

**PRESIDENT'S CABINET MEETING**  
**November 27, 2018**  
**MINUTES**

**CALLED TO ORDER**  
 9:09 am on 11/27/18

**ADJOURNED**  
 10:00 am on 11/27/18

**MEMBERS PRESENT**

Kevin Ball; Cara Crowley; Russell Lowery-Hart; Denese Skinner; Steve Smith; Mark White

**MEMBERS ABSENT**

Bob Austin; Tamara Clunis; Lyndy Forrester

**OTHERS PRESENT**

Joy Brenneman

**DISCUSSION:**

<b>1. CONVENTION CENTER PRESENTATION</b>	<b>Gutierrez Hawkins Quandt</b>
<p>Dan Quandt, Holly Hawkins, and Ashley Gutierrez with the Amarillo Convention and Visitor Center talked with Cabinet about the services they can provide and asked Cabinet members to make this information available to their divisions. They are able to help local entities set up conferences, meetings, etc. They assist with logistics, scheduling, transportation, venues, and hotel accommodations at no cost to local businesses and organizations. They are funded fully by the hotel lodging tax. They can also help with publicity. They worked with Jerry Terry last year on his trucking conference.</p> <p>The meeting today with AC is the first in a series to help get the word out that their services are available. Dr. Lowery-Hart noted that the next poverty summit is May 2019 and we will check with them as the time gets closer. Other Cabinet members responded that there are several conferences that might consider coming to Amarillo knowing that these services are available.</p> <p>The Convention Center keeps track of organizations that who take advantage of their services (the leaders) and give away a pair of custom made cowboy boots to one of these entities at the end of the year.</p>	
<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>	

<b>2. BOARD PRESENTATION RUN-THRU</b>	<b>Cabinet</b>
<p>Dr. Lowery-Hart led cabinet through the presentation for the Board meeting. The Power Point presentation will start with his testimony to the HELP committee in Washington, D.C. followed by the slides from General Assembly showing all the ways the college has been highlighted over the past year, in publications, at other institutions, at conferences, etc. Each Cabinet member will then have a few minutes to talk about major accomplishments in the 2018 calendar year.</p> <p>Ms. Skinner – New Student Orientation and Student Planning          Mr. Ball – awards received by Marketing and PBS</p>	

<p>Mr. Smith – THRIVE  Mr. White – grants and fundraising amounts and the greenhouse  Mr. Austin – recruitment plan  Ms. Crowley – Poverty Summit and analytics  Dr. Lowery-Hart for Dr. Clunis – Apple partnership, dual degrees, course redesign  Dr. Lowery-Hart – completion rates  Dr. Lowery-Hart – what’s coming up in the next year</p>
<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>

<b>3. ENROLLMENT UPDATE</b>	<b>Austin</b>
<p>Mr. Austin was not in attendance but provided this information for the Board.</p> <p>Enrollment numbers for spring 2019 are down across the board. However, it’s important to note that we started registration a week earlier last year so it will take a while for us to close the gap.</p> <p>Spring 2019 Enrollment</p> <p>48 Days Remaining</p> <p>Unduplicated Headcount: 3,563 vs 4,376    <b>DN -18.58%</b>  Contact Hours:                                    <b>DN -18.47%</b>  Credit Hours                                        <b>DN -20.84%</b></p>	
<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• n/a</li> </ul>	

<b>4. BRAGGING ON EMPLOYEES</b>	<b>Cabinet</b>
<p>Not covered</p>	
<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• n/a</li> </ul>	

<b>5. COMMUNICATION POINTS</b>	<b>Forrester</b>
<p>Not covered</p>	

<b>6. POSITION JUSTIFICATIONS</b>	<b>Cabinet</b>
<p>None</p>	
<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>	

<b>7. OTHER DISCUSSION</b>	<b>Cabinet</b>
<p>The Amarillo Globe News had a good front page story on AC’s STEM programs. Next year, Marketing will focus on the quality of AC’s faculty, staff, and programs. In December, they will go on a media tour to keep relationships going. Dr. Lowery-Hart acknowledged the good work being done by the marketing team.</p>	