

PRESIDENT'S CABINET MEETING

September 27, 2016

MINUTES

CALLED TO ORDER

9:05 am on 09/27/2016

ADJOURNED

11:07 am on 09/27/2016

MEMBERS PRESENT

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

MEMBERS ABSENT

Steve, Smith, Mark White

OTHERS PRESENT

Joy Brenneman

DISCUSSION:

Russell showed the new Student Progression video. One hundred photos of students who represent our current student demographic are portrayed in this video. When a student drops out/does not re-enroll, his/her photo will be grayed out to reflect the number of students progressing or not progressing through September of 2017.

1. REVIEW MINUTES OF SEPTEMBER 20, 2016	Cabinet
No concerns.	
ACTION ITEMS	
No changes	

2. HISPANIC HERITAGE MONTH	Lowery-Hart
The Foundations of Excellence group is hosting three events in conjunction with Hispanic Heritage Month. <ul style="list-style-type: none">• 09-29-16 – Lunch and Learn with Mercy Murguia, Potter County Commissioner – Precinct 2• 10-06-16 – Lunch and Learn with Hispanic Professionals of Amarillo College (Ernesto Olmos, Richie Garza, Angie Alvarez, Jamie Perez, and Maria Juarez)• 10-13-16 – Finale: The Fiesta – refreshments and entertainment provided in the Oeschger Mall	
ACTION ITEMS	Vess
Dr. Vess will work with Melody Graves to make sure these events are intentional and centered around learning.	

3. AC APP	Kleffman
Currently, AC's app is the Ellucian Go app. The quote for an AC mobile app is \$15,000 + \$12,000 for services. Thereafter, \$2,600 yearly charge. We would then need a staff person to implement it and then have it validated by the app store before it could be an AC branded app. This app would allow us the ability to add our own applications. Students would be able to register and pay, view full calendars and maps, link to bookstore, etc. without having to go through a web browser.	
Cabinet didn't see that we would get much more other than branding of our own AC app. It was noted that only about 40% of students pay online. There may be other options that are outside of Ellucian. Students use the Blackboard app to access their classes. Some suggestions for promoting Ellucian Go included having Communications and Marketing develop an email and card for advisors to use with students; having faculty and staff walk students through the process of downloading the app or create a simple YouTube video showing students how to download and use the app.	

It was suggested that a focus group of students be selected to prioritize our online presence and get a sense from them what's more important and useful to them.

Cabinet decided to not make a change and this time, and AC will instead use what we currently have via a strong promotion of the Ellucian Go app. AC will then get feedback and usage data on what works and what doesn't. Terry will check into usage data for the Blackboard app.

ACTION ITEMS

- Reach out to other community colleges to see if they are using a similar app and if students use it
- Create focus group of 10 students to download and use the app, get feedback and then make decisions
- Terry will send data on Blackboard app
- Chris will bring what he has learned back to Cabinet when he has more information

Hays
Kleffman

4. DATA

Witherspoon

We submit different data 3 times each year to IPEDS. Currently submitting information on 12-month enrollments July 1, 2015 through June 30, 2016 (unique headcount). Collin reviewed his data on the CIP codes for all awards. He is working on getting it into the Leadership Report Card. It already includes equity and male/female breakdown and the breakdown for Levels I, II, and Associates degree. It was noted that each CIP code may have multiple levels of awards and that it could also include several programs, e.g. CIS. Internally, we may want the data broken down further but separate from IPEDS data so as not confuse the two. IPEDS is the foundational data point used by Achieving the Dream and Aspen. Programmatic data can be pulled from IDS.

Low Hispanic completion rates were noted and it was suggested that there is a need to match high enrollments with completion data to see if there is an equity issue. This may change with Pathways due to General Studies students, however which pathway a student takes will not be in the data. We do not receive credit for dual credit transfer.

Collin is in the process of writing a data dictionary. The Report Card will have programmatic data which should reflect where there are low enrollments.

Quality Matters is already going on with course redesign and will be used for online course redesign. There will be a master course shell with a peer review committee for these courses.

We now have clear data that is leading the conversation and an IR approach that allows for conversation. We have fixed the foundation of IR. Now we can move on with predictive modeling.

ACTION ITEMS

- Refine further by program for the leadership report card
- Get one-year and three-year comparisons; completion rate for cohorts
- We provide IPEDS the information, but we need a percentage against which to measure ourselves
- Collin will provide list of 100% online programs; will need to market these
- Review programs with low enrollment/completion totals

Crowley
Witherspoon

NOTE: **During the Cabinet meeting, Teresa Clemons, Claudie Biggers, and a group of students interrupted to announce that AC had just received news that we have received an HSI Stem grant in the amount of almost \$5M from the US Department of Education. This grant will do many things including building a greenhouse conservatory, adding one new certificate, four new associate degree options in Biology, and a Bachelor's degree option through an articulation agreement with Texas Tech. Food grown in the conservatory will go to the food pantry. The announcement will be made tomorrow.

5. ENROLLMENT UPDATE	Austin
<p>Bob reviewed the handout he provided to Cabinet and noted the following:</p> <ul style="list-style-type: none"> • Ethnicity – the percentage who self-identify as white continues to decline compared to 2012 (down 50%); number of Hispanic students remains about the same but the percentage goes up as the percentage of white students goes down • Enrollment by type of major is unchanged • Increase in full time enrollment; number of students enrolled in 7 – 11 hours is down while those enrolled in 4 – 6 hours is up, likely due to 8 week courses • Still adding students for the second 8 weeks • Up almost 2% compared to last year • With the expansion of the ACE Program to Tascosa, the number of ACE students in the pipeline has actually been limited. 	
<p>ACTION ITEMS Bob will bring this information to tonight's Board meeting. He noted that the 12th class day enrollment report is just a snapshot and actual numbers can be found in the data book</p>	Austin
BRAGGING ON EMPLOYEES	Cabinet
<p>Cara – Teresa Clemons & Claudie Biggers for their work on the grant on the grant Lyndy – Janet Barton working with Chris on the new hires Bob – Pam George and Trent Oneal are doing a good job in their new positions Russell – Daniel Esquivel has created a new culture that is tangible when visiting the campus; engaged students, good employee relationships, 31% increase in enrollment, an advising center in the Hereford High School, Hispanic mail initiative Deborah - Cheryl Oldham has done a good job in her new role in CTL</p>	
<p>ACTION ITEMS n/a</p>	
6. COMMUNICATION POINTS	Forrester
<p>Ellucian Go app Data – Leadership Report Card with IPEDS IR leading the conversation Hispanic Heritage month events created by the employees Increase equity</p>	
<p>ACTION ITEMS Need people to RSVP for Texas Tribune event – need more employees and community to attend; Chris will send email with graphic to cabinet and to other organizations</p> <p>October 3 – Russell will host a dinner the night before the Texas Tribune event with the new CEO for TACC and cabinet and board members; will need an RSVP today</p>	Forrester

NOTE: Russell was in Washington D.C. recently with the DOE. The event was a remarkable reflection on the reputation AC is developing nationally. They will be integrating AC as a case study on Adult Basic Education, DevEd, and Social Services. They will be coming in November or December to create a video and will co-present with us at conferences showcasing Amarillo College over the next two to three years.

7. POSITION JUSTIFICATIONS	Cabinet
None	
ACTION ITEMS n/a	