

PRESIDENT'S CABINET MEETING

November 2, 2010

MINUTES

MEMBERS PRESENT:

Bob Austin, Terry Berg, Lee M. Colaw, Ellen Robertson Green, Russell Lowery-Hart, Paul Matney, Danita McAnally, and Damaris Schlöng

OTHERS PRESENT:

John Marmaduke, Brenda Sadler, David White, and Joe Wyatt

Core Values: Integrity + Innovation + Teamwork = SUCCESS

Cabinet Roundtable:

Matney introduced John Marmaduke, Chairman of the Board, President and Chief Executive Officer, Hastings Entertainment, Inc. The Cabinet members introduced themselves to Mr. Marmaduke. Mr. Marmaduke was a former Amarillo College student. Hastings Entertainment Inc. consists of 149 retail stores located in 20 states employing approximately 6,000 employees. Its headquarters is in Amarillo. Hastings offers a large collection of entertainment products including music, books, periodicals, sale videos, software, and rental videos. Mr. Marmaduke said he sees value in having a Strategic Plan. He has serious dialogs twice a week with his leadership team where he gains great ideas from various inputs; he holds meetings at 4:00 pm on Friday afternoon for all employees and Monday morning meetings for his top officers. He believes in his team and what they have to offer. Mr. Marmaduke talked about an audio book, "Whole New Mind," which engages the idea that right-brained people will be taking the reins in business in the future. He gave Matney a sign which had the following written on it: "An informed point-of-view is worth 30 IQ points." His goal for 2010-2011 is to get back to simplicity. He plans to simplify the front counters in 2011. Mr. Marmaduke tries to get to the root problems by asking 'why' five times. He is continually redesigning Hastings. Mr. Marmaduke has recently opened Sun Adventure Sports, a bicycle shop. Before opening, he set out and visited 15 bicycle shops around the country. In marketing Sun Adventure Sports, he chose a great location; accepts trade-ins; has sales associates start up dialog with customers. He pays attention to his employees, asks questions, and trains his employees to excel in customer service. Number one is customer service as the customer requires more today. One of Mr. Marmaduke's adages is to "fire fast and hire slow." He said he believes internal dialog is as beneficial as reading the *Wall Street Journal*.

Discussion:

WEB INPUT MARKETING – In "web 1.0" one learns that the internet is the only medium; Google has changed the search engines. Green said she surveyed students in a mass communication class of Jill Gibson's; they were asked how often they read a newspaper and the answer was once or twice a week; they were also asked how often they read their email messages and the answer was all day long. David White, Web and Communications Specialist, said they give usability testing and check the search box as to what is frequently selected from the users and that research helps determine what goes on the AC website. In "web 2.0", HTTP server push (also known as HTTP streaming) is a mechanism for sending data from a web server to a web browser. HTTP server push can be achieved through several mechanisms. Joe Wyatt, Communications Coordinator, writes top

stream on web; “pushing” got moved to the Facebook page; there is an iPad application; and twitter is offered. There is a lot of search engine marketing; Green has been working with the Deans regarding what programs they wanted pushed on the website; the paralegal program is one being pushed. The Master Calendar which shows what is coming up for the next seven days is on the web page and MyAC. Green said White gives Content Management System (CMS) training which trains every area to update their web page; Green requested that every area send at least one person to the training. A part-time employee has been hired to help update programs’ web pages; which are the best marketing tools. Web page content always needs updates. People use the live chat on AC’s Facebook page.

THREAT RESPONSE TEAM TASK LIST – Berg distributed handouts with an organizational chart for the Threat Response Team and a task list which outlines specific tasks to each member. A routine meeting will be held on Friday; Dr. Heuston will debrief Amarillo College on how we are doing after the training. Once an emergency incident has or is occurring an emergency message will be pushed through the AC Alert System; and the Emergency Operations Center (EOC) will be activated. Team members need to be aware all the duties of the team. Dr. Shawn Fouts, Dean of Career and Technical Education and Alex Chancia, Coordinator of Criminal Justice have been added to the team to cover the East and West Campuses respectively. It was agreed that the organizational chart for the team should be made a part of the Threat Response Manual. In the event of an emergency, AC will be graded on how well the team and College responded.

HONORS PROGRAM STRATEGIC PLAN – Lowery-Hart distributed a handout. To coincide with the Strategic Plan, the honors program has been recommended to be a two-tiered program. Tier one: Honors Program of Presidential Scholars (30 students) who will form a learning community which will include core courses; they will receive \$500/semester scholarship, textbook scholarship, articulation agreements with major universities guaranteeing transfer acceptance, international travel, community mentors, and other Presidential Scholar opportunities. Tier two: The Honors Program will accommodate any number of Honors Program students; however, scholarships may be limited to 100. Any student with an AC GPA of 3.5 or better, or an entering high school grade of 90 or higher may enroll in Honors sections from a variety of classes. It has been requested that a \$100 scholarship/semester be granted to any student enrolled in one of these Honors courses. The plan will be taken to the AC Foundation; many people will be included in the planning.

REPLACEMENT HIRING – Matney stated that he is convinced that the next legislative session is going to be difficult and we will be challenged in our budget. He said that if we end up replacing every position when it is vacated we will be in the same place as last year. Matney indicated he is not sure a hiring freeze would be the answer, but asked everyone to be thinking about before budget time.

Announcements:

- McAnally distributed an article entitled, *Financial Agility, The Four Crucial Conversations for Uncertain Economic Times*, from VitalSmarts.
- Cabinet was asked to bring two action items to cover the entire employee survey and 3-4 bullet items to each question to the 11/17 meeting for discussion.
- Meetings and discussions regarding Hereford Campus expansion have been taking place.
- Colaw distributed a copy of Datatel’s Five-year Plan to be presented on November 3; he requested Cabinet to read and familiarize themselves prior to the presentation.

- On November 10, the Texas Supreme Court will meet in Amarillo to present and preside over two cases; 20 students have been invited to attend. Matney plans to attend.
- An article about switching to E-textbooks from *The Chronicle of Higher Education* was distributed.

Next meeting: November 17, 2010
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