

PRESIDENT'S CABINET MEETING

September 20, 2016

MINUTES

CALLED TO ORDER

9:04 am on 09/20/2016

ADJOURNED

11:30 am on 09/20/2016

MEMBERS PRESENT

Bob Austin, Cara Crowley, Lyndy Forrester, Chris Hays, Russell Lowery-Hart, Steve Smith, Deborah Vess

MEMBERS ABSENT

Mark White

OTHERS PRESENT

Joy Brenneman

DISCUSSION:

1. DOE SCORECARD COMPARISON – AC vs ASPEN TOP 10	Crowley
<p>Cara provided comparison data for AC vs the Aspen Top 10. Our graduation rate far below most, but our retention rate is comparable. Transfer rates are not included. Salaries come from Department of Labor data and we are close to Anoka Ramsey's numbers. Many of these top 10 schools are below the national averages, but Aspen looks at significant improvements. It's hard to know where these schools started that made them stand out to Aspen as top 10. AC is not much different that these schools and the data reflects that we are on the right track. We need to focus on getting into the top 150 and becoming a Rising Star next year. Cabinet reviewed the numbers on the spreadsheets Cara provided and noted that graduation rates need to be broken out by minorities for the Leadership Report Card.</p> <p>One challenge with data is that we use different ways to look at graduation rates. We will be focusing our conversation using IPEDS data.</p> <ul style="list-style-type: none">• Completion equals graduation and transfer.• Completion increases will occur with stackable credentials but won't see the completion data as to Associate degrees within the stackable credentials plan for three years.• Clarified that retention is measured by removing students who have already gotten a certificate or graduated.• Collin can provide a percentage of students getting Associate's Degrees versus certificates. <p>A chart has been created with pictures (no names) of 100 student representative of all demographics. This cohort will be followed over the next three years and will visually demonstrate withdrawals, completions, etc. for this group of students. Beginning in October, the chart will be reviewed at monthly meetings of the Board of Regents. In February, it will demonstrated at General Assembly. We will continue to use the chart until Fall of 2017 when our 70% by 2020 cohort begins. PELL eligible can be pulled right now for this cohort. We won't know until December if having all students apply for Financial Aid has led to more completions. Palo Duro High School is having an AC advisor work at the school for 30 minutes each week.</p>	
ACTION ITEMS We are moving the right direction but aren't there yet. We have the right plan – need to put it in place and make sure the kinks are worked out. Plan includes pathways, tuition incentives, year-round scheduling, an AC app.	All

1a.AC APP	Kleffman/Austin
<p>There is an app in Ellucian called Ellucian Go. It must be downloaded through the app store, then look for Amarillo College before downloading. Within this app, students may access a map for directions to classes, register, and pull up schedules, etc. but are directed to the AC portal to do so. Bob has found another option that would cost approximately \$7000/year and would be an AC specific app. Where Ellucian directs students to the portal, another app would stand alone. Data shows that students want apps on their phones that don't require another log in. Terry Kleffman can show the app to Cabinet. It would need to be customizable to include pathways, tuition incentives, etc. Tommy deJesus & Tommy Morrison are working on something that students could log into and will determine what is truly possible to do in our portal. It was suggested that perhaps there should be different version for students, faculty, and staff.</p>	
<p>ACTION ITEMS Schedule Terry Kleffman for next Cabinet meeting. Explore the app further. Cost of any new app must be justified by being able to connect to the 70% goal by 2020. Need to discuss and get more information. Leadership report card waiting on learning info from Dr. Vess and Collin before it can be completed.</p>	<p>Joy Terry</p>
1b.TWO-YEAR SCHEDULE & TUITION INCENTIVES	Austin/Smith
<p><u>Tuition incentives:</u> The idea is to get students registered for a degree (pathway), not just for a semester, hopefully offering two-year and three-year options. Then, a payment plan could be designed, tied to a student's pay dates, and paid by automatic draft. Students could get a tuition break for locking into a plan. Possibilities could be applying the discount up front to lower monthly payments or issuing a check when they complete. Steve has looked at some vendors. Consider making summer part of the program and/or year-round school. Would need to determine how this would work for some of the accelerated programs. Financial Aid implications for year-round school could be worked out.</p> <p><u>Two-year scheduling.</u> Pathways for General Studies, Technical Education and Health Sciences are in place now. Working on aligning 2-year degree plans and may need to also create 3-year plans and another plan that includes summer. Creating intentionally planned schedules using blocks but not making them co-requisites. These need to be ready to go for next fall and students advised accordingly. Timeline to make this happen.</p> <ul style="list-style-type: none"> • In place by March 2017 • Training in January, February, and March • Will try a pilot in the Spring with pathways already completed <p>Diane has requested course schedules from department chairs and program coordinators and will key in these pathways. There are big changes. Course files will need to be built several years out. Some course selections, e.g. a fine arts course, will need to be made for the students.</p> <p>Cabinet discussed the possibilities of six terms, five terms, 8-week summer terms vs. two 5-1/2-week summer terms. Some courses are taught in a sequence and need the two shorter terms. There are still many moving pieces and much yet to be determined.</p> <p>A Faculty Compensation Committee, chaired by Steve Smith, has begun to meet to work on issues that will affect faculty including increasing completion, course offerings, and faculty pay. He will also be added to the Completion Committee.</p>	
<p>ACTION ITEMS - October 13 - schedule a 2 hour meeting to continue this discussion. Include Diane Brice, Becky Burton, and anyone else Cabinet would like to bring to</p>	<p>Joy</p>

<p>the meeting. Need to have things loaded and ready to show, walk through what this actually looks like.</p> <ul style="list-style-type: none"> - Develop a marketing plan and get faculty buy in. There are many moving pieces but links may still be conceptual. 	Chris/Cabinet
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1c. Data	Witherspoon
<p>Collin questioned an Illume report, which contained data regarding 1,969 Spring 2016 Students. These students per Illume are considered to be on the very low, low persistence predictor. Yet, 43% of these students returned in Fall 2016. The concern was what, if any intervention impacted this large percentage of students to return who were predicted to not return.</p> <p>He showed a list of AC's top 20 AAS degrees by number of students in those majors ordered top to bottom. Pre-nursing and allied health declared majors who are not accepted into their respective programs are the top two. He then compared these to the number of new jobs in these fields over the next three years. EMSI data pulls from TWC and makes projections for new jobs over the next these years, but this number does not include those who may quit, die, or retire. This data reflects where we have too many students and where we might need to market or create new programs. Need a projection of biggest growth markets. Collin will bring this information to the Labor Market meeting next week. We need to match these with our programs or determine need for new programs. Need to have a pathway for the students who may not make it into their desired program.</p>	
ACTION ITEMS Collin will provide data.	Collin

2. COLLEGE SUCCESS INITIATIVE ANNUAL FUNDRAISER BANQUET	Lowery-Hart
<p>October 1, 2016 at 6:00pm – Polk Street United Methodist Church. We have a table for eight. Russell asked who might be able to go.</p>	
ACTION ITEMS Bob and Lyndy can go. Russell will send out an email to cabinet. Let him know if able to attend	Russell

3. DAY OF CARING	Crowley
<p>October 22, 8:00 – 12:00, 9 different sites. Cooking team will be doing lunch on the Oeschger Family Mall. We need 150-200 volunteers. This Saturday falls at the end of Fall break so some faculty will not be able to participate. It is organized to coincide with the National Day of Caring.</p>	
ACTION ITEMS Sign up forms should go out this week	Joy Cara

4. CHRISTMAS CARDS	Lowery-Hart
<p>This year an AC specific Christmas card will be designed. Russell asked if other departments/divisions sent out Christmas cards and whether we should just use one card and consolidate the lists. Currently Panhandle PBS and the AC Foundation have their own cards. Consensus was that we should use one card beginning next year as some have already ordered their cards for this year.</p>	
ACTION ITEMS Will determine who will coordinate that for next year.	

5. ORGANIZATIONAL CHART	Lowery-Hart
<p>Cornerstone will be able to create this.</p>	
ACTION ITEMS HR will create.	Lyndy

6. NO EXCUSES 2020 MEETING AGENDA	Austin
The agenda will be Collin presenting the data he showed cabinet today	
ACTION ITEMS Collin will also try to get an 8-week course breakdown by ethnicity in time for the meeting.	Collin
7. WEBSITE AND SOCIAL MEDIA	Hays
<p><u>Website:</u> Chris and Tommy deJesus are working on new design for the webpage. Need to get people to the main page which will include an event calendar, master calendar, and testimonials. Less information on that page with links to other pages that viewers need. They are looking at the current CMS to see if it can do what we need it to in terms of navigation and content. The branding may change with new hires in Communications and Marketing.</p> <p><u>Social Media:</u> Making a list of all AC Facebook pages and considering consolidation of some under broader headings to create a bigger and more intentional page. Kevin Ball has been hired as Director of Station Operations for Panhandle PBS. He was formerly the Vice President of Marketing for Hastings. He also worked at the Botanical Gardens. The to-be-hired Director for Communications and Marketing will work with Keven and Chris on fundraising and to make Panhandle PBS a better partner for the college.</p>	
ACTION ITEMS None	
8. ENROLLMENT UPDATE	Austin
Not covered today	
ACTION ITEMS N/A	
9. BRAGGING ON EMPLOYEES	Cabinet
<p>Deborah - Diego Caetano will be performing his first recital here tomorrow</p> <p>Chris - Kyle & Karen for their work on General Assembly</p>	
ACTION ITEMS N/A	
10. COMMUNICATION POINTS	Forrester
<p>Rumor busting – rumor that AC is preparing for another round of incentives and layoffs – not true; merging classified and administrative employee classifications – being looked into</p> <p>Aspen Data - metrics to measure how we're doing</p> <p>Starting in the fall – 100 students reflected in a chart</p> <p>Tuition incentives</p> <p>Pathway scheduling</p> <p>Collin's data of top 20 AAS degrees</p> <p>Website and Social media</p> <p>Day of Caring</p>	
ACTION ITEMS Lyndy will send out.	Lyndy

11. POSITION JUSTIFICATIONS	Cabinet
<p>Deborah requested an adjunct position for Moore County/Hereford; 4.5 month temporary and budget neutral; funded by Hereford and Moore County. Approved.</p> <p>Amanda Kuker position as an open engineering position and not a replacement position clarified.</p>	
ACTION ITEMS	
N/A	