

# PRESIDENT'S CABINET MEETING

August 18, 2015

## MINUTES

### MEMBERS PRESENT:

Bob Austin, Terry Berg, Lee M. Colaw, Cara Crowley, Lyndy Forrester, Ellen Robertson Green, Russell Lowery-Hart, and Deborah Vess

### OTHERS PRESENT:

Brenda Sadler

### Discussion:

Green distributed a "Stop Doing" handout. She spoke with a colleague from Washington, DC who specializes in non-profit TV/radio stations and FCC law. She was told that we should not sell the license to the radio station or cut power. Since KACV-FM90 is non-profit we would have to trade or sell to another non-profit, i.e., WTAMU or AISD. Green spoke with Alan Greer, CFO of KACV-TV/FM, about the cost of electricity to run a 100,000 watt station (FM90) versus 50,000 watt; she was told that there would only be approximately \$4,000 a year saved. Jill Gibson, Matney Mass Media faculty member, told Green that since Amarillo College has the second largest station in the Panhandle in terms of reachability it has become a huge selling point for the program. The Mass Media Program has 115 declared majors; with 88 in Gibson's Intro to Broadcasting class. Brian Frank, FM90's program director, has accepted the production job at Panhandle PBS which will leave his radio position unfilled. This position teaches one class in the fall and one in the spring in the Matney Mass Media program; it also programs the station so that we can sell underwriting in the community. Green asked Cabinet to allow her to fill this position. Forrester moved, seconded by Crowley to allow Green to fill the radio position. The motion passed. In summary, Green recommended that AC not cut power and/or trade the station to WTAMU or any other non-profit.

**ENROLLMENT UPDATE** – Austin said that there are 8,000 enrolled to date; a decrease of 1% in headcount. We expect to add 1,500 dual credit students which could bring our enrollment up to 9,500 students. De-registration went well; we were able to save 100 more students this year.

**POSITION JUSTIFICATIONS** – Forrester requested replacing Patsy Lemaster's and H.Q. Wrampelmeier's positions. Austin moved; seconded by Green. The positions passed.

Austin spoke of the retirement of Lynn Lankford, Continuing Education assistant in the Registrar's Office, at the end of August; she is responsible for managing CE registration. Austin requested replacing her position. Forrester moved; seconded by Crowley.

Vess requested replacing TXDot truck driver and heavy equipment operator; three trainers are covered by a grant. It is necessary to make them full time. Crowley moved; seconded by Forrester.

Lowery-Hart spoke with Michele Fortunato, Board Chair, about the Strategic Plan, AC's report card, and his evaluation. Crowley distributed an AC report card; there was discussion about graduation rates and IPEDS, which uses a 3-year rate versus the Texas Coordinating Board which uses the 4-year rate. For the report card delivered at General Assembly, the three-year rate will be used. The leadership team will see the 3-year, 4-year, and 6-year rates. A goal will be placed on the report

card for a 70% completion rate; ASPEN reported that the top ten colleges fall in this range

Completion – a lot of data points to take out first time in college student category, but keep in persistence category; and keep graduation 3-year rate and transfer rate.

Learning – Gateway class success rate – keep in persistence; but not in retention.

Equity – keep in persistence rate.

AC Student Profile: full-time and part-time; 1<sup>st</sup> generation; technical versus transfer focused; age; gender; ethnicity; percentage of developmental education classes taken; average age; and 55% of students receive ne-based assistance.

Strategic Plan – Lowery-Hart distributed the latest Strategic Plan; there was discussion for the impact categories. Employees must be helped to understand who our students are with the profile: full-time, part-time, first generation, technical versus transfer focus, age, gender, ethnicity, employed, and percent of developmental education classes taken. Crowley told that 55% of AC students receive need-based assistance.

Items under Action of Impact were discussed. Completion – Career/transfer focus for all advising; expand acceleration of programs; program for student success with more responsive and purposeful scheduling; and revise and contextualize developmental education. Align degrees and certificates with labor market – intentionally focus programs for quality, productivity, and viability; cluster degree programs by endorsement; and focus transfer students on a “transfer degree.” Learning – enhance the use of learner-centered pedagogy; leverage program outcomes for improved learning; and embed high impact practices across the curriculum. Equity – systemically remove barriers of poverty; scale No Excuses and culture of caring programs and training; integrate families into enrollment and completion; and ensure equitable access to all college resources. Financial effectiveness – build smaller and more responsive budget by leveraging technology and strategic alignment; construct an organizational structure for financing; ensure growth support and institutional goals; and define and build equitability for employees.

Lowery-Hart assigned the commitments to be developed by each Cabinet member: Berg, Colaw, and Forrester were assigned student commitments; Austin, Crowley and Vess – faculty commitments; Lowery-Hart, Green and Sadler the staff commitments. All commitments should be emailed to Crowley to compile and distribute. A meeting was scheduled on Friday, 08/21, for Cabinet to finalize the commitments.

Next meeting: August 25, 2015

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