

Santa Fe College
Resource & Planning Council
February 17, 2011
Northwest Campus, Room S-318

Minutes

1.0 Welcome and Call to Order

Ginger Gibson called the meeting to order at 2:05 pm.

The following members of the Council were present:

Mike Droll	Lynn Sullivan
Steve Fisher	Marilynn Tubb
Ginger Gibson	Bruce Tucker
Kelly Gridley	Portia Taylor – Ex Officio
Paul Hutchins	
Jean Hutton	
Eugene Jones	
Tim Nesler	
David Price	Bennye Alligood – guest
Dan Rodkin	John Chapman - guest
Angie Siekers	Carlos Sosa – student guest

The following members were not present:

Lauren Bates	David Shlafer
Gayle Davis	Clay Smith
Lela Frye	Joan Suchorski
Mike Hutley	
Bill Reese	Ed Bonahue – Ex Officio
Laurel Severino	Chuck Clemons – Ex Officio
Julie Shay	Guy York – Ex Officio

Recorder: Hannah Fischer

2.0 Mid-point Status of SMART Objectives – Mike Droll

Mike Droll sent out an email reminder to everyone on the Coordinating Council distribution list suggesting they review or update their “mid-point” status of their planning objectives. When June comes around we will need all planning units to post their results and final progress. Ed Bonahue will be working on increasing the participation of the Chairs and Directors. We are still

using Steve Jensen's online planning editor until the next planning cycle. We don't want to change the process midstream. Ginger Gibson asked for a person to contact if help was needed. Mike said to call him or Clay Smith if it was related to login assistance for Xitracs and to call Steve Jensen for any technical planning objectives issues. Steve Fisher wanted to know how to login to Xitracs. Mike advised that the Xitracs is set up firstname.lastname for the user id and for the initial password: lowercase last name which needs to be changed immediately to a new password.

3.0 SACS Kick-off– Mike Droll

Mike said the SACS Kick-off was held last Friday, February 11, 2011. Attendance was good and the time schedule was met. The basics of the *Principles* were covered and there was a sign up for committee work on functional areas. Pertaining to the Principles and planning, Paul Hutchins advised that upon login to Xitracs, you choose the Agencies button first before you choose the Standards button to access the SACS standards.

4.0 Technology Advisory Committee Presentation – Tim Nesler

Tim began his presentation with an introduction to the planning process. He went over the TAC goals, initiatives, strategies and their progress. He talked about how the IT goals fit in and where they were in alignment with the college goals. He ended with IT priorities (the must do and should do list), the percentage of resource allocations and the budget items with one time and recurring funds. To recap, the first priority in the IT initiatives is to support the IT infrastructure (data center upgrades, asset management, information security, disaster recovery/COOP and enterprise applications.) The second priority is to implement and integrate Constituent Relationship Management, Business Process Management and the Decision Support System within the Institutional Effectiveness process. On the should do list is goal three; to actualize a campus-wide wireless, upgrade/replace technology enhanced learning spaces and to explore LMS options. The fourth priority is to upgrade portals, enable SharePoint and unified messaging and to provide tools, support and policies for teleworkers. Goal five, pending grant funding, is to expand Emergency Notification System paging. Tim gave members a detailed handout of the proposed IT plan and Tim's PowerPoint presentation will be available for viewing on the RPC webpage.

5.0 Constituent Relationship Management Presentation – Ginger Gibson and Portia Taylor

What is this initiative? This strategy involves the entire college community in order to maximize efficiency, revenue (enrollment) and constituent satisfaction. We do this by fostering behavior that satisfies constituents (students, public, and community), by putting the student at the center of all processes and developing around that and by managing student/public interactions across multiple channels. For example some non-traditional students might call in or walk in but will not engage in self service support. First of all, the CRM identified executive sponsors and appointed co-leaders Ginger Gibson and Dr. Portia Taylor. They established a "CRM competency

center team” and defined the primary college constituents that will be served by the CRM initiative, currently enrolled financial aid students. The primary goal is to focus on removing barriers in the financial aid process through the channels of phone and web services. The CRM work group is in the middle of developing a framework. Tim passed around a handout on a CRM planning framework. Some of the objectives of the group are to reduce the number of financial aid calls, answer 50% of financial aid calls, process calls more quickly, and to transfer financial aid calls only once. A plan of action could include establishing a call center with a sufficient number of knowledgeable staff, provide all information necessary for call attendants to process calls, enhance financial aid web services to encourage self-service and consider mobile applications for viewing award status. Portia said that although CRM identified the students, we should also consider staff as our constituents. Kelly Gridley said there is no documentation on what we currently do. It has to be written down somewhere. Marilyn Tubb said assessment needed to be included. Ginger said that would come with student involvement through questions and feedback. Steve said additional resources would be needed for financial aid. David Price asked how we would measure a decrease in calls and the answer was that we don’t have the data now for measuring. Bennye Alligood said that the main call center receives mostly financial aid questions, if they can get through. The calls are about their awards. Portia said that about 80% of the student traffic in her office concerns financial aid. Steve inquired about an assessment model that would help determine adequate staffing size in relation to the level of IT support and overall financial aid operations. Portia said if we could educate the student about what was expected of them, perhaps a checklist of what was needed, we could move them along. Jean Hutton wanted to know what faculty could do. Ginger responded by saying we could make a type of self service for faculty. Jean asked about withdrawing students and Portia said to always ask if they have financial aid first. Withdrawal affects students with financial aid who are athletes, International students, prep students and students with a Bright Futures scholarship. Bennye asked, ultimately who is responsible for assessment and evaluation. Ginger and Portia said “We are.” We determine how we measure, evaluate and assess.

6.0 Adjournment – Ginger Gibson

The meeting was adjourned at 3:40 pm.