



Staff Council Minutes

January 10, 2019

Members present: Pamela Madden, Jason Norman, Janet Barton, Richard Stephenson, and Jenna Welch

Guests: Bob Austin and Cassie Montgomery

Meeting called to order at 8:10.

- I. Guest Speaker: Bob Austin
 - a. Introductions – Cassie Montgomery, Director of Outreach Services
 - i. Update on evolution of the role and division
 - ii. Cassie will oversee recruitment
 - b. Charles Hendricks now serves in AskAC and trains and onboards their employees.
 - c. SWIM consulting group was brought on to create a communication plan to better engage students through the onboarding process.
 - i. Split AskAC into two groups.
 1. One group will continue answering calls/front line customer service.
 2. Other group will be Admission Specialists – responsible for managing the relationship with the student until they are registering for classes. (i.e. transcripts, testing, Bacterial Meningitis, etc.)
 - ii. The next metric will be placed on Advising.
 - d. Purchased a CRM from Campus Management.
 - i. Designed for recruitment and enrollment, just need to implement it.
 - ii. We are losing students that we never see, so we will be there electronically, via phone, in person.
 - iii. Planned for Fall 2020 rollout.
 - e. Amarillo is behind in the state for higher education, and Texas is behind in the country.
 - f. One issue is having people apply that never intend on coming to AC which hurts our conversion rate.
 - g. We will be communicating with those who want it, if they opt out they won't receive communication.
- II. Approval of Minutes
 - a. Will be sent via email since we did not meet quorum.
- III. President's Report – Dr. Russell Lowery-Hart
 - a. Not present; report via text. We are receiving an award that won't be announced until February 19th. Will receive a small monetary award that we need to provide suggestions on what to do with it.
- IV. Updates on any events across campus
 - a. Student Life Update
 - b. Badger Greeters
- V. Open Forum/Announcements
- VI. Adjourned at 8:52