

The University of Central Arkansas Board of Trustees convened in a called teleconference meeting at 10:00 a.m., Thursday, August 2, 2018, in Wingo Hall, room 210, with the following officers and members present:

Chair:	Mr. Joe Whisenhunt
Vice Chair:	Mr. Bunny Adcock
Secretary:	Rev. Maltbia Ms. Kay Hinkle

Ms. Elizabeth Farris, Ms.



Summary of Contract Information: EAB will provide student marketing, recruitment, and enrollment services. This will include: an inquiry generation service targeting high school sophomore and juniors; an application marketing tool for senior year that focuses on student and parent information needs; a yield optimization component to increase intelligence related to likelihood of enrollment; a dedicated 15 person team to help UCA make enrollment service improvements; and consulting and implementation plan to make better use of financial aid and scholarship assets. EAB was selected using the request for proposal process. The contract has received legislative approval.

Term: Three years upon signing

ADJOURNMENT

There being no further business to come before the board, the board adjourned the meeting upon motion by Cornell Maltbia and second by Bunny Adcock.

**The University of Central
Arkansas Board of Trustees**

**Joe Whisenhunt
Chair**

**Cornell Maltbia
Secretary**