

Athens Technical College
Board of Directors Meeting Minutes
October 15, 2024
9:00 A.M.

MEMBERS PRESENT

Mr. Phil Bettendorf
Mr. Tom Denny
Mr. Tony Ferguson
Mayor Fred Perriman
Mr. Mike Sale
Mrs. Ruth Tellano-Daniel
Dr. Reginald Woods

MEMBERS ABSENT

Mr. Kyle Brown
Judge Cheveda McCamy

CALL TO ORDER/WELCOME

Chair Fred Perriman called the meeting to order at 9:00 a.m. welcoming everyone to the October board meeting.

SPECIAL PRESENTATION

Antoine Boynton presented a PowerPoint presentation on advertising and branding strategy. Since coming back to the college, he has been working on bringing things up to date. In the public relations world, things are constantly changing for advertising and branding.

He has been working on branding for the college where everything will have the same look and feel whether it is colors, font, logos, etc. You want people to be able to recognize the same branding and know that it is Athens Technical College. We also want to be sure our branding is protected like our logo which is trademarked.

We are looking at moving away from stock photos and more toward organic photos in which we focus on our campuses, students, employees and programs. We are also looking at doing more moving images which will always attract the attention of people over still images. People tend to select a video over a still photo.

Advertising for the college needs to be platform specific. He is wanting to do a "Meet ATC" which will include photos and videos. He also wants to do program highlights and testimonial videos from students.

His department is working on implementing a new ticketing system which will help with requests for things like photos, videos, website updates, advertising, etc. Employees will submit a ticket for public relations items that they need completed.

APPROVAL OF MINUTES

Chair Perriman called for approval of the September 2024 minutes. Phil Bettendorf made a motion to approve the minutes and Tom Denny seconded the motion with the remainder of the board in agreement. The minutes were approved.

FINANCE AND ADMINISTRATION

Kathryn Thomas presented the Financial Report as of September 30, 2024.

ACADEMIC AFFAIRS/INSTITUTIONAL EFFECTIVENESS

Dr. Kristen Douglas presented an update on Academic Affairs and Institutional Effectiveness. She explained to board members about the Probe process which is a curriculum review. A statewide committee looks at programs and then will submit to colleges any changes they recommend with curriculum. We recently received a Probe response with some changes to our Paramedicine Program. We did not agree with the changes and sent them back. We are waiting to hear back. We also received a Probe response on our Medical Assisting Program, and we agreed with those changes.

We will have a program accreditation visit in December for our Paramedicine Program. They have been preparing for the visit.

Faculty are still working hard with intensive training for the transition to Blackboard Ultra which will happen the first of the year.

They are excited about a recruitment expo happening at the Walton County Campus in which they hope to have around 400 students visit the campus during the expo.

Institutional Effectiveness has been working with our police department on their certification which is required by TCSG by next Spring. We have 85% of the certification completed.

She has been having articulation conversations with several other colleges and universities including Piedmont University, University of North Georgia and some UGA Engineering faculty.

She joined Al McCall yesterday at the Elbert County Campus to provide a tour for Dr. Todd Petty, the new Dean for the Warnell School of Forestry and Natural Resources at UGA.

STUDENT AFFAIRS

Lenzy Reid gave the board an update on Student Affairs. They have been contacting students who were accepted for Fall semester and for whatever reason never showed up.

We have an 8% increase in enrollment this Fall semester compared to last Fall semester.

Recently we have been invited to some other technical colleges' service areas to provide classes. Most recently we were invited by Jackson County.

The Department of Defense is administering their first testing session this morning to military personnel. We are one of only four technical colleges to offer this type of testing.

They have been working on increasing recruitment efforts lately.

He invited board members to join us at our Fall Festival on October 31st.

ADULT EDUCATION

Dr. Fabersha Flynt is not feeling well today and could not be at the meeting.

COLLEGE UPDATES

Antoine Boynton presented an update on Public Relations and the Athens Tech Foundation. He has been working with some leadership scholars at UGA to develop a marketing campaign. They will be coming to tour campus next Friday.

The Athens Tech Foundation has opened up scholarships for applicants.

They have been planning the next Illuminate event which will be in April 2025. They are reaching out to donors from previous years to see if they want to continue their donations for another year.

We are sponsoring a hole at the Piedmont Athens Regional golf tournament.

PRESIDENT'S REPORT

Dr. Andrea Daniel presented the President's Report. She is happy to announce that we have the highest in-field placement rate, which is 97.4%. Our overall placement rate is 99.4%.

She is proud of the number of companies that Economic Development has partnered with. We have the second highest number of companies compared only to Savannah Technical College. Our team partnered with 364 companies to provide 60,380 hours of contract training.

We are happy to announce that we have the highest retention rate of any technical college.

She thanked her leadership team, board members and the Athens Tech Foundation for all of their hard work this year. We will be going to the Leadership Conference in Savannah next week. Tony Ferguson will be honored as a certified board member, and we will receive our 100% certification again this year. The Athens Tech Foundation will receive Role Model Board again this year.

She has been looking at enrollment trends lately and Flagship Universities have been doing really well like we have. However, some USG colleges have not been doing well lately.

We are thankful that we did not have any damage from the recent hurricane.

CLOSING COMMENTS

Chair Perriman thanked all the board members for taking time out of their busy schedules to attend the board meetings each month. He asked Tony Ferguson to give an update on Georgia Power and Hurricane Helene recovery efforts.

Mr. Ferguson said Georgia Power has been overwhelmed by all the damage sustained by the hurricane. He has been working 17 hour days for the past 12 days to help with all the recovery efforts. Georgia Power has 10,000 workers in the state and they had another 10,000 workers brought in from other states to help with all the issues. There were over 9,000 workers stationed in Augusta. The state has lost over 15,000 trees as a result of the hurricane. The devastation is really bad in some areas.

ADJOURNMENT

Being no further business, Chair Perriman adjourned the meeting with appropriate motion and second at 9:45 a.m.

Dr. Andrea Daniel, President
Rebecca Allen
Executive Assistant
October 15, 2024

Next scheduled Board Meeting: November 19, 2024

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