

PRESIDENT'S CABINET MEETING
January 29, 2019
MINUTES

CALLED TO ORDER
 9:08 am

ADJOURNED
 11:04 am

MEMBERS PRESENT

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

MEMBERS ABSENT

OTHERS PRESENT

Joy Brenneman

DISCUSSION:

1. SERVICES FOR STUDENTS DRAFT POLICY	Skinner
<p>Ms. Skinner presented another draft of the services for students' policy for Cabinet discussion. She had visited with Kim Crowley who is concerned about continuing education students in the nursing program who don't have access to counseling, social services, emergency aid funds, the clothing closet, and the food pantry. They will allow these students to use the counseling services for a trial period to see how many of these students will access this service, the food pantry, and clothing closet.</p> <p>Footnote 3 has been modified to state that, where allowable, grant funding will be requested to reimburse services provided to students in grant funded programs. This will be written into the next AEL grant.</p> <p>The draft policy does not provide the same services for dual credit and dual degree students as it does for students on campus. Dr. Clunis will have a conference call with SACS soon, and she believes that they will require the same access to services for these students as all other academic students although they do not pay the fees for those services. She will get clarification from SACS. There are concerns with offering counseling to underage students. If the same services are required by SACS, the college will need to find a solution to accommodate these students to meet SACS requirement and perhaps ask dual credit students to also pay the same fees as other students. The new SACS standards include more language regarding dual credit and dual degree students. Since many of the same services are offered at the high school campuses, the dual credit MOU'S could reflect this information.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • The <i>Services for Students Draft Policy</i> is on hold until Dr. Clunis talks with SACS on February 2 and gets further clarification. • Add a Footnote 4 that some services are provided at the high school campuses. 	

2. ENROLLMENT PLAN	Austin Skinner
<p>Mr. Austin noted that there are two pieces to the plan. One will work to get students who have applied but not enrolled to enroll in Spring 2. About half of the AskAC staff have been moved to enrollment specialists and are making calls to these students. So</p>	

far, they have made about 500 phone calls and 200 names of students who are ready to register have been forwarded on to advising. According to Mr. Witherspoon's dashboard 8 students have enrolled as of this date. Communications and Marketing has sent out an email to this group of students from Mr. Austin and a postcard will be mailed next week. Approximately 300 students will need to register for Spring 2 to match enrollment numbers for last Spring.

The larger group of students is those who were enrolled in the Fall but did not return for Spring. An email will be sent to 1,959 students. On day five, advisors will contact these students. The communication to these students is personalized and specific to the advisor for their program. Mr. Witherspoon helped identify the students who would have been expected to return but did not, and this is the group that is targeted through these contacts. There are 8 different touch points in addition to social media marketing. Ms. Skinner will also work on a message specific to the communities.

Mr. Austin stated that this plan is super aggressive compared to initiatives of the past. In the future, response time and efficiency should improve. Charles Hendrick has set up a dashboard to display in AskAC where the staff will eventually be able to see, in real time, where enrollment is. They are aggressive and want to be successful in their efforts to get students to enroll.

Mr. Ball demonstrated the marketing piece his team has worked on for nearly a year letting students know they have been accepted to AC.

Action Items:

- Keep Mr. Austin and Ms. Skinner advised of students who may not have been able to get in to see an advisor
- Follow up with Leslie Hinojosa who is contacting the students in the ARC study who have not yet enrolled and cross-reference with Mr. Witherspoon to make sure there is not duplication in calling these students.

3. DATA SUMMIT

Lowery-Hart

The Data Summit will be on February 8, 2019 in the Oak Room. It begins at 9:00 am and ends at 2:30. Lunch will be served. Breakout sessions will be held in the Byrd Business Building. Dr. Clunis had a preparation call with the keynote speaker, Dr. Davis Jenkins, who is also willing to participate in the breakout sessions. The summit and the general faculty breakout session will be recorded.

Action Items:

- Ms. Brenneman will invite the Regents to the morning sessions and lunch.

4. BIG ISSUES

Lowery-Hart

This will be a standing item on future Cabinet agendas. Dr. Lowery-Hart encouraged Cabinet members to bring to the meeting any "big issues" for which they would like input. Ms. Skinner reported that through the enrollment planning process she realized that Student Affairs could play a bigger role in this process.

Action Items:

- Leave on agenda as a standing item.

5. ENROLLMENT UPDATE	Austin
<p>Mr. Austin reviewed the enrollment dashboard which reflects that enrollment is down 800 students (10% difference) from the 5-year average that includes high enrollment years following the collapse of the economy. This comparison shows what enrollment would be at the end of the semester, but students are still enrolling in the 2nd 8-week courses, so this will change.</p> <p>There are still about 4,000 empty seats in 1,300 sections so students are not capped out of getting enrolled. Advisors are talking with students who are under-enrolled and encouraging them to sign up for additional classes. There are a significant number of these students and a message has been sent to them to increase their number of hours.</p> <p>The Data Summit should change the college conversation about full-time versus part-time enrollments. All college employees should communicate with students the importance of full-time enrollment for completion. Mr. Witherspoon and Mr. Perez will look at the significant number of students who drop out after the first 8-weeks and try to determine why this is happening. Anecdotally, students are making a little more money in this better economy and don't see the long-term effects of finishing their education. 80% of students cannot envision being able to afford tuition or to even be able to come up with an additional \$500 if needed based on a recent Trellis well-being report. Additional messaging is needed to communicate that it is important in the long-term to finish. Ms. Skinner stated that Student Life is planning a celebration for those students who have reached the half-way point.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Continue the messaging conversation with SWIM digital. 	

6. BRAGGING ON EMPLOYEES	Cabinet
<p>Mr. Austin – Greg Vaught, an adult student who works in the Call Center, is a patient and enthusiastic advocate for Amarillo College Mr. White – Lisa Gray for her work on recent legal cases</p>	

7. COMMUNICATION POINTS	
Not covered	

8. POSITION JUSTIFICATIONS	Cabinet
None	

9. OTHER DISCUSSION	Cabinet
<p>Items for February 26 Cabinet meeting: Strategic Plan, Gonser Gerber report</p> <p>March 12 Dr. Clark will return to present on civility. The Deans will be included in this session and Cabinet might also attend. The initial training with the nursing faculty went very well and created candid conversations.</p> <p>At the No Excuses meeting on February 15th, Dr. Lowery-hart will preview the Master Plan information to be discussed at the Board meeting scheduled at noon that day.</p>	