

**PET FORM**  
**Planning and Evaluation Tracking**  
**(2012-2013 Assessment Period)**

Division of: **AC Hereford Campus**

Person Responsible for this Division: **Daniel Esquivel**

Department of: **AC Hereford Campus**

Primary Person Responsible for this Form: **Daniel Esquivel**

Purpose Statement (With Last Updated Date):

**Enriching the lives of our students and the communities of the Hereford Region (last reviewed fall 2012).**

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**Goal Statement #1: Improve Student Access for Hereford Campus Students.**

Expand the physical facilities of Hereford Campus to fulfill the needs of the community it serves (AC Strategic Plan through 2015: Strategy 2.1; No Excuses – New/better facilities impacts student success).

**Outcome/Objective Statement**

**(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):**

**#1A** After increasing recruitment efforts, more students in the Hereford Area will attend the AC Hereford campus as evaluated by enrollment reports.

**#1B** After the Hereford campus demonstrates steady enrollment growth, AC Hereford Administration will begin the process of giving students a new facilities that will offer new programs and degrees for completion (AC Strategic Plan through 2015: Task 2.1.2).

• Results (If Applicable, Provide Numbers and Percentages for Quantitative Data)

**#1A** In August 2005, the Hereford Campus opened with 201 academic students. Since then, every semester, due to student interest and recruiting efforts there has been a steady increase in enrollment. Currently, Fall 2012 the campus is serving over 500 students in academic, continuing education, workforce development, personal enrichment and dual credit combined.

**#1B** Not yet implemented. However, in October 2011, a \$3 million donation was made to the Hereford Campus by Mr. Bill Hanshaw to facilitate the construction of a larger campus in Hereford. Together with \$2 million from Amarillo College, and \$1.7 million from the Hereford community, plans are underway to construct the new Hinkson Memorial Campus of Amarillo College in Hereford.

• Analysis

- Provide Previous Data/Result Analysis

(Include if benchmark was met and how results relate to outcome statement):

The current facilities cannot withstand the increasing enrollment therefore, enrollment has leveled. The community and students of Hereford campus is requesting additional programs that can be completed at the campus. The need for larger facilities and technical programs is increasing.

- Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:

Funds were secured by the Hereford Campus both from external donations and internal commitments to begin construction on the new Hinkson Memorial Campus of Amarillo College in Hereford.

- Evaluate Why Improvements Were Successful/Were Not Successful:

The proposed new campus will allow for larger teaching spaces and room to house new technical programs for the Hereford Campus. This will alleviate the growth need of enrollment that the campus has been experiencing during the past years. In addition, this new project will impact the Hereford community as it promises to grow the economic development opportunities of the region. Also, the community has come forward with support and are excited to have a stand-alone campus.

- What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):

- \$3 million donation by Mr. Bill Hanshaw
- \$2 million from Amarillo College reserves (to start repayment effective FY 2015)
- \$1.7 million from Hereford to install and improve infrastructure to the new campus.

- Recommendations/Actions for **2012-2013**

- Person Responsible (Who will complete the action?):

Daniel Esquivel, Dr. Paul Matney, Dr. Russell Lowery-Hart, Terry Berg, AC Board of Regents

- Action Plan:

Hire an architectural firm to complete new campus renderings and present to the Board and community of Hereford.

Hire a construction manager-at-risk to oversee the construction project.

Commence construction on the new campus to open by Spring 2014.

- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):

January 2012 – August 2012

- What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):

Initial startup costs involving the architectural renderings; legal services for contracts

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**Goal Statement #2: Instructional Leadership, branch campus staff, and advisory committees will align the branch campuses with the College.**

**Outcome/Objective Statement #2A**

**(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):**

After instructional leadership develops a written process for employment of branch campus faculty, Executive Directors of the branch campuses will implement and maintain the policy.

- Results (If Applicable, Provide Numbers and Percentages for Quantitative Data)

A plan is in the development stages –see improvements.

- Analysis

- Provide Previous Data/Result Analysis

(Include if benchmark was met and how results relate to outcome statement):

Reason for Need: Faculty located at branch campuses were not being included in department meetings and/or communication from the divisional instructional areas. Collaboration was minimal between adjunct, full-time faculty of branch campuses and the main campus. Faculty evaluations were sporadic and different from branch campuses and main campus.

- Improvements

- List any Improvements Made in the **2011-2012** (Last Academic) Year:

Meetings with departmental chairs discussing hiring practices for new faculty at branch campuses. There would be a dual reporting to both the departmental chair and the branch campuses Executive Director. The faculty position would be posted by HR and applicants will be both reviewed by the department chair and executive director. A consensus by both chair and executive director will be given to hire the new faculty member. Adjunct Faculty would be under the same protocol in the hiring process.

- Evaluate Why Improvements Were Successful/Were Not Successful:

Both the Executive Director and Department Chair would be under the same direction for the new faculty member in regards to curriculum and experience of the new faculty. The department chair would have an understanding of what is taught in the branch campus and ensure the student will receive the same instruction as they would at any campus of Amarillo College. This new policy also reduces the ambiguity from the new faculty person and enable the new hire to be part of all of AC rather than the branch campus. In addition, communication of any professional development activities and departmental news would be given to the new faculty member.

- What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):

None

- Recommendations/Actions for **2012-2013**

- Person Responsible (Who will complete the action?):

Daniel Esquivel and Department Chair

- Action Plan:  
Immediately, Ongoing
- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):  
Ongoing
- What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details):  
None