

President's Advisory Council July 24, 2013

Present: Dr. Jeremy McMillen, Giles Brown, Shelle Cassell, Steve Davis, Jeanie Hardin, Donna King, Lorie Lefevers, Jake McBee, Gary Paikowski, Tony Stanzo, Kim Teel

Instant Messaging / Help Desk Software

Gary Paikowski reported on the availability of a new Instant Messaging system that will allow students to receive assistance online. Jennifer Miller demonstrated how the software works. One of the benefits is that it centralizes the conversation between the student and college, so that every employee who works with the student has access to previous online conversations. Extensive knowledge-based articles have been loaded into the system to provide consistent responses to common questions. Gary noted that the departments will be responsible for keeping these articles updated with current information and practices. Members envisioned many services that could be provided through this forum. The system will be available in Admissions, Advising and Blackboard/Portal at first, with plans to add departments in the future. Jennifer outlined the training schedule for the first user groups.

One & Done (July) Summary

Jeanie Hardin reported that a group had met to review all the steps and processes used in the recent One & Done registration event. Overall, the day went well, and she had received positive remarks from volunteer faculty advisers and others. Tweaks to the triage 'form' and the addition of a 'ticket' system were recommended. Of the 177 students who attended, 50 were new students and 44 tested. Jeanie reminded members that the next One & Done would be held August 15, 8 am- 7 pm, and that volunteers are needed. There was some discussion about trying the event on a Saturday. Members discussed setting dates for the event(s) leading to Spring 2014 registration, but nothing was finalized.

Outreach Efforts for Fall Enrollment

Jeanie Hardin reported that several activities are in place to encourage registration:

- Financial Aid is contacting all students eligible for aid (600+)
- Admissions and recruiters are calling students who need to finish up documentation
- Admissions office is making calls to students who have completed Apply Texas and College 101.
- Brent Archer is adding College 101 completers to his conversion data. There is still a gap in tracking 'stop outs'
- Advising is looking back 5 years for those who are within 6 hours of graduating, and are following up with phone calls, emails and a post card. (680 are on the list; 77 are already eligible for some credential). Donna King is checking with Texas Workforce Commission to make sure that awarding those credentials does not negatively affect students' eligibility for aid.

- Marketing office has a mailer going to 50,000+ households in the county, and has an aggressive media campaign underway for July and August.

Members discussed the need to look at the benefits and challenges of automatically awarding degrees to students (even if they do not apply for a credential). Donna King, Steve Davis and Jeanie Hardin are collecting additional data to help the Executive Council make that decision.

Customer Service Survey

Dr. McMillen reported on a customer service project that is underway. A brief questionnaire for students to complete will be placed on desks around campus. Students will have option of completing and returning a paper copy, or going online to submit their opinions. The results will help define customer service training topics for professional development.

Future of Silver Wings

Giles Brown reported that the air conditioner in Silver Wings has failed. The part needed for repair is approximately \$19,000, and the work to overhaul the system is approximately \$40,000. Additional electrical, plumbing, etc. repairs needed to bring the building into acceptable use standards are estimated at \$218,000, and that does not include any cosmetic upgrades. The estimate to demolish the facility is \$180,000.

Adjunct Pools and Benefits

Tony Stanzo asked for clarification on calculating adjunct load. GC and TRS are using 9 hours as the threshold for an adjunct. For load calculation, a pro-rated contract will count as 100%, and load calculations for part-time and full-time faculty will be the same. (Payment for pro-rated contracts will continue as usual). Jeanie Hardin asked that Tony Stanzo and Steve Davis meet to ensure that they are being consistent.

Classroom Utilization

Members discussed the need for a room utilization report. The report would be useful when scheduling additional sections. Lorie Lefevers asked if the addition of a temporary building would be an alternative for classroom space. Members agreed that there are classrooms available, that they have to be scouted out and may not be available at peak times.

Enrollment Update

Summer 1 enrollment was up 2%, but Summer 2 enrollment was down 5%. Dr. McMillen encouraged members to continue working toward an increase in the Fall. Donna King reported that there is an increase in the number of students who will be on suspension, which would harm Fall enrollment. Dr. McMillen recommended that all sections be open for enrollment at the beginning of registration, rather than saving some sections back until demanded.

Announcement and Reminders

- Adjunct Job Fair will be held August 1, 2-8 pm, on the South Campus.