

## **AALT Meeting Minutes**

**July 21, 2016**

**In attendance:** Diane Zold-Gross, Grace Young, Donna Bertolino, Kelly Sullivan, Carolyn Knopfler, Bill Heineman, Mike Hearn, Judy Zubrow, Janice Rogers, Tina Favara, Dawna Perez, Mary Farrell, Nancy Julin

**Budget** – Bill stated that he had submitted additional budget cuts to the Finance Office that totaled approximately 800K. The cuts came from the requested departmental reductions (operational, retirements, etc). There may be another round of cuts coming depending on the status of enrollment moving forward.

**Marketing our Programs and Services** – Bills asked everyone for their thoughts on individual programs or services in their areas that could/should be marketed better. After listening to everyone, Bill suggested that we all come up with our top 1 – 3 to work on. Marketing and Communications will be able to help with some marketing but not all. Identify resources that we can utilize outside of Marketing and start to explore those options as well. For example, some areas discussed creating videos. Can we tap into our students, work with high schools or hire students from other colleges to help with this? Should we be using Social Media more? There are viable options for us to market our programs and services that may have more of an impact than a flyer that goes out as a mass mailing. We should be exploring those options. Bill asked everyone to make a list of things that could be worked on with Marketing and a list of things that we would like to work on outside of Marketing. That list should be sent to Bill, along with other information such as additional needs, roadblocks or assistance that may be needed.

**Nursing Staff Change**– Mary Farrell informed the group that Laurie Hillson recently left the college. Jean Dyer will be the interim Nursing Director for the next year.