

Athens Technical College
Board of Directors Meeting Minutes
Athens, Georgia
January 27, 2015
10:30 A.M.

MEMBERS PRESENT

Mr. Rusty Adams
Ms. Barbara Cabaniss
Mr. Ed Geddings
Mr. Scott Hardigree
Mr. Todd Henry
Mr. Steve Hollis
Mr. Robert Motley
Mr. Jimmy Parker
Dr. Mixon Robinson
Mr. Lawton Stephens

MEMBERS ABSENT

Mr. Terry Chandler

GUESTS

Mr. Brian Brodrick, Jackson Spalding
Mr. Jake Mosley, Director of Student Activities
Mr. Matt Payne, 2015 Athens Technical College GOAL Winner
Mr. Justin Barrow, 2015 Athens Technical College GOAL Finalist
Ms. Darlene Brand, 2015 Athens Technical College GOAL Finalist
Ms. Lisa McMillian, 2015 Athens Technical College GOAL Finalist

CALL TO ORDER/WELCOME

Dr. Mixon Robinson called the meeting to order at 10:30 a.m. welcoming everyone to the January board meeting.

SPECIAL PRESENTATIONS

Dr. Flora Tydings introduced Mr. Brian Brodrick from Jackson Spalding. Mr. Brodrick has been with Jackson Spalding since 1997. He established the Jackson Spalding Athens office in 2004 and oversees all business operations at that location. Jackson Spalding currently has offices in Athens and Atlanta.

Mr. Brodrick presented a PowerPoint presentation to the board members. Jackson Spalding is handling the "Go Back Move Ahead" Campaign which was announced by the Governor on July 29, 2014. The campaign is part of the Complete College Georgia initiative and will encourage Georgians who have completed some college to return and finish their degrees. This is a partnership between the Technical College System of Georgia and the University System of Georgia.

By 2020 it is projected that more than 60% of jobs in Georgia will require a college education. Currently there are only 40% of young adults in Georgia with a college credential which creates a need for an additional 250,000 graduates by 2025.

There are several parts to the campaign strategy which includes making necessary operational adjustments to make it easier for returning students. We have to build awareness and interest as well as secure contact information and help make a connection to the college that best serves the students' needs. Once in college we must provide ongoing attention and assistance as the student moves toward graduation. A toolkit is available which can be customized by each individual college.

The campaign is advertising in many different areas including the internet, newspapers, television, radio, billboard, and bus shelters. Current students are also doing testimonials. There have been more than 2,700 queries which gone into the state system to date.

Mr. Jake Mosley introduced the four 2015 Athens Technical College GOAL finalists. There were thirty-six students nominated this year. The finalists were selected by an internal judging team and the winner was selected by an external judging team. The winner will go on to compete at the state level.

The four finalists this year were Mr. Justin Barrow from the Physical Therapist Assistant Program; Ms. Darlene Brand from the Culinary Arts Program; Ms. Lisa McMillian from the Radiography Program; and Mr. Matt Payne, from the Physical Therapist Program.

Dr. Flora Tydings announced the 2015 Athens Technical College GOAL winner, Mr. Matt Payne from the Physical Therapist Assistant Program. Mr. Payne was nominated by his instructors, Dr. Ellen O'Keefe and Ms. Diana Carman. Mr. Payne gave a brief speech to the board members.

APPROVAL OF MINUTES

Chair Robinson called for approval of the November minutes for the Local Board. After reviewing, there were no changes to the minutes. Steve Hollis made a motion to approve the minutes and Barbara Cabaniss seconded the motion with the remainder of the board in agreement. The minutes were approved.

COMMITTEE REPORTS

ADULT EDUCATION

Ms. Stephanie Benson provided the board with an update on Adult Education. Ms. Benson passed out an Adult Education newsletter. She has been working to increase partnerships with local probation offices. She recently started some classes in Athens and is working on partnerships with probation offices in Elbert, Wilkes, and Hart Counties. She plans to reach out to every county in our service area.

In January we hosted a leadership team from TCSG and Jobs for the Future. The purpose of the site visit was to review our Accelerating Opportunity Program. It was a successful visit with no recommendations.

She is happy to announce that the Madison County GED test site will open in February.

Ms. Benson thanked Mrs. Barbara Cabaniss for helping plant flowers, shrubbery, and trees that were donated to our Oglethorpe County Adult Education Center by the Womens Club of Maxeys.

There will be a special Adult Education presentation by Horace Holmes on February 19th at 2:00 pm in our auditorium. She invited the board members to attend.

ECONOMIC DEVELOPMENT SERVICES

Dr. Andrea Daniel gave the board an update on Economic Development Services. She is happy to announce that Haering, a German automotive parts manufacturer, is going to be expanding to Hartwell. They currently have 2,650 employees and will be adding 800 employees in Hartwell. Hearing has been on campus interviewing students for jobs. Forty employees have been selected to go to Germany for three years to be trained. Five students from Athens Technical College were selected. They will leave on February 15th.

She is meeting with some other prospects that are interested in coming to our area.

They are providing some short term training programs for companies. Training will begin next month in Greene County.

Wilkes County CNA program will begin in March. Dr. Daniel thanked Mr. Ed Geddings for all of his help with getting the program started.

They have conducted 9,572 contract hours with 187 companies during the first and second quarter this year. Last year during the first and second quarters they contracted 5,338 hours with 48 companies.

EXECUTIVE VICE PRESIDENT/CHIEF ACADEMIC OFFICER

Dr. Dan Smith announced that the Hart County Career Academy received funding.

Power Partners is holding a job fair Friday on the Athens Campus.

On February 16th we will be hosting the high school teachers from Athens-Clarke County. They will have an opportunity to meet with local companies. Our goal is to have sixty companies here.

We are working to bring back a construction program. He and Dr. Tydings have been meeting

with Juneau Construction in Atlanta to discuss a commercial construction program.

Dr. Smith presented two programs for approval. The first program, Automotive Technology, will be a new diploma and degree program offered at the Athens Campus. There has been a lot of interest by current and former students about this program. It will allow students to apply for lead, supervisor, or management positions as their careers progress within the automotive industry.

Dr. Smith asked the board for approval of the Automotive Technology Program. Ed Geddings made a motion to approve and Robert Motley seconded the motion with the remainder of the board in agreement. The Automotive Technology Program was approved.

The second program, Business Management, is going to be offered in order to meet the needs of our local businesses and industry. The Business Administration Program Advisory Committee has been evaluating a series of proposed changes to this major in an attempt to match the kinds of courses we need to offer. Businesses are in need of good quality control and customer service personnel. The Business Management Program will meet those needs.

Dr. Smith asked the board for approval of the Business Management Program. Lawton Stephens made a motion to approve and Jimmy Parker seconded the motion with the remainder of the board in agreement. The Business Management Program was approved.

FINANCE AND ADMINISTRATION

Ms. Kathryn Thomas presented the Budget Amendments for January 27, 2015. The Budget Amendments include a reduction in the DFACS Training Grant and additions in state funds, TCSG Special Roof Project funds, and College Access Grant – Adult Education funds.

Ms. Thomas asked the board for approval of the Budget Amendments. Jimmy Parker made a motion to approve and Todd Henry seconded the motion with the remainder of the board in agreement. The Budget Amendments were approved.

Ms. Thomas presented the Financial Report as of December 31, 2014.

OFF-CAMPUS OPERATIONS

Dr. Larry Siefferman gave the board members an update on Off-Campus Operations. The Coggins Land Company recently donated 4.21 acres of land to the Athens Technical College Elbert County Campus. The original 42 ½ acres of land where the Elbert County Campus currently sits was donated by the Coggins Land Company in 1997 when it was opened.

This additional land provides a buffer zone between the campus and future development of privately owned land. It also puts the access road to the dam on our property.

Fourth quarter donations for the Athens Tech Foundation totaled \$71,600 which is well over the average quarter giving. The total for 2014 is \$206,300 which makes it a record breaking year for the Athens Tech Foundation.

Dr. Larry Siefferman asked Ms. Liz Dalton to give the board a Public Relations update. The Athens Tech Foundation will have two signature events every year which will be the Lu OWL and the OWL Awards.

The Third Annual Lu Owl will be on May 1, 2015 in a new location at the Cotton Press on Chase Street in Athens. Zaxby's is the lead sponsor with \$6,500.

The Second Annual OWL Awards will be on November 12, 2015.

Recently there has been several people approach the Athens Tech Foundation about establishing scholarships. Coggins Land Company is establishing a scholarship in memory of Mr. Frank Coggins who was a very generous donor for many years.

STUDENT AFFAIRS

Dr. Leslie Crickenberger introduced Mr. Thomas Heard who is the Student Affairs and Retention Coordinator. He is also the point person for the "Go Back Move Ahead" Campaign. So far the college has received twenty-two referrals from the call back center. Seven have applied at Athens Technical College and four are currently enrolled this semester.

Spring Semester enrollment is at 4,000 which is down a little bit from last year. Enrollment at each campus includes:

- Elbert Campus – 214
- Greene Campus – 35
- Walton Campus – 287

They have been getting out in the community each month and recruiting students. They have been at the Department of Labor, Goodwill, and Georgia Square Mall.

In December the Samsung Mobile U Experience visited campus. While here Samsung donated \$5,000 to the college and gave three students scholarships.

PRESIDENT'S REPORT

Dr. Tydings passed out information on legislative bills for this session.

The Governor announced at the Eggs and Issues Breakfast that the Technical College System of Georgia will be changing its name to the Career College System of Georgia.

The trip to Ireland was very good. She, Dr. Dan Smith, and Mr. Glenn Henry, met with the Waterford Institute of Technology about the possibility of a partnership. Ireland has a renowned tourism program. The partnership would give our students the opportunity to go all over the world for internships.

BOARD ACTIVITIES

Chair Robinson asked board members to share activities they have been involved in lately or any upcoming activities. Ms. Carol Williams mentioned the Dr. Phil Lanoue, Athens-Clarke County School Superintendent, was named Superintendent of the Year. There will be a reception on March 2nd from 4:00 pm – 6:00 pm at the Athens Community Career Academy honoring him. She encouraged everyone to attend.

ADJOURNMENT

Being no further business, Chair Robinson adjourned the meeting with appropriate motion and second at 12:10 p.m.

Flora W. Tydings, President
Rebecca Allen
Executive Assistant
1/28/15

Next scheduled Board Meeting: February 24, 2015.

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