Annual Report
1998-99

Enrollment Management

Amarillo College

Tuesday, November 23, 1999
Enrollment Management

Departmental Staff Organizational Chart

J.R. Couser
Dean of Students

Brad Johnson
Director

Rhonda Higgs
Sr. Staff Assistant

Elizabeth Davis
Coordinator, New Student Relations

Assistance Center

Dale Longbine
Co-Supervisor

Theresa Bowman
Co-Supervisor

Olga Bustos
Patty Graham

Alicia Moffett
Judy Hathcock

Nichole Mora
Rita Nakhiengchanh
Enrollment Management
Annual Report
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November, 1999

Overview

The Enrollment Management department had an exciting and rewarding year. Particularly, we celebrated our first year operating the Assistance Center and initiated a major internal retention effort while completing our usual responsibilities of tracking enrollment, facilitating recruitment, participating in the ACE program and many other tasks.

What follows are brief descriptions of each of our major efforts from the past year, as well as a look into the possible future of Amarillo College’s Enrollment Management department.

Assistance Center

Amarillo College Assistance Center (ACAC) celebrated its first anniversary in July. We are a new department committee to providing quality service in one place for Amarillo College students who need to register, pay for classes, and ask for general information. We have developed a flexible work schedule that provides extended hours to accommodate the needs of the majority of AC students: we are open from 7am to 7:30pm Monday through Friday and from 8 am to noon on Saturday. We are also open during the Christmas holidays.

Our commitment to service extends to other offices as well. We routinely assist the Registrar’s Office in enrolling Dual Credit high school students and providing transcripts and IDs to all students; the Business Office in auditing Residency forms; and the Financial Aid Office in maintaining and distributing up-to-date financial aid packets/ If we have periods when student traffic is low in the ACAC, we provide further service to these three areas.

Ongoing training of our staff in good customer service and current college policies is a priority.
Retention Initiative

Renea Bell, the previous Director, had recruited volunteers from the college faculty and staff to provide direct follow-up to high-risk students. This follow-up consisted of phone calls to students inquiring about any needs or questions they might have and making referrals or providing answers as needed.

While this effort was well received, a new and comprehensive advising plan instituted by Dr. Byrd and targeted to these same high risk students replaced this program in the Fall, 1999.

Area Schools Assistance Program

What is it? ASAP is a program that pays high school counselors to conduct follow up research on area high school grads. The focus of the research is to identify graduates that do not have post-graduate career or school plans and to refer those students to appropriate area career guidance resources. Data is collected to determine all contacted students’ post-graduate plans.

ASAP II is a research project that pays h.s. counselors to contact those students that participated in the survey under ASAP I to determine the accuracy of their self-report of future plans. In plain words, did they do what they told us they were going to do?

How is it funded? Historically, this has been funded 50% by AC institutional funds and 50% by the K-12 schools. In 1998, “School-to-Work” grants were awarded to fund portions of ASAP and ASAP II.

What’s new? The program was originally an AISD/AC partnership. It has grown to include 21 area high schools; 11 of those were added in 1998.

AC Community Ambassadors

Organized in 1999, this group of volunteers from the AC faculty and staff is called together when the College needs to participate in a community event.
These “ambassadors” represent the College in parades and other area events.

Recruitment Efforts

Until the merger of Amarillo College and Texas State Technical Institute, AC had no staff solely focused on recruitment efforts. The Registrar had responsibility for this area. But with the merger, AC established a recruitment position, now named “Coordinator of New Student Relations,” charged with the responsibility to oversee the College’s efforts to recruit students. Elizabeth Davis holds this position and directly provides, or facilitates, a broad number of efforts including:

- College Nights
- High School visits
- Group Campus Tours
- ACd Project – AC produces a music CD with area artists and does the graphic design through our own art-graphic design department. This is our most popular “give-away” to area high school students and represents the College very well. To date, 5 CDs have been produced.

EQ Project

“Educational Quality,” or the EQ Project, is a community initiative to address the increasingly diverse population’s educational needs. Participants include community representatives and representatives from AC, WT, and AISD.

Although several department of the college send representatives, Enrollment Management serves as a major AC contact for the EQ Project.
ACE Project

ACE is a scholarship initiative of the Amarillo Area Foundation that encourages students from Palo Duro High School to stay in school; maintain certain minimum grade standards and attendance rules, and participate in activities intended to prepare them to attend and succeed in college. Students who complete this process are eligible for full tuition, fees, and textbooks scholarships to either Amarillo College or West Texas A&M University.

Amarillo College has continued to strengthen its efforts on behalf of the ACE students attending here. Special Services, a grant-based department in the Access division, has worked very closely with each ACE student, providing advising, Strategies for Learning courses, and other efforts to improve retention of these students. Beginning Spring 2000, ACE students will also be required to take a College Success course in their 2nd semester, to strengthen their integration into college life.

The working relationship between AC, the Amarillo Area Foundation, and Palo Duro High School is strong and close. AC continues to receive the ‘lion’s share” of the ACE students choosing to attend college.

Other AC Efforts Assisted

Enrollment Management, because of the size of the department and organizational structure of AC, participates and assists many efforts of the institution that are too large to complete solely within this department. Examples of these collaborative efforts include:

♦ Badger Boot Camp
♦ Moore County Campus
♦ Advising Alert
♦ Registration - Assistance Center is vital in this effort, providing most of the direct student services previously provided by the Business Office, Registrar’s Office, and Financial Aid Office.
♦ Dual Credit Registrations - The Office of Enrollment Management had responsibility for Dual Credit during the previous year. But the enrollments under this effort expanded by 20% in this year alone. ('98-1055; '99-1273). Therefore, a position was created that reports to Dr. Byrd, V.P. of Instruction, that now oversees these efforts.

Future Challenges/Opportunities

Enrollment - 2000 includes the beginning of a base year, with the critical institutional needs for maximum enrollment that always accompany base years. But this is an even greater priority with the opportunity to receive “Dramatic Enrollment Growth” funding.

Quality of Service - There are several “next steps” to be taken in the improvement of services to students through the Combined Services philosophy. These include:

♦ Ongoing training/cross-training of staff
♦ Clarify responsibilities between overlapping departments
♦ Replicate this philosophy and its methods of implementation on the remaining AC campuses (West, ATC, Dumas)
♦ Solve the “fulfillment” needs associated with marketing efforts of AC. The College, growing rapidly and involved in so many diverse efforts, is finding it increasingly difficult to satisfy the community’s needs for prompt, accurate information. Incoming phone calls, email inquiries, and letters are often not answered in efficient and accurate ways. Both the community and the internal AC staff need rapid access to accurate and complete information about college activities, rules, procedures, and services. This needs to be addressed with a permanent and efficient solution.
Amarillo College Financial Aid Report

1998-99 School Year
Financial Aid Office made presentations at the following:

- North Heights Alternative School - two presentations
- Bible Heritage School
- Amarillo High School
- Tascosa High School
- Caprock High School
- Palo Duro High School - three presentations (two for ACE students and one for Seniors)
- Highland Park High School
- ACAL
- Trinity Fellowship High School
- San Jacinto Christian High School
- Alamo High School
- Clarendon High School

AISD Junior Night

- Sunrise Elementary
  - Oakdale Elementary
  - Lakeview Elementary
  - Oscar Hinger Elementary

STAR Program

- New Light Ministries

- Step Up to Success

- Migrant Worker Program

Financial Aid Office staff participated in:

- Amarillo Area College Night at Civic Center
- JTPA Summer Youth Program
- Job Shadowing Project
- Scholarship planning meetings

Hosted annual High School Counselor Luncheon

Postcards were mailed to every student receiving financial aid in the 1998-99 school year, reminding them of Satisfactory Academic Progress Requirements
Mailed Newsletters to:

Parents of all high school seniors in the 26 county service area
All financial aid recipients enrolled during Spring 99 semester
Postage and printing was paid for by Herring National Bank and Panhandle Plains Higher Education Authority for the fourth year.

Completed FISAP Report

Completed Coordinating Board Database Report

A new scholarship book and application was developed

Staff members attended the following meetings:

Coordinating Board Grant Training
Dept. Of Ed. Title IV Reauthorization Training
Amarillo College Foundation Annual Meeting
Process Mapping Training
Texas Guaranteed Student Loan Corporation’s Annual Conference
Honor’s Convocation
Minority Outreach meeting
Panhandle Regional Planning Commission on WIA Program
SCATE
Amarillo College Foundation Priorities & Allocations Committee

Hosted high school counselor training with eighty one high school counselors from Region XVI service area in attendance

Hosted Department of Education Decentralized training for the second year - schools from three states attended

Hosted the Texas Association of Financial Aid Administrators West Texas Regional Rally, eighty-three people attended

Met with personnel from Bluebird Imaging to begin the process of software development

Colleague conversion started and is progressing at a steady rate. Joyce and Warren attended training in Fairfax, Virginia

A financial aid software conversion team was named
The team meets weekly

Entire Staff attended the Business Division Luncheon
Entire Staff attended the Sexual Harassment Seminar

Two local TV Stations did interviews on financial aid

$8,198,227 in financial aid was disbursed during the 1998-99 school year, approximately a 13% increase over the 1997-98 school year.

Pell Grant recipients increased by 9% or 156 students.

Thanks to all of the wonderful people at Amarillo College we survived a second year of complete staff turnover.

    Advising and Counseling fielded students and telephone calls on Fridays for us.
    Jan Pearcy answered telephones for us two full days the week before registration.
    Tiffany Lingo, Susan McClure and Nancy Britten worked afternoons, evenings, and weekends to assist processing files.
    J.R. Couser was a tremendous support to all of the staff.
    Assistance Center Staff helped with mailings and processing ISIR’s.
    Registrar’s Office assisted in checking hours for TTAG Grant.
    Computer Center (especially Tim Hicks) answered all our questions.
Individual Accomplishments

**Joyce Eldridge**

Member of EQ Project  
Member of Administrators Association  
Member of Enrollment Management/Marketing Committee  
Member of Institutional Software Committee  
Chairperson of Continuous Quality Assurance Committee  
Appeared on two “Eye On Campus” shows  
Member of Assistance Center Advisory Committee  
Chairperson of TASFAAA Regional Rallies  
Member of TASFAA Scholarship Committee  
Moderated a session at TASFAA Fall Conference  
Panhandle Plains Higher Education Authority Advisory Board Member  
Student Finance Corporation Board Member  
Chairperson of St. Paul Lutheran Church  
HOST Mentor  
Work with the Park Homeless Mission  
Canyon Junior High PTA

**Ginger Rutledge**

Gavin James Rutledge was born March 16, 1999  
After an eight week family leave returned as a part time employee and now has her office on the ATC campus

**Gail Hutson**

Joined the financial aid staff in June and very quickly became a valuable employee in the front office serving the students.  
Member of ACOPA  
Member of Tascosa High Booster Club  
Kid’s Inc. Coach

**Felicity Swann**

Joined the financial aid staff in June and very quickly became a valuable employee in the front office serving the students.  
Member of ACOPA
Tiffany Lingo

Worked part time during the Summer processing files, then came back to the Financial Aid Office on a full time basis as the Scholarship Coordinator
Member of ACOPA

Kerry Scott

Hired in September as a Financial Aid Assistant
Attended the TASFAA New Aid Officers training at San Antonio in May
Promoted to Grant Coordinator in June
Became a Grandmother
Emergency Traffic Ham Radio Operator

Linda Runkle

Hired in November as Financial Aid Assistant
Promoted to Loan Coordinator in June
Member of Golden Spread Coin Club

Dawn Jones

A tremendous asset to the office.
Dawn trained all of the staff to validate and process files.

Zonelle Simpson

Nominated and was a finalist for the Older Worker in Texas award.
Award was presented to her by Congressman Mac Thornberry
There was television coverage and a newspaper article written about her award, as well as an appearance on a local radio station

Toni Murdock

Hired part time to be trained in Document Imaging

Armando Alaniz

Hired through the Amarillo State Center to do shredding. This has been a tremendous experience for both Armando and the financial aid staff

Warren Oldham

Resigned as Associate Director in July and is now working at Panhandle Plains Higher Education Authority
**Judy Prather**

Hired as Scholarship Coordinator in November
Attended the TASFAA New Aid Officers training at San Antonio in May
Accepted a position in Registrar’s office in July

**Zack Workman**

Resigned in May, and is now working in student loans at Herring National Bank

**Judy Garcia**

Started work as Financial Aid Assistant in September, resigned in April

**Gav Fry**

Started work as Financial Aid Assistant in September, resigned in October
Total Aid Received Past 10 Years

149% Increase

1990 - 1999

Final
Total Student Aid Recipients Past 10 Years

96% Increase

82% Increase

1990 - 1999

Final
Pell Recipients Past 10 Years

50% Increase

1990 - 1999

Final
Pell Dollars Received Past 10 Years

135% Increase

1990 - 1990

Final
Guaranteed Loan Dollars Received Past 10 Years

182% Increase

1990 - 1999
Guaranteed Loan Recipients Past 10 Years

1990 - 1999

37% Increase

Final
Attached is a copy of the 1999 Client Evaluation, along with a compilation of the results and a copy of all of the comments received. Overall the results are good. It appears that additional training and work needs to be done on communication, i.e., understanding the needs of students and explaining the different types of aid available.

The staff is always striving to improve our service and I am very pleased with the outstanding work the financial aid staff does.

cc: Warren Oldham
The staff of the Financial Aid Office wants to be as helpful as possible. To help us better serve you and other students, please complete this brief questionnaire now and leave it at the front counter.

Below you will find a series of statements. Please use the following scale to respond to them.

A. Strongly Agree
B. Agree
C. Neutral
D. Disagree
E. Strongly Disagree
F. Don’t know; no opinion

1. The staff of the financial Aid Office has been courteous to me.

2. The counselor(s) tried to understand my financial needs.

3. The counselor(s) described the different types of aid available.

4. When asked, the staff helped me complete my paperwork.

5. The Financial Aid personnel made sure I understood when I would receive my funds.

6. I received my funds when I was scheduled to receive them.

   Respond to number 7 only if you are working full-time:

7. The Financial Aid Office hours accommodate my needs.

SUGGESTIONS:
### COURTESY OF STAFF

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Total                        | 397   | 100.0     | 100.0   |

Mean                         | 4.626 | Std err   | .031    | Median  | 5.000   |
Mode                         | 5.000 | Std dev   | .626    | Variance| .392    |
Kurtosis                     | 4.045 | S E Kurt  | .245    | Skewness| -1.826  |
S E Skew                      | .123  | Range     | 4.000   | Minimum | 1.000   |
Maximum                      | 5.000 | Sum       | 1832.000|

Valid cases                  | 396   | Missing cases | 1

### COUNSELLOR UNDERSTANDING OF NEED

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Total                        | 397   | 100.0     | 100.0   |

Mean                         | 4.372 | Std err   | .040    | Median  | 5.000   |
Mode                         | 5.000 | Std dev   | .798    | Variance| .621    |
Kurtosis                     | 2.117 | S E Kurt  | .248    | Skewness| -1.344  |
S E Skew                      | .125  | Range     | 4.000   | Minimum | 1.000   |
Maximum                      | 5.000 | Sum       | 1679.000|

Valid cases                  | 384   | Missing cases | 13
**COUNSELLOR EXPLANATION OF ALTERNATIVES**

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Mean: 3.839  Std err: .058  Median: 4.00  Mode: 5.000  Kurtosis: -.263  S E Kurt: .250  Skewness: -.718  S E Skew: .125  Maximum: 5.000  Sum: 1455.000

Valid cases: 379  Missing cases: 18

**REQUESTED & GOT HELP WITH PAPERWORK**

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Valid cases: 369  Missing cases: 28
E. STAFF EXPLAINED WHEN I WOULD GET FUNDS

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Total 397 100.0 100.0

Mean 4.481 Std err .040 Median 5.000
Mode 5.000 Std dev .801 Variance .641
Kurtosis 5.064 S E Kurt .245 Skewness -2.040
S E Skew .123 Range 4.000 Minimum 1.000
Maximum 5.000 Sum 1770.000

Valid cases 395 Missing cases 2

F. GOT FUNDS ON TIME

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Kurtosis 10.679 S E Kurt .246 Skewness -2.834
S E Skew .123 Range 4.000 Minimum 1.000
Maximum 5.000 Sum 1834.000

Valid cases 391 Missing cases 6
G  HOURS ACCOM STDT NEED (FT ONLY)

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<td>5.1</td>
</tr>
<tr>
<td>AGREE</td>
<td>4.00</td>
<td>51</td>
<td>12.8</td>
<td>28.7</td>
<td>33.7</td>
</tr>
<tr>
<td>STRONGLY AGREE</td>
<td>5.00</td>
<td>118</td>
<td>29.7</td>
<td>66.3</td>
<td>100.0</td>
</tr>
<tr>
<td>MISSING NO OPINION</td>
<td>6.00</td>
<td>219</td>
<td>55.2</td>
<td>Missing</td>
<td></td>
</tr>
</tbody>
</table>

Total 397 100.0 100.0

Mean 4.590 Std err .050 Median 5.000
Mode 5.000 Std dev .668 Variance .447
Kurtosis 5.851 S E Kurt .362 Skewness -2.057
S E Skew .182 Range 4.000 Minimum 1.000
Maximum 5.000 Sum 817.000

Valid cases 178  Missing cases 219
West Campus

No suggestions or comments from West Campus.

Washington Street Campus

1. Let people know about book first/check later process.

2. For people who have out of town loans disbursement date 1 week prior so school has check on disbursement date.

3. None

4. More personnel needed to help students on days when cash for books being given.

5. Evening hours 1 day a week.

6. Keep up the good work.

7. No suggestions, only a comment. I am very happy with the way I am treated.


9. Your office needs to become people oriented in full 180 degree. Look at it.

10. It’d be a good idea to counsel people when they drop a class so they really understand FA policy on this!

11. I am very happy with the way things are handled so far.

12. Did most of my financial aid at West Campus - not very helpful.