

**Summarization of the January 3, 2007
Academic and Student Services Committee Meeting**

The Board Committee on Academic and Student Services met on Wednesday, January 3 to hear staff reports.

Staff Reports:

Strategic Planning Progress Update: Deidra Lewis, Executive Vice Chancellor announced that the presentation of the Strategic Planning Progress has been deferred until the Board of Trustees meeting in February.

WYCC UPDATE: Maria Moore, General Manager of WYCC reported WYCC has assisted our marketing department's efforts for student recruitment, with increased airtime for all enrollment spots and assisting with editing and revising past spots. The station is preparing for live WYCC/WVON simulcasts focused on enrollment at MXC on Monday & DA on Tuesday next week and facilitated a news segment on Telemundo during December to encourage enrollment. All seven extraordinary faculty promos are complete and production will begin soon on the next round of selections from each college.

The station is assisting human resources in creating an orientation video for new employees and is in pre-production for a studio-based program featuring the historical recollections of septuagenarians with probable participants John Rogers, Dempsey Travis, and Wayne Watson, Sr., and John Davis has been recommended as host.

The station has formed a new collaboration with the Economic Club of Chicago which will result in several low-cost high-impact productions each year in service for viewers featuring important speakers and speeches. The first features a presentation regarding Chicago's intended bid for the Summer Olympics which will be broadcast in March.

The station conducted its annual Mystery Marathon for Membership on New Years Eve and New Years Day with strong early estimates for membership revenue generated. A detailed report on the station's membership efforts will be submitted next month.