

PRESIDENT'S CABINET MEETING

March 4, 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 and Joe Street

Core Values: Integrity + Innovation + Teamwork = SUCCESS

Cabinet Roundtable:

Joe Street, owner and CEO of Street Toyota, was the guest speaker of the Cabinet meeting. Mr. Street recently was named 2013 AGN Man of the Year. Cabinet members introduced themselves. Mr. Street grew up in Oklahoma where he attended OU, received a business degree, and met his wife, Laura. One of his fraternity brother's father had a Buick car dealership where Street went to work in 1972. He moved to Amarillo in 1982 and bought the Toyota dealership. Back in the 1980s most of the Toyota cars were built in Japan, more than $\frac{3}{4}$ are now built in the USA. In the 80s, the Amarillo market was driven by domestic cars. Street spoke of customer impact areas which included service, delivery, quality of repair, sales negotiation, finance experience, parts experience, and how associates should handle appointments.

Street Toyota's employees are trained in the best way to handle customer initial contact (i.e., answering phones and greeting customers). Street emphasized the need for great customer service and the many ways it pays off. His employees need the desire to treat people with serving hearts. Street expressed the need to make his associates happy employees by providing leadership training and fun events. His goal has always been to raise the customer service level and asks customers to participate in phone surveys. The management team listens daily to the recorded phone surveys to gain valuable feedback. During three or four times a year a "pat on the back" award is presented to employees. Mr. Street recommended the following two books: *Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer*, by Carl Sewell, Chairman, Sewell Automotive Companies and *Satisfaction: How Every Great Company Listens to the Voice of the Customer* by J. D. Power and Associates. There are several employees who make up the concierge services at Street and they are the initial contact people with whom customers stay with from their entrance into the building; customers are treated special and made to feel welcome. Matney explained that Joe Street is a true community leader who has been involved with United Way, Leadership Amarillo, Lone Star Ballet, and Rotary. Street encourages his leadership to become involved in the community. Matney said Amarillo College is committed to upgrading the auto technology program.

Street Toyota has 170 employees and they look for needs in the community and come up with ideas to help the community. Joe and Laura Street have two adult children: son, Dr. Ryan Street who is a local dentist and daughter, Shelly who is working on her master's at Colorado State.

Discussion:

EQUITY FEE ISSUE – A handout was distributed. First discussed was the need to change the name of the Distance Learning Fee (DL) to the Learning Management Services Fee (LMS). Next, equity adjustment was discussed. Only 90 out of 885 courses currently have an equity issue to resolve in FY 2015. The total current academic enrollments paying the DL fee are 12,366; total academic enrollments not paying DL fee is 20,012 and 7,191 dual credit enrollees which are exempted, for a total of 27,203; and

equity adjusted enrollments to pay DL fee in FY 2015 equal 15,563. Total current sections paying DL fee are 543; total sections not paying DL fee are 1,464; and equity adjusted sections to pay DL fee in FY 2015 are 741. The equity adjusted enrollments/sections payment would generate an additional \$450,000 in revenue; the budget is already at \$500,000 and the remainder would go to the Technology Replacement Equipment Contingency (TREC) fund. Items which need to be upgraded or replaced in FY 2015 include replacement of the Colleague server; replacement of the storage area network infrastructure; major upgrade at the Downtown Campus; and replacement of generator 1 in Jones Hall on West Campus. Matney distributed a tuition and fee per hour history from fall 1984 to fall 2014. This issue will be brought to the regents at the March 25 Board meeting.

CHANGE TO INTELLECTUAL PROPERTY POLICY – Faculty Senate has worked on adding a paragraph to the existing Intellectual Property Rights policy in Section DBM of the Board Policy Manual. Lowery-Hart distributed the changes Faculty Senate proposed: “Intellectual Property Owned by Amarillo College and the Creator. Intellectual property shall be jointly owned by Amarillo College and the creator if such material is conceived and developed by an Amarillo College faculty member for an Amarillo College course. Such course materials would include but not be limited to instructor-created videos, presentations, notes, lesson plans, handouts and other visual aids.” There was discussion. Berg advised having the College attorney examine before presenting to the Board.

STUDENT SUCCESS FOCUS GROUP PLANNING – Green updated Cabinet members on the Student Success Focus groups. There are three groups comprised of 25 members in each. Cabinet should advise the focus groups what information needs to be gathered. Green will set up a meeting of Cabinet members to gather input from each area.

IPEDS FEEDBACK REPORT – Distributed was information compiled by the National Center for Education Statistics with data from the Coordinating Board. Areas discussed were unduplicated headcount, academic tuition and fees, size of institutional grants awarded, and transfer rates. Members were encouraged to look at the report and voice any concerns or recommendations.

CITY OF AMARILLO/AISD DATA AND ENROLLMENT – Green distributed charts regarding changes in age groups and ethnicity of Texas population. There has been a population shift in Texas (i.e., the age of white, non-Hispanics has increased while there are younger Hispanics living in Texas). In 1970, the population percentage of whites was 88.5; in 2010 the percentage decreased to 59.7. In Amarillo in 2000 there were 118,821 whites; in 2010 that had declined to 113,929; a decrease of 4,892. In 2000 there were 37,947 Hispanics; in 2010 there were 54,881; an increase of 16,934. More data will be gathered concerning AISD students/graduates and the comparison of white, non-Hispanics to Hispanic population.

COLLEGE SCHEDULER SOFTWARE – Diane Brice, Registrar, recently attended an American Association of Collegiate Registrars & Admissions Officers (AACRAO) Conference where the College Scheduler software was demonstrated. Austin said Brice is interested in budgeting for FY 2015. The software assists students in offering the best options available for class times. The software will also help the Administration plan for what the students need and what class schedule times are being utilized. The software would cost \$10,000 a year with a one-time set-up fee of \$2,500. Austin requested Cabinet endorsement.

Next meeting: March 18, 2014
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