

**VETERINARY,
CONTINUED**

Both Shields and Welch acknowledged that the pandemic paused part of the planning process, but now that officials have decided to formally proceed, the university will begin working toward the goal of new students soon.

"We have many of our approvals already in place, and by adopting a plan for shared use of current facility assets, we would like to welcome our first class at the earliest possible date," Shields said.

Interim Provost Len Frey detailed the timeline ahead..

"We will be counting on partners on-campus to assist in the completion of our curriculum so we can meet the review deadlines ahead of us both internally and externally," Frey said. "If we discover

problems that cannot be solved on the timeline we have, we will adjust accordingly. But from our internal discussions, we feel confident about the process."

Shields and Frey were joined at Tuesday's update media event by Dr. Mickey Latour, A-State's dean of College of Agriculture; Dr. Jennifer Bouldin, the interim dean of the College of Science and Mathematics; Dr. Cherisse Jones-Branch, dean of the Graduate School; and Faculty Senate President Dr. Ed Salo, who each offered comments in support of the CVM.

The A-State CVM will operate on a three-year distributed model, which will also be important for the industry. Students will complete their first years of coursework on campus before moving into

the veterinary community for residencies, internships and specialty placements.

Nationwide there is a significant shortage of veterinarians, and combined with an anticipated retirement of current vets, the American Association of Veterinary Medical Colleges projects the need for another 41,000 veterinarians by 2030.

In Arkansas, more than 40 students leave the state each year for veterinary school, and they are less likely to return to help the state with the demands of both companion animal vet practice and in farm and large industry vet needs.

"We all recognize that keeping down the cost of higher education is important to our citizens, and by adopting

a three-year program and operating the college internally we seek to make our doctor of veterinary medicine degree more affordable," Shields said. "The national average for annual vet school tuition is over \$50,000 for in-state and more than \$80,000 out of state. We will propose a tuition much lower, and that is possible because we are operating as a public university."

A-State's next steps toward welcoming its first students will be curriculum approval by university officials and the Arkansas Division of Higher Education (ADHE), both of which are in process. The ASU System Board of Trustees is expected to take action on the proposal at its March meeting. An initial cohort of 120 students is anticipated.

The use of existing on-campus facilities during the launch phase for first- and second-year classrooms, laboratories and college office space also will be an important factor in both keeping costs in check and achieving an opening as soon as practical. It will also allow A-State to concurrently begin work on additional buildings, likely as a part of the university's research and teaching farm.

"The A-State College of Veterinary Medicine is being made possible by collaboration," Shields said. "Something I've stressed is we have to be ready to work outside of our silos and work together, and I've been so very impressed by the way our deans and faculty involved have pitched in. I'd also like to thank our now interim provost

Len Frey who has done a considerable amount of work with our primary consultant, Dr. Jim Lloyd, who is the former dean of the veterinary school at the University of Florida."

The future College of Veterinary Medicine will add a faculty and support staff of approximately 40 professionals. The initial up-front equipment and facility investment cost of \$15 million to launch will be funded by a combination of potential sources including CVM tuition, fund-raising opportunities, university reserves and potential bonding initiatives.

The Counseling Center has moved



GRAPHIC COURTESY OF ARKANSAS STATE UNIVERSITY

The Counseling Center has moved to what used to be the Wilson Advising Center. It is now called the Wilson Counseling Center.

"Now that we're in our own private space, it allows students a little bit more comfort in coming in. The way that our office is also set up allows some additional confidentiality," said Amber Martin-Long, director of the Wilson Counseling Center.

The Wilson Counseling Center features a room for group therapy, as well as a meditation room, which will allow students to relax, destress, meditate and more.

Martin-Long said in the new space, counselors' offices now have windows. She added that the staff also have a conference room.

"We are a very tight knit group," Martin-Long said. "So now we have a common space that we can go and have lunch together. It helps our own mental health so that we can be at our finest to help with our students as well."

New certificate program creates name, image and likeness (NIL) opportunities



PHOTO COURTESY OF ARKANSAS STATE UNIVERSITY

Centennial Bank Stadium

Zeta Phi Beta celebrates Founders Day

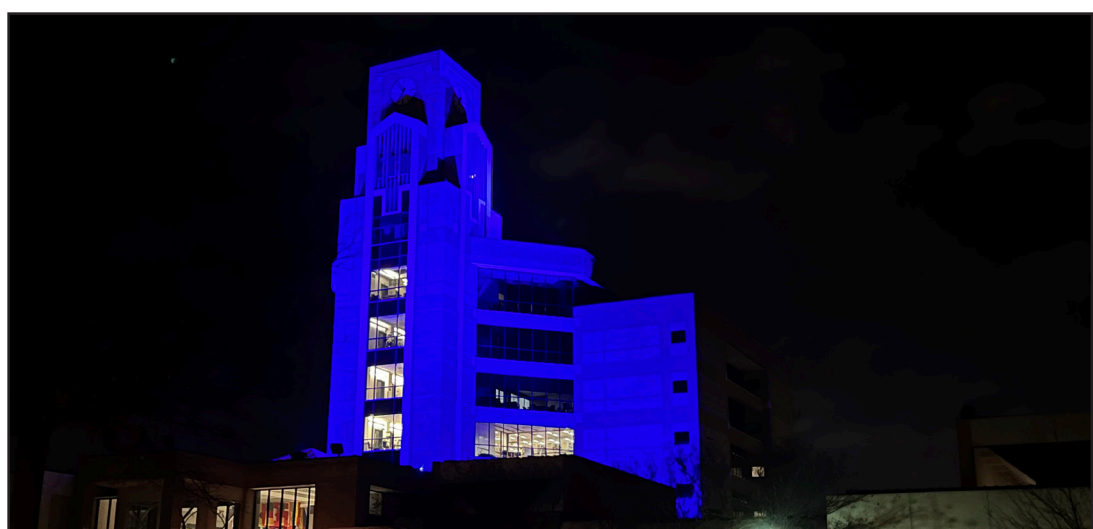


Photo by Rebecca Robinson | Editor-in-Chief

Zeta Phi Beta sorority observed its Founders Day on Monday. The clock tower was lit blue in their honor.

The sorority was founded on Jan. 16, 1920, at Howard University, making the organization 103 years old.

Created by five women, the organization has over 800 chapters across the globe. In 1948, it became the first Greek-letter organization to establish a chapter in Africa, that being in Monrovia, Liberia.

Zeta Phi Beta is the only National Pan-Hellenic Council sorority constitutionally bound to a fraternity, that being Phi Beta Sigma.

Arkansas State University has all nine groups included in the Divine Nine with the reactivation of the fraternity Iota Phi Theta.

"I graduated here in 2014 and we actually had five groups, so seeing all nine definitely gives students options," said Robert Johnson, director of student success. "It's a recruitment tool, where some minority students pick their school, on what organizations are actually here. So just having all nine definitely benefits our students."

A-STATE NEWS

PRESS RELEASE

A new program at Arkansas State University is now available to athletes and sports professionals with name, image and likeness (NIL) opportunities.

The certificate program in athlete name, image and likeness promotion will offer benefits to students in multiple areas, not just athletes. It is open to all undergraduate students.

"Specifically, the majors who might be most attracted to this would be those in sport management, strategic communication, and marketing," noted Dr. Holly Hall, professor of strategic communication. "It is also a good fit for any athlete looking to build and benefit from their brand while in college."

Courses in the program include "Sports Promotion and Sales Management," "Legal issues in Sport," and "Strategic

Visual Communication."

At the outset of the NCAA's policy change, some expressed concern female athletes would not benefit from the new NIL opportunities.

"Thankfully, that hasn't been the case," Hall continued. She noted that ESPN, the sports media giant, has said, "Women have thrived in the NIL space, not only earning money, but gaining a platform to advance gender equity in college sports and beyond."

Although NIL critics also were concerned that deals would benefit only the top 1% of athletes, Hall again cited ESPN's research. "Athletes, from star players in high-revenue sports to walk-ons to charismatic athletes in lesser-viewed sports, have found the NIL space to be quite lucrative," the network said.

The NIL certificate program cleared the campus Undergraduate Curriculum Council before going to the

Arkansas Department of Higher Education for final approval. The proposal said the multidisciplinary certificate is aimed at those involved in work that supports student athletes -- from compliance officers, athletic directors, social media managers, or those working in a business related to student athletes.

"The program provides a means to empower athletes and those interested in helping collegiate athletes build and benefit from their brands," Hall added, "and it is an opportunity for A-State students to potentially mesh in-class learnings with hands-on experience in an innovative area."

For more details, interested students may contact the Departments of Communication, (870) 972-3091; Health, Physical Education, and Sport Sciences, (870) 972-3066; or the Department of Economics and Finance, (870) 972-2280.