

College Communications Council

October 18, 2012

Minutes

Dr. McMillen opened the meeting by asking the group if they could do one thing to improve Grayson College, what would it be?

- More overall community involvement.
- Coffee bar in the Life Center.
- Update the ERP (POISE Database System), and purchase one that is able to handle multiple semesters
- Get better at tracking students knowledge, resources
- Dr. McMillen challenged people to look to the long-term vision of the college, and to always be looking for the next big thing.

The CCSSE Meeting was discussed.

What stood out to one person was that part-time students were less engaged, and were more likely to be taught by adjunct instructors. It was suggested that we evaluate faculty needs and determine if there was a way to better engage all students through creative scheduling, more purposeful activities/training with adjuncts, and more engaging campus-wide initiatives (i.e. one-book project).

Benchmark performance on CCSSE is as follows:

- Support for learners at 60% decline/40% better
- Academic challenge/ 4-5 decide - 60% doing better
- Academic collaboration learning group and interaction
- Student learning / 3 decide - 70% doing better

- Student/Faculty interaction / 4 decide - 60% doing better

Student Success by the Numbers,

- A key question is what are we doing with information?
- Ask questions to help direct our focus for the future.

Enrollment

- The goal for spring 2013 is to be flat over spring 2012.
- Enrollment for second 8 week term is up 18% (299-248), there are 62 on drop list.
- We are up 40% on orientation for the 2nd 8 week term.
- We are making calls to 4000 potential students who had applied at Grayson at sometime in the past.
- We are making calls to all applicants within a week of their having applied to the College.
- We are trying to accommodate students on their first trip to register without making them come back repeatedly.
- Start registration for Spring semester will be October 29, 2012.
- We are urging students to take at least 15 credit hours.
- \$50,000 in scholarships available to students below GPA for Financial Aid assistance with another \$20,000 to be available.
- Brochure being sent to 51,000 households week of November 27, 2012
- Steve Davis announced cost assistance for non-traditional gender students in criminal justice as well as other programs
- Weekend college starting in Spring semester – 10 classes to be offered: 8 academic and 2 workforce

Discussion of other ideas:

- If we are going to offer a weekend college, do we need Library services on Saturday?
- It was discussed that we might offer tuition savings to returning students (\$100)
- Steve Davis provided an update on his use and success with the Early Alert system
- Shelle Cassell informed the group that the College media survey will continue until November-5, 2012
- Jan Crumpton shared that the CWL leadership hub will bring community leaders and college leaders together
- Just Doo It rally raised \$3700 for cancer
- Club G was held and there were 120 in attendance
- Veterans Appreciation Luncheon– 10 students recognized (VFW Commander one of our students)
- Janis Thompson submitting a grant application for veterans education
- Continuing Education is designing a new program in machining to meet the needs of our local industry: tool and die makers, CNC operators, etc. The design will allow high school students to enroll.
- New AAS program in the works: Web-based small business development in Fall of 2013 upon approval of THECB and SACS. The program will teach students to create web sites, manage safety/security technologies, and develop web-based business solutions.
- Hail damage on college building roofs
- Transfer students to Oklahoma
- College will investigate how to have more students to complete their degree, including the use of reverse transfer

- THECB leadership conference (items learned):
 - Representative Dan Branch pushed for 25% (not 10%) performance funding (or success points).
 - New Higher Education Chair in the Senate
 - Senator Dan Patrick (K-12) replacing Senator Shapiro
 - THECB task force on community colleges
 - Asked to involve Trustees more
 - THECB will hire an Asst. Commissioner of Community College initiatives
- Media coverage –The GC EMT program was featured on Across America on Fox (national).
- Executive Cabinet, President’s Advisory Committee, and Communications Council Meeting Minutes are now on the website (<http://www.grayson.edu/faculty-staff/meeting-minutes.aspx>)
- Board election is upcoming.
- Career Coach will go live on November 19, 2012
- Behavioral Intervention Team – faculty should notify the BIT Team of student situations to determine needed mental health assessment
- Discussed South Campus Technical Center, and Plyler being awarded CM@Risk

Meeting Adjourned