

PRESIDENT'S CABINET MEETING

December 4, 2007

MINUTES

MEMBERS PRESENT:

Steven Jones, Terry Berg, Ellen Green, Brad Johnson, Paul Matney

MEMBERS ABSENT:

Victor Fite and Damaris Schlong

OTHERS PRESENT:

Bob Austin, Danita McAnally, and Brenda Sadler

FALL 2007 ACADEMIC ENROLLMENT REPORT – A 2007 enrollment review was distributed. The preliminary numbers were taken from databook information and a trend was identified. The fall 2007 enrollment was 10,252 which represented a modest 1% increase over the fall 2006 enrollment. Dual credit students accounted for the majority of increase in enrollment. The number of students enrolled in academic majors over the last five years has increased and the enrollment in technical and tech prep majors has declined. Over the last five years, the enrollment at Amarillo College has remained flat at around 10,000. Dual credit enrollment was 13% in fall 2003 compared to 20% in fall 2007. In terms of FTE reimbursement, it does not generate a lot of revenue. Enrollment from dual credit has about reached its peak; we should not count on this demographic to be our source of enrollment growth in the future. Students under the age of 20 have grown significantly; other age categories have declined. The trend in enrollment of tech prep students since 2003 has declined. Most students who enroll in tech prep are likely to pursue academic transfer major credit. Strength of the local economy appears to be a factor in the decline in technical and tech prep majors. Leadership changes in the Industrial and Transportation Technology Division and the reorganization of the Tech Prep Consortium should help AC to regain focus in these areas. College Relations is updating a marketing strategy for career and technology programs. Austin was asked to compile a report of how many current students have successfully completed over/under 30 hours and over/under 42 hours. Student success at a two-year college should include testing students appropriately and placing them in the correct classes and once they have been in the class for six weeks asking the student what they have gained from their class.

POLICY FOR VISITING EMPLOYERS – A handout was distributed. The policy was created for the purpose of providing information to students regarding employment opportunities. Employers should not actively pursue students on campus, but rather be available for students to approach if they choose. The Director of Student Development or his/her designee reserves the right to deny or terminate access to our campuses at any time. It was suggested to place this set of procedures and guidelines on the career services website and/or the Student Rights and Responsibilities publication.

SALE OF ITEMS BY DEPARTMENTS – SALES TAX IMPLICATIONS – This semester various departments have been selling items to students without collecting State sales tax. The items range from combination locks to study guides; student fundraisers are not included in this. If AC ever gets audited by the Comptrollers office we run the risk of being fined for non-compliance. Some of the items being sold on campus by individual departments might be able to be sold in the bookstore. The departments who are selling items to students need to contact the Business Office

to make arrangements to collect the appropriate sales tax, record the taxable sale, and remit to the State of Texas to be in compliance.

NATIONAL COMMUNITY COLLEGE BENCHMARK STUDY 2007 – A copy of the 2007 Aggregate Data Report prepared for Amarillo College was distributed. Amarillo College was among 178 institutions which participated. There was discussion regarding the results of the report and how AC was ranked. This is AC's third year to participate. We have a disadvantage from other states because the Texas Higher Education Coordinating Board allows the student to decide whether to disclose their information; they can sign a non-disclosure form which is good for one semester and then their information is available to be used in our data if they don't sign another disclosure form. There is a marker placed electronically by the student's name; AC has to be the one to take off the non-disclosure status. Form 8: Credit Developmental/Remedial Course Retention and Success Rates for fall 2005 was addressed. AC was ranked as 90% in reading/writing retention rate and 4% in writing enrollee success rate. Advisors and specialists in developmental areas need to place the students in the correct classes. The reading/writing combination is three-tiered. Some students come in at mid-level for reading and low-level for writing and they would end up having to meet with the lower level group. Form 11: Retention and Success in Core Academic Skill Areas for fall 2005 was discussed. The English Comp II retention rate was 13% and the algebra retention rate was at 49%. Only if the enrollee successfully completes the course with a passing grade does their information show up in the report. This report will be studied and brought back for further discussion.

MISCELLANEOUS –

The marketing consultant will be on campus on December 13.

Next meeting: December 18, 2007
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