

**College Success Council Meeting**  
**October 4, 2017**  
**Minutes for September 20, 2017**

**Attended:** Dr. Regina Organ, Dr. Dava Washburn, Dr. Chase Machen, Dr. Debbie Smarr, Barbara Malone, Dr. Kim Williams, Dr. Jeremy McMillen, Christy Klemiuk, Donna King, and Cynthia Taylor (Support)

**Absent:** Logan Maxwell

**Guest:** Amy Evans, Director of Marketing and Public Relations

**Approval of Minutes from September 6th Meeting:** The minutes of September 6, 2017, were unanimously approved - a motion for approval was given by Dr. Smarr and a second by Dr. Harris

**Marketing Plan 8-Week:** Amy Evans explained we are not there yet for Fall 2018. We used Digital Geo Fencing last registration. There were 875 clicks on the digital ads, and the cost was \$3,000. We will need to decide on our target population, whether it's returning students, community, High School, etc. Need to have more awareness for the 8-week.

Registration will begin at the end of March/early April, so she I would need information by February. It would help to have a student focus group with the 8-week marketing plan.

**SACSCOC Reaffirmation Status:** Dr. Washburn shared the report was mailed and received. Also, thank everyone for their help getting information to them. We will have a SACSCOC visit in November on Dual Credit.

**ATD Coaches Visit Agenda:** Dr. Washburn shared the revised agenda, and mentioned that Rene Garcia and Linda Watkins agreed to do the Coffee and Conversation on Friday morning.

**College Events Calendar:** Dr. Harris shared a copy of the College Events Calendar which included: Some of the Academic Calendar, Graduations, Pinnings, Conferences, Board Meetings, and Student Life Activities that are campus-wide. We need to include Business Office/ Financial Aid Disbursements, Vocational Nursing Graduation, and Culinary Arts on-site visit. Dr. Harris also mentioned the highlighted area on the calendar, because Learning Day and Coffee & Conversation are both on March 23th. This was something to think about if we need to make a change. Dr. Harris asked everyone to please review and send any changes to her, and she will share with Derek to put on the College Calendar online.

**Update on Enrollment:** Dr. Organ shared a handout on Contact Hours by Term for Fall 2015, Fall 2016, and Fall 2017.

**Update on 8-Week Discussion:** Dr. Organ shared that at yesterday's meeting with her group they have completed rough drafts for the 18-19 and 19-20 Academic Calendar. They decided to

leave the Learning Days off the calendar that will be taken to the Board. They will continue to make revisions to the calendar as needed.

Barbara shared that the Coaching and Advising Task Force has met once and viewed Aviso Electronic Platform. This platform is strong on predictive analytics, but they have not migrated into the Texas market, but work with Collin College. They will be looking at Estudias next.

Dr. Washbrun shared a draft copy of the agenda for Texas Pathways Institute #3. Everyone will be driving down early Monday, November 6<sup>th</sup>. Anyone that wanted to go down on Sunday would have to make arrangements and pay the additional cost.

Dr. Machen mentions that he has spoken with Casey Tichnor about sequencing and it could possibly be done earlier.

**Other:**

- Next College Success Council Meeting, Wednesday, October 18th
- College Success Council Meeting, Wednesday, November 1<sup>st</sup>
- College Success Council Meeting, Wednesday, November 15<sup>th</sup>
- College Success Council Meeting, Wednesday, November 29<sup>th</sup>
- College Success Council Meeting, Wednesday, December 13th

**Carryover Items:**

- Success Data Council – Dr. Smarr

**Future Item:**

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