

PRESIDENT'S CABINET MEETING
August 19, 2014
MINUTES

MEMBERS PRESENT:

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

MEMBER ABSENT:

Terry Berg

OTHERS PRESENT:

Sharon Doggett and Brenda Sadler

Core Values: Integrity + Innovation + Teamwork = SUCCESS

Discussion:

ENROLLMENT UPDATE – Austin distributed a handout regarding fall enrollment from 2010FA to 2014FA. Headcount as of today is down 11%. There are 363 ACE active students enrolled; Austin stated there would be some added in the next few days. Green informed Cabinet members of WTAMU's plan to add six buildings and a dorm in downtown Amarillo. Austin distributed a handout showing how many 2013 high school graduates in the area enrolled at AC or other colleges and those not able to track. There were 125 AHS, 160 Tascosa, and 159 Caprock High School graduates who enrolled at AC. AC is impacting more area students' lives than ever; the challenge is retaining the students. Sharon Doggett, Associate VP of Finance and Administrative Services, said that with enrollment decreasing, AC could take a \$1.0 – 2.0 million hit. Austin expressed that AC has to out-perform in spring 2014 to make up for the 5% decrease. We have to look at students who were applicants and did not end up enrolling and find out if they enrolled at other institutions. There needs to be a follow-up of students who were dropped due to non-payment. Austin suggested AC committing to registration events at area high schools and there was mention of not offering employees summer Friday afternoons off. Lowery-Hart plans to go forward in talking with potential donors regarding the first floor library and mall area reconstruction.

WAY-FINDING CONSULTANTS VISIT – ASI Signage Innovations will visit Amarillo College September 8 & 9; they will tour AC campuses to determine the best locations for signage. Austin and Bruce Cotgreave will tour the consultants around.

WEB ADVISORY COUNCIL – There have been on-going discussions with some departments getting their own web domain. AC will launch a new website on September 15. David White asked other colleges how they navigate their websites. Many have a website procedure; White and Green drafted a website procedure for Cabinet to peruse and discuss. Following are some items discussed in the web procedure: All official AC divisions will have their websites hosted on the actx.edu domain; using the hosting services of external providers will not be permitted. Hosting sites on actx.edu domain signals that the site is providing official information about the institution. Use of the Amarillo College content management system is the most efficient way to ensure continuity should the person maintaining a website leave the college; a new individual could be trained and given access to the content management system. The college strongly encourages academic divisions and continuing education programs to utilize AC's content management system

for site development. Exceptions will be made on an individual basis and require a business purpose for the site to be hosted off-campus and will require College Relations approval. Individual faculty, staff, student or student club websites do not fall within the proposed guidelines. College Relations and IT will manage the website procedures, guidelines and websites.

Next meeting: September 9, 2014
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