

PRESIDENT'S CABINET MEETING

July 2, 2019

MINUTES

CALLED TO ORDER

9:01 am

ADJOURNED

11:28 am

MEMBERS PRESENT

Bob Austin; Cheryl Jones; Russell Lowery-Hart; Denese Skinner; Mark White

MEMBERS ABSENT

Kevin Ball; Tamara Clunis; Cara Crowley

OTHERS PRESENT

Scott Acker, Stephanie Birkenfeld, Joy Brenneman, Shane Hepler, Cassie Montgomery

DISCUSSION:

1. ERT/CABINET PLAYBOOK	Jones, et al
<p>Cassie Montgomery and Chief Stephanie Birkenfeld were in attendance to present the Emergency Management Team's (ERT) crisis playbook for Cabinet members. Ms. Montgomery noted that the document is intended to be confidential. The Proactive Measures and Reporting and Response methods listed in this document may be shared with stakeholders and anyone who asks. The rest of the document may only be shared with the Cabinet member's designees who will be notified in case of the Cabinet member's absence during a crisis. Each Cabinet member was asked to identify two designees. This document is a draft of an appendix to the larger Crisis Management documents and relates only to an active shooter situation. There will be other playbooks for different scenarios such as fire, weather, etc. Ms. Montgomery requested Cabinet feedback to Cheryl Jones by July 16.</p>	
<p>Proactive Measures:</p>	
<ul style="list-style-type: none">• All employees will be required to participate in active shooter training.• Marketing will be asked to create consistent and concise messaging.• Regular testing of the alert systems will continue (AC Alert; CopSync911, AMAG).• Chief Birkenfeld stated that the AC Police Officers spend 70% of their day patrolling, either on foot or in a vehicle, and 30% on administrative tasks.	
<p>Reporting and Response Measures:</p>	
<ul style="list-style-type: none">• Contact AC Police at 5911 or 371-5911• Deploy CopSync911 on any campus desktop computer• Contact City of Amarillo Emergency at 911• Notify a Police Officer on campus	
<p>Cabinet discussed the AC Alert system. The Emergency Management Response team is looking at an app called Everbridge. Lieutenant Acker will research what other community colleges are using this product. The City of Amarillo uses this system which can also tie into CopSync. Shane Hepler will look at the criteria currently used to determine who is on the list for notification and bring that information back to Cabinet next week.</p>	
<p>Action Items:</p>	
<ul style="list-style-type: none">• Mr. Hepler will bring back criteria for AC Alert. This will be the first item on the agenda for July 9. He will also provide possible solutions.• Once the Emergency Response Team finalizes the playbook, they will schedule a test.	

2. SCRUM LIST	Hepler
<p>Mr. Hepler provided a copy of the SCRUM list noting that everything coded in green has been completed. He then reviewed the current project list. Faculty and staff should be made aware of these projects to avoid duplication and groups such as PLI can be more targeted in their projects.</p> <p>The Ware Basement (The Underground) is a little ahead of schedule and Mr. Hepler expects to begin his work the first of August with an opening at the end of August/first of September. They are one year into the two-year process of the colleague migration. The first year has been spent doing prep work and purchasing the hardware. Implementation of services will take place in year two. The IT department has done a great job with the Exchange upgrade for Outlook and made the project seamless for users. ImageNow is being expanded to other departments.</p> <p>Gotrac is replacing Accutrack and has been rolled out to tutoring centers, the ARC, and Financial Aid. This product allows a user to see the full life-cycle of students. There are still a few areas that will be receiving software and it will be utilized in The Underground. Gotrac will help in staffing decisions. Data is provided to Collin Witherspoon automatically through a daily data stream. The ability to track referrals and other enhancements are under discussion.</p> <p>Bond projects are still in the planning phase. Implementation for the CRM is broken down into three phases. Mr. Hepler and staff are also working on PAR Test/PAR Score upgrade and Institutional Effectiveness Projects for Tina Babb will create a more automated system for some of the required SACS information.</p> <p>The transparency of this SCRUM list is helpful in building confidence in the IT Department. They are seen as a partner. The biggest issue is departments researching their own solutions but a culture shift is beginning to take place in this area. The ITS webpage has updates on current projects under "ITS Today". This list includes high level projects in process.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Add quick review of SCRUM list to the July 9 agenda for those Cabinet members who were not in attendance today. 	

3. LEADERSHIP AMARILLO/CANYON RECOMMENDATIONS	Lowery-Hart
<p>Cabinet discussed some possible employees to send through this training next year. They will bring back recommendations to the July 9 Cabinet meeting. It must be paid through their budget.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Put on July 9 agenda. 	

4. EARLY IMPLEMENTATION OF GAINFUL EMPLOYMENT RULE RESCISSION	Austin
<p>Mr. Austin explained that community colleges were swept up in rules that were designed for for-profit colleges. It is a time-consuming tracking process specific to certificate programs. The Department of Education is recommending that this rule be rescinded, but it must be advertised. Amarillo College may choose to adopt the revised rules and stop doing the gainful employment reports. Mr. Austin moved, seconded by Ms. Skinner, to stop this reporting. The motion carried unanimously.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Discontinue the gainful employment reporting. 	

5. ENROLLMENT UPDATE**Austin**

Mr. Austin provided this information to Cabinet prior to the meeting.

Fall 2019 Enrollment

- 55 Days Remaining
- 5,288 Unique Students (up 8.41%)
- 1,098,918 Contact Hours (up 12.25%)
- 50,304 Credit Hours (up 13.91%)

He noted that, while dual credit enrollment is running ahead of where the college was this time last year (606 vs. 431), it doesn't explain the increase in contact hours and credit hours. Those increases can be mainly attributed to the "AISD Concierge Enrollment" events that Cassie Montgomery, Director of Outreach Services, and Ernesto Olmos, Director of Advising, teamed-up to deliver at AISD campuses last spring. He provided Cabinet a PowerPoint, created by Ms. Montgomery, that describes the effort and the associated outcomes and encouraged them to review it. She and Mr. Olmos hosted a follow-up meeting/luncheon in early June and invited AISD College Career and Military Readiness (CCMR) Coordinators to attend and share feedback regarding ways that this effort can be improved for next year. Most of these high school students should already be registered for a Badger Beginnings and follow-up will take place with those students who do not attend.

Both credit hours and contact hours for Summer enrollment are above the five-year average. Mr. Austin noted that this is the result of advising, marketing, and recruiting all working together. THRIVE students were able to register for summer courses. Cabinet reviewed the Enrollment Dashboard which may be accessed at <http://iresearch.actx.edu:3838/Enrollment-Dashboard>. Daily enrollment updates may be found at the following location: P:\public\Enrollment Update. East Campus enrollments are up. West Campus is down likely due to course sequencing in those health science programs. Moore County enrollment is up while Hereford's is still struggling.

Mr. Witherspoon is looking at day-to-day numbers and taking a five-year average to determine if the college is within the trend. Numbers have gone up with 8-week courses but still need to determine trends. Mr. Austin and Ms. Skinner reviewed the summer course offerings and determined that the right courses were offered for students, with three possible exceptions. Mr. Olmos and Mr. Sobey will need this information when building schedules. The piece of information missing is what time of day students will want to take classes.

Students who do not qualify for financial aid have been identified and payment options have been communicated to the them. The payment deadline has been moved up one week to create some time for waitlisted students to get into classes. The number of unique students is above the five-year average and these students are taking more classes. The college should continue messaging the benefits of year-round enrollment. If retention improves at the end of Fall, Spring enrollments should be good.

Action Items:

- Provide the Enrollment Dashboard information to the Board.
- Show the dashboard at General Assembly or another back to school function.
- Celebrate the efforts of the advisors, Ms. Montgomery's team, recruiting, marketing, and Faculty Senate for working to create these improvements. Dr. Lowery-Hart will email each of these groups.

6. BRAGGING ON EMPLOYEES	Cabinet
<p>Ms. Jones – Shane Hepler, Cassie Montgomery, Scott Acker, and Kevin Moore for their work on the Emergency playbook.</p> <p>Ms. Skinner – The Cook Team’s work on the Badger Beginnings lunch on June 20. They purchased another grill and added about 25 volunteers. Everyone liked the food and there were plenty of leftovers for employees.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Mr. Austin will send Cabinet an invitation to bring something to the AskAC party on July 10. 	

7. COMMUNICATION POINTS	
Not discussed.	
<p>Action Items:</p> <ul style="list-style-type: none"> • None 	

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

9. OTHER DISCUSSION	Cabinet
<p>The next Strategic Horizons meeting is in Las Vegas, November 6-9, 2019 and will focus on innovation. A visit to Zappo’s is in the planning stages. Dr. Lowery-Hart would like Cabinet members to attend this. The experience will help frame the AC’s next Strategic Plan.</p> <p>Plans for Russell Hall have not yet been established. The priorities list is still being determined by the Master Plan Implementation Committee who will be setting timelines. These will be brought to Cabinet. Dr. Lowery-Hart has met with the Foundation Board to discuss fundraising projects.</p> <p>Ms. Jones noted that she is going through the Amarillo College Police Department Citizen’s Academy and would encourage Cabinet and employees to go through this. It provides great information.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • None 	