

Amarillo College Community Link  
Community Advisory Committee Meeting  
September 17, 2012

In Attendance: Bob Austin, Ann Hill, Anita Perez, Mary Jane Nelson, Becky Lopez, Melanie Watson, JoAnn Cruz Perez, Nemo Rodriguez, Zetta Riles, Myrna Raffkind, Charles Mestas, Maury Roman, Danette Fenstermaker, Sayra Maldonado.

- I. Maury Roman called the meeting to order and welcomed everyone. She introduced Sayra Maldonado, the new Community Outreach Specialist.
- II. The minutes were presented for approval. The motion to approve the minutes was made by JoAnn Cruz, and seconded by Becky Lopez. Minutes were approved.
- III. Maury provided a program update:
  - o Many recruitment sites were visited in June and July; new recruitment activities included:
    - Community Link teamed up with Amarillo College's Nursing Program for a Health Fair at Greentree Village Apartments; about 100 residents participated. ESL, GED and college classes were promoted at this event as the nursing students volunteered, interacted, and educated the residents.
    - Promotions at the radio station, Estero Latino, which resulted in several new prospective students, even out of town listeners, from Stratford, Dalhart, and Guymon, OK.
  - o As of August 31, 2012, 231 students are currently registered for the fall 2012 semester, in comparison to last year at this same time, we are up 12%. The conversion percentage of applicants to registered students for this semester has increased; it is almost 59%.
  - o About 90% of the registered students are taking developmental classes. These students will be identified and tracked in their developmental math class to monitor progress and retention.
  - o 36 students were enrolled in the GED classes for the fall 2012 semester quarter 1, as compared to 32 from fall 2011 semester quarter 1.
  - o 51 students were enrolled in the ESL classes for the fall 2012 semester, compared to 44 from the fall 2011 semester.
- IV. Bob Austin updated the advisory committee on the Community Link Task Force:
  - o The kick off meeting was August 16, 2012. The purpose of the Task Force is to evaluate services, to look at the mission of Community Link and to make sure we are serving the people who need these services. Surveys have been distributed throughout the neighborhoods that are served by Community Link in order to receive feedback from prospective students. Maury presented a list of where the surveys were administered.
  - o The number of students participating in ESL has continued to go down over the last two years; additionally, several churches in Amarillo are now offering ESL classes. A small number of students are transitioning into Academic ESL and a smaller number is moving onto GED preparation. The students who complete the GED program have a higher probability of going on to higher education than those students who are just completing ESL.
- V. Maury announced the upcoming recruitment activities:
  - o Ben-E-Keith Health Fair – September 20, 2012
  - o Speaking of Women's Health – October 6, 2012
  - o Amarillo Job Fair – October 10, 2012
  - o Women Helping Women – October 18, 2012
  - o Head to Toe Women's Expo – November 2, 2012
- VI. Meeting adjourned.