

# College Communications Council

September 26, 2012

## Minutes

### Purpose of the Communications Council.

- Dr. McMillen discussed that the purpose was to increase transparency to communicate information correctly, and to improve accountability to each other for completing projects.
- This group will meet once a month following the monthly Board meeting.

Dr. McMillen shared that another group had been established to assist with these goals as well. That group is named the President's Advisory Council, and is to include the President's Executive Council, deans, student services directors, CWL, and IR. This group will meet bi-weekly.

The Communications Council requested that minutes to be posted on the GC website for all groups (EC, PAC, CEC, and CC), not later than one week after the meetings.

Dr. McMillen then went on to discuss the context for change nationally, at a state level, and the challenges we face at Grayson College.

### Context for Change Nationally

- Dr. McMillen shared that there is a nationally push to do more, for example, at the national level there are calls that we decrease by 50% students who need developmental education. This will require us to partner with high schools in ways we have not done in the past.
- Another national push is that we graduate more students (50% more by 2020).
- At the state level, we will begin seeing our funding based upon success points (i.e. performance based funding). As an example, we will receive success points for students who complete developmental education, 15 hours of credit, 30 hours of credit, a certificate or degree, and/or transfer.

- Community Colleges are proposing that we have a new funding model, to include: \$1 million in base funding for every college, 10% of the remaining funding based upon performance (success points), and 90% based upon contact hours.
- At the state level, we know that 78% of students earning bachelors degrees in TX had some community college experience (National average is 48%).

Grayson College has some significant enrollment challenges:

- We are down 13.8% contract hours (largest decrease in state of TX), which could have a \$280,000 negative effect on this year's budget.
- We are down 8% in head count. We were down by 200 students due to financial aid.
- We don't know about future state allocations, but the proportional decrease could lead to a decline of \$750,000 in state funding next year.

Dr. McMillen shared the Spring 2013 Enrollment Goal

- Goal of flat enrollment with last spring (2012) and strategies for accomplishing
- Recruit new students and retain current students

Ideas for meeting the goal were then discussed, including:

Continue the scholarship program that is designed to assist students on financial aid probation. 18 students eligible for new program to pay half their tuition and the foundation would pay half with 16 students signing agreements to participate in this program

Focus on New students

Develop a returning veterans program (185)

Look into veteran grants (Janis Thompson)

Make our current scholarships available for spring students

Provide a safe scholarship site on-line

Provide a \$100 scholarship to bring in new students

Provide a \$100 scholarship to bring in returning students

### Key to enrollment

- Host a counselors luncheon with high school counselors regarding Spring scholarships
- Industry program of tuition reimbursement
- Manufacturing day for education including leadership
- Adult education – students who have been out of school many years
- Veterans
- Non-traditional gender funding available (\$25,000) education assistance

Provide clarity about our services in online courses (on-line means on-line), like the University of Phoenix, a student would not have to come on campus to register, etc., complete everything at home

We need to use our facilities for the community more, i.e. NCTC hosts basketball tournaments

We could reach out to dreamers (Dream Act students/Deferred Action Students)

### Other Announcements

- Academic Early Alert Training is ongoing
- Redesign for educational pathways for math are helping
- Text and notifications by faculty from Blackboard by Spring
- Foundation Report
- South Campus Tech Center (including MLT, Welding, Electricity, and OSHA with SOSU)
- Open House for President McMillen at South Campus
- Sewer Line Update
- Election of Board
- South Campus partnership with City of Van Alstyne on sirens, etc. (meeting needs of both)
- Title IX coordinator – human resources
- Dress code policy
- Discussion of becoming a smoke-free campus.
- There will be a College Effectiveness Council meeting on September 27<sup>th</sup>.

Meeting Adjourned