

## President's Advisory Council March 26, 2014

Present: Dr. Jeremy McMillen, Brent Archer, Giles Brown, Shelle Cassell, Paula Cavender, Jan Crumpton, Steve Davis, Jeanie Hardin, Wanda Huff, Donna King, Christy Klemiuk, Lorie Lefevers, Barbara Malone, Jake McBee, Regina Organ, Gary Paikowski, Debbie Smarr, Tony Stanzo, Mark Taylor, Kim Teel

Absent: Leon Deutsch

### Summary of March 26 Board Meeting

- Tobacco/Smoking Policy – the Board approved a new ‘smoking’ policy that expands the definition of ‘smoking’ to any electronic smoking device. Tobacco products and electronic smoking devices are limited in use to the parking lots and designated areas. Regina Organ will distribute campus maps that indicate the designated areas, and will update the *Student Handbook*.
- Curriculum plans approved – Jeanie Hardin presented, and the Board approved, the new Core Curriculum that will be effective with the Fall 2014 semester. It was determined that the implementation of the 60 credit hour degree changes would become effective the following year (in Fall 2015). Jeanie reported that changes/consolidation to degrees (AA and AS) will be coming soon, but the core will not change. All of the approved curriculum changes are being entered into the new catalog now.
- Rate increases effective for Fall 2014 – The Board approved new Meal Plan rates that reflect the increase from the provider. The 19 meal plan rate will be \$1825 plus tax (\$1940 total). They also approved the General Use Fee increase to \$12.00 per credit hour, and course fees from CJLE 1506 from \$150 to \$200 to cover vehicle maintenance and a \$90 course fee for RADR 2431 and RADR 2401 to cover test review software fees.
- Early College High School – The Board approved a Memorandum of Understanding with Tioga High School that paves the way for an Early College High School to begin in Fall 2015. The College has applied for a grant to help with the costs associated with this new offering. Debbie Smarr will report the change to SACSCOC at the appropriate time.
- Enrollment Report – Regina Organ reported that enrollment is down approx. 5% and contact hours are down approximately 4%. Other schools that we have visited with are also experiencing a trend downward. This decrease means that we will not be meeting our Revenue budget for the year; however, some expenses are also down. Regina and a team will be meeting soon to set enrollment goals for 2014-15. Regina shared some new activities in the Admissions Office designed to help new applicants. They are personally contacting all new applicants to help secure needed documentation early.
- Student Success Report – The Board heard a report from Debbie Smarr that includes good news that our Course Completion rate is improving (at a 5 year high), more full-time faculty are teaching courses, minority populations enrollment is increasing (the highest in 10 years), and early indications are that Learning Frameworks is working (a

4% increase in success when LF is taken). The report also showed that our recruitment and retention of economically disadvantaged and academically disadvantaged students is down.

- Dual Credit Tuition and Fees – Dr. McMillen shared practices of what community colleges across the state charge for dual credit course delivery. He is not recommending a change at this time, but wanted the Board to be aware of how other schools address dual credit.
- Substantive Change Policy – The Executive Council approved and reported to the Board the College's new process for handling SACSCOC Substantive Changes. The new process will require specific job descriptions being updated to include parts of the new process to ensure that key roles are all aware of the proposed substantive changes.

### Financial Aid Office Announcements

Donna King announced that a special Veterans event and registration will be held April 10. It will be a fun and informative day that brings to the campus Dallas and Bonham VA benefits coordinators and other organizations that assist with Veterans. Registration for Summer and Fall will be available 9 am-6 pm and benefits information will be available 10 am-4 pm. Military vehicles and other interesting exhibits and demonstrations are planned.

Donna also reported that the UTA Student Veterans project is on campus three days per week. They help current veteran students with life transitioning. They are also contacting former veteran students to offer assistance.

The College is working with SOCLE to set up contacts with students to reduce the college's loan default rate. Live contacts should begin next week. The current rate is 25.3%.

### Welding Program Benefits from JET Grant

The College recently received word that it had received a grant that will allow the purchase of equipment for the Welding program. The funds will purchase 4 virtual welders and 4 portable welders. GC will be one of two Texas schools with this advanced equipment.

### TSTEM Grant Requested

A new grant to assist students interested in TSTEM majors has been submitted, with the results available soon. Efforts to connect with eligible and qualifying students should start immediately. Paula Cavender will help communicate these scholarships with high school students and their parents, and a direct mail message will be sent to all high school dual credit students. Tina Dodson will review scholarship applicants for a TSTEM match.

### Campus Technology Update

Gary Paikowski reported that a new 72' communications tower will be operational within the week. This new tower will improve the College's internet service.

### Marketing Office Updates

Shelle Cassell reported that the search is continuing for a qualified Web Developer. There have only been a few applicants; two are currently being considered. The College is looking at a web content management system that could simplify the site and make it easier for departments to keep the web information current.

A branding strategy that will begin with a Style Guide on appropriate uses of the college's logo, school colors and other acceptable color palettes will be unveiled in the next six weeks. Imaging to support the branding will also include design elements that will provide a cohesive look and feel for all college materials. The Marketing Committee will help finalize these decisions and will be tasked with helping implement the new branding strategies.

### Achieving the Dream

Jeanie Hardin, Regina Organ and Dr. McMillen briefly shared their experiences from the Achieving the Dream conference. GC is moving forward in setting their Data and Core Teams. Five representatives will attend the Summer Conference to learn how to begin implementation of the student success initiatives. The College has been assigned an AtD Coach and Phillips College in Arkansas is our lead college.

### 2014-15 Budget Process Outlined

SPOL training sessions will be scheduled and announced for anyone needing to brush up on how to enter budget requests into the planning software. Debbie Smarr reports that the system will be up on Monday, March 31. Giles Brown announced that the enhanced budget items and projects that are approved by vice presidents to move forward will be presented on May 9 in Irma Blackburn Lecture Center. He reminded members that they system works best when departments ask for what they need to perform their roles, but to not ask for more than needed in hopes of getting a reduced amount.

### Announcement and Reminders

- College Effectiveness Council will meet from 1:00-4:00 pm, March 28, in the Irma Blackburn Lecture Center. Debbie Smarr will distribute reports from the Goal Teams prior to the meeting.
- Student and Instructional Services divisions will host an "Earth Day Recruit Back" event on April 22. It will be a fun day with various activities to engage current students while they meet with an advisor and register early for Summer and Fall semesters. The event will be on the Main Campus only, and activities will be held in the Bridge.

- Advisory Council members suggested that a separate event for business and industry employees should also be scheduled. It would be ideal if we could set up a 'charge' pay step for those employees whose tuition is paid by their employer.
  - There was interest expressed for a July One and Done event.
- Career Connections Fair will be held in conjunction with Texoma Workforce Solutions from 10 am-2 pm on April 4 in the Sports and Recreation Center gym.