

AC Hereford Campus
Advisory Committee Meeting
Room 101
September 14, 2012
Minutes

Invocation given by Mr. Randy Farr

Director's Report

- Enrollment Report Fall 2012
- Enrollment is down
- Continuing Education classes down (not making)
- ESL is up in enrollment
- Working with Caviness and Advanta for ESL
- Dual Credit – down in numbers; dual credit tuition has increased
- Overall – we are down in enrollment numbers
- Job Readiness course didn't make – spent \$5000 in advertising costs
- Effort needed from Employers – Could be part of 90 day probation
- Other campuses have had low numbers in enrollment; other schools are advertising in Hereford, i.e. Vista College. Scholarships are offered. Short term programs a key to their success, but very expensive. Talking to HISD to discuss financial aid consequences of attending proprietary schools that are non-accredited.

New Issues

- Receiving bids; dirt work planned. Materials are coming in too high. New construction cost at \$5.5 million, trying to get down to \$4.5 million. As a result, some classrooms may not be finished; will be shelled out.
- Advertising
 - Suggestions: Facebook Page with Ads
 - Direct Mail of schedules and advertising courses
 - Attain a list of students from the High School for mail out for start
 - Suggest trying Amarillo Radio instead of local radio for advertising. Also, t-shirts given out at Football games.
- Capital Campaign discussion
 - Naming opportunities – perhaps \$80 square foot completion donation.
 - Brick Memorial placed at front of school; i.e. personalized brick
 - Involve the community to participate in fundraising. Business Sponsorships.

Other Discussion:

- Reminder – Moore County Campus Technical Center (Dumas Ground Breaking Ceremony, 10/19/12 at 10: a.m.
- Board of Regents Meeting on 10/23/12 at 5:30 – hosting BOR meeting once a year.

Community Reports:

- Randy Farr – out of town 1st 3 weeks of October 2012
- “Worst Hard Times” – Common Reader Series
- Book Signing and Events – Rudy Guiliani
- Meals on Wheels assistance needed for upcoming holidays.

12:56 Adjourn