

**Cabinet Meeting Summary**  
**Conway Campus – Virtual Meeting**  
**Meeting Dated January 27th, 2021**

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**Cabinet Attendees:**

Dr. Marilyn Fore, President  
Mr. Harold Hawley, VP - Finance and Administration  
Mr. Greg Mitchell, VP - Continuing Education & Workforce Development  
Dr. Melissa Batten, VP – Student Services  
Mrs. Lori Heafner, VP - Institutional Effectiveness and Development  
Dr. Jennifer Wilbanks, EVP- Academic Affairs  
Mr. John Dove, VP - Information Technology  
Mrs. Jacquelyn Snyder, VP – Human Resources  
Mrs. Lari Roper, Marketing Director  
Ms. Nicole Hyman, Public Relations Director

**Meeting Summary:**

1. Dr. Batten provided an enrollment analysis comparing current Spring enrollment to that at the same time in the prior year, and she and Mr. Hawley shared information regarding the recent de-registration processes. Dr. Batten also provided a presentation outlining national, state, and local trends in enrollment and led a thorough and comprehensive discussion on several enrollment topics. President Fore and Cabinet discussed the trends in enrollment and the need to incorporate these topics in the Strategic Planning session scheduled in the coming weeks. Cabinet also discussed the College’s marketing messages, changes in student demographics and the need for a balanced marketing plan to ensure that all programs, students, and demographics were being included in College outreach and communications.
2. Cabinet members reviewed the proposed agenda for the upcoming Area Commission meeting. Additions and changes to the agenda will be shared with President Fore for her consideration.
3. Mrs. Lahnen provided an update on the COVID-19 pandemic including information on recent employee reporting levels and vaccinations. Dr. Batten provided an update on COVID-19 reporting as it relates to students. After discussion, President Fore and Cabinet agreed to maintain existing employee work schedules but will continue to monitor conditions to determine if changes to employee and student schedules are warranted.
4. Mrs. Lahnen provided a state-wide update on DHEC guidelines and College responses regarding COVID-19. President Fore and Cabinet members discussed the projected schedules for securing vaccines for College employees, and the status of having the College serve as a vaccination center.

5. Heafner provided a report on HGTC's student demographics and led a discussion on recent changes in demographic trends. Cabinet members discussed how these trends need to be factored into future marketing and promotional materials and other facets of the College's operations.
6. Mrs. Heafner discussed the opportunity to pursue a TRIO Grant for "Educational Opportunity Centers to Improve College Readiness." The proposed grant focuses on assisting and supporting College-aged students. Cabinet unanimously approved pursuing the grant.
7. Mrs. Heafner presented a request and justification to initiate a College-wide "Tuition Appeals Committee." After discussion, the request was unanimously approved.
8. Mrs. Roper provided a marketing update and indicated that the marketing mailer was in the process of being developed. She requested that Cabinet members provide thought and commentary about the content of the mailer over the next few weeks.
9. Mr. Hawley provided an update on the College's CARES Act and CRRSAA Stimulus funding. Mrs. Heafner will assist President Fore in providing additional details for the CRRSAA funding.
10. Dr. Wilbanks presented a request and justification to fill a vacant Nursing Technician position. After discussion, the request was unanimously approved.
11. Dr. Wilbanks mentioned that Ms. Martha Eddings will serve as the new V.P. of the Faculty Assembly.
12. Dr. Wilbanks presented a request and justification for approval to proceed with an Associate Degree in Applied Science in Occupational Therapy Assistant (Fall 2022), a Criminal Justice Pre-Academy Certificate (Fall 2021), and a Health Care Certificate (Fall 2021). After discussion, the program requests as outlined above were unanimously approved.
13. The Cabinet meeting officially adjourned. The next meeting is scheduled for February 3<sup>rd</sup>, at 8:30 am and will be conducted in a virtual format. That meeting will be a long agenda.

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\* Not in attendance.