

PRESIDENT'S CABINET MEETING

March 6, 2018

MINUTES

CALLED TO ORDER

9:10 am on 03/06/18

ADJOURNED

11:45 am on 03/06/18

MEMBERS PRESENT

Bob Austin, Kevin Ball, Tamara Clunis, Cara Crowley, Lyndy Forrester, Russell Lowery-Hart, Denese Skinner, Steve Smith

MEMBERS ABSENT

Mark White

OTHERS PRESENT

Joy Brenneman

DISCUSSION:

1. THREE THINGS UPDATE	Cabinet
<p>Each Cabinet member was asked to provide an update on their "Three Things" – the three most important things on which they are currently working within their division.</p>	
<p><u>Ms. Skinner – Student Affairs</u></p>	
<ul style="list-style-type: none">• Student Planning is in the process of implementation. There will be a few outlier programs not included.• Orientation Redesign has been mapped out and will be worked incrementally into Badger Beginnings. New Student Orientation has had better marketing and 70 people attended a recent NSO directed at 2nd 8-week enrollees.• The Mentoring Program is working on some different ideas, which will be influenced by Mr. Witherspoon's data. More visibility for the program should have an impact on buy-in. The program should intentionally link to programs or communities. The FTIC project could help identify those students who would benefit most from having a mentor. Action Item: Ms. Skinner will provide Cabinet with the PowerPoint for the mentoring program for input.	
<p><u>Mr. Smith – Business Affairs</u></p>	
<ul style="list-style-type: none">• Automation of processes is moving forward with the new budget software being tested today. He will include some departments in the testing process. The budget should be ready the first of April. The consultants' set-up work is nearly complete and they will also help with the rollout.• He is working on ACE Amarillo and had a meeting yesterday regarding costs, which have been updated. Some tweaks were made to student requirements and include an 80% pass rate, financial aid eligibility, and no income cap. This will be presented to the AISD Board on March 19th. Amarillo College expects an increase of 200 freshmen students and is currently working in the high schools to help students complete their FAFSA.• Mr. Smith is also working to automate accounts payable to pay with a credit card. The credit limit has been increased. Eventually, this should save time, postage, paper, and result in a 1.5% rebate totaling approximately \$30,000/year.	

Mr. Ball

Communications and Marketing

- The comprehensive marketing plan is completed
- Work continues on developing the comprehensive communication plan and includes increased use of the mobile app. He is working with SWIM.
- His area is working to complete brand analysis and transforming dead space.

Panhandle PBS

- Jack Light has been hired as Underwriting Account Coordinator and fundraising should increase.
- A PBS 24/7 Kid's channel is now in place
- Amy Presley has been hired as Audio Media Coordinator. Development of a strategic plan is coming along and new logos are completed.

He requested that his department be included in creating pieces that are sent out and is confident SWIM will be helpful in gluing all the pieces together.

Dr. Clunis – Vice President of Academic Affairs

- Faculty Professional Development: Much has been accomplished in this area with the stipends and she has a plan for the next three years. This is tied measurably to the Strategic Plan and equity. She received good feedback from Dr. Hernandez. Over the next year, he will focus on math, history, and government and will work with small groups initially. The culture is changing systematically.
- Faculty Climate, Culture, and Compensation: The VPAA survey went out in January. Considering where the college is, the results were good. Dr. Clunis and/or Frank Sobey attend faculty senate meetings each month. She acknowledged that the first year implementation of merit pay for faculty may be a little rough.
- Career Pathways 1.0: This is almost through the 1st iteration. Success 360 was absolutely the right direction and the communities are going forward. Scheduling is still a struggle but is improving. About 20 faculty and staff will be attending the Texas Pathways Institute #4 to start talking about iteration 2.0

Ms. Forrester – Vice President of Employee and Organizational Development

- Campus Safety and Emergency Management. Ms. Forrester indicated that she has what she needs and now has the Plan completed. She will bring it to Cabinet for approval on April 20, 2018. A safety plan is now required by SACS under Institutional Environment.
- Training and Development. A tentative calendar was provided to Cabinet last week, which includes one leadership training per month, new hire orientations, etc. The leadership trainings have been well received and additional sessions have been added. The calendar is scheduled through July.
- Cornerstone Implementation. Automated 310's should be fully implemented this summer. There are a few pieces to finish and then testing will begin. It will consist of a digital workflow type program. Her department will continue working on the processes for faculty followed by part-time employees.

Dr. Lowery-Hart - President

- ACE Amarillo. Dr. Lowery-Hart continues to work with AISD.
- Future. Goal is to make sure we are preparing Amarillo College and the community for the future. Monique Wilson, SCRUM, and SWIM digital will help us with this.
- Telling our Story to the Community – Locally and Nationally. Senate testimony opened doors for more community and national discussions.

Ms. Crowley – Chief of Staff

- Presidential Priorities.
 - Ms. Crowley discussed the upcoming THECB site visit. They will only meet with certain areas and will require specific documentation, which will be due September 1st online. She has sent out an email to each cabinet member and has requested contacts.
 - The QEP impact report will be completed by the end of April. Mr. Witherspoon's data and working with Becky Burton moved success rates from 50% to 80% over the last year.
 - PROSPER Act. She attended the legislative summit in Washington, D.C. and will stay informed on this piece of legislation.
- No Excuses Strategic Plan. SWIM Digital will be here on March 19th. All items on the AC Priorities list are in process with the exception of the common blackboard framework.
 - Equity/Poverty- Summit to be held at AC on June 11-12
 - Positive response to 8-week courses, data-analytics, and professional development
 - ARC will be open some evening(s). Currently working with Mr. Witherspoon on peak evening classes
 - Baby resource room as been created by the Amarillo Junior League
 - SENSE survey results are back
 - Creation of an all-access computer lab in the basement of the Ware Student Commons is in process

It is now time to start adding on to our repertoire of things to share with other institutions.

Mr. Austin – Vice President of Enrollment Management

- SWIM engagement has large involvement by the Enrollment Management team.
- The Enrollment Management plan has two parts: FY18 plan will capture everything being done currently and determine metrics to measure the work being done; the plan will be duplicated for FY19 to track what has changed and is changing.
- Professional Development for Recruiters. Mr. Austin is considering a couple of vendors who could come and do training, set a common standard, and create more objective measures.

Note: A previous objective regarding technology has been removed until after SWIM is finished and has determined if the college can leverage what is already in place or will need new technology.

2. OTHER DISCUSSION

Cabinet

Cabinet discussed a need for consistency and common branding in all presentations. SWIM will help identify the messages that are important – the big ideals. This will be revisited later with more of the communities involved. **Action Item:** Cabinet will need to decide the 3-5 messages that should be integrated into every community presentation.

SACS does not like single sentence mission statements so Amarillo College will include the State's mission statement in the catalog. Ms. Crowley has worked with Tina Babb and Communications and Marketing to create posters for display across campuses with the college's mission statement and goals.