

# **Panhandle PBS Advisory Council Meeting**

**Tuesday, March 1, 2016**

The Panhandle PBS Advisory Council met on March 1, 2016 at 4:00 p.m. in the Studio of Panhandle PBS on the Amarillo College Washington Street Campus.

## **Panhandle PBS Advisory Council Members Present**

Matt Morgan, Chair; Lindsey Murphy, Vice-Chair; Judy Babcock, Bob Balliett, Jason Crespin, Alise Dixon, Tad Fowler, Dr. Russell Lowery-Hart, Patrick Miller, Cameron Monroe, Neal Nossaman, Wes Reeves, Dave Walker, Mackenzie Weir

## **Panhandle PBS Staff Present**

Chris Hays, Lynne Groom, Tiff Shepherd, Julie Mann, Alan Greer, Charlie Fuller, Mike Fuller, Chip Chandler, Kyle Arrant, Karen Welch, Ellen Robertson Green, Connie de Jesus

## **Welcome and Introductions – Matt Morgan, Chair**

Advisory Chair, Matt Morgan, welcomed all and called the meeting to order at 4:00. Introductions were made of all members and staff present.

## **Mission Minute – Lynne Groom**

Presented video of about the Big Idea Challenge and how teams of local businesses raise money to further the mission of the station.

## **Minutes of November 17, 2015 Meeting – Matt Morgan, Chair**

The minutes of the meeting were not included in the documents at the table, but had been e-mailed to the group a week before.

Matt Morgan asked if everyone had reviewed the November 17, 2015 meeting minutes and asked if there were any revisions or additions. Motion to accept by Matt Morgan, second by Judy Babcock.

## **Big Idea Challenge Update – Matt Morgan, Julie Mann**

Matt Morgan reported that there are new partners for BIC this time, including the Amarillo Convention and Visitors' Council. The Amarillo Chamber of Commerce building will be a new location for the kick-off event. Matt is looking to recruit teams and needing team captains. Those interested in being a team captain need to speak to Matt Morgan. If you can't be a part of a team, please consider donating to a team.

The event kick-off is April 1, 2016 and the team will use their skills solving puzzles to earn points while being provided clues throughout the city and online. Teams who reach 1400 points or more will participate in the Final Challenge on April 29, 2016, and compete in the live scavenger hunt to become winner of the 2016 "Big Brain Cup".

### **AC Student Story – Linda Duong**

Linda Duong is a first generation student who presented her AC story to the Advisory Council. She will be transferring to WT soon but is very grateful for all the helpful people at AC. She said that if a student asks for help, there is always someone willing to find help for them.

Starting at Amarillo College has given Linda the confidence to step out of her comfort zone, interact with professors, and speak in front of large groups. It has also made her who she is today by teaching her how to be disciplined and to persevere; “even though it’s hard, it’s worth it”, she said.

Linda wants to encourage other high school students to attend college like she did because she believes education is the key to success. Her two brothers have followed in her footsteps and are also currently students at AC.

### **AC Budget Realities – Ellen Green, Russell Lowery-Hart**

Ellen Green explained how 3.5 million dollars in state cuts created the need for AC to do some reorganizing that included PPBS and FM90. She then introduced Dr. Russell Lowery-Hart who continued the discussion about the budget.

Dr. Lowery-Hart continued the budget discussion by explaining how enrollment had decreased while there had been an increase in employees hired, with 52 hired in 2012 from the last retirement incentive in 2011 when the state asked for 15% of the budget back.

The goal was to save 3.5 million dollars without raising taxes. The process to do this was by the retirement buyout, reclassify, and reorganize. With the reductions, AC saved rehiring 32 positions with a total of 5 full time and 3 part time employees being let go. The reorganizing and reclassification cut administrative overhead by 30% and a savings of \$3.65 million. Now AC has streamlined and improved their processes and it’s time to re-focus the vision of the college.

The five-year focus includes the new 8 week classes. AC has seen a 10% increase in full-time students and contact hours are up 3%. They also have partnered with AISD to have registration at high schools.

Dr. Lowery-Hart explained that he is trying to be proactive; to be prepared to be without state funding within 15 years.

### **AC/Panhandle PBS Reorganization – Ellen Green, Chris Hays**

Ellen Green discussed how the reorganization of PPBS started before July due to the new master control operating system. The full-time master control operator was replaced by students because it required less manpower.

The Communications and Marketing Division cut \$110,000 in salary by moving MJ Coats to Continuing Education and Sheri Myers to Truck Driving and not replacing those positions.

Engineering and Digital help laid off 2 positions each for a total of 4 positions and created 3 new positions. One of those positions, Community Development Coordinator, is paid from grant funds. Cullen Lutz went from a part-time contract position for 10 years to a full-time position to raise money to help produce local content, come up with new funding ideas, and assist with grant team work situations.

Chris Hays discussed the need to produce local content in order to be a better partner to AC. He explained how PPBS had gained brilliant content producers and real journalists, including Karen Welch and Chip Chandler. Charlie Fuller adds his talent to the team as the Technology Operations Coordinator.

### **Panhandle PBS Budget Overview – Lynne Groom**

Lynne Groom handed out the Budget Expenses Report as of 2/4/16. The top portion is AC accounts, personnel, and adjustments. The bottom portion is the CPB accounts. PPBS and FM90 currently have three student interns this semester.

An audit was completed separate from the AC audit.

Mike Fuller discussed the next Yellow City Sounds. They have raised \$9,500 in underwriting of the \$10,000 goal that was set. Because of the success of the last YCS, seating at the April event will be reserved for the underwriters.

Mike is also looking for underwriters for his Saturday morning radio show on FM 90.

### **Old Business**

Matt Morgan thanked the members for recommitting their time to the PPBS Advisory Council.

### **New Business**

Matt Morgan announced that there were sign-in sheets for greeters and food pick-up for the upcoming pledge drive.

### **Adjournment**

With no further business to discuss, Matt Morgan adjourned the meeting at 5:05 p.m.

Next meeting: 4:00 p.m. May 31, 2016