

Instructional Directors' Meeting  
Minutes  
November 25, 2003

Jerry Hutyra, John Spradling, Ronda Palmer, Dennis Meyers, Terry Conroy, Edd Clark, David Day, Lynn Moore, Greta Hecker, Lance Zimmerman, Ed Price, Lynn Parks.

The agendas were distributed.

Eliska Beaty visited to discuss marketing initiatives. She noted that faculty can help tremendously with marketing because they have technical expertise, contacts, etc. Marketing can do brochures, news releases, and public relations opportunities, along with traditional advertising and promotion. Eliska then reviewed the overall marketing cycle. Faculty can help, specifically, by notifying Eliska about good stories or PR opportunities. Eliska will then write up and submit news releases to the media. Faculty can also talk to prospects, sending contacts letters, keeping up alumni contacts, etc. Faculty can help designate target markets, designate businesses for contacts, help retain and register students for subsequent terms, visit high schools, etc. If a faculty member will visit or has visited a high school, marketing and recruiting would like to know. Also, if faculty or staff have ideas for marketing—such as doing junior billboards in town—then they should talk to marketing about how to implement the idea.

Eliska showed samples of the mockups of junior billboards we are negotiating to put up soon in McLennan County and the surrounding areas. The billboard campaign was pushed and facilitated by the computer cluster.

Terry suggested having a different 800 number on the different elements of the campaign so that we could track which element is the most effective.

Edd suggested that TSTC cultivate ambassadors to the Hispanic community from the ranks of our current students. Eliska said we certainly need to be cognizant of the needs of minority students, and we need to utilize the viewpoints of minority students who are succeeding for use in interviews, op-ed pieces, etc.

**ACTION:** If anyone has a credible and enthusiastic person who can do something for us—such as give an interview—then let Eliska know.

Eliska said she would like to advertise in the movie theaters if she can find the money.

[Agenda item 1] John distributed copies of information regarding the impact of Rider 50 on TSTC for the fall term. Because of Rider 50 (which disallows colleges submitting for contact hour reimbursement when a student is taking a course for the third or a subsequent time), TSTC Waco will lose \$106,697.44 in funding we previously could have claimed.

ACTION: Information regarding the impact of Rider 50 on TSTC Waco this fall should be disseminated. Efforts should be made to ensure that students complete courses in a timely fashion, and students should be informed that the Board of Regents will look, in their next meeting, at raising tuition for students taking a course for the third or a subsequent time.

[Agenda item 2] John distributed copies of information entitled “TSTC Appropriation Adjustments for the Contact Hour Audit.” John noted that TSTC Waco will have to share \$1,595,286 in revenues with sister TSTC colleges in the next biennium due to a legislative appropriations adjustment.

When hold harmless money is withdrawn (\$3.2 million), appropriations adjustments are made, and funding loss for Rider 50 are calculated, we will look at a total funding loss of about \$4 million per year from where we are currently.

John noted that our hold harmless money is based on a slightly higher formula funding rate assigned this biennium to TSTC. The chancellor will lobby for TSTC retaining this higher rate, but it will be a tough sell.

[Agenda item 3] John noted that privacy codes have been implemented by Systems to protect sensitive employee information in Colleague. Persons without access to the requisition modules will not have access to this employee information. However, use of the privacy code will be necessary to process personnel requisitions, etc.

ACTION: Directors should email Brenda Montemayor with information about who their input specialist is who needs to have the privacy code information.

[Agenda item 7] John raised the issue of overrides. Most override issues seem to be due to unresolved prereq issues or remediation status. If a student is in their last remedial course, they must sign up for an 090 or 010 course to enable them to register for their college-level academic course (then the 090 or 010 course should be dropped).

Brenda noted that new students should be tested in all areas so that they have complete Q-Test scores. Brenda also noted that the counseling office is sometimes letting students retake the Accuplacer CPT to try and increase their scores to get out of a particular remedial class; however, Colleague only recognizes the first CPT score entered. Some reprogramming will be needed, but it will have to wait until we have finalized our new remediation and retention plan. Until then, directors will have to initiate overrides for these students.

Greta noted that she was having problems with some programs having one set of prerequisites for a course for certificate students and a different set of prerequisites for associate’s degree students. She is leaning on these program chairs to clean up these prerequisite problems. David noted that he is having some problems with students who submit transfer work which isn’t credited in a timely fashion.

[Agenda item 4] John asked if everyone had examined the fund managers' list. John said he had made some alterations to it. He circulated it to the directors for review.

[Agenda item 5] John distributed copies of proposed revisions to COP 2.26 that includes the provision that employees may not enroll in courses within a department in which they are employed. Ed said he did not agree with the change—a hazardous materials instructor might need to take a safety course. Greta agreed that enrollment in your own program's courses is often needed for cross training.

John noted that Carrie Gayeske thought the change would enhance our credibility; currently, we look too inbred. Terry thought the provision would be unfair to secretaries and lab assistants. Dennis said the COP would likely be rewritten further. Terry said the proposed changes would not address the issue of instructors teaching in departments who have degrees from that department.

**ACTION:** The proposed changes to COP 2.26 should be discussed with department chairs. Feedback should be routed to John.

[Agenda item 6] John distributed copies of proposed changes to COP 7.30. One change would be to have loading for assistant department chairs set at 14-18 hours (from the current 12-16). Also proposed is the deletion of a release time limitation for overload. Another proposed revision was withholding overload or faculty workload stipends unless the department is averaging 5600 contact hours per FTE and a prorated 18 hour average load per semester. Lynn P. noted that this last change (item L) would likely be a disincentive for academic areas to run large sections rather than splitting them.

John asked if a larger DL course should be counted for both the increased workload and a large lecture stipend. He was inclined not to “double pay.” Lance thought it should be an either/or situation. Terry suggested that DL courses should be capped firmly at 25.

[Agenda item 8] Miscellaneous

Jerry distributed copies of the latest, and hopefully final, version of the “Semester Scheduling Events and Due Dates Summer 2004.” He noted that there is no Summer I and Summer II—it's all one term with different census dates.

Lynn P. reported that he had talked to Carrie Gayeske, and it was shaping up that Lisa Sigler will need to be the person that coordinates all open records requests.

Lance noted that Dr. Rita Dobbs from UT Tyler will be on campus Monday 1-3 in Aerospace 119 to discuss their master's program.

Greta noted that on June 23-24, the Army will have a guest speaker discussing the VR game they use. All graphics students will be invited. The Army will then have a LAN (local area network) party for students to participate in the game.

Greta also noted that she is the campus leader for the campus Transformations committee. The committee wants to facilitate campus projects that will improve campus processes and save money.

**ACTION:** Greta is looking for five good projects to support to enhance processes and save the college money. A team of 5-7 people will be assembled to address each project. If anyone has an idea for a project, let Greta know.

Greta said she would like to see projects involving customer service, especially for students, and projects that would save the college money.

David noted that an airplane had been crashed; he wants it for the EHS department. John said to fill out a property transfer form.

David also noted that he needs a new roof on 25-1 (the nearest auto collision building to Airline Drive).

**ACTION:** John will check on the status of the roof project for 25-1.

Edd noted that he could still use volunteers for the international students' Thanksgiving lunch.

**ACTION:** Let Edd know if you want to volunteer to help with the international students' Thanksgiving lunch.

Edd noted that status of other training projects. We have done \$2 million in training with ExxonMobil, he said.

Dennis noted that Terry is working on a new website for Continuing Education.

Ronda reported that out of 20 approved capital equipment requests, only 7 requisitions had been submitted.

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

#### SUMMARY OF ACTION ITEMS

**ACTION:** If anyone has a credible and enthusiastic person who can do something for us—such as give an interview—then let Eliska know.

**ACTION:** Information regarding the impact of Rider 50 on TSTC Waco this fall should be disseminated. Efforts should be made to ensure that students complete courses in a timely fashion, and students should be informed that the Board of Regents will look, in their next meeting, at raising tuition for students taking a course for the third or a subsequent time.

ACTION: Directors should email Brenda Montemayor with information about who their input specialist is who needs to have the privacy code information.

ACTION: The proposed changes to COP 2.26 should be discussed with department chairs. Feedback should be routed to John.

ACTION: Greta is looking for five good projects to support to enhance processes and save the college money. A team of 5-7 people will be assembled to address each project. If anyone has an idea for a project, let Greta know.

ACTION: John will check on the status of the roof project for 25-1.

ACTION: Let Edd know if you want to volunteer to help with the international students' Thanksgiving lunch.