PRESIDENT'S CABINET MEETING
December 12 2017
MINUTES

CALLED TO ORDER	ADJOURNED
8: 10 am on 11/28/2017	11:05 am on 11/28/2017

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

MEMBERS ABSENT

OTHERS PRESENT
Joy Brenneman, Jerry Terry

DISCUSSION:

1. MOTIVATION AND EDUCATION TRAINING, INC. (MET)	Jerry Terry

Dr. Clunis thanked Dr. Lowery-Hart for the opportunity to have the Cabinet meeting on the East Campus. She noted that East Campus faculty and staff will have the opportunity to meet with the new Dean of Technical Education, Michael Kitten, on Thursday. Prior to hiring Mr. Kitten, she had conversations with all the academic leaders at the East Campus. Her meeting with Jerry Terry led to this conversation regarding MET. MET is a non-profit funded by the Department of Labor and works with migrant and seasonal farmworkers to provide academic and vocational training. They receive $6M per year for training in Texas. A previous experience with them was less than smooth, but they now have new leadership and have reached out to AC to consider partnering with them. MET pays for the courses and housing for these students. Mr. Terry provided examples of Continuing and Professional Education courses offered at South Texas College where living wage opportunities were identified and training developed to meet the needs of the area. Amarillo already has a list of high demand jobs which could be a starting point for development of this training. Students in the Truck Driving Program have been working on soft skills with Mitch Parker. The students don't pay for this continuing education class which is covered by MET. They would like to expand this training to other programs. Partnering with MET is an opportunity for additional revenue. They will begin sending truck driving students in January but want to develop additional trainings with the college. If AC housing is not available, they will try to negotiate with local hotels to house the students.

Stackable credentials would be a part of this proposal to MET which would be written "like a grant" but is not a grant. Prior to submitting the proposal, training options will need to be developed and a recruitment plan established. Clients in this program must have been in migrant work sometime within the previous 24 months. TWC, AEL, and MET do screenings which can identify these students. Ms. Crowley will check to see if it is possible to run this program within the AEL program. Dr. Clunis will discuss this proposal with Mr. Kitten once he starts after the first of the year.

Mr. Terry told the Cabinet that truck driving is already providing all the training that will be required by 2020 and is doing 3rd party skills testing at the end of the course. He also noted that AC will be hosting a truck driving conference on our campus in September 2018. It is during the Chamber of Commerce BBQ and he has obtained tickets for attendees in order to promote Amarillo and AC.

Cabinet discussed ways to enhance the East Campus including better wayfinding and signage. Jobs of the future will necessitate the skills that are provide at the East Campus and professional development for faculty will enable them to teach advanced courses and take their students past entry level positions. Faculty schedules may need to be adjusted for the faculty that teach both morning and evening classes. The enrollment approach may need to look different than West Campus or WSC with students coming out of high school with a credential already, but also returning to college as older students. Personnel with curriculum experience will be in place to support Mr. Kitten. Mr. Ball will work on the East Campus map on the web page to better reflect what land actually belongs to the college.

ACTION ITEMS	Ball
- Update East Campus map, include travel time to the location from other campuses - Create an affordable gateway into the campus - Consider shuttering some buildings until they are needed - Mr. White will set up meeting(s) between Mr. Kitten, Joe Bob McCartt, and Alan Rhodes and will work on finding funding for the gateway	White

2. PRIORITIES	Cabinet

Ms. Crowley displayed a chart with the priority rankings for each category tabulated from the votes from Cabinet members. Only the top few in each category were reviewed at this meeting. Ms. Crowley may add additional columns to the spreadsheet for people, plan, timeline, completion, and evaluation. The updated spreadsheet is attached to these minutes.

ACE Amarillo Recruiting/On-boarding
- Caprock High School model is in place at the other high schools – Ernesto Olmos and Melissa Hightower are assigned to this
  - Instead of having ACE days on campus, they go to the high schools and set up appointments for advising in order to a head start on scheduling. They will take half of the staff from both Student Affairs and Enrollment Management to each event.
  - Dates have been set for all Amarillo high schools except Amarillo High.
  - Will need to have capability to enroll East Campus students who are not required to be TSI ready
  - Club fairs will happen with the showcase that is planned in January and do not need to go to these advising events.
  - Pairing students with coaches will happen at New Student Orientation
- Wayfind and Welcome/Orientation Videos
  - SWIM consulting will cover this and be part of the master plan. It should include communication with students from application to advising, parent and family recruiting, and tracking. Will need to talk with Shane Hepler to determine when they might have time for implementation. July 1, 2018 is the earliest date that the CRM technology program can be purchased with Title V funds. Mr. Ball's area is working on the videos and Dr. Clunis would like some for the communities as well. These should be created with intentionality and purpose. They may be used for online orientation which would take out the variability of an in person training and provide a consistent message.
- Dual Admission Program AC/WTAMU
  - Amarillo College is meeting with WTAMU and other community colleges tomorrow and this item will be put on the agenda. Dr. Lowery-Hart will reach out to Dr. Brad Johnson of WT to let him know.

Scheduling
- Master Schedule Alignment
  - Beginning April 2018 students will have access to 12 months of scheduling

- - Work toward two-year pathways ready to roll out in the Fall of 2019
  - Look at A&P sections which ended up needing additional sections

First Year Experience
- New Student Orientation will be ready by the first orientation date in Spring 2018
- Ms. Skinner is working with Frank Sobey and Ernesto Olmos on welcome week activities and expects to have a soft roll out in January with a final plan ready in April for the Fall. There will be two models, one the week before school starts, the other during the first week of school. Amber Brookshire will focus on the first week.
- Faculty Meet and Greet is separate from Student Affairs and should be removed from the SCRUM list
- FTIC data and analytics
  - Collin Witherspoon is working on this project, tracking all the students and fine-tuning the model. He is working on a survey to all new students and Sara Goldrick-Rab will help him fine tune that survey. Number from Spring enrollment will determine if students are being retained at a higher level. Less than 60% of these students had re-enrolled as of November. Will ask faculty to contact those students who have not yet enrolled and Wes Condray will be sending out electronic postcard reminders. At some point, he can look at capturing the impact of the students with 1 and 2 risk factors. The enrollment dashboard is close to roll-out.

Learning Experience
- Common Blackboard Frame
  - Conversations have taken place with some of the faculty. Becky Burton, Jodi Lindseth, Heather Voran, and Richard Stevenson will work to define what this is and add to Blackboard orientation – timeline will be a framework ready by Spring 2019.
  - NSO will now include how to use Blackboard
- Faculty Professional Development structure is in place. Should know before Christmas the impact of the 150 faculty stipends which are due in January. Dr. Clunis will work with Mr. Smith during the budgeting cycle to see if money will still be available. The next biennium is expected to reduce funding which will likely impact these funds. Student success data should be available by March. The Amarillo College Foundation now has a fund for professional development which may also be used.
- Credit for Prior Learning framework in place by December 2018. This is standardized using standard forms, especially for credit by experience. By March the webpage needs to be scrubbed to make sure all is aligned. The paperwork runs through Diane Brice and the Registrar's Office.

Student Experience
- The AC App for Social Media Connection is up and running. It is still not measurable on AC's side and is not being used as effectively as it could be. It will need to be marketed and tied into the communication program. Will tweak and improve it when SWIM information comes in.
- Expand coaches and champions program to include the community approach with business and industry partners. Mr. Austin is working with other organization that are working with students and will encourage continuation of these programs. AC does not have a process or staff to recruit these businesses and there are liability issues to consider. AISD is coming on to match teachers with students and we will facilitate and support those efforts. Ms. Skinner will meet with her team in the Spring and put together a plan to integrate success teams, FTIC faculty, and coaches more effectively. Mr. Witherspoon may be able to help determine who will benefit best from a mentor and group advising could be considered. Need to leverage predictive analytics to target those students who most need mentoring. Could also pair first generation students with each other.

- The portal (AC Connect) has not been updated since it was implemented. It is not appealing and students are not using its features. It does not drive students to use the tools that are available. Deadlines for updating the portal will come out of the SWIM process with a likely timeline by Spring 2019. It should be a joint process between IT and Communications and Marketing. This could be undated in two steps, the first to fix it cosmetically, and the 2nd to make it more robust.

AC Employee Initiatives
- Budget Management – The Vena solution is cheaper than anything else. Mr. Smith is moving forward with this purchase. He has checked with every college who is currently using it and received good feedback. He has been told it will take 6 weeks to have it fully up and running and is participating in an online demonstration today. Shane Hepler and Terry Kleffman are also invited to participate to get information on getting data fed to the program from Ellucian. Mr. White is reviewing the contract which he hopes to have signed this week as there is a price discount if purchased prior to December 15, 2017. Mr. Austin, Dr. Clunis, and Mr. Ball, along with Mr. Smith will be a part of the implementation team. The first sprint will be a first step workshop and a process will be built over a 3-day period. Spreadsheets will be developed first, followed by reports. The goal is to have this ready by mid-February with training taking place during the first of that month. Training will be held at the Downtown Campus on a department basis. Business Office staff will be the trainers. Once the contract is signed, Mr. Smith will have firmer dates. The goal for budget submissions from departments will be March.
- Reverse Transfer Automation with WTAMU will be a part of the discussion with them tomorrow. The automated part comes from WT.
- Employee Development Program – leadership training is in process. Recommended participants will be cross-checked to be sure they have not already been through PLI training. Ms. Forrester will have the plan in place by the end of February. She will also research training on "followship" – leading from where you are. Crisis management training will be provided for all employees.

Cabinet will talk about this SCRUM list once a month. Cabinet members should bring back hard deadlines which may be adjusted as the process progresses. This is a new process with a stair-step approach.

ACTION ITEMS	
• As listed in the above narrative	

3. ENROLLMENT UPDATE	**Austin**
Not covered	

4. BRAGGING ON EMPLOYEES	**Cabinet**
Not covered	

5. COMMUNICATION POINTS	**Forrester**
Not covered	

6. POSITION JUSTIFICATIONS	**Cabinet**
None	

7. OTHER DISCUSSION	**Cabinet**
None	