

**CABINET MEETING**  
**MEETING MINUTES**  
**October 5, 2020, 9:00 a.m.**  
**Google Hangouts Meet & LIB209**

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**MEMBERS (presence denoted by check):**

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|------------------|--------------------|-----------------|
| ✓ Chris DeGeare  | ✓ Kim Harvey-Manus | ✓ Allan Wamsley |
| ✓ Daryl Gehbauer | ✓ Dena McCaffrey   | ✓ Tasha Welsh   |

**GUESTS:** Roger Barrentine, Shannon Schoenky, Miriam Helms, Lisa Vinyard

AGENDA ITEM	DISCUSSIONS/OUTCOMES
<b>Call to Order</b>	<b>Time:</b> 9:00 a.m.
<b>Marketing &amp; Communications Updates</b>	<p>Roger updated the Cabinet on the current marketing campaigns and how effectiveness of campaigns can be measured.</p> <ul style="list-style-type: none"> <li>● Fall 2020 digital campaign - utilized geofencing, which allows messages to be sent based on location. 625,000+ digital ads translated to over 400 visits to the Jefferson College website and 881 visits to campus. <ul style="list-style-type: none"> <li>○ New technologies allow very specific targeting to the most relevant group of individuals.</li> </ul> </li> <li>● Four-Part Campaign <ul style="list-style-type: none"> <li>○ Geofencing: ads served to attendees at high school graduations at the Family Arena, Fox, Seckman, Northwest, and Ft. Zumwalt. High school students from area high schools, enrolled students from spring 2020, students that applied but did not enroll, and previously enrolled students. Also included were locations/retailers for unemployed or underemployed adults (career centers, gas stations, dollar stores, etc.)</li> <li>○ Website Conquesting: high school websites, FAFSA, FastWeb, etc. 100,309 Digital Impressions: 1,653 visits to the College website and 106 visits to campus.</li> <li>○ OTT/CTV: Advertisements on TV viewing connected to the internet (Smart TVs, Hulu, Roku, etc.) 70,142 impressions: 220 website visits, 259 visits to campus.</li> <li>○ Pre-video ads in YouTube: 93,000 impressions to demographic area. 93,458 impressions. Unable to track visits to the website/campus.</li> <li>○ Totals: 2,279 visits to website, 1,246 visits to campus. The Marketing team used IP addresses to match against final enrollment to fall: 3,263 individuals enrolled who also saw at least one of the College's digital ads.</li> <li>○ Over 900,000 impressions served to the community.</li> </ul> </li> <li>● Annual Student Media Preferences Survey - contains 100 questions, closes November 15. <ul style="list-style-type: none"> <li>○ Seeking 400 responses (560 received last year).</li> <li>○ The survey will be no charge to the institution this year due to COVID; this is the 8th year the College has participated. The results will be available in January.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ One laptop from the fall incentive program will be given out per week during the survey period as an incentive for students to complete the survey. Marketing will ensure the winning student has not already received a laptop.</li> <li>○ Dual Credit students will be sent the survey to participate; the group could also be targeted in a separate survey.</li> <li>○ Includes 10 custom questions for Jefferson College students.</li> <li>● New Campus Tour Video Almost Complete: Admissions department requested the video due to COVID-19. Student leaders are featured as tour guides. A link for review will be sent to Cabinet before the video is released.</li> <li>● MCCA Virtual Convention Campus Showcase: Each College was invited to submit a three-minute video regarding something unique about their College. Jefferson College has chosen to highlight the uniqueness of the Vet Tech program.</li> <li>● Four NCMPR Medallion Awards Received for 2020: The Marketing &amp; Publications department won four Medallion Awards in the following four categories: Book or Speciality Publication (PACE series or Decade of Progress), Postcard (High school chalkboard series or Seckman-Fox Parent Night), E-Cards (2019 Holiday Greeting), Computer-Generated Illustration (Victor’s Playlist for Finals, Spring 2020). Placement (Bronze, Silver, Gold) will be announced on October 16.</li> <li>● Spring 2021 enrollment campaign - “Pumpkin Spice Up Your Schedule”: Snapchat ads and a new geofencing campaign. <ul style="list-style-type: none"> <li>○ Postcard campaign for the spring semester is in preparation including some schools outside the College’s district.</li> <li>○ Working with Admissions on a targeted demographic postcard mailing.</li> <li>○ Developing a Wintersession campaign - attempt to have a statewide coverage campaign on social media focusing on unique Wintersession. Working with Chris to ensure there will be ample online offerings for students who may respond to the campaign and enroll.</li> </ul> </li> </ul>
<p><b>Approval of Minutes</b></p>	<p>The minutes from the <a href="#">September 21, 2020</a> meeting were presented for approval.</p> <p><b>ACTION:</b></p> <ol style="list-style-type: none"> <li>1. <b>Motion:</b> Daryl motioned to approve the September 21, 2020 minutes. <b>Seconded:</b> Kim seconded. <b>Vote:</b> All approved.</li> </ol>
<p><b>COVID Planning</b> Masks</p>	<ul style="list-style-type: none"> <li>● Cabinet agreed to update some wording on the mask guidelines to include that masks should “fully cover the mouth and nose.”</li> <li>● Encourage positive reinforcement of the mask policy using the harm reduction model to encourage compliance. Focus on education, enforcement, and positive behavior reinforcement. Equipping faculty and staff with tools to assist in working through non-compliance situations: the Library completed training for de-escalation and could assist with a training video modified to Jefferson College’s needs.</li> </ul> <p><b>ACTION:</b></p> <ol style="list-style-type: none"> <li>2. Allan - contact Joe Kohlburn to ask for a training video regarding</li> </ol>

	de-escalation of non-compliance situations.
MDHEWD Requests	<ul style="list-style-type: none"> <li>● Zora Mulligan has requested data on the number of classes that have moved from in-person to online as a result of COVID-19 and Return on Investment data regarding economic impact campuses have on their communities (athletic event attendance, rent, etc.)</li> <li>● Some of the requested economic impact data is geared toward four-year schools, but may be helpful information for the College to have.</li> </ul>
Hiking & Mountain Bike Trail <a href="#">Honeysuckle Clean Up Spreadsheet</a>	<ul style="list-style-type: none"> <li>● Invasive honeysuckle removal is the first step to clearing the trail. A controlled burn to clear some of the brush was suggested by the Conservation Department. Some funding may be available after July 1, 2021.</li> <li>● An event to clear the honeysuckle is proposed; some equipment will need to be purchased or rented.</li> <li>● St. Louis Select may be interested in volunteering resources to assist with this project.</li> <li>● This project could be included in a Campus Beautification Day in lieu of Community Service Day.</li> </ul> <p><b>ACTION:</b></p> <p>3. Daryl - ask Dale to contact St. Louis Select to see if they would be willing to volunteer resources for clearing the honeysuckle.</p>
State of College Town Hall Review of Presentation	<p>Cabinet reviewed the presentation for the State of the College/Town Hall</p> <ul style="list-style-type: none"> <li>● The Town Hall will be recorded.</li> <li>● Questions may be asked in the chat and will be answered live if time permits. If time runs out, Cabinet will share a future announcement with responses to the unanswered questions.</li> <li>● Administrators are welcome to give their updates from their offices.</li> </ul>
Compensation Study	<p>Tasha has received several questions regarding implementation of the compensation study.</p> <ul style="list-style-type: none"> <li>● The original design was to address compensation based on those who were furthest from their target salary.</li> <li>● Cabinet discussed the possibility of considering seniority as an additional criterion for implementation of the compensation study for the benefit of those who are closer to retirement and are waiting for the compensation changes to be complete. Many of those who are 8.5% away from their targets are also senior employees.</li> <li>● Retaining good employees is a concern.</li> </ul> <p><b>FURTHER DISCUSSION NEEDED</b></p>
PSRS Insurance Reimbursement Issue	<p>Human Resources has received additional questions about the PSRS issue: if the appeal is denied, what should the College do with its reimbursement?</p> <ul style="list-style-type: none"> <li>● Those within three years of retirement would be penalized if the appeal is denied.</li> <li>● There are legal implications and Tueth Keeney will be consulted before any decisions are made.</li> </ul>
Future Registration Dates	<ul style="list-style-type: none"> <li>● Setting registration dates for summer (February 22) and fall (March 22). Opening fall and spring registration at the same time is being considered again since COVID-19 may have impacted last year's concurrent registration.</li> </ul> <p><b>ACTION:</b></p>

	4. Kim and Chris will discuss summer and fall registration dates and opening fall/spring registration on the same date.
<b>Standing Agenda Items:</b> Action Items List	Cabinet reviewed the <a href="#">Action Items list</a> and updated completed actions.
Remote Work Requests	No new remote requests.
Strategic Workforce Planning	<ul style="list-style-type: none"> <li>● PIN 603 - PT Office Assistant, Nursing - Peggy Bradley's last day will be October 13. This position will be 10 hours/week.</li> <li>● New PIN - PT Workforce &amp; Employment Services Specialist - the Delta Grant was not received, which would have helped to pay 50% of a full-time position for WES. Therefore, this position will be part-time.</li> <li>● English Faculty Position - Board Deadline for December 5 meeting needs to be considered.</li> <li>● Two Testing Center positions were discussed: there is a need for a full-time position. Two 29-hour positions were vacated. Allan proposed these positions to be filled by one full-time and one part-time Testing Specialists.</li> <li>● Tasha presented to the Student Services Directors with Kim regarding rising stars, challenges, and ideal organizational structure. She will attend additional meetings with remaining administrators and their direct reports as part of strategic workforce planning.</li> </ul> <p><b>ACTION:</b></p> <ol style="list-style-type: none"> <li>5. <b>Motion:</b> Kim motioned to approve the Permission to Fill for PIN 603, PT Office Assistant, Nursing. <b>Seconded:</b> Chris <b>Vote:</b> All approved.</li> <li>6. <b>Motion:</b> Chris motioned to approve the Permission to Fill for an English faculty position. <b>Seconded:</b> Allan <b>Vote:</b> All approved.</li> <li>7. Tasha will look into costs for moving two 29-hour Testing Center positions into one full-time and one part-time position.</li> <li>8. Tasha will send her strategic workforce planning presentation to Cabinet and will meet with administrators regarding their Direct Report meetings.</li> </ol>
Events Calendar	No discussion.
Purchasing	External Automatic Doors: CARES Act would be able to fund the materials, but the College would most likely need to pay for the labor. Financing is an option, though not ideal.  <b>FURTHER DISCUSSION NEEDED.</b>
Enrollment	No discussion.
Budget	No discussion.
Planning	No discussion.
<b>Reports</b>	<p>Dena</p> <ul style="list-style-type: none"> <li>● Board meeting Thursday, October 8.</li> </ul> <p>Chris - no additional update.</p> <p>Daryl - no additional update.</p>

	<p>Kim</p> <ul style="list-style-type: none"> <li>• Loan default rate is now 13.5%, in 2012 the rate was 22.56%.</li> </ul> <p>Allan</p> <ul style="list-style-type: none"> <li>• The College has officially signed with Canvas and training is taking place with IT and Online Learning.</li> </ul> <p>Tasha - no additional update.</p>
<b>Adjournment</b>	<b>Time:</b> 10:50 a.m.
<b>Additional Documents</b>	<p>Attached documents reviewed during this meeting:</p> <ol style="list-style-type: none"> <li>1. <a href="#">Honeysuckle Clean Up Spreadsheet</a></li> </ol>

Respectfully submitted,

Miriam Helms  
Senior Administrative Assistant to the Vice President of Instruction  
and  
Lisa Vinyard  
Executive Assistant to the President & Board of Trustees