

# Working Group-The University as a Public Institution

Committee Meeting Minutes: November 16<sup>th</sup>, 2015

3:00pm-5:00pm RPL 325

COMMITTEE MEMBERS: Dr. Michael Rogers (Chair), Mayor Randy Horton, Mr. Kelly Davis, Emily Bradley, Kristy Bayer, Melissa Rose, Zachary Swartz, Bailey Taylor, Wendi Pool, Angela Bonds, and Dr. Sandy M. Smith

GUESTS: Arkansas State Representative Trevor Drown, Arkansas State Senator Greg Standridge, and State Auditor Andrea Lea

Proceedings:

- I. Discuss ATU's relationship and voice in State Government
  - President and 1 lobbyist left to handle all communication
  - Jeff Hogart is the current lobbyist hired as needed
  - ATU lobbying has improved in the past year
  - Should ATU have a full time lobbyist who can keep the lines of communication open with current legislature?
    - Need someone who can answer questions about higher education
  - How are we viewed by state officials?
    - Tech is now viewed more positively, but there are some negatives that we need to overcome.
  - When you consider Tech's identity, what do you see?
    - Tech is traditionally known as an agricultural school
  - Fact sheets would be helpful. Tech needs to share its best kept secrets.
    - Tech has more STEM students than any other AR school
    - 92% of Tech students are Arkansans
    - Second largest freshman class in the state
    - Tech has at least one student enrolled from each county in Arkansas
    - Tech has a beautiful campus
    - We are emerging into something new/different
    - Tech students are serving Arkansas
    - Tech has third largest enrollment numbers in the state
  - How are we marketing ourselves?
    - President and lobbyist should both be present in Capital
    - Tech needs to change funding approach
    - Need to build up practical marketing strategies
      - Have a Tech Day at the Capital (possibly in April)
    - Tech should market itself to the group who will be voting on funding
    - Relationships need to be built
      - Letters should be sent to legislatures who are voted in
    - Tech has connections (alumni) throughout government
    - Need clear understanding of the product we are marketing
    - Need to market more in local communities

- Invite state officials to campus, and offer for them to hold meetings on campus or at Lake Point
  - Lake Point will be renovated and open to the public on weekends
  - Veterans caucus should meet at Tech
  - State Police and Game and Fish Committee
- Funding has been reviewed to evaluate what changes can be made
  - Funding formula needs to be changed
  - Funding needs to be performance driven
  - Tech has done the best they can without state funds
- Tech should capitalize on fact that Arkansans are 92% of Tech enrollment
- What schools are most effective in their lobbying efforts?
  - Tech should come up with their own unique way of marketing itself to legislature
  - Send message that Tech will not follow other schools
- Tech needs to be on a more level playing field
- Look at where the House sits on issues
  - Could talk about the reputation of legislature
- Who goes to the capital?
  - Tech lobbyist and additional people depending on the need
  - Need an honest relationship with legislature

## II. REVIEWED Draft of White Paper

- Should we address the renovation of El Paso in the paper?
  - There has been questions about this and it may be good to include it
  - We should also add the Greenwood extension to the paper
- Add Track & Field as an example of additional sports that could be added to sports program
- Should we change priority of lobbyist after today's meeting?
  - Should add, but change title to Governmental Relations Officer or Government Liaison
- Is twelve too many?
  - Not all of the initiatives will go through, but paper will serve as a public record
- Should we add information about Public Safety accreditation and needing additional staff?
  - Does accreditation address the issue of lack of staff?
  - Accreditation process has already been started
- Need to note that students need assistance with seeking professional schools
  - Need help with applying to law school and med school
  - Change language for the Career Services piece to address this issue
- Russellville had over 270 volunteers participate in Paint the Town. Many Tech students participated.
- Discussed **Campus Compact**
  - National organization promoting service learning and civic engagement
  - Provides resources to students, grants awards and money
  - Ultimately raises the reputation of students