

**PRESIDENT'S CABINET MEETING**  
**January 14, 2020**  
**MINUTES**

**CALLED TO ORDER**

9:07 am

**ADJOURNED**

11:15 am

**MEMBERS PRESENT**

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

**MEMBERS ABSENT**

Joe Bill Sherrod

**OTHERS PRESENT**

Joy Brenneman

**DISCUSSION:**

1. DATA DASHBOARD TRAINING	Witherspoon Crowley
<p>Mr. Witherspoon demonstrated the data analytics dashboards. He demonstrated each of these and then ask Cabinet to participate in a scavenger hunt to locate certain information in a database. This will be tested with five institutions at Achieving the Dream. They will be asked for feedback on what works, what doesn't, usability, intuitiveness, applicability to other colleges, etc. Ms. Crowley is working with a funder who might provide resources for a beta test by some Texas institutions.</p> <p>Cabinet suggested renaming some of the dashboards and providing descriptions for each to make it more self- explanatory. Also discussed was the possibility of adding saved search functions, shortcuts, and favorites.</p> <p>Legal questions will be addressed at a later date with input from Mr. Witherspoon, Ms. Crowley, Dr. Lowery-Hart, Mr. Sharp, and Mr. White. Training will be provided to participating schools monthly via web by Mr. Witherspoon. Schools might also come to AC for two-intensive training days if grant funds are received.</p> <p>The IDS has an extensive amount of data, but an employee's role within the institution will determine how much information is available to them. For example, not-academic affairs staff would not see individual faculty information. Enrollment does not include demographics. Program Review is specific to Amarillo College but the categories are fairly universal and could be adapted.</p> <p>Prior to Achieving the Dream, Tulsa Community College will be coming to AC to test the product and provide a focus group.</p>	
<p><b>Action Items:</b></p> <ul style="list-style-type: none"><li>• Create a one-page description of the dashboards.</li><li>• Other suggestions were to add a search bar, FAQ's, reset button, instructions for use, short tutorial, and a roadmap.</li><li>• Create a video tutorial that schools could take back for use at their campuses.</li><li>• Insure that institutions know this product is not customizable.</li><li>• Provide examples to show how the data might be used.</li></ul>	

<b>2. GENERAL ASSEMBLY</b>	<b>Lowery-Hart</b>
Ms. Crowley needs nine more people to be table facilitators at General Assembly. There will be a training on the 24 <sup>th</sup> . The facilitators just need to lead a table to keep them on track.	
<b>Action Items:</b> <ul style="list-style-type: none"> <li>Cabinet will ask those in their areas to volunteer.</li> </ul>	
<b>3. ENROLLMENT UPDATE</b>	<b>Austin</b>
<p>Mr. Austin presented a spring 2020 enrollment update. As of this morning, 8,307 students are registered for the spring semester. With 7 days remaining before the first day of the Spring 2020 semester: unduplicated headcount is up 9.71%; contact hours are up 8.77%; and, credit hours are up 11.03%. More students were dropped in the dereg likely because of a problem with the payment system which showed that the site was not secure. This was not on the College's end but was a problem with the vendor. More phone calls are expected because of this. Mr. Austin's data compares to last year while Mr. Witherspoon's provides a five-year average. Marketing has been very helpful in sending out additional notices.</p> <p>Enrollment staff is calling approximately 800 students and a bump in enrollment is expected. Dr. Clunis is working on the courses that still have waitlists. Classroom scheduling needs to be examined and changed to better match course enrollments with room sizes.</p> <p>Ms. Skinner explained a new initiative in her division. Mr. Witherspoon has created a dashboard that lists students enrolled in Fall, but not in the Spring, and excludes those who graduated or transferred. These students can then be contacted. After the dereg, 71% of students are returning. This dashboard also lists the students by advisor and can be tracked that way as well. Dr. Clunis and Frank Sobey are reviewing summer scheduling to improve those course offerings. During non-peak times, advisors are reviewing schedules of students not planned for summer enrollment, not full-time, and/or not in a 2<sup>nd</sup> 8-week course. This information can be used to increase enrollment and create accountability measures for non-faculty areas.</p>	
<b>Action Items:</b> <ul style="list-style-type: none"> <li></li> </ul>	
<b>4. BRAGGING ON EMPLOYEES</b>	<b>Cabinet</b>
<ul style="list-style-type: none"> <li>Not covered.</li> </ul>	
<b>Action Items:</b> <ul style="list-style-type: none"> <li></li> </ul>	
<b>5. OTHER DISCUSSION</b>	<b>Cabinet</b>
Mr. White announced that Teresa Clemons has taken a job at WTAMU in Sponsored Research.	