

**Cabinet Meeting Summary**  
**Conway Campus – President’s Board Room**  
**Meeting Dated February 24<sup>th</sup>, 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. In recognition of the COVID-19 crisis, Cabinet members unanimously agreed to conduct all “long agendas” meetings virtually but will continue to meet in person for “short agendas.” Cabinet also agreed to refrain from having guests attend the meetings in person for the next few weeks but will accommodate guest participation in a virtual format.
  
2. Dr. Batten led a discussion regarding summer and fall enrollment and noted that the full summer enrollment period begins Monday, March 1. Cabinet discussed developing realistic enrollment goals for the fall enrollment and after discussion, everyone agreed that budgeting “flat” growth seemed most realistic and in keeping with external information regarding national trends, competitive forces, and the improving economy.
  
3. Cabinet members discussed the upcoming marketing plans for the summer/fall semesters. Mrs. Roper provided highlights of the various initiatives the marketing team were pursuing including communication plans for distance learning, student testimonials, internet streaming, mass mailers, etc. At Cabinet’s request, Mrs. Roper agreed to provide President Fore with a “bulletized” summary of the major marketing plans for the summer/fall semesters next week.
  
4. Mrs. Heafner provided an update on the fall 2020 semester retention of students which included a comparison of fall 2019 to fall 2020 retention rates. Based on the information from the IPED’s report, there was a decline in student retention from 53% to 44% for fall 2020. Cabinet members discussed the reasons for, and implications of this trend. The team discussed the various measures that were needed to improve retention trends and agreed that returning to a more traditional instructional (in-person) format may improve retention rates.

5. Mrs. Heafner discussed the IT project planning session, which is scheduled for next Wednesday, March 3. Cabinet members all agreed that the meeting would be held in Building 300, Room 110 on the Conway Campus at 8:30. Mrs. Heafner highlighted the expectations from each Cabinet member and their division in preparing for the working session and outlined the expected outcomes for the meeting.
6. Mrs. Heafner mentioned that the Continuing Education Division had received an Apprenticeship Grant from Apprenticeship South Carolina for \$362,500.
7. Dr. Wilbanks presented a request and justification to replace certain broken (non-functioning) dental equipment pump systems that are essential to the lab and learning experience at a cost not to exceed \$50,000. These items are essential as the current pump systems which operate the dental suction devices are not functioning and may need full replacement. The request was unanimously approved, and the actual cost to repair/replace these items may be significantly less. Cabinet approval was provided (for this emergency purchase) to expedite purchasing the pump units if that determination is later made.
8. Mr. Mitchell presented a request and justification to increase the Continuing Education budget by \$240,000 to support the expansion of various “quick jobs”, occupational training, and trade programs. The increase in expenses allows Mr. Mitchell to hire the instructors and incur the operating costs necessary to add/expand his programmatic offerings. Mr. Hawley and Mr. Mitchell indicated that the increase in the instructional costs (if approved) would be offset by CE tuition revenue and should have no net budgetary impact. After discussion, Cabinet unanimously approved the request which will be presented to President Fore for her consideration. At Cabinet’s request, Mr. Mitchel also agreed to provide an update on the operating surplus/deficit for the CE Division over the next 2 weeks.
9. Dr. Batten and Mr. Hawley presented a proposal for scheduling staff employees to return to campus over the coming months. Cabinet discussed the need for having employees return to more traditional work formats while continuing to support a healthy and safe work environment. Mrs. Snyder mentioned that she had spoken to external counsel regarding the proposed plan and it was supported by legal counsel as one that was necessary (for students) and fair. The proposed plan will be presented to President Fore for her consideration and approval.
10. Dr. Wilbanks presented a request and justification for eliminating the Associate Degree in Applied Science for Sports Tourism. She also presented a request and justification to consolidate the existing Sports Tourism curriculum under the Associate in Applied Science - Business Program. After discussion, the requests were unanimously approved.
11. Mrs. Snyder provided an update on the College’s COVID-19 experiences. She also indicated that she will be providing a position “vacancy report” to all Cabinet members over the next few days. Cabinet

members are to review the report and provide feedback to Mrs. Snyder and her team regarding the status and/or elimination of any vacant positions.

12. The Cabinet meeting officially adjourned. The next meeting is scheduled for March 3<sup>rd</sup>, at 8:30 am and will be conducted in person in Building 300, Room 110 on the Conway Campus. That agenda will be dedicated to an IT project planning session.

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\* Not in attendance.