

PRESIDENT'S CABINET MEETING
December 10, 2019
MINUTES

CALLED TO ORDER

9:02 am

ADJOURNED

11:11 am

MEMBERS PRESENT

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

MEMBERS ABSENT

Tiffani Crosley; Cara Crowley

OTHERS PRESENT

Joy Brenneman; Shane Hepler; Collin Witherspoon

DISCUSSION:

1. THRIVE DATA	Witherspoon
<p>Mr. Witherspoon previewed the THRIVE data that he will present to the Board at the meeting this evening. The database reflects the current student profile in real-time and differs from the printed materials as they are a static document. Other THRIVE data included high school specific information and revealed that 70% of AC students who transfer go to WTAMU. Of the AISD students who did not take advantage of THRIVE, 46% attended another college and the rest went nowhere. He can provide demographics on these "nowhere" students as the college continues to look for ways to engage these students and encourage enrollment.</p> <p>THRIVE enrollment increased slightly from Fall 2018 to Fall 2019 and has not cost as much as expected due to the number of students receiving PELL.</p> <p>Mr. Witherspoon also reviewed the data on unique graduates and demographic information. The database includes the number of graduates by program and can rank programs by the number of graduates. Some of these students may be counted more than once if they received multiple certificates along the way. By far, General Studies has the most number of graduates, followed by Business and Nursing. There is nothing consistent in the programs with lower graduate numbers and many have an equal rank with only one graduate. Students who are not sure of their career path are choosing the Business major which has caused a great many exceptions to curriculum to be submitted. Cabinet discussed ways this might be addressed with certain core classes and courses designed to match the skill set needed for the transfer program students are seeking. Typically courses are designed to match the ACGM. Dr. Clunis is working with WTAMU on backward mapping programs to insure that AC is providing the courses needed for transfer into those programs. It is a long process but she is seeing progress.</p> <p>Dr. Lowery-Hart and cabinet discussed the possibility of finding a grant that might fully fund technical education including dual credit and AAS degrees.</p>	
<p>Action Items:</p> <ul style="list-style-type: none">• None	

2. EMSI	Lowery-Hart
<p>Dr. Lowery-Hart briefly reviewed the draft reports from EMSI on AC's economic impact on the community. There is a \$639M/year impact which is lower than the last report when the college was still working on bond projects and at a high enrollment. For every \$1.00 of public money, taxpayers receive \$2.40 in return. For every dollar a student spends, they will receive a return on investment of \$4.50 in higher future earnings over their working lifetime.</p> <p>The Master Plan budget funded this EMSI study.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • These draft documents will be provided to the Regents at tonight's Board meeting. 	
3. TDCJ CONTRACT	Clunis
<p>Steve Smith and Dr. Clunis negotiated the contract with TDCJ for teaching in the prisons. This could potentially enroll 200 students per year with high contact hours. The contract provides that these students will pay in-district tuition rates. The question was raised whether Board approval is required for this.</p> <p>The initial program will be diesel. Commercial truck driving and welding will be added in the future.</p> <p>With regard to the in-district tuition rates, Mr. Austin noted that the issue of domicile and the students' in-state status should be determined. Other community colleges in Texas who provide these courses charge in-district tuition.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Mr. Austin will work with Mr. White to determine if in-district tuition can be charged. 	
4. ESPORTS BUDGET	Austin Skinner
<p>Ms. Skinner had provided a high level view of funding needed for both a full-steam ahead high end budget and a lower minimal budget for an Esports program. Much of the proposed budget is start-up costs. She noted that some items would not be annual costs. The travel would be for competitions. The budget includes funds for equipment and furnishings. There is one room already set up for computer-based games. Another would be needed for Nintendo-type games. Mr. Austin noted that revenue put into an agency account can continue to grow over the years and would create more flexibility for the program to expand over time. It might also be used to replace equipment and furniture as needs arise.</p> <p>Some ways to earn revenue and offset the costs would include hosting tournaments and summer camps, entry fees, and Esports live events. Chris George and Shane Hepler have done much work to get this program started, but eventually, Esports will need a full-time person to run the program, grow it, and generate interest. The budget also includes scholarships.</p> <p>Cabinet discussed the plan and noted that there will be a cost if the college pursues a full-blown program. A more detailed plan is needed to share with employees. As a student engagement activity, there is a possibility that student activity fees might be used for some costs, but will need to check policy. A combination of funding sources will be needed: activity fees, fundraisers, institutional funds, and AC foundation scholarships. A decision will need to be made if this will remain a club or if it should be elevated to something larger.</p> <p>The benefits of Esports include student engagement, recognition of students not typically recognized, PR, and visibility. It fits with the vision for the innovation hub and VFX.</p>	

<p>Action Items:</p> <ul style="list-style-type: none"> • Ms. Skinner will develop a proposed revenue and business plan. • The Board is doing another feasibility study for athletics and residence halls; Ms. Skinner will work with Dr. Proffer to integrate Esports into that study.
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5. LOWERY-HART'S BIG THINGS	Lowery-Hart
<p>Dr. Lowery-Hart briefly discussed a few items. Joe Bill Sherrod and Chris Sharp will start work on January 6, 2020. They will attend an employee orientation with HR that morning. This orientation will cover AC policy, benefits, AC Connect, and AC culture and lasts about three hours. Dr. Lowery-Hart wants a more in-depth orientation for them with Cabinet. Each Cabinet member will share the three big things they would like Mr. Sherrod and Mr. Sharp to know about their area. This will be put on the agenda again next week to map out the onboarding.</p> <p>It was noted that Mr. Sharp should be involved in the selection of the project manager.</p> <p>Dr. Lowery-Hart informed Cabinet members that \$7,500 of contingency funds have been moved into each of their budgets. Ms. Brennenman will send them a copy of the budget amendment</p> <p>Cabinet briefly discussed merit pay and evaluation timelines.</p>	
<p>Action Items:</p> <ul style="list-style-type: none"> • Items for the next agenda: onboarding new Cabinet members, Earn & Learn model; VFX program 	

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

7. OTHER DISCUSSION	Cabinet
<p>Dr. Clunis and Dr. Lowery-Hart have been at the SACSCOC Annual Conference. Amarillo College is on SACS monitoring because overloads are too high and for assessment.</p> <p>There is pending legislation that could allow schools to select their own accrediting body.</p>	