

Cabinet Meeting Summary
Conway Campus – President’s Board Room
Meeting Dated April 4, 2018

Cabinet Attendees:

Mr. Harold Hawley, VP - Finance and Administration
Mr. Greg Mitchell, VP - Continuing Education & Workforce Development
Dr. Jennifer Wilbanks, VP - Chief Academic Officer
Mr. John Dove, VP - Information Technology
Mrs. Cindy Johnston, AVP - Student Enrollment Services
Mrs. Lori Heafner, AVP - Institutional Planning, Research, and Grants
Mrs. Jacquelyn Snyder, AVP – Human Resources
Mrs. Lari Roper, Assistant Marketing Director

Guests:

Mr. Josh Kay, President &CEO - Myrtle Beach Regional Economic Development Corporation

Meeting Summary:

1. Mr. Kaye joined the Cabinet meeting and discussed the role of the Myrtle Beach Regional Economic Development Corporation (MBREDC). Mr. Kay outlined the priorities of the MBREDC, and the key industries that were being pursued for economic development. Focal industries and/or business sectors include aerospace, advanced manufacturing, marine, information technology, and healthcare. Mr. Kay shared feedback that the MBREDC often receives from employers, and discussed the role of the College in meeting local workforce needs. The team discussed the challenges associated with workforce “soft skills” and methods of addressing those issues. Cabinet members thanked Mr. Kay for meeting with the team and for his leadership on the MBREDC.
2. Cabinet members held a robust conversation regarding student success, and specifically addressed retention initiatives. In particular, the discussion focused on the lack of information regarding “specific reasons” why students fail to return. Mr. Hawley asked that the team support conducting an intensive survey of students to identify and more fully understand the “root” causes of student attrition. It was agreed that Mr. Hawley, Dr. Wilbanks, and Mrs. Heafner would work together over the next few weeks to complete the survey/research and would share their findings and recommendations with President Fore and Cabinet.

Dr. Wilbanks highlighted several ongoing initiatives in Academic Affairs that are all designed to improve retention. Those efforts include assessing the need for and length of various curricula requirements, and setting realistic enrollment and retention goals by academic program. The team also discussed retention efforts specific to the current Bridge Program. Dr. Wilbanks mentioned that faculty were actively calling students who had completed 80% of their program/degree requirements and encouraging those students to return to College and finalize their outstanding coursework. Dr. Wilbanks reminded everyone of the

scheduled visit from Mr. Holland on May 10th. Mr. Holland, an expert in improving retention, will be meeting with the faculty from 8:30-11:30 am on the morning of May 10th, and with the Cabinet and Deans from 1:00-3:00 pm also on May 10th.

3. Mrs. Johnston presented College Procedure 8.6.3.1 for review and proposed certain additions to the existing procedure. After discussion, Cabinet unanimously approved the proposed additions and changes to the procedure.
4. Mr. Hawley asked Cabinet to reflect upon the feedback received from Area Commission members regarding the proposed changes to the College's strategic plan. In particular, the team focused on ensuring that the existing goals included references to "on-line" classes and alternative methods of instructional delivery. Mrs. Heafner asked Cabinet members to submit additions or changes to the proposed plan by April 10th. To ensure broad based participation in development of the plan, Mrs. Heafner stated that she was soliciting feedback from the Deans and the Institutional Effectiveness Committee. As a whole, the Cabinet endorsed simplifying the strategic goals to "Quality, Growth, and Stewardship." Mrs. Heafner agreed to assimilate Cabinet's feedback and present a final document for their review in the coming weeks. Once the Cabinet approves the new plan, it will be presented to President Fore for her approval and to the College's Area Commission.
5. Mrs. Johnston provided an update on the summer enrollment activity, and noted that the "day-to-day enrollment levels were 13.5% ahead of prior year. She mentioned the success of the new recruiter, especially as it related to reaching the "non-traditional" student population. Mrs. Johnston added that promotional efforts were underway that focused solely on the summer session. Mr. Hawley mentioned that his team, and Dr. Wilbanks and the faculty, had also been actively promoting the "Year-Round Pell" funding that was available to qualified students. Cabinet thanked Mrs. Johnston for her report and everyone for their efforts in the summer enrollment initiative.
6. Mrs. Snyder provided an update on several Human Resource initiatives and highlighted the "temporary staff budget" that was being currently being developed. Cabinet members acknowledged their intentions to scrutinize their budget submissions both individually and collectively as a group prior to submitting the draft to President Fore for her approval.
7. Mrs. Snyder mentioned the "anti-harassment" training that is currently being scheduled. Cabinet discussed methods for ensuring employee participation in the on-line training. After discussion, it was agreed that supervisors would be provided with a listing of all employees who failed to attend the training for appropriate follow-up.
8. Mrs. Snyder discussed the Employee Recognition/Public Servant Week (May 6-12) and discussed several options for celebrating that event across the College community. Mrs. Snyder and Mr. Hawley agreed to pursue several options and share those with President Fore for consideration. Details on the celebration activities will be forthcoming. As part of recognizing employees, the team specifically discussed several options for recognizing and expressing appreciation of part-time employees. Mrs. Snyder accepted the feedback and will share those ideas with President Fore over the next week.

9. Mr. Dove provided an update on the Cistera (telephone) testing that had occurred over spring break. The project included testing the “public announcement” functionality of the existing telephones on a college-wide basis. The testing was a success with only a few exceptions (that are being resolved). As such, the College’s Emergency Response Team (Cabinet) and other designated personnel will be provided training on sending Public Announcements over the next 2 weeks. All college campuses will have personnel properly trained in the Public Announcement system. Cabinet members unanimously agreed that the existing “text messaging” system will be the initial mode of communication in an emergency and that the forthcoming P.A. system will serve as a secondary communication measure.
10. Mr. Dove discussed the upcoming ERP (Banner) conference being held in Savannah during October 8-11. The conference will include several sessions focused on optimizing the efficiency and effectiveness of the existing ERP systems. Cabinet members unanimously agreed that representatives from key functional areas attend the conference including Admissions, Financial Aid, Human Resources, Payroll, and Information Technology. Cabinet members were to forward proposed attendees to Mr. Dove who agreed to compile that information and share it with Dr. Fore for her consideration.
11. Mr. Dove discussed several Information Technology governance and oversight requirements and proposed new regulations that will impact administration of College-wide technology. The areas to be impacted are Financial Aid disbursements and data security for European students. He agreed to keep the Cabinet apprised of the new regulations. Mr. Dove also discussed the College’s current password security protocols and recommended changes to those measures. Cabinet members endorsed requiring that user passwords be changed on a more frequent basis and that the “complexity” of new passwords be increased to comply with modern IT security protocols.
12. Dr. Wilbanks presented a request and justification for miscellaneous lab equipment for the Physics program in the amount of \$7,491 that will be funded by proceeds from the Perkins Grant. The request was unanimously approved and will be forwarded to President Fore for her authorization.
13. Dr. Wilbanks presented a request and justification for miscellaneous equipment for the HVAC Program in Georgetown in the amount of \$44,094. The request had previously been approved in aggregate by Cabinet, but Dr. Wilbanks was now presenting the itemized equipment requests. The equipment request was unanimously approved and will be submitted to President Fore for her authorization.
14. Dr. Wilbanks reminded everyone of the Diagnostic Medical Sonography accreditation visit on April 9-10. An email had been provided to all stakeholders regarding the accreditation visit and the importance of attending the required sessions with the accreditation team.
15. Mr. Mitchell highlighted his efforts to enhance awareness of the pending improvements to the Georgetown Campus, especially focusing on the future Center for Advanced Manufacturing. Mr. Mitchell stressed the importance of creating community awareness of that building well in advance of the grand

opening scheduled for the summer of 2019. Cabinet members agreed and offered their support of his efforts.

16. Mr. Hawley mentioned several safety and security initiatives that his team and the IT staff were working on, primarily including implementation of public announcement systems both internal and external to buildings. He mentioned that his team was also exploring the viability of installing locks on interior doors. He agreed to keep Cabinet apprised on the status of these projects.
17. Mr. Hawley requested feedback from the team on any ideas or changes that could improve the efficiency and effectiveness of the weekly Cabinet meetings. Mr. Hawley proposed continuing to meet weekly, but on alternating weeks the meeting agenda would focus on “strategic” vs. “operational” (non-strategic) topics. Cabinet members unanimously endorsed the proposed change to the meeting format.
18. The Cabinet meeting was concluded. The next meeting is scheduled for Wednesday, April 11th at 8:00. Details regarding the next meeting will be provided over the coming week.

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