

**CABINET MEETING
MEETING MINUTES
June 8, 2022, 8:00 a.m.
Administration Building Board Room**

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

GUESTS: Roger Barrentine, Sheree Bell, Dale Richardson

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Due to time constraints and the small number of Cabinet members in attendance, no official meeting minutes were taken. Recorded information was obtained via email or other means of communication. jb	
Call to Order	Time: 8:00 a.m.
Marketing & Communications Updates	<p>Roger Barrentine provided the following updates:</p> <ul style="list-style-type: none"> ● Summer enrollment “You Belong Here!” campaign launched in mid-April with a variety of targeted strategies including the following: <ul style="list-style-type: none"> ○ University Digital - April 14-May 13 <ul style="list-style-type: none"> ■ Tactics included geofencing, campaign keywords, website conquesting, site retargeting. ○ Summer Digital - April 30-June 30 <ul style="list-style-type: none"> ■ Tactics include geofencing address current students, geofencing high schools, geofencing addresses of COVID 20 and 21 seniors and 2022 seniors, campaign keywords, geofencing addresses applied but not enrolled Fall 2022-Spring 2022-Fall 2021, event capture high school graduations, geofencing JC campuses, website retargeting. ○ Health Occupations - Jeff County, May 13-June 30 <ul style="list-style-type: none"> ■ Programs - Rad Tech, OTA, PTA ■ Tactics include geofencing healthcare locations, campaign keywords, optimized audience jobs, website retargeting. ○ Rad Tech and OTA Regional Focus - May 13-June 30 <ul style="list-style-type: none"> ■ Tactics include geofencing healthcare locations, campaign keywords, optimized audience jobs, website retargeting. ○ PTA and OTA Regional Focus - May 13-June 30 <ul style="list-style-type: none"> ■ Tactics include geofencing healthcare locations, campaign keywords, optimized audience jobs, website retargeting. ○ Rad Tech Regional Focus - May 13-June 30 <ul style="list-style-type: none"> ■ Tactics include geofencing healthcare locations, campaign keywords, optimized audience jobs, website retargeting. ○ Charter Spectrum Cable TV Ad - You Belong Here! ○ St. Louis and Regional Radio Ads <ul style="list-style-type: none"> ■ KSD, KLOU, KTJJ, KJFF ○ Billboard Refresh on I-55/Hwy Z ○ Working on video and graphics for lead marketing sponsorship at Hillsboro High School (scoreboard signage and videos) ○ Working closely with IT as part of the Capital Project process to prepare bid documents for replacement of the electronic display with the entrance marquee ○ Coordinating Viking Ready Orientation interactive map

	<ul style="list-style-type: none"> ○ Creating social media posts as part of collaboration to promote Mizzou Clinical Engineering Certificate. ○ Working on marketing materials for newly approved CIS Cyber Security degree option. ○ Heavily publicizing the summer musical production of “Mamma Mia!”. ○ Future discussion - removal of 797-3000 phone number. ○ Preparing for departmental institutional assessment - reviewing community college marketing trends data and seeking potential communication audit by a third party. ● Attachments for this presentation: <ul style="list-style-type: none"> ○ JCH Ad 2 Gym Screen ○ Education is Important ○ YOU BELONG HERE ○ Billboard Options ○ Mamma Mia Program - 2 ○ President's Cabinet Report 6/7/2022
Approval of Minutes	Approval of the May 23, 2022 minutes was deferred to the June 20 meeting.
COVID Planning Review Alert Levels	<ul style="list-style-type: none"> ● Alert Levels, Triggers, and Activities
Google Calendar Visibility	<ul style="list-style-type: none"> ● This item was deferred to the June 20 Cabinet Retreat.
Presentation of Upgraded Restroom Designs	<ul style="list-style-type: none"> ● Cabinet members present were presented with the design and costs of the College’s proposed new, upgraded restrooms.
Standing Agenda Items	
Action Items List	<ul style="list-style-type: none"> ● Action Items were not reviewed at this meeting.
Strategic Workforce Planning Permissions to Fill	<p>The following Permissions to Fill were reviewed:</p> <ul style="list-style-type: none"> ● Testing Center Coordinator - Replacement for Connie Nash who was promoted - Approved. ● Enrollment Services Analyst - Replacement for Doug Cady and Michelle Conway (Replacing part-time (24 hours/week) ES Information Analyst and part-time (24 hours/week) ES Information Technician with one full-time position) - Approved. ● Print Shop & Mailroom Associate - Replace position outsourced through GFI and PT Mail Clerk - Approved. ● Senior Facilities Associate - Replacement for Chris Hunt who is resigning effective 6/15/2022 - Approved. ● Senior Facilities Associate - Replacement for Joyce Buckner who is retiring effective 6/15/2022 - Approved. ● Facilities Supervisor - Replacement for Linda Covert who is retiring effective 6/15/2022 - Approved. ● Associate Financial Director - Replacement for Kathy Kuhlmann who will assume the Controller position effective 7/1/2022 - Approved. ● Part-Time IT Tech - Replacement for Christina Boyher (PT position working 25 hours per week. Classification being upgraded from A13 to B22 to mirror classification of other IT Techs)- Approved.
Purchasing	<ul style="list-style-type: none"> ● The CARES Act Funding Spreadsheet - 6/2/2022 was shared with Cabinet.
Enrollment	<ul style="list-style-type: none"> ● No discussion.

Budget	<ul style="list-style-type: none"> • No discussion.
Planning	<ul style="list-style-type: none"> • No discussion.
Reports	<ul style="list-style-type: none"> • No reports were given.
Diversity Discussion	<ul style="list-style-type: none"> • <i>Book Discussion deferred to the June 20 meeting.</i>
Adjournment	Time: 9:00 a.m.

Respectfully Submitted,

Jennifer Baine (post-meeting)

Senior Administrative Assistant to the Vice President of Instruction