

PRESIDENT'S CABINET MEETING

April 18, 2017

MINUTES

CALLED TO ORDER

9:08 am on 04/18/2017

ADJOURNED

11:09 am on 04/18/2017

MEMBERS PRESENT

Bob Austin, Tamara Clunis, Cara Crowley, Lyndy Forrester, Russell Lowery-Hart, Chris Hays, Steve Smith, Mark White

MEMBERS ABSENT

OTHERS PRESENT

Kevin Ball, Joy Brenneman, Wes Condray, Collin Witherspoon

DISCUSSION:

1. PARTNERSHIP WITH PANHANDLE COMMUNITY SERVICES	Crowley
<p>Cara told the Cabinet about a possible partnership with Panhandle Community Services to provide bus services to AC students. In a November survey of students, 15% reported that they do not have reliable or consistent transportation. City buses stop running at 6:00 p.m. One student stated that if he does not leave campus by 5:30 pm then he must walk to his home near Wonderland Park. PCS has received funding and is willing to run a bus route for Amarillo College with various pick up and drop off locations pictured on a map provided to Cabinet. The current proposal lists 4 different pickup and drop off times. Cara is requesting cabinet approval to survey the 800 ARC students to see if this is a service they would use and if the proposed locations and times are good. If AC partners with PCS to provide this service in the Fall, AC would front the funds and commit to one semester. Students would buy discounted tickets at \$1.75 possibly at the bookstore. Kelly Prater is checking to see if Financial Aid could cover the costs of the tickets. Initial cost is estimated at \$8,200. If all seats are utilized, the college would break even.</p> <p>Ms. Crowley plans to get back with PCS in June. PCS receives federal and state funding for transportation services; however, PCS will not benefit from providing this service. It would be a community initiative to further the education of our citizens. Should this be a successful partnership they are willing to wrap their bus with the AC logo. Social Services does have some cab options if a student using the bus has an emergency and needs immediate transportation. PCS sends students to AC for training and provides some funding for our students for utilities, etc. They have two busses to offer which could transport 38 students total and be a more reliable option than city busses.</p> <p>The new city manager is very engaged and concerned about transportation issues in Amarillo and is working on a long term solution.</p>	
ACTION ITEMS	Cara
Cabinet will discuss further at the budget meeting April 28. Cabinet approved moving forward with the survey.	

2. SUMMER ENROLLMENT AND SUCCESS	Witherspoon
<p>Collin presented his report on the retention of students who were enrolled in Spring, took at least one summer course, and then returned in the Fall. He matched a set of demographics to insure the students were similar and used the set of students only attending in the Spring as the control group. Using students with the same demographic makeup removes the argument that different types of students attend in the summer. Graduated and transferred students were removed from the data. The largest group attending in the summer are 25 and over; they smallest group is 19 and under. 70% are</p>	

<p>female. The majority who took summer courses and then returned in the Fall had been part-time in the Spring.</p> <p>He found that for Spring 2014 students, 88% who took summer classes returned in the fall. Only 57% returned if they did not take summer classes. Likewise in Spring 2015 – 87% vs. 59%, and for Spring 2016 – 87% vs. 60%. He found no correlation between the number of courses taken in the summer.</p> <p>Russell learned while he was at the Board of Trustees Institute that Alamo, Austin, and Grayson Community Colleges have come to the same conclusion about summer enrollment but don't have the data to substantiate it. Austin Community College is offering buy one, get one free for summer classes and Alamo is offering 24 summer hours free.</p> <p>56% of AC's summer courses are distance education classes. We will need to look at the distribution of classes for summer, add more seated classes, and look at summer success rates in the future. This will also affect recruiting and advising.</p> <p>Data for FTIC in Fall 2013 and attended Spring 2014</p> <ul style="list-style-type: none"> • If summer classes – 93% returned in Fall • If no summer classes– 75% returned Fall • Same rates in successive years <p>Next: Collin will look at success rates of older students in 8-week vs. 16 week classes.</p> <p>Wes asked about creating a focused message to students who failed a top ten course in the Fall and did not return in the Spring to let them know Summer could be a fresh start. Bob asked that he work with Maria Juarez within the communication protocol to keep a consistent record of communication with students.</p>	
<p>ACTION ITEMS Collin will bring new data to next Cabinet meeting.</p>	Collin

<p>3. EMAIL POLICY</p>	<p>Hays</p>
<p>Communications and Marketing is looking at a new process for “All AC” emails and “Reply all.” Cabinet discussed the various and varying emails that happen each week. Chris, Wes, and Kevin suggested that these changes would give them more opportunity to be better informed and to better promote happenings around campus. They suggested starting with MWF emails which cover upcoming events. The system would still allow special emails from certain people, e.g. the President, to get messages out, and they are working on templates. They expect to have these ready around mid-May. The process would allow them to measure, direct, and create messages that work. They have metrics to see who opened emails and how many people looked at the email. Some members of cabinet expressed concern about privacy, restriction of students and staff communication, and autonomy. More discussion will follow.</p>	
<p>ACTION ITEMS Communications and Marketing will meet with all the employee groups to get feedback before implementing and bring information back to Cabinet.</p>	<p>Kevin and Wes</p>

<p>4. ENROLLMENT UPDATE</p>	<p>Austin</p>
<p>No report.</p>	
<p>ACTION ITEMS n/a</p>	<p>Bob</p>

5. BRAGGING ON EMPLOYEES	Cabinet
Kevin – Mike Smith at KACV hit the ground running. He has done a video story about a Bowie 6 th grade project to help a school in Kenya restock their library. The story was shared by AISD, has received 12,500 views and members have joined PPBS because of the story. This has helped to build what they are doing with PPBS children. - Lyndy Bob expressed his appreciation of Steve’s management of the coffee shop process. Palace Coffee will do minor renovations in the Summer and open in the Fall of 2017. They will have a “coffee of the month” with proceeds going to a student club.	
ACTION ITEMS Emails will be sent by those noted above.	Cabinet

6. COMMUNICATION POINTS	Forrester
Lyndy reviewed the items to be covered in her report.	
ACTION ITEMS Lyndy will send email.	Forrester

7. POSITION JUSTIFICATIONS	Cabinet
None	
ACTION ITEMS	