

President's Advisory Council September 26, 2012

Present: Dr. Jeremy McMillen, Giles Brown, Shelle Cassell, Paula Cavender, Steve Davis, Brandy Fair, Jeanie Hardin, Gary Hensler, Danny Hyatt, Donna King, Barbara Malone, Jake McBee, Gary Paikowski, Marc Payne, Roy Renfro, Debbie Smarr, Tony Stanzo, Kim Teel, Casey Ticknor

Overview and Welcome

Dr. McMillen welcomed members to the first meeting of the PAC and explained the purpose, membership, meeting schedule, and process for setting agenda items. PAC will meet on Wednesdays every two weeks immediately before the Executive Council meetings. The goal is to improve communication and to gather broad-based input on timely topics at the institution. Members are to submit agenda items to Linda Blount in the President's Office prior to each meeting.

8 Things for Student Success

Dr. McMillen shared Dr. O'Banion's handout from the August professional development session that outlines 8 things that need to be in place for an institution to truly focus on student success. A few members noted on item 4 (related to professional development) that our current practice is haphazard and without a strategic focus and suggested that sessions be organized with a common focus. Participation in professional development should be expected and documented.

Communications Council Overview

Further improving communication is the goal of a new Communications Council that will meet monthly. Dr. McMillen envisions the meetings as a way of sharing big picture things that are happening around campus. The meetings will be held on Friday afternoons, with the first scheduled for Friday, Sept. 29 in the Black Box Theater. There was some discussion on alternate names for this group, but Communications Council was the final choice.

Website – Minutes Will Be More Prominent

A new section of the website will house minutes that are kept of key campus meetings.

Enrollment Growth Discussion

Dr. McMillen has set the expectation that enrollment for the Spring 2013 will mirror that of Spring 2012. To accomplish that goal, focus must be made equally on gaining new students and retaining those that are already enrolled.

- To increase the number of applications:

- Create an Admissions/Financial Aid Support Center for students who need help completing the online Texas Common Application and/or FAFSA by converting the Admissions Workroom into a “lab” with computers and phone lines and staffed by an employee who can assist the students.
- Increase the number of personal communications with those who have inquired and/or applied.
- Gary Hensler will provide training to phone bank personnel to convert inquiries to applications to enrollments.
- Look at the logistics of re-instituting the local Grayson College application for admission for those applying late in the registration period (saving time from the delay in the Texas Common App process). Casey Ticknor will explore the feasibility of including the Grayson College application as an option.
- Steve Davis announced that there is approx. \$15,000 available from the Carl Perkins grant for new students who are interested in enrolling in non-traditional gender programs (examples: men into accounting, women into HVAC) Scholarship value is up to \$1500 per student.
- Promote “Second Chance Scholarships” to those who are on Financial Aid Probation and identified others.
- To increase enrollment into the 2nd Half Session (begins Oct. 22) (Students who are most likely to enroll in the half sessions are students who are already familiar with GC, who are currently enrolled or who have been enrolled recently. Online courses are more popular than traditional for the shorter semester.)
 - Financial Aid is reviewing records for students who have grant money available and will contact them
 - Increase advertising
- Course scheduling/content
 - Assumption is that if there are large numbers of new students there will be a need to offer additional ‘first semester’ courses like ENGL 1031, etc.
 - Working toward an annual schedule is desirable
 - The printed schedule will be available on campus on or around November 7; however, the dean’s believe the online schedule will be available much sooner.
 - Jake McBee and the E-Learning Advisory Council are working to have all online courses be consistent in design and to increase professors’ comfort level with online delivery. Several members expressed interest in requiring professors to complete training in order to teach online.
 - To help students be more successful in distance learning courses, a student orientation for Blackboard is in the works.

Academic Early Alert Training

Debbie Smarr has held training for 21 faculty (and 21 more are scheduled) in the new Academic Early Alert software that will help identify and track students who are at-risk academically.

Enrollment Growth Discussion

Donna King announced that GC's student loan default rate has recently dropped. The two-year rate is 16.7% and the three-year rate is 23.1%

NEXT MEETING – 8:30 a.m. October 10, 2012