs-based scholarship using lottery funds failed in the last regular session but will be repackaged and presented again during the upcoming regular session, said Markham.

Agenda Item No. 6  
Annual Enrollment Report

Sonia Hazelwood presented summary and detailed information about annual student enrollment. She noted the total unduplicated headcount for the fall 2021 term in all sectors of Arkansas higher education, including public universities, public colleges, private/independent colleges and universities, and nursing schools was 145,695 students, representing a decline of 1.1% from the fall 2020 term.

The last time all sectors of Arkansas higher education experienced an increase in fall term headcount was the fall 2011 term. Fall 2011 total unduplicated headcount of 173,887 represented the largest fall term headcount ever. Declines from year-to-year since the 2011 fall term range from .5% to 5.6%. Arkansas higher education currently has 28,192 fewer students than it did in the fall 2011 term.

Of the 145,695 students enrolled in fall 2021, 1,548 students are enrolled at more than one institution and represent one percent of the total fall 2021 headcount.

Keven Anderson asked if ADHE made any enrollment projections using national statistics. Hazelwood said that enrollment predictions are common at the institutional level for recruitment efforts, however, not at the agency level.

Anderson asked if the projections would be beneficial for ADHE. Hazelwood said ADHE staff would look into the benefits.

Director Markham explained that prior to COVID, ADHE had national and state enrollment projections.

Agenda Item No. 7  
Annual Fall College-Going Rate

Sonia Hazelwood presented summary and detailed information about the annual fall college-going rate. Of the 32,949 public high school students graduating from an Arkansas public high school in 2020, 14,551 enrolled at an Arkansas public or private/independent institution in fall 2020 the fall term immediately following their high school graduation. This represents a College-Going Rate of 44.2%, which is a 3.1% decrease from the previous year of 47.3%. This decline reflects the impact the Covid-19 pandemic had on students entering higher education immediately following their high school graduation.

Graycen Bigger asked if there was data outlining how many students receive a certificate or degree while in high school. Hazelwood said that data is collected and would be provided to the board.

Agenda Item No. 8  
Annual Report on Institutional Certification

Alana Boles presented an update on the number of Arkansas residents pursuing academic degrees offered by out-of-state and for-profit institutions certified to operate in Arkansas under Arkansas Code Annotated §6-61-301.

Boles reported that in 2020-21, 13 Arkansas campuses, 27 institutions with programs delivered only through distance technology, 9 institutions offering programs both on Arkansas campuses and through distance technology and 2 institutions offering programs only on an Arkansas campus were certified under ICAC rules.

There were no questions.

Agenda Items No. 9 - 19  
Policy Amendments and Rule Repeals

Director Markham presented policy amendments for the Arkansas Academic Challenge Scholarship, Arkansas Future Grant Scholarship, Arkansas Governor's Scholars Program, Arkansas Workforce Challenge Program, Arkansas Concurrent Challenge Scholarship Program, Law Enforcement Officers' Dependents Scholarship Program, Military Dependents' Scholarship Program, and the Out-of-State Veterinary Medical Education Loan Repayment Program. The rules for the Minority Masters Fellows Program, Minority Teacher Scholars Program, and the Emergency Secondary Education Loan Program were presented for repeal.

Dr. Jim Carr moved to approve Agenda Items No. 9-19. Andy McNeill seconded the motion and the Board unanimously approved.

Agenda Item No. 20  
Annual Higher Education Financial Condition Report

Nick Fuller presented the Annual Higher Education Financial Condition Report. The purpose of this report is to describe the financial condition as well as the difficulties and challenges experienced by Arkansas's Public Institutions of Higher Education.

Bill Clary asked if there were any financial issues that stood out in the report. Aside from Henderson State University's issues that are currently being resolved, there are no other issues, said Fuller.

Keven Anderson voiced concern regarding institution's future enrollment numbers and financial consequences due to COVID-19. Nick Fuller said the data will be available after this fiscal year and then we will know what adjustments to implement long term.

Anderson said institutions might need to look at repurposing their existing resources, particularly facilities and programs. He also suggested taking a hard look at some of the institution's finances.

Agenda Item No. 21  
Maintenance Report

The AHECB policy for maintenance of new facilities passed October 29, 2010, states that a report on the amount transferred to plant funds would be presented annually at the October Board meeting. This policy was proposed to ensure that in the future, all newly constructed or purchased facilities would have a source of funding for maintenance of the new facility. Institutions seeking approval of a loan or a bond issue for the construction or purchase of a new facility must provide for the maintenance of that facility by transferring annually to plant funds an amount as recommended by the Association of Physical Plant Administrators of Universities and Colleges (APPA). This is currently \$2.50 per gross square foot for an educational and general facility or \$1.25 per gross square foot for an auxiliary facility. A lower rate per gross square foot for a specific building/facility can be approved with appropriate justification.

It is the expectation that the institution provides for the long-term maintenance of the facility for which the funds were accrued. Funds may be utilized for facility renovation and upkeep including upgrade or replacement of equipment and furnishings of the designated building. These funds will be transferred to the plant fund annually, shall begin in the fiscal year following the completion and occupancy of the facility, and will continue as long as the building is in use. The funds can also be used for critical and deferred maintenance of the institution. This report includes the status of the FY2018-19 and FY2019-20 maintenance transfers.

Al Brodell asked if the maintenance fee policy applied to all facilities. Fuller said all new facilities constructed or purchased since October 29, 2010.

Brodell asked how institutions manage repairs that fall outside the purview of the new facilities maintenance policy. Fuller said some institutions are looking at sustainable building loans as well as other non-traditional ways to attain funding.

Brodell asked if ADHE believes the \$2.50 per gross square foot for an educational and general facility or \$1.25 per gross square foot for an auxiliary facility is sufficient to sustain the maintenance. He also questioned if any thought had been given to redefining the definition of maintenance. Fuller said he would present the definition of maintenance and the current rates at the next Coordinating Board meeting. This would allow the board to discuss potential changes to the policy.

Agenda Item No. 22  
Report on Academic Program Viability

Dr. Eric Flowers presented a summary report on academic programs reviewed by the institutions for program viability purposes. Flowers reported that since January 2020, 565 programs have been deemed non-viable.

Dr. Jerry Cash asked if there were penalties for institutions that didn't meet the viability standards. Dr. Flowers explained that when a program is considered below the viability threshold, they are given two additional years to meet viability, or the program could be removed from the board approved program inventory.

Agenda Item No. 23  
Institutional Certification Advisory Committee

**ADHE Executive Staff Recommendation**

**Initial Program Certification-Distance Technology**

**RESOLVED**, That pursuant to A.C.A. §6-61-301, the Arkansas Higher Education Coordinating Board grants initial certification to the institutions listed on pages 1 - 3 to offer the specified degree programs to Arkansas residents for a period of three years through December 31, 2025.

**FURTHER RESOLVED**, That the Director of the Arkansas Department of Higher Education is authorized to notify the administration of said institutions that the certification of the degree programs requires the institution to notify the Arkansas Division of Higher Education whenever any of the following occurs: (1) major reorganization of the controlling body; (2) changes in the charter or incorporation documents of the institution; or (3) changes in the method of operation of the institution's programs in Arkansas.

**FURTHER RESOLVED**, That the Coordinating Board instructs the Director to notify the administration of said institutions that any advertisement or published materials using the name of the Arkansas Higher Education Coordinating Board or the Arkansas Division of Higher Education must contain the following statement:

Arkansas Higher Education Coordinating Board certification does not constitute an endorsement of any institution or program. Such certification merely indicates that certain criteria have been met as required under the rules and regulations implementing institutional and program certification as defined in A.C.A. §6-61-301.

**Initial Program Certifications – Distance Technology**

National University, San Diego, California

University of Southern California, Los Angeles, California

Walden University, Minneapolis, Minnesota

**New Institution – Initial Program Certifications – Distance Technology**

CBD College, Los Angeles, California

**New Institution-Arkansas Campus  
Institutional Planning and Development – Campus Location in Arkansas**

Jersey College, Teterboro, New Jersey

**RESOLVED**, That pursuant to ACA §6-61-301, the Arkansas Higher Education Coordinating Board (AHECB) grants certification to Jersey College in Teterboro, New Jersey, for institutional planning and development to establish a campus location in Springdale, Arkansas and to offer specified associate degree programs to Arkansas residents contingent on the approval of a campus location in Arkansas by the Council on Occupational Education. The certification for institutional planning and development is for a period of three years through December 31, 2025, which requires Jersey College to submit an application for initial program certification no later than August 1, 2024, and to obtain initial program certification from the AHECB prior to enrolling students in any program.

**FURTHER RESOLVED**, That the Director of the Arkansas Division of Higher Education is authorized to notify the administration of Jersey College in Teterboro, New Jersey, that the certification for institutional planning and development to establish a campus in Arkansas and to offer degree programs to Arkansas residents requires the institution to notify the Arkansas Division of Higher Education whenever any of the following occurs: (1) major reorganization of the controlling body; (2) changes in the charter or incorporation documents of the institution; (3) change in the method of operation of the institution's programs in Arkansas; (4) change in home state authorization; or (5) a change in institutional accreditation status.

**FURTHER RESOLVED**, That the Coordinating Board instructs the Director to notify the administration of Jersey College that any advertisement or published materials using the name of the Arkansas Higher Education Coordinating Board or the Arkansas Division of Higher Education must contain the following statement:

Arkansas Higher Education Coordinating Board certification does not constitute an endorsement of any institution or program. Such certification merely indicates that certain criteria have been met as required under the rules and regulations implementing institutional and program certification as defined in Arkansas Code §6-61-301.

Jersey College, Teterboro, New Jersey

Mr. Greg Karzhevsky, Chancellor at Jersey College, thanked the AHECB for considering their certification to move forward with the planning and development to offer associate degree programs in Nursing in Arkansas.

Dr. Jim Carr asked if Jersey College is regionally accredited. Mr. Karzhevsky said they are institutionally accredited and are currently in the process of obtaining their regional accreditation.

Dr. Carr asked how many Arkansas students are anticipated the first year. Mr. Karzhevsky said they anticipate having 30 students enrolled, three times per year.

Dr. Jim Carr moved to recommend the approval of Agenda Item No. 23 to the full Board for consideration. Andy McNeill seconded, and the Committee approved.

#### Agenda Items No. 24 & 25 Letters of Notification and Letters of Intent

The Director of the Arkansas Division of Higher Education approved institutional requests for new programs not requiring Board action unless further review is requested by the Board. During this period, the Institutional Certification Advisory Committee received notice of requests from out-of-state institutions to offer degree programs to Arkansas residents. The program notice lists appear in the Letters of Notification on pages 24-1 through 24-20 and in the Letters of Intent on pages 25-1 through 25-7 of the agenda book.

#### Report of the Committees

Greg Revels presented the report of the Finance Committee and noted there were no action items to approve.

Lori Griffin presented the report of the Academic Committee and moved approval of Agenda Item 23. Graycen Bigger seconded, and the board approved.

#### Remarks by Presidents/Chancellors and Guest

Keven Anderson noted that enrollment is down 16 percent over the past ten years and almost 20 percent of programs are not viable. He questioned if ADHE and the AHECB should do a comprehensive study and make recommendations on streamlining programs between the colleges and universities.

Graycen Bigger agreed with Anderson's recommendation.

Chad Hooten inquired about the details of the study. Anderson said he would like to hear recommendations from ADHE staff.

Dr. Markham said ADHE staff will provide the board with data elements that will be helpful in making the recommendations.

Dr. Evelyn Jorgenson, president of Northwest Arkansas Community College, respectfully suggested that ADHE include in their analysis, the number of out-of-state institutions that are allowed to continue proliferating in Arkansas while Arkansas's institutions enrollment numbers continue to decrease.

Dr. Markham said that ADHE cannot deny out-of-state institutions the ability to operate within Arkansas as long as they meet certain criteria. Markham said that Alana Boles would provide additional information on this process at the April meeting.

Keven Anderson moved to recommend that the Coordinating Board do a comprehensive study and make recommendations to the colleges and universities regarding streamlining their programs. Chad Hooten seconded, and the board approved.

The Arkansas Division of Higher Education will host the next Arkansas Higher Education Coordinating Board via Zoom on April 29, 2022, at 9:00 a.m.

With no further comments, the meeting adjourned at 10:49 p.m.

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Nichole Abernathy

APPROVED:

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Graycen Bigger, Secretary