

Instructional Directors' Meeting Minutes  
October 28, 2003

John Spradling, Ed Price, Greta Hecker, Wayne Blinka, Lance Zimmerman, Terry Conroy, David Day, Dennis Meyers, Lynn Moore, Jerry Hutyra, Lynn Parks.

The agendas were distributed.

Ted Donovan and Heath Grimes visited to discuss two items. Heath noted that the Student Environment Surveys will be administered November 5 in all 1:00 p.m. classes.

Also, Heath said the IER&P personnel would like to attend cluster meetings to discuss data retrieval needs, in hopes of relieving some pressure on Brenda Montemayor. To set this meeting up, directors can call Linda Norman at ext. 3063.

**ACTION:** Cluster directors will schedule with Linda Norman in the IER&P office a time in which Heath Grimes can visit a cluster meeting to discuss Colleague data retrieval needs.

Dennis then requested certain changes on the course improvement survey form for the continuing education courses. John reviewed the changes Dennis requested. Heath said he would have the IER&P office take care of the revisions.

[Agenda item 1] John distributed copies of SOS HR.2.2.9 and HR.2.2.10 regarding faculty and staff compensation, respectively.

John asked if TSTC should initiate the pay increase for someone earning a lateral degree (such as a second bachelor's degree in a field related to the teaching field). The consensus was that if the new degree is related to the faculty member's teaching field (or to teaching), the employee would be granted the advanced degree increase mandated by HR.2.2.9 and 2.2.10. Dennis pointed out that the plan for compensation must be approved beforehand on the employee's professional development plan. If the employer and the supervisor agree that there is a benefit to the institution by obtaining that degree, then the plan should be approved and the compensation granted when the degree is earned. Terry pointed out that if it's based on a judgment call of the supervisor, there might be instances in which an employee in one unit gets the raise for earning a degree, while employees in another unit don't make their case as successfully and do not get the raise for earning a similar degree. Ed thought that if the school is paying for the classes, we might not want to grant the raise. David pointed out that the SOS doesn't have that kind of qualifier.

David pointed out that the degree should be from an accredited institution.

Dennis asked how the policy was impacting the school financially. John said that only a few increases had been granted at this point. Dennis thought it was unfair that departments had to pay for such raises out of their operating budgets.

[Agenda item 2] John noted that a new round of evaluation training will be coming in December. All department chairs and anyone conducting evaluations will need to attend.

[Agenda item 3] John noted that HR is working on an online time and attendance process for implementation first with administrative staff to see how it works before going campus-wide. This would likely make ALP forms obsolete; leave would be entered directly into Colleague. Carrie Gayeske hoped to set up the trial run in the spring.

[Agenda item 4] John distributed copies of information regarding HOT Workforce Award Categories. John thought TSTC might go for one of the awards (such as “Community Collaborator of the Year”).

**ACTION:** Cluster directors will disseminate the information regarding HOT Workforce Award Categories. If anyone knows about any HOT Workforce Development Board awards we have won in the past, let John know. Also, if anyone has an idea for a project for which we could be nominated, let John know.

[Agenda item 5] John distributed information from the League of Innovation in the Community College regarding Homeland Security programs. John thought we might want to look at a partnership program with Lamar Institute of Technology in the area of homeland security.

[Agenda item 6] John distributed another flyer from the League of Innovation regarding nomination of community college technology students for the Terry O’Banion Student Technology Awards. Winners receive a \$5,000 scholarship plus free software.

**ACTION:** Cluster directors will disseminate information regarding the Terry O’Banion Student Technology Awards and encourage nominations. Since only two nominees (one for *Student Technology Champion* and one for *Student Developer Champion*) are allowed per institution, cluster directors should discuss with John our possible nominees.

[Agenda item 7] John distributed copies of a memo from Don Brown of the Coordinating Board regarding a November 4-5 meeting in Austin for college math and English instructors regarding setting a college-readiness standard for the new TAKS test. Students meeting this standard would not have to take other state-mandated assessment before entering college.

**ACTION:** Lynn P. will ask Otto and Joyce if they have seen the information on the Coordinating Board meeting regarding setting a college-readiness standard for the TAKS test.

[Agenda item 8] John noted that when departments ask the president to attend an advisory committee meeting, the president’s office should be provided with an agenda so that he will know what time to arrive, to make more efficient use of his schedule.

ACTION: Directors will ensure that department chairs provide the president's office with an agenda of upcoming advisory board meetings so that the president will know what time to arrive.

[Agenda item 9 & 12] John said that we need to do a better job advertising our DL and night sections for non-traditional students (besides just posting them in our course schedule bulletin and putting them on the web). Terry said that MCC and Baylor put those schedules in the mail, or as inserts in the Sunday paper. Dennis thought that inserts in the Sunday paper is not the best, because they get lost among all the other inserts; Friday and Saturday may work better. An insert in the *Trib* costs \$4,500, Dennis noted.

Dennis thought we should look into purchasing an email address list to send out email notifications for night and DL courses to area businesses. Lance thought we should look at advertising in movie theaters. Greta noted that we need to use a variety of publication means. Terry suggested we use more outside advertising such as billboards that tout our graduates and awards. Dennis said we need to hit more statewide areas where we get recruits, such as Victoria and Wichita Falls.

Greta noted that marketing ideas were a main focus of her cluster at their recent IE UAP reporting meeting. She showed an example of a big laminated poster of a transmission diagram with the TSTC logo in the corner. The TSTC website address could also be listed on such posters, Greta noted. The poster was created by Kathy Weinberger for a materials cost of fifteen dollars. High school auto shops could post them, and they would be good advertising for a long time. Recruiters, co-op supervisors, etc. could take the posters out to schools, or they could be mailed.

Greta then distributed copies of information she had gleaned regarding various marketing ideas, especially billboards. The information included typical sizes and costs, along with traffic counts.

John noted that we need to do more to expose Waco ISD students to TSTC.

Lynn P. asked if the effectiveness of the regional recruiters had been assessed. John said we were trying to get a handle on that; we will be gauging their effectiveness based on applicants generated.

David suggested that CAA students come up with designs for billboards.

[Agenda item 10] John noted that an advertisement will be issued shortly for an assistant to the president. The position will be advertised on campus only. This person would help with paper flow and serve as a representative to advisory committees; however, Charles Reed would still run the campus when the president is away.

[Agenda item 11] John sent around a note from Jared Coombs, grandfather of TSTC student Robert Coombs. The note thanks TSTC for the good job it is doing.

[Agenda item 15] John noted that everyone needs to complete the presentations of their IE Unit Action Plans this week.

[Agenda item 13] Terry reported that she is ready for department chairs to enter their capital equipment requests. Ron Pursley or Fred Nelson can provide technical assistance to anyone having trouble accessing the database.

ACTION: John will review at the 10/29/03 department chair meeting the capital equipment and computer equipment request procedure.

[Agenda item 14] John asked everyone to file a report regarding any out-of-state travel that has been taken on E&G dollars.

ACTION: Cluster directors will glean from their department chairs a final tally of any out-of-state travel that has been taken this fiscal year on E&G dollars.

[Agenda item 16] Miscellaneous

Greta noted that she would be out next week; Jerry Shaw will be covering for her.

Terry noted that she had a workshop this past weekend doing technology training with WISD teachers. Joyce Spivey and Mark Long from the English department surveyed the teachers regarding CPE training. WISD teachers who complete a certain amount of CPE training get a pay increase, Terry learned.

Jerry asked that chairs be encouraged to look at any necessary revisions in their curricula; changes for FA 04 need to be scrutinized by the CIP committee in January or February and filed with the Coordinating Board in March.

ACTION: Cluster directors will ask their chairs to give any curriculum revisions or new program plans to Jerry as soon as possible.

John noted that the CIP committee will meet this Friday at 8:30 in the Aerospace DL room. All cluster directors should attend.

Dennis noted that continuing education courses would be listed in the regular class schedule. They have basically rolled the courses over from this fall into next spring. They are not listed with instructors; we will have to find instructors, Dennis noted.

ACTION: Questions about CE classes or instructors should go to David Meine or Dennis Meyers. Instructors who taught or will teach CE courses this fall should talk to David or Dennis about teaching again in the spring.

There being no further general business, the meeting was adjourned.

## SUMMARY OF ACTION ITEMS

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