

PRESIDENT'S CABINET MEETING
May 17, 2016
MINUTES

MEMBERS PRESENT:

Bob Austin, Cara Crowley, Lyndy Forrester, Russell Lowery-Hart, Steve Smith, Deborah Vess, and Mark White

OTHERS PRESENT:

Kyle Arrant, Tina Babb, Tiffani Crosley, Brenda Sadler, Frank Sobey, and Karen Welch

Discussion:

PERSUADING STUDENTS TO CHOOSE AC VS. NOWHERE – The President's Leadership Institute broke into groups and each group received a topic and will have an opportunity to present their findings to Cabinet on different dates. Frank Sobey said his parents instilled in him that he was going to college and there was no question. This group explored the importance of having conversations at home about attending college. Richie Garza, recruitment coordinator, visited with students and most have told him that they have been told that high school graduation is good enough and going to college isn't even mentioned. A video was shown where students shared their college experience; most of these students are first generation. They shared their fears of going to college.

Three recommendations:

- (1) Video experiences, i.e., live streaming, Face Book, u-tube, etc.
- (2) Badger Bound – visit with families, invite parents to come to the college to meet advisors and faculty
- (3) AC graduates welcome (NLNE project) – send graduating high school seniors welcome calls and even to elementary schools.

Lowery-Hart suggested talking with students about these recommendations being used as tools for persuasion to attend Amarillo College. Karen Welch recommended making College Relations the hub of all social media contacts. There is a need for a coordinated plan.

Lowery-Hart mentioned the "secret shopper" and what types of live feed would have been helpful to them?" A lot of Caprock High School students are planning to earn AC degrees. We will follow a student's experience from beginning to completion. There is something going on all the time; we need to do a better job of communicating that. We should have entertaining and fun ads promoting AC. Vess suggested getting some clips of faculty with students showing their experiences; need to create content around students own experiences. The best advertising is the student themselves – including Badger Boot Camp.

GUIDED PATHWAYS UPDATE – Vess is working on scheduling pathways. They are tracking schedules and making them stackable. There is a great collaboration and need to work closely with Student Affairs for fall and spring semesters. They are working on A&P classes for all health sciences programs. They are redesigning the course. Vess wants to get students in general education at the first part of their schedule. There is an outreach for students whose average falls below “85” and tutoring will be offered.

ENROLLMENT UPDATE – Summer enrollment is down 2.7% in headcount. Fall enrollment headcount is at 3,207.

“Express Enrollment” will be held on June 16 from 5:00 – 7:00 p.m.. This event is designed to accommodate those 25 years old and older. Those included will be the AC Foundation, financial aid, a VA representative, adult student program representatives and possibly have a radio remote from KISS-FM. Students can come and get questions answered and then leave registered for school.

AC will hold an event at River Road High School today similar to ACE registration days; 63 students are expected and those who qualify will be registered, and AC will work with those who need remediation.

APRIL FINANCIALS, 2017 BUDGET AND BUDGET COMMITTEE – Smith mentioned that the regular August Board meeting to approve the 2017 budget will need to be moved from August 23 to August 30. He will meet with the presidential leadership group tomorrow regarding building their budgets; he has a good tool for projecting funds and will be able to show budget managers anything concerning their budgets. Smith said he can train employees on Pivot and Excel.

Additional Notes:

- White is being inundated with requests for public information; some requests concerning nepotism. There have been requests for emails to and from Lyndy Forrester beginning March 1, 2016 to present. Cabinet members exchanged cell phone numbers as they were encouraged to call each other rather than emailing or texting sensitive information.