

# PRESIDENT'S CABINET MEETING

September 7, 2010

## MINUTES

### MEMBERS PRESENT:

Bob Austin, Terry Berg, Lee M. Colaw, Ellen Robertson Green, Russell Lowery-Hart, Paul Matney, Danita McAnally, and Damaris Schlong

### OTHERS PRESENT:

Kara Larkan-Skinner and Brenda Sadler

**Core Values: Integrity + Innovation + Teamwork = SUCCESS**

### Discussion:

**ACADEMIC ENROLLMENT UPDATE** – Austin distributed handouts featuring headcount by fall semesters from 2005-2010 and deregistration history. To-date there are 11,622 students in headcount which is a 4.7% increase from last fall. There are 56 more students enrolled in dual credit; and 295 ACE students as compared to 101 in fall 2005. Austin will issue a formal update after the 12<sup>th</sup> class day. Items which may have driven the increase in headcount may include: affordability; quality instruction; breadth of offerings; and individual needs for extra training, or retraining, to obtain a job. Deregistration history: 15.5% were dropped on deregistration day in FA 2010, but most have been added back since that date. The Business Office mailed letters to students who still owed money for the fall semester reminding them of the payment dates; Carl Calls keep going out also reminding them. When students are dropped they are immediately contacted and given the opportunity to re-enroll. Information is tracked on ACE students by Delton Moore, Director of Institutional Research, and placed in the Data Book. Green said we have to track the return on investment with marketing tools. We have been tracking and working with ReachLocal, Inc., an online advertiser from San Antonio. Green reported that recently they targeted and marketed to special programs; in a month \$2,000 was spent in ads and we received 19 direct applications to those special programs.

**NATURALLY SLIM PROGRAM** – Schlong reported that the Question & Answer session went well; there were 60+ employees in attendance. She was not sure how many of those employees would sign up for the program. Berg devised a plan to help employees make payments toward the program. Amarillo College is one of several area employers who are offering the Naturally Slim Program to their employees.

**COMMUNITY COLLEGE OF SURVEY OF STUDENT ENGAGEMENT (CCSSE) EXECUTIVE SUMMARY** – Kara Larkan-Skinner, Director of Outcomes Assessments, distributed a condensed report of the CCSSE 2009 and 2010 results. She explained that this is AC's second year to participate in this survey; this is the first year for AC to be able to evaluate trend line data. The five benchmark categories were discussed and compared for 2010 and 2009:

<u>Benchmark Category</u>	<u>AC Mean</u> <u>2010</u>	<u>Above/</u> <u>Below</u>	<u>AC Mean</u> <u>2009</u>	<u>Above/</u> <u>Below</u>
Active and Collaborative Learning	44.9	Below	42.4	Below

Student Effort	46.3	Below	45.4	Below
Academic Challenge	50.5	Above	46.5	Below
Student-Faculty Interaction	51.3	Above	48.4	Above
Support for Learners	55.1	Above	53.5	Above

The two categories in which AC was above statistically for two years were: Student-Faculty Interaction and Support for Learners. Items of statistical significance in CCSSE for 2009 and 2010: Active and Collaborative Learning: Made a class presentation. (below); Student Effort: Prepared two or more drafts of a paper or assignment before turning it in. (below); Worked on a paper that required integrating ideas or information from various sources. (below); Skill labs (writing, math). (above); Academic Challenge: Number of written papers or reports of any length. (below); Extent to which examinations during the current school year have challenged you to do your best work at AC. (above); Student-Faculty Interaction: None; Support for Learners: Providing the financial support you need to afford your education. (above); Academic advising/planning. (above). CCSSE identifies any school 90% and above in benchmarks. Though we have not reached this, results show success overall. There are a lot of areas involved in the Support for Learners category. Custom survey items requested by AC were additional items added to the CCSSE questionnaire and will be used in the future. The summary of the frequency of responses to each statement was discussed. Green asked Larkan-Skinner to contact Joe Wyatt, writer of *Plugged In*, to include a story about the CCSSE survey in the next edition.

Lowery-Hart stated that it appears AC needs to improve on professor requests of writing assignments and presentations in direct juxtaposition to increasing enrollment and class sizes. We need to place value on these assignments and strive to keep classes at a reasonable size. It was suggested to use this information internally; share and celebrate with employee groups.

**SURVEY OF ORGANIZATIONAL EXCELLENCE & FACULTY SURVEY** – A handout of the Employees Survey (Organizational Excellence) for spring 2010 was distributed. Matney asked Cabinet to read over and items will be discussed at the September 21 Cabinet meeting. Some things will need to be improved in order for us to move forward.

**Action:**

**CAMPUS MASTER PLAN UPDATE** – A copy of the 2006 Capital Needs Assessment list was distributed at the last Cabinet meeting; if any Cabinet member wants to add areas of interest to the list, contact Berg. Austin, Berg and Bruce Cotgreave will meet later this week to discuss and then will meet with the architects. This information will be presented to the Board at the September Board meeting to demonstrate the need for expert advice since costs will be involved and ask them to approve hiring a consultant to help us make required changes.

**SUSTAINABILITY EDUCATION & ECONOMIC DEVELOPMENT (SEED) CENTER** – Matney distributed a leadership guide to SEED membership and discussed. SEED is a leadership program and resource center created by the American Association of Community Colleges and ecoAmerica that will provide strategic guidance and detailed resources for community colleges to dramatically ramp-up their programs to educate America's 21 century workforce and build the green economy. As a SEED member, Matney would join other community college presidents as leaders in supporting

the role of community colleges in fostering economic growth, American competitiveness, and the workforce development requirements of the emerging green economy. There is no fee to become a member. Cabinet members were in agreement that Amarillo College should join.

**Announcements:**

- McAnally reported that the *Strategic Plan through 2015* was in printed format; she and Lowery-Hart will give a presentation at the September 28 Board meeting.

Next meeting: September 21, 2010

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