

**PRESIDENT'S CABINET MEETING**  
**April 26, 2016**  
**MINUTES**

**MEMBERS PRESENT:**

Bob Austin, Cara Crowley, Ellen Robertson Green, Russell Lowery-Hart, Steve Smith, Deborah Vess, and Mark White

**OTHERS PRESENT:**

Joy Brenneman, Brenda Sadler

**Discussion:**

**RECOMMENDATION FOR REGISTRATION ACROSS TERMS** – Bob has discussed this process with Diane Brice, Terry Kleffman, and Olga Kleffman. Functionally, it can be done, but it is 90% process and we will need to build the courses for the terms going forward. There is a student planning module in Ellucian that might also be used. The student planning module would let them see their path but they would not technically be registered in the classes in future terms. Billing could be incorporated but would not be turned on unless costs were locked in. Prerequisites, co-requisites, and moving out of DevEd courses present a challenge.

Next step: make happen as quickly as possible or determine if there is merit in purchasing the student planning module in Ellucian. Attendees at the conference in Denver heard positive feedback. The cost is around \$50,000 but if we also purchase the Financial Aid self-service module, cost would be less. Cara suggested using Title V funds since this would have college-wide impact but AC would need to fund the Financial Aid portion. This would require prior approval from DOE. Annual maintenance is approximately \$9,000. Terry Kleffman to check on cost and report to cabinet next week with details. Cara and Deborah will discuss what other options might be available.

**ATD GRANT PROPOSAL APPROVAL (*ENGAGING ADJUNCT FACULTY IN THE STUDENT SUCCESS MOVEMENT*)** – Mark presented a grant proposal from Teresa Clemons. It is for a study on how to improve use of adjuncts funded by Achieving the Dream. See memo attached. It provides an opportunity to work with other colleges to do research, however it would be difficult for us to have enough people to implement. It would be complicated and time-consuming and AC does not have the IR personnel to track the data. We don't have capacity to execute effectively and it was determined not to pursue this grant.

**COMMUNICATION PLAN UPDATE** – Ellen presented information on external communication with a spreadsheet reflecting stories over the last three months on the web and then pushed out to traditional media, Facebook and Twitter. She noted that engagement and post clicks are the important numbers to consider. These take the user to the exact page related to the story. Joe Wyatt talks to the media approximately 4 times a day and navigates those stories or non-stories. He will attend the Board meeting tonight to review this spreadsheet with them. Ellen will also show some new commercials for Technical Education programs at the BOR meeting.

Cabinet discussed possible faculty members who might be spokespersons for certain stories. All student related issues go to Bob Austin. Any media requests about building or funding go through Mark White.

**ENROLLMENT UPDATE** – Bob reviewed the graphs of applications by month and noted that cumulative totals are up 20%, likely due to the push at the high schools to complete applications. We should see an increase in enrollment based on the number of applications. Conversion rate is usually 50%. ACE students from Caprock, Tascosa, and Palo Duro will be on campus next week to go through a special orientation and will register for classes at that time. An additional 100 or so students from Caprock will also participate in this event.

- This Spring we had 264 more students than last
- 8-week classes are having an impact
- Withdrawal initiated through instructors has reduced number of withdrawals
- Summer enrollment is down at 13%
- Fall enrollment is down about 400 students
- Registration in core classes is down – concerning
- Mid-May should give us a fair comparison of enrollments to prior years

Immediate solutions: more communication sent to students; banners; student reminders that registration is open; create more “buzz” for registration; contact students by phone; focus on current students not yet registered. Deborah will send an email to faculty asking them to remind students to register. Mark will follow up on scholarships available for dual credit students in Hereford. Need to consider adult students – more evening classes, perhaps Saturday classes.

Combining 8-week and 16-week courses is not working well for many students. Might look at going all-in for 8-week courses in Spring of 2017 but will need to let the data determine based on success rates. Need more consistency in block scheduling. Currently start times and test schedules are set by the Deans/faculty. Registrar’s office could enforce set times.

Bob noted that there is a need for a better financial aid plan for veterans. Currently, they do not get paid when not in class. About 400 students are impacted and he will work with Kelly Murphy.

Between now and next week: start calls, postcards, check on scholarships. Ellen is pushing some AH and Tech programs online and on air.

Next week need a breakdown of enrollment – morning, afternoon, evening.

**BOOKSTORE** – Steve discussed the West Campus bookstore. There had been a plan to close it without cabinet discussion. He believes it should be a cabinet discussion and decision. The bookstore has been profitable but probably won’t be this year. With Linda Drees retiring from the WSC bookstore this year, there was a plan to bring the WC buyer to WSC and closing the WC bookstore. Discussed opening WC at peak times or sending books to WC like is done for Hereford and MCC. Other discussion:

- Scantron usage has gone down; could sell them in vending machines or just give them away – small expense

- Move toward online ordering, students pick up books
- Look into possibility of billing student's financial aid account and then apply funds when FA is available to prevent rush on the book store

Dennis is open to looking at partnerships and what is best of the students. He will meet with Richard Pullen and Mark Rowh to talk through options.

Steve discussed the reality of the budget. It is good right now but expenses will start going up from this point forward while revenue does not. Need to push summer school enrollment, create 12 month payment plans to stabilize revenue stream, and map payments to specific department.

### **BRAGGING ON EMPLOYEES – CABINET**

Russell – Bob's team for receiving the Education in Partnership Award for our partnerships with Caprock which include mentoring, hands on FAFSA days, application days. Some of the people involved were Heather Atchley, Susie Regan, Richie Garza, Jason Norman, Kelly Prater, Bob Austin.

Mark – Megan Eikner and Kim Hays for their work on the GRI contract

### **POSITION JUSTIFICATIONS – CABINET**

Data management position for Academic Success – approved.

Admin Tech II position posted for Continuing Education will be removed. May be reposted after reorganization.

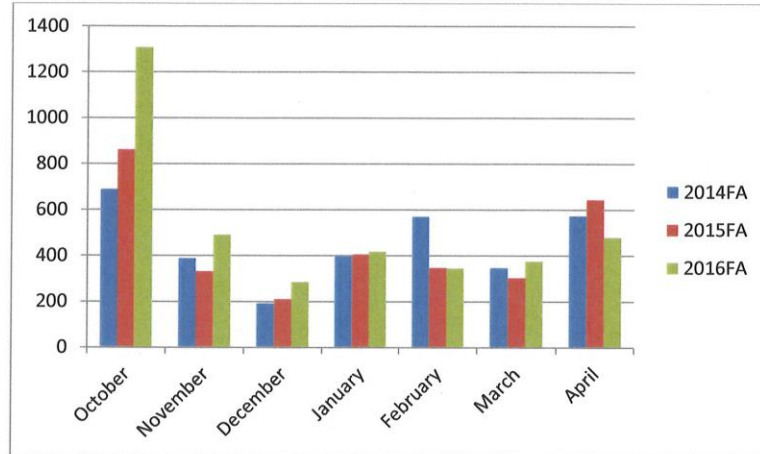


**TO:** President's Cabinet  
**FROM:** Mark D. White, Executive Vice President & General Counsel  
Teresa Clemons, Senior Director of Grants  
**DATE:** 4-22-2016  
**SUBJECT:** Approval for Submitting *Engaging Adjunct Faculty in the Student Success Movement*  
Grant Proposal

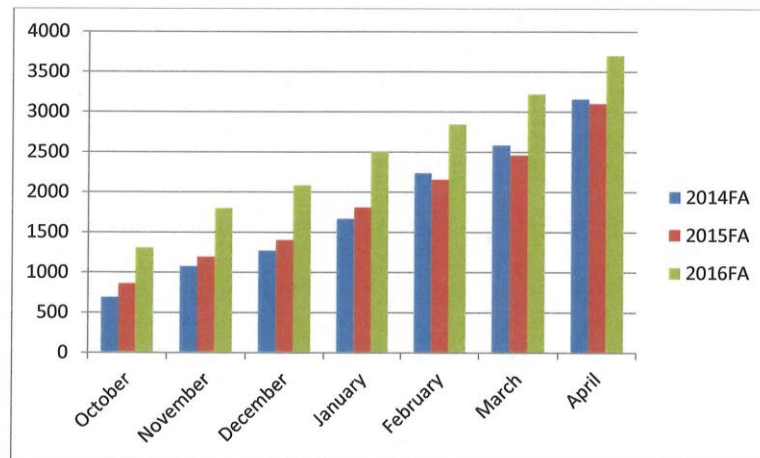
---

**Funding:** Achieving the Dream  
**Amount:** \$80,000 per year for two years (\$160,000 total)  
**Grant Period:** 7-1-2016 to 6-30-18  
**Eligibility:** ATD active Leader Colleges who will remain an active part of the Achieving the Dream National Reform Network for the duration of the grant  
**Purpose:** Two-year planning and implementation (research: plan/pilot/evaluate) grant that will support six Achieving the Dream Leader Colleges to develop practices and policies to support adjuncts to improve instruction and become engaged in student success initiatives  
**Proposal:** During the cabinet discussion, Dr. Vess will provide details for her plan to address the following:  
Design Principle #1: Engage adjunct faculty in sustainable and scalable improvement activities that directly tie to classroom responsibilities and leverage their existing expertise.  
Design Principle #2: Ground professional learning opportunities for adjunct faculty in pressing problems of classroom practice that can be examined collaboratively within the context of specific improvement activities.  
Design Principle #3: Align adjunct faculty hiring, review, promotion, and incentives policies and practices to support stronger connections to the institution and to encourage deep, sustained engagement in improvement activities.  
Design Principle #4: Collect, analyze, and use quantitative and qualitative data to track progress and refine the focus and implementation of improvement activities and achieve desired outcomes.  
ATD will guide colleges as they follow a process for designing reforms that engage adjunct faculty in deep and sustainable ways. Improvement activities should be focused on classroom instruction; however, well-designed engagement activities will also allow adjuncts the opportunity to be leaders beyond the classroom. Engaging adjunct faculty in leadership roles and professional development should be part of the strategy for scaling and sustaining the work beyond the life of the grant.  
**Challenges:** High level engagement of team members (minimum 10; 25% must be adjunct faculty) and commitment of institutional personnel (IR) will be required to do a good job on this initiative. Grant activities start this July and completed action plans are due on September 16, 2016.  
**Budget:** The majority of the funding will be needed for travel (send team members to convenings and conferences) and to support dedicated time for faculty and staff to plan and implement strategies to strengthen the adjunct professional development models.  
**Division:** The Engaging Adjunct Faculty in the Student Success Movement Grant would reside in the VPAA division, and Dr. Vess supports submitting a proposal for this grant opportunity.

### Applications by Month



### Applications by Month (Cumulative Totals)



Change from 2015FA to 2016FA = **19.3%**

Leaps and Bounds: Communication Plan launched on 2/29/16 to illustrate, advocate and celebrate AC's purposeful values: Family, Fun, Innovation, Wow and Yes.

	AC VALUE	SOCIAL MEDIA						MEDIA EXPOSURE
		FACEBOOK			TWITTER			
		Reach	Engagement	Post Clicks	Impressions	Post Clicks	Post Clicks	
<b>MARCH</b>								
2/29/2016	FAMILY	20901	357	578	522	14		
3/2/2016		4645	106	78	453	3		
3/3/2016		4307	162	93	3522	196		
3/7/2016	FAMILY	17739	523	427	3554	69		
3/9/2016		3854	107	151	6178	153	AGN	
3/11/2016		100	0	0	0	0		
3/21/2016	INNOVATION	3434	55	63	6384	70		
3/21/2016		4924	152	130	3573	46	KVII, AGN	
3/24/2016		5721	207	219	8687	152	KAMR, AGN	
3/29/2016		4219	57	80	411	4	KFDA	
3/29/2016		11830	261	223	8075	59	KAMR, KVII, KFDA	
3/30/2016		4674	95	98	5070	106	AGN	

<b>APRIL</b>							
4/1/2016	WOW	9101	150	151	3794	93	KAMR, KVII
4/4/2016		5607	160	56	14731	128	KAMR
4/4/2016		7794	252	236	9093	541	AGN
4/7/2016		8440	318	235	6514	65	
4/11/2016		0	0	0	0	0	
4/11/2016	FAMILY	11151	714	598	901	52	KVII
4/14/2016	FAMILY	13641	1050	429	9565	7	
4/18/2016		226	1	4	200	0	
4/20/2016	YES						

<b>MAY</b>							
Pending	WOW						
Pending	WOW						
Pending	FAMILY						
Pending	INNOVATION						
Pending	YES						
Pending	INNOVATION						

Facebook Reach - number of unique people who received impressions of a Page post  
 Facebook Engagement - action by user such as like, comment, share  
 Facebook Post Click - user clicked on webpage link to read news story at actx.edu  
 Twitter Impression - number of times post appeared  
 Twitter Post Click - user clicked on webpage link to read news story at actx.edu