

CABINET MEETING
MEETING MINUTES
August 2, 2021, 8:30 a.m.
Administration building Board Room

MEMBERS PRESENT: Chris DeGeare, Kim Harvey-Manus, Allan Wamsley, Daryl Gehbauer, Dena McCaffrey, Tasha Welsh

GUESTS: Roger Barrentine, Jennifer Baine, Shannon Schoenky, Lisa Vinyard

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 9:25 a.m.
Marketing & Communications Updates	<p>Roger Barrentine attended the meeting to provide the following Marketing & Communication updates:</p> <ul style="list-style-type: none"> ● Fall enrollment marketing campaign is underway - Multifaceted strategies are focusing on the free laptop promotion as well as other targeted academic programs. Strategies range from digital targeted ads to social media posts to St. Louis radio and cable TV ads to direct mail and website call-to-action. ● Jefferson County Fair - Thanks to many volunteers, the College had excellent representation this year with a lot of activity at our tent from alums, prospective students, business people, and fairgoers of all ages. There were about 10 info cards completed and Admissions will be following up to assist with potential enrollment. From a public relations standpoint, it went very well as we had excellent visibility near the arena. ● “Welcome Back” Videos Produced - Matt Keeney has put together two really nice videos with a “We’re Open - Let’s Move Forward Together” theme. Thanks to Brandi Gallaway in Student Development for a great job voicing the second video: <ul style="list-style-type: none"> ○ Jefferson College is Fully Open for Fall ○ This Fall, Let’s Move Forward Together at Jefferson College ● Vaccine Clinic Event Promotion - Working with the organizing task force, the Marketing Dept is developing a visual based on “Victor Wants YOU to be a Vaxxed Viking” theme similar to Uncle Sam posters. We will begin seeing the campaign with event details over the next 7-10 days to invite students, employees and community to participate. Clinic event dates are Tuesday, August 24 at JCA, and Wednesday, August 25 at JCH. ● Mercy Hospital Jefferson-Jefferson College PIN (Pathways in Nursing) Partnership - Working with Associate Dean Kenny Wilson and Nursing program personnel along with representatives from the Hospital, the Marketing Department will be developing materials that promote the multiple pathways that are available through the College as an employment partnership with Mercy. ● Marketing for New Micro Markets - Working with Daryl and AFV management to establish branding at the new market locations and also to create materials that explain how the self-serve concept will work and promote the new service. We received some good publicity about the new operation in last week’s Leader newspaper and online. ● Graphic Design Projects: <ul style="list-style-type: none"> ○ PACE Series Listing ○ ATS program brochures

	<ul style="list-style-type: none"> ○ Library - Ways of Seeing map display materials for Missouri Bicentennial ○ Student Handbook ○ Student Senate/clubs flyers ○ Vikings Care folder with resource info for all employees ○ Foundation Annual Report ○ Opening Week slides and materials with “Reunited” theme <p>Chris thanked Roger for all his help with the Jefferson County Fair.</p>
Approval of Minutes	The minutes from the July 26, 2021 meeting will be presented for approval at the August 9 meeting.
COVID Planning Review Alert Levels	<ul style="list-style-type: none"> ● Jefferson County has moved into the Red level. ● Area school districts have not determined how contact tracing and quarantine of students will be handled for the upcoming school year. They have indicated that they do not have the resources for contact tracing. ● Jefferson County Health Department has not recommended a mask mandate at this time.
Mask Discussion	<ul style="list-style-type: none"> ● Feedback from a recent email to Brian Milner indicates that many community colleges in the state will be reinstating or continuing their mask requirements and will continue social distancing. ● Dena reviewed information from the University of Missouri-Columbia regarding their plans for fall. ● If there are indoor spaces where three foot distancing cannot be maintained, does the College need to require masks for individuals? ● The real question seems to be the quarantine distance. ● If a student tests positive, they will need to quarantine. Notifications will be sent to close contacts. They will have the option to quarantine, but it will not be mandated. If they choose to quarantine, it will be an excused absence, and they will be able to do online coursework until they can return to campus. <p>ACTION:</p> <ol style="list-style-type: none"> 1. Chris will get feedback from his instructional leadership team regarding the possibility of recommending that masks be worn if physical distancing cannot be maintained indoors. 2. Cabinet will meet with Roger and others at 7:30 a.m. on Wednesday, August 4 to determine the plan regarding COVID-19 protocols for the fall 2021 semester.
Picnic Tables	<ul style="list-style-type: none"> ● Some of the picnic tables that are already on campus will be relocated. ● The plan is to order some of the solar picnic tables and install them when they arrive.
New Faculty Happy Hour During Opening Week	<ul style="list-style-type: none"> ● New faculty and staff hired from September 1, 2019, to the present will be invited. ● Appetizers will be ordered from Russell House. ● The Happy Hour will be held on Wednesday, August 11, beginning at 4:00 p.m.
Art Task Force Policy	<ul style="list-style-type: none"> ● Cabinet will review the Draft Admin Policy and Procedure at the next Cabinet meeting.
AFV	<ul style="list-style-type: none"> ● Food orders for Opening Week are needed. ● There is a \$500 minimum with AFV, so food that will cost less than \$500 can be ordered from somewhere else if needed.

Standing Agenda Items	
Action Items List	The Action Items list will be reviewed at the next meeting.
Strategic Workforce Planning	No discussion.
Purchasing	No discussion regarding the CARES Act Funding Spreadsheet Revised 7 21 21 .
Enrollment	No discussion.
Budget	No discussion.
Planning	No discussion.
Reports	<p>Dena</p> <ul style="list-style-type: none"> Tasha, Roger, Blake, and Dena met last week regarding a new initiative. They have a list of ideas that Dena will share with everyone in the near future. <p>Chris</p> <ul style="list-style-type: none"> A meeting with East Central and MAC is scheduled regarding an agreement for in-district tuition for students in certain programs. <p>Daryl</p> <ul style="list-style-type: none"> The Arts & Sciences building project was completed at a cost of \$600,000, which was less than expected. The Student Center building renovation project is just about complete; a change order was done for temporary doors which added \$10,000 to the project. <p>Kim - Not present to report.</p> <p>Allan</p> <ul style="list-style-type: none"> Interviews for his open positions are completed. <p>Tasha</p> <ul style="list-style-type: none"> Her staff is just about at maximum workload; they are stressed and strapped. Please be patient.
Adjournment	Time: 11:04 a.m.
Additional Documents	Attached documents reviewed during this meeting: 1. Alert Levels, Triggers, and Activities

Respectfully Submitted,

Jennifer Baine

Senior Administrative Assistant to the Vice President of Instruction

and

Shannon Schoenky

Senior Administrative Assistant to the Vice President of Student Services

and

Lisa Vinyard

Executive Assistant to the President & Board of Trustees

08-02-21

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