

**CABINET MEETING  
MEETING MINUTES  
June 5, 2023, 8:30 a.m.  
Administration Building Board Room**

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

**MEMBERS ABSENT:** Josephine Kershaw (joined via Google Meet)

**GUESTS:** Roger Barrentine, Paul Ferber, John Linhorst, Shannon Schoenky

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 8:31 a.m.
Marketing & Public Relations Updates	<p>Roger Barrentine shared the following updates:</p> <ul style="list-style-type: none"> <li>● <b>Summer Enrollment Campaign</b> “Discover the Possibilities” - Paid marketing campaign builds on earlier “no cost” efforts and centers on highlighting benefits of taking summer courses and getting ahead on a degree/career. <ul style="list-style-type: none"> <li>○ <a href="https://www.youtube.com/watch?v=Sebrb7ZeUdQ">https://www.youtube.com/watch?v=Sebrb7ZeUdQ</a> - 30-second version</li> <li>○ <a href="https://www.youtube.com/watch?v=8-Z_GxZbGs8">https://www.youtube.com/watch?v=8-Z_GxZbGs8</a> - 15-second version</li> <li>○ Campaign on Charter Spectrum/AT&amp;T began on May 22 and ends on June 11. Ads airing on multiple stations in Jefferson County, South County, and AT&amp;T West/South zones.</li> <li>○ Facebook, Instagram, Snapchat paid targeted video campaigns began on May 22.</li> <li>○ Targeted digital ad and video campaign via Clarus Corporation began on May 25 using multiple tactics including: <ul style="list-style-type: none"> <li>■ Tactic 1: Geofencing Locations: Community</li> <li>■ Tactic 2: Audience Builder: Adults</li> <li>■ Tactic 3: Search: Optimized Audience-Education</li> <li>■ Tactic 4: Search: Optimized Audience-Jobs</li> <li>■ Tactic 5: Search: Website Conquesting-College</li> <li>■ Tactic 6: Site Retargeting/Remarketing</li> <li>■ Tactic 7: Connected TV <ul style="list-style-type: none"> <li>● Multiple devices (internet, smart TVs, Roku, Hulu, Xbox, etc.) Geofencing Locations - Community</li> </ul> </li> <li>■ Tactic 8: YouTube <ul style="list-style-type: none"> <li>● Behavioral and demographic characteristics matching target audience</li> </ul> </li> </ul> </li> <li>○ Campaign alignment with enrollment snapshot beginning May 22 (headcount was up 4.94 percent/1,019 and credit hours were up 6.3 percent/5,463 compared to June 5 (headcount is up 10.15/1,074 and credit hours are up 11.9 percent/5,765).</li> </ul> </li> <li>● <b>Foundation Approves \$16,000 Funding Request for JCTV Equipment</b> <ul style="list-style-type: none"> <li>○ Three Panasonic 4K high definition camera packages and a DJI Mavic Pro drone</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Coupled with new sound recording booths from FY24 capital project, updated tech will significantly enhance the Communication-Broadcast curriculum.</li> <li>● <b>New Entrance Signage</b> - working with Piros Signs vendor this week to undergo software training with anticipated launch of new messages no later than the end of June.</li> <li>● <b>Developing draft RFP for website redesign</b> - coordinating with Sheree Bell to complete formal document and disseminate to vendors this month.</li> <li>● <b>Oversight of campus email announcements will soon transition from IT to Marketing &amp; PR Dept</b> with the overarching goal of reducing the volume and repetitiveness of emails to students and employees. Will be using a new system developed by IT/Dustin Lemp for messaging requests to thin out emails in our inboxes.</li> <li>● <b>60th Anniversary Celebration Additional Planning</b> <ul style="list-style-type: none"> <li>○ Calendar of Fall events</li> <li>○ Will soon launch alumni memories, decade timelines, and Throwback Thursday photos</li> </ul> </li> <li>● <b>In the News Media Coverage</b> <ul style="list-style-type: none"> <li>○ Several Leader articles stemming from Board of Trustees meeting agenda items</li> <li>○ Leader special section on Jefferson County Job Fair with Lora Warner/WES</li> <li>○ Article highlighting new Cheerleading/Dance Coach Victoria Needy</li> <li>○ KJFF Jefferson College Reports have included Dena, Tasha, and Lora Warner</li> <li>○ Working on publicity for “Willy Wonka” summer musical shows</li> </ul> </li> <li>● A presentation of the College’s past, present, and future will be put together for the Opening Session in August. The Library is assisting with providing artifacts, and Roger’s team will provide information, including interview clips with former College Presidents.</li> </ul>
<p><b>Approval of Minutes</b></p>	<p>The <a href="#">May 22, 2023</a> Cabinet meeting minutes were presented for approval.</p> <p><b>ACTION:</b></p> <ol style="list-style-type: none"> <li>1. <b>Motion:</b> Kim motioned to approve the May 22, 2023 Cabinet meeting minutes.</li> </ol> <p><b>Second:</b> Daryl</p> <p><b>Vote:</b> All approved.</p>
<p><b>Flock Cameras</b></p>	<p>Paul and John joined the meeting to discuss flock cameras for license plate recognition (LPR).</p> <ul style="list-style-type: none"> <li>● Flock cameras can capture images and vehicle descriptions for real-time alerts in nationwide systems.</li> <li>● The cameras are solar-powered and require little infrastructure to install.</li> <li>● The cost is approximately \$2,500 per camera, plus add-ons estimated at \$500 each.</li> <li>● Cabinet will recommend to the Campus Safety Initiatives (CSI) Committee that four flock cameras be purchased, three for Hillsboro (for Mel Carnahan Drive, Viking Drive, and the Farm Road), and one for JCA. The costs would come out of the CSI budget.</li> </ul>

<b>Narcan Program and New Hope Outreach Center</b>	<ul style="list-style-type: none"> <li>● Paul presented information to Cabinet regarding a homeless shelter that New Hope Outreach Center is trying to establish at the site of the former Opal’s Motel on Old Hwy 21, near the Hillsboro R-III bus garage. <ul style="list-style-type: none"> <li>○ The location is 1.6 miles from Jefferson College.</li> <li>○ The group has not gotten support from other communities in Jefferson County.</li> </ul> </li> <li>● Cabinet discussed the possibility of JCPD officers carrying Narcan to assist in the event of an opioid overdose. Paul noted that Narcan can be provided at no charge for JCPD officers to carry with them. Cabinet will wait until the new Police Chief is on board for a decision to be made.</li> </ul>
<b>BoardDocs Devices</b>	<ul style="list-style-type: none"> <li>● The Board members’ iPads were replaced with laptops, and four smaller laptops will be available for those who request them.</li> <li>● Cabinet members should return their iPads to IT, and they can bring their laptops to Board meetings.</li> </ul>
<b>CSL Question</b>	<ul style="list-style-type: none"> <li>● Cabinet discussed the following question forwarded from Brandi Gallaway: “Do you think each event/department from the College has to fill out an application for employees to use their CSL or is anything involving the Campus automatically authorized for CSL use? For example, Project Success wants to advertise that employees can use CSL for their Color Run, should they have to fill out an application?”</li> <li>● Prior to the COVID pandemic, Community Service Leave was designed for full-time employees to participate with community organizations and events, usually off-campus.</li> <li>● Cabinet members agreed that annual or one-time on-campus events should just need supervisor approval and not CSL. Events for the Foundation or the monthly Adopt-a-Highway do utilize CSL, as they are regular events.</li> </ul>
<b>Policy &amp; Procedures Update</b>	<ul style="list-style-type: none"> <li>● Dena reminded Cabinet members that responses are needed for Shirley.</li> </ul>
<b>Construction Manager at Risk (CMR)</b>	<ul style="list-style-type: none"> <li>● Cabinet discussed using a Construction Manager at Risk for projects, but determined it would not be beneficial.</li> </ul>
<b>Ball Field Dumpster</b>	<ul style="list-style-type: none"> <li>● The Hillsboro Fire Chief reached out to Chris after participating in an external group’s event at the ball fields over the weekend. There is no dumpster at the fields, so bags of trash were left and raccoons got into it.</li> </ul> <p><b>ACTION:</b></p> <ol style="list-style-type: none"> <li>2. Daryl will look into getting a dumpster for the ball fields.</li> </ol>
<b>Standing Agenda Items</b>	
<a href="#">Action Items List</a>	<ul style="list-style-type: none"> <li>● Monday Meeting Action Items were not reviewed.</li> </ul>
Strategic Workforce Planning Permissions to Fill	<ul style="list-style-type: none"> <li>● There were no Permissions to Fill to review.</li> </ul>
Purchasing	<ul style="list-style-type: none"> <li>● <a href="#">CARES ACT FUNDING SPREADSHEET 6/1/23</a></li> </ul>
Enrollment	<ul style="list-style-type: none"> <li>● No discussion.</li> </ul>
Budget	<ul style="list-style-type: none"> <li>● Cabinet reviewed the FY24 Campus Projects Spending spreadsheet.</li> </ul>
Planning	<ul style="list-style-type: none"> <li>● No discussion.</li> </ul>
Employee Anonymous Questions	<ul style="list-style-type: none"> <li>● No questions were submitted.</li> </ul>
<b>Reports</b>	Dena - No report.

	<p>Chris</p> <ul style="list-style-type: none"> <li>Information regarding the Vet Tech building project needs to go to Hastings &amp; Chivetta.</li> </ul> <p>Daryl - No report.</p> <p>Kim</p> <ul style="list-style-type: none"> <li>The HLC Assurance Argument was submitted on Thursday, June 1.</li> </ul> <p>Josephine - No report.</p> <p>Tasha - No report.</p>
Executive Session	Cabinet moved to Executive Session at 10:36 a.m.
<b>Adjournment</b>	<b>Time:</b> 10:36 a.m.

Respectfully Submitted,

Shannon Schoenky  
Senior Administrative Assistant to the Vice President of Student Services