

DRAFT

Executive Planning Committee

Ross Pendergraft Library, Room 325

September 15, 2015 at 2:00 p.m.

Present: Dr. Larry Large (by phone), Dr. Arnie Yasinski, Dr. AJ Anglin, Dr. Pat Buford, Ms. Shauna Donnell, Ms. Jayne Jones, Mr. David Moseley, Dr. Jason Patton, Mr. Ritchie Powers, Mr. Bruce Sikes, Dr. Jason Warnick, Mr. Wyatt Watson, Ms. Leigh Whiteside, and Ms. Jana Crouch

Absent: Dr. Robin Bowen and Ms. Susie Nicholson

Guests: Ms. Pat Edmunds and Dr. Jeff Mott

I. Retention: Framing the Discussion

Dr. Yasinski stated student retention and completion are complementary, and would be a major focus for more than one Working Group. He reported, while the Tech graduation rate (~45%) was on the higher performing end for the State of Arkansas, it was below the national average, and minority and remedial students were graduating at a lower rate. He encouraged the EPC to break down the data and identify key areas to emphasize, noting a slight increase in the graduation rate of a minority student demographic group would imply a significant success.

Mr. Watson reported, due to a change in scholarship award rules necessitated by new legislation, the fall 2010 freshmen cohort was on track to have a graduation rate 6% to 8% lower than the current rate. He stated the change to scholarship award rules that had a negative impact had been reversed by fall 2014, and he anticipated the graduation rate would increase as a result.

II. Arkansas Tech Career Center: Overview by Ms. Pat Edmunds

Ms. Pat Edmunds, Director of the Arkansas Tech Career Center, presented an overview of the structure, services, and funding for the Career Center (attached). She noted one challenge of recruiting instructors was they often come from industry making a substantially higher salary than the Career Center could offer. Mr. Sikes suggested there were opportunities within the Career Center to pilot a program for college readiness as well as expand Associate Degree offerings in the Russellville area.

III. Report from SPC Chair: Dr. Jason Warnick

Dr. Warnick reported the Working Groups were predominantly in an investigative phase, and while the "big ideas" had not yet surfaced, the discussions were leading that direction. He stated the Working Group chairs would be holding thematic open forums for any and all stakeholders to attend and participate in the discussion. He also reported the strategic planning website now provided the ability to submit anonymous feedback.

Dr. Anglin asked, given the ability to submit comments anonymously, how best to respond to questions or complaints that could simply be addressed by a clarification of the facts. Dr. Yasinski suggested addressing such things on the website so the answer is publically available, but cautioned responses should not be a justification for an action. Instead, he encouraged responding only to those questions that have a direct answer or need a simple clarification.

IV. Strategic Planning Readings: Analyzing *Checklist for Change*

Dr. Anglin referred the EPC members to the 19 recommendations for “Making It Happen” on page 216 of *Checklist for Change*. He asked for reactions to the reading, positive or negative. Dr. Warnick questioned the possibility of offering a 90 hour bachelor’s degree, and asked if there would be compliance issues. Ms. Donnell responded the state generally required a maximum of 120 hours for a bachelor’s degree and a minimum general education core, but not a minimum of total hours for the degree. Dr. Warnick indicated there may be multiple programs that could accomplish a bachelor’s degree in 90 hours. Dr. Patton expressed concern that offering bachelor’s degrees in 90 hours could pull students away from more content heavy programs, such as STEM majors.

Dr. Patton inquired what the ideal graduation rate would be, stating a portion of the enrolled student body may not be truly seeking an education or have an intention of graduating. Mr. Watson reported approximately 30% of students drop out of higher education statistically, and with a graduation rate of ~45% at ATU, the remaining 25% of students have most likely transferred out. Mr. Watson recommended implementing a method for collecting data on the reasons why a student is transferring out. Dr. Warnick suggested the 30% of students who will statistically drop out could be reached with personal interaction from faculty and peers. Dr. Anglin stated, while he did not have an ideal graduation rate in mind, he wanted the university to make a concerted effort to remove the silos currently in place, and begin intentionally and collaboratively serving our students’ needs from all areas.

Dr. Anglin noted the author places the responsibility of the curriculum and much of the power of the university with the faculty. He indicated, with the declining support of the federal government, it was imperative the faculty stepped up to the plate. He asked the group to finish reading *Abelard to Apple* and prepare for discussion at the October meeting.

V. Arkansas Tech Brand/Identity: Revisited

Dr. Warnick stated each Working Group was looking at the ATU brand and identity from different aspects. Ms. Donnell expressed the need for a specific, differentiating trait of ATU that could be marketed and used for recruiting. She indicated a unique academic program can be differentiating and brand enhancing, stating even students who are not pursuing that major are drawn to the university that offers it. Dr. Anglin stated ATU needed an integrated marketing strategy with a budget to support it.

The meeting adjourned at 4:15pm.

Arkansas Tech Career Center Overview

September 15, 2015

Pat Edmunds, Director

Schools Served at Russellville Campus

- Atkins
- Clarksville
- Danville
- Dardanelle
- Dover
- Hector
- Lamar
- Pottsville
- Russellville
- Two Rivers
- Western Yell County
- Danville Satellite
 - Danville
 - Two Rivers
 - Western Yell County

Programs of Study on Russellville Campus

- Auto Service Tech
- Computer Engineering
- Construction Tech
- Cosmetology
- Culinary Arts
- Criminal Justice
- ~~Drafting~~ *Will be re-vamped with Automation Systems Technology Grant*
 - ~~Engineering~~
 - ~~Architecture~~
- Health Science Tech
 - Health IT/CNA
 - Developing Phlebotomy
 - New Fall 2016
- Metal Fabrication

Schools Served by New Satellites

- Clarksville Satellite
 - Clarksville
 - Johnson Co. Westside
 - Lamar
 - Scranton
 - Oark (possibly)
- Paris Satellite
 - Paris
 - Scranton
 - County Line
 - Magazine
 - Johnson Co. Westside

16 Schools in 5 counties



Clarksville and Paris Satellites

Received Approval May 2015 by Governor Hutchison

- Programs of Study in Paris
 - Mechatronics-Automation Systems Technology
 - Health Science Technology (Clarksville)
- Industry Partners
 - Cloyes Gear, Rethink Manufacturing, Paris Ford, Stark Manufacturing, Wald Wood Products, Inc., Mac Fasteners, Inc./River Valley Plant
 - Cooper Clinic-Paris, Mercy Paris Hospital, Thomas M. Spivey, DDS, Area Agency on Aging
 - Senator English, Senator Stubblefield, State Representative Gossage, State Representative Jon S. Eubanks

Concurrent Credit Opportunities

- | | |
|--|---|
| <ul style="list-style-type: none"> • Auto Service Tech <ul style="list-style-type: none"> – 16 Credit Hours* – Associate of Applied Science Auto Service Tech • Computer Engineering <ul style="list-style-type: none"> – 15 Credit Hours* – AAS Computer Information Systems – AA Industrial Control Systems/Applied Engineering | <ul style="list-style-type: none"> • Construction Tech <ul style="list-style-type: none"> – 16 Credit Hours* – Associate of General Studies • Cosmetology <ul style="list-style-type: none"> – No Concurrent Credit • Culinary Arts <ul style="list-style-type: none"> – 15 Credit Hours* – Associate of General Studies |
|--|---|

*Certificates of Proficiency



Concurrent Credit Opportunities

- Criminal Justice
 - 21 Credit Hours*
 - AAS Law Enforcement
- ~~Drafting/Engineering/Architecture~~
 - ~~15 Credit Hours*~~
 - ~~Associate of General Studies~~
- Metal Fabrication
 - 15 Credit Hours*
 - AAS Welding Technology
- Health Science Tech
 - 20 Credit Hours**
 - AAS Allied Health
 - Practical Nursing
 - Paramedic
 - Health Information Technology
 - AAS Physical Therapy Assistant
 - AAS Occupational Therapy Assistant
 - AAS Cardiovascular Technology
 - AAS Human Services
 - AAS Medical Assistant
 - CP CNA

*Certificates of Proficiency

Concurrent Credit Value @ \$94/hour (or \$145 w/Fees)

| Career Cluster | # of Students | Concurrent Credit Hours Attempted | Concurrent Credit Hours Earned |
|--|---------------|-----------------------------------|--------------------------------|
| Agriculture, Food & Natural Resources | | | |
| Architecture & Construction | 34 | 256 | 244 |
| Arts, A/V Technology & Communications | | | |
| Business, Management & Administration Services | | | |
| Education & Training | | | |
| Finance | | | |
| Government & Public Administration | | | |
| Health Science | 105 | 1112 | 1088 |
| Hospitality & Tourism | 31 | 219 | 201 |
| Human Services | | | |
| Information Technology | 35 | 252 | 252 |
| Law, Public, Safety, Corrections & Security | 62 | 624 | 624 |
| Manufacturing | 53 | 390 | 357 |
| Marketing, Sales & Service | | | |
| Petroleum Technology | | | |
| Science, Technology, Engineering & Mathematics | 22 | 111 | 111 |
| Transportation, Distribution & Logistics | 61 | 444 | 429 |
| TOTALS | 403 | 3408 | 3306 |
| Value of Credit Earned | | \$ 480,528 | \$ 466,146 |



*Federal Standard Cost of Full Attendance \$692/hour.
TOTAL Cost of Attendance Earned Over \$2.36 Million

| Secondary Area Center 2013-14 | | | | | | | |
|---|----------------------------|-------------------------------------|----------------------------------|-------------------------|------------------------|-----------|---------------------------|
| Concurrent Credit Center Comparison and Value of Credit | | | | | | | |
| Center | # of Students (Duplicated) | # Concurrent Credit Hours Attempted | # Concurrent Credit Hours Earned | Tuition Per Credit Hour | Value of Credit Earned | FTE 13-14 | Average CC Earned Per FTE |
| Conway Career and Technical Center | | 0 | 0 | \$ - | \$ - | 302.7 | 0.0 |
| Northeast Arkansas CTC (Jonesboro) | 418 | 1952 | 1952 | \$ 88.00 | \$ 171,776.00 | 227 | 8.6 |
| Western Arkansas Technical Center | 565 | 7569 | 6911 | \$ 139.00 | \$ 960,629.00 | 211 | 32.8 |
| ATU Career Center | 485 | 3785 | 3454 | \$ 94.00 | \$ 324,676.00 | 205 | 16.8 |
| Metropolitan Career Center | | 0 | 0 | \$ - | \$ - | 204 | 0.0 |
| National Park Technology Center | 98 | 218 | 202 | \$ 94.00 | \$ 18,988.00 | 162.8 | 1.2 |
| ASU Searcy Regional Career Center | 196 | 2233 | 2105 | \$ 46.00 | \$ 96,830.00 | 144.8 | 14.5 |
| Phillips CC CTC | 1628 | 4950 | 4923 | \$ 64.00 | \$ 315,072.00 | 144.2 | 34.1 |
| Southern Arkansas University Tech Career Center | 604 | 2231 | 1799 | \$ 108.00 | \$ 194,292.00 | 143.8 | 12.5 |
| Texarkana | 406 | 1347 | 1203 | \$ 108.00 | \$ 12,924.00 | 118.3 | 10.2 |
| Quachita Area High School Career Center | 380 | 3937 | 3074 | \$ 85.00 | \$ 261,290.00 | 118 | 26.1 |
| NTI Secondary Career Center | 98 | 1021 | 881 | \$ 85.00 | \$ 74,885.00 | 117 | 7.5 |
| Saline County Career Center | 314 | 1785 | 1775 | \$ 95.00 | \$ 168,625.00 | 115.8 | 15.3 |
| Mid-South Community College | 228 | 2338 | 2331 | \$ 90.00 | \$ 209,790.00 | 108.5 | 21.5 |
| Monticello OEC | 226 | 830 | 745 | \$ 108.00 | \$ 80,460.00 | 98.9 | 7.5 |
| Jefferson County Career Center | | 0 | 0 | \$ - | \$ - | 80 | 0.0 |
| River Valley Technical Center | 0 | 0 | 0 | \$ - | \$ - | 69.3 | 0.0 |
| South Arkansas Community College | 111 | 1328 | 1271 | \$ 79.00 | \$ 100,409.00 | 64 | 19.9 |
| Arkansas Northeastern College Technical Center | 134 | 425 | 410 | \$ 62.00 | \$ 25,420.00 | 64 | 6.4 |
| NorthArk Technology Center | 146 | 1412 | 1252 | \$ 92.00 | \$ 115,184.00 | 62.3 | 20.1 |
| DeQueen-Mena Area Secondary Tech Ed Center | 234 | 1553 | 1455 | \$ 61.50 | \$ 89,483.00 | 61.8 | 23.5 |
| EastArk Secondary Career Center | 51 | 502 | 478 | \$ 75.00 | \$ 35,850.00 | 16.3 | 29.3 |
| TOTALS | 6271 | 38914 | 35743 | | \$ 3,220,733.00 | | |

Concurrent Credit Results

- Some students who have taken initiative to enroll in concurrent credit courses such as Freshman Comp I and II, College Algebra, etc. at their home high school have received as much as 40 credit hours towards a 60 hour associate degree.

CPs

- ATU OC had the largest number of Certificates of Proficiency Awarded of all the two-year institutions in the state 2012-13 which included ATCC students.
- **TOTAL CPs for ATCC 2013-14 was 180**
- **TOTAL CPs for ATCC 2014-15 was 181***

*Enrollment declined 2014-15 but CPs remained constant. Better placement, better advising, more informed students

Fall Enrollment Figures

- 2014-15 Total ATCC Enrollment = 514
- 2015-16 Total ATCC Enrollment =614
 - All time record high
 - Down by 3 programs currently
- Total Eligible Students for All Districts (10-12) = 3904
- (3051 eligible students in grades served at each school. Dardanelle and Russellville 10-12 all others 11-12.)
- ATCC serves (511) 13% of all students in the 11 districts in our service area who are participating for the 2014-15 school year. (17% of 3051)



Enrollment by School District 2014-15 School Year (Not compiled for 2015-16 yet)

| District Name | 10 | 11 | 12 | 10-12 Enrollment At District (changes from previous year) | ATCC Enrollment For District | % of District Total Enrollment | % of ATCC Total Enrollment |
|---------------|------|-----|-----|--|------------------------------------|--------------------------------------|----------------------------------|
| Atkins | 82 | 56 | 86 | 224 (+7) | 25(-2) | 11.2 | 4.9 |
| Clarksville | 193 | 176 | 177 | 546 (+21) | 4 (+4) | 0.7 | 0.8 |
| Danville | | | | 180 (+6) | 30 (-10) | 16.7 | 5.8 |
| Dardanelle | 147* | 139 | 134 | 420 (-2) | 98 (-2) | 23.3 | 19.1 |
| Dover | 129 | 122 | 96 | 347 (+29) | 60 (-1) | 17.3 | 11.7 |
| Hector | 46 | 50 | 39 | 135 (-1) | 4 (=) | 3.0 | 0.8 |
| Lamar | 94 | 85 | 97 | 276 (+23) | 2 (-4) | 0.7 | 0.4 |
| Pottsville | 143 | 116 | 103 | 362 (+26) | 63 (-18) | 17.4 | 12.3 |
| Russellville | 342* | 374 | 379 | 1095 (+34) | 194(-2) | 17.7 | 37.7 |
| Two Rivers | | | | 195 (+1) | 19 (=) | 9.7 | 3.7 |

Industry Certifications

- ATCC had the highest number of students who earned Industry Credentials of any career center/school in the state 2013-14.
 - 335 Industry Exams Attempted
 - 244 Passed (87% Pass Rate) (55 Failed* Looking at ways to improve scores on this issue—student must have A or B in class, etc.)
 - 36 In Progress/ Undetermined



Industry Certifications 2014-15

| | Attempted | Pass | Fail/Inc | TBD | Pass rate |
|--|-----------|------|----------|-----|-----------|
| #CPR | 50 | 48 | 2 | | 96% |
| #First Aid | 50 | 48 | 2 | | 96% |
| #Cert Nursing Asst | 30 | 5 | 0 | 25 | 100% |
| #ServSafe | 0 | 0 | 0 | | |
| #OSHA 10 Hour General | 14 | 9 | 0 | 5 | 100% |
| #OSHA 10 Hour Construction | 10 | 4 | 0 | 6 | 100% |
| #ASE (Student) Suspension & Steering | 23 | 9 | 14 | | 39% |
| #ASE (Student) Brakes | 23 | 5 | 18 | | 22% |
| #ASE (Student) Electrical/Electronic Systems | 15 | 7 | 8 | | 47% |
| #ASE (Student) Engine Performance | 14 | 9 | 5 | | 64% |
| #ASE (Student) Manual Drive Train and Axles | 0 | 0 | 0 | | |
| #ASE (Student) Heating and Air Conditioning | 1 | 1 | 0 | | 100% |
| #ASE (Student) Maintenance and Light Repair | 5 | 3 | 2 | | 60% |
| #ASE (Student) Engine Repair | 5 | 1 | 4 | | 20% |
| #NCCER | 95 | 95 | 0 | 0 | 100% |
| | 335 | 244 | 55 | 36 | 87% |

Funding

- ATCC has stand alone budget (\$1.4M)
- 2 funding sources
 - \$3250 Training fees from sending high schools
 - These are pass-thru funds and the schools are reimbursed by ACE 100% the following year.
 - Vocational Center Funding
 - Paid by Arkansas Department of Career Ed directly to Centers.
 - This fund has remained constant with no increases for over 15 years resulting in lower funds per FTE.



