


**CABINET MEETING
MEETING MINUTES
April 3, 2023, 9:00 a.m.
Administration Building Board Room**

MEMBERS PRESENT: Daryl Gehbauer, Kim Harvey-Manus, Josephine Kershaw, Dena McCaffrey, Tasha Welsh, Chris DeGeare (virtual)

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

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 9:06 a.m.
Marketing & Public Relations Updates	<p>Roger Barrentine presented the following updates:</p> <ul style="list-style-type: none"> ● 60th Anniversary Celebration <ul style="list-style-type: none"> ○ Branding launch occurred last Friday, and we are now shifting to incorporate exposure to supplement Community College Month emphasis with student/alumni quotes, interviews, and special themed events and activities. <p style="text-align: center;">Jefferson College 60th Anniversary “Celebrating 60 Years of Quality Education”</p>  ○ <i>Should Pursue - Easy to Achieve</i> <ul style="list-style-type: none"> ■ Anniversary Logo - website, social media, email signature, ads ■ Community College Month coinciding with anniversary photos and references ■ Calendar of Events - Spring and Fall ■ 2023 Commencement speaker (alumnus) ■ Table tents for common areas/cafe/Student Center ■ Student event with ice cream + giant birthday card + giveaway ■ Campus aerial “60” or “JC” group photo with students, faculty, staff, community ■ Throwback Thursday historical photos on social media ○ <i>Should Consider - Intermediate Support and Planning Involved</i> <ul style="list-style-type: none"> ■ Historical timeline and archived photo boards by decade ■ Employee Connect (with retirees) event - cake/coffee/ anniversary giveaway ■ Letter to the Editor/historical editorial in Leader newspaper ■ PowerPoint presentation for civic groups - “6 Decades of Excellence” ■ Friday Speaker Series presentation on College’s history ■ Naming of Hillsboro campus buildings/ceremony/dedication ■ Alumni “lasting legacies” submitted social media stories and photos

- Campus yard signs, window/door clings for each campus building plus JCA and JCI
 - *Should Attempt Only with Resources/Time/Support*
 - Viking Homecoming Weekend - Fall 2023 (various activities/new sports and Foundation alumni/class reunion?) + cake + giant birthday card for community to sign
 - Designated “anniversary” celebration game for each sport + archived photos + recognition/group photo of former players
 - Governor proclamation/“Jefferson College Day” during Board of Trustees meeting
 - 60th anniversary t-shirts and merchandise in bookstore
 - “JC 60 Years” large letters on Viking Drive
- **Campaign Development for Summer Enrollment** “Discover the Possibilities” - Strategies and tactics to include (not limited to):
 - Website homepage video and social media organic/paid posts
 - Geofencing campus sites to target existing students and their homes
 - Instagram and Snapchat video “reels/shorts” featuring student leaders
 - High school student ongoing geotargeting - monthly messaging
 - Limited print/local radio ads

We do not intend to promote specific programs, but rather, the benefits of taking summer courses and getting ahead on a degree/career
- To date, results for the **Student Media Preferences Survey** spearheaded by [Interact Communication](#) are at 74% of the target, with 253 completed. Two randomly chosen students will win a Nintendo Switch Lite and be featured in our social media. Deadline for completion is April 9, and data review will begin by early summer.
- Attendance at **NCMPR (National Council for Marketing and Public Relations) annual conference** included over 300 professionals from across the country and about one-third of the attendees were first-time participants. Aside from our institution, Missouri representation included East Central College and Mineral Area College. As a general observation from attending 10+ focused presentations and visiting with colleagues from coast to coast, our institution is very much on point with the marketing that is being produced and with the struggles that many marketing department staff are experiencing.
- Upcoming **special events and project** promotions involving Marketing & PR team:
 - Case Statement for Vet Tech campaign
 - Jefferson College Foundation virtual auction materials
 - Slide show for Employee/Retiree Years of Service Recognition
 - Development of logo for Accessibility Resource Office (ARO)
 - Marketing for Barnes & Noble book rental program - “Jeffco Ready”
 - Career Fair promotion for Social Work and Education
 - WES upcoming courses
 - Library “Pieced Together” Sandy Creek History presentation
 - Summer Musical “Willy Wonka”

	<ul style="list-style-type: none"> ○ Electronics E-Cycle collection day ● Discussion regarding campus building floor plan accessibility as potential security vulnerability ● In light of upcoming renovations at JCA, planned disposal of framed photos at JCA that have been on display since building opened in 2007 ● Discussion took place regarding safety concerns related to building maps being published online. <p>ACTION:</p> <ol style="list-style-type: none"> 1. Cabinet members will add comments to the birthday/anniversary activity list and have them ready by next Monday's Cabinet meeting. 2. Daryl will follow-up with Building and Grounds to get the correct Building Names and Office Numbers so that they can be assigned variables for mapping purposes. This should be done by August 1.
Approval of Minutes	Approval of the March 6, 2023 , March 13, 2023 , and March 20, 2023 Cabinet meeting minutes was deferred to the April 10 meeting.
Science Coach Sponsorship (Allan Wamsley)	<ul style="list-style-type: none"> ● This request is to provide space for professional development for K-12 science teachers using Jefferson College as a host school. ● Daryl will find out if the organization has insurance, for liability reasons. ● Daryl will ask Allan to follow up with Chris and Josephine about the curriculum.
NCHEMS State Meeting	<ul style="list-style-type: none"> ● Dena, Daryl, and Josephine will attend an MDHEWD meeting on April 18 at East Central College. ● NCHEMS is an education consulting organization hired by MDHEWD looking into performance funding.
Missouri Outdoor Connection Project	<ul style="list-style-type: none"> ● The US Forest Service distributed a survey related to Missouri's outdoor spaces. ● Dena will ask John Linhorst to complete the survey.
New - Community Partners - CSL	<ul style="list-style-type: none"> ● The following three requests were received by the CEOC to be considered as community partnerships: YMCA, Artists First (Maplewood), and All for Family. <ul style="list-style-type: none"> ○ If adding religious facilities, it was recommended to add the specific event(s) being approved (i.e. homeless breakfast). ● Cabinet approved all three organizations.
Lower Field Project (Rob Rodden)	<ul style="list-style-type: none"> ● Rob Rodden has proposed that ATS students be allowed to build a structure for repeated construction and tear-down experience. Instruction and F&A will work together to get more details on this request.
HB3 Revisions	<ul style="list-style-type: none"> ● The Cabinet discussed the response to MDHEWD for HB3. Dena will prepare the response.
Diversity Committee Public Posting	<ul style="list-style-type: none"> ● Update on discussion with Roger Barrentine. ● Public postings on the College's social media sites relate directly to activities and events at Jefferson College.
Standing Agenda Items	
Action Items List	<ul style="list-style-type: none"> ● Monday Meeting Action Items were reviewed.
Strategic Workforce Planning Permissions to Fill	<p>The following Permissions to Fill were reviewed:</p> <ul style="list-style-type: none"> ● Accounts Payable Specialist - replacement for Emily West, who is moving to the Mail & Purchasing Specialist position when Mary Caine retires - Approved

Purchasing	<ul style="list-style-type: none"> ● CARES ACT FUNDING SPREADSHEET 3 30 23
Enrollment	<ul style="list-style-type: none"> ● No update.
Budget	<ul style="list-style-type: none"> ● FY23-24 Annual Budget Request (Responses)
Planning	<ul style="list-style-type: none"> ● No update.
Employee Anonymous Questions	<ul style="list-style-type: none"> ● One question was submitted. It will be shared in the next President's Newsletter and at the next Extended Cabinet.
Reports	<p>Dena</p> <ul style="list-style-type: none"> ● Dena will ask the Board if the July/August Board meeting can be moved to the first week of August. ● Board agenda items are due today. ● The Town Hall is May 1, with Employee Years of Service/Retiree Recognition included. ● Extended Cabinet is this Thursday, with the following agenda: <ul style="list-style-type: none"> ○ Diversity Plan ○ Shared Governance Flowchart ○ Food Service Update <p>Chris - No report.</p> <p>Daryl</p> <ul style="list-style-type: none"> ● Food service will need to be pushed to the May Board meeting. ● Daryl has been working with both Bookstore vendors (Barnes & Noble and Follett) regarding the College's contracts with both companies. ● Daryl shared updates on the following projects: <ul style="list-style-type: none"> ○ Veterinary Technology building ○ Pedestrian bridge ○ Fine Arts building ○ HVAC lab ○ Fire Science pad ○ JCA - bids received but the lowest bidder could not meet the August 8 completion date. ● The City of Hillsboro would like to use some of the College's property and will be providing more information to Daryl. <p>Kim</p> <ul style="list-style-type: none"> ● Kim met with individuals from the Urban Education Research Center at UMKC regarding our progress with Student Journey Mapping. They plan to feature Jefferson College when they publish some case studies. <p>Josephine</p> <ul style="list-style-type: none"> ● Kenny, Lora, and Josephine are working on the NSF grant. It is in-progress. <p>Tasha</p> <ul style="list-style-type: none"> ● Tasha was pleased with the faculty turnout on Modern Think, which was over 60% for faculty. There was a 58% response overall.
Executive Session	<ul style="list-style-type: none"> ● Not needed.

Diversity Discussion	<i>What If: 10th Anniversary Edition: Short Stories to Spark Inclusion & Diversity Dialogue?</i> Chapter 13 discussion was postponed
Adjournment	Time: 11:09 a.m.

Respectfully Submitted,

Shannon Schoenky

Senior Administrative Assistant to the Vice President of Student Services

and

Jennifer Baine

Senior Administrative Assistant to the Vice President of Instruction

and

Lisa Vinyard

Executive Assistant to the President & Board of Trustees