

President's Advisory Council October 10, 2012

Present: Dr. Jeremy McMillen, Shelle Cassell, Paula Cavender, Jan Crumpton, Steve Davis, Brandy Fair, Jeanie Hardin, Gary Hensler, Barbara Malone, Jake McBee, Gary Paikowski, Roy Renfro, Debbie Smarr, Tony Stanzo, Kim Teel, Casey Ticknor

CWL Leadership HUB and Social Media Training

Jan Crumpton explained that the new CWL Leadership HUB was a monthly forum designed to share best practices. It is open to all college employees, area business, and industry leaders. It is a good opportunity for networking between the college and businesses. Beginning in January 2013, sessions will highlight various industries. Jan announced upcoming training:

- Social Media Practices - Oct. 18 and 25 – participants will gain understanding of how to use social media to improve communication. Ideas for departmental use to keep updated on activities and information, and the use of 'groups' as an instructional tool will also be covered.
- Bullet Proof Leadership series is underway. A DVD will be available at the end of the series for employees to use/review. Jan encouraged the current participants in the program to share what they are learning, possibly in a presentation to appropriate employees.

Next Steps: Shelle Cassell will collect a campus-wide inventory of all social media efforts underway currently.

Recommendation/Decision: Members recommended writing and implementing a policy on social media to include specifics on acceptable use and guidelines on supervisor/employee and professor/student 'friends'. Faculty Association will provide input.

Staff Development / Tuition (DEB Local)

Dr. McMillen asked for input on the college's current practice of allowing employees and families to take courses tuition free. His philosophy is that it is a good investment in employees. The discussion included whether or not the course should be directly work related, does the current policy cover tuition and/or fees, are credit and non-credit courses both available (Jan Crumpton said that current practice allows college employees to sit in on CE classes that have already made with paid participants), would the benefit be extended to immediate family, and if so, what is the definition for 'family'. Members told of other businesses' practices in offering tuition reimbursement at the end of a course based on final grade (earned A paid at 100%, B paid at 80%, etc.), or the requirement to pay back the full tuition and fees if the course is dropped or failed. The state differentiates between a waiver and a scholarship. The cost of expanding the current policy would require additional budget consideration.

Next Steps: Dr. McMillen will establish a group to explore the possibility of expanding the current practice.

Recommendation/Decision: None at this time.

Enrollment Growth Actions

Shelle Cassell and Steve Davis updated members on a publication that will be mailed to 54,788 households in the county the week of November 27. The 4-page publication, paid for primarily through Carl Perkins funds, will feature 13-15 technical programs, dual credit opportunities, information on Carl Perkins tuition assistance for new students entering non-traditional gender programs, and a listing of all degrees and certificates available at the college.

Media Preference Surveys

Shelle Cassell asked members to encourage students to complete the Media Preferences survey and asked for their help in getting area residents to complete the Community Survey too. The results of both surveys will be useful in determine the most effective methods of reaching students with important information and telling our story to the community. The survey links will be active through November 5.

Grayson County Spelling Bee Administration

Gary Paikowski asked for help administering the annual Dallas Morning News County-Wide Spelling Bee. Participation is typically Sherman and Van Alstyne Middle School, the area private schools and Home School Association.

Recommendation/Decision: Kim Teel agreed to take the lead in organizing future competitions. Jan Crumpton offered assistance if needed. Gary will transfer the files to Kim.

Breast Cancer Awareness Day

A request to approve jeans to be worn on Tuesday, Oct. 16, in conjunction with the Breast Cancer Awareness event "Just DOO It" was considered.

Recommendation/Decision: Dr. McMillen approved the request for employees who purchase the \$10 event t-shirt.

October Trustee Meeting

The next meeting of the Board of Trustees will be held a day early, Monday, Oct. 15, at 8:30 a.m. to allow members Janet Gott and Jack Norman to participate in a Tuesday evening

candidate forum. In addition to regular business and reports, Trustees will hear proposals from two vendors to become the Construction Manager at Risk for the South Campus Technical Center.

Bacterial Meningitis Data for Fall 2012

Dr. McMillen shared the data collected for the college related to the new Bacterial Meningitis immunization law. He shared: 863 new students fell within the new requirements. Of those 158 were given 10-day extensions and 209 signed waivers. Of the 209 waivers, 16 used the Dept of Health and Human Services form and 193 used the local waiver form. In the end, only 23 students were purged for non-compliance. Dr. McMillen commended the work of Cynthia Taylor and other student services personnel for their work in administering the new program.

Texas Community College Instructional Leaders Conference Summary

Grayson College was represented at the TCCIL Conference by Jeanie Hardin, Tony Stanzo, Kim Teel and Jake McBee. All felt the conference provided good information. Tony was impressed with a presentation by Kevin Tutt, who offered specific ideas for engaging students. Members expressed interest in having Mr. Tutt provide a professional development session on campus. In a related discussion, Dr. McMillen expressed interest in "Learning Day" that would allow a day of professional development within the semester. The challenge is compensating for the lost classroom time. Members observed that a Monday or Wednesday would be the most difficult.

Next Steps: Members agreed that it would be beneficial to consider a professional development day as the calendar for next year is developed.

THECB Leadership Conference Summary

Dr. McMillen gave a summary of his recent conference observations. After meeting with the LBB on performance funding, it appears they do not want institutions to compare improvement against themselves. They prefer institutions to be compared against each other. Statewide discussions on the amount of funding that will be based on momentum or success points will continue. Jeanie Hardin reported on the session she attended that focused on Rider 53, which proposes a separate statewide system for community colleges. She said that overall the feeling was positive, and included suggestions that community colleges be reinstated into the hierarchy of THECB leadership. It was clear that local Boards of Trustees would be expected to have a clearer voice and more active role. THECB is attempting to have better communication with community colleges by asking each campus to designate a liaison. Jeanie Hardin has been designated as Grayson College's contact person; however, other campus personnel will continue working with their THECB colleagues. Jeanie asked that she be kept informed of work with CB personnel and when required reports are filed. This will help her work as campus liaison.

Next Steps: Employees who file reports with THECB should share the progress/filing date, etc. with Jeanie Hardin, now and throughout the years.

Campus Email System Change

Gary Paikowski announced that a change in campus email system would be occurring over the weekend. As an acknowledgment that our off campus e mail service has become dated, the transition to Gmail service will be implemented at the close of business Friday. Campus email addresses will still read grayson.edu but will be supported by Google.

Next Steps: Employees will be informed of a few minor changes necessary on desktops and will be provide a link to some online resources that should provide clear directions. The Information Technology team is prepared to respond to problems on Monday. He suggests using the Information Technology help request form for a timely response.

NEXT MEETING – 8:30 a.m. October 24, 2012