

**AMARILLO COLLEGE BOARD OF REGENTS
MINUTES OF SPECIAL BOARD MEETING
August 18, 2008**

REGENTS PRESENT: Ms. Michele Fortunato, Chair; Mr. Prenis O. Williams, Vice Chair; Ms. Lilia B. Escajeda; Mr. Carroll M. Forrester; Mr. Don L. Nicholson; Dr. Gene Norman; and Mr. H. Bryan Poff

REGENTS ABSENT: Mr. John D. Hicks, Secretary; and Dr. David C. Woodburn

OTHERS PRESENT: Mr. Robert Austin, Dean of Enrollment Management; Mr. Terry Berg, Dean of Finance & Administrative Services; Mrs. Ellen Green, Dean of College Communications and Marketing; Dr. Paul Matney, Acting President/Vice President and Dean of Instruction; and Ms. Danita McAnally, Dean, Assessment and Development

Mr. Bruce Cotgreave, Director, Physical Plant
Mrs. Kim Davis, Director, Continuing Education
Mr. Mike Jager, representing Classified Employees Council
Mrs. Lori Merriman, Executive Secretary, President's Office
Mr. Brad Newman, representing *Amarillo Globe-News*
Mr. Art Pratt, representing Creative Consumer Research
Mrs. Brenda Sadler, Exec. Asst., Pres's Off. and Asst. Secy. to the Board of Regents
Mr. Robert Sanders, Legal Counsel
Ms. Joyce Walter, representing Creative Consumer Research

The meeting was called to order by Ms. Fortunato, Chairman.

PUBLIC HEARING ON THE PROPOSED TAX RATE FOR 2008:

In accordance with provisions of Section 26.05 of the Texas Property Tax Code, a notice of public hearings regarding the proposed tax rate for 2008 was published in the newspaper on August 8, 2008.

At this time any person and/or persons wishing to come before the Board of Regents regarding the proposed tax rate for 2008 for the Amarillo Junior College District were given the opportunity to be heard. There was no public opposition to the proposed tax rate.

DATE, TIME, AND PLACE OF THE MEETING TO ADOPT THE TAX RATE ANNOUNCED:

Ms. Fortunato announced that the date to adopt the 2008 tax rate is set for Tuesday, August 26, 2008 at 6:00 p.m., in the Palo Duro Room of the College Union Building on the Washington Street Campus.

Minutes of the Amarillo College Board of Regents Special Meeting of August 18, 2008**REQUEST FOR PROPOSAL NO. 1193 – 2007 BOND PROJECT, SCIENCE LABORATORY BUILDING STRUCTURAL PACKAGE FOR AMARILLO COLLEGE, WASHINGTON STREET CAMPUS APPROVED:**

RFP No. 1193, for the new Science Laboratory Building Structural Package for Amarillo College, Washington Street Campus, was advertised in the newspaper for sub-contractors and suppliers, by Page & Associates, Inc., Construction Manager-at-Risk (CMR).

Proposal Package includes site demolition, building pad, concrete foundation and slab, rebar, structural steel, bar joist, stairways, and other miscellaneous steel components. Approval of this request will allow the CMR to expedite the project, complete the overall project, and have the facility open by spring semester 2010.

Page & Associates, Inc. provides a price of \$1,426,115.00.

Funds are available in the 2007 Bond Budget.

Ms. Escajeda moved, seconded by Mr. Nicholson, to approve the 2007 bond project, Science Laboratory Building structural package. The motion carried unanimously.

MARKETING RESEARCH FINAL REPORT AND SUMMARY:

In the fall of 2007, Amarillo College hired the company, Creative Consumer Research, to examine the way in which AC promoted the College and served the community. After months of surveying several groups of people, including AC employees, current students, high school students, counselors and various members of the general public, Mr. Art Pratt and Ms. Joyce Walter from Creative Consumer Research presented their findings and summary in a report to the AC Board of Regents. Mr. Pratt was complimentary of Amarillo College but said there were some areas which need to be worked on. Amarillo College is in the process of addressing trends involving college enrollment. One-on-one interviews, telephone interviews, and email interviews were conducted with various segments in the community. AC needs to take the opportunity to increase awareness with High School Seniors and the underemployed. Two of AC's strengths are cost and location. Infrastructure improvements are some of the top recommendations. In regards to marketing and advertising, the preferred tag line overall was 'Great Careers Start Here.' After talking with faculty and staff members, it was determined that College administration could do a better job of communicating with employees. Amarillo College outperforms other local colleges. Student pride and facilities connected to AC are areas which need improvement. The business community thinks of hiring AC graduates first. For the underemployed without a college degree or training, they believe that a better job and more money are the main reasons to go to college. Amarillo College needs to improve communication with potential students to increase enrollment. Amarillo College is a consideration or option for most students contemplating attending college. Family and jobs seem to be major reasons for students withdrawing from or not attending college. Amarillo College has an excellent overall image in the marketplace. AC needs to focus on improving communication among administration and the employees; promote the college better to high school seniors, business community, and underemployed; develop programs to help college dropouts, standard high school students, and underemployed succeed. Amarillo College should consider developing a campaign to promote the value and benefits of getting an associate's degree or certificate. The presentation is included with these set of minutes.

ADJOURNMENT:

There being no further business, the meeting was adjourned.

Michele Fortunato, Chair