

CABINET MEETING
MEETING MINUTES
December 7, 2020, 9:00 a.m.
Google Hangouts Meet

MEMBERS (presence denoted by check):

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

GUESTS: Roger Barrentine, Miriam Helms, Shannon Schoenky

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	<p>Time: 9:00 a.m.</p> <p>Dena wanted to share that the County is giving the College ~\$200 per student, for a total of \$340,000 in additional CARES funds.</p>
Marketing and Communications	<p>Roger Barrentine joined the meeting to give marketing and communications updates:</p> <p>Student Media Preferences Survey</p> <ul style="list-style-type: none"> ● Completed mid-November with 421 responses (target was 400). ● Roger shared responses related to why students are waiting to enroll for next semester. The majority were waiting for grades to be posted. <p>College Credit</p> <ul style="list-style-type: none"> ● Spring Enrollment Incentive Campaign - Prize Wheel is being promoted. ● Highlights from each academic program will be mentioned in ads. ● A direct mailing took place the third week of November to 30,000 homes, targeting people 18-25. ● Targeted digital ads: Geofencing <ul style="list-style-type: none"> ○ By address: existing students not yet enrolled for spring. ○ Applicants who are not yet enrolled. ○ Stop outs: those who attended in the past but are not enrolled. ○ Area high school students. ○ Geofencing other schools: STLCC, MAC, STL etc. ○ Capturing IP addresses of those who visit the College site, then send ads to them. ○ Geofencing unemployment offices, job centers, dollar stores, etc. ○ Those who have done job searches in the last 30 days. ○ Those who have not earned a degree. ○ Advertising to non-traditional services, such as Roku, X-Box, Hulu. ● Mixing in paid ads, as well as social media ads. ● Doing radio spots with KTJJ and KJFF, plus Spotify and other streaming radio. ● Print ads in The Leader. ● Degrees when Due Campaign information is going out to those who stopped out without earning a degree and those who may be eligible for reverse transfer. ● A Wintersession campaign will run through December 18. ● Paid ads will not be done through the winter break, but will pick back up

in January.

Workforce Development

- Marketing began for the online cannabis dispensary program.
- The hashtag #JCCanTrain will be used in promotional materials.

Departmental Updates

- The Speakers' Bureau will be brought back beginning in January. A survey will go out seeking speakers.
- Erin Bova and Miriam Helms are working on a form that will allow faculty to submit noteworthy items from their classes to be shared on social media.
- The chatbot project is moving forward. Erin Bova will serve as Project Manager, in cooperation with Student Services. The goal will be to launch the chatbot in April.
- Matt Keeney completed a year-end video for the Foundation that will be shared in The Windjammer.
- An announcement will go out this week seeking participants for the Campus Holiday e-greeting.
- A new digital billboard will go up in the next few weeks in the Arnold area. Jefferson College Arnold and Imperial will be promoted.
- Roger is continuing work with the Health Department on the Greater Good of Jefferson County campaign. Television ads and billboards are coming.
- Statistics for different legislative districts will be broken down to show specifics for different areas.
- The most recent civic groups membership list will be shared with the Cabinet for updating. Dena asked Roger to develop communication to those on the list to remind them of the importance of being involved. Dena and Blake Tilley plan to attend civic meetings throughout the year.

Community Engagement & Outreach Committee

- Brandi Gallaway and Tim Denney will meet with Amy Kausler and Suzie Welch about updates for the Civic Action Plan.
- The group would like to schedule an On-Campus Day of Service this year.

Missouri is getting ready for a bicentennial on August 10, 2021. Lisa Pritchard and the Library staff are planning events.

ACTION:

1. Roger - develop communication to those on the civic groups membership list to highlight the importance of being involved.

Approval of Minutes

The minutes from the [November 30, 2020](#), meeting were presented for approval.

ACTION:

2. **Motion:** Chris motioned to approve the November 30, 2020, meeting minutes.
Second: Allan
Vote: All approved.

<p>COVID Planning New CDC Guidance</p>	<ul style="list-style-type: none"> ● New guidance for definition of a close contact. Instead of 14 days of quarantine for someone with no symptoms, quarantine can end after day 10. With a diagnostic test and no symptoms, it could end after 7 days. The College will wait for further guidance before updating our guidelines. ● The Health Department has encouraged the College to require people to provide positive test results, as well as negative results. ● Mask guidance from the County and CDC suggests that masks and gaiters be two-layered. ● Contact Tracer contact information will be promoted. ● A meeting for supervisors will be held in January. <p>ACTION:</p> <ol style="list-style-type: none"> 3. Kim and Chris - plan a Supervisors' Meeting for the first week of January. 4. Tasha - ask Stephanie Penn to provide a list of supervisors. 5. Kim - contact the Jefferson County Health Department about getting someone to participate in the meeting.
<p>Review Alert Levels</p>	<p>The College remains in Level 2 - Moderate Alert.</p> <ul style="list-style-type: none"> ● There is sufficient capacity for quarantines in Housing at this time, allowing the capacity to move from orange to yellow. ● Updated data regarding the percentage of positive cases campus-wide (students and employees) was not available at the time of meeting. <ul style="list-style-type: none"> ○ Wording for the percent of positive cases needs to be updated to properly define number of cases vs. number of people testing positive.
<p>Classified Staff Meeting</p>	<ul style="list-style-type: none"> ● Dena joined the Classified Staff meeting last week to answer some questions regarding morale, the compensation study, etc.
<p>IRB Admin Procedure</p>	<ul style="list-style-type: none"> ● Proposed Draft Admin Procedure III-004 <ul style="list-style-type: none"> ○ The procedure was designed around federal guidelines. ○ How will the external member be identified? ○ Chris will take Cabinet's feedback back. <p>FURTHER DISCUSSION NEEDED.</p>
<p>Athletic Scholarships</p>	<ul style="list-style-type: none"> ● How will we handle students who have graduated but still have eligibility, due to the extensions by NJCAA? Kim would like to handle these on a case-by-case basis, with Bob Deutschman bringing them to Kim for review. ● Only degree-seeking students should be eligible for scholarships.
<p>Spectators at Games</p>	<p>Kim shared the Spectator Requirements for Home Games document developed by Athletics.</p> <ul style="list-style-type: none"> ● Indoors: <ul style="list-style-type: none"> ○ Masks required at all times in the facility and stands. ○ Bleachers will be marked for designated seating areas. Social distancing in bleachers: <ul style="list-style-type: none"> ■ At least six feet apart. ■ Families may sit together. ■ Closed areas of bleachers marked by blue tape. ■ Bench areas are closed to spectators. ● Outdoors: <ul style="list-style-type: none"> ○ Masks will be encouraged; required if distancing is not possible. ○ Bleachers will be marked for designated seating areas. Social distancing: <ul style="list-style-type: none"> ■ At least six feet apart.

	<ul style="list-style-type: none"> ■ Families may sit together. ■ Closed areas of bleachers marked by blue tape. ■ Bench/dugout areas closed to spectators at all times. ■ No spectators are allowed on the field area after games have ended.
HLC Timeline	<ul style="list-style-type: none"> ● Kim shared the HLC Assurance Argument Timeline: <ul style="list-style-type: none"> ○ Work has begun with criterion chairs. ○ Individuals who previously participated and other faculty/staff are being identified to serve as work group participants. ○ February 2021 to May 2022 - work groups will prepare criterion narratives and gather evidence. ○ June-August 2022 - ALO and Accreditation co-chairs will review the draft Assurance Argument. ○ September 2022 - the draft will be shared with the Accreditation Committee. ○ November 2022 - the draft will be shared with the Cabinet. ○ January 2023 - the final draft will be shared with the campus community. ○ February-April 2023 - presentations will be done. ○ May 1, 2023 - the Assurance Argument should be complete. ○ June 5, 2023 - the Assurance Argument review will begin. ○ July 4, 2023 - the review should conclude.
Arnold ATM	<ul style="list-style-type: none"> ● An ATM has been requested for JCA. ● Daryl noted that many banks were not interested in putting an ATM at that location, and Commerce Bank would charge us between \$10,000-\$12,000. ● There is an ATM located at the Subway restaurant near JCA. ● Based on the cost, an ATM will not be added.
Standing Agenda Items: Action Items List	<p>Cabinet reviewed the Action Items List. The following items were updated since the November 30 meeting:</p> <ul style="list-style-type: none"> ● Completed - Kim will check with Sarah Bright about potential financial aid impacts of changing the spring start date. (Spring start date will not change.) ● Completed - Chris will discuss with the Instruction division the possibility of pushing back the start date of the spring 2021 semester to the week of January 18. (Spring start date will not change.) ● In Process - Daryl plans to bring the RFQ for mold and asbestos abatement to the January Board meeting.
Remote Work Requests	No new requests.
Strategic Workforce Planning	<ul style="list-style-type: none"> ● No Permissions to Fill. ● Dena is putting information together for the next Strategic Workforce Planning meeting. <p>ACTION:</p> <ol style="list-style-type: none"> 6. Dena - send information out this week for Cabinet's Strategic Workforce Planning meeting on Monday.
Events Calendar	No new events.
Purchasing	<p>Cabinet reviewed the CARES Act Funding Spreadsheet, updated 12/7/2020.</p> <ul style="list-style-type: none"> ● Additional monies from the County: based on the 3,000 students that reside in Jefferson County. Jude is breaking those down by zip code. ● The cost for the Degree Works software was adjusted to \$142,000.

	<ul style="list-style-type: none"> ● The deadline to expend County dollars is December 31. ● \$230,000 remains available - potential projects were discussed: <ul style="list-style-type: none"> ○ High-speed Internet for Observatory area ○ Construction of Student Center offices - the new Mental Health Counselor started today, an OVW Victims' Advocate will be hired, financial aid offices are needed. Kim will meet with Daryl and Dale. ○ PREP-type system. Chris and Kenny have a demo today with EAB. Kathy Johnston will be asked to join them. ○ Entry doors - making them touchless <p>FURTHER DISCUSSION NEEDED</p>
Enrollment	<ul style="list-style-type: none"> ● Kim met with Kathy last week about offering advising during the evenings and over winter break.
Budget	<ul style="list-style-type: none"> ● Daryl sent Cabinet information on tiered tuition from other schools. Six other schools have a tiered system. ● Budget assumption planning for next year should be underway. <p>ACTION:</p> <p>7. Daryl - set up a budget meeting for January 11. Mark Janiesch will attend.</p>
Integrated Planning	<ul style="list-style-type: none"> ● Daryl noted that the task force will be meeting soon. He has representation from most areas, though he would like to have more faculty.
Reports	<p>Dena</p> <ul style="list-style-type: none"> ● Tentative agenda items are due December 15 and items must be uploaded by January 4. ● Jon Bauer has announced that East Central College will not eliminate snow days this winter, and most other schools are also keeping them. ● The next Extended Cabinet meeting will be held on February 10. <p>Chris</p> <ul style="list-style-type: none"> ● Several ATS faculty members are in quarantine. ● Chris has received information related to two dissatisfied students, one in the ATS HVAC program, and one in the Nursing program. He forwarded information to Cabinet to review. ● The PTA program has a need for additional class time and will offer a one-time course offering corequisite in spring. <p>Daryl - No report.</p> <p>Kim</p> <ul style="list-style-type: none"> ● New Director of Student Compliance/Title IX Coordinator, Boyd Copeland, started today. ● Anthony Pendergrass, new Mental Health Counselor, also started today. ● For the Student Services Integrated Plan, four work groups will focus on Student Life Cycle Recruitment, Enrollment, Persistence & Retention, and Completion. Student Services directors will lead those groups. <p>Allan</p> <ul style="list-style-type: none"> ● The Testing Center is offering extended hours this week. ● Karen Hester is working on Zoom test proctoring. ● The Library is working to collect materials for the end of the term. ● Cindy Christopher is retiring from the Library front desk.

	<p>Tasha</p> <ul style="list-style-type: none"> HR staff met with a representative regarding the Modern Think Survey. Some new categories will be added and other changes will be made for next year. Could some of the survey categories be assigned to committees for follow-up and/or action?
Adjournment	Time: 11:20 a.m.
Additional Documents	<p>Attached documents reviewed during this meeting:</p> <ol style="list-style-type: none"> Proposed Administrative Policy and Procedure III-004

Respectfully submitted,

Shannon Schoenky
Senior Administrative Assistant to the Vice President of Student Services
and
Miriam Helms
Senior Administrative Assistant to the Vice President of Instruction