

CABINET MEETING
MEETING MINUTES
March 1, 2021, 9:00 a.m.
Google Meet & Admin Board Room

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, Lisa Vinyard

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 9:00 a.m.
Marketing & Communications Updates	<p>Roger provided the following Marketing & Communications Updates:</p> <ul style="list-style-type: none"> ● PR Initiatives: <ul style="list-style-type: none"> ○ Testing is being done on official College virtual backgrounds for video meetings in Google Meet and Zoom; some neutral colors, logos, and images. ○ Developmental Disability Advocates PR Campaign for Disability Awareness Month in March - a Fine Arts Major at Jefferson College will be participating in the campaign and some photos will be taken on campus. ○ ATS Welding program - Facebook Live with three-time racing champion Steve Torrence of Texas on March 10 at 1:00 p.m. The class built a custom fire pit for Mr. Torrence and he was so impressed that he wanted to thank the class and promote Jefferson College’s Welding program on Facebook. ○ Promotional testimonial video for Clarus Corporation (our vendor for targeted digital advertising) to be shown at NCMPR virtual national convention in mid-March. ○ Diversity Series: “Frightening Joy of Change” - A local couple participated in the online event and have reached out to the Diversity Committee to discuss some concerns. Roger and Elke Overton will meet with the couple in the next couple of weeks. ● Website & Social Media: <ul style="list-style-type: none"> ○ ChatBot - “Viking Bot” is progressing with testing scheduled for March 9 for 5-10 users, which will include a mix of future and current students and employees. During the testing, AdmitHub will monitor the questions and answers to ensure that everything is working correctly and to make modifications if needed. Currently, the Viking Bot knowledge base includes nearly 1,300 understandings. Each understanding includes multiple and even hundreds of ways that a question could be asked. Plans are to launch the ChatBot on Tuesday, March 23, after we return from Spring Break. ○ Erin Bova has been working with Carrie Greer and Lora Warner on the MyMajors career assessment tool webpage which helps prospective students determine majors that match their interests. ● Enrollment & Registration: <ul style="list-style-type: none"> ○ “Make the Most of Your Summer” promotion campaign.

	<ul style="list-style-type: none"> ○ Virtual Events - Homeschool Student Resource Night, ATS Information Nights, and information nights for each of the four schools. ○ Partnering with Mineral Area College on programs that were cancelled: Radiologic Technology, Social Work, AFA, and also Vet Tech. RAD and AFA are the priorities. Discussing ways to collaborate by serving MAC students who may want to attend Jefferson College programs that are not offered at MAC. ○ Billboard at I-55 and Hwy A in Festus - The billboard is under new ownership and the College will be expected to spend \$3,000 per year going forward to keep it. Previously, the rent was free. ● JCTV Projects <ul style="list-style-type: none"> ○ Matt Keeney is working on production of promotional videos for the six sports teams. They will be used on social media and will be aired in the Field House prior to the start of games. ○ Virtual PTK Induction Ceremony recording, virtual Honors Recognition Ceremony, and filming for the Commencement address with Judge Darrell Missey.
<p>Civic Engagement Memberships</p>	<p>Cabinet reviewed the Civic Engagement Memberships list. The goal is for the College to continue to have representation in the community. Organizations that still need representation include:</p> <ul style="list-style-type: none"> ● FOCUS St. Louis - a valuable networking and leadership program. It is time-intensive. ● Jefferson County Certified WorkReady Community Council - formerly Bryan Herrick. Chris will check with Lora Warner. ● Jefferson County Community Partnership Forum - Chris will talk to Lora Warner. ● National Tooling & Machining Association - Chris will check with Lora Warner. ● St. Louis Planned Giving Council - Blake Tilley will join. <p>ACTION:</p> <ol style="list-style-type: none"> 1. Chris will look into FOCUS STL to see who might be the best fit, and will reach out to Lora Warner about the Certified WorkReady Community Council, JCCP, and National Tooling & Machining.
<p>Employee Appreciation Day</p>	<p>Employee Appreciation Day is this Friday, March 5. It will be a “Jeans & Jeffco Spirit Day.”</p> <ul style="list-style-type: none"> ● Each employee will receive a 30-minute “Take a Break” coupon to use at a time agreed to between the employee and supervisor. ● Trays of cookies will be delivered on Thursday to be set out in each building on Friday. ● Virtual Appreciation meeting: Kim will lead a virtual Head or Tails game for prizes. Other prizes will be awarded using the Prize Wheel. Two sessions will be offered to ensure that day and evening employees are able to participate.
<p>Approval of Minutes</p>	<p>The minutes from the February 16, 2021, and February 22, 2021, meetings were presented for approval.</p> <p>ACTION:</p> <ol style="list-style-type: none"> 2. Motion: Chris motioned to approve the February 22, 2021, minutes. Second: Kim

	<p>Vote: All approved.</p> <p>3. Motion: Kim motioned to approve the February 16, 2021, minutes. Second: Allan Vote: All approved.</p>
<p>COVID Planning Review Alert Levels</p>	<ul style="list-style-type: none"> • Positive cases have decreased to 6.8%. The County is in Orange status. • The College has seven active cases; there is no change in the alert level. • The Contact Tracer positions will be extended through the end of the year.
<p>Mass Vaccination Clinics</p>	<ul style="list-style-type: none"> • The County is holding vaccination clinics on March 1 and 2. • The Health Department reached out to ask for assistance from Health Occupations students. Nursing and Rad Tech students will be helping at the clinics.
<p>Upcoming BOT Meetings and Work Sessions</p>	<p>The next Board Work Session is scheduled for March 25. Agenda items will include:</p> <ul style="list-style-type: none"> • Student Services Plan/Integrated Planning • Facilities Plan • Rapid Prototyping • Chris will also present the draft Academic Plan for feedback
<p>Review Round 2 Funding Ideas</p>	<ul style="list-style-type: none"> • Cabinet discussed a prioritization process and how to solicit feedback. • Enrollment is a top priority for projects; however, funding cannot be used to directly incentivize enrollment. • The Strategic Planning Committee could be involved to give feedback, as well as Extended Cabinet. The Capital Projects rubric was suggested as a prioritization tool. • Deadline to complete projects is December 31. <p>ACTION:</p> <p>4. Dena will send an email to Cabinet by March 2 regarding ways to solicit feedback.</p>
<p>Richwoods ATS Visit</p>	<ul style="list-style-type: none"> • Allan is working on a virtual option for the school.
<p>Rapid Prototyping</p>	<p>The Cabinet discussed the Extended Cabinet rapid prototyping session.</p> <ul style="list-style-type: none"> • Overall the session went well; some participants expressed that they did not have an opportunity to contribute. • An additional idea for Service Day came from the session. • The ideas will be narrowed down to themes. <p>ACTION:</p> <p>5. All - review rapid prototyping jamboards for discussion at the next meeting.</p>
<p>Commencement Email to Employees</p>	<ul style="list-style-type: none"> • Stacey Wilson sent out an email to staff last week soliciting participation at Commencement. A message has not yet been sent to faculty. • Faculty will need the President's approval if they will not be participating, or Vice President's approval if they will be participating virtually. The preference is for them to participate in person. <p>ACTION:</p> <p>6. Kim will compose the message for faculty and will share it with the Cabinet to review.</p>

<p>Fall Enrollment Laptops</p> <p>Tuition</p>	<ul style="list-style-type: none"> ● Laptops will be purchased for an enrollment incentive through institutional funds. <ul style="list-style-type: none"> ○ There was feedback that the laptop screens were rather small, so costs for the next-largest size will be looked into. ○ Cabinet discussed formal technical support for students. ● At the February 25 Work Session, the Board agreed to a tuition increase of \$2 per credit hour, effective Fall 2021. ● There have been 409 ATS applications received so far. <p>ACTION:</p> <p>7. Kim will work with Carrie Greer and John Linhorst on ordering laptops for the enrollment incentive promotion.</p>
<p>Performance Reviews</p>	<ul style="list-style-type: none"> ● The simplified process will include a review of the job description, five questions, and a review of past goals/setting of future goals. ● The shortened version will not include productivity, time management, workplace behaviors, etc. <p>ACTION:</p> <p>8. Tasha will put a draft together for the Cabinet to review.</p>
<p>Standing Agenda Items: Action Items List</p>	<p>The Action Items list was reviewed for updates:</p> <ul style="list-style-type: none"> ● Completed - Field House set-up for graduation ceremonies prepared to share with high schools. ● Completed - Dena will create a Google document to list all projects and share with Cabinet.
<p>Remote Work Requests</p>	<ul style="list-style-type: none"> ● No new requests.
<p>Strategic Workforce Planning</p>	<p>The following Permissions to Fill were approved:</p> <ul style="list-style-type: none"> ● Nursing Faculty to replace Sheryl Zysk, who retired in December. ● Anatomy & Physiology Faculty Bruce Carr, who is retiring. ● Miriam Helms submitted her resignation letter. Her position will be filled. <p>Other Workforce Discussion:</p> <ul style="list-style-type: none"> ● Alicia Ott, COMTREA Counselor, has submitted her resignation. A replacement needs to be identified by COMTREA. ● Erin O’Bryan, Violence Prevention Program Coordinator (OVW), has resigned. Her last day is March 2. ● Brenna Young has accepted the Coordinator of Retention Services position. ● The Coordinator of Advising Services position will be filled. ● An announcement will be distributed campus-wide sharing information regarding the new advising structure and new employees.
<p>Events Calendar</p>	<ul style="list-style-type: none"> ● The Veterinary Technology Pinning Ceremony is currently scheduled at the same time as Commencement and could pose an issue with parking, as participants will be required to be on campus at the same time. <p>ACTION:</p> <p>9. Chris will work with Dana Nevois on adjusting the time for this event to avoid parking issues on campus.</p>
<p>Purchasing</p>	<ul style="list-style-type: none"> ● No discussion
<p>Enrollment</p>	<ul style="list-style-type: none"> ● No discussion
<p>Budget</p>	<ul style="list-style-type: none"> ● No discussion

Integrated Planning	<ul style="list-style-type: none"> No discussion
Reports	<p>Dena</p> <ul style="list-style-type: none"> The reserves numbers shared at the Board Work Session will be slightly updated. <p>Chris</p> <ul style="list-style-type: none"> Meeting with ECC to discuss partnership opportunities. Meeting with MAC: they are needing someone to teach Spanish classes. CAO meeting on Friday, February 26: <ul style="list-style-type: none"> Statewide agreement accepting students with Associate Degrees, including CPL, if part of degree. Brian Millner presented a request for increased funding to legislators. The House is set to increase core funding this year. PSRS is considering changes to retirement conditions for work. They are looking to change the cap to no more than 25% of final average salary rather than a flat 550 hours. An opportunity to apply for an exemption will be included. HB 439 would allow Teacher Education programs to certify 25% of faculty with an Associate degree rather than requiring the DESE Certification. HB 192 would require that credit be awarded for AP exams at a score of 3. Most schools are planning to return to normal capacity this fall. Some schools are splitting courses between in-person and virtual seats. <p>Daryl - Not present to report.</p> <p>Kim - No updates.</p> <p>Allan - No updates.</p> <p>Tasha - No updates.</p>
Adjournment	Time: 11:29 a.m.
Additional Documents	Attached documents reviewed during this meeting: <ol style="list-style-type: none"> Alert Levels, Triggers, & Activities

Respectfully Submitted,

Miriam Helms
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 and Board of Trustees