

**PRESIDENT'S CABINET MEETING**  
**January 7, 2014**  
**MINUTES**

**MEMBERS PRESENT:**

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

**OTHERS PRESENT:**

Brenda Sadler

**Core Values: Integrity + Innovation + Teamwork = SUCCESS**

**Discussion:**

**MAN & WOMAN OF THE YEAR TABLE** – Matney said the two who were named 2013 Man & Woman of the Year were Joe Street and Linda Hughes. Mrs. Hughes was a former Amarillo College employee and taught children's theatre. Matney has purchased a table and told Cabinet members that he was initially inviting Board members and asked if anyone would be interested in sitting at the table in the event regents did not fill it. Green is purchasing a table for Continuing Education staff; Mrs. Hughes currently teaches theatre classes for continuing education.

**2013-2014 INSTITUTIONAL PRIORITIES** – Matney recently distributed the 2013-2014 Institutional Priorities at an earlier Cabinet meeting. There was discussion regarding the priorities list.

**REVENUE SURVEY REVIEW** – Matney distributed a Local Revenue Survey Results conducted by TACC comparing the 50 Texas community colleges. Amarillo College's fall in-district tuition and fees was \$80 per contact hour; the state average was \$77. AC's out-of-district per CH was \$121; the state average was \$121. The non-resident rate for AC was \$182 per CH; the state average was \$171. Amarillo College's tax M&O rate was \$.1552; the state average was \$.1448. The debt rate for AC was 4.4 cents; the state average was 2.1 cents. The total tax rate for AC was 19.9 cents; the state average was 16.6 cents. Amarillo College's 2014 tax levy was \$21 million; the state average was \$32.7 million.

**REGIONAL MEETING ON PROPOSED TEXAS SUCCESS INITIATIVE (TSI) OPERATIONAL PLAN (JANUARY 13)** – There is a lot of community interest in partnering. Dr. Tamara Clunis will coordinate the plan. There will be a meeting on January 13 at the Amarillo College Downtown Campus.

**ECONOMIC MODELING SPECIALIST INTERNATIONAL (EMSI) CAREER COACH UPDATE** – The contract was signed before the Christmas holiday which will go through August 2015. The Career Coach completion date should be February 25, 2014. David White will work with Char Scheibe at EMSI. The data collection and review phase will last two weeks; high school counselors need to be made aware that the data is available. The marketing phase will go forward. Green is working with Lyndy Forrester and Mark Rowh on business and industry programs to market what careers program completion will lead to.

**ENROLLMENT UPDATE** – Austin distributed a handout comparing spring 2013 and 2014. With 14 days remaining in unduplicated headcount spring 2013 had 8,417 and spring 2014 has 8,087 with a 330 (-3.92%) student difference. 2013 spring credit hours was 72,578 and spring 2014 is 68,834 with a 3,744 (-5.16%) difference. Spring enrollment consistently follows fall enrollment trends. Payment deadline is on Thursday, January 9. Dual-credit enrollment is up across the board except Amarillo High School is down 30 at this time.

**GROWING OUR ENROLLMENT** – Cabinet will meet on February 14 from 8:30 – 12:00 to discuss ways to grow enrollment and promote and market programs. Austin distributed fall demographic trends from 2003–2013. Green will reserve the Skyline Room at the Amarillo National Bank. Green has met with Allied Health personnel and asked them to furnish College Relations three programs they want to promote and market. Cabinet needs to gather internal information and then meet with the Core Team.

**GOALS FOR SPRING 2014** – A Sneak Peek for the new Hereford Campus will be held on January 17. Renovations of Dutton Hall and the first floor of the College Union Building are moving along. Budget instructions will be going out on January 15. Lowery-Hart distributed a spring 2014 Opening Activities Agenda. A candidates' forum is being scheduled on Panhandle PBS before early voting begins.

#### **Announcements:**

- Matney received a note from Richard Ware and a \$1,000 check from Amarillo National Bank which was given to the AC Foundation for scholarships.
- The Amarillo Senior Citizens' Association is having financial difficulties and may not be able to remain at the Downtown Campus. There will be a community meeting to discuss possible solutions on January 15.
- The Adult Literacy Council will move into the third floor of the Lynn Library.
- Melanie Castro, Director of Institutional Research, recently took professional training and received a certificate which Matney showed the Cabinet and presented to McAnally to give to Castro.
- Matney distributed a handout entitled, *Why Texas Needs New Leadership*. There were ten reasons listed.
- A Hereford Campus Sneak Peek will be held for donors on Friday, January 17. An official open house will be held in February.
- Matney distributed a memo regarding fall 2013 graduation statistics. There were 261 students who went through the commencement exercises in December.
- Austin distributed a draft of the AC Academic Calendar for 2014-2015.

Next meeting: January 21, 2014

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