

Team
MEETING MINUTES
November 26, 2019
Administration Board Room

MEMBERS (presence denoted by check): Member names added with check box in front of their name

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|--|---|--|
| <input checked="" type="checkbox"/> Roger Barrentine | <input checked="" type="checkbox"/> Ray Cummiskey | <input checked="" type="checkbox"/> Chris DeGeare |
| <input checked="" type="checkbox"/> Daryl Gehbauer | <input type="checkbox"/> Kim Harvey | <input checked="" type="checkbox"/> Dena McCaffrey |
| <input checked="" type="checkbox"/> Allan Wamsley | <input type="checkbox"/> Tasha Welsh | <input checked="" type="checkbox"/> Karen Wicks |

GUESTS:

AGENDA ITEM	DISCUSSIONS/OUTCOMES
Call to Order	Time: 10:03 a.m.
Approval of Minutes	Approval of minutes from October 29 and November 12 was deferred.
Future Workforce Employee Needs and Training	FURTHER DISCUSSION NEEDED
Dual Credit Model	FURTHER DISCUSSION NEEDED
Automated System for Tracking Student Web Requests	FURTHER DISCUSSION NEEDED
Automated Phone System	Ray reminded Team members to let the Information Technology Director know if the Automated Phone System routes any calls incorrectly so IT can address it. Since the last conversation on this topic, phone calls have been routed much more suitably.
SSP/PREP Software	<p>Chris mentioned the PREP system for case management, paths to completion, and student support currently being used in grant programs and with some advisors. He has been a proponent of scaling it to all advisors; however, the company has not done any software development over the last few years, making PREP non-viable as long-term technology solution.</p> <ul style="list-style-type: none"> Chris met with Mark Smreker to discuss Degree Works from Ellucian. The cost to rollout would be a \$100,000 up-front, but only \$17,000 per annually to maintain. If technology like this helps to retain 25 students in the first year, it will have paid for itself. The Guided Pathways Task force on Technology is looking at solutions such as Degree Works as part of the Technology component. Team discussed the importance of vetting any software product to ensure it has strategic value. The conversation is in the very early stages. A consideration for any technology update with an upfront cost: what part of the budget will be surrendered in the short-term to pay for the innovation? <p>FURTHER DISCUSSION NEEDED</p>
Technology Funding	Team discussed funding models for technology; there is not a system outside of Capital Projects for approval of technology projects/innovations.

	<ul style="list-style-type: none"> • With the Capital projects budget reduced to \$500,000, there could be some money set aside for technology-only initiatives that could be approved by a standing subcommittee of Strategic Planning. • Some initiatives that have been discussed but no decision or timeline for implementation has been determined: chat bot, keyless entry, FLAC, Bring Your Own Device. These initiatives need long-term implementation plans, including training and technical literacy. • There are many stand-alone plans, but the College is missing and integrated strategic plan that would take all of these items into consideration. There needs to be a process to evaluate technology updates more globally instead of one at a time. <p>FURTHER DISCUSSION NEEDED</p>
<p>College Reading Prep. Course</p>	<p>Northwest high school reached out to Allan to talk about offering an Early College Reading course. Chris, Allan, Lisa Ebert, several Northwest administrators, and a lead counselor from Northwest met to discuss possibilities. The College would be partnering with Northwest to share curriculum and provide testing for their students. Kaysie Dudley has been instrumental in developing relationships with Northwest this year.</p> <ul style="list-style-type: none"> • Northwest estimates 100-120 students who are primarily on a technical career track who could benefit from a College Reading Preparation course. The course would be for Junior and Senior year students and would allow students to gain their reading proficiency while in high school. Using multiple measures for English, these students could come to Jefferson College ready for college courses. • Allan would like to try a pilot of the program with Northwest and scale it to other schools if it is successful. • The group also discussed Industrial Math and GUD101 offerings. If students could complete Industrial Math, GUD101, and Reading Proficiency in high school, they would have close to one semester of credit when they enroll at Jefferson College. <p>FURTHER DISCUSSION NEEDED</p>
<p>Acronyms List</p>	<p>Daryl sent the Campus Acronyms List from the Employee Support Committee to Team for final review. It has been reviewed by supervisors, committee chairs, and constituent leads. The list will be posted on MyJeffco for employee access and given to new employees in their initial meeting with the HR Specialist. Team will provide changes and additions via email to Miriam.</p> <p>ACTION:</p> <ol style="list-style-type: none"> 1. Team members email any additions or changes to Miriam by Friday, December 6.
<p>Budget Associate Dean of MPT Hiring</p>	<p>Maryanne Angliongto and Adam Tournier were the top candidates; Meet and Greets with the finalists were on October 20. Substantial feedback was received from the Meet and Greet attendees.</p>
<p>Planning Updates on Strategic Enrollment Management</p>	<p>Enrollment is up 4% as of November 26. It will most likely level out, as spring enrollments tend to drop.</p>

<p>Reports President</p>	<p>Ray</p> <ul style="list-style-type: none"> • Ray distributed handouts from Steve Meinberg regarding police drone use. Dena commented on the new Drone courses offered through Continuing Education. • There is a current push for college wrestling programs. Seckman has asked for a collegiate program for years. A broader conversation about athletics would be profitable: brainstorm ideas, show data, completion and transfer rate, revenues, scholarships, etc. • Community outreach possibilities: developing cross country trails, a mountain bike trail, and a disc golf course were discussed. Team emphasized keeping ideas tied to the mission of the College and choosing projects with strategic need. When it comes to best use of the College land, there is not a current “champion” to move ideas forward. Dena would like to see it as part of an integrated Master Plan. • At the December 5 Board Meeting, the following MCCA Convention attendees will speak during the President’s Report: Carrie Greer, Leslie Buck, and Sheba Nitsch. They will give short, informal presentations highlighting the value of attending MCCA to learn from peers, network, and present. • Dena was mentioned in the St. Louis Business Journal.
<p>President-Elect</p>	<p>Dena – No report.</p>
<p>Chief Academic Officer</p>	<p>Allan</p> <ul style="list-style-type: none"> • The search committee for the Director of IR has met and used SparkHire to do three video interviews. One candidate came to top of list due to the person’s excellent experience. The top two candidates will be invited to campus the first week of December for a search committee interview, Team interview, and a campus Meet and Greet. Allan will ask the candidates to prepare a 10-minute presentation for Team detailing a project they have worked on.
<p>Dean of Instruction</p>	<p>Chris – No Report.</p>
<p>Finance & Administration</p>	<p>Daryl</p> <ul style="list-style-type: none"> • For FAST Budgeting and Forecasting, Millennium wants to go live the first part of December. Training will most likely begin in January. • Daryl mentioned that during the IRS audit, they were reminded that tuition reimbursements over \$5,250 in one year is taxable income unless the education is required by the employer or the law, or it maintains approved skills for the job. There were two employees this year that exceeded the \$5,250 amount; Daryl will send out the list of tuition reimbursements and ask for supervisors to state that it is related to their jobs. Team suggested adding a checkbox on the reimbursement paperwork to make employees aware that over \$5,250, it may become taxable if the education is not related to their current job. It is not to discourage reimbursements or education, but simply to determine taxability.

Student Services	<p>Kim – No report.</p> <p>Karen</p> <ul style="list-style-type: none"> The search committee held interviews for the Development Assistant position last week. Karen had a second interview with the top candidate on November 25. Tasha is checking references. <p>Roger</p> <ul style="list-style-type: none"> In connection with the spring marketing campaign, Roger shared the following videos. The videos will run on Charter cable and DirectTV, and will be shown to Jefferson County residents during Blues games and live television events. <p>https://www.youtube.com/watch?v=2GnwTg5dQsl, https://vimeo.com/375662777, https://vimeo.com/375662906</p>
Foundation	
Marketing	
Human Resources	Tasha – No Report.
Adjournment	Time: 11:51 a.m.
Additional Documents	Attached documents reviewed during this meeting: <ol style="list-style-type: none"> Marketing Strategies - Spring 2020 Campus Acronyms List_Final Draft

Respectfully submitted,
Miriam Rougely
Administrative Assistant to the President-Elect and Instruction

Acronym	Meaning	Notes	Category
AA	Associate of Arts Degree	Transfer Degree, usually 2 years	Instruction
AACC	American Association of Community Colleges	National organization providing resources for community colleges	External
AACU	American Association of Colleges and Universities	National association focusing in improving undergraduate education	External
AAS	Associate of Applied Science Degree	Degree designed for entry-level employment	Instruction
AAT	Associate of Arts in Teaching	Transfer degree for Education majors	Instruction
AEL	Adult Education and Literacy	High School Equivalency Test Prep Courses, literacy classes, and English language acquisition	Instruction
AFA	Associate of Fine Arts Degree	Transfer degree for Fine Arts Program	Instruction
APA	American Psychological Association	Organization and Writing Style Used in Some Programs	Instructional
AS	Associate of Science Degree	Transfer degree for Engineering students	Instruction
ASC	Academic Success Center		Instruction
ASCD	Academic Skills Competency Development	Component of General Education Assessment Plan	
ASI/ASII	Arts & Sciences I/Arts & Sciences II	Campus Buildings	Institutional
ASR	Annual Security and Fire Safety Report		External
ATS	Area Technical School	Campus Building/Division	Institutional
BAT-FAT	Board Administrative Team - Faculty Administrative Team	Negotiating Body for Admin/College - Negotiating Body for JCNEA	
Bb	Blackboard	Learning Management System	Instructional
BCT	Behavioral Concerns Team	Meets to review concerns	Administration
BOT	Board of Trustees		Administration
BWD	Business & Workforce Development		
CAO	Chief Academic Officer	Vice President of Instruction/Provost	Instruction
CBHE	Coordinating Board for Higher Education	Part of DHEWD; Board has one representative from each congressional district	External
CDC	Child Development Center	Campus Building	Institutional
CEO	Chief Executive Officer	President	President
CEOC	Community Engagement and Outreach Committee		Committee
CFO	Chief Financial Officer	Vice President of Finance & Administration	Finance & Administration
CICC	Council of Institutional Committee Chairs	Committee Chairs	Committee
CIO	Chief Information Officer	Information Technology Director	Finance & Administration

COS	Central Office Services	Office Supplies, Events Management, Finance & Admin Forms	Institutional
CSAO	Chief Student Affairs Officer	Vice President of Student Services	Student Services
CSL	Community Service Leave	Employee Paid Leave for Service	Institutional
CTE	Career & Technical Education	Campus Building	Institutional
CTL	Center for Teaching and Learning	Faculty Best Practices sessions	Faculty
DESE	Department of Elementary and Secondary Education	State body for K-12 and Tech Programs	External
DHEWD	Department of Higher Education and Workforce Development (formerly Missouri Department of Higher Education - MDHE)	MDHE combined with Missouri Workforce Development	External
DSS	Disability Support Services	Services for students with disabilities	Student Services
ELL	English Language Learner	Classes offered to adults without an F1 visa to learn the English language	
EMS	Events Management System	Also called "Virtual EMS", used for scheduling events and classes.	Institutional
ES	Enrollment Services		
ESC	Employee Support Committee		Committee
FA	Fine Arts	Campus Building	Institutional
FAFSA	Free Application for Federal Student Aid	Student Services, Employee Tuition Waiver	
FCC	Faculty Certification Course	Online Instructors must complete course through Online Learning & Assessment Office	Instruction
FERPA	Family Educational Rights and Privacy Act	Enforces privacy of students' records.	External
Gen Ed	General Education	Core courses that make up the foundation of a degree	Instruction
HiSET	High School Equivalency Test (formerly GED)	Took the place of the GED in Missouri in 2014	Instruction
HLC	Higher Learning Commission	Accrediting Body	External
IA	Institutional Assessment	Departmental Assessment Report	Institutional
IT	Information Technology	Campus Department	Institutional
JCA	Jefferson College Arnold		Institutional
JCI	Jefferson College Imperial		Institutional
JCNEA	Jefferson College - National Education Association	Faculty Labor Union	Instruction
JCW	Online	Code shown on reports	Institutional
LEA	Law Enforcement Academy		Instruction
LIB	Library		Instruction

LMS	Learning Management System	(Blackboard, Canvas, D2L, etc.)	Institutional
MCCA	Missouri Community College Association	Org. Providing Resources for CC	Institutional
MDHE	Missouri Department of Higher Education	Now called DHEWD	Institutional
MIR	Maxient Incident Report	Report made in response to concerning student behavior	Student Services
MLA	Modern Language Association	Writing Style Used in Some Programs	Instruction
MoCC	Missouri Campus Compact	Organization Providing Civic Engagement Info	Institutional
MOTR CORE42	Missouri Transfer Core Curriculum transferable across MO public institutions		Instruction
MSBN	Missouri State Board of Nursing	Accrediting Body	Instruction
NACEP	National Alliance of Concurrent Enrollment Partnerships	Dual Credit	Instruction
NEST	Nursing Education Simulation Technologies	High-tech simulation lab for nursing program	Instruction
NJCAA	National Junior College Athletic Association		Student Services
OCR	Online Course Review	Used by Online Learning and Assessment	
OSS	One-Stop Shop	and Financial Aid model of Enrollment Service in Student	Student Services
PEERS	Public Education Employee Retirement System of Missouri	Retirement benefits for MO public school employees	Human Resources
PIP	Performance Improvement Plan	performance	Human Resources
PIP	Partners in Prevention	Substance misuse consortium	
PLC	President's Leadership Council	Monthly meeting of representatives across campus.	Institutional
POB	Pat on the Back	Employee nomination/ recognition program	
PREP	Personal Resource and Education Plan	Integrated planning and advising software	Instruction/Student Services
PS	Project SUCCESS - TRiO Grant Program	Also called Student Support Services (SSS)	Student Services
PSRS	Public School Retirement System of Missouri	Retirement benefits for MO public school faculty	Human Resources
SC	Student Center	Campus Building	Institutional
SEM	Strategic Enrollment Management	Usage: "SEM Plan"	Institutional
SEM/R	Strategic Enrollment Management & Retention Committe	Committee	Committee
SLS	Student Learning & Support Committee	Committee	Committee
SS	Student Services Division		Student Services
TC	Technology Center	Campus Building	Institutional
VPI	Vice President of Instruction	Also Chief Academic Officer (CAO)	Instruction
VPSS	Vice President of Student Services		Student Services
VSIP	Voluntary Separation Incentive Program	Offered by the Board during some years	Human Resources
VW	Viking Woods	On-campus housing for students	Student Services

Strategic Enrollment Management & Retention Committee Marketing Subcommittee Update

Spring 2020 Registration & Enrollment Strategies *Final campaign using "Your First Choice" tagline*

Winter Session Emphasis

- Targeted ad for student athletes across region/country who need to gain credit before Spring semester

Text/Call-a-Thon

- Targeted text messages for currently enrolled students and applied but not enrolled prospects

Digital/Online Marketing

- Mobile/Desktop Browser Online Display Ads - Targeting 18-54 year olds who search for higher education related content/sites within 60 mile radius of Hillsboro campus
- Jefferson County 2020 High School Junior/Senior IP Address Targeting – Identify specific homes based on address to deliver digital ads to all devices including mobile, desktop, tablet, video game systems, etc.
- Geo-targeting of Jefferson County High Schools – Digital ads served specifically to devices in proximity to school locations
- Website Retargeting – visitors who click on selected pages of jeffco.edu are served Jefferson College ads when on other site
- YouTube pre-video ads - Targeting ages 18-54 who view content related to higher education within 60 mile radius of Hillsboro campus

Social Media

- Facebook/Instagram – College-generated content and paid ads
- Twitter – College-generated content
- Vimeo/YouTube - College-generated registration videos

Cable Television

- Charter Cable/AT&T/Dish/DirecTV predominantly in Jefferson County during live programming – ads featuring student leaders and music jingle with "Your First Choice" theme – Airing Nov 25-Jan 9

Radio

- Broadcast and streaming – Ad rotation featuring music jingle with "Your First Choice" theme airing Nov 25-Jan 9.

Spotify Radio
KSD – FM 93.7
KSLZ – FM 107.7
KLOU – FM 103.3
KLLT – FM 104.9
KPNT - FM 105.7
KSHE – FM 94.7
KTJJ/KJFF - FM 98.5/AM 1400

Targeted Direct Mail

- Oversized postcard sent to all homes in service district (about 52,100 mailed) week of Nov 12 where at least one person in household is between ages of 18-45

Print

- Ads in Leader and Arnold-Imperial Rock newspapers

Miscellaneous

- Jefferson College website homepage
- Hillsboro campus entrance marquee messages and crosswalk banners (also at JCA)
- News releases to area media
- Local talk radio shows/interviews
- *The Windjammer* newsletter ads/articles

Additional Projects In Progress

Academic program degree sheets (**completed**)

Billboard Interstate 55 – “Your FIRST Choice - An Education Built Toward Your Success...A Total No Brainer” (**completed**)

Creation of out-district and out-state cost comparison flyers

Reprint of Viking helmet/facts and incorporation of social media contests depicting use

Design of new Viewbook

Development of annual high school-specific senior postcard series

Creation of marketing materials to address 4-year institutions and “free” scholarships

T-shirt swag for high school events (recruitment, decision days, etc.)

JCA registration events in spring for Fox/Seckman/Windsor seniors

Discussion about creation of high school junior/senior communication plan

Exploration of chatbot (artificial intelligence) for website and texting

Annual student media preferences survey (received 600 responses)