

PRESIDENT'S CABINET MEETING

May 3, 2016

MINUTES

MEMBERS PRESENT:

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

OTHERS PRESENT:

Joy Brenneman, Brenda Sadler, Terry Kleffman

Discussion:

ELLUCIAN STUDENT PLANNING MODULE – Terry Kleffman provided a graphic view of the module screens in a hand out and showed a brief video from the Austin Community Colleges website. The module is able to do course planning as far into the future courses are available and will show the student percentage of completion. It could be leveraged it to determine how many courses are needed in future semesters. The question was asked if degree map from Civitas could be embedded in the student planning module. Ellucian is working to allow integration but we don't know if functionality exists yet. In January 2017 Civitas plans to have degree map ready. There are benefits to both programs. This one is cheaper but not as functional as degree map. It does address how we advise students across multiple terms and can put them on a plan without having to register them. There was further discussion regarding automatic registration, alerts, advisors using data to target at risk students, and micro messaging. Timeline for implementation – a couple of months – definitely by Spring, but Fall is unlikely. Cost: \$46,000 including maintenance for this year, but if we purchase by May 31, the cost is \$41,000. Yearly maintenance would be about \$8,000. Cara is meeting with Dr. Vess and Tamara Clunis to see if we can use Title V funds. If we use Title V funds, we will need to shift some A&I funds to Ware basement.

TOP 20 UNDER 40 – This is sponsored by the Chamber of Commerce in partnership with the Amarillo Globe News and requires purchasing ads for those named. Ads run about \$1,000 per person and are paid from the College Relations budget. Nomination fee of \$75 comes out of the President's budget. It is a money maker for the Amarillo Globe News. It was determined that each division would fund their own applicants, if any.

VIDEO – FIRST GENERATION STUDENTS – Ellen showed a video by students and talked about what they learned in the process. The video shows interviews with first generation students and includes a phone interview with an incarcerated father of the children of one of the producers. The students did a really good job and the video only required minor tweaking. Russell suggested it be included in the power point for speakers bureau, shown at general assembly in the Fall, and put on AC's website.

PERKINS STATE LEADERSHIP GRANT PROPOSAL – Mark reviewed the grant which is \$15,000 paid by Austin Community College to research competency based education. Carol Buse will be the Program Director. The Cabinet agreed that this was a good study. Approved. Russell signed the letter to THECB.

ENROLLMENT UPDATE – Bob compared numbers from Fall 2015 and Fall 2014 and stated that this year we are on track with 2014. Fall 2015 was ahead at this point but then hit a wall and enrollments dropped. Actions being taken:

- Phone calls going out this afternoon
- Post cards going out this week
- Personalized post cards were sent to 671 people on a prospect list
- On Saturday, post cards were sent to 4,788 who have applied but not enrolled
- Producing 13 banner stands that say register now to put around campuses
- Creating posters and sandwich signs
- One more mail out aimed at those not registered

Discussed blocked sections where students are forced to register for all 4 sections of the block. This doesn't work for many students who don't fit in the blocks. We are over-blocked and a group is working on correcting that issue. Becky Burton is working on taking down some of the blocks and may need to take down more to accommodate students. Non-block courses are filling up quickly.

- Increase in enrollment is more important for the Fall than getting every pathway in blocks
- Need to make sure the schedule is balanced in a way to meet students' needs and retain them
- Add more seats and more sections if needed, don't wait on department chairs

The group will meet again the end of May to determine if more blocks need to be undone. Registrations are expected to increase after graduation when students have more time, but if that doesn't happen this group will need to meet sooner to determine how many blocks are needed.

"Eight week" language in the ads for the West Campus programs is ok since those students need the core to finish faster. Ads for East Campus programs will be pushed and generic ads regarding 8 week courses will be produced.

BRAGGING ON EMPLOYEES – Cabinet

Ellen – Cody McGehee, student who helped produce the video discussed above

Mark – Kathy Dowdy for working to fix the problem with scholarships for dual credit students

Russell – Bob's team for the work they have done to increase enrollment and their work with high school students. Note: most important thing students took away from ACE days was a schedule

Suggestions – Invite other staff to help with phone calls; Deborah will email faculty to remind students to register; four outdoor boards

POSITION JUSTIFICATIONS – Cabinet

Lyndy – There is a new process. Janet is verifying if positions and salary are in the budget before posting. Supervisors still need to check with HR when offering a salary to make sure we are not breaking our own policy. Once we get to supervisor training, these issues can be addressed. Cornerstone is taking a lot of back end time. Training will need to wait on that being done.

OTHER DISCUSSION – Strategic plan sometimes gets put on the back burner. Lyndy is having meetings with her staff every two weeks. Lyndy will follow up with Terry Kleffman to see if we have Microsoft project yet. Cara will put the strategic plan in Project and each cabinet member will be able to input their own information. Cornerstone may be able to help with this.

Cara was able to get online Ellucian training and sent out a schedule to Cabinet members. We were able to save \$7,000 in training and, hopefully, will be able to determine what we need to keep and/or invest in.

Safety and risk management planning. A city wide emergency management drill is going on at West Campus simulating a chemical spill. They are evacuating one building. City officials are involved and AC is participating. Russell will give feedback on the information he received during the drill.

The blue sheet for cabinet emergency management will be ready later this month.