

PRESIDENT’S CABINET MEETING
January 22, 2019
MINUTES

CALLED TO ORDER

8:30 am

ADJOURNED

11:30 am

MEMBERS PRESENT

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

MEMBERS ABSENT

Cheryl Jones

OTHERS PRESENT

Joy Brenneman, Brian Griggs, Amber Buscarello, Sean Garretson, Doug Abraham

DISCUSSION:

1. SWIM EMERGENCY PLANNING FOR ENROLLMENT SHORTFALL	Lowery-Hart
<p>Cabinet had a phone conversation with Trimeka Benjamin of SWIM Digital regarding the drop in enrollment for Spring 2019. Dr. Lowery-Hart noted that other Aspen participants who experienced the same issue had also used SWIM to help determine a course of action with good results.</p> <p>Mr. Austin reported that he had never seen a Spring that was this different than the Fall. Some factors for the drop were discussed including a good economy, holds on student accounts for payment, financial aid suspensions, THRIVE not producing the expected enrollments from the Amarillo high schools, and required meeting with advisors before enrolling. More students graduated in the Spring and Fall and might have impacted enrollments. The FTIC enrollment is approximately 100 students lower than last year, but the number of older students returning to school is up. At this point in the semester about 1,400 students have not returned, most are between 22 and 29 and black or Hispanic.</p> <p>The number of requests for information converted to applications is unknown as that piece is not yet up. That data is needed to determine the effectiveness of the marketing campaigns and strategies to get students re-enrolled. Some classes were full but there are plenty of seats still available. More classes may be added if advisors see a need for them. Mr. Austin, Mr. Ball, and Mrs. Skinner need to determine at what percentage down do they begin to increase efforts to contact students and get them enrolled. There is an enrollment dashboard available each day and Mr. Witherspoon has created another this weekend that provides greater detail.</p> <p>The FTIC initiative is in place and advisors and faculty are working with those students with higher risk factors. Enrollment specialists are contacting the students who did not re-enroll to get them enrolled in the 2nd eight week classes. Their plans will be modified manually. Those who applied but did not convert will receive emails, post cards, and phone calls to enroll in the 2nd 8 weeks. Communications and Marketing will also begin marketing to those students who did not re-enroll. Ms. Benjamin recommended no more than 2 – 3 strategies are implemented</p>	

so they can be properly assessed. The benefit of eight week classes is that there is time for enrollments to catch up. Mr. Austin noted that about 300 new students would be needed.

Cabinet further discussed demographics and other reasons for the drop in enrollment. In Hereford, the economy is doing well, there are more job opportunities, new homes are being built, Caviness has raised its wages and people are going to work and not going to school. Messaging in this area might need to change.

Many schools across the nation are experiencing lower enrollments and it is not unique to Amarillo College. The college will need to learn to be flexible and to focus on specific enrollment strategies.

A fully implemented student planning module and the payment plan system should work to increase enrollments.

Action Items:

- Mr. Austin, Ms. Benjamin, and Ms. Skinner will continue this conversation.
- Will need a very clear, easy, succinct, short, and simple message.
- Let Ms. Benjamin look at emails before they are sent out.
- Provide a list of students who did not return to Ms. Skinner to determine if they graduated or did not return – this information could be added to the dashboard.
- Mr. Austin, Ms. Skinner, and Mr. Witherspoon will meet and bring a plan back to next week’s Cabinet meeting – first item on the agenda. Include Dr. Clunis and Daniel Esquivel for Hereford.

2. SERVICES FOR STUDENTS DRAFT POLICY	Skinner
Not covered	
Action Items:	
<ul style="list-style-type: none"> • n/a 	
3. 2019-2020 ACADEMIC CALENDAR	Austin
Mr. Austin provided and copy and requested input via email	
Action Items:	
<ul style="list-style-type: none"> • Email Mr. Austin with changes. 	
4. ENROLLMENT UPDATE	Austin
Not covered	
Action Items:	
<ul style="list-style-type: none"> • None 	
5. MASTER PLAN	Lowery-Hart
<p>Brian Griggs and Amber Buscarello of Parkhill, Smith and Cooper, Sean Garretson of Pegasus Planning, and Doug Abraham, president of VisSpiro Strategies, presented a draft of the Master Plan.</p> <p>Mr. Abraham emphasized that a master plan is not the same as a strategic plan. A large amount of data and information was collected in a shortened time frame and drawings and renderings will be presented in March. Charrettes were held at all campuses and many community people were involved in this process.</p>	

Mr. Abraham further explained that the enrollment growth of 12,000 projected in the next 20 years will come from an increased market share of students and not population growth. The THRIVE program will help the college maintain enrollment, but most AISD students graduate from high school and don't go on to college but begin working instead. AC's biggest competitor is "nowhere." His study of classroom utilization indicated that lab space is well-used and there is no need for more classroom space but rather realignment of some spaces. Because Amarillo College is a rural college offering many programs, there will always be some under-utilized space. There is room to grow across the board in all classrooms and labs. Under this Master Plan, some spaces will be redeveloped and realigned.

The Parkhill, Smith & Cooper team presented their "Findings and Preliminary Recommendations" covering proposed capital outlay, costs by campus and gross square footage by campus. These are all fairly equal and reflect that the college has done a good job allocating funds in the past. The breakdown of project types includes renovations, additions, system updates, accessibility modifications, and a small amount of IT related furniture. The only new construction proposed would be a building replacement for the fire academy.

Action Items:

- The draft of the Master Plan will be presented at the Regents meeting tonight.

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

7. COMMUNICATION POINTS	
Not covered	

8. POSITION JUSTIFICATIONS	Cabinet
None	
Action Items:	
<ul style="list-style-type: none"> • None 	

9. OTHER DISCUSSION	Cabinet