



**PRESIDENT'S COUNCIL MEETING
LIBRARY TOWER 415
AUGUST 27, 2003**

PRESENT: Mr. Charles Harris, Mr. Wilford Holt, Mrs. Mimi E. Johnson, Mr. David Jones, Dr. Suresh Kaushik, Dr. Anthony L. Molina, Mr. Sam Munnerlyn, Mr. Quinton Ross and Mr. Martin Sheffield. Special Guest: Ernest Stone, SGA President, and Kim Davis, Public Relations

The meeting was called to order by the presiding officer, Dr. Molina, at 8:07 a.m.

FALL ENROLLMENT

Total enrollment for fall 2003 semester is 1,582, which represents an 18% decrease. The President's Council has a mini brainstorming session to respond to the decrease in enrollment as compare to fall 2002.

Current Recruitment/Enrollment/Registration Strategies

- ⊗ Alternative course delivery – on-line/distance learning initiative
- ⊗ Participation in High School College Nights and community initiatives
- ⊗ ACT and GED testers are contacted by recruiter
- ⊗ Participation in professional development activities in recruiting
- ⊗ Implement One-Stop Student Center and focus on student-friendly initiatives
- ⊗ Implement Web-Registration
- ⊗ Increase staff assistance during registration (administrative assistants and other staff may be trained to assist in registration)
- ⊗ Develop academic schedule on a yearly basis so students can register upon admission (**Gail Taylor, Wilford Holt and Martin Sheffield**)

New Recommended Recruitment Strategies

- ⊗ Increase non-credit and TBI offerings and recruitment
- ⊗ Initiative to convert applications to actual enrolled students
- ⊗ Increase direct recruiting efforts with local unions and business/industry
- ⊗ Campaign in Spanish on building construction and other program offerings
- ⊗ Advertisements in Spanish newspapers and focus recruitment efforts for Spanish speaking population
- ⊗ Develop a strategy when pre-registration numbers are lower than the previous year
- ⊗ Develop relationships with external agencies and resources that can increase our enrollment
- ⊗ Host Counselors and Pastors functions annually
- ⊗ Develop new marketing initiatives for the college (**David Jones and Dr. Molina**)
- ⊗ Implement *Each Employee Recruits 1 Student* Campaign (**Sam Munnerlyn** to develop)
- ⊗ Increase faculty recruitment efforts
- ⊗ Develop institutional presence at unemployment office and other external agencies

ACTION ITEMS

The following assignments and action items were assigned:

Action Items	Detailed Assignment	Person(s) Responsible	Due Dates
Report of Pell Grant Recipients by Program	Generate a report on Pell Grant Recipients by Program to Wilford Holt	Charles Harris	Sept 3, 2003
Carl Perkins	Develop a process for dispensing Carl Perkins funds and will present it at the next President's Council meeting,	Wilford Holt	Sept 3, 2003
Supervisor Training	Contact AIDT to gather information regarding supervisor training.	Gail Taylor/Robert Walker	Sept 3, 2003
Petition for Excused Absences	Discuss Petition for Excused Absences	Gail Taylor, Wilford Holt, David Jones	Sept 3, 2003
IMP	Institutional Management Plan (IMP) due to the Office of Institutional Research on September 15, 2003	President's Council	September 15, 2003
Institutional Effectiveness Survey	Develop written strategies for improvement on all measures that were below 3.00 mean score AND for SACS Start, Continue and Stop items.	President's Council	September 29, 2003
Professional Development	Identify and coordinate professional development sessions for innovative instructional strategies to enhance student outcomes (i.e., salesmanship for faculty to market their programs). Ask him to get with Mimi Johnson and Charles Harris to develop a survey to identify professional development.	Robert Walker/Gail Taylor	Fall 2003
Faculty Credentialing	Obtain status report from Dr. Reutter on faculty credentialing.	Wilford Holt	Sept 3, 2003
Student Exit and Employers' Surveys	Wilford will contact Dr. Reutter to obtain samples of these surveys	Wilford Holt	Sept 3, 2003
Academic Program Cost/Benefit Analysis	Conduct a cost/benefit analysis for each program offering to determine a minimum number for a class to make. Determine break even number of students, currently is 10 students for a class to make.	Martin Sheffield	Fall 2003
Program Report Cards	Develop report card for program reviews to be disseminated by recommendation of the President's Council internally	Annitta Love and Curriculum Committee	Fall 2003
Planning Matrix	Confer with Dr. Barbara Jones to develop a planning matrix for the college that will be a comprehensive initiative of annual unit planning process, budgeting and program review.	Dr. Suresh Kaushik	Sept 3, 2003
Institutional Goals	Develop a plan and timeline for changing the institutional goals	Dr. Suresh Kaushik Dr. Julianna Probst	Sept 3, 2003
Grant writing Incentive	Investigate the possibility of providing monetary incentives to grant writers from external indirect costs.	Martin Sheffield	Fall 2003
Building Coordinators	Write letter appointing persons as bad weather building coordinators. Meet with Andy Jordan, Martin Sheffield, Dennis Monroe, Marsh and Charles Harris to develop a plan for using the radios.	Dr. Molina, Andy Jordan, Sheffield, Monroe and Harris	Fall 2003
Energy Conservation	Instruct security to turn off lights and computers in labs Train security officers to turn off computers Set up meeting with Marsh, Dennis and Dr. Molina	Martin Sheffield/ Charles Harris	Fall 2003
Hourly Wage Standard	Develop an hourly wage standard for various positions	Martin Sheffield	Fall 2003
Standardized Degree Plan Format	Convene committee to standardized degree plan format	Annita Love, Dr. Robert Walker and Linda Crowe	Fall 2003

ROUND TABLE

- **Charles Harris** – (1) Implementing student emails, (2) Distributed new copiers location matrix and recommended maintenance management for copiers (a need was expressed to place a 35 ppm copier in admissions/financial aid on Patterson Campus) (David Reid was suggested to monitor the copier usage college-wide by copier).
- **David Jones** – (1) Update on catalog addendum is progressing and will be ready for Orientation; need curriculum changes for inclusion in catalog addendum, and (2) Working on admissions and financial aid manuals.
- **Sam Munnerlyn** – (1) Looking at retention rates by program and plan to meet with program coordinators to discuss retention initiatives
- **Kim Davis** (1) Still making speaking engagements for Dr. Molina, (2) Will participate in Montgomery Chamber of Commerce Workforce Development Symposium, (3) Machine Tool Technology Industry Day, need to get this date from Wilford Holt, (4) Planning Seven Course Night as a fundraising activity, (5) Will solicit any special feature stories from faculty and staff about unique students, (6) Contacted Jim Randolph to find out what are the “hot” tech careers, and (7) Daddy goes to College (MC Hammer and Judge Mathis).
- **Martin Sheffield-** (1) Public Auditors have not expressed any new findings to date on the 2002 audit; (2) Andy Jordan, Director of Accounting, has resigned effective August 31, 2003.
- **Suresh Kaushik** – (1) Working on bridge program to contact the Trenholm Campus with the Library Tower to identify funding sources.
- **Mimi Johnson-** (1) Fast Facts has been published and distributed to Jerry Joyce, Regina McTier, Sam Munnerlyn, Jim Randolph, President’s and Admissions Offices on both campuses, (2) Distributed deadline date matrix to President’s Council for reports due to Institutional Research, (3) SACS Leadership Team will meet on September 4, 2003 at 3:00 p.m. on Patterson Campus in the Conference Center to discuss the performance indicators for the strategic initiatives, (4) IPEDS fall data collection cycle opens on September 10, 2003, and (5) Working on ACHE reports.
- **Wilford Holt-** (1) Maxwell off-campus site offerings is progressing quite well (small engine and appliance repair will offered to prisoners), (2) Carl Perkins deadline for the budget is October 15 and the report is due October 31. Develop a process for dispensing Carl Perkins funds and will present it at the September 3, 2003 President’s Council meeting, (3) Adjunct faculty contracts are being prepared.
- **Ernest Stone** – (1) Prices on books in bookstore are excessive (Wilford Holt will check to see if the books are being used by the instructors), Donated \$100 to Rock the Vote rally to purchase soft drinks.

UPCOMING EVENTS/MEETINGS

EVENT/MEETING	DATE	TIME	PLACE	CONTACT
Workforce Development Conference	October 15-17, 2003		Birmingham, Alabama	Attendees: Jim Randolph, Wilford Holt and Mike Miller

ANNOUNCEMENTS

Dr. Anthony L. Molina expressed his appreciation to Martin Sheffield, Daisy Taylor, Renoda Thomas for their dedication and hard work in expediting the 2002 financial audit.

The next meeting will be held on September 3, 2003 at 8:00 a.m.

The meeting adjourned at 10:16 a.m.

Respectfully submitted by:

Mimi Evelyn Johnson

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Approved on _____