

# Athens Technical College

## Board of Directors Meeting

### Minutes

September 20, 2022

9:00 A.M.

#### MEMBERS PRESENT

Mr. Kyle Brown  
Mrs. Rebecca Dally  
Mr. Tom Denny  
Mr. Steve Hollis  
Mayor Fred Perriman  
Judge Lawton Stephens  
Mrs. Ruth Tellano-Daniel

#### MEMBERS ABSENT

Judge Robert Motley  
Dr. Reginald Woods

#### CALL TO ORDER/WELCOME

Chair Rebecca Dally called the meeting to order at 9:00 a.m. welcoming everyone to the September board meeting. During the strategic planning session last month board members heard about the college's mission statement. She would like to share that mission statement with everyone.

#### SPECIAL PRESENTATION

Josh Paine presented a PowerPoint presentation entitled "ATC PR & Marketing: Sharing Our Value." Marketing plays a big role in helping to recruit students to the college. There are four ways that Public Relations and Marketing is measured. These include media that is earned, paid, shared and owned. Some paid goals including driving conversions "down the funnel." The higher education admissions funnel consists of five parts: inquiries, applicants, admitted students, deposits, and enrolled.

We have been doing some targeted digital ads to help increase enrollment. These ads were recently run during free application week. We are looking to target students to programs that may have low enrollment or new programs that has just started. We've had some good results from paid digital ads including almost 150,000 impressions on Facebook and Instagram which resulted in 105 application submissions for June and July of 2022. Paid digital ads for August 2022 made for almost 82,000 impressions on Facebook and Instagram, which resulted in 96 application submissions. We are looking at trying to get more males to the college since we have a higher ratio of females.

The college has partnered with Niche which is a website for all types of education. We've had good results with them for the months of July and August 2022. He has been doing Podcasts which has a total of 2,516 downloads as of September 7<sup>th</sup>. Athens is the top listening location. Other locations include Atlanta, Marietta, Savannah, and Albany.

He is currently working on a new website design with a vendor and is looking at having it up and running in November. The goals of the new website include improved navigation, enhanced program page content, improved SEO, and longer engagement time.

### **APPROVAL OF MINUTES**

Chair Dally called for approval of the August minutes. Steve Hollis made a motion to approve the minutes and Mayor Fred Perriman seconded the motion with the remainder of the board in agreement. The minutes were approved.

### **FINANCE AND ADMINISTRATION**

Kathryn Thomas presented the Budget Amendments. There are three budget amendments this month, which include a Truist Grant for Adult Education, obsolete equipment funds, and CARES funds. Ms. Thomas asked for approval of the budget amendments. Tom Denny made a motion to approve and Steve Hollis seconded the motion with the remainder of the board in agreement. The budget amendments were approved.

Ms. Thomas presented the Financial Report as of August 31, 2022

### **ACADEMIC AFFAIRS**

Dr. Kristen Douglas presented an update on Academic Affairs. We have a new campaign initiative at the college called "ATC is Ready When You Are." This is a way for students who were not able to begin classes in August to begin classes on October 13<sup>th</sup>. They will be able to take two courses.

We have a new curriculum committee that is looking at improving some of our programs. They are also looking at adding a new theater course geared towards humanity.

We will be having several program accreditation reviews throughout the end of the year including reviews for the following programs: Nursing, Health Information Technology, and Automotive Technology.

There will be an ATC Program Expo on November 3<sup>rd</sup> from 5:00 pm until 7:00 pm in our Life Sciences Building.

There will be a faculty forum on January 5<sup>th</sup>.

Dr. Douglas thanked board members who participated in the Strategic Planning Session with Dr. Silver last month. Dr. Silver will be doing some more sessions on October 3<sup>rd</sup>. These will be with faculty/staff, students and community partners.

We will be having a SACSCOC Reaffirmation visit in 2023.

She is soliciting faculty and staff to help come up with ideas for our Quality Enhancement Plan (QEP).

She is happy to announce that we are now Cognia accredited. This will help with our dual enrollment.

## **STUDENT AFFAIRS**

Lenzy Reid gave the board an update on Student Affairs. Athens Technical College Police Department is working on an ASR report that is due by the end of the month. Lieutenant Anthony will be doing a student safety presentation on the Walton Campus.

They are working on a financial aid audit. There is a new financial aid counselor at the Elbert County Campus.

Student Support Services is currently reaching out to our veteran students by phone, mail and in person.

Student Activities had a great Fall semester welcome week. They will be having a cornhole tournament on October 6<sup>th</sup> for faculty, staff and students.

There will be a Fall Festival on October 26<sup>th</sup>.

The Fall Leadership Summit will take place on November 18<sup>th</sup>.

We had 1,289 graduates this year, which is a 15.7% increase from last year. There was a 1.8% increase in awards.

He thanked Dr. Douglas and her team for their help in getting graduation numbers entered.

He thanked David Floyd and the Information Technology team for the 86-inch flat screen television we now have.

## **ECONOMIC DEVELOPMENT**

Al McCall gave an update on Economic Development. The TCSG welding trailer is on the Walton County Campus. The class started September 12<sup>th</sup> with six students, which is a full class.

They are providing forklift, train the trainer, and OSHA training for Engineering Fabrication in Oconee County.

The CNA class is currently in session and is on week nine of classes.

We will be hosting the TCSG Student Affairs peer group in October.

There will be a new Hazmat class starting in October.

They just finished providing some Excel classes to Novelis in Greene County.

He and John Usry recently took a trip to Tuscaloosa, Alabama with the Athens Area Chamber of Commerce to visit West Alabama Works. It's a robust program that involves Kindergarten teachers all the way to the University of Alabama president.

They have been doing GDOT exams.

Some yard truck training was provided to Carrier in Commerce. This is training for people that drive trucks to move containers around the shipping lot.

They have a Driver's Education class going on right now.

## **ADULT EDUCATION**

Fabersha Flynt gave the board an update on Adult Education. They are currently working on a FY2023 plan to get students into the workforce. The theme is called "Committed to Complete."

They are working to increase their professional development and training within their staff. She sent two faculty members to a conference last week in Gainesville to obtain some training. She then sent two different faculty members to a Fall summit to get some training.

Their focus continues to be on community outreach.

They have a Truist Financial Literacy Fair coming up.

They will be doing a Coffee and Connections in Hart County.

They are preparing for a TCSG monitoring visit in January.

The State has a goal of 7,710 graduates for high school equivalency. We are offering students Saturday testing on November 12<sup>th</sup>.

## **COLLEGE UPDATE**

Josh Paine gave the board an update on the Athens Tech Foundation. The Foundation just wrapped up Fall scholarships.

Georgia Power Foundation provided another donation for our emergency support fund for students.

They are providing a tour on October 10<sup>th</sup> from 11:30 am until 1:00 pm for donors and community partners.

There will be internal campaign kickoffs held on October 14<sup>th</sup> and 19<sup>th</sup>. The campaign this year is called "Give a Hoot." On October 14<sup>th</sup> the kickoff will take place on the Athens Campus at 9:00 am. The kickoff for the Elbert and Walton Campuses will take place on October 19<sup>th</sup> at 9:00 am. Breakfasts and door prizes are going to be provided to faculty and staff.

There is a new part-time employee working in Institutional Advancement.

Chair Dally mentioned that the Walton County Foundation could be a good resource for the Athens Tech Foundation. She rotates on and off that board.

Dr. Daniel asked Josh Paine to get something to Collier Collier about the Give a Hoot campaign so she may forward the information to the State Board members.

### **PRESIDENT'S REPORT**

Dr. Daniel presented the President's Report. She thanked Dr. Kristen Douglas and her Institutional Effectiveness staff for all their hard work with program accreditations.

She shared some good news with board members regarding our graduation and placement reports. Our total placement rate for 2021 was at 100%. Our place in field rate was at 98.81% and was the highest of the 22 colleges within TCSG. The system rate for placement was 99.1% and the in field rate was 89.4%. We had the second highest increase of graduates at 15.4% increase at 1,289. The system was down -2.6%. In awards conferred, we were up 1.8% and the system was down -3.7%. She is very pleased with these results. She thanked everyone that worked on this information.

Construction has begun on the new Industrial Systems Technology Building at the end of campus. It will house Mechatronics, HVAC, and Economic Development.

She is working to plan a groundbreaking ceremony on the Industrial Systems Technology Building, an open house for the Agricultural Building on the Elbert County Campus and a ribbon cutting for the new Nursing Program at the Walton County Campus.

She will be speaking at Rotary tomorrow.

She and some others from the college will be attending the Jackson County Community Outreach Banquet on October 1<sup>st</sup>. This is out of our service area but they provide scholarships to our students. The Commissioner will be speaking and she will be introducing him.

### **CLOSING COMMENTS**

Chair Dally asked board members if they had anything to comment. No comments were made by board members.

## **ADJOURNMENT**

Being no further business, Chair Dally adjourned the meeting with appropriate motion and second at 10:10 a.m.

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Dr. Andrea Daniel, President  
Rebecca Allen  
Executive Assistant  
September 20, 2022

*Next scheduled Board Meeting: October 18, 2022*

*\* Denotes action items that require a vote for approval by the local board.*