

**Dean's Council
January 5, 2011
Minutes**

Members Present: Russell Lowery-Hart, Joy Brenneman, Bill Crawford, Daniel Esquivel, Shawn Fouts, Patsy Lemaster, Jerry Moller, Carol Moore, Lou Ann Seabourn and Renee Vincent

Members Absent:

Others Present: Ellen Green

Distance Learning – Online Program Development

Initial information indicates several programs are very close to being 100% online.

At February 16 Dean's Council meeting, Dean's are to bring information to identify which programs are primed to be developed and supported completely online.

Program Marketing

Dean's Council members were asked to bring a list of recommended programs that meet the following criteria:

- Programs with the greatest potential for growth
- Correlated with highest quality

Ellen Green asked for a list of programs that need to be marketed in the upcoming year. The programs will be targeted through Google Search Ads, landing pages, etc.; not advertising and billboards. Nursing, paralegal, occupational therapy and medical data specialist were the programs targeted last year. Programs selected are:

- Honors program
- Renewable Energy (including Electrical Lineman, Instrument and Control, Process Technology, Wind, Solar)
- Computer Information Systems
- Surgical Technology

Career Cluster brochures are in the development process. Some programs are already in an updated cluster brochure, but several programs have outdated brochures or are not currently in any brochure at all. Ellen is concerned that

information is being produced outside College Relations and distributed to prospective students.

Once all cluster brochures are developed and produced, individual program brochures will no longer be produced. General brochures are also developed in College Relations, e.g. branch campus brochures.

New Business

A copy of the Kansas Study was distributed to the Council. The study compares AC to national data regarding student to faculty ratios. The data will be used in conjunction with FWA information to determine instructional needs within departments.

MCC will lease land next to the campus. Concrete will be poured to support the training trailers for the Renewable Energy program.

Texas Tech has received land in the medical area to build a simulation hospital.

Patsy's area is preparing for first week activities planned for next week.

Hereford will receive proposals on 3 different sites for possible expansion.

The March 2 Dean's Council meeting will be held at the Moore County Campus.

Adjourned at 3:32.