

# Core Team Meeting

November 5, 2012

1:00 – 2:00 p.m.

## Minutes

**MEMBERS PRESENT:** Dr. Tamara Clunis; Lee Colaw; LuLu Cowan; Cara Crowley; Sharon Doggett; Melodie Graves, Kara Larkan-Skinner; Patsy Lemaster; Dr. Russell Lowery-Hart, Dr. Paul Matney; Danita McAnally, Mark Rowh; April Sessler; Jeanetta Smiley, Tony Thomas; Renee Vincent; Dr. Kathy Wetzel

Others present: Jason Norman, Joe Wyatt

Recorder: Joy Brenneman

**MEMBERS ABSENT:** Bob Austin, Dr. Mike Bellah, Diane Brice, Ellen Green; Dr. Lana Jackson, Pam George; Charlotte Rhodes

### OVERVIEW (Russell)

AtD Coach Visit – November 12-13, 2012 – to meet with chair/co-chairs of interventions (schedule attached to minutes)

- Will work with them on assessment and plans for gathering data we may not have

### Intervention updates

- Poverty
  - VA Benefits are now part of the Benefit Bank; three new people have been trained including Kelly Murphy; Amarillo community has already pulled \$500K back into Amarillo
- FYS
  - IR working with Lana to connect the 5 interventions/5 AtD Goals with the QEP
- Tutoring
  - Kathy and April need to develop a plan and start moving forward
- Course Redesign and Developmental Education – no report

### General Assembly Update (Paul)

- January 9, 2013, Grand Plaza –Civic Center
- Dr. Mark Milliron, President of Western Governors University (affordable online baccalaureate and graduate education) will speak on the future of higher education
  - Frank Phillips College and Clarendon College have been invited to join us
- Dr. Milliron will meet with smaller groups following General Assembly to discuss Western Governors University
- Dr. Clunis and others will provide update on developmental education

## **DATA SPECIALISTS (Dr. Kathy Wetzel)**

- College Success Summit
  - Instructional data specialists – faculty trained to analyze success data by discipline
    - Can't be a department chair
    - Works with an IR contact
    - Trained to search, compile, predict data
    - Report back to department on trends, possible solutions
  - Outcomes
    - Generate discussions and new ideas
    - Allow department chair to have individual discussions with faculty but group discussions would be held by the instructional data specialist
    - Alleviate some drain on IR
    - Individual and aggregate data provided to faculty
  - Will pilot this year
    - Plan to expand to advisors and possibly to non-instructional areas
  - Training will be provided by Kara Larkan-Skinner after the Christmas break to review how to look at the data

## **PROPRIETARY SCHOOLS PRESENTATION (Joe Wyatt)**

- Background information
  - Enrollment in for-profit schools has grown from 350,000 a few years ago to 2.5 million
  - 2 billion per year industry
  - Spend more in advertising than in education
  - 13% nationwide enrolled in these schools
  - 64% drop out rate
- We need to learn from them - what are they doing that works - and create counter-marketing
- Our advising department reports that we are doing recovery advising for these students; students have used all financial aid but have still not received an education
- These are some of the reasons AC has asked FPC and Clarendon to offer cosmetology in our service area
- Joe's Prezi presentation is included with these minutes

## **OTHER DISCUSSION**

- None

**NEXT MEETING DATE: December 3, 2012; 1:00 – 2:00 pm; Library 113**

# ATD COACH VISIT

Linda Watkins  
Nancy Showers

## Schedule

### Monday, November 12, 2012

Amarillo College Overview of Progress	Paul	Lib 115	8:30 – 9:00
Course Redesign	Cara & Frank	Lib 112	9:00 – 10:00
Poverty	Lulu & Jason	Lib 112	10:00 1- 11:00
Developmental Education	Tamara & Edie	Lib 112	11:00 – 12:00
Lunch	Deans	TBA	12:00 – 1:30
Open			1:30 – 3:00
Tutoring	April & Kathy	Lib 112	3:00 – 4:00
FYS	Lana, Judith, Jill	Lib 112	4:00 – 5:00

### Tuesday, November 13, 2012

Data Instructional Specialists Meeting	Data Specialists	TBA	8:00 – 10:00
Data	Kara	TBA	10:00 –

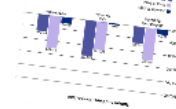
### Action Items

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# Higher Education For Profit

Why should we care?



MEAN  
David Shields and David Boies

Investment Management	\$1.2 trillion
Private Equity	\$1.1 trillion
Public Equity	\$1.0 trillion
Real Estate	\$0.8 trillion
Commodities	\$0.7 trillion
Insurance	\$0.6 trillion
Banking	\$0.5 trillion
Technology	\$0.4 trillion
Health Care	\$0.3 trillion
Consumer Goods	\$0.2 trillion
Industrial	\$0.1 trillion
Retail	\$0.05 trillion



The for-profit college industry gets most of its \$30 billion-plus annual revenue from federal financial aid. Many for-profit schools obtain 90 percent of their income through federal student grants and loans.



**U.S. News**  
In the News  
Atlantic

Under Center Staffing, Multi-College  
Management, and Other Changes to  
the Traditional University Model  
U.S. News, January 1, 2012

Should All for-Profit Colleges Be Shut Down?  
U.S. News, March 1, 2012

For-Profit College Industry's Growth Is  
Booming, But Is It Sustainable?  
U.S. News, July 1, 2012

Attorney General Reports on the  
College Industry's Financial Practices  
U.S. News, July 1, 2012

Jewkins Releases Critical Report on For-Profit  
U.S. News, July 1, 2012

News

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# Higher Education For Profit



AN  
INSTITUTE  
FOR CONTEMPORARY





In the News

*the Atlantic*

# Under Cover Testing Finds Colleges Encouraged Fraud and Engaged in Deceptive and Questionable Marketing Practices.

-U.S. Government Accountability Office, Aug. 4, 2010



## Students at For-Profit Colleges Earn Less, Study Says

-U.S. News & World Report, March 23, 2012

For-Profit College Students Most Likely To  
End Up in Debt with No Diploma, Report Shows

-Huff Post, June 4, 2012

# Attorney General Targets For-Profit Colleges Looking To Make a Buck - Especially Off Veterans

-Las Vegas Sun, June 5, 2012

# Harkin Releases Critical Report On For-Profits

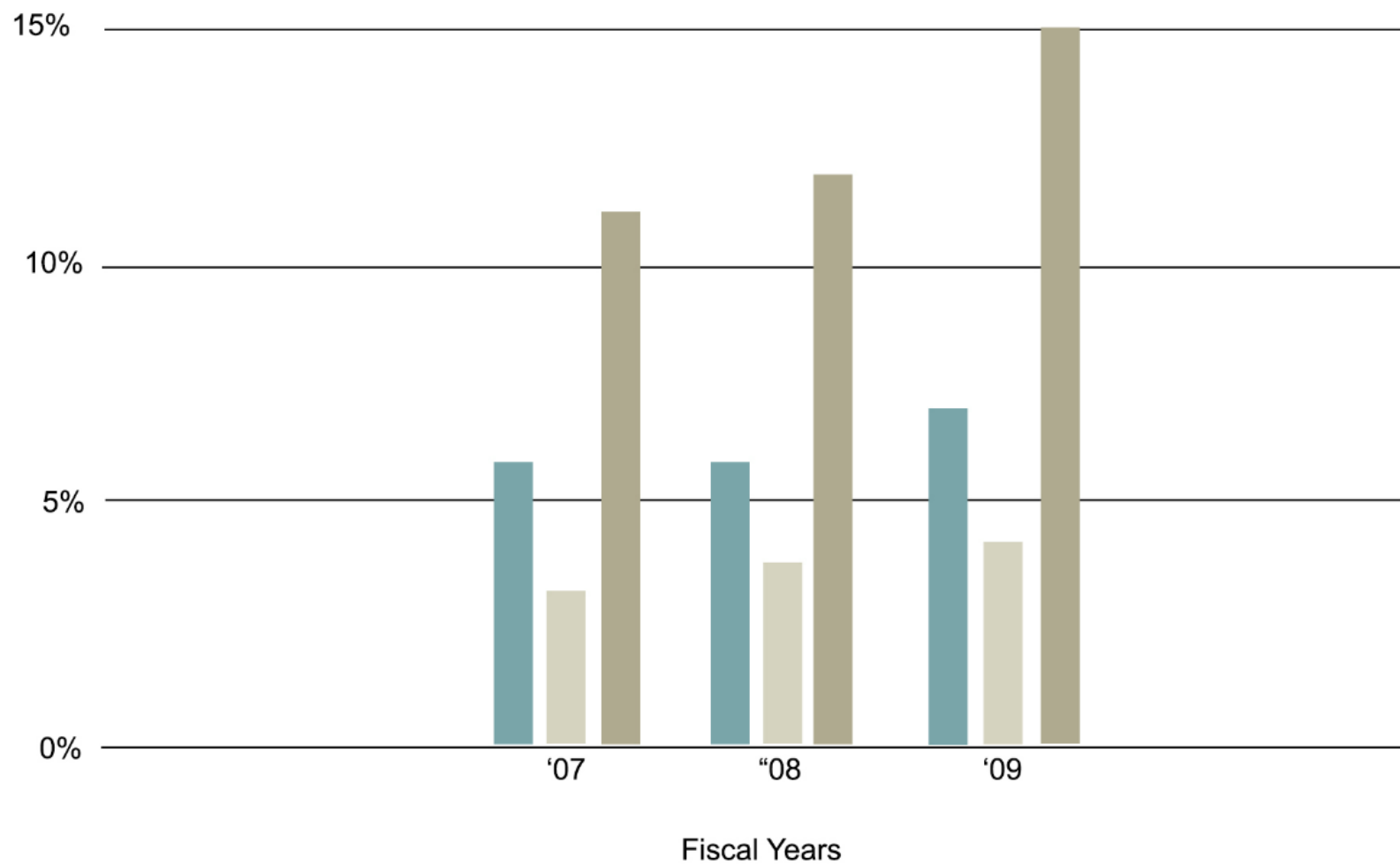
-Inside Higher Ed, July 30, 2012

The for-profit college industry gets most of its \$30 billion-plus annual revenue from federal financial aid; many for-profit schools obtain 90 percent of their income through federal student grants and loans.



## Defaulted Student Loans

Percentage of loans that go into default within two years of borrower being required to make payments



- Public colleges
- Private, nonprofit
- Private, for-profit

Bridgepoint Education	\$3,626,792
Apollo Group Inc.	\$1,015,000
Career Education Corporation	\$1,010,000
Education Management Corporation	\$750,000
DeVry Inc.	\$790,000
Kapalan, Inc	\$720,000
Universal Technical Institute Inc.	\$350,000
Capella Education Company	\$250,000
Alta Colleges, Inc.	\$240,000

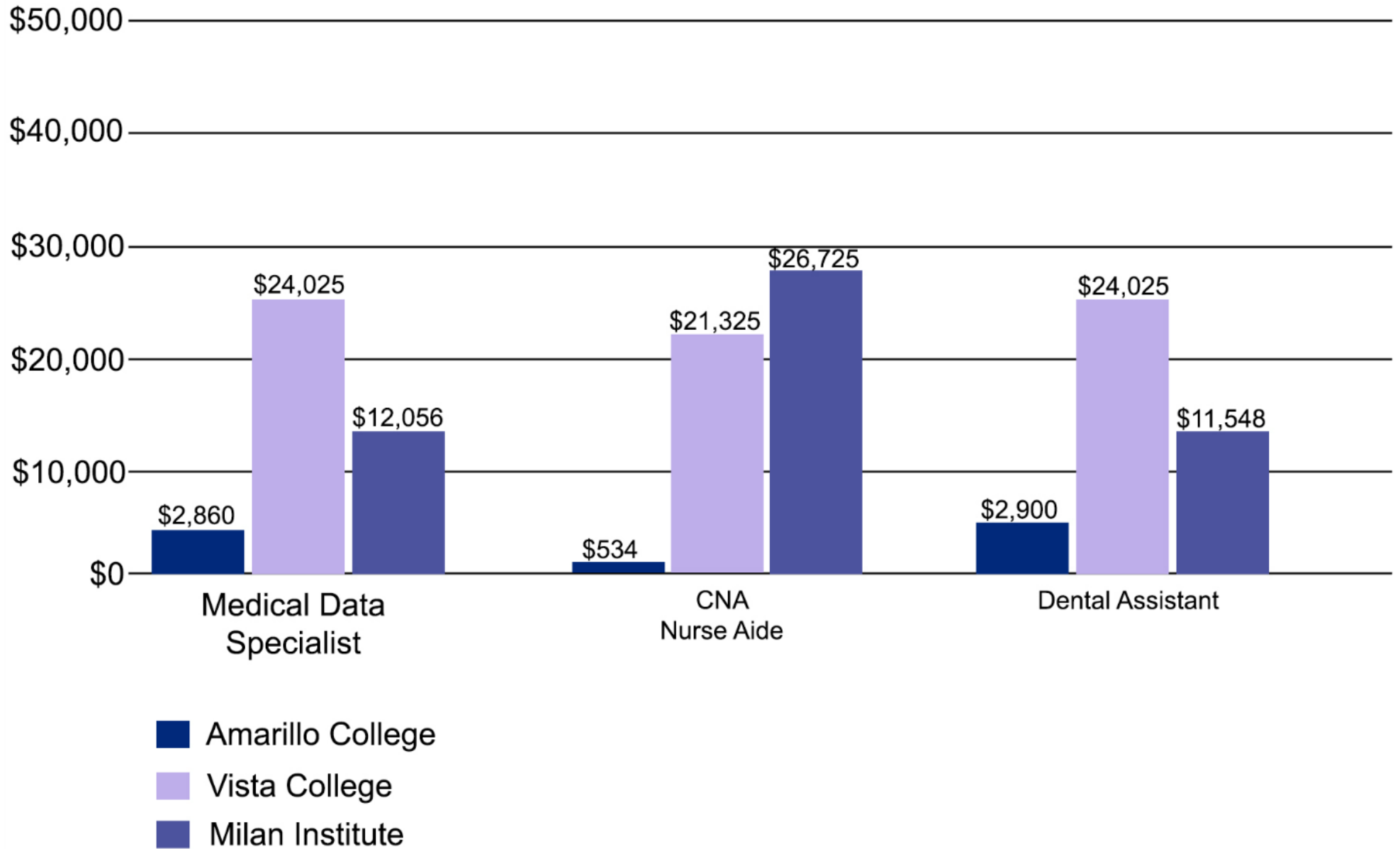
## Large and Small

The for-profit sector is not comprised only of enormous chains, like the University of Phoenix Online with more than 532,000 students; another important part of the sector consists of often independent "career colleges"





## Tuition and Fees Comparison





You Tube

# Why should we care?



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Amarillo College

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