

# College Fundraising Priorities as of February 15, 2017

## Priority 1: Engineering and Applied Sciences, Agriculture Lab

### Project Details:

1. Laboratory Space
  - a. Wet Labs (animal and plant science labs) - To accommodate current and future programs, as well as projected conservative student growth, a total of 4 wet labs (30'X 40') seating 24 students each, with prep and storage areas is essential. This lab space provides for the existing animal and plant science programs as well as new programs in Agriculture Systems/Precision Agriculture and Turf Grass.
  - b. Agricultural Education Labs (technology labs) - Additional lab space requirements for Agriculture Education include a Metals Laboratory, an Agriculture Systems Laboratory and an Agriculture Mechanics and Electricity Laboratory. Each of these three dedicated lab areas need at least 2400 Sq. Ft. with associated classroom (40'X60'), prep and storage areas. Lab areas require outdoor access through large roll up doors. Current limited technology lab space is located off-campus with minimal availability to Tech students. New lab space improves current programs and permits the development of engineering technology and opportunities for stackable certificate, associate and bachelor degrees.

### Justification of Need:

1. Facilities
  - a. 2006 – Recommendations from Agriculture Program constituents resulted in revisions to 11 plant and animal science courses (Attch 1, Apdx A). These 11 courses were amended to include labs to provide the experiential learning preferred by employers and an important component of student success.
  - b. 2007 – The University relocated the department's greenhouse complex to its current location in order to make room for the new maintenance complex. The relocation of the greenhouse complex included construction of four new greenhouses and a small classroom/storage facility.
  - c. 2010 – To accommodate new faculty, the department was forced to convert the only wet lab to offices. Additionally, in the fall of 2012 the Agricultural Education Degree began, resulting in 8 new courses with 3 additional lab requirements (Attch 1, Apdx A).
2. Enrollment
  - a. Between 2008 and 2016, enrollment in the Department of Agriculture increased from 172 to 291 students, a 59% increase in enrollment. (Attch 1, Apdx B).
  - b. The number of degrees awarded increased from 33 to 52 (Attch 1, Apdx C) during the same time period, a 63% increase in program graduates.

### Addition of labs and new programs

- a. The addition of 11 plant science and animal science labs without facilities support challenges our agriculture programs:
  - i. Currently the Agriculture Department schedules lectures between 8:00 am and noon Monday - Friday and labs are scheduled between 1:00 pm and 5:00 pm. The

increased enrollment and the constituent desire for the Animal and Plant Science courses, require multiple sections of labs. Without wet labs instructors are forced to use show and tell methods or vie for the one classroom where equipment can be set up and torn down on a lesson by lesson basis. Professors are unable to apply experiential hands-on science lab pedagogy. We are the only agricultural program in the region without proper wet and dry lab space.

- ii. We are unable to provide the quality experiential learning (dissection, identification and microscope work etc.) needed by our students, desired by our constituents and preferred by our instructors.
  - iii. We are hindered in our ability to attract and recruit students when high schools and competing universities (Southern Arkansas University, Arkansas State University and the University of Arkansas) have better facilities and equipment.
  - iv. The lack of facilities and equipment stifles our academic growth, the development of innovative programs and limits our research capabilities.
  - v. The Agricultural Education program was approved with the understanding the use of Career Center facilities (at Russellville High School) for Agriculture Mechanization labs would be temporary (5 years). The disadvantages of this temporary arrangement includes but is not limited to restricted shop availability (3:00 pm – 6:00 pm); no space for tools, equipment, materials or storing for student projects; and a requirement for student travel to and from the Career Center. The off-campus location also limits valuable instruction time, increases expenses and places undue stress on the instructor and students. Students are unable to access laboratories other than scheduled class time. Transportation time places additional constraints on student schedules.
- b. CASE (Curriculum for Agricultural Science Education) Institute (Teacher Professional Development) is offered each summer for high school Agricultural Education teachers providing curriculum and professional development promoting rigorous and relevant student learning. Currently, ATU is one of only 24 Universities in the nation and the only Affiliate Institution in Arkansas. We annually offer 2 of the 12 CASE courses: Principles of Agricultural Science – Plant, and Agricultural Power and Technology. Each course enables participants to apply a structured science component to their curriculum. Courses last 11 days and are limited to 20 participants. During the 11 days of instruction, participants are involved in 80 hours of classroom and lab experience. Each course is offered only in the lab and consists of multiple lab experiences each day. This instruction is equivalent to one semester of a high school agriculture course and lab. Last year, the high school Agricultural Education teachers represented 15 states. CASE sends a Lead Teacher. Drs. Maxwell and Killingsworth, both certified CASE Affiliate Professors provide graduate instruction should students want to enroll at ATU for graduate course credit. Each entire course is offered only in the lab and consists of multiple lab experiences each day.

#### **Potential Donor Base:**

The Arkansas Tech University Agricultural Advisory Board Members are extremely committed to this project both in time, effort and financial support. Once finished building design plans are available, the Board in conjunction with the assistance of the Advancement Office will begin capital campaign fundraising. It is estimated that this Board in conjunction with the Agriculture Department Alumni will raise commitments for one-half the project cost. Membership is aware of donors ready and able to commit.

## **Student Impact:**

The Department of Agriculture facility needs directly link to three of the four Strategic Plan Goals.

- *Goal 1: Provide the learning environments needed for students to flourish and graduate from ATU equipped for a meaningful and satisfying future. At the same time, provide the support needed for faculty and staff to do the best work possible in their roles as teachers, scholars, mentors and as supporters and facilitators of learning, respectively.*

A lack of adequate facilities jeopardizes the educational experiences of our students. Proper hands-on active learning wet and dry labs are required to meet current and future curriculum needs. If ATU's agriculture program is to continue its university leading growth and regional reputation as a cutting edge program; we must have facilities to support appropriate agriculture pedagogy. The lack of hands-on lab equipment also obstructs the faculty's ability to teach, participate in scholarly activities, and realizing graduate programs.

- *Goal 2: Seek and implement new and stronger connections between courses or programs that will increase coherence as well as relevance to current and future students: develop an online program strategy; ensure that there are clear and available degree paths through the university such that more students achieve higher-level degrees.*

Current facility circumstances impede our ability to interconnect courses, improve sequence coherence and provide relevance within and across the disciplines of animal science, plant science and agriculture mechanization. Research is difficult to support and maintain for professors; undergraduate and graduate student research require proper laboratory facilities. New lab space improves current programs and permits the development of engineering technology and opportunities for stackable certificate, associate and bachelor degrees.

- *Goal 3: Increase ATU's presence and effective participation in our cities, region, state, and world.*

A survey of other peer universities indicates ATU is well behind in providing the diverse laboratory facilities expected of a quality program. This shortage not only limits curriculum but limits outreach activities. Just as the regional FFA regionals are held at the county fairgrounds, ATU is limited in our ability to host other large activities to increase our brand name. The summer CASE Institute attracts High School Agriculture Education Teachers from several states to participate in lab experiences at our institution currently limited to two courses and offered in McEver.

## **Tradition**

Arkansas Tech University has established numerous recruiting activities, as has the Department of Agriculture. As an example in 1933, the Department hosted its first Future Farmers of America-Future Homemakers of America (FFA-FHA) Day to support agriculture economy in the state and make students aware of ATU's programs. FFA/FHA Day attracted students and Agriculture teachers from across the state; attendance peaked in the 1960's to approximately 4000 students and teachers. This 80-year tradition continues today. The Department of Agriculture continues to host the FFA Northwest District CDE Event (FFA-Day). Currently, the FFA-Day event brings approximately 1500 -1800 area high school

students and agriculture teachers to Tech's campus each spring. Unfortunately, more than half of the events (Agriculture Mechanics, Electricity, Forestry, Livestock Judging, Horse Judging and Poultry Judging) must be held off campus due to the lack of facilities and equipment.

### **Conclusion**

ATU has a proud tradition as an Agriculture School with a very active, supportive constituency. To sustain our growing programs with proper opportunities for hands-on active learning, the addition of wet labs and supporting facilities is critical. Appropriate indoor facilities will help maintain our undergraduate program status and offer new capabilities for research and graduate programs. Without the addition of laboratories, the Department will find it difficult to maintain current expectations for delivery of agriculture programs and to add programs to include agriculture technology and graduate education. The Department of Agriculture is highly motivated to take advantage of any new opportunities and resources

### **Future Plans/Opportunities**

Currently the Agriculture Department is considering new programs in the following areas:

- Masters in Agriculture Business
- Agriculture Systems Technology/Precision Agriculture
- Turf Grass Management
- Masters of Science in Agricultural Education
- Expansion of the greenhouse complex to include hydroponics

### **Prioritized Departmental Facilities Needs**

2. **Laboratory Space**
  - a. **Wet Labs** - To accommodate the current and future programs, as well as projected conservative student growth, a total of 4 wet labs (30'X 40') / lab) seating 24 students each, with prep and storage areas is essential. This lab space provides for the existing animal and plant science programs as well as new programs in Agriculture Systems/Precision Agriculture and Turf Grass.
  - b. **Agricultural Education Labs** - Additional lab space requirements for Agriculture Education include a Metals Laboratory, an Agriculture Systems Laboratory and an Agriculture Mechanics and Electricity Laboratory. Each of these three dedicated lab areas need to be at least 2400 Sq. Ft. with associated classroom (40'X60'), prep and storage areas. Lab areas require outdoor access through large roll up doors.
3. **Covered Arena** – A future covered open air arena (100'X100') will provide an area for animal science labs during inclement weather, livestock demonstrations, departmental functions (livestock sales, field days, etc.) as well as club and organization functions. In addition, the covered arena along with other lab areas will allow the department to return the offsite FFA Northwest District CDE Contest to our campus, thus improving the tradition and impact of FFA-Day.
4. **Office Space** – At the rate the Agriculture Department is growing and as future programs are added, additional faculty will be required. Currently, there are no additional faculty offices

available to the department. New offices will be needed to accommodate additional faculty, graduate assistants and work study students as programs goals are met.

5. Storage Area – The Department requires proper storage to house farm equipment, disposable material for Agriculture Mechanization labs, and livestock lab supplies.

In the meeting on October 13, 2016, the Vice President Academic Affairs (VPAA) tentatively committed funds to initiate the agriculture laboratory facility project. VPAA requested a projected building budget. As requested, a preliminary floor plan and cost estimate for a 20,000 sq. ft. metal building (Russellville Steel Co., Inc. \$5 million) is Appendix E.

### **Recommendations**

The Agriculture Department, home of one of the fastest growing programs at ATU, requests support for funding a 20,000 sq. ft. metal building. The estimated cost of a lab facility less site preparation, equipment and furniture is \$5 million dollars.

The new facility will allow opportunities for hands-on active learning, conducting indoor wet and dry labs and supporting research and future graduate level activities. Without the addition of laboratories, the Department will find it difficult to maintain current expectations for delivery of agriculture programs and to add programs to include agriculture technology and graduate education.

Clearly, with this cost estimate we need to go now to a planner/industrial architect and request a detailed drawing with specifications. We need finished building design plans to gain the support of the Arkansas Tech University Agricultural Advisory Board. The VPAA must provide funds for this initial planning phase and a commitment that remaining funds from the \$140,000 toward the building project to set the plans in motion.

### **Cost of Project/Timeline:**

Phase	Schedule	Description	Cost to University	Fundraising
1	2016-17	University commits funds for Master Planner for a 35% Plan of the new facility and development of detail drawings and specifications for the metal laboratory building	\$ 75,000	
2	2016-17	University provides seed funding to kick-off	\$ 65,000	
3	2017-18	University seeks bids for project		
4	2017-18	Arkansas Tech University Agriculture Advisory Board raises \$2.5 million start-up funding for \$5 million project.		\$ 2,500,000
5	2018-19	ATU Advancement Office kicks off capital campaign and partnership with the Agriculture Advisory Board to raise remaining \$2.5 million.		\$ 2,500,000
5	2018-19	Once funds commitment secured, construction begins		

**Appendix A – Agriculture courses in which labs were added beginning in 2006.**

AGAS 1014 Principles of Animal Science

AGAS 2084 Feeds and Feeding

AGAS 3004 Reproduction in Farm Animals

AGAS 3014 Beef Cattle Management

AGAS 3104 Swine Management

AGED 2104 Introduction to Agricultural Systems Technology

AGED 2203 Applied Agricultural Systems Technology

AGED 4044 Methods in Teaching Agriculture

AGPS 1024 Principles of Horticulture

AGPS 3024 Forage Crops and Pasture Management

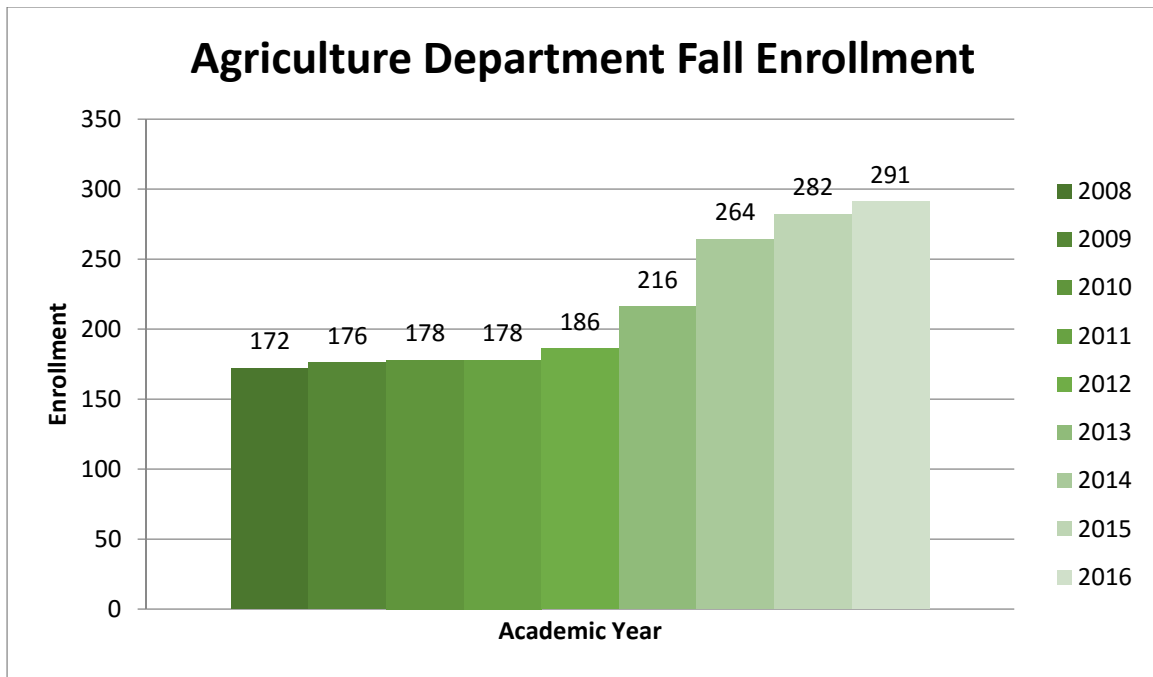
AGPS 3044 Plant Propagation

AGPS 3064 Vegetable Growing

AGPS 3074 Floriculture

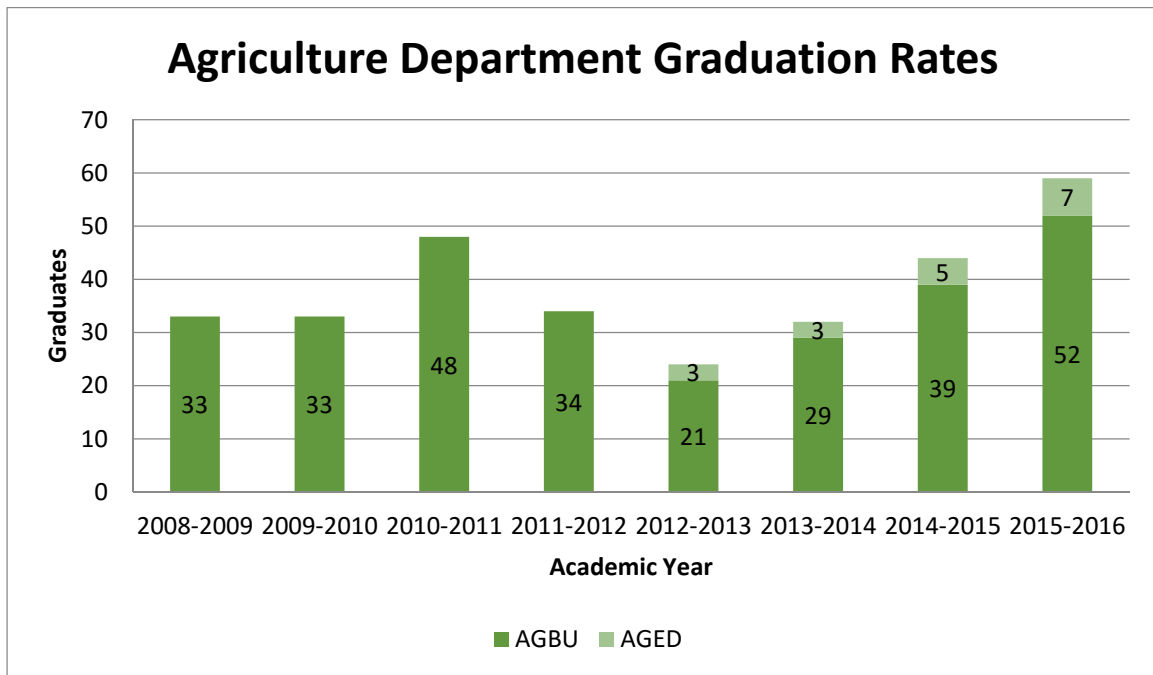
AGSS 2014 Soils

**Appendix B – Fall enrollment in the Department of Agriculture.**



Year	2008	2009	2010	2011	2012	2013	2014	2015	2016
Enrollment	172	176	178	178	186	216	264	282	291

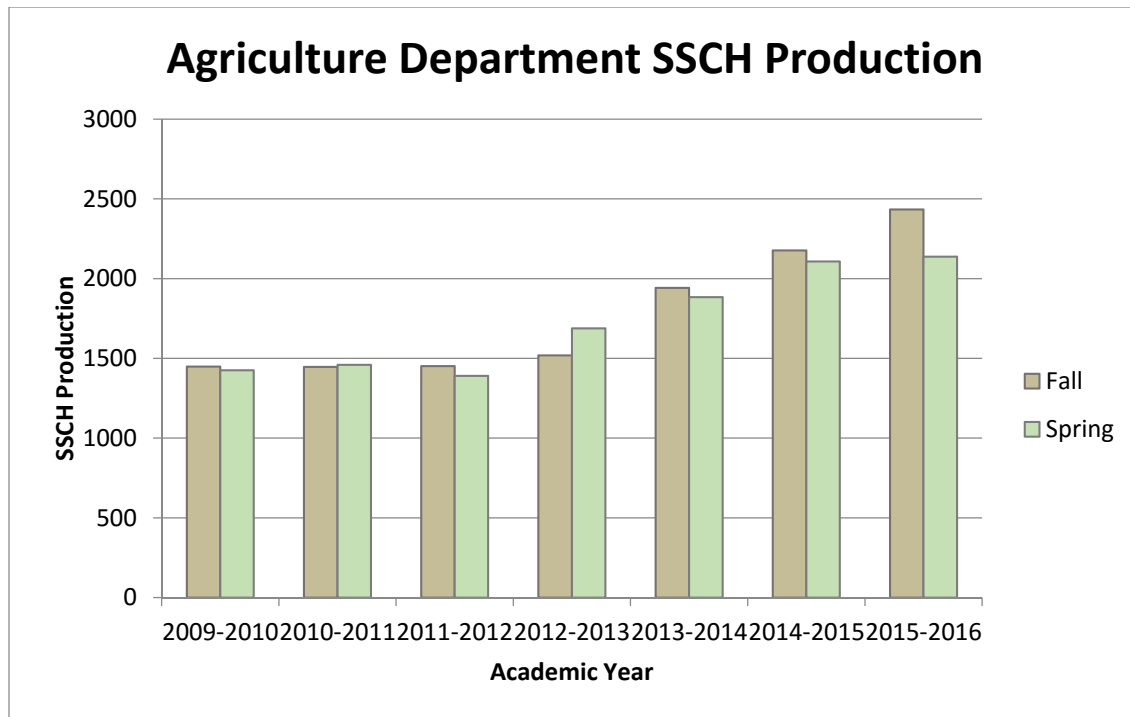
**Appendix C – Number of Agricultural Education (AGED) and Agricultural Business (AGBU) degrees awarded by academic year.**



Degree	Year							
	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
<b>AGED</b>					3	3	5	7
<b>AGBU</b>	33	33	48	34	21	29	39	52
<b>Total</b>	33	33	48	34	24	32	44	59



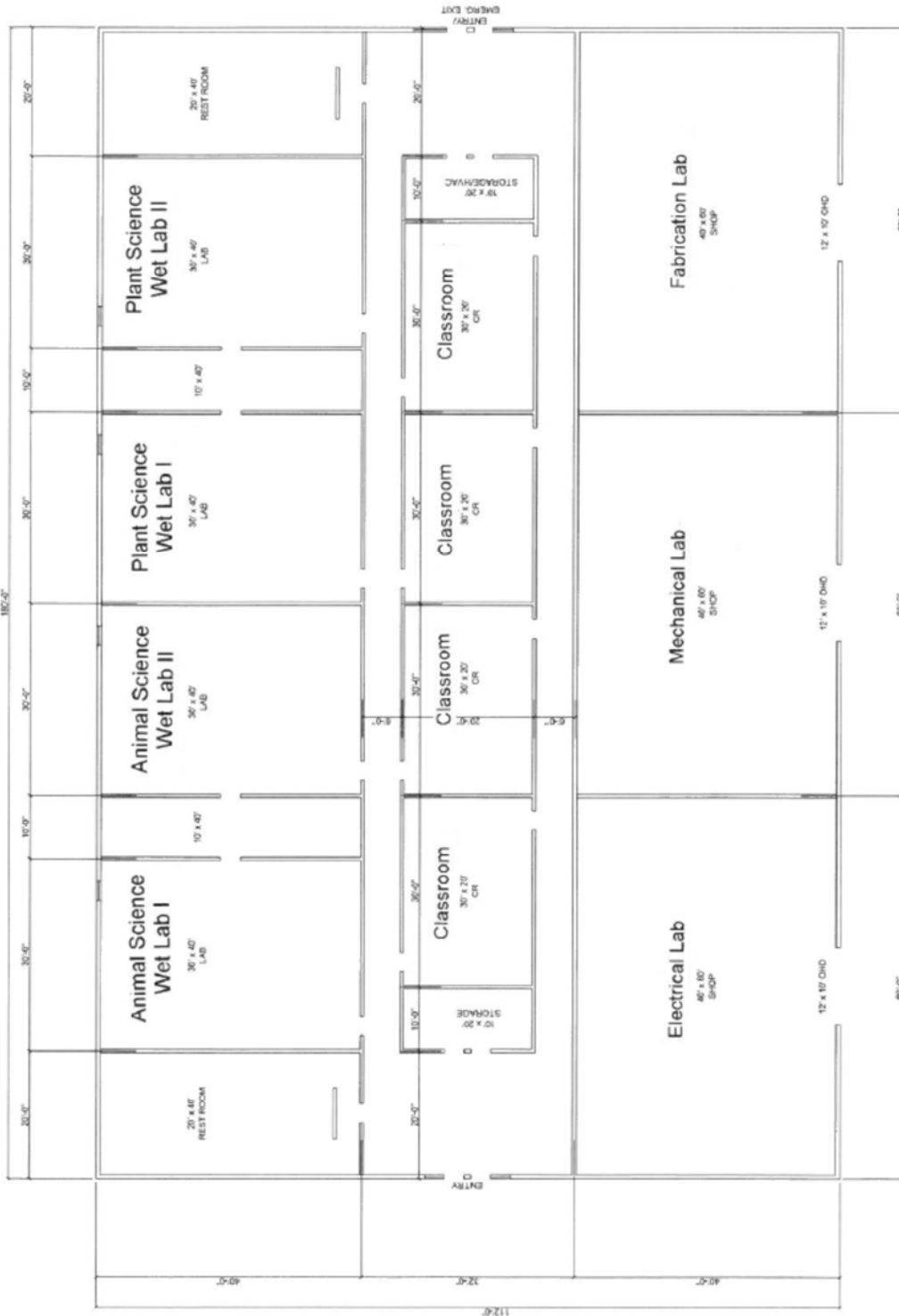
## Appendix D – Agriculture Department SSCH Production



Department of Agriculture							
SSCH Production							
Year	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Fall	1448	1446	1451	1519	1942	2177	2434
Spring	1425	1459	1390	1688	1884	2108	2138

## Appendix E – Agriculture Facilities Floor Plan and Cost

The estimated foot print of the Agriculture Laboratory Facility is 20,160 sq. ft. with a budgeted cost of \$5 million dollars. The projected floor plan and cost estimate is provided by Russellville Steel Co., Inc.



RUSSELLVILLE		INC.
JOB	ATU	R.
LOCATION	RUSSELLVILLE, AR	
CONTRACTOR	CONTRACTOR	
DATE	11/26/2016 8:21 AM	
DRAWING NO.	FLOOR PLAN	

## **Priority 2: Natural and Health Sciences, GIS Computer Lab**

I have helped several departments across campus adapt a small computer lab in McEver into a GIS lab that is shared. The lab is quite small and was completely inadequate for their needs but was the only location available that also could be adapted quickly (and I was willing to share the space). The growth of this field and the number of programs with needs like Geography, EAM, Fisheries & Wildlife Science, Geology, etc. has placed demands upon the space that exceed its capacity, especially when it comes to the need to keep the lab open to students for GIS work outside of classroom time. We also have acquired auxiliary equipment through grants to support GIS that are stored elsewhere because the lab is so small.

We would like to see a computer lab with ~30 student stations and an instructor station with enough room to place a large format printer and some ancillary equipment.

The funds generated in a large enough endowment would be used to keep the hardware and software up to date as well as pay for printing supplies associated with GIS activities.

## **Priority 3: Education, Strength and Conditioning Program (Lab and Equipment)**

### Program Description:

The Master of Science in Strength and Conditioning Studies (MS/SCS) implemented in Fall 2014 is designed to provide graduate level instruction in the theory and science of strength and conditioning. This represents a visionary evolution of the traditional fitness pedagogy component of physical education and exercise science disciplines. The 33-hour program is designed to meet the needs of coaches, physical educators, physical therapists, athletic trainers and others interested in the fitness profession. The curriculum uses a hybrid delivery model that consists of traditional instruction, online classes, and condensed intensive practical classes. Upon completion of the degree, students may pursue certification such as Personal Trainer or Strength and Conditioning Specialist (CSCS) by the National Strength and Conditioning Association (NSCA), which is a leader in research and education of strength and conditioning professionals.

The degree program is unique; currently, there are no similar programs in the state of Arkansas. The NSCA recognizes regionally accredited programs that have met, and continue to meet, their recommended educational guidelines through its Education Recognition Program (ERP). Tech's MS/SCS program is one of only 35 graduate programs recognized by the NSCA (2017) in the United States, Europe, and Australia. Enrollment in the program has grown since program implementation in 2014. The program is listed on the NSCA's ERP website which attracts potential students and provides information regarding the program through access to Tech's website.

### Strength and Conditioning Laboratory:

The MS/SCS Program is currently "making do" with the facilities housed in the Health and Physical Education (HPE) Department in the Hull Building. Classrooms, gymnasiums, a computer lab, the Human Performance Lab, and TechFit are designed to accommodate the undergraduate degree options in HPE: Teaching/Coaching and Wellness/Fitness.

The MS/SCS Program is in need of a dedicated Strength and Conditioning Laboratory with up-to-date strength and conditioning equipment to provide hands-on demonstrations and training. The current

layout and design of the facilities does not meet the needs of the applied and research approach of the MS/SCS program or provide opportunities for graduate students to interact with the current technology and/or equipment available in the discipline. In addition, the existing older (and failing) Human Performance Lab equipment is also limiting the effectiveness and thoroughness of student preparation in this program. Providing “hands on” experiences with current technology relevant to Strength and Conditioning development is a program goal that a dedicated lab would facilitate program graduates attaining.

National Strength and Conditioning Association (2017). *Education Recognition Program (ERP)*. Retrieved from <https://www.nasca.com/Education/Programs/Education-Recognition-Program/>

Potential Cost of the Project:

Hull Building, Option A: \$1.5 Million (See Page 13)

Hull Building, Option B: \$1.2 Million (See Page 14)

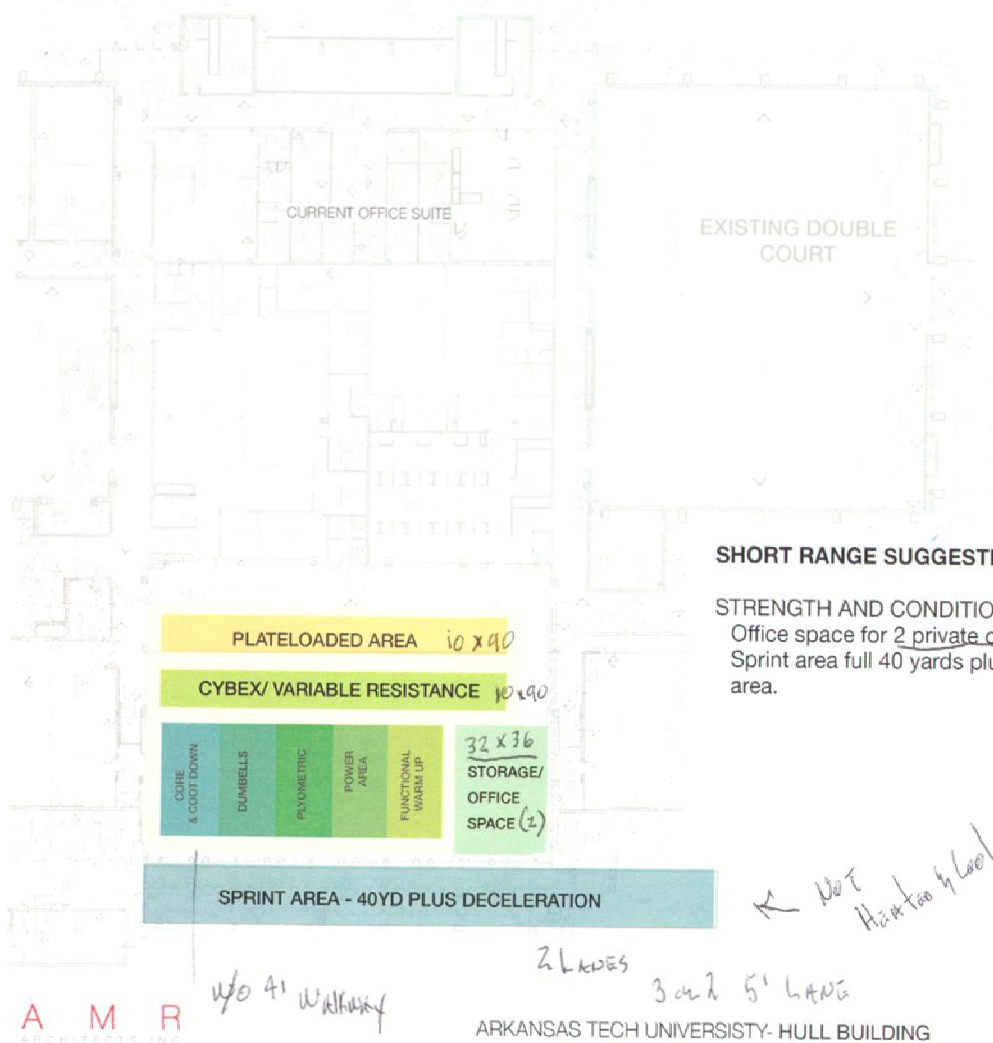
Equipment: \$150,000 Start-Up (See Page 15)

Potential Donors: Equipment Vendors; HPE Alumni; Local and/or State Fitness Centers

## Hull Building Option A (from AMR)

### SHORT RANGE OPTION A COST ESTIMATE

CONSTRUCTION COST 11,500 SF @ \$125.....	\$1,437,500
ARCHITECT AND ENGINEER FEES .....	\$ 122,188
FURNITURE .....	\$11,000
INTERIOR FEES .....	\$1000
EQUIPMENT.....	
TECHNOLOGY .....	
TOTAL	\$XXXXXX



### SHORT RANGE SUGGESTED PLAN OPTION A

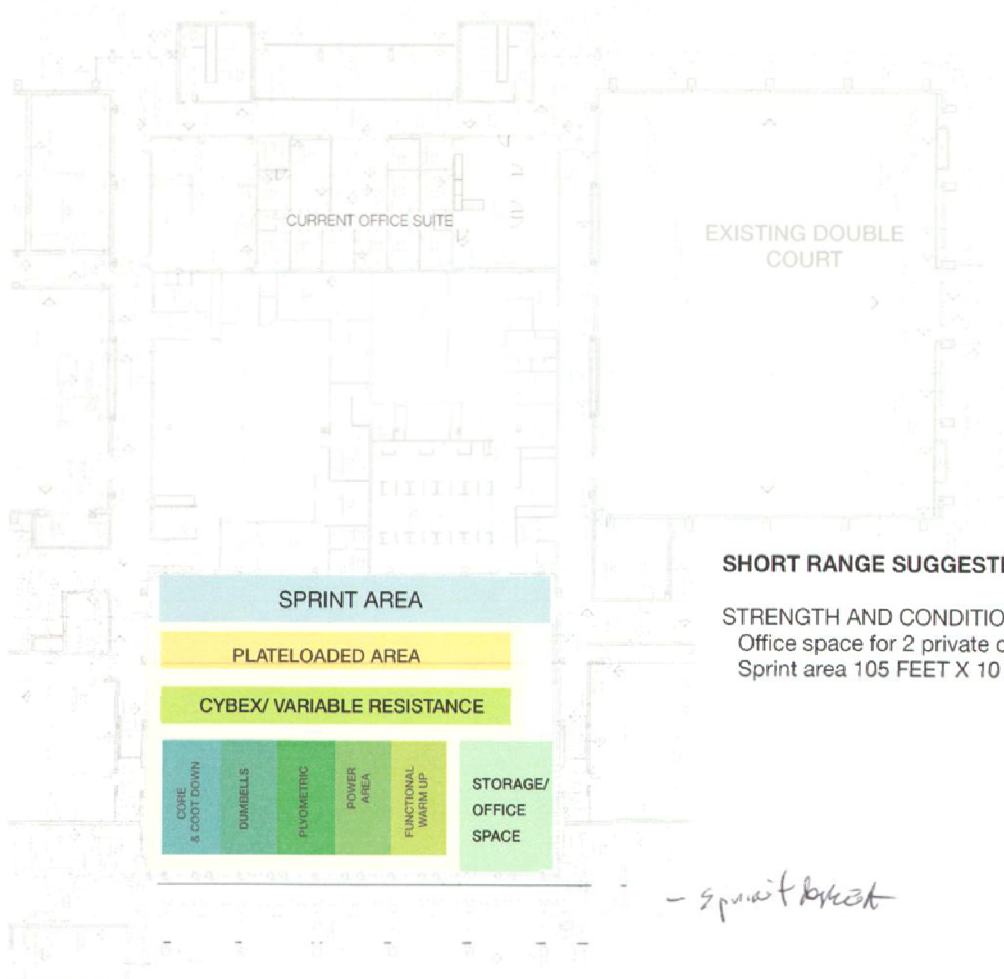
#### STRENGTH AND CONDITIONING LAB

Office space for 2 private offices and Storage space  
Sprint area full 40 yards plus deceleration in enclosed area.

## Hull Building Option B (from AMR)

### SHORT RANGE OPTION B COST ESTIMATE

CONSTRUCTION COST 8,450 SF @ \$125 .....	\$1,056,250
ARCHITECT AND ENGINEER FEES .....	\$89,782
FURNITURE .....	\$11,000
INTERIOR FEES .....	\$1000
EQUIPMENT.....	\$
TECHNOLOGY .....	\$
<b>TOTAL</b>	<b>\$XXXXX</b>



### SHORT RANGE SUGGESTED PLAN OPTION B

STRENGTH AND CONDITIONING LAB  
Office space for 2 private offices and Storage space  
Sprint area 105 FEET X 10 FEET

## Equipment for MS/SCS Lab

### Budget for Equipment

	Quantity	Cost per item	Cost
Pro Series Power Rack	2	\$3,199.00	\$6,398.00
Insert Platform	2	\$1,799.00	\$3,598.00
Cable Cross (Free-Motion)	2	\$5,695.00	\$11,390.00
Adjustable Benches for power rack	2	\$989.00	\$1,978.00
adjustable Benches for dumbbell area	4	\$659.00	\$2,636.00
Dumbbells (5-50 lbs)	2	\$1,995.00	\$3,990.00
dumbbell rack	2	\$695.00	\$1,390.00
Plyo Box - 12 in	2	\$249.00	\$498.00
Plyo Box - 18 in	2	\$349.00	\$698.00
Plyo Box - 24 in	2	\$429.00	\$858.00
Bars	4	\$399.00	\$1,596.00
Bumper weight set	2	\$475.00	\$950.00
Bumper weight 45 lb pair	2	\$127.00	\$254.00
Bumper weight cart	2	\$200.00	\$400.00
Collars - pair	3	\$49.95	\$149.85
Collars - specialty (pair)	3	\$59.99	\$179.97
Performance Bands Black	2	\$45.00	\$90.00
Performance Bands Green	2	\$36.00	\$72.00
Performance Bands Blue	2	\$27.00	\$54.00
Performance Chains - 1/2 in (singles)	4	\$59.00	\$236.00
Performance Chains - 5/8 in (singles)	4	\$94.00	\$376.00
Chalk Stand	1	\$195.00	\$195.00
Air Assault Bike	4	\$999.00	\$3,996.00
Concept 2 Rower	4	\$1,100.00	\$4,400.00
Treadmill - Woodway	2	\$12,975.00	\$25,950.00
First Place Fitness Mats Club Pack	1	\$259.95	\$259.95
Bosu Studio Pack	1	\$995.00	\$995.00
Physio Ball Red	2	\$32.95	\$65.90
Physio Ball Green	4	\$38.95	\$155.80
Physio Ball Blue	4	\$44.95	\$179.80
Physio Ball Pump	1	\$22.95	\$22.95
Ball Rack <a href="http://gopherperformance.gophersport.com/fitness/sto">http://gopherperformance.gophersport.com/fitness/sto</a>	1	\$195.00	\$195.00
Ball Stackers <a href="http://gopherperformance.gophersport.com/fitness/">http://gopherperformance.gophersport.com/fitness/</a>	1	\$24.95	\$24.95
Kettlebells (First Place Vinyl Coated)- 4.48 lb	1	\$26.95	\$26.95
Kettlebells (First Place Vinyl Coated)- 8.8 lb	1	\$32.95	\$32.95
Kettlebells (First Place Vinyl Coated)- 13.2 lb	1	\$36.95	\$36.95
Kettlebells (First Place Vinyl Coated)- 17.6 lb	1	\$42.95	\$42.95
Kettlebells (First Place Vinyl Coated)-22 lb	1	\$46.95	\$46.95
Kettlebells (First Place Vinyl Coated)- 26.4 lb	1	\$52.95	\$52.95
Kettlebells (First Place Vinyl Coated)- 30.8 lb	1	\$56.95	\$56.95
Kettlebells (First Place Vinyl Coated)- 35.2 lb	1	\$66.95	\$66.95
Kettlebells (First Place Vinyl Coated)- 39.6 lb	1	\$72.95	\$72.95
Kettlebells (First Place Vinyl Coated)- 44 lb	1	\$76.95	\$76.95
Kettlebells (First Place Vinyl Coated)- 48.4 lb	1	\$82.95	\$82.95
Kettlebells (First Place Vinyl Coated)- 52.8 lb	1	\$86.95	\$86.95



Kettlebells (First Place Vinyl Coated)- 57.2 lb	1	\$92.95	\$92.95
Kettlebells (First Place Vinyl Coated)- 61.6 lb	1	\$104.95	\$104.95
Kettlebells (First Place Vinyl Coated)- 70.4 lb	1	\$119.95	\$119.95
Kettlebells (First Place Vinyl Coated)- 79.2 lb	1	\$134.95	\$134.95
Kettlebell Rack	1	\$269.95	\$269.95
PB Extreme Triton Sled	3	\$299.95	\$899.85
weight - handles			\$0.00
Soft Toss Medicine Ball Package	1	\$585.95	\$585.95
Med Ball Rack (with Wheels) <a href="http://gopherperformance.gophersport.com/">http://gopherperformance.gophersport.com/</a>	1	\$79.95	\$79.95
Flip Trainer (90 lbs) <a href="http://gopherperformance.gophersport.com/">http://gopherperformance.gophersport.com/</a>	2	\$799.00	\$1,598.00
Flip Trainer (130 lbs) <a href="http://gopherperformance.gophersport.com/">http://gopherperformance.gophersport.com/</a>	2	\$979.00	\$1,958.00
Flip Trainer (175 lbs) <a href="http://gopherperformance.gophersport.com/">http://gopherperformance.gophersport.com/</a>	2	\$1,149.00	\$2,298.00
TRX S-Frame 10 ft	1	\$3,199.00	\$3,199.00
TRX	4	\$169.00	\$676.00
Smart Hurdles SH1 (set of 6)	2	\$89.95	\$179.90
Smart Hurdles SH2 (set of 6)	2	\$94.95	\$189.90
Smart Hurdles SH 3	2	\$54.95	\$109.90
Smart Hurdles SH 4	2	\$94.95	\$189.90
Smart Hurdles SH 5	2	\$74.95	\$149.90
First Place Agility Ladder	3	\$76.95	\$230.85
Cones - 12 inch	20	\$8.95	\$179.00
Foam Roller - 18"long 6" round firm	2	\$14.95	\$29.90
Foam Roller - 18"long 6" round medium	2	\$14.95	\$29.90
Foam Roller - 18"long 6" round soft	2	\$14.95	\$29.90
Ridge Roller Rack	1	\$69.95	\$69.95
Reebok Step	9	\$99.95	\$899.55
Reebok Step Storage Rack	1	\$229.95	\$229.95
Tendo Power Analyzer w/ mat	1	\$1,599.00	\$1,599.00
Tendo Power Analyzer	1	\$1,329.00	\$1,329.00
Gymaware	1	\$2,299.00	\$2,299.00
<b>Plate loaded Circuit</b>			
Calf Raise	1	\$1,251.75	\$1,251.75
Biceps Curl	1	\$1,746.75	\$1,746.75
Seated Dip	1	\$1,911.75	\$1,911.75
Leg Extension	1	\$1,911.75	\$1,911.75
Row	1	\$1,911.75	\$1,911.75
Decline Chest Press	1	\$2,159.25	\$2,159.25
High Row	1	\$2,159.25	\$2,159.25
Incline Chest Press	1	\$2,159.25	\$2,159.25
Kneeling Leg Curl	1	\$2,159.25	\$2,159.25
Front Pull Down	1	\$2,159.25	\$2,159.25
Shoulder Press	1	\$2,159.25	\$2,159.25
Linear Leg Press	1	\$3,659.25	\$3,659.25
Urethane Encased Olympic Grip Plate 45lb	48	\$119.52	\$5,736.96
Urethane Encased Olympic Grip Plate 35lb	36	\$92.96	\$3,346.56
Urethane Encased Olympic Grip Plate 25lb	48	\$66.40	\$3,187.20
Urethane Encased Olympic Grip Plate 10lb	48	\$26.40	\$1,267.20



Urethane Encased Olympic Grip Plate 5lb	48	\$16.80	\$806.40
Urethane Encased Olympic Grip Plate 2.5lb	36	\$12.27	\$441.72
<b>Selectorized Circuit (variable resistance machines from Cybex)</b>			
Leg Press			\$0.00
Leg Extension			\$0.00
Seated Leg Curl			\$0.00
Standing Calf			\$0.00
Prone Leg Curl			\$0.00
Glute			\$0.00
Hip Ab			\$0.00
Hip Ad			\$0.00
Chest Press			\$0.00
Overhead Press			\$0.00
Pulldown			\$0.00
Row			\$0.00
Arm Curl			\$0.00
Arm Extension			\$0.00
Fly/Rear Delt			\$0.00
Lateral Raise			\$0.00
Triceps Press			\$0.00
Chin Dip			\$0.00
Abdominal			\$0.00
Back Extension			\$0.00
Torso Rotation			\$0.00
Total Equipment Costs			\$134,813.11

## Unprioritized Fundraising Opportunities by College

### Arts and Humanities: CJ Convergent Newsroom

In my discussions with commercial broadcasters in Tulsa, Little Rock and other medium-sized markets, I have been informed that the physical make-up of traditional newsrooms are changing. In a decade, very few outlets will feature a newsroom with cubical offices for anchors, reporters and a news director. Newsrooms will be more of a “hub,” with working labs, a virtual news set, and even integrated radio outlets. Below you will see my “vision” of an integrated newsroom, which would help prepare the next generation of student journalists.

This facility would host various platforms (broadcast, multimedia/social, print) and serve as a lab where courses are taught, content created, and news delivered to mass audiences. The newsroom could be built adjacent to the Center for Energy Studies Building (CES) or a second floor could be created in the CES facility utilizing the cathedral ceiling space. In the latter, an elevator would have to be installed to make the renovation American Disability Association (ADA) compliant.

#### **An integrated/convergent newsroom.**

Among the technology required:

- Associated Press software/access
- Multiple monitors on newsroom walls (the four primary networks/affiliates)
- Multi-Touch working lab which seats 20 students
- Virtual Field Work, including “Live look” capability
- Virtual news set
- Limited radio feed from National Public Radio (NPR/direct time) for campus radio

**Total cost of this project could approach \$1,500,000.** Specialized acoustic space can run as high as \$300-400/square foot. A 2000-3000 square foot facility could cost as much as \$800,000 to \$1,200,000. As a comparison, \$900,000 was earmarked in 2011 to renovate the Energy “auxiliary building” as the broadcasting center (which now houses the radio and TV studios and production suites). To add an ADA compliant elevator to a second story newsroom the cost would be roughly \$30,000. To add National Public Radio (NPR) to our radio programming, a minimum of \$100,000 in upfront costs would be required. This would enable uplink capabilities, and cover the cost of NPR programming. To that end, an annual fundraiser (or two) would be necessary to continue the generation of funding. (Paid advertising is not an option due to the non-commercial, non-profit status of our educational radio license.) In addition, a monthly licensing fee of at least \$1,000 would be required to access Associated Press (AP) news software. For five years this would cost \$60,000. Workstation elements (20 computer stations w/GPU cards, Adobe Suite software, podcasting package, and printer), would total \$75,000. Also, \$20,000 would need to be earmarked for virtual set elements: camera, pedestal, LCD on-camera monitor, portable teleprompter, iPad for the teleprompter, and a portable green screen for projection. \$5000 would be needed for monitors.

Several corporations and/or foundations could be approached to help generate funding for this proposal. These include Entergy Arkansas, which is a subsidiary of Entergy Corporation of New Orleans, Louisiana. Entergy has previously provided funding to help upgrade the campus radio station KXRJ-FM. The station serves as the community voice for Arkansas Nuclear One (owned by Entergy), in case of an emergency at the plant.

Another funding possibility would be the Donald W. Reynolds Foundation of Las Vegas, Nevada. The Reynolds mission statement reads, To "...enhance the quality and integrity of journalism, focusing particularly on better training of journalists who serve smaller communities."

It would also prove beneficial to create an advisory council of well-respected regional journalists to provide expertise and support for the project. Journalists such as Kenny Reynolds (operations manager at KATV in Little Rock), Shayla Teater (executive producer at KTHV in Little Rock), and Carl Riggins (curator of the Arkansas Broadcast Museum in Fort Smith) would be excellent additions to a journalism advisory board.

With appropriate funding, this project would take nine months to a year to complete.

## **Business: College of Business Naming**

It is time to identify a major benefactor to secure a large enough gift to justify naming the College of Business (i.e. The \_\_\_\_\_ College of Business) with a large endowment that could be used in many ways within the College to enhance their programs.

## **Education: Endowed Chair, Curriculum and Instruction**

The Arkansas State Legislature enacted Act 1294 of the 2013 regular session to ensure that children with dyslexia have their needs met by all Arkansas public school systems. ACT 1268 of 2015 amended parts of the original legislation. The legislation defines dyslexia, describes required screening and intervention, and lists required actions of the state, education cooperatives, and school districts.

Arkansas Tech University in support of providing licensed teachers to meet the requirement of a dyslexia therapist design and received approval for the course work required for licensure of a dyslexia therapist. The Master of Education in Special Education is designed to provide post baccalaureate preparation for public school teachers who wish to broaden their knowledge of teaching children with exceptional learning needs. Embedded within this degree are the courses required for the Dyslexia Therapist Endorsement.

During the 2017 Arkansas State Legislature a senate bill has been introduced to require additional preparation of future teachers in reading. Teachers completing teacher preparation programs will be required to take, yet, another test in reading to meet requirement for licensure, K-6. This bill is expected to easily pass and become law. At the same time the Governor and Education Commissioner announced a statewide reading initiative focused on improving the reading skills of students.

The College of Education, Curriculum and Instruction Department, is currently working on a white paper for the development of a reading specialist program. This proposal will include the need for, at least, one additional faculty member with a background in reading. With the emphasis on dyslexia, an endowed chair could fill the needs in both the reading and dyslexia area.

Potential Cost: \$1.5 million for endowed chair

Potential Donors: Include: Barnes and Noble Bookstore through their partnership with TECH; Little Debbie Company of Gentry, Arkansas, with Corporate Offices in Tennessee. My understanding is the founder was dyslexic and has contributed in the past to initiatives that would help kids in this area.

## **eTech: Scholarship Opportunities**

The Fundraising efforts on behalf of the College of eTech center on two areas:

1. Building current community
2. Building future relationships/donors

The goal of the above items is to create an identity for online (distance) students, so that they are studying at Arkansas Tech via online vs. merely taking online classes. By fostering this relationship with students while they are students, we build a stronger future donor base that is connected to Arkansas Tech.

Some strategies to support this goal include:

1. Create scholarship opportunities for online students, including military affiliated students.
  - a. Partner Scholarship Programs with local companies
    - i. I am working with both the Development Office and the Office of Sponsored Programs/University Initiatives (fall 2016 meetings; follow-up in spring).
    - ii. Ideally, these companies would also offer tuition reimbursement.
  - b. Work with Christie Brown to create an online alumni Foundation Scholarship.

## **Natural and Health Sciences: Science Instrumentation Labs**

The Departments of Physical Sciences and Biological Sciences need to have laboratories to train students, facilitate undergraduate research and support activities related to faculty research and grant activity. Currently, the facilities to house all of these separate endeavors rests with the single teaching labs designated for that purpose, most from the construction of the original building in 1963. The prohibited cost of many standard industry instruments that are needed related to the supplies and capital budgets of the department and college also make acquiring these items sporadic and ad hoc, mostly related to a successful grant here and there or a one-time capital windfall. The upgrading of the laboratory instrumentation in the departmental programs is the number one cited problem area in graduating student exit interviews with students in those programs and pre-professional medical programs as well as discussions with alumni in those areas with jobs in their field.

There is ample space along the west side of McEver to lay slabs and create some individual labs with prefab laboratories. We would hook up water and electrical and surround them with a brick facade to match the existing architecture. (see <http://cpmlabfab.com/>,

<http://vanguardmodular.com/specialty/modular-laboratories/> or <http://www.whitleyman.com/products/laboratory.html> for examples).

## **Natural and Health Sciences: Endowed Professorships**

The creation of endowed professorships in nearly any program would elevate the prestige of the program and the university and guarantee our ability to secure a highly quality faculty member who could contribute greatly to the culture of teaching and scholarship. Even if there is not enough money raised to completely fund a faculty position, the money raised could be used to supplement the salary level (+\$10 to 15k) of a position to attract a highly qualified individual. Raising an amount to supply ~\$25,000 per year would allow a salary supplement to an established faculty line as well as make reliable funds available for a faculty research and travel budget that would be highly attractive and make us very competitive for desirable talent. \$400-600k in an endowment could create an endowed professorship for a program.

**Nursing:** Money to support an endowed teaching professorship in Nursing would help that program supply the state need for qualified nurses at both the B.S. and M.S. levels. The money needed would be enough to support a nursing faculty (with benefits ~\$80,000) so \$1.5M.

The potential donors could be solicited from the regions hospitals that hire our graduates. St. Mary's in Russellville has donated money to ATU for some time now to partially fund a faculty member.