

Administrative Council Meeting Minutes

April 17, 2023

1. Student Guest: Rachel Moore (40 years old) lives in Knoxville but has spent a lot of time in Nashville recently to care for her mother. At 18, she enrolled at MTSU but dropped out and moved to California. She has been clean and sober for quite a while; however, she has struggled with mental illness for years and has felt aimless and drifting. She credits RSCC with helping her healing. Rachel said she considered and compared several community colleges before deciding on RSCC and couldn't be happier in her choice. She told the Council that all of her instructors (both on ground and online) have been "phenomenal," and she was made to feel very welcome following orientation. As a member of the LGBTQ community, she is grateful that Roane State makes her feel seen and accepted. She is grateful for the food pantry in Oak Ridge, tutoring, and the library (where she has worked as a work-study) but is especially thankful for her success coaches connecting her to Counseling. She feels safe on campus; believes campus police are visible; and is extremely impressed with the cleanliness of the Oak Ridge campus. She thinks Roane State should make every effort to increase visibility of all of these support services. Her one suggestion for improvement is for faculty to record their own videos instead of using YouTube videos from external sources. That way, if a student has questions about the material, the instructor is the direct source for answers. An idea she suggested for recruiting adults is increased use of social media like Reddit, which has Tennessee and east Tennessee sub-groups.
2. Enrollment/Recruiting Update: Jamie Stringer prefaced his presentation by stating that we are 10% "in" to registration and we would be looking at "live" data from today. He outlined the enrollment funnel and described three stages of communication: mass communication, one-on-one communication and advertising/social media/web. Jeremy Pulcifer is directing the mass communication piece, sending out emails, texts, automated phone calls, and physical mailings. Success coaches, program directors, faculty, site directors, and peer mentors are doing one-on-one communication through emails, texts, and calls. Jamie stated that everyone in Administrative Council has access to the Microsoft Teams site for recording/collecting prospects. *Salesforce* includes lists of 9,000 leads with whom we need to make a personal connection. There are currently 3,000 applications entered and 374 success coach appointments made (up 8% over last year at this time). Based on today's enrollment data, we're up in 1st time freshmen and readmits. 18-20 year old students are only down 3%, 21-24 year old up 11% and all 25 year old+ are considerably down. Other areas of concern include web registration (down 8.6%) and sophomore continuing students (down 30%). Increased use of Early Alerts was discussed as a means of helping retain students, so that underlying problems might be identified and resources provided. Also discussed was the potential for an automated report of 1st LDA triggering an alert to success coaches and Lisa's team.
3. Purchasing/Contracts Update: Dana West gave an overview of her department and stated that there is a "What We Do" link on the Purchasing webpage, along with "Contract Tips". She pointed out that many purchase orders include terms and conditions that require review and will frequently require amendments to comply with Tennessee law. Contracts are initiated through Dynamic Forms in RaiderNet and can

also be found on the Purchasing webpage. The department also handles outgoing mail and institutional copier contracts and initial set-up.

4. Director of Advising: Cody Miller introduced April Gonzales as the new Director of Advising.
5. Academic Updates: Diane Ward reminded everyone that Commencement ceremonies are May 5 at 7:00 p.m. and May 6 at 10:00 a.m. and 2:00 p.m. Cody will be re-sending the survey to faculty to select a ceremony; the staff volunteer survey link has been added to the webpage. Dr. Whaley wants everyone to volunteer for at least one of the ceremonies. Cody stated that there are already 400 graduates signed up to participate. Dr. Ward congratulated everyone for a great Long Night Against Procrastination and Honors Banquet. There were 131 Honors Contracts completed this year. Diane also announced that Convocation will be August 9 with keynote speaker, Freddie Shegog. Shegog was the most inspirational keynote speaker at the recent ATD DREAM conference. (www.freddieshegog.com)
6. Business/Finance Updates: In the wake of Governor Lee signing the “TikTok” bill prohibiting higher education institutions from providing access to websites owned and operated by China, IT has updated/blocked the firewall and wireless. Public Relations will send out communication about the change. Chief Wright announced that the Roane County campus will host federal ALERRT (Advanced Law Enforcement Rapid Response Team), training August 7-8. This training will take place in the O’Brien Building. This training teaches officers how to clear rooms during an active shooter situation and, more importantly, how to work as a team – even if the officers do not know each other. Twelve slots have been allotted to RSCC, which should get all of our officers trained. Chief Wright hopes to be able to offer three remaining slots to external partners, especially from Rockwood, since they are the closest to respond in an emergency situation. Marsha Mathews announced that the business office will be working on year-end financial statements and asked everyone to carefully monitor their budgets, including review of any open commitments. She reminded everyone that Title IX training is mandatory and must be completed immediately; Title VI training is due to be completed by May 31st. The 4-day summer work week will begin May 8th and run through July 31st. Marsha’s department will be piloting new employee onboarding the 2nd Wednesday of each month beginning after July 1. Cynthia Cortesio will assist. Marsha indicated that we should be receiving \$211,200 over our base appropriation and will need additional guidance from TBR about approval/allocation of a proposed 5% salary increase. Updates on external building projects include: HVAC projects in Roane County, Oak Ridge, and Cumberland in progress; building envelope in Harriman started last week with epoxy pumped into the void under the Business Office hallway and the Raider Room; Cumberland addition starting early May with projected occupation fall semester 2024; Fentress campus working on design; and Knox campus working on land transfer completion. Internal projects include: IT renovations; Commencement prep; Roane County using portable rental chiller until issues can be identified; replacement of courtyard benches at Roane County; parking lot banners; multi-purpose field prep for soccer.
7. Workforce and Athletic Updates: In the interests of time, Teresa Duncan will send a PowerPoint to council members. In brief, she explained that Cumberland Campus site director Dawn West resigned upon the sudden death of her husband in order to keep their family business operating. The position has been posted. The Oak Ridge campus

Healthcare Job Fair on April 12 was a big success with 26 participating employers. CNS/Y-12 and Roane State are partnering for Cybersecurity camps this summer and there will also be free STEM camps at Cumberland (June 10-27) and Oak Ridge (June 12-29). The last home baseball game is scheduled for tomorrow at 2:00 p.m. Then both softball and baseball teams travel to Jackson State. RSCC Golf Team ranked #1 in the Mountain Empire Tournament and are ranked #14 nationally.

8. Institutional Research/Public Relations Updates: Karen Brunner reported that job postings are out for Webmaster (due to Jeremy Pulcifer's move to Enrollment Management) and Institutional Research Analyst (due to Doug Wallace's move to Enrollment Management). She also congratulated Jeff Tinley for his award of a Fulbright Scholarship to Belgium for six months (Sept – Feb). She also encouraged everyone to see the Roane State Playmakers' production of *The Miracle Worker* at the O'Brien Theatre. Performances run Friday, April 21 and Saturday, April 22 at 7:00 p.m. and Sunday, April 23 at 2:00 p.m.
9. Faculty Senate Update: April Insco announced that Jala Daniel was elected President and David Blevins, Vice President for the upcoming year.