

**CABINET MEETING  
MEETING MINUTES  
December 5, 2022, 9:00 a.m.  
Administration Building Board Room**

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

**GUESTS:** Roger Barrentine, Shannon Schoenky, Jennifer Baine, Lisa Vinyard

AGENDA ITEM	DISCUSSIONS/OUTCOMES
<b>Call to Order</b>	<b>Time:</b> 9:01 a.m.
<b>Public Relations &amp; Marketing Updates</b>	<ul style="list-style-type: none"> <li>● Roger Barrentine presented Cabinet with public relations and marketing updates.</li> <li>● <u>Enrollment Marketing Campaigns Underway</u> <ul style="list-style-type: none"> <li>○ In addition to a targeted <a href="#">Wintersession</a> campaign, an external “You Belong Here” campaign for spring is underway, primarily targeting adult students and Associate Dean-identified programs from each of the four academic schools: English, Law Enforcement Academy, Cyber Security, and the AS in Biology degree.</li> <li>○ The campaign includes a variety of strategies including an <a href="#">overview video ad</a> and four versions featuring students from each program - <a href="#">English example</a>, digital targeted ads, free and paid social media, free and paid radio, website, and print.</li> </ul> </li> <li>● <u>Holiday-Related Projects Abound</u> <ul style="list-style-type: none"> <li>○ “Twas the Night Before” Employee Holiday Party graphics, door decorating photos, and coordination of attendance gift item</li> <li>○ Coordination of annual Hillsboro Christmas Parade (Dec. 10) participation</li> <li>○ Foundation-Leader Holiday Dinner <a href="#">promotional design</a> and Culinary Arts demo/vinaigrette video</li> <li>○ <a href="#">Santa Claus at JCA</a> (Dec. 15) event publicity</li> <li>○ Promotion of <a href="#">PACE Series</a> and Music Department seasonal events</li> <li>○ Production of College holiday e-greeting video card</li> </ul> </li> <li>● <u>Other Initiatives</u> <ul style="list-style-type: none"> <li>○ HLC 2023 Annual Conference video “Learn. Lead. Luminare.” - 30-seconds highlighting innovative Pathways in Nursing (PIN) program with Mercy Hospital Jefferson.</li> <li>○ The FY23 capital project for the electronic entrance sign will be presented to the Board of Trustees this week for consideration/approval .</li> <li>○ Webmaster Erin Bova is working with DSS staff in order to raise the College’s website ADA accessibility score to exceed the industry benchmark of 85.2 (currently at 83.9).</li> <li>○ The Marketing &amp; PR Department helped facilitate an on campus video being produced by Developmental Disability Advocates (DDA) highlighting student Hailey Schmidt with remarks by Linda</li> </ul> </li> </ul>

	<p>Ladendecker-Corley about the partnership between the College and DDA. A previous video done in 2021 featured Art Department student <a href="#">Mackenzie Cook</a>.</p> <ul style="list-style-type: none"> <li>○ FY24 capital projects submitted related to the department: reconfiguration of JCTV studio to expand Mass Communication program and complete revamp of the Jefferson College website.</li> <li>○ Promotion of \$400,000 Missouri Area Career Center Opportunity (MACCO) state grant for the HVAC and Fire Science programs.</li> <li>○ Publicity follow up from the MCCA Convention awards and other recent individual accolades.</li> <li>● Brandi explained the process for the new Community Service Leave (CSL) webpage and the CSL supervisor approval process that the CEOC Task Force #2 developed. (This has been approved with a few minor updates.) <ul style="list-style-type: none"> <li>○ Cabinet noted that more community sites will need to be added to the form.</li> <li>○ CSL Procedures will be linked to the associating Board Policy and Procedure.</li> </ul> </li> <li>● CEOC Task Force #1 created an updated new community partner application. <ul style="list-style-type: none"> <li>○ Roger Barrentine as committee liaison or Dr. McCaffrey will bring these to the Cabinet for approval every other month as needed.</li> </ul> </li> <li>● The CEOC will be maintaining the community partner list and the CSL page and supervisor list for the approval process. <ul style="list-style-type: none"> <li>○ Dr. Kershaw suggested the Committee have a standing 1-2 time a year review of the list.</li> </ul> </li> <li>● The College has wrapped up the <a href="#">Civic Engagement Action Plan</a>, and Cabinet has approved the CEOC to develop their own five year plan incorporating some of the tasks from the Civic Action Plan in the Committee's five year plan that will also follow the College's Strategic Plan. <ul style="list-style-type: none"> <li>○ <a href="#">Civic Action Plan Summary</a></li> </ul> </li> <li>● Brandi requested approval for the Community Trunk or Treat for 2023 to be held on Oct. 20th. <ul style="list-style-type: none"> <li>○ The date was approved.</li> </ul> </li> <li>● The Cabinet would also like to know the date of Day of Service 2023 ASAP. Brandi will be meeting about this matter this week and will forward the date to Dr. Kim Harvey-Manus and Roger Barrentine. <ul style="list-style-type: none"> <li>○ Cabinet would like this date to be before spring registration opens, but we cannot use the same Fridays as Manufacturing Day or the Foundation's Annual Golf Tournament.</li> </ul> </li> </ul>
<p><b>Approval of Minutes</b></p>	<p>The minutes from the <a href="#">November 28, 2022</a> meeting were presented for approval.</p> <p><b>ACTION:</b></p> <ol style="list-style-type: none"> <li>1. <b>Motion:</b> <a href="#">Dena</a> motioned to approve the November 28, 2022 minutes as presented.</li> </ol> <p><b>Second:</b> <a href="#">Chris</a></p> <p><b>Vote:</b> All approved</p>
<p><b>COVID Planning</b> Review Alert Levels</p>	<ul style="list-style-type: none"> <li>● <a href="#">Alert Levels, Triggers, and Activities</a></li> <li>● No changes</li> </ul>

<b>HLC Annual Conference</b>	<ul style="list-style-type: none"> <li>● Cabinet continued their discussion from the November 28 meeting regarding attendance at the HLC Conference in Chicago. <ul style="list-style-type: none"> <li>○ <a href="#">HLC Conference Attendance 2013-2022</a></li> <li>○ Cabinet discussed who they would be sending to HLC 2023 in March but did not make a final decision.</li> </ul> </li> <li>● The ACUE also has a robust professional development curriculum for faculty.</li> </ul>
<b>Leadership Academy</b>	<ul style="list-style-type: none"> <li>● Cabinet discussed project ideas</li> </ul>
<b>BOT Policies &amp; Procedures Section I</b>	<ul style="list-style-type: none"> <li>● Cabinet continued their discussion from the November 28 meeting regarding Board Policy I-018, Policy Development, as well as the other Board Policies and Procedures in Section I.</li> </ul>
<b>IRB Project Approval Request</b>	<ul style="list-style-type: none"> <li>● <a href="#">Whittington IRB Application</a> <ul style="list-style-type: none"> <li>○ This is a proposal from Brandon Whittington to let students know that survey results are not necessarily correct and how this may affect students' learning styles.</li> </ul> </li> </ul>
<b>Standing Agenda Items</b>	
<a href="#">Action Items List</a>	Monday Meeting Action Items were reviewed.
Strategic Workforce Planning Permissions to Fill	There were no new permission to fill requests.
Purchasing	<ul style="list-style-type: none"> <li>● <a href="#">CARES ACT FUNDING SPREADSHEET 12 1 22</a></li> </ul>
Enrollment	<ul style="list-style-type: none"> <li>● None</li> </ul>
Budget	<ul style="list-style-type: none"> <li>● None</li> </ul>
Planning	<ul style="list-style-type: none"> <li>● None</li> </ul>
Employee Anonymous Questions	<p>Questions received since the last meeting:</p> <ul style="list-style-type: none"> <li>● No new questions have been submitted.</li> </ul>
<b>Reports</b>	<p>Dena</p> <ul style="list-style-type: none"> <li>● Kim and Josephine are checking on MCCA speakers to present at BOT on Thursday.</li> <li>● The next Board meeting is scheduled for this Thursday, December 8.</li> <li>● The Jefferson College Holiday Party is this Friday evening, December 9, at the Hillsboro Civic Center.</li> <li>● A Cabinet Retreat is scheduled for this Friday, December 9, focusing on emergency preparedness; however, this meeting may need to be rescheduled. Daryl will let Dena know if the meeting should be rescheduled.</li> </ul> <p>Chris</p> <ul style="list-style-type: none"> <li>● A retirement reception will be held at 1:00 p.m. in the Administration Lobby today for Allan Wamsley.</li> <li>● Work needs to continue with Strategic Workforce Planning for IR/IE.</li> </ul> <p>Daryl</p> <ul style="list-style-type: none"> <li>● Daryl, Sheree, and Dale are meeting Wednesday with Hastings and Chivetta. There will be a discussion regarding their lack of response to projects on campus.</li> </ul>

	<ul style="list-style-type: none"> <li>● A meeting is scheduled with Paragon to review the schematic for Viking Woods.</li> <li>● A virtual meeting will be held on December 14 to discuss restroom planning.</li> <li>● The old Sheriff's building is being cleaned out to prepare for the metal building demolition in the spring semester.</li> <li>● JCI/JCA renovation has had everything sent to the City of Arnold's planning board. It should take about two weeks for us to get everything back.</li> <li>● The Foundation has approached Ameren regarding a possible donation for Veterinary Technology. The College should hear back about this after the beginning of the year.</li> <li>● Regarding the Transfer Center, it was determined that there is no need to move on this right now. Instead, more discussions need to take place regarding future plans for the lower level of the Student Center.</li> <li>● Received MSBN Grant for Nursing office renovations. Need to get architect input.</li> </ul> <p>Kim - No report.</p> <p>Allan - No report.</p> <p>Josephine</p> <ul style="list-style-type: none"> <li>● The Data Center is coming along.</li> <li>● A three-day basketball tournament was held this past weekend; unfortunately, the College lost all games but played well. We plan to use tournaments like this as a recruitment tool in the future.</li> </ul> <p>Tasha - No report.</p>
Executive Session	
Diversity Discussion	<i>What If: 10th Anniversary Edition: Short Stories to Spark Inclusion &amp; Diversity Dialogue? Off Week</i>
<b>Adjournment</b>	<b>Time: 10:36 a.m.</b>

Respectfully Submitted,

Jennifer Baine  
Senior Administrative Assistant to the Vice President of Instruction  
and  
Lisa Vinyard  
Executive Assistant to the President & Board of Trustees