



Board of Trustees Meeting Minutes

Time: 1:00 PM

Hybrid - ZOOM Video Conference

and Micron 1701-A

July 8, 2021

CALL TO ORDER

Chair Lenty called the virtual meeting to order at 1:00 PM.

PLEDGE OF ALLEGIANCE

VISITOR INTRODUCTIONS - None

AMENDMENTS TO THE AGENDA - None

CWI MISSION STATEMENT – Trustee Reames read the CWI Mission Statement.

PUBLIC COMMENT- There were no public comments.

ATTENDANCE

TRUSTEES:

- **MOLLY LENTY, CHAIR**
- **CHERIE BUCKNER-WEBB, VICE CHAIR**
- **JIM REAMES, SECRETARY/TREASURER**
- **ANNIE HIGHTOWER, TRUSTEE**
- **SAMANTHA GUERRERO, TRUSTEE (REMOTE)**

ALSO PRESENT:

Denise Aberle-Cannata, Interim President and Provost
Craig Brown, Executive Vice President, Operations
Mark Browning, Vice President, College Relations (Remote)
Karl Spiecker, Vice President Finance
Ryan Herring, Vice President Human Resources
Andrea Fontaine, General Counsel
Judd Constantine, Audio Visual Project Manager
Zac Ricketts, Marketing Representative III
Janice McGehee, Executive Assistant to the President
Audrey Eldridge, Executive Director, Communications & Marketing
Alexis Malepeai, Executive Director Institutional Effectiveness
Gabby Minor, Administrative Assistant I
Kae Jensen, Dean, Math & Science
Justin Vance, Dean, Arts & Humanities
Christi Gilchrist, Assistant Vice President, Economic Development
Michael Chacon, Chief Information Officer

Stephanie Ritchie-Breach, Faculty Senate President
Patrick Tanner, Assistant Vice President, Enrollment & Student Services
Jennifer Colley, Director Human Resources
Laura Brown, Executive Administrative Assistant
Gordon Hynes, Director, Budget
La Dawn Anderst, Foundation, Data Base Coordinator
Chad Trisler, Dean of Students
Michael Jensen, Director, Foundation
Kevin Platts, Director of Public Safety Programs
Courtney Santillan, Dean, Social Science & Public Affairs
Jason Stokes, Bookstore Manager
Jessica Downing, Senior Creative Manager
Jordan Mendoza, Senior Research Analyst
Justyne Jones, Supervisor, Tutoring Services
Ross Hosking, Videographer
Cathleen Currie, Dean, Health Sciences
Mary Jo Hayes, Comptroller
Kae Jensen, Dean, Math & Science
Gloria Keulman, Administrative Assistant III
Greg Wilson, General Education Coordinator
Becca Savransky, Idaho Statesman
Corey Johnson, Guest

CONSENT AGENDA

(M/S) VICE CHAIR BUCKNER-WEBB /TRUSTEE REAMES MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. MOTION PASSED.

INTERIM PRESIDENTS REPORT – DENISE ABERLE-CANNATA

- The **2021 Fall Address** is August 18, at the Galaxy Event Center. The theme is “A Bold New Future” and will be a hybrid format. The keynote speaker will be Futurist, Michael Matthews.
- The **Presidential search** process is underway and should open by the end of July or first of August. The Presidential Profile is being finalized now.
- **Strategic Planning** starts next week. There has been a lot of work happening at the various department levels, and we will come together, calibrate and set the course forward.

BOARD COMMITTEE REPORTS

- **COLLEGE RELATIONS**
 - **BRAND UPDATE**

Executive Director Audrey Eldridge reviewed the **Brand Rollout** Timeline. Currently, for June and July the team is working on the transition and preparing for institutional implementation. August through December will be the execution phase which includes the new brand rolling out college-wide. The execution of the brand transition will continue into the 2021-22 Academic Year.

The **Recruitment Campaign** is well under way with the new brand. Marketing dollars are being stretched to not only accomplish recruitment, but brand awareness.

A few of the community locations include:

- Mall signage
- Billboards
- Hawks Stadium signage
- Idaho Center, for the first time interior arena wall wrap.

Executive Director Eldridge reviewed the following:

- Print materials, digital ads, and website rollout.
- Brand Style Guide, PowerPoint templates and Zoom backgrounds.
- Promo items to be in the bookstore by August 1.

Executive Director Eldridge provided each Trustee with a new logo/brand hat.

Chair Lentz asked if there was going to be a ribbon cutting or some sort of public facing event. Executive Director Eldridge stated a welcome back on campus event for students is a possibility.

Trustee Reames asked what the timeline is from start to finish for a brand refresh such as this. Executive Director Eldridge stated it has been in process for three years now and going forward, the maintenance could take up to a year after execution is complete.

▪ **COMMUNITY RELATIONS**

- The next issue of the “Elevation” is coming out soon.
- CWI Night at the Hawks Stadium Fundraiser for the SCORE Big Scholarship fund is July 29.
- Other community engagement opportunities are being planned.

▪ **FOUNDATION**

Vice President Browning provided a Foundation update. The CWI Foundation Board met on June 8, and is currently looking to recruit two new Board members.

Upcoming Foundation events include:

- CWI Night at the Hawks Stadium
- Swing for the Green
- Opening Doors is Oct. 6, 2021
- Two new scholarships in the works
 - Allied Business Solutions gave \$5,000
 - Anonymous donor recently donated to the endowment fund.

• **STUDENT SUCCESS**

Trustee Samantha Guerrero

- Assistant Vice President Patrick Tanner shared comments from students in the commencement video by graduates expressing their gratitude and sharing their CWI experiences.

- **POLICY**

Trustee Annie Hightower

- Trustee Hightower reviewed Board Policy #9.
- There are no new proposed college policy changes.
- Board self-evaluations are being scheduled now.

- **FINANCE**

Trustee Jim Reames

- Vice President Spiecker reviewed the updated monthly Finance reporting schedule and has added in July, an overview of the summer tuition and fee revenue, as well as the annual independent audit presentation at the October meeting.
- Vice President Spiecker reviewed the summer enrollment numbers, which are down from last year by -5.8%. However, it is important to note, our numbers are up over the four years prior to COVID.
- Vice Chair Buckner-Webb stated she has had 22 calls from the public regarding questions around CWI enrollment.
- Trustee Reames asked how many dual credit enrollees can be followed through the enrollment system? Interim President Aberle-Cannata stated the process of reviewing the CRM has begun and target marketing is being done to identify any gaps.

PROVOST REPORT

- **Perkins V Comprehensive Local Needs Assessment (CLNA)**

Interim Vice President and Provost Aberle-Cannata stated that CWI is in the process of preparing to complete a comprehensive local needs assessment as required by Perkins V Legislation. The Perkins V provides funding for Career and Technical Education (CTE) initiatives and expansion. CWI last completed the CLNA assessment in 2020.

The purpose of a Needs Assessment is to help local CTE leaders identify, understand and prioritize their needs and strategies, in order to improve industry alignment, student performance and the quality of programs.

CONSIDER EMERITUS STATUS POLICY CHANGE

- General Counsel Andrea Fontaine reviewed the Emeritus Status Policy changes that were presented at the last meeting. General Counsel Fontaine's recommendation is to combine all three policies (trustees, faculty and staff) into one policy, HR-220. If approved, the Board Governance Policy Section 5.04 will need to be updated to reflect these proposed changes.

HR-220 EMERITUS STATUS POLICY CONSIDERATION

(M/S) TRUSTEE HIGHTOWER /TRUSTEE REAMES MOVED TO APPROVE THE PROPOSED HR-220 EMERITUS STATUS POLICY AS PRESENTED.

ROLL CALL VOTE:

CHAIR LENTY-AYE

VICE CHAIR BUCKNER-WEBB-AYE

TRUSTEE GUERRERO-AYE

TRUSTEE HIGHTOWER-AYE

TRUSTEE REAMES-AYE

MOTION PASSED.

Trustee Hightower stated there have been some nominations submitted for Emeritus Status consideration and the Trustees will need to review these at an upcoming meeting.

CHAIR'S REPORT

Chair Lenty chose to forego the Chair's report at this point in the meeting, and include her remarks in the Work Session.

WORK SESSION

- Strategic Planning & Visioning draft was presented by Executive Vice President Craig Brown
 - Campus planning influences
 - Perkins V CLNA –areas of focus

- Next Strategic Plan Summary
 - Current FY2018 –FY2022 Strategic Plan
 - Consider retaining the Vision 2040 with certain modifications:
 - Shift to 3 Year Focus (FY2024-FY2026)
 - Trustee Guerrero commented she likes the idea of CWI being a community hub and having learning labs and business partnerships.

- Three Year Strategic Plan
 - Interim President & Provost Aberle-Cannata shared with the Trustees the draft 3 Year Instructional Plan. A review of the key trends as well as unique challenges facing CWI was presented.

Vice Chair Buckner-Webb asked if there are re-training opportunities since technology changes so rapidly. Interim President and Provost Aberle-Cannata stated we are not there yet, but possibly in our 5-year plan we will see re-training opportunities.

Trustee Reames asked what has been learned from the simulation training for the Nursing program. Interim President Aberle-Cannata stated the original thought around simulation training was, it is not as effective as in person training. However, what we have learned simulation training was more impactful, because students had the opportunity to go back, repeat, and correct the issue at their own speed.

Chair Lentz asked if in past strategic planning sessions, have we connected the dots to this degree? It feels like this is a new way of looking at things. In addition, how does remediation fit into this plan? Interim President Aberle-Cannata responded regarding Math and English remediation areas are the challenges. We have tutors available to help students 24-7 on Tutor.com. The remediation plan results are being tracked and are steadily increasing, but we have a long way to go.

Executive Vice President Brown stated the planning process is being done differently, and reminded the Trustees this will only be CWI's second strategic plan.

- Observations and Considerations:
 - Rapidly changing environment
 - Shortening the focus of the strategic plan from five years to three.
 - Keep the 2040 vision and build on it.
 - Link the strategic plan to the NWCCU standards.
- Cushing Terrell will start survey ideation late August or early September.

Chair Lentz asked to clarify that there are two strategic plans. One for the NWCCU and one for the State. Executive Vice President Brown stated we do not submit a strategic plan to the NWCCU. However, we align our strategic plan to the NWCCU Accreditation standards. The state board plan is very prescriptive and is an annual rolling plan.

Executive Vice President Brown suggested another effort be made to host a Campus Tour in the fall for the Trustees. It is important to have student activity happening so the Trustees can get a feel for each campus.

- **Presidential Search**

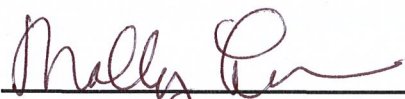
- Chair Lentz reviewed the President Position Profile and the Presidential Search process to date. Vice Chair Buckner-Webb feels leadership is missing from the list of qualifications.
- Trustee Guerrero thought there should be more importance placed on Diversity and Cultural Competency.
- Trustee Hightower agreed, the candidates need to be culturally responsive and have good grounding in cultural competency.
- Vice Chair Buckner-Webb stated, it is important to have the profile out there early. If this is not an environment in which they are competent, capable and aware, they should not apply.
- Interim President and Provost Aberle-Cannata mentioned a lot of feedback was received from the CTE individuals and the importance of a strong understanding of Career and Technical Education and Carl Perkins Funding. In the past, this has been a concern with these students being under-represented.

- Chair Lenty invited the Trustees to review the Presidential Position Profile and make any changes by Friday, July 16, and send to Executive Assistant McGehee who will forward to the Search Committee Co-Chairs and Summit Search Solutions.

CHAIR'S REPORT

- Chair Lenty thanked Interim President and Provost Aberle-Cannata and her entire team for working so diligently and hard during this interim time. It is greatly appreciated.
- Chair Lenty acknowledged and congratulated Vice Chair Buckner-Webb for the announcement and upcoming dedication of the Cherie Buckner-Webb City Park in downtown Boise. A very well deserved honor.

Chair Lenty adjourned the meeting at 3:35 p.m.



Molly Lenty, Chair
Board of Trustees

08/16/21
Date