

**Deans Council**  
**Minutes – July 27, 2017**  
**Ware Student Commons 207, 1:30 pm – 3:30 pm**

**Members Present:** Dr. Tamara Clunis, Frank Sobey, Tina Babb, Vicky Taylor-Gore, Mark Rowh, Edie Carter, Dr. Carol Buse, Jill Gibson, Becky Burton, Megan Eikner, Toni Gray, Daniel Esquivel

**Others Present:** Kevin Ball, Wes Condray, Collin Witherspoon, Toni Van Dyke

**Members Absent:** Renee Vincent, Kim Crowley

### **Communication**

Kevin mentioned enrollment is up for summer and fall. The “Success Is” campaign is doing well. The billboards around town are connected to social media. The electronic billboards are pulling messages directly from Amarillo College’s Facebook page. Marketing is deploying an Amarillo College app that can be found in the app store. Marketing redesigned all web pages within the Amarillo College website and is scheduled for launch on August 8, 2017. Wes did a quick demo showing what the new web pages look like and how to maneuver through the pages.

### **IR Data Presentation**

Collin presented data regarding course success of students who enroll in courses the week before the semester started. Data shows students who enroll in classes the week before the semester starts are less successful than students who enroll ahead of time. Data also showed that students who enrolled the last week and were not successful did not return the following semester. Discussion followed.

### **Completion Committee Activities**

Dr. Lowery-Hart assigned the Completion Committee with developing plans for onboarding students. Members of the committee were broken up into teams and assigned action items. Some of the action items discussed were:

- Creating welcome videos
- Engaging students in elementary, junior high, and high schools
- Zero week
- AC application
- Registering for classes
- Creating a master schedule

### **Assessment**

Tina discussed things she learned at SACS. Some of the items mentioned were who is assessing the assessment process, and faculty lead assessment. Tina will work one-on-one with the departments regarding their program assessment plans. Amanda Taylor-Vigil will be joining Institutional Effectiveness as a part-time research assistant.