

CABINET MEETING
MEETING MINUTES
March 7, 2022, 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, Brandi Gallaway, Shelly Mueller, Jennifer Baine, Shannon Schoenky, Lisa Vinyard

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 9:06 a.m.
Marketing and Communication Updates	<p>Brandi Gallaway and Roger Barrentine provided the following Student Communication Survey:</p> <ul style="list-style-type: none"> ● Student Emails - Frequency and Repetition Across College <ul style="list-style-type: none"> ○ Last fall, after a Cabinet discussion regarding the volume and repetitiveness of emails that were being sent to students, Brandi Gallaway and Erin Bova were asked to work together to survey students about their perceptions of our email practices and suggest possible best practices/procedures to improve communication and email effectiveness. ○ Cabinet agreed that one weekly email digest would probably work best for students. ○ Cabinet would like to have this presented at Extended Cabinet. ○ Brandi presented results of the survey and suggestions on next steps. ● Marketing & PR Dept Highlight of Current Projects and Initiatives <ul style="list-style-type: none"> ○ Department staff put hundreds of hours into Preview Day with the design and production of promotional and informational materials, signage, web and social media postings, advertising, scavenger hunt preparation, t-shirt design, and photography. ○ Personnel are now turning marketing attention to summer and fall enrollment - after introducing the theme "You Belong Here!" as part of the Spring 2022 testimonial campaign, will use this through Spring 2023 as design elements and graphics are refreshed each semester. The next new theme will launch with the Fall 2023 campaign. ○ We are cordianting the launch of the annual comprehensive Student Media Preferences survey through Interact Communication to all currently enrolled students with hopes of obtaining at least 400 survey responses - will be open through April 10 nationally. Results from the survey help guide decisions on marketing strategies and emerging trends. ○ Investigating use of TikTok as an institutional social media platform and best practices for posting to be relevant and consistent with a single College account. ○ Recently brokered a collaborative partnership between Athletics, JCTV, and Live Stream STL to broadcast select baseball and softball games this season. Using these games as a pilot to expand live streaming to all sports teams by next year as we hope to bid the service.

	<ul style="list-style-type: none"> MCCA is campaigning to do statewide advertising regarding attending community colleges. This is still in the early, fundraising stages, but sounds promising. More information in the future.
Approval of Minutes	<p>The minutes of the February 22, 2022 and February 28, 2022 Cabinet meetings were presented for approval.</p> <p>ACTION:</p> <ol style="list-style-type: none"> Motion: Kim Harvey-Manus motioned to approve the February 22, 2022 and February 28, 2022 Cabinet meeting minutes. Second: Chris DeGeare Vote: All approved
COVID Planning Review Alert Levels	<ul style="list-style-type: none"> Alert Levels, Triggers, and Activities Currently there are no more red indicators. Jefferson County is down to 68 positive cases per 100,000.
Out of State Employees	<ul style="list-style-type: none"> Shelly Mueller noted that we have more out-of-state faculty than we had realized. (Most are from Illinois.) There are a few different options to accommodate out-of-state employees: <ul style="list-style-type: none"> Outsourcing payroll <ul style="list-style-type: none"> Voting rights, FMLA, minimum wage, labor law posters, and many compliance issues may vary by state. Kelly Services <ul style="list-style-type: none"> We pay them a fee and they become the contract employer for all out-of-state employees. Keep payroll processing in-house <ul style="list-style-type: none"> We would need to keep up with all of the compliance issues, which would likely mean hiring an HR/payroll position solely dedicated to out-of-state employees. Tasha recommends only allowing out-of-state employees to hold the position of adjunct. She also recommends using Kelly Services. This is not for recruiting, but for managing current employees. Rates may be able to be negotiated because of this unique situation. Our current top priority: Looking at the current employees that are completely online/hybrid and out-of-state adjunct faculty. The American Payroll Association also has some good resources on this issue which Shelly Mueller will be reviewing. There are issues with the tables on Ellucian. Ellucian is not keeping other states up-to-date. Shelly is trying to work with IT to get the tables created, but there is nowhere online to check and see if the newly created tables are correct and up-to-date. Additionally, anytime a state changes anything, the tables would need to be updated/recreated. Cabinet asked Shelly to share a list of current out-of-state employees with them. This discussion will continue later in April.
Employee Years of Service & Retiree Awards	<ul style="list-style-type: none"> Employees receiving Years of Service and/or Retiree Awards will continue to be recognized during the Spring Town Hall (date, TBD). Cabinet agreed that a face-to-face event can also be scheduled once again (the events were canceled the past couple years due to COVID). The Employee Support Committee is the group to organize the event for the recipients.
Process for Student Deaths	<ul style="list-style-type: none"> The Registrar's Office has a process in place for notifications regarding student deaths.

	<ul style="list-style-type: none"> ● Kim's office received a call regarding Administration representing the College at the funeral of a current student. It was noted that a faculty member did attend the visitation. ● Flowers will be sent from the College when a current student passes away (this will be handled by the President's Office). ● Henceforth, a faculty member or member of Jefferson College administration will attend the funeral or visitation of any current Jefferson College student who passes away.
Standing Agenda Items	
Action Items List	<ul style="list-style-type: none"> ● The Action Item List was reviewed and updated.
Strategic Workforce Planning Permissions to Fill	The following Permissions to Fill were reviewed: <ul style="list-style-type: none"> ● None
Purchasing	<ul style="list-style-type: none"> ● CARES Act Funding Spreadsheet - 3/4/22
Enrollment	<ul style="list-style-type: none"> ● No update.
Budget	<ul style="list-style-type: none"> ● No update.
Planning	<ul style="list-style-type: none"> ● No update.
Reports	Dena - No update. Chris - No update. Daryl- No update. Kim- No update. Allan- No update. Tasha - No update.
Diversity Discussion	<ul style="list-style-type: none"> ● Cabinet deferred discussion of Chapter 2 of the book <i>What If: 10th Anniversary Edition: Short Stories to Spark Inclusion & Diversity Dialogue?</i> until the March 18 meeting.
Adjournment	Time: 10:30 a.m.

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