



## Arkansas Division of Higher Education

423 Main Street, Suite 400 • Little Rock, Arkansas • 72201-3818 • (501) 371-2000 • Fax (501) 371-2001

Johnny Key  
Secretary

Maria Markham, Ph.D.  
Director

August 2, 2021

The Honorable David Wallace, Chair  
The Honorable David Hillman, Chair  
Arkansas Legislative Council – Personnel Subcommittee  
State Capitol Building  
Little Rock, AR 72201

Dear Senator Wallace and Representative Hillman:

South Arkansas Community College (SACC) requests the establishment of one (1) non-classified position from the Higher Education Central Pool authorized by Act 763 of 2019, ACA §21-5-1415. In accordance with the provisions of the act, we are forwarding our recommendation to you for consideration.

We recommend that the following be established from the Higher Education Central Pool:

### **Requested**

**Title:** Sales and Marketing Manager  
**LIM – FY22:** \$99,641  
**Salary – FY22:** \$62,500 - \$68,000  
**Institution Match Rate % – FY22:** 33%  
**Institution Match \$ - FY22:** \$20,625 - \$22,440  
**Total Compensation FY22:** \$83,125 - \$90,440  
**Number of Positions:** 1

### **Recommendation**

**Title:** Program Manager  
**LIM – FY22:** \$101,537  
**Salary – FY22:** \$62,500 - \$68,000  
**Institution Match Rate % – FY22:** 33%  
**Institution Match \$ - FY22:** \$20,625 - \$22,440  
**Total Compensation FY22:** \$83,125 - \$90,440  
**Number of Positions:** 1

The position is requested to promote the college and conference center while integrating the campus with the community. This title is currently used at other institutions.

The Program Manager will be the lead marketing professional for the conference center. He/she will coordinate a regional outreach sales program. In addition, the Program Manager will meet with prospective local, national, international, convention, trade, corporate, public, and gala show clients to sell space and services of the facility and develop partnerships which lead to increased use of the center.

Sincerely,

Maria Markham, Ph. D.  
Director

# South Arkansas Community College

P.O. Box 7010 El Dorado, AR 71731 1-800-955-2289

OFFICE OF THE PRESIDENT



August 1, 2021

Dr. Maria Markham, Director  
Arkansas Department of Higher Education  
423 Main Street, Suite 400  
Little Rock, AR 72201

RE: Request for Non-Classified Position from Central Pool

Dear Dr. Markham,

In accordance with Section 10 of Act 496 of 2021, South Arkansas Community College respectfully requests a non-classified position from the Higher Education Central Pool effective immediately for FY 2022. This position will report directly to the President of the College and will be funded through a public-private partnership.

Justification:

The El Dorado Conference Center Marketing and Sales Manager is the lead marketing professional for the conference center, reporting directly to the President. This outside marketing professional works directly with conference center management and staff, College PR and Marketing staff, College fiscal affairs, and other related departments to maximize efficient use, profitability, and community service as related to the center.

The position as described will provide an integral element promoting the college, integrating the campus with the community. The position will also attract other cultures and expand the horizon for our students, community, and Staff.

We respectfully request this position be approved.

If you have any questions, please contact me at (870) 864-7152. We appreciate your consideration of this request.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Dr. Bentley Wallace'.

Dr. Bentley Wallace  
President  
South Arkansas Community College



## Division of Higher Education Non-Classified Central Pool Justification Form

<b>Institution:</b>	<b>South Arkansas Community College</b>	<b>Date:</b>	<b>8/01/2021</b>
<b>Requested Authorized Title:</b>	Sales and Marketing Manager	<b>LIM:</b>	\$99,641.00
<b>Working Title:</b>	El Dorado Conference Center Sales and Marketing Manager	<b>Estimated Salary Range:</b>	\$62,500 to \$68,000.00
<b>Institution Match Rate %:</b>	33%	<b>Institution Match \$:</b>	\$20,625.00 to \$22,440.00
<b>Total Compensation:</b>	\$83,125.00 to \$90,440.00	<b>Number of Positions:</b>	1

<b>Board Approval Date:</b>	<b>07/27/2021</b>
-----------------------------	-------------------

**Justification:**

The El Dorado Conference Center Marketing and Sales Manager is the lead marketing professional for the conference center, reporting directly to the President. This outside marketing professional works directly with conference center management and staff, College PR and Marketing staff, College fiscal affairs, and other related departments to maximize efficient use, profitability, and community service as related to the center.



# Division of Higher Education Non-Classified Central Pool Justification Form

## Educational Requirements:

### 1. Minimum Qualifications:

- a. Knowledge of convention, conference, exhibit, and other hosted-space best-practices
- b. Proven and demonstrable success in previous industry-specific sales, marketing, and/or management positions
- c. Ability to express information (sales-to-operations) to ensure excellent service after the sale
- d. A bachelor's degree in public relations, marketing, business administration, or related field
- e. Three years of supervisory and/or sales experience in conference center management, event management, or related field

### 2. Preferred Qualifications:

- a. Master's degree in public relations, marketing, business administration, or related field
- b. Professional certifications (CASE, CEM, CMP, CVP, etc.) and/or active engagement with industry organizations (ASAE, IAEE, IAVM, MPI, PCMA, etc.)



## Division of Higher Education Non-Classified Central Pool Justification Form

3. The El Dorado Conference Center Marketing and Sales Manager core functions:
  - a. Provides competitive, aggressive, and entrepreneurial marketing and sales leadership for the center while building essential internal and external relationships
  - b. Oversees development and coordination of marketing collaterals to support conference center outreach and sales including (but not limited to) updates to conference center website, print, audio and video media, and social media
  - c. Coordinates a regional outreach (sales) program, including frequent travel and sales presentations, to effectively secure short and long-term booking and maximize conference center usage while maintaining accounts
  - d. Meets with prospective local, national, international, convention, trade, corporate, public, and gala show clients to sell space and services of the facility
  - e. Working in conjunction with the conference center general manager:
    - i. coordinates master calendar / space availability information
    - ii. determines catering, food-service, and banquet options and pricing
    - iii. attends and assists with events at the conference center as needed
  - f. Collaborates with conference center and other college personnel to determine facility and technology upgrade needs at the center
  - g. Collaborates with local, state, regional, and national entities to develop partnerships which lead to increased use of center including (but not limited to) the El Dorado – Union County Chamber of Commerce, Main Street El Dorado, El Dorado Downtown Merchants Association, Murphy Arts District, Mystic Creek Golf Club, the City of El Dorado, the Arkansas Hospitality Association, the Arkansas Department of Parks, Heritage and Tourism, the Arkansas Economic Development Commission, etc.
  - h. Develops, in conjunction with College President, goals and metrics used to monitor and report operational efficiencies and success of marketing and sales efforts
  - i. Remains knowledgeable on current trends in conference center trends, amenities, sales techniques, etc.
  - j. Participates in producing and delivering quarterly conference center performance reports to the El Dorado Works Board, City of El Dorado, and the El Dorado Conference Center Advisory Committee
  - k. Coordinates with conference center and business office staff to accurately monitor and report sales-related budget information
  - l. Exhibits skill in supervisory practices and techniques; solving difficult problems; initiative and follow-through; analyzing data and making appropriate recommendations; developing and implementing policies and procedures; acting as a community liaison; establishing and maintaining effective working relationships with staff, faculty, students, and the public; presenting ideas and concepts orally and in writing

**Other duties as assigned**



# Division of Higher Education Non-Classified Central Pool Justification Form

## Additional Information:

The El Dorado Conference Center Sales and Marketing Manager is a new hire position. This position will report directly to the President of South Arkansas Community College.

## Decision (for official use only)

<input type="checkbox"/> Approved	<input type="checkbox"/> Rejected
<input type="checkbox"/> Approved with modifications	<input type="checkbox"/> Deferred

**Justifications:**

## Signatures (for official use only)

Institutional Finance:		Date:	
ADHE Director:		Date:	