

PRESIDENT'S CABINET MEETING
August 14, 2018
MINUTES

CALLED TO ORDER

9:10 am on 08/14/18

ADJOURNED

11:25 am on 08/14/18

MEMBERS PRESENT

Bob Austin; Kevin Ball; Cara Crowley; Lyndy Forrester; Russell Lowery-Hart; Denese Skinner; Steve Smith; Mark White

MEMBERS ABSENT

Tamara Clunis

OTHERS PRESENT

Joy Brenneman; Frank Sobey

DISCUSSION:

1. MASTER PLAN	Architects
<p>Amber Buscarello and Brian Griggs with Parkhill, Smith, and Cooper presented an update on the master planning process. They continue meeting with focus groups which include community members, civic leaders, faculty, staff, leadership, AISD, and WTAMU. Next steps will include working with consultants, IT, workforce analysts, space utilization experts, and economic analysts. They are in the process of gathering information and are working with the college's strategic plan initiative and efforts to ensure their plan compliments that. Once they have developed design conclusions, they will formally present their findings. PSC has worked to accelerate the process to meet the college's needs and have launched into the innovation hub design quickly and have already provided a programmatic model for that. This process allowed industry partners to get involved and become energized about the college's entire master plan.</p> <p>Ms. Buscarello and Mr. Griggs proposed a timeline and project calendar and asked for Cabinet input. The week of September 4, Pegasus Planning & Development, VisSpiro Strategies, and Dr. Mark Strickland of St. Petersburg College, Florida will be on campus. Mr. Strickland is the athletics feasibility consultant. The architects and consultants will attend General Assembly on September 7. On October 2 and 3, parking at the Washington Street and West Campuses will be observed. It was noted by Cabinet that parking at the West Campus is not usually an issue but wayfinding is the problem students face when deciding where to park.</p> <p>As PSC continues the focus group meetings, they will begin with the academic deans and faculty by communities. Core focus groups will be identified, but dates and times of focus group meetings will be published in the AC newsletter so all faculty may have the opportunity to attend if they choose. Blocks of time for student focus groups will be set at the different campus and online notification and/or QR codes might be used to reach students.</p> <p>Meetings will also take place with the associations for the Plemons Eakles and Wolflin neighborhoods. Mark White and Lyndy Forrester may be able to help coordinate these groups.</p>	

Ms. Buscarello and Mr. Griggs emphasized that they are still heavily involved in the information gathering phase. November 5-9 will be a follow up with Pegasus and VisSpiro who will provide initial analysis; November 13-14 Datacom will follow up with IT analysis. From November through January, PSC will be analyzing information and data collected. Recommendations will be provided to AC by mid-January and will include preliminary costs, goals and objectives, analysis of existing campuses, utilization data, workforce and economic analysis, parking and transportation, athletics and housing feasibility, and IT infrastructure. The athletic feasibility recommendations could ready to present to the Board at its November meeting. The entire plan will be completed by March 5 and should be ready to present at the March Board meeting.

PSC requested names for a planning committee/sounding board to provide feedback and also a recommendation for a point of contact for community input. They will provide information for each Board packet in the upcoming months.

Action Items:

- Dr. Lowery-Hart will provide recommendations for the planning committee/sounding board.
- Dr. Clunis will provide faculty recommendations and contacts.

2. SWIM DIGITAL

Crowley

Paige Skinner of SWIM Digital reviewed the detail process map for all communication that will be sent from Amarillo College. The overall goal is that all prospective students will receive communication regardless of how they enter the system, in person or online, and will have a single point of contact. Paige Skinner will work with Cara Crowley to propose a goal that will meet this process. Attempts to contact students will continue for 90 days at which time the student will be marked inactive.

Communication processes for students in different stages of application were reviewed, i.e. application incomplete, not submitted, submitted with missing information, etc. Students will also be asked their preferred method of communication. SWIM has also created a rush plan for students on a short-term admission plan.

Ms. Skinner noted that they have not yet reviewed technology needs as they wanted to get the required documents in place first to determine if a CRM is needed. They have developed an understanding of how leads come in and are in the process of defining roles. The next step will be creating messaging and content. They will work on these over the next several weeks and will provide the documents for editing. Once the content has been reviewed and accepted, these will be designed, built, and deployed.

The next report to Cabinet will include a timeline, recommendations for technology requirements, and finished products. Ms. Skinner will provide Ms. Crowley a timeline with deliverable dates this afternoon.

Action Items:

- None

3. COUNCILS AND COMMITTEES APPROVAL	Clunis
<p>Mr. Sobey noted that there were still a few positions left to finalize on the Councils and Committees lists and requested permission to go ahead and send out meeting dates to Curriculum Committee members since that committee is set and will need to start meeting. Approval was given. Mr. Austin moved, seconded by Mr. Ball, that these Councils and Committees be approved with the caveat that some adjustments may still be needed. The motion carried unanimously.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • None 	

4. PAYROLL RECONCILIATION POLICY	Forrester
<p>Ms. Forrester reported that Employee and Organizational Development has implemented spot checks to ensure all information is entered correctly. She will provide a report to Cabinet every three months to discuss any issues that might arise.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Quarterly report from EOD. 	

5. SPRING GRADUATES BY COMMUNITY	Austin
<p>Mr. Austin provided the breakdown of Spring graduates by community. There were 160 who attended but were not identified as Spring graduates and were likely planning to graduate in August. Health Services has the largest number of graduates. Criminal Justice has the largest number of graduates in the Public Service area. Cabinet discussed several solutions to the overcrowding at Spring graduation but no decisions were made.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Mr. Austin will follow up to determine who the 160 students were and provide that information to Cabinet. 	

6. YOUR DILEMMAS	Austin
<p>The was moved to next week's agenda.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • 	

7. ENROLLMENT UPDATE	Austin
<p>Mr. Austin reported that the number of students deregistered last Friday was not too bad. Financial Aid has been more conservative in protecting students and there were not as many of those. Ernesto Olmos had informed Mr. Austin this morning that 1,148 students are on a wait list for classes. These students may already be enrolled but just waiting on additional classes. Additional sections are being added where possible. Dual Credit registration is up and students will continue to enroll in 2nd 8-week classes as the semester progresses. Enrollment Management and Marketing continue reaching out to THRIVE students who did not enroll in the 1st 8-weeks. There are many students who are qualified but have not yet enrolled and another letter will be sent to these students. There are approximately 100 students who have applied but have not enrolled and these students will receive communication as well.</p> <p>Marketing has sent out 3 pieces of communication to THRIVE students and a couple of parent meetings have been held. Denese Skinner suggested that those THRIVE eligible students who</p>	

have not enrolled be identified and contacted if they are not attending somewhere else. It was also suggested that university students might be contacted and encouraged to take summer classes at AC. Plans are in place to talk with parents of the next crop of THRIVE students at the Fall Community Showcase. Mr. Austin plans to hold events throughout the year at the high schools, and Mr. Ball and his team are working alongside AISD on a marketing plan.

The final THRIVE agreement still needs to be codified and signed.

Action Items:

- Mr. Ball will provide Ms. Crowley copies of what has gone out to date.

8. BRAGGING ON EMPLOYEES	Cabinet
Not covered	
Action Items:	
<ul style="list-style-type: none"> • n/a 	

9. COMMUNICATION POINTS	Forrester
Not covered	

10. POSITION JUSTIFICATIONS	Cabinet
<p>Discussion was held concerning an emergency hire for a welding instructor, Larrie Black. The cabinet discussed at length and decided it would be best if the regents adopt a policy concerning the hiring of family members of Cabinet. The Cabinet reached consensus that this hire should proceed pending the President’s approval and the approval of the Board of Regents. Cabinet specifically made the following findings: 1) this hire needs to be made quickly; 2) Larrie Black is uniquely qualified for the position; 3) no other qualified person is available to meet the fall course teaching timeline; 4) not hiring him would be a detriment to enrollment, student success, and completion; and, 5) this does not violate the nepotism policy DBE. Instead, it only raises the possible appearance of impropriety that is overcome by the findings outlined above. Fran Garcia, rather than Lyndy Forrester (Mr. Black’s spouse) will handle the paperwork. Ms. Forrester participated in the general discussion about the policy, but not the detailed discussion about the merits of this hire, and her opinion was not sought when determining if we reached a consensus. At Cara Crowley’s suggestion we need to carefully communicate how cabinet came to this conclusion and process with the entire college.</p>	
Action Items:	
<ul style="list-style-type: none"> • Proceed with this hire. 	

11. OTHER DISCUSSION	Cabinet
None	
Action Items:	
<ul style="list-style-type: none"> • n/a 	