

**CABINET MEETING
MEETING MINUTES
March 6, 2023, 9:00 a.m.
Administration Building Board Room**

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

GUESTS: Roger Barrentine, Jennifer Baine, Lisa Vinyard, John Linhorst

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 9:05 a.m.
Marketing & Public Relations Updates	<p>Roger provided the following updates:</p> <ul style="list-style-type: none"> ● Roger will look into what it would take to live single-source stream events on campus. ● For Preview Day, the PR & Marketing team was pleased to help support the event through promotion and design for over 40 projects spanning from flyers to t-shirts to photo props to signage to digital/print ads to social media posts. ● 60th Anniversary Celebration - Following the Cabinet’s selection of a logo, the PR & Marketing team will undergo the launch of the branding and begin additional detailed planning for a schedule of events and activities. ● With the conclusion of marketing activities for the spring semester, we have retired the tagline "You Belong Here" that’s been in use since summer 2022 (3 terms) and have chosen Discover the Possibilities to be used for summer 2023/fall 2023/spring 2024 campaigns and Your Story Starts Here for summer 2024/fall 2024/spring 2025 enrollment marketing. ● For the Summer 2023 campaign, we’re using a bright, colorful design with sun and sunglasses. We do not intend to promote specific programs but may include photos of employee family members. <div data-bbox="657 1360 1302 1850" data-label="Image"> </div>

- For the Fall 2023 campaign, we will once again approach Associate Deans to suggest 1-2 programs per school to feature. The campaign will launch in June.
- Last week, we launched the annual comprehensive [Student Media Preferences](#) survey through [Interact Communication](#) to all currently enrolled students with hopes of obtaining at least 340 survey responses - will be open through April 9 nationally. Results from the survey help guide decisions on marketing strategies and emerging trends.
- In connection with the **Student Services Master Plan**, the Marketing & PR team is working on two overarching initiatives:
 - With the upcoming website update that begins this July and will launch in August 2024 - create a process for standardizing and updating academic program information and also ensure consistency with program fliers (currently in production).
 - Create a schedule to produce videos of each academic program for department web pages, social media, and in written promotional material via QR codes.
- **JCTV No Longer Broadcasting on Charter Spectrum** - After recent updates by Spectrum, JCTV video programs no longer display correctly. The video was either cropped with black boxes around the entire image or stretched out in an unappealing manner, depending on the viewer's home TV configuration. The reason for the video problem is that the Nexus video controller (the device that stores the video content/schedule and sends it to Spectrum) is at least 20 years old and does not support HD video, which is now the current standard. A technician from Spectrum came to the studio and was unable to determine any type of workaround or fix for this issue and the cost for a new HD controller would be around \$13,000. Coupled with the essentially "buried" channel number and uncertainty of the audience size, we have discontinued broadcasting on JCTV. There is no cost or savings in the decision to stop broadcasting. As stated in prior discussions, the primary function of JCTV video is now social media platforms vs. Charter Cable. Though the station broadcasts were at one point a key part of the College's community outreach, public consumption of video has now clearly shifted away from cable TV and to social media/streaming sites. Obviously the need for College-based video content will remain, but one of the methods used to distribute no longer exists.
- **Building Names/Honorary Designations for ASII and Technology Center** - After substantial research and discussion in light of results from the [Building Renaming Survey](#), Marketing & PR team members are pleased to present a list of [potential honorary name suggestions](#). We've given serious consideration to the names brought forth and there are enough for additional applications well into the future if needed.
- No building would be named after a college contributor until it has been confirmed that they had donated a minimum of \$1 million.
- Cabinet narrowed down building name choices to the top half of the list of [potential honorary name suggestions](#), which all have a College connection.
 - John Linhorst will take this top half of the list back to the Task Force for further discussion and narrowing.
 - The campus will then vote on what the Task Force

	<p>presents to narrow the pool even further, and hopefully come up with a top three.</p> <ul style="list-style-type: none"> • Dena has reached out to Rick Francis to be this year’s Commencement speaker.
Approval of Minutes	<p>The minutes of the January 23, 2023, February 13, 2023, and February 27, 2023 Cabinet meetings were presented for approval.</p> <p>MOTION:</p> <ol style="list-style-type: none"> 1. <u>Dena</u> motioned to approve the January 23, February 13, and February 27, 2023 Cabinet meeting minutes. <u>Kim</u> seconded. <u>All</u> approved. Chris abstained from voting on the January 23 meeting minutes. Daryl abstained from voting on the February 27 meeting minutes.
Civic Engagement List	<ul style="list-style-type: none"> • Cabinet reviewed the following document: <ul style="list-style-type: none"> ○ Jefferson College Local Civic Group Membership ○ Dena reviewed the list of Jefferson County organizations which currently or in the near future (due to impending retirements) need representation from the College. ○ Administrators were asked to share the list with the leadership in their areas to see where representation can be filled.
Bathroom Renovations	<ul style="list-style-type: none"> • This agenda item is continued from the February 27 Cabinet meeting. • The bid for this project came in at ~ \$3.5 million, but only \$1.8 million was budgeted for it. • A number of restrooms will need to be excluded from the bid. • After speaking with Paragon, Daryl is hopeful to have a new bid ready for consideration at the April 13 Board meeting. • Once the bids have been received and tabulated, we will determine a breakdown of the project funding between ARPA Funds, Plant Funds and other remodels funded by the COP Bonds.. • The College may have to remove nearly half of the original restrooms from the project at the current time to get the bid in our range; however, going out to bid again may be beneficial for the project.
FLSA	<ul style="list-style-type: none"> • This agenda item was deferred from the February 27 Cabinet meeting. • Cabinet discussed potential DOL changes and the impact on our employees. <ul style="list-style-type: none"> ○ Classified Staff with salaries of \$45,000-\$52,000/year may change to non-exempt status. ○ Final rules should be announced in May and will likely be effective <u>immediately</u>.
ATS Health Services	<ul style="list-style-type: none"> • This agenda item was deferred from the February 27 Cabinet meeting. • This is a proposal to change the reporting structure to the Nursing department: <ul style="list-style-type: none"> ○ Draft Org Chart • Chris discussed the Org. Chart for a suggested Nursing department organizational change effective July 1. <ul style="list-style-type: none"> ○ Cabinet agreed with the listed changes.
Closed Captioning Question	<ul style="list-style-type: none"> • This agenda item was deferred from the February 27 Cabinet meeting. • A question was raised by Dan Lauder regarding closed captioning: <ul style="list-style-type: none"> ○ Closed Caption Question.pdf • Chris has reached out to legal, but has not received a reply regarding

	<p>how the College should handle third-party captioning; therefore, no decision will be made at this time.</p>
DSS Rebranding Approval	<ul style="list-style-type: none"> ● Chris formally requested approval for a name change from Disability Support Services to the Accessibility Resource Office. <ul style="list-style-type: none"> ○ Cabinet members were in agreement with the name change from the current Disability Support Services Office to the Accessibility Resource Office (ARO).
Foundation Employee Funding Request	<ul style="list-style-type: none"> ● Blake has requested a donation page for Kati Donahue. <ul style="list-style-type: none"> ○ Kati will run out of sick time before she is able to return to work. ● Cabinet was in agreement to offer an employee collection via the Foundation for Kati Donahue.
Cabinet Retreats & Summer Cabinet Meetings	<ul style="list-style-type: none"> ● The following dates have been reserved for Cabinet Retreats. <ul style="list-style-type: none"> ○ March 6, 2023 ○ April 3, 2023 ○ May 15, 2023 ○ June 6, 2023 ○ July __, 2023 ● Summer Cabinet meetings will occur bi-weekly and last a little bit longer to help accommodate schedules.
Extended Cabinet/Virtual Meetings	<ul style="list-style-type: none"> ● Last week's Extended Cabinet meeting included several technology challenges. ● Presenters are encouraged to have audio/video checks prior to the meeting to confirm a smooth presentation. ● Videos within Google Meet are a challenge. We might stay away from videos during these meetings. <ul style="list-style-type: none"> ○ Audio must be routed back into Google Meet from the presenter's speakers. ● Be cognizant of background noise. It degrades the sound quality of the meeting. This includes not only ambient noise from your immediate area, but any noise from your computer, as well. ● Cabinet should be modeling good presentation skills for the rest of the campus. ● Cabinet needs to practice presentations ahead of time moving forward.
Barnes & Noble First Day Complete Transition	<ul style="list-style-type: none"> ● Sheree and Daryl met with Barnes and Noble reps on Friday. Reviewed Team leads for First Day Complete launch per the following schedule. First Day Complete Campus Launch Team Representation .xlsx ● B&N has a comparison tool where students can compare the cost of textbooks. This will assist them in determining whether they should opt-out of the rent-by-credit-hour program. ● Question: If B&N is not set up by the start of registration (March 27), could the \$24/hour book fee still be included on the student schedule/bills? Daryl answered that he felt we could go ahead and include the fees at the time of registration.
Defacing of Restrooms	<ul style="list-style-type: none"> ● The CTE building is the latest building to have issues with graffiti and other incidents occurring in the restrooms. ● Building & Grounds staff are working to clean off the graffiti or will paint if necessary. ● Daryl will speak with Roger about sending out a message regarding defacing of public property.

Standing Agenda Items	
Action Items List	Monday Meeting Action Items were reviewed. <ul style="list-style-type: none"> ● Cabinet discussed Professional Development Leave. <ul style="list-style-type: none"> ○ There is still a need to discuss how and what to report (webinars in-office, only Professional Development done out-of-office, travel time included, etc...). ○ It was agreed that the Administrative Assistants should not have to drive this initiative. Supervisors should drive it. They should decide what is on it and when/where it is used. ○ Cabinet will continue to discuss this issue.
Strategic Workforce Planning Permissions to Fill	The following Permissions to Fill were reviewed: <ul style="list-style-type: none"> ● History faculty - replacement for Scott Holzer, who is retiring - Approved. ● Accountant - replacement for Hope Hernandez, who is being promoted to Director of Accounting - Approved. ● Procurement Specialist - replacement for Mary Caine, who is retiring July 1 - Approved. ● Network Support Technician - newly-created position to fill back-up role for the Network Specialist and the expanded roles in that area - Approved.
Purchasing	<ul style="list-style-type: none"> ● CARES ACT FUNDING SPREADSHEET 3 2 23
Enrollment	<ul style="list-style-type: none"> ● No report.
Budget	<ul style="list-style-type: none"> ● No report.
Planning	<ul style="list-style-type: none"> ● No report.
Employee Anonymous Questions	<ul style="list-style-type: none"> ● None this week.
Reports	Dena <ul style="list-style-type: none"> ● Dena reminded everyone of this Thursday’s Board meeting, March 9. Chris <ul style="list-style-type: none"> ● Chris has completed the Instruction Division budget review. ● Chris will work on a new Adjunct Step Compensation model, but it will not be ready for Board submission this month. Daryl <ul style="list-style-type: none"> ● Two bids have been received from companies to conduct the College’s Audits. Kim <ul style="list-style-type: none"> ● Thank you to everyone who helped with Preview Day. There were 87 potential students in attendance. ● The Assurance Argument will be going out today for review. ● Viking Woods power went out last night and came on early this morning. It was out for approximately six hours. Josephine <ul style="list-style-type: none"> ● NCHEMS has been submitted. Chris and Josephine double-checked it together before it was submitted.

	<p>Tasha</p> <ul style="list-style-type: none"> • Tasha is working on Strategic Workforce Planning, Position Planning, and a lot of other planning.
Executive Session	<ul style="list-style-type: none"> • Not needed.
Diversity Discussion	<p><i>What If: 10th Anniversary Edition: Short Stories to Spark Inclusion & Diversity Dialogue? Off-week</i></p>
Adjournment	<p>Time: 11:36 a.m.</p>

Respectfully Submitted,

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