




**CABINET MEETING
MEETING MINUTES
November 7, 2022, 9:00 a.m.
Administration Building Board Room**

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

GUESTS: Shannon Schoenky, Jennifer Baine, Lisa Vinyard

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 9:10 a.m.
PR & Marketing Updates	<ul style="list-style-type: none"> ● <i>Roger Barrentine was unable to attend the Cabinet meeting. His updates were sent out via email.</i> ● <u>Wintersession and Spring Enrollment Campaigns Being Created - Credit Courses</u> <ul style="list-style-type: none"> ○ Targeting Wintersession digital advertising campaign to all students in and around Jefferson County during Thanksgiving week - all other marketing leading up to start date will be via free media. ○ Planning external campaign tactics for Spring using “You Belong Here” tagline and incorporating targeted ads for programs identified from each academic school by the Dean of Instruction/Associate Deans. Campaign will primarily target prospective adult learners and include some verbiage from CC Smart campaign. ○ “You Belong Here” social media campaign - current students who send in a short quote/photo are entered into a drawing for Jeffco hoodie. Runs through Nov. 23. Selected entries will be posted on social media. ● <u>Registration-Related Materials Produced</u> <ul style="list-style-type: none"> ○ New ATS rack cards (Automotive technology sample)  ATS-Automotive.pdf ○ Virtual Viewbook updated  Virtual_Viewbook_10_11_2022.pdf ○ New Veteran Benefits Flyer:  Veteran Benefits Flyer.pdf ● <u>JCTV Video Projects</u> <ul style="list-style-type: none"> ○ Completed <ul style="list-style-type: none"> ■ Player Intro video and Team hype video for 2022 Basketball Team ■ Trunk or Treat recap video ○ Upcoming <ul style="list-style-type: none"> ■ Day of Service recap video - Spring 2023 Enrollment Ads - HLC 2023 Annual Conference video “Learn. Lead. Luminate.” - Culinary Arts Leader Dinner video ● <u>Department Wins 8 Medallion Awards for Excellence from National Council of Marketing and PR</u> <ul style="list-style-type: none"> ○ Gold - Foundation Annual Report, Welcome Week flyer, You Make a Difference chocolate bar wrapper, The Windjammer newsletter, 2021 Holiday E-Greeting, You Belong Here TV paid ad ○ Bronze - Vaxxed Viking logo, #CCMonth social media campaign

	<ul style="list-style-type: none"> ○ Jefferson College earned more awards than any other college in Missouri ○ District includes Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, the Canadian province of Manitoba, Puerto Rico, and Virgin Islands. It is the only competition of its kind that honors excellence among marketing and public relations professionals exclusively at two-year colleges. ● <u>Promotion for Upcoming Campus and Community Events</u> <ul style="list-style-type: none"> ○ Free Oil Changes for Veterans - Nov. 12 ○ From Tutus to Toolbelts Workshop - Nov. 12 ○ MCCA Craft Fair - Nov. 19 ○ Hillsboro Christmas Parade - Dec. 10
Approval of Minutes	<p>The minutes from the October 17, 2022 and October 31, 2022 meeting were presented for approval.</p> <p>ACTION:</p> <ol style="list-style-type: none"> 1. Motion: Kim motioned to approve the October 17 and October 31, 2022 minutes as presented. Second: Chris Vote: All approved.
COVID Planning Review Alert Levels	<ul style="list-style-type: none"> ● Alert Levels, Triggers, and Activities ● No changes of relevance.
JCNW	<ul style="list-style-type: none"> ● From a community engagement perspective and for Workforce Development, this may be worth consideration. ● Price would be a factor. The College needs to find out how much the monthly expenses would be. ● There is also a possibility of adding a pole-climbing program either in this location or at the Hillsboro location. <p>ACTION:</p> <ol style="list-style-type: none"> 2. Daryl will call Tony to come up with a rough cost. <p>ACTION:</p> <ol style="list-style-type: none"> 3. Kim will coordinate a meeting with Chris, Josephine, Holly, Suzanne, Jaclyn, Lora, and others for further discussion.
Leadership Academy & Ideas	<ul style="list-style-type: none"> ● Cabinet members will provide suggestions to Tasha, and she will bring back a compiled list next week.
Cardinal Vending \$2,000 Allowance	<ul style="list-style-type: none"> ● Daryl reminded Cabinet that Cardinal Vending will provide up to \$2,000 for an annual event.
Shared Governance Flowchart	<ul style="list-style-type: none"> ● Draft Flowchart ● Cabinet agreed on the attached updated proposed flowchart.
Food Service	<ul style="list-style-type: none"> ● Chris discussed a possible partnership with the Hillsboro School District for our food service. <p>ACTION:</p> <ol style="list-style-type: none"> 4. Chris will connect Daryl, Kim, and others with John from Hillsboro to set up a meeting to discuss options on this.
Standing Agenda Items	

Action Items List	<ul style="list-style-type: none"> Monday Meeting Action Items were reviewed and updated.
Strategic Workforce Planning Permissions to Fill	<p>The following Permissions to Fill were reviewed:</p> <ul style="list-style-type: none"> Admissions Representative - replacement for Kristin Brown, who resigned - Approved.
Purchasing	<ul style="list-style-type: none"> CARES ACT FUNDING SPREADSHEET 11 3 22 Paragon was due to give restroom updates last week, but did not. Dale is following up with them. JCI/JCA - We are waiting to see when the Architect will be able to meet with the City of Arnold to review parking requirements for the expanded building before we meet with the Architect for an update on the plans.
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.
Employee Anonymous Questions	<p>Two questions have been received thus far and will be answered in Dena's President's updates and Extended Cabinet:</p> <ul style="list-style-type: none"> Why are there days that the staff report to work during the winter but the faculty do not? [paraphrased] Looking at the '22-'23 calendar, the President's Discretionary Days are listed differently on her calendar than on the HR calendar. [paraphrased]
Reports	<p>Dena</p> <ul style="list-style-type: none"> On December 7, Dena will be in Jefferson County at the EDC meeting doing a presentation. Dena met with Kathy Johnson in her role as Faculty Senate President: <ul style="list-style-type: none"> There was some concern because of reports of NYU professors who were fired because students were not doing as well as pre-Covid. Will our faculty receive the same? No. There were also rumors of a lawsuit regarding the Highway 30 property we sold recently (at a loss). There is no lawsuit. Taxes are up in Missouri this year. There will be a new way to receive a teaching certificate in two years. There should be increased discussion in Jefferson City on Personal Property Tax in Missouri. There will be a statewide "CC Smart" campaign launched at MCCA. It has been recommended by DHEWD in their budget to decrease the match in ARPA projects. Our state ARPA project was expanding JCA to move JCI there. Assuming this is included in the State's budget when approved in May/June, the match will no longer be 50/50. It was recommended to move to a state match of 63%, with 37% being the College's responsibility. The Missouri Commissioner of Higher Ed position will be posted soon. A lot of changes are expected on spending for higher education. Joe Candela and his students did a wonderful job for the MCCA. One of our music students will also be performing one night of the convention. <p>Chris</p> <ul style="list-style-type: none"> The 2 + 4 signing with Logan was last week. Jefferson College is now officially affiliated with a Chiropractic school. The Jefferson County Superintendents' meeting is this week.

	<ul style="list-style-type: none"> ● The ATS Advisory Committee Meeting is Wednesday morning. <p>Daryl</p> <ul style="list-style-type: none"> ● RFP's went out for bank sale and public sale. They are due back in two weeks. ● Follow-up on inside door locks: <ul style="list-style-type: none"> ○ The Fire Department stated that they are not allowed due to building code. (They interfere with building ingress and egress.) ○ Remind people to use the magnetic strips on their doors and to make sure doors are securely closed when they leave at night. ● Bookstore RFP - Daryl will contact the Task Force to let them know that the College will be moving forward with the RFP and will meet again after. ● Daryl is setting up a meeting with Paul Ferber and Darrel Hulvey to make sure tasks on an already created Clery checklist are covered. <p>Kim</p> <ul style="list-style-type: none"> ● The Adult Learner Resource Fair was held last week. ● The Women's Basketball team had its first home game last week. ● A small group visited Mineral Area College to check out their e-sports program. <p>Allan - No update.</p> <p>Josephine - No update.</p> <p>Tasha</p> <ul style="list-style-type: none"> ● Open Enrollment for insurance is happening this week. All employees need to renew their insurance. ● The Remote Work Task Force is getting closer to being able to notify the employees of their remote work position and open the application for employees to apply.
Diversity Discussion	<i>What If: 10th Anniversary Edition: Short Stories to Spark Inclusion & Diversity Dialogue? Chapter 10</i>
Adjournment	Time: 10:21 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