



# Board of Trustees

## Meeting Minutes

Time: 3:00 PM

ZOOM Video Conference

NADM President's Conference Room

September 14, 2023

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### CALL TO ORDER

Chair Lenty called the virtual meeting to order at 3:00 p.m.

### PLEDGE OF ALLEGIANCE

### GUEST INTRODUCTIONS

### CWI MISSION STATEMENT

Trustee Bradshaw read the CWI Mission Statement.

*THE COLLEGE OF WESTERN IDAHO IS COMMITTED TO EMPOWERING STUDENTS TO SUCCEED BY PROVIDING AFFORDABLE AND ACCESSIBLE EDUCATION TO ADVANCE THE LOCAL AND GLOBAL WORKFORCE.*

### CALL FOR PUBLIC COMMENT

### ATTENDANCE

#### TRUSTEES:

- MOLLY LENTY, CHAIR
- CHERIE BUCKNER-WEBB, VICE CHAIR
- JIM REAMES, SECRETARY/TREASURER
- NICOLE BRADSHAW, TRUSTEE
- GARY SMITH, TRUSTEE

OTHER GUESTS: NONE

#### ALSO PRESENT:

Gordon Jones, President

Denise Aberle-Cannata, Provost

Craig Brown, Executive Vice President, Operations

Ken Kline, Vice President Finance

Ryan Herring, Vice President Human Resources

Mark Arstein, Vice President of Advancement

Emily Tetz, Vice President, Marketing

Randi McDermott, Chief of Staff

Aaron von Lindern, Dean, Health

Alexis Malepeai, Executive Director, Institutional Effectiveness

Amber Eubanks, Assistant Director, Student Engagement

Andrea Fontaine, General Counsel  
Andrea Schumaker, Dept. Chair, Agricultural Sciences  
Ashley Smith, Government & Community Relations Director  
Audrey Eldridge, Executive Director, Marketing  
Billy Shanaberger, Budget Analyst  
Chad Trisler, Dean of Students  
Christi Gilchrist, AVP, Economic Development  
Courtney Colby Bond, Dean, Center for Teaching & Learning  
Erica Compton, Director, Advisor, Student Services  
Gigi Smith, Supervisor, Tutoring Services  
Gina Ferguson, Associate Controller  
Gordon Hynes, Director, Budget  
Janice McGehee, Executive Assistant to the President  
Jason Roach, Librarian, Instruction  
Jenee Snyder, Executive Director, Financial Aid  
Jessa Walker, Financial Aid Officer  
Jessica Downing, Manager II, Brand Marketing  
Judd Constantine, Audio Video Project Manager  
Justin Shaw, Financial Aid Systems Analyst  
Justin Vance, Dean, Arts & Humanities  
Kae Jensen, Dean, Math & Science  
Kris Smerick, Dean, Social Science & Public Affairs  
Kristi Martin, Executive Assistant to the Provost  
La Dawn Anderst, Foundation Operations & Database Coordinator  
Lauren Leonard, Administrative Assistant  
Mary Jo Hayes, Comptroller  
Michael Chacon, Chief Information Officer  
Michael Jensen, Director, Foundation  
Michelle Haviland, Assistant Director, Financial Aid  
Mike Pena, Foundation Board President  
Morriah Marks, Marketing Coordinator  
Nic Miller, Assistant Vice President, Strategic Projects  
Patrick Neal, Dean, School of Industry, Engineering and Trades  
Richard Sotto, Department Chair, Business  
Ryan Gerulf, Assistant Chief Development Officer, Philanthropy Planning  
Samantha Grapes, Sr. Coordinator, Course and Curriculum Management  
Sierra Benson, Financial Aid Officer  
Stephanie Boren, Administrative Assistant III  
Tami DeBoer, Operations Program Manager  
Tyler Brown, Assistant Vice President Enrollment and Student Services  
Yvonne Petain, Executive Assistant, Finance  
Zac Ricketts, Digital Marketing Strategist

**CONSENT AGENDA**

**(M/S) SECRETARY/TREASURER REAMES/TRUSTEE BRADSHAW MOVED TO APPROVE THE  
CONSENT AGENDA AS PRESENTED. MOTION PASSED.**

## **PRESIDENT'S REPORT**

President Jones thanked those who attended the Fall Address and kicked off a fantastic semester.

President Jones reviewed the 2024-2026 Strategic Plan and Goals, Objectives, and Indicators of Achievement.

- Student Success
- Affordable and Accessible Education
- Advance the Local and Global Workforce
- Inclusive Culture

VP Emily Tetz presented this month's Bold Achievement by highlighting CWI Adjunct Faculty Dr. W. Ray Walsh. Dr. Walsh is in the Chemistry Department and has won several awards in physics for his study in nuclear fusion. Dr. Walsh has also won an award for an apparatus that he developed which provides physical, hands-on demonstrations of how nuclear fusion works.

Vice Chair Buckner-Webb asked that congratulations be sent to Dr. Walsh on behalf of the Board of Trustees.

## **BOARD COMMITTEE REPORTS**

### **COLLEGE RELATIONS**

- **MARKETING**

Vice President, Emily Tetz

- 2023 Strategic shift in campaign objective and media tactics to drive brand awareness and sow seeds for future intenders.
- Campaign Execution
  - 2022: CTA Focus
  - 2023: Awareness and Consideration
- Campaign Analytics 2022 vs 2023
  - 2023 refinement in tactics to balance the awareness campaign, and to ensure consideration and quality leads for applications.
- Website Analytics
  - 2023 refined strategies and tactics yielded a 64% increase in application submissions.
- Up Next
  - Brand Awareness validation
  - Continue targeted program promotion.
  - Program Page Updates & Redesign

- **GOVERNMENT RELATIONS**

Ashley Smith, Government & Community Relations Director

- Partnership with Leadership Nampa with a program called "Ideas to Chew On."
- Idaho Launch Media event will be held September 20, at the Micron Education Center. Governor Little and several Legislators will be attending.

- **ADVANCEMENT**

Mark Arstein, Vice President, Advancement

Upcoming Events:

- Bank of Idaho Swing for the Green Charity Golf Tournament, Sept. 21-22, 2023
  - Dinner & Auction, 6:00 PM at Banbury Golf Course, Sept. 21, 2023.
  - Charity Golf Tournament, Shotgun Start, Banbury Golf Course, Sept. 22, 2023.
- Opening Doors
  - Online Auction begins Sept. 27-Oct. 11, 2023
  - Opening Doors Event is Oct. 4, 2023, 6:00 – 9:00PM at Galaxy Event Center, Meridian
- A Special Meeting for the Trustees and Foundation Board is being planned to hear the results of the Feasibility Study that was completed earlier this year.

**STUDENT SUCCESS**

Chad Trisler, Dean of Student Services

- First three weeks of class are all about welcoming new students to campus.
- Fourth week of class is about building connections through club events and resource fairs.
- Fifth week of class is all about job and career fairs.
- Sixth week of class is about building good academic habits and introducing students to the tutoring services and other resources that are available to them.

**POLICY**

Ryan Herring, Vice President Human Resources

- Board Governance Policy #3 was reviewed.

**FINANCE**

Ken Kline, Vice President Finance

- Monthly Treasurer's report and Summary of Invested Funds were reviewed.

**PROVOST REPORT**

Provost, Denise Aberle-Cannata

- Enrollment Update presented by Assistant Vice President Enrollment and Student Services, Tyler Brown.
  - Fall Enrollment is up.
    - Unduplicated Headcount up 3.9%
    - Attempted Credits up 2.5%
- Proactive Student-Specific Intervention
  - Faculty submitted approximately 500 Needs Intervention Alerts.

President Jones thanked the team for their hard work.

**ANNUAL SBOE PERFORMANCE MEASURE REPORT**

Presented by Executive Director of Institutional Effectiveness, Alexis Malepai.

- Division of Financial Management (DFM) Strategic Plan
  - Submitted annually in March for the upcoming year, to the State Board of Education (SBOE).
  - The DFM Strategic Plan includes the SBOE Performance Measures and Associated Targets.

**CAMPUS EXPANSION – CAPITAL PROJECTS**

Presented by Assistant Vice President, Nic Miller

- Student Learning Hub
  - Total Capital Project Budget of \$21.7M
  - Project scope: 35,000 sq. ft.
  - Design/Build Services RFQ completed by Dept. of Public Works
  - ESI/Cushing Terrell successful proposal
  - Requesting approval of \$11M expenditure of CWI Development Funds for the Student Learning Hub capital project.

**CONSIDER STUDENT LEARNING HUB EXPENDITURE**

**(M/S) TRUSTEE BUCKNER-WEBB/ SECRETARY/TREASURER REAMES MOVED TO APPROVE THE CAPITAL EXPENDITURE RECOMMENDATION FOR THE STUDENT LEARNING HUB AS PRESENTED.**

**ROLL CALL**

- VICE CHAIR BUCKNER-WEBB - AYE
- SECRETARY REAMES - ABSENT
- TRUSTEE BRADSHAW- AYE
- TRUSTEE SMITH - AYE
- CHAIR LENTY- AYE

**MOTION PASSED**

**CHAIR’S REPORT**

Chair Lenty stated there has been recent discussion about moving the Trustee meetings back to in-person meetings. Possibly not until the end of the year as meeting space needs to be retained.

**ADJOURNMENT**

Chair Lenty adjourned the meeting at 3:58 pm.

DocuSigned by:



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Jim Reames, Secretary/Treasurer  
Board of Trustees

10/13/2023 | 4:33 PM MDT

Date