

Minutes for the ATD Meeting

February 10, 2014

The Achieving the Dream Core Team met Monday, February 10, 2014, at 10:00 a.m. in Room 124 of the Logistics Center. Those present were Virginia Parker, Calvin Lee, Troycia Webb, Michelle Lilly-Williams, Don Laye, Beth Brown, Debra Jones, Drenda Davis- Jackson, Shirley Armstrong, Angela Davis, Joy Knighton, Regina Watts, Mary Richardson, Gary Price, Kayla McMillan, and Wendy Howell.

The agenda for the meeting was as follows: I. Welcome, II. Informational Items: Review of Minutes, Dream Conference – attendees, scheduled sessions, transportation, and 5 Principles (CUBES) Review; III. Action Items: Committee Reports, Start Right, AtD Game Players' Video, Newsletter, Publicizing AtD – mass email distribution, Facebook, Spring Fling, Other Action Items, IV. Forward Planning: AtD Coaches' Visit, Review of Conference Information, and Committee Status Updates, V. Adjournment.

Michelle Lilly-Williams welcomed everyone to the meeting, paying special note to the Student Government officers, President Gary Price and Vice President Kayla McMillan, joining the Core Team for the first time who will alternate attendance in the future. All of the other Core Team members introduced themselves to the newcomers. Lilly-Williams then asked for a motion on approval of the minutes. Don Laye made the motion to accept the minutes as presented with a second by Beth Brown, and the motion carried.

Lilly-Williams moved to the Achieving the Dream Conference, reading a list of the attendees and encouraging full coverage of the sessions. Transportation was also discussed with the details to be finalized before February 24. The CUBES principles were reviewed by visiting the AtD website on these concepts.

Under action items, Don Laye offered a report and handout from the Faculty Engagement Committee. Drenda Davis-Jackson provided an update on the Start Right initiative, which included the hiring of a full-time Start Right greeter with two part-time substitutes identified. She said the maps are being distributed, reported positive feedback, and noted a decrease in "wandering" by new students. The joint Advisory Board Meeting on March 5 will be a community engagement event to showcase AtD. Other opportunities for community awareness are Educational Partners, the Faith-Based Luncheon, and Open House. Wendy Howell suggested an AtD theme for the Open House.

Angela Davis said the Data Team had not met but had a video conference with the AtD data coach, Jan Lyddon. The team has to put together an evaluation plan for the upcoming coaches' visit.

The newsletter was next on the agenda. Howell called for items for the next issue by the end of February and said the newsletter would be a web publication only. Other discussion

touched on the best Facebook approach, new banners, mass email distribution, and a Spring Fling presence.

The group viewed some of the “Where Are They Now” videos of the AtD Kickoff Game Players. Afterwards, Mary Richardson suggested recording testimonials from real students as a more effective way to promote Achieving the Dream.

Lilly-Williams announced the dates for the coaches’ visit on March 10-11 and noted that the next scheduled Core Team meeting would also be on March 10. The meeting then adjourned.

Respectfully submitted,

Debra Jones