

ADMINISTRATIVE COUNCIL MINUTES

September 16, 2020

The Administrative Council met on Wednesday, September 16, 2020 at 9:00 a.m. in the Ballroom. Present were Ms. Pam Clark, Recorder; Mr. Jonathan Craft; Dr. Joe Delap; Mr. Andrew Dollar; Dr. Keith Ferguson; Ms. Jackie Gooch; Mr. Jeffrey Guenther; Dr. Jim Kerner; Ms. Belinda Krigel; Dr. Kim LaFavor; Dr. Lee Vartanian; Mr. Chris Latham; Mr. Rylan Pendleton, SGA President; Mr. Derrek Smith; Dr. Stephen Spencer; Ms. Debra Vaughn; Dr. Philip Way; Ms. Lanie Williamson (Quinnell proxy) and Dr. Lionel Wright. Mr. Richard Collie, Ms. Sarah McAbee, Mr. Mike McCoy, Dr. Kat Quinnell and Dr. Jackie Smith were absent.

Dr. Delap convened the meeting at 9:00 a.m. by welcoming the members. Dr. Delap asked for any corrections or a motion to approve the July 15th minutes. Dr. Way made a motion to approve the minutes and Dr. Vartanian seconded. The minutes were approved on a voice vote.

I. MEETING TOPIC - Strategic Corporate and Community Relations

The region is looking to us to provide mutually beneficial relationships. A mission, vision and strategic plan for outreach is being shaped. The purpose of the meeting is to provide guidance from the different stakeholder groups.

II. DISCUSSIONS

Who should be engaged in mutually beneficial partnerships?

External:

- Businesses
- P-12 schools
- Community Colleges
- Non-profit Agencies
- Wider community

Internal:

- Faculty
- Staff
- Students

The members were placed into stakeholder groups to help form a strategy and move forward with our corporate and community relations as a University.

Business Group – Dr. Keith Ferguson, Dr. Jim Kerner and Dr. Lionel Wright

a. What kinds of reciprocal opportunities make sense for this stakeholder?

We would enjoy students and they would enjoy employees. Our students would be their employees. Students would learn from seasoned professors that hopefully would provide them with a quality employee.

b. How does this stakeholder benefit from partnerships with ATSU?

They would see us as a pipeline of qualified, educated pool for employees.

c. How do we promote partnerships with this group of stakeholders?

Engaging in conversation with them, then develop the business relationship.

d. How do we structure partnerships that involve this group?

Provide discount or reciprocal contract. We could provide a tailored training program.

e. Who will implement the partnerships?

Dr. Joe Delap

f. How do we capitalize on the relations identified? Realize efficiencies?

Look for the win/win - look for what they need and what we need. Go for what works. Identify our strengths and how we capitalize on them.

g. How will we measure success in partnering with this group?

If the relationship continues and proves to be successful, it meets the needs of both entities.

P-12 Schools Group – Dr. Kim LaFevor, Dr. Lee Vartanian and Ms. Lanie Williamson

a. What kinds of reciprocal opportunities make sense for this stakeholder?

- Recertification credit
- “Upskilling”
- Bring in high school students for career exploration. Student organizations could partner and assist.

b. How does this stakeholder benefit from partnerships with ATSU?

- Receive our interns (extra help)
- Employee pipeline
- AMSTI
- Library benefits for teachers
- Summer camps
- Certifying in-service teachers

c. How do we promote partnerships with this group of stakeholders?

- Clinical experience interactions – includes COE staff, admin connections, clinical supervisors and clinical students.
- Limestone County Economic Development Association

- Explore “America’s Promise” as an example for ASTU.
- d. How do we structure partnerships that involve this group?
- Formal partnerships – includes the Board of Visitors and Clinical Experience Advisory Committee
 - Need more feedback for programs from diverse stakeholders.
- e. Who will implement the partnerships?
- Teacher Ed Services, dean, Corporate and Community Relations, faculty and students.
- f. How do we capitalize on the relations identified? Realize efficiencies?
- Programs, services and solutions
 - SS/COB/COE collaborate with MCS on tutoring and online learning.
- g. How will we measure success in partnering with this group?
- Needs assessment with stakeholder group.
 - Feedback loop

Community Colleges Group – Mr. Jonathan Craft, Ms. Jackie Gooch and Mr. Jeff Guenther

- a. What kinds of reciprocal opportunities make sense for this stakeholder?
- 2 + 2 Agreements and Pathways – gets students into the pipeline
 - Facility/Equipment sharing – proposed for the new advanced manufacturing program
 - Professional development – last year’s mentoring conference that brought educators from across the region
 - Faculty sharing and collaboration for research or emerging pedagogies
 - Grant collaboration – recently submitted a TPSID grant application in collaboration with ATSU, Wallace-Hanceville, Drake and Calhoun
- b. How does this stakeholder benefit from partnerships with ATSU?
- Access to faculty/staff expertise
 - Cost savings
 - Ensures seamless transition for students
 - Allows for Continuity of educational programs
 - Enhanced cultural opportunities – ATSU and Calhoun both benefit from the ACA
- c. How do we promote partnerships with this group of stakeholders?
- Attend career/transfer fairs to reach out to students
 - Faculty/Administrative relationships
 - Transfer agreements
 - Promote benefits of partnering with ATSU

- Sharing data
- d. How do we structure partnerships that involve this group?
- Transfer agreements
 - Memoranda of Understanding (MOUs)
 - Grant agreements
 - Provide/Enhance physical presence – recruiters at other institutions
- e. Who will implement the partnerships?
- New Vice President for Corporate and Community Relations (CCR)
 - President’s Cabinet
 - Provost/Deans
 - Foundation
- f. How do we capitalize on the relations identified? Realize efficiencies?
- Regular communication
 - Public relations/Marketing
 - Eliminate redundancies
 - Recognize cost savings
- g. How will we measure success in partnering with this group?
- Number of successful transfers
 - Number of 2 + 2 or pathway agreements
 - Number of graduates or graduation rates
 - Retention of pipeline students from our top feeder institutions
 - Quality of shared professional development activities
 - Successful grant applications – number submitted or grant funding that we are able to secure

Non-profits Agencies and Wider Community Group – Mr. Andrew Dollar and Mr. Derrek Smith

- a. What kinds of reciprocal opportunities make sense for this stakeholder?
- Support
 - Resources
 - Funding for events
 - Upscale of event/manpower
- b. How does this stakeholder benefit from partnerships with ATSU?
- Increased engagement on campus (young students/community)
 - Exposure - marketing
- c. How do we promote partnerships with this group of stakeholders?
- Ask what they need or want from us

- Review current success for ways to enhance
 - Create University specific outreach mission
- d. How do we structure partnerships that involve this group?
- Gather key players, look for dual missions and ways to support/co-brand
 - Lead/create where gaps are identified
 - Define the University's KPI/objectives
 - Build community advocates
- e. Who will implement the partnerships?
- f. How do we capitalize on the relations identified? Realize efficiencies?
- g. How will we measure success in partnering with this group?
- Number of engagements, new partnerships that are great and a return on investment
 - Meet University mission and support core functions
 - Service learning, experiential learning, inter/externships student focus
 - Perception surveys and brand awareness

Faculty and Staff Group – Ms. Belinda Krigel, Mr. Chris Latham, Dr. Stephen Spencer and Ms. Debra Vaughn

- a. What kinds of reciprocal opportunities make sense for this stakeholder?
- Research
 - Undergraduate research in community
 - Internships
 - Experiential Learning
 - Faculty research
 - Colleagues
 - Professional organizations
 - Mentoring/Incubators
 - Entrepreneurship
 - Associations
 - Involvement in organizations in community
 - Sponsorship and service
 - Community outreach
 - Public service
 - Community college partnerships
 - Discipline based
 - Honor societies

- Marketing and public relations collaborations
 - Advising
- b.** How does this stakeholder benefit from partnerships with ATSU?
- Marketing
 - Awareness
 - Reputation
 - Enrollment
 - Opportunities for student jobs, internships and networking
 - Enrichment
 - Anchor institution
- c.** How do we promote partnerships with this group of stakeholders?
- Communication about existing and ongoing partnerships
 - Highlight existing partnerships
 - Promoting strong relationships
- d.** How do we structure partnerships that involve this group?
- e.** Who will implement the partnerships?
- f.** How do we capitalize on the relations identified? Realize efficiencies?
- g.** How will we measure success in partnering with this group?
- Surveys
 - Grant dollars
 - Public recognition

Students Group – Mr. Rylan Pendleton and Dr. Philip Way

- a.** What kinds of reciprocal opportunities make sense for this stakeholder?
- Internships, practica, students teaching in P-12, business internships
 - Service learning and volunteering with non-profits
 - Research in businesses and schools
- b.** How does this stakeholder benefit from partnerships with ATSU?
- External stakeholders – gain human capital
 - Students learn and gain experience
- c.** How do we promote partnerships with this group of stakeholders?
- CCR, faculty outreach
 - Enrollment and Student Services (ESS), staff outreach
 - Single campus “front door”/phone number – where to go to find a partner

- d. How do we structure partnerships that involve this group?
 - Common forms defining expectations
 - Meet legal requirements for service learning, internships, volunteerism (e.g., background checks)
 - Long-term agreements

- e. Who will implement the partnerships?
 - Faculty if part of programs
 - Staff if non-credit (ESS)
 - CCR can open doors to external stakeholders

- f. How do we capitalize on the relations identified? Realize efficiencies?
 - Long-term relationships
 - Multi-lateral relationships with each external stakeholder

- g. How will we measure success in partnering with this group?
 - CCR registry of activity – Collaboratory
 - Counts of activity
 - Achievements and accolades
 - Carnegie designation 2025
 - Presidential Honor Roll – maps out how we can help in the community
 - Evaluations by partners

Dr. Delap thanked everyone for their comments and suggested leaving the conversation open-ended. He welcomes any ideas on partnerships. An advisory committee will be established to help determine how we can grow in the area.

The meeting adjourned at 10:02.

Respectfully submitted by: Pamela Clark