Amarillo College Community Link

Community Advisory Committee Meeting

June 7, 2010

In Attendance: Daniel Martinez, Bob Austin, Charles Mestas, Zetta Riles, Mayor Debra McCartt, Paul Boston, Anita Perez, Becky Lopez, JoAnn Cruz-Perez, Santos Tenorio, Myrna Raffkind, Art Rodriguez, Sergio Velasquez, Maury Roman, Danette Fenstermaker

Guest: April Sessler

1. Maury called the meeting to order and welcomed everyone.
2. Maury presented a report on the Adult Recruitment Plan.

The plan for the outreach campaign began in 2008 and will be reviewed in 2011. The purpose of the plan is to identify specific goals and activities in support of AC’s Enrollment Management Division and to increase the participation of adult students (25 years and older) at Amarillo College. Maury stated that the plan, which has been the main core of activities for the last 3 years, has resulted in the development of new business partnerships, as well as the expansion and the nurturing of existing relationships. Some of the businesses, non-profit organizations and activities included on this plan are:

* + Businesses:
    - Panhandle Workforce Solutions
    - Tyson Foods, Inc.
    - City of Amarillo
    - Pacific Cheese
    - Xcel Energy
    - Ben E. Keith
    - Nationwide Insurance
    - McDonald’s Restaurants
    - Wal-Mart (Grand Street)
  + Area schools and service centers:
    - Region 16 Education Service Center
    - Head Start Program
  + Schools in the AISD school district ( Lawndale, Oakdale, Sanborn, Glenwood, Forest Hill, Mesa, Verde, Eastridge, Hamlet, Emerson, Will Rogers, Whittier and Lee Elementary Schools; Bowie Horace Mann and Fannin Middle Schools)
* Community events & housing communities:
  + - Amarillo Job Fair
    - Amarillo Veterans Job Fair
    - Head to Toe Women’s Expo
    - North Grand Villas, Cathy’s Pointe, Green Tree Village, and Glenwood apartment complexes
* Amarillo Public Library System
  + - Cash for College workshops at the North, Southwest, and East Branch Libraries

Maury requested assistance with new leads to reach out and attract more prospective students to Amarillo College. Various committee members made the following suggestions:

* Amarillo Coalition for the Homeless - Debra
* Chamber of Commerce Board of Directors - Debra
* Home Builders Association - Debra
* United Citizens Forum - Myrna
* Catholic Family Service Refugee Services - Myrna
* Pride Home Center - Charles
* Veterans Hospital - Santos
* Human Resources Managers Association - Becky

1. Maury presented a report on academic enrollment.
   * 480 new or returning students registered during the last two years.
   * Panhandle Community Services has provided more than 40 academic scholarships to assist Community Link students transferring to Amarillo College. Additionally, PCS donated $20,000 to assist GED and Conversational English students with scholarships.
   * Close to 13,000 client contacts have been documented from September 2009 through April 2010.
2. New Business
   * The American Association of University Women will conduct a meeting at Community Link on Friday, September 17th, at 5:30pm. AAUW members will utilize the computer lab to learn to navigate the AAUW Amarillo Branch Web Page.
3. Meeting adjourned.