

PRESIDENT'S CABINET MEETING

January 27, 2009

MINUTES

MEMBERS PRESENT:

Bob Austin, Laura Grandgenett, Ellen Green, Paul Matney, Danita McAnally, Jerry Moller, and Damaris Schlong

MEMBER ABSENT:

Steven Jones and Terry Berg

OTHERS PRESENT:

Linda Hendrick, Brenda Sadler, and David White

GOOGLE ADS (ADWORDS AND ADSENSE) – Green explained that she plans to expand ads and the audiences targeted as well as acquiring feedback. David White, Communications Specialist, gave a presentation regarding Google ads and how they work. He reported that colleges go online to reach students and parents alike; we can no longer expect traditional ad campaigns to reach everyone. Google adwords include “pay per click” on websites such as those on AOL and Ask.com. Search engines should get an individual to information for which they are looking. Sponsored links will appear on the right hand side of the web page. Some sites set up their web link so that they pay \$.25 every time someone clicks on their internet link. White explained that adsense is where you type in Amarillo College, for example, and information regarding AC will appear on the web page as searches related to Amarillo College. If a prospective student wants to compare online classes and cannot get the one they wanted to take at a particular university, we can offer a link to the AC spring 2009 online class site. One ad AC ran online for the week of January 16 – 23 received 33 clicks; 10,384 impressions; and the average position on a web page was 5th out of 7. We began an online ad for the Wind Energy Campaign on January 5 and to-date we have had 102 clicks; 29,674 impressions; and the average position on the page was 3rd. Since January 5, AC has spent \$208.68 on the ad and has better-targeted audiences. Green explained that Norma Campbell, Marketing Coordinator, has started contests online, i.e., on FaceBook and MySpace, and has given away AC gifts; this has proven to be an effective social networking tool piquing interest of student bloggers. Green hopes to build campaigns around individual programs.

OUTLOOK AS OFFICIAL COMMUNICATION – Matney agreed to send out an “everyone” email proclaiming Outlook as AC’s official email and requested Grandgenett send him justification. Part-time faculty believe they have been excluded; in the past we had no vehicle of communication to these faculty. In development of the Title V grant application, McAnally will be creating a survey for faculty to complete; she requests that part-time have an opportunity to express their needs online, also. The question was posed as to if we can determine how to implement this communication tool? Part-time may want to forward AC emails to their personal email addresses. Linda Hendrick, Director of Telecommunications, stated that other employees, i.e., grounds, maintenance employees, etc., do not have AC email addresses and that it should be an advantage of Outlook. She explained that in December, 759 email accounts were converted to Outlook. It was suggested that supervisors make computers available for those who do not have PCs so they may check their AC email. The IT Council is in transition from Novell to Outlook; Outlook needs to become the standard email communication. There was discussion as to whether all part-time employees should have AC email addresses and computer access. Grandgenett said they are looking for an

automated system to add or disable email accounts rather than remove them. It was endorsed to have all credit part-time faculty convey a current email address at the time of hiring. Outlook will be the official email tool of communication. Grandgenett and Hendrick were requested to draft a statement based on this discussion of what the Cabinet can endorse and how best to communicate this to employees.

STIMULUS PLAN – McAnally distributed an article from *The Chronicle of Higher Education* entitled “Stimulus Bill Includes Billions of Dollars in Help for Students and Colleges.” Funds will be distributed to states by formula in proportion to each state’s share of full-time equivalent undergraduate students and funds will be allocated by states to institutions based on the demonstrated need of each institution for facility modernization, renovation, and repair. AC needs to be ready to roll out a plan of what we want to do with funds generated by the Stimulus Plan; once passed, the turn-around time for application will be short.

CHANGE MANAGEMENT POLICY – Grandgenett will visit with McAnally regarding her corrections to the proposed Change Management Policy. A final version will be sent to Cabinet. The purpose of this policy is to manage changes in a rational and predictable manner so AC employees can plan accordingly. Changes require serious foresight, planned implementation, careful monitoring, and follow-up evaluation to reduce negative impact to the end user and to increase the value of ITS resources.

ADMINISTRATIVE/STAFF UPDATES –

- ◆ Sherrie Nunn, former AIG employee, will replace Roberta Smart as Administrative Systems Specialist, Workforce Development; she will begin February 9.
- ◆ Jason Norman accepted the position of Director of Advising; he begins his new duties on February 1. Linda Barksdale has accepted the Transfer Advisor position.
- ◆ John Smoot, Director of Top of Texas Tech Prep, resigned to become the Assistant Simulation Director.

MISCELLANEOUS –

Academic enrollment, 9,941 students, is up 3.85% in headcount; and up 3% in contact hours.

The groundbreaking dedication of the Steven W. Jones Hall on West Campus will be held on March 11 at 2:00 p.m. (**Note: the date has since been changed to February 25.**)

Grandgenett reported that the new tracking plan of hardware and software purchases is working well.

Next meeting: February 17, 2009

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