

## MINUTES

Regular Meeting

BOARD OF REGENTS

South Plains College

January 10, 2019

The Board of Regents of South Plains College met on Thursday, January 10, 2019, 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. Richard Ellis; and Mr. Ronny Alexander. Others present were Dr. Ryan Gibbs; Ms. Teresa Green; Dr. Stan DeMerritt; Mr. Stephen John; Ms. Kattie Moody, of the News-Press; Mr. Jody Rose of KLVT Radio; Myrna Whitehead, News and Information Coordinator; and Dr. Robin Satterwhite.

Members absent: Mr. Ken Williams.

Guests present: Mr. Dane Dewbre, Associate Dean of Marketing and Recruitment; Mrs. Kathryn Perez, Dean of Admissions and Records.

Mr. Pettiet 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 15, 2018, there being none, Mr. Alexander made a motion to accept the minutes as presented. Second by Ms. Patton, vote to approve was unanimous.

The Chairman called on the Vice President for Academic Affairs to report. Dr. Gibbs gave updates on the Lubbock Coding Academy and South Plains College Truck Driver Training. He stated both programs are progressing and will have opening dates soon.

The Chairman called on the Vice President for Student Affairs for his report. Dr. DeMerritt reported on the preliminary enrollment numbers for the current semester (exhibit #4338) and an update on the occupancy of student housing (exhibit #4339). Dr. DeMerritt introduced Mrs. Kathryn Perez. Mrs. Perez was appointed Dean of Admission and Records effective January 2, 2019.

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. Pettiet moved that the Board accept the reports as shown in exhibits #4340, #4341, and #4342. Seconded by Mr. Neal and the motion carried unanimously. One resale of property was presented. Account #15315; Angela Overman; exhibit #4343. Mr. Neal made the motion to approve the resale and Ms. Patton made a second followed by a unanimous vote.

The Chairman called on the Vice President for Institutional Advancement for his report. Mr. John invited Mr. Dewbre to present. Mr. Dewbre reported to Regents a number of traditional recruitment

activities the office directed during the fall semester including high school group tours, attendance at 50 college information events, and high school senior class presentations made by college recruiters and the President of the College. Additionally, he presented the television advertising spot that is appearing on network television to promote spring registration as well as a program video showcasing the Law Enforcement Academy. Mr. Dewbre also discussed how social media is being used to market the spring Senior Sneak Preview program to high school seniors this will be held February 15, 2019. These efforts not only include digital ads that are being pushed to mobile devices using “geo-fencing” techniques, but also a 15-second promotional video that is being shared on social media platforms as well as the College’s YouTube channel. Mr. John commented that the Marketing and Recruitment Office has been named a finalist in the prestigious Paragon Awards in two video production categories. The Paragon Awards are presented annually by the National Council for Marketing and Public Relations and will be announced at NCMPR’s national conference in March. Mr. Dewbre is also serving as president of NCMPR for the current academic year.

The Chairman then called on the President to report. Dr. Satterwhite asked the Board to approve the bid for additional seating the SPC Track; see exhibit #4344. Mr. Neal made a motion to approve the bid as presented. Mr. Pettiet seconded the motion and the vote to approve was unanimous. Dr. Satterwhite also asked the Board to put a \$100 usage fee in place for all science classes beginning the first summer session of 2019. This usage fee will be used to help fund the upcoming science building renovation. The fee will be dissolved after the fundraising is complete. Mr. Ellis made a motion to approve the usage fee, while Mr. Alexander seconded. The vote to approve was unanimous. Finally, Dr. Satterwhite gave the Board a legislative update followed by an update on the South Plains College partnership with Texas Tech University; Destination Raiderland.

Meeting adjourned.

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Chairman

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Secretary