

Cabinet Meeting Summary
Conway Campus – President’s Board Room
Meeting Dated March 31st, 2021

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 her first year with Horry-Georgetown Technical College, Mr. Mitchell presented Ms. Kristi Evans with a portfolio celebrating her accomplishments and initial year with the College.
2. Dr. Batten led a discussion regarding summer enrollment and noted that the full summer enrollment period began Monday, March 1. Cabinet also discussed the recent System-wide President’s decisions regarding Lottery and SC Wins scholarship awards for the summer and fall semesters. Dr. Batten agreed that her team would provide Cabinet with a comprehensive communication and outreach plan for the fall semester at the Cabinet meeting dated April 14.
3. Dr. Batten presented a request and justification to replace a vacant Administrative Assistant position for the Student Support Services/TRIO Grant. The request was unanimously approved.
4. Mrs. Heafner led a discussion regarding the upcoming Strategic Planning Retreat. President Fore and Mrs. Heafner discussed the structure for the meeting, expected outcomes, pre-requisite reading, and attendees. Mrs. Heafner will provide additional information regarding the planning retreat in the coming weeks.
5. Mrs. Roper led a discussion regarding the College’s Marketing Plan. 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. President Fore and Cabinet discussed the need to reassess the promotional focus and/or allocation of marketing funds to better

support those programs that have immediate high-growth potential. Mrs. Heafner also mentioned the importance of using research and feedback from students to craft the marketing and promotional strategies. Cabinet agreed that Mrs. Roper would work with Mrs. Heafner to better incorporate student feedback and other research into future marketing campaigns.

6. Dr. Wilbanks presented a request and justification to replace a vacant Math faculty position. After discussion, the request was unanimously approved.
7. Dr. Wilbanks mentioned the College was implementing new naming nomenclature to reflect the Guided Pathways initiative.
8. Cabinet discussed the process for completing an employee directory. After discussion, it was agreed that Mr. Dove will research the methods used at other Banner Colleges and present a formal recommendation to Cabinet in the next week. After further discussion, it was also agreed that the College would prefer an “XML” based employee directory due to the ease of developing and maintaining that database.
9. Mr. Dove led a discussion on several Information Technology topics. Mr. Dove emphasized the need for all employees to attend the on-line IT security training. After discussion, Cabinet unanimously agreed that all Cabinet members would be provided a listing of those employees who had not completed the required training. Cabinet also agreed that employees who had not completed the required training after the 2-week extension would have their system access credentials frozen.
10. Mr. Dove provided an update on upgrading the audio/visual technology in the Speir Building and mentioned that additional funding would be necessary to complete that initiative. Mr. Dove will provide an updated quote in the coming weeks for Cabinet’s approval.
11. Mr. Dove discussed the process that will require outdated software to be removed from existing computers and will be engaging faculty and staff to discuss software replacement options.
12. Cabinet unanimously endorsed Mr. Dove’s (IT) office sending an email to all employees reminding everyone to not relocate any telephones or other technology without the prior approval and consent of the IT Department.
13. Mrs. Snyder presented a request from the System Office that the College consider developing its own Social Media Policy that would be far less restrictive than that originally submitted by the HR Peer Group. The request was unanimously approved.
14. Mrs. Snyder reminded everyone of Administrative Professional’s Day on April 21st and asked that everyone verify the list of attendees.

15. Cabinet unanimously agreed to begin meeting in person but will wear facial coverings and/or socially distance as required.
 16. Mr. Hawley presented a request and justification to increase a part-time staff position by 2 hours each week (from 28-30 hours) to better serve the Grand Strand Campus in the areas of Financial Aid and Student Accounts. The request was unanimously approved.
 17. The Cabinet meeting adjourned. The next meeting will be on April 7th and will be in the President's Boardroom on the Conway Campus at 8:30 am. That meeting will be a long agenda.
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* Not in attendance.