

**ADMINISTRATIVE COUNCIL
MINUTES**

April 29, 2019

2:00 p.m.

Virtual TEAMS Meeting

1. Meeting Call to Order

Ms. Karen M. Buck, Vice Chancellor of Student Services and Administration, called the meeting to order at 2:00 p.m.

2. Approval of Minutes for the November 12, 2019

Minutes previously were approved on February 6, 2020, electronically and posted to the website. A copy of the minutes is attached and made a part of these minutes.

3. Spring 2020 Semester (COVID-19 impact and adjustments)

Dr. Marcelo Bussiki, Vice Chancellor for Instruction, presented the Academic Affairs update.

Conversion to all Online classes – Update

To maintain academic activities, 2,063 classes have been converted from face-to-face to an online format. By Monday, March 23, most online classes had content in them. By Tuesday, March 24, we had reached 100% compliance and all classes were fully operational. Complaints have been minimal. Volunteers have been calling students to ensure they were making the switch to online classes without disruption.

Training

- ECampus had a training module for students that was functional prior to COVID-19, so it was not as challenging for students as it was for some faculty. Ongoing support for teaching in a virtual environment for faculty has aided in bringing our classes to a higher level of technical sophistication.
- Students were not initially required to take eCampus training. Instructors will have a pre eCampus training on the course for those who have not taken the course.
- Preparing for faculty training started the week before Spring Break. A lot of time was saved by having a “game plan.”
- Training for new faculty was prepared by Blinn’s instructional designers during Spring Break and supervised by the Center for Teaching and Learning. Multiple new instructional videos with basic tools in eCampus for first-time users were recorded.

P/NP Grading System, Q Drop, Incomplete

Students with difficulties completing the semester were given the opportunity to request an Incomplete, a Q that would not count towards the six course Q-drop rule, or a P/NP (Pass/No Pass). The P/NP would replace traditional letter grades, if chosen. We currently have requests for 101 incompletes and 1,942 requests for P/NP. The number of P/NP is somewhat fluid

because there were many students that regretted having chosen P/NP instead of regular grades, so they are asking to be removed from that list. There is an increase of requests for Q-drops due to COVID-19.

Ms. Karen Buck, Vice Chancellor of Student Services and Administration, presented a Health Sciences and Community and Technical Education course update.

- Courses that Dr. Bussiki discussed are referred to as Academic Course Guide Manual (ACGM) Classes – Students are all finishing those courses this Spring, even if they have a lab.

Career and Technical Education Courses Update

- Students cannot complete. Due to accreditation agency standards, these courses have hands-on activities that must be completed as per the accreditation agency so that those students can take their licensure exams. Nursing, Physical Therapist Assistant, Welding, Surgical Technology, and Dental Hygiene students are continuing to wait until we can get back into a classroom lab setting. Some can soon return to clinical rotations and complete either their final or first year of the programs. We hope to get these students back into labs soon, possibly this summer, and have them complete by August.
- Many sections and some of their lab components have been moved online, but there are certain facets that must be completed face-to-face. Simulation has been used for the students. Blinn faculty taped exercises that they shared with the students, and many faculty have interacted with the students using a two-way synchronous format. Timelines and implementation schedules are being developed. We hope with federal, state, and local regulations as well as the College's processes that we can complete those pathways for these students very soon.

4. Instructional Design, Learning Centers, Libraries Update (Spring 2020 Semester – planning for upcoming semesters)

Dr. Joyce Langenegger, Executive Director of Academic Success, presented an overview of Academic Success to include instructional design, learning centers, and libraries .

Dr. Langenegger' s presentation is attached hereto and made part of these *Minutes*.

5. Facilities Update

Mr. Mark Feldhake, Facilities Project Manager, presented current building projects and plans for upcoming facilities at the Ag/Workforce Building, S.T.E.I (Science, Technology, Engineering, and Innovation) Building, 2nd P3 residential housing, and the third Blinn building on the RELLIS Campus.

Mr. Feldhake' s presentation is attached hereto and made part of these *Minutes*.

6. CARES Act

Mr. Leighton Schubert, Executive Vice Chancellor and General Counsel, presented the CARES Act.

Major piece of Federal Legislation

- A set of funding that is dedicated to higher education and that has been allocated to different colleges through a formula based on the number of Pell Students and enrollment
- Blinn received a total over \$14 million through the CARES Act. That is broken down into two separate categories:
 1. The only money that has been distributed at this point – about \$7 million – was used for direct student aid (went directly to students). The Department of Education has given guidance on how colleges and universities are directed to distribute funds, the requirements, etc. The Department of Education set an eligibility requirement to receive CARES Act funding, a student must be eligible to receive Title IV funding.
 - There are several criteria for eligibility the College is working through right now, that are dictated through the Department of Education. This is an evolving situation. The Department could issue further guidance, so the College is still going through the evaluation process. Funds will be distributed as soon as possible.
 - There is also some reporting that must go back to the federal government such as how did the College select students, what was the criteria, and what was the distribution.
 2. The second half of funding is institutional money. Some guidance has been received on this. These dollars have not been released at this point. The Student Direct Aid Dollars go first. Basically, it is to assist the institution in the costs regarding expenses related to COVID-19, like transition to all online courses. This also includes refunds for housing, parking, and meal plans.

Ms. Karen Buck, Vice Chancellor of Student Services and Administration, presented additional information regarding Blinn College monitoring the CARES Act.

- Mr. Brent Williford, Dean of Financial Aid, is working diligently with Mr. Leighton Schubert. They are looking at what other colleges are doing, what other guidance is being released, working on developing a plan, and an implementation process for those funds.

7. Prospective Student Relations and Marketing Activities for Fall 2020 (COVID-19 impact and adjustments made)

Ms. Elaine Abshire, Director of Prospective Student Relations, presented the Prospective Student Relations Update.

Ms. Abshire's presentation is attached hereto and made a part of these *Minutes*.

Mr. Richard Bray, Director of Communications, Medial Relations, and Marketing presented the Marketing Activities.

- From a marketing perspective, marketing is doing everything we can to put people in touch with Ms. Elaine Abshire's group.

Strategies

- All current advertising is designed to promote our May, Summer, and Fall courses.
- New landing page has been launched for the May Minimester at blinn.edu/may. This page provides an overview of what the May Minimester is, what the benefits of enrolling are, also provides a list of the courses that are offered in the May Minimester and along with that it includes their TAMU equivalent. It also highlights the academic resources that are available such as: online tutoring, library resources, writing center resources, and other online resources.
- In addition to that page, another new landing page was created, blinn.edu/virtual visit. The purpose of this page is to get students to register for a virtual visit and to start the conversation with a prospective student relations representative. This page includes Blinn's selling points, campuses, online programs, and gives a general introduction.
- Three separate Google campaigns going on right now:
 1. A search campaign that places an ad at the top of search results for people searching for specific Blinn-related search terms such as: If you search "Texas Veterinary Technology programs"
 2. A display campaign that places Blinn ads in front of individuals who have visited competitors' websites.
 3. A retargeting display campaign that targets individuals who recently have visited our website.
- Four separate Facebook and Instagram campaigns:
 1. One campaign supports our regular online courses.
The other 3 programs are promoting specific programs that Dr. Bussiki and Ms. Buck identified prior to the fiscal year as programs for high growth potential:
 2. Online Business Associate Degree
 3. Online Real Estate Certificate
 4. Biotechnology Laboratory Sciences
- In addition to the digital advertisements, Blinn is still doing traditional advertisements; TV (KBTX, Suddenlink, and KXTV) campaigns, radio (KWBC, KWHI, KBUK, KNDE, and Spotify) campaigns, and service area newspapers.
 - April Quarter-page newspaper ads ran in the Bellville Times, Brenham Banner-Press, Burleson County Tribune, Fayette County Record, Giddings Times & News, Lexington Leader, Navasota Examiner, Schulenburg Sticker, Sealy News, and Waller Times.
- As a result of COVID-19, marketing has ceased The Battalion Advertising and ads in local movie theaters.
- Individualized campaign was launched on April 28, 2020 for Blinn's Esports program. Blinn.edu/esports has been complimented by an Instagram and Google Ad campaign. Social media accounts and press releases have been lined up. Some possible campaigns include "un-boxing" videos, this will be showcasing the new equipment. There will be a series of videos documenting the first year of Blinn's esports teams developed.

- In addition to the standard ad campaigns it has asked by Ms. Karen Buck and Dr. Marcelo Bussiki to promote online enrollment:
 - Development of a video highlighting Blinn's online courses and the online course tools Blinn offers to ensure that students enjoy a personalized experience with Blinn's faculty. This video includes online interviews with students, faculty, and scenes from online class instruction. Video will be shared on social media and posted on the Blinn home page.
 - A press release/social media campaign issued promoting the new online tutoring service.

Ms. Karen Buck added that as a companion piece, the Instructional Designers are creating what is called a showcase Online Course. Parents and students can log on and they can explore what an online course is like at Blinn. This has a variety of different disciplines such as: Biology, Humanities, Math, Nursing, Welding, and others. A person can click through and see what you will find in an online course. It was noticed through outreach project phone calls that students and parents did not know what to expect in an online course. The video and the example online course should be ready to go out at the same time so they will be put on the home page. Prospective Student Relations will direct parents and students to view the video and example of an online course. The College will be online for May Mini and possibly the entire Summer.

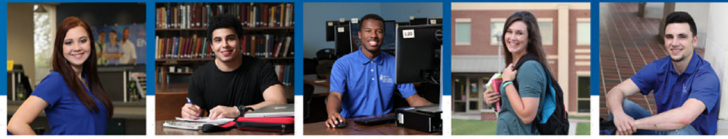
Lastly, a dedicated group of Blinn College District employees conducted an outreach program to make sure students knew they hadn't been forgotten after the College moved to online classes in March due to COVID-19. Approximately 90 Blinn staffers took part in a phone outreach program that contacted 7,763 students who were appreciative of the effort. The effort was coordinated by Karen Buck, Vice Chancellor of Student Services and Administration; Becky Garlick, Executive Dean of the Schulenburg Campus; Chris Marrs, Executive Dean of Blinn's RELLIS Campus; and Lisa Caton, Executive Dean of the Sealy Campus. By the time the project ended on May 7, more than 80% of the students had been contacted by telephone.

8. Adjournment

Vice Chancellor Buck adjourned the meeting at 3:03 pm.

Members present: Ms. Karen Buck, Dr. Marcelo Bussiki, Mr. Richard Bray, Dr. Jimmy Byrd, Ms. Lisa Caton, Ms. Laurie Clark, Mr. Richard Cervantes, Ms. Alyssa Garcia, Dr. Becky Garlick, Dr. Mary Hensley, Mr. Max Hibbs, Ms. April Kinkead, Ms. Michelle Marburger, Mr. Chris Marrs, Ms. Chyenne Michael, Ms. Dagmar Poteet, Mr. Todd Quinlan, Mr. Leighton Schubert, and Dr. John Turner.

Guest: Dr. Joyce Langenegger, Mr. Richard O'Malley, Mr. Mark Feldhake, and Mrs. Elaine Abshire



Academic Success

Instructional Design
Learning Center
Library

www.blinn.edu



1

Instructional Design

Since Spring Break

- eCampus Basics Course
 - 3-Level course/more than 20 modules
 - Accessed by approximately 65 faculty
- Sharepoint site
- Help documents
- Sample course
- Student success workshop
- Training
 - APPQMR
 - eCampus Training
 - Departmental leadership training
 - Creating quizzes
- Continued support for online faculty



www.blinn.edu



2

Learning Centers

- **Online Tutoring**
 - 80+ tutoring sessions
 - 22 tutors
 - 16 Learning Center Staff
 - 3 Librarians
 - 3 Faculty
 - Pending
 - 6 Faculty
 - Speech Center
- **ANA**
 - Virtual Assistant
 - Sends text reminders
 - Provides information about important dates
 - Directs students to services



Meet with a tutor

Find and learn more about tutors that specialize in your subject, select a time that works for you, and schedule a session with a tutor.

Upswing

www.blinn.edu



3

Library

Already online

- Library Chat
- Lib Guides
- Electronic databases
- 300,000 eBooks
- Online tutorials
- Embedded librarians
- Library Liaisons
- Resource for OER information

New Features

- Procrastination: Impossible, Home Edition
- Collaborating with Counseling Center for videos and discussions
- Investigating and acquiring new online resources
- Online tutoring sessions

Digital does not mean Distant



The library is here to help.
All online resources and library staff are available!

[Click here for more info.](#)

www.blinn.edu



4



Administrative Council

Facilities Update: Current Building Projects and Planning for Upcoming Facilities

April 29, 2020

www.blinn.edu



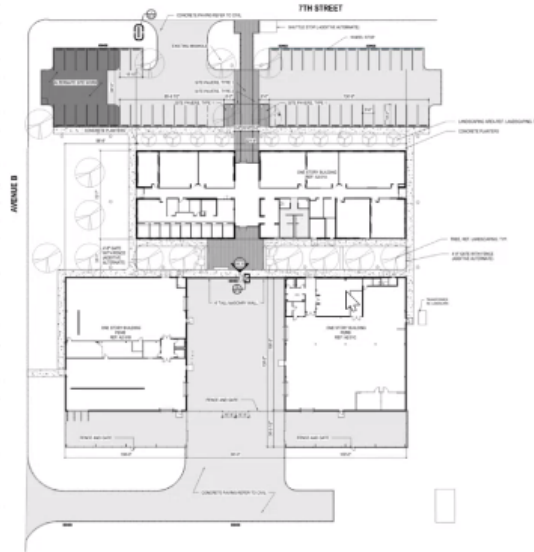
Ag/Workforce Building at RELLIS



www.blinn.edu



Ag/Workforce Building at RELLIS



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Ag/Workforce Building at RELLIS



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Ag/Workforce Building at RELLIS



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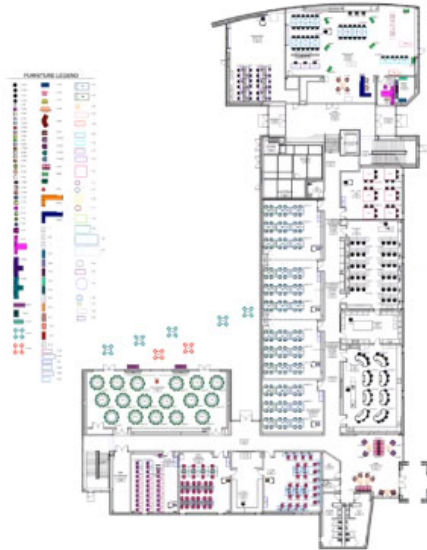
S.T.E.I. Building at Brenham



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S.T.E.I. Building at Brenham



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S.T.E.I. Building at Brenham



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2nd P3 Residential Housing at Brenham



PARKING LOT BUILDING 1

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2nd P3 Residential Housing at Brenham



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3rd Blinn Building at RELLIS



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3rd Building at RELLIS

BUILDING COMMONS

MAIN LOBBY
ESPORTS ARENA
STUDENT COMMONS

16%

LEARNING RESOURCE

- ONE TOUCH STUDIO
- MAKER/COLLAB STUDIO
- TUTORING CENTER

20%

STUDENT SERVICES

ENROLLMENT + FINANCIAL AID
CAREER RESOURCE
COUNSELING + DISABILITY SUPPORT

18%

PROGRAM REVIEW

NEW BUILDING
84,648 GSF
90,648 GSF
With options

GENERAL INSTRUCTION

- 1 LARGE CLASSROOM
80 SEATS
- 14 SMALL CLASSROOM
36 SEATS

27%

TEACHING LAB

ENGINEERING TECH
COMPUTER SCIENCE
IT LAB

7%

ADMIN OFFICES

ADJUNCT + FULL TIME FACULTY
CAMPUS ADMINISTRATION

12%

www.blinn.edu



3rd Building at RELLIS

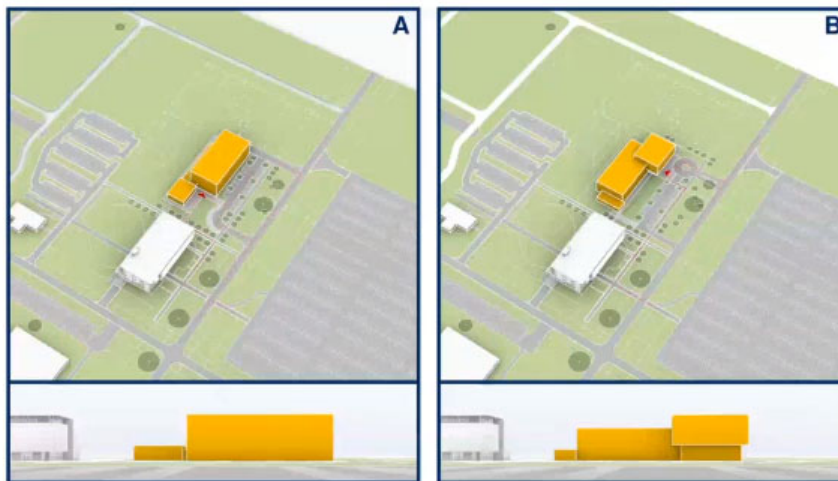


SITE ANALYSIS

www.blinn.edu



3rd Building at RELLIS



www.blinn.edu

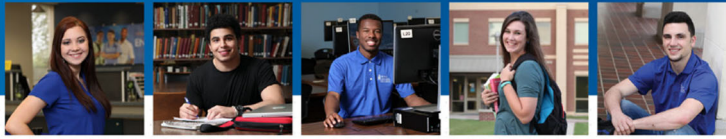




Questions

www.blinn.edu





Prospective Student Relations Update

Administrative Council
4/29/2020

www.blinn.edu



1

Response #1

TAMU Denials

1. Calling
2. Follow up with email
3. Assisting with Admissions Process

www.blinn.edu



2

Response #2

Preview Day Online

1. Offered in English and Spanish
2. Contact Preview Day and Tour registrants
3. Form created to capture name, email, cellphone number
4. Follow up with Prospective Student
5. Student may come by when on campus to receive Blinn t-shirt!
6. Launched Friday, April 24th – 47 unique viewers to date

www.blinn.edu



3

Response #3

Virtual Visits

1. Set up through Microsoft Bookings
2. Offers students the opportunity to meet with a Prospective Student Advisor
3. Launched Friday, April 24th – 12 bookings to date

www.blinn.edu



4

Response #4

Decision Day Banners

1. Service area high schools
2. Outside service area with invitation
3. Mail out Decision Day Banner
4. Follow Up with Prospective Student

www.blinn.edu

