

LARAMIE COUNTY COMMUNITY COLLEGE
PRESIDENT'S CABINET MEETING
Tuesday, January 27, 2015
1:30 p.m.
BOARD ROOM

Cabinet Present: President Schaffer, José Fierro, Judy Hay, Carol Hoglund, Kim Bender, James Malm, Lisa Murphy, and Peggie Kresl-Hotz

Guests: Jill Koslosky, James Miller, Troy Rumpf, Stacy Shultz-Bisset, Ty Stockton

MINUTES

GUEST ITEMS/PRESENTATIONS

1. Printed Schedule – Lisa Murphy, Ty Stockton, Troy Rumpf

The purpose of the discussion was to start a conversation about what will motivate persons to enroll at Laramie County Community College. The College's website, phone calls and printed schedules, catalogs, and postcards were explored. Ty shared how the Reach Local Redirection Advertising software tailors advertising to specific audiences and places those advertisements in prominent locations on those specific users' own email and social media pages—the pages most often viewed by Internet users.

Stacy shared the following information is gathered from the information provided on an application submitted online. Judy noted no paper applications are being processed.

- The number of applications
- How did you hear about LCCC?
- My goal while attending LCCC is to:
- For the last 12 months I have lived in:
 - o Laramie County, WY
 - o WY, outside of Laramie County
 - o A Western Undergraduate Exchange (WUE)
 - o Not WY or WUE State
- I plan to attend and access the majority of my services:
- Gender
- Please check the educational goal that most accurately describes you:
 - o Seeking an associate degree.
 - o Seeking a certificate of completion.
- Are you degree seeking?
- Please check the box that most applies to you:
 - o New Freshman
 - o Returning LCCC Student
 - o Transferring from another...

Comments and Observations – What's Working?

- PR is making sure enrollment and class information is being disseminated through advertising, including Reach Local Indirect Advertising, and the College's website. The schedule and catalog continue to be published online.

- Mailing a printed schedule may or may not be the solution to motivating enrollment. Mailing of the schedule was discontinued two years ago and that's when a dip in enrollment began occurring. However, other circumstances may have also contributed to the reduction in enrollment.
 - o Mailing 6 credit schedules/year for LCCC and ACC would cost \$78,162.05.
 - o Mailing 4 credit schedules/year for LCCC and ACC would cost \$59,644.45.
- Application questions can be re-phrased, so that the most helpful information can be garnered. Questions requiring a written response and/or multiple-choice questions could be included. The College needs to know what influenced the person to apply.
- Reach Local also tracks the number of clicks and the number of applications received. For example, the Reach Local campaign tracked 1,237 clicks between December 12, 2014, and January 14, 2015. From those 1,237 clicks 795 applications were submitted. Additional applications may have been submitted that were not tracked by Reach Local. The actual registration for classes would have to be tracked separately.
- A printed schedule with a course-by-course listing is probably not necessary. Rather, producing a schedule with a smattering of hot degree programs (e.g., a sampler that is topical), a list of late-start blocks (emphasizing different start dates), and an online address may be more influential in applying for admission and registering for classes. Some version of the aforementioned could be mailed to all post office boxes in Laramie and Albany counties in lieu of the postcard that is a reminder of registration dates and includes the College's website address.
- Stacy has all applications. The applications are date-stamped but may not be time-stamped. Knowing how many of the students completing applications are new students and their demographics would be helpful.
- Pam Cox-Otto, Ph.D., with Interact gave a rousing presentation at a recent NCMPR (National Council of Marketing and Public Relations) conference on the "enrollment pipeline" and the importance of promoting enrollment opportunities in different media formats. Dr. Cox-Otto's comedic approach to sharing the "Enrollment Pipeline" concept would make her an excellent in-service speaker and/or facilitator.
- Stacy created a response that could be sent when an online application is completed. The response congratulates the applicant and lists the next steps, so they know what to expect. She has not yet turned on this option.

President's Cabinet agreed the current advertising and marketing campaigns should continue, that Lisa should reach out to Dr. Cox-Otto, and that Ty and Troy who are the copy experts should design a mock-up for a new fall publication that the Cabinet can view. The publication needs to be specific enough to say this is what you can get from us without listing the College's entire inventory of courses and should also include a list of late-start blocks that emphasizes different start dates.

2. Student Discipline Adjudication Policy 3.16 (emailed 1/26/15) **and Procedure 3.16P Revised – 2nd Reading** (*Brought forward from the 11/11/14 President's Cabinet meeting.*) – Judy Hay, James Miller, Jill Koslosky

APPROVED on 2nd Reading for consultative feedback with changes

ACTION ITEMS (*Items on which President's Cabinet will take action.*)

3. Request To Fill Vacancy – Athletic Director (replacing Pete Cautilli) – Judy Hay

The search is anticipated to start in hopes of having someone on board by April. Judy will serve as the interim. Amy Stinson will be looking at some benchmark positions to determine if this will be a professional Level 2 or administrator position. The search may proceed without this determination but a decision will need to be made before a final offer with salary can be made.

APPROVED

4. Professional Development Fund Requests – Balance \$29,115 (standing agenda item) – None

A. AACC Annual Convention – April 18-21, 2015 – San Antonio, TX – President Schaffer

Judy will cover the expenses for her three attendees out of her budget. President Schaffer will cover his travel expenses out of his budget.

APPROVED in the amount of \$10,000

B. NCMPR Conference – March 22-28, 2015 – Portland, OR – Lisa Murphy

Two people will attend. Monies will come out of Lisa's budget for one of the positions.

APPROVED in the amount of \$1,681

DISCUSSION ITEMS (Items needing discussion by most or all of President's Cabinet.)

5. Curriculum Development and Approval Policy 2.3 – 1st Reading (Brought forward from the 8/5/14 President's Cabinet meeting.) – José Fierro

APPROVED on 1st Reading for consultative feedback.

6. Program Development and Approval Procedure 2.3.1P – 1st Reading – José Fierro

APPROVED with recommended edits on 1st Reading for consultative feedback.

7. 1/16/15 College Council Meeting– Additional Thoughts? – President Schaffer

President's Cabinet briefly discussed the release of the Noel-Levitz survey.

Discussion was also held on the trustees' recommendations for restructuring the Meet and Greet receptions they are holding. They would like the interaction between the faculty, staff, and students to center more on employee and student personal interests and goals rather than on an expectation that the trustees are going to solve problems.

8. 1/21/15 Board Meeting – Additional Thoughts? – President Schaffer

The Board formed an Academic and Student Affairs Ad Hoc Committee that will meet on the fourth Wednesday of the month. Meetings are scheduled for February, March, and April. The need for the Ad Hoc Committee will be re-evaluated after the April meeting. Members of the Ad Hoc Committee are Trustees Brenda Lyttle (Chair), Brad Barker, and Bill Dubois, and Student Ex Officio Trustee Keenan Carroll, President Schaffer, Vice President of Academic Affairs José Fierro, and Vice President of Student Services Judy Hay. President Schaffer asked José and Judy to strategically consider agenda items for the ad hoc meetings without dictating the agenda content.

9. 2/4/15 Board Meeting Agenda DRAFT – President Schaffer

The Board will consider approval on 2nd reading of the Scholarships and Waivers Policy 3.2 and the Counseling and Campus Wellness Policy 3.19.

INFORMATION ITEMS (*Items not needing large discussion but are important for the Cabinet's awareness.*)

10. 33rd Governor's Arts Awards February 27th – President Schaffer

President's Cabinet agreed a table of eight (\$1,000) should be bought for this event. President Schaffer will provide Jennifer Thompson with a list of suggested attendees.

11. Enrollment Report – President Schaffer

President Schaffer stated the enrollment numbers have improved some but not enough. José noted registration for B14 sections begins on Monday followed by B12 and B8 sections. UW's developmental mathematics and concurrent enrollment numbers have not yet been posted. Approximately 150 students (dual enrollment) in Pine Bluffs are expected to register. Monies to cover the dual enrollments will come from underspent scholarship line items. New student enrollments are down this spring, whereas these enrollments were up or flat last fall. Transfer student enrollments are also down.

12. HR Recruitment (Position Vacancy Status) Report – Peggie Kresl-Hotz

HR recruitments are in process for 10 positions—6 are being advertised; 2 are undergoing screening of applications; and 1 is undergoing initial interviews.

13. Lightning Round (Area Updates – FAST)

- Carol – School Deans have received trend data that now includes revenue from course fees. A request for new student fees was emailed to President's Cabinet last week. José will follow up with the deans to make sure they have the information.
- Judy – Judy spoke to SGA last week about the funding shift for some activities to the College's general fund. In anticipation of funds being freed up, she explained the SGA may contribute to a campus improvement project. Judy also answered many additional questions about student fees.
- José – The first round of interviews via Bluejeans for the Dean of Arts and Humanities is finished. Three candidates may be brought to camps. The candidate pool is deep enough to allow for another round of candidates to be selected if necessary.

Respectfully submitted,

Vicki Boreing