CAMERON UNIVERSITY
LONG-RANGE PLANNING COMMITTEE
APPROVED MINUTES
December 13, 2007

I. CALL TO ORDER
The Cameron University Long-Range Planning Committee met on Thursday,
December 13, 2007. Chair Mary Penick called the meeting to order at 3:30 p.m. in Room 200 of the
Science Complex.

II. ROLL CALL
Present: Chair Mary Penick presided. Syed Ahmed, Sylvia Burgess, Carla Guthridge, Jim Lambert,
Monika Linehan, Sherry Reynolds, Ted Snider, Tony Wohlers.
Guest speakers were Dr. Gary Buckley and Dr. Don Sullivan.

III. APPROVAL OF MINUTES
Approval of minutes was postponed until the January meeting to allow more time for our guest
speakers’ presentations.

IV. ONGOING BUSINESS
Chair Mary Penick welcomed and introduced the guest speakers, Dr. Don Sullivan and Dr. Gary
Buckley.

Overview of the Centennial Project
Dr. Don Sullivan, who is the Executive Director of the Centennial Campaign, gave an overview of
the status of the Centennial Project and distributed a Centennial Campaign Summary along with a
list of Centennial Observance Activities. He stated that he has been involved with the Long-Range
Planning Committee over many years, and it is an interesting committee, whose goal it is to
develop recommendations for the improvement of Cameron University. He noted that many of the
committee’s recommendations have been acted on, including the development of decent student
housing and the beatification of campus.

Dr. Sullivan stated that Cameron’s centennial observance is organized similar to OSU’s
observance. Authorization was passed to allow observance of the centennial in 2008-2009, so that
Cameron’s observance will not overlap celebrations of other universities in the state.

Dr. Sullivan addressed the Centennial Campaign $10 million fundraising challenge goal. He noted
that Cameron’s early fundraising appeals paid off, as both the Noble Foundation and the
McCasland Foundation made significant contributions toward our goal. Dr. Sullivan provided the
following overview of the campaign:

- Campaign totals: 115.6% of original $8.5 million complete
- Student Activities Complex: 96.9% of original $6.5 million complete; actual cost of completion
  increased to $11.5 million
- Endowed faculty positions: 201.2% of original $650,000 complete; every dollar is matched by
  the Regents and solicitations continue
- Scholarships: 176.8% of original $600,000 complete; more contributions continue to come in
  and solicitations continue
- Bentley Gardens: 142.9% of original $500,000 complete; actual cost of completion increased to
  $1 million and solicitations continue
- University advancement: 179.6% of original $250,000 complete; solicitations continue.

Dr. Sullivan credited John Hornick with creating the artwork for the Centennial, including banners,
logo pins, and logo pictures. He informed the committee that Cameron’s Website contains a link to
the Centennial Website. The site includes a history of Cameron, a list of Centennial activities, and photographs and bios of the 23 Centennial Commission members. Dr. Sullivan explained that the Centennial theme is “Cameron University Changing Lives for 100 Years” and the focus of the Centennial Commission is to help form the future vision of Cameron beyond 2008-2009. The goals of the Commission are in line with Cameron’s Plan 2013 goals:

1. To spotlight Cameron University’s 100-year history of offering quality educational opportunities to students
2. To lay the foundation for Cameron's second century of providing students with a life-changing college experience
3. To enhance student learning and campus life to better serve future generations
4. To effect positive change in the educational, economic, and cultural lives of the people in Southwest Oklahoma.

Dr. Sullivan continued by highlighting some of the Centennial observance activities, beginning in the Summer 2007 and continuing through the Spring 2010, which are the result of Centennial Commission brainstorming sessions:

- Transform the Will Rogers Room into the Cameron Centennial Room and display historical photographs throughout Cameron.
- Publish a Coffee Table Photo Book of Cameron’s first 100 years.
- Publish four issues of Cameron Magazine, with each issue highlighting 25 years in Cameron’s history.
- Host the Gatlin Brothers for one week, with special performances for students and President’s Partners.
- Record and broadcast KCCU Oral History Project under the direction of Ted Riley, the new KCCU director. Recordings will be reduced to manuscripts for inclusion in Cameron’s time capsule.
- Hold groundbreaking for Centennial Student Activities Complex. Hold Centennial Student Activities Complex dedication and host Community Ball.
- Combine Homecoming with Alumni Weekend and host first induction ceremony for the Cameron University Athletics Hall of Fame.
- Design, raise funds for, construct, and dedicate Military Service Memorial.
- Design and construct campus marker as new focal point for 38th and Gore.
- Hold Centennial opening ceremony in stadium, showcasing nationally known entertainer.
- Host events sponsored by Office of Student Activities, academic schools, and departments. Funding will be provided through an endowed lectureship of $125,000.
- Hold campus Centennial Ball.
- Dedicate CETES Phase II.
- Create a Cameron time capsule. Jeanne Gaunce and committee will determine contents.
- Hold Centennial commencement, featuring nationally known speaker.
- Unveil new Cameron lapel pin.
- Dedicate Bentley Memorial Gardens.

The floor was open for discussion and questions for Dr. Sullivan.

**Syed Ahmed.** Is there a schedule for faculty events and will the schedule and theme of the events be left to departments or centralized?

**Dr. Sullivan.** Events will take place in October in the Fall and March in the Spring. The theme is the Centennial and departments can interpret this.

**Mary Penick.** Is it possible to hold a multiple-day festival?

**Dr. Sullivan.** A multiple-day festival has not been planned. Individuals can email ideas. This is going to be a high-class event Cameron can be proud of.

**Mary Penick.** The fundraising for the Centennial has been amazing.
Dr. Sullivan. The McMahon trustees gave Cameron a $4 million gift.

Mary Penick. Will the Centennial flag be flown in the community?

Dr. Sullivan. We would like to see the flag flown downtown; however, there are issues with receiving permission from the city.

Jim Lambert. What will be done with the electronic sign on the corner of 38th and Gore? It seems somewhat antiquated.

Dr. Sullivan. The sign will be removed once the new focal point is in place, since the emphasis is on beautifying the campus. It is not part of the Centennial Campaign. However, Cameron should have some sort of scrolling sign elsewhere.

Carla Guthridge. What can the city do about road conditions around Cameron?

Dr. Sullivan. The hospital entrance is a travesty. The hospital may close their entrance on Gore one day.

Jim Lambert. The addition of a right-turn lane on the east side of 38th onto Gore has been suggested several times.

Ted Snider. With the growing urban renewal of downtown, does Cameron have any plans for acquiring another block east of the Fine Arts Center?

Dr. Sullivan. This is being discussed and worked on.

Jim Lambert. This area could become a real campus corner with shops and restaurants.

Chair Penick thanked Dr. Sullivan for his presentation and turned the meeting over to Dr. Gary Buckley.

Overview of Achieving Classroom Excellence (ACE) Legislation

Dr. Gary Buckley, a member of the Achieving Classroom Excellence Steering Committee, presented a PowerPoint, along with handouts, providing an overview of Achieving Classroom Excellence (ACE) legislation, which was passed in June 2006. ACE will result in an increase in curricular requirements for high school graduation. It will also provide two tracks for graduation (only one diploma): college preparatory and core. However, all students must successfully pass state-developed end-of-instruction (EOI) tests. Dr. Buckley explained that the duties of the ACE Steering Committee included curriculum alignment, new assessment development, determination of passing scores, identification of alternate tests, development of remediation strategies, and determination of consequences for students who do not meet mandated standards. He went on to explain the definition of mandated standards for receiving a high school diploma. These include the successful completion of curriculum, demonstrated mastery of Algebra I and English II through EOI tests, and demonstrated mastery in two of the following: Algebra II, Biology I, English III, Geometry, or U.S. History. Dr. Buckley explained that the Steering Committee was divided into three subcommittees. The first, dealing with curriculum alignment, will determine Priority Academic Student Skills (PASS). The second will focus on intervention and remediation. The third, the Alternative Assessments subcommittee, on which Dr. Buckley is a member, will address the question of what students can do if they cannot pass the EOI tests.

Dr. Buckley continued his presentation by explaining the alternate test requirements specified directly from legislation. There are a list of alternate tests that can be considered at a minimum, including the ACT/SAT and WorkKeys Assessment, which provides information about skill sets and is favored by employers. In addition, the legislation requires the development of a list of state and national career and technology education tests that result in a recognized credential. This list will be forwarded to the State Board of Career and Technology Education and then to the State Board of Education for approval. Dr. Buckley noted that licensing in a skill cannot substitute for an EOI test. Legislation also requires that alternate tests must be standardized, independently graded, knowledge based, and administered on a multi-state or international level. Finally, legislation requires the Steering Committee to recommend a minimum score or level of mastery needed to pass each alternate test. Dr. Buckley emphasized the challenge in determining the basis for minimum scores.

One method of determining scores is to use bookmark testing. Dr. Buckley explained that the bookmark is the level at which a student passes. After a test is developed, teachers complete the
test and determine the bookmark or how far a student should get before going on. Each subject has its own PASS score and the scores change yearly. Scores are also compared to those in other states. Dr. Buckley noted that current tests are objective, as essay questions are far more costly to develop.

Next, Dr. Buckley provided the subcommittee’s current alternate test recommendations. He stated that the subcommittee recommends all the alternate tests required directly from legislation along with the following tests: PLAN, TOEFL, CLEP, and a substantial list of Career Technology programs of study that result in licensure or certification. The subcommittee will continue its work by determining PASS scores for alternate tests and determining student eligibility requirements for use of an alternate test. Dr. Buckley stated that there is a philosophical question of whether an alternate test must lay right on top of the mandated EOI or if it can be another method of testing these skills. He noted that the legislative act requires all alternate tests to equal or exceed the rigor of EOI tests and that students must still pass Algebra I and English II EOIs.

The floor was open for discussion and questions for Dr. Buckley.

Mary Penick. Will there be study books or practice questions for the EOI tests?

Dr. Buckley. EOI test questions from the previous year are released and publicized.

Sherry Reynolds. In the past, practice questions have been thrown off the test. They were considered bad questions.

Carla Guthridge. What is the goal of ACE? How do they define excellence?

Dr. Buckley. The goal and definition of excellence is similar to other states. It is a law and cannot be changed.

Sylvia Burgess. Has it been implemented?

Dr. Buckley. It has been implemented in Virginia and Massachusetts.

Sylvia Burgess. What is the impact on the dropout rate?

Dr. Buckley. It has not been a factor in the dropout rate?

Sylvia Burgess. This legislation has no teeth unless the GED is equivalent to the EOI. What is the downside, will the GED continue to exist?

Mary Penick. Can a student take the EOI ahead of their peers?

Dr. Buckley. Another question is how many times can a student take the EOI before declaring the student failed. There must be remediation.

Jim Lambert. How does this improve entering freshmen at Cameron?

Dr. Buckley. Cameron is less likely to become the first choice for students. Cameron must become more attractive to students; we must raise our standard of learning.

Sylvia Burgess. Do we have enough teachers in school with expertise to teach test requirements?

Dr. Buckley. Teachers should teach to PASS skills, not to test requirements. The cost of testing is huge.

Sylvia Burgess. There are not enough math and science teachers. Some only have minors in these areas. Universities will have to increase demand for skills in math and science. Alternative education must be rethought.

Carla Guthridge. There are not enough resources in schools to do the job.

Jim Lambert. There is an opportunity for math and English majors to serve as teaching assistants in high school, to assist with remediation and service learning. This would provide a service to the community.

Sylvia Burgess. I am currently involved with writing a grant for this. We would provide fees to math majors for tutoring in schools.

Chair Penick thanked Dr. Buckley for his presentation.

V. ADJOURNMENT

The meeting was adjourned at 5:00 p.m.
VI. NEXT MEETING

The next meeting of the Long-Range Planning Committee will be on Wednesday, January 23, 2008, at 3:30 p.m. in Room 104 of the Student Union.

Respectfully submitted
Monika Linehan
Secretary, Long-Range Planning Committee