

CABINET MEETING
MEETING MINUTES
November 1, 2021, 9:00 a.m.
Administration Building Board Room

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

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

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 9:03 a.m.
PR & Marketing Updates	<p>Roger Barrentine provided the following updates:</p> <ul style="list-style-type: none"> ● Spring Enrollment Marketing - Three Campaigns: <ul style="list-style-type: none"> ○ Current Students - “Focus on Your Future” beginning this week will overlay campus geo fencing and student home/ip addresses on top of already launched Student Services-based strategies including yard signs, flyers, banners, social media ○ New/new transfer students - “Live Your Best Life!” laptop promotion formally launched last week via free social media and will now strengthen with a more resource-focused campaign including paid social media and digital marketing to targeted audiences. Will last only until 200 computers are allotted. ○ Spring Campaign - Immediately after conclusion of laptop promo campaign, will launch a more comprehensive campaign with video ads, paid social media, print, radio, etc. through the start of the Spring semester. ● Student Email Volume and Repetition Project: <ul style="list-style-type: none"> ○ Survey open until November 19. Approximately 125 responses have been received so far. Tentative results include: <ul style="list-style-type: none"> ■ Preferred Method of Communication - Email 47%, Text 26%. ■ What Do You Wish We Sent More Info About? - Registration 34%, Financial Aid 31%, Student Events 18%. ■ What Do You Wish We Sent Less Info About? - Athletics 29%, Housing 23%, Job Openings 20%. ■ If there was a single email that contained weekly events and important dates, would you be interested? - Yes - 80% ● Mercy Clinic Services Survey: <ul style="list-style-type: none"> ○ Survey closed on October 15. Results forthcoming soon from IR. ● Institutional Standard Email Signature Format: <ul style="list-style-type: none"> ○ After showing a demo app during last week’s Extended Cabinet meeting, receiving feedback through November 5 with intent to launch soon thereafter for all employees. ○ The Challenge is trying to be responsive, but practical without making the signature too long. ○ Thanks to Dustin Lemp in IT for designing and helping work out the kinks in the form prior to launch. ● High Degree of Success in Promotion of Community/Special Events: <ul style="list-style-type: none"> ○ Oil Changes for Vets on November 13 - Organized publicity campaign for the event with local and regional publicity success,

	<p>including an interview with Dena that aired today on KMOX. Confident we will achieve the first-year goal of 60 cars in a matter of days as reservations begin November 1.</p> <ul style="list-style-type: none"> ○ Foundation Mead and Greet in Festus on November 4 - Assisting with publicity for the event. ○ The Marketing & PR Department has really excelled in attracting large audiences through recent promotional efforts for the Observatory dedication, Family Movie Night, and Trunk-or-Treat. <ul style="list-style-type: none"> ● Updated Civic Group Membership List <ul style="list-style-type: none"> ○ The list is available for review in the Cabinet Shared Drive. Cabinet is asked to get updates made by Friday, November 5. ○ The Jefferson County YMCA Board has a vacancy. ○ Dena asked Roger to send the list to everyone included on it, to remind them they are responsible for participating in meetings. ● Graphic Design Projects: <ul style="list-style-type: none"> ○ Spring Registration Campaign Materials ○ Program and Career Info Sheets ○ ATS Program Listing ○ Foundation Annual Sponsorship Brochure ○ Balanced Viking Life Cookbook and Activity Book ○ International Education Week ○ Employee Holiday Party Flyers and Graphics ● 2021 National Council for Marketing and PR Medallion Awards - 4 Winning Entries: <ul style="list-style-type: none"> ○ Flyer - Welcome Week Fall 2020 ○ Electronic Newsletter - The Windjammer (June 2021 edition) ○ Postcard - Get to Know...Senior Postcard Series ○ Electronic Catalog/Schedule/Viewbook/Annual Report - Virtual Viewbook
<p>Approval of Minutes</p>	<p>The minutes from the October 25, 2021 meeting were reviewed.</p> <p>ACTION:</p> <ol style="list-style-type: none"> 1. Motion: Kim motioned to approve the October 25, 2021 minutes. Second: Dena seconded. Vote: Daryl abstained; all others present voted aye.
<p>COVID Planning Review Alert Levels</p>	<ul style="list-style-type: none"> ● Alert Levels, Triggers, and Activities ● Cases through 100,000 are in Red level but the positivity rate is in Yellow. ● The Alert Levels, Triggers & Activities spreadsheet was updated.
<p>COVID Comparison Data</p>	<ul style="list-style-type: none"> ● Kim reviewed the comparison data.
<p>DHEWD Latest ARPA Information Request</p>	<ul style="list-style-type: none"> ● Due Date: November 8, 2021 ● Daryl will work to determine which positions qualify.
<p>MCCA / Travel to Branson</p>	<ul style="list-style-type: none"> ● Jefferson College Attendees ● Kim and Lisa are working to determine if carpooling is possible. ● Three people have indicated that they will participate virtually.
<p>JCA Safety Concerns</p>	<ul style="list-style-type: none"> ● JCPD hours may be shifted to provide coverage in the evenings.
<p>Wildlife Sub-Committee Proposal</p>	<ul style="list-style-type: none"> ● Item was postponed until the November 8 meeting.
<p>Standing Agenda Items</p>	

Action Items List	<ul style="list-style-type: none"> Monday Meeting Action Items were reviewed and updated.
Strategic Workforce Planning Permissions to Fill	<p>The following Permission to Fill was reviewed:</p> <ul style="list-style-type: none"> Jill West is retiring this December - instead of filling the position immediately, alternative options are being explored.
Purchasing	<ul style="list-style-type: none"> CARES Act Funding Spreadsheet
Enrollment	<ul style="list-style-type: none"> Nothing to report.
Budget	<ul style="list-style-type: none"> Nothing to report.
Planning	<ul style="list-style-type: none"> Nothing to report.
Reports	<p>Dena - No report.</p> <p>Chris - No report.</p> <p>Daryl</p> <ul style="list-style-type: none"> Aspire as the lowest bidder on the Vet Tech Barn project. All tags and labels were ordered this week by American Food & Vending. <p>Kim</p> <ul style="list-style-type: none"> Preview Day late February or early March. Carrie Greer and Suzie Welch are working together on it. Kim, Carrie Greer, Kathy Johnston, and CJ Rodgers will present on "Using Dashboard for Strategic Enrollment Management" at MCCA and as part of Millennium's webinar series. <p>Allan</p> <ul style="list-style-type: none"> The candidate for ATS Supervisor withdrew, but three more applicants will be interviewed. Reference checks are being done for the Senior Instructional Designer. The Help Desk position has been filled. <p>Tasha</p> <ul style="list-style-type: none"> Working on the transition to UMR for medical and dental.
Adjournment	Time: 10:24 a.m.

Respectfully Submitted,

Shannon Schoenky
Senior Administrative Assistant to the Vice President of Student Services
and
Jennifer Baine
Senior Administrative Assistant to the Vice President of Instruction
and
Lisa Vinyard
Executive Assistant to the President & Board of Trustees