

Scheduled meeting – 1:00 – 2:00 pm in RCB355

Agenda 1: Call to order by Mr. Ken Wester 12:59 PM

Attendance: 12

Mr. Ken Wester	Mrs. Sandy Cheffer	Mr. Brent Drake
Mr. Matt Pipkins	Ms. Bernadette Hinkle	Mrs. Jessica Holloway
Mr. Clay Moore	Mrs. Laury Fiorello	Mr. Wyatt Watson
Mrs. Jessica Brock	Dr. Jeff Robertson	Dr. Johnette Moody

Not in attendance: 2

Mrs. Amy Pennington Mr. Clinton Hall

Visiting for Discussion: 2

Dr. Phil Bridgmon Dr. Blake Bedsole

Agenda 2: (Review Minutes)

Mr. Wester suggested we forego review of previous minutes due to time constraints on this meeting and the discussion time needed. No objections.

Agenda 3: (Recommendation of Ellucian Products)

Mr. Wester started the conversation with a complete review of the paper submitted to the group concerning the background, purpose, and costs of the Ellucian ETHOS Framework and the products that make up the framework at this time. **Mr. Wester** discussed the Customer Relations Management (CRM) as it relates to the lifecycle from student through alumni using CRM Recruit, CRM Advise and CRM Advance, giving the University a missing component identified in the Master Planning concerning a University-wide CRM Product. **Mr. Wester** discussed the relationship of the Analytics product and its tie-in into the CRM Products as well as Banner and the accommodation of External Data. Mr. Wester discussed why we were keeping CRM Advise and how it would be refocused towards Advising but would still support future Faculty use at a later date. **Mr. Wester** asked **Dr. Phil Bridgmon** to review the plan for CRM Advise within Academic Affairs.

Mr. Wester asked **Dr. Blake Bedsole** to explain his vision of how CRM Recruit would be used and its fit and need. **Mr. Wester** asked **Mr. Wyatt Watson** to explain further the use of the Analytics and its fit within current areas and future possibilities.

Mr. Wester covered the costs of the products, future expansion possibilities and the impact on the Technology Budget for 19/20.

This open some conversation topics from the members of the Committee.

Mr. Drake asked questions concerning CRM Advance, questions on how these products address certain current procedures and processes as well as other concerns.

Mrs. Holloway brought into question (Return on Investment) ROI on these products and existing EAB products recently implemented, **Dr. Bedsole** went over his view of the value of the systems and the need.

Ms. Hinkle suggested that we create an official process and formula for an ROI process. **Mr. Wester** stated that he would work on some possibilities. Ms. Hinkle commented that the timing of this request may need to be considered with us not yet being past 11th class day and possible budget impacts that could affect all areas and such purchases.

Mrs. Holloway stated that the procurement office would need to review the RFP that was done for Advise/Recruit to ensure compliance with all requirements.

Mrs. Fiorello wanted to ensure these products would work with Ozark, **Mr. Wester** stated that Academic Affairs would need to work with the advising areas on both campuses to ensure availability. **Mr. Wester** stated that the analytics would cover and apply to Ozark for standard viewing access, but the current licenses for design would be within IR and IT while we got the products up to speed. CRM Recruit is based on Enrollment Management across both campuses.

Mr. Watson made a motion to vote for the committee to recommend moving forward with this platform as presented and Mr. Drake seconded the motion. **Mr. Wester** called for a vote from the committee by a show of hands. **Nine** hands **Yea** and **Two** hands **Nea** and **One** request to **Abstain**.

Motion to recommend carried. 9-2-1 So Stated, but with concerns attached.

Those concerns are:

- Completion of ROI documentation.
- RFP requires review.
- In the future large requests for purchases of hardware or software that have not been previously budgeted and approved for purchase should be delayed for a recommendation until after 11th class day to ensure alignment with the current operating budget.

Agenda 4: (Round Table Discussion)

The meeting was fully on the discussion of the Ellucian review.

Meeting closed at 1:50 PM