



Board of Trustees

Meeting Minutes

Time: 3:00 PM

Nampa Campus Academic Building, Room #122

April 11, 2024

CALL TO ORDER

Chair Lenty called the regular meeting to order at 2:59 p.m.

PLEDGE OF ALLEGIANCE

INTRODUCTION OF GUESTS – NO GUESTS

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 - NONE

ATTENDANCE

TRUSTEES:

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

ALSO PRESENT:

Gordon Jones, President
Denise Aberle-Cannata, Provost
Ken Kline, Vice President Finance
Ryan Herring, Chief Human Resources Officer
Mark Arstein, Vice President of Advancement
Emily Tetz, Vice President, Marketing
Randi McDermott, Chief of Staff
Nic Miller, Vice President, Operations
James Francel, Associate General Counsel
Andrea Fontaine, General Counsel
Andrea Shumaker, Department Chair, Agriculture
Audrey Eldridge, Executive Director, Marketing
Chad Trisler, Dean of Students
Gigi Smith, Assistant Director, Writing Center
Judd Constantine, Audio Video Project Manager

Janel Holt, Faculty Senate Vice President
Janice McGehee, Executive Assistant to the President
Jenee Snyder, Executive Director Financial Aid
Kae Jensen, Dean, Science, Technology & Math
Lauren Leonard, Administrative Assistant, President's Office
Mary Jo Hayes, Comptroller
Rebecca Kay, President Elect ASCWI
Richard Goldsberry, IT Tech Support Specialist, Lead
Samantha Grapes, Assistant Registrar & Staff Senate President
Sitlaly Escamilla, Coordinator, Student Leadership & Programs
Tyler Brown, Assistant Vice President, Enrollment and Student Services

CONSENT AGENDA

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

PRESIDENT'S REPORT

President Gordon Jones

- Bridge Signing was held April 10. This event was a great opportunity to spread the word about our Nampa Campus projects.
- Community College Month Proclamation was made earlier this month by Governor Little.

BOARD LIAISON REPORTS

INSTRUCTION AND STUDENT SUCCESS

Provost, Denise Aberle-Cannata

Provost Aberle-Cannata provided a brief update on the Skills USA competition held last week on the CWI Campus, with over 200 participants from across the state of Idaho. The winners of this competition will proceed to Nationals.

Yesterday was High School tour day, with CWI hosting three high schools. Middleton High School brought over 200 students. Tours were provided by the CWI Admissions Team.

- **Faculty Senate Update**
 - Andrea Shumaker, Faculty Senate President provided an update to the board, reflecting on her time as President.
 - Abby Wolford is President-Elect for Faculty Senate.
- **Staff Senate Update**
 - Samantha Grapes, Assistant Registrar and Staff Senate President provided an update on Staff Senate activities and work over the past year.
 - Biggest issue for Staff Senate is Staff having the time to commit to the work on top of their other duties.
 - Overview of the Staff of the Month and Staff of the Year program. The Staff of the Year Winner gets a plaque as well as a \$300 cash award.

- A few of the activities included Fifth Friday Fun, summer vacation slide show, and coloring worksheets in December for relaxation. Staff Senate President Grapes hopes to have a coffee bus or other vendor in May to bring staff together.

Trustee Bradshaw thanked Staff Senate President Grapes for stepping up and serving in this capacity. Trustee Bradshaw asked what the objectives are of Staff Senate? Staff Senate President, Grapes stated this is part of the work needing to take place; outlining the goals and objectives of the Senate along with defining what the expectations are from leadership.

- **ASCWI Update**

- Dean, Chad Trisler introduced ASCWI Senator, David Bru and President-Elect Rebecca Kay.
- Dean Trisler reviewed the governance structure of ASCWI.
- David Bru, Senator reviewed ASCWI activities over the past year.
- Rebecca Kay, President-Elect reported on future planning of events, and the intention to improve communication and transparency. Other goals include improvement to the club funding tier system and develop committee structures within ASCWI to create more opportunities to bring students together.

Trustee Smith stated, assuming the biggest challenge, versus a residential college, is to keep students on campus and engaged, how are you tackling this challenge? President-Elect Kay stated the location and timing of the events are crucial. Some events are held during class time and strategically located so when students are coming and going, or have time between classes, they can more easily participate.

Trustee Reames stated culture is everything, and asked, what are the two biggest challenges to get students involved. Senator Bru stated connecting students with their student leadership and getting them involved. There will be a suggestion box on-line for ideas, concerns and suggestions. President-Elect Kay also stated ASCWI has office hours which allows the students to come and discuss anything during these hours.

Chair Lentz asked if during the CWI giving Day campaign, is there an opportunity for donations to be made to different clubs. Dean Trisler confirmed there are several club donation options available.

Chair Lentz asked what their field of study is. President-Elect Kay is a business major, and Senator Bru is a studio art major.

Chair Lentz asked if there is currently a strategy to connect the Alumni Association with ASCWI. Dean Trisler stated this connection has not happened yet.

Trustee Buckner-Webb thanked President-Elect Kay and Senator Bru for their leadership roles and encouraging others to do the same.

COLLEGE RELATIONS

Marketing

Vice President Marketing, Emily Tetz

- Vice President Tetz reflected on the first 8 months in her position and evaluate the marketing message of CWI.
- There are four key sub-components of our mission; EMPOWER, INVEST, INNOVATE ACHIEVE. Marketing and content campaigns are focused around these four pillars.
- Integrated Marketing approach overlaps with all areas and comes to bear with enrollment increases.

Trustee Reames asked if there is a matrix which allows you to know if the marketing plan is working? Vice President Tetz stated, ultimately being fully funded and having great enrollment growth are markers letting us know the strategy is on point. Other attributes would be when CWI is integrated and coordinated as an organization.

Government Relations

Vice President Operations, Nic Miller

- The legislature adjourned sine die yesterday.
- The Appropriations bill passed both the house and senate.
- The Idaho Launch bill also passed with changes to how they define the “in-demand” careers.
- Community colleges were added back to the Opportunity Scholarship.
- Vice President Miller thanked the Advancement, Marketing and Facilities teams involved with the Bridge Signing event and all the hard work that went into it.

Trustee Reames asked what Vice President Miller’s thoughts are of the Idaho Launch process, and especially going forward. Vice President Miller would like to see the application date pushed out. Also, altering of the in-demand careers is a step in the right direction towards getting the funding where it was intended.

Trustee Reames asked if the Idaho Launch funding will affect the overall general funding. Vice President Miller stated he does not want to predict what the legislature may or may not do, but there should not be a connection between the Idaho Launch program funding and general funding. President Jones stated regarding how Launch is perceived in the Legislature; 98% of CWI students come from Idaho and will enter the work force right after CWI or after receiving a bachelors. The Idaho legislature sees this as a doorway to economic empowerment. President Jones does not anticipate seeing any issue in this area.

Trustee Bradshaw asked what the dollar amount is being made available to students through the Opportunity Scholarship. Vice President Miller stated there is \$750,000 available.

Advancement

Vice President Advancement, Mark Arstein

- Recruiting for a Director of Strategic Communications
- Foundation Ambassadors Program (Alumni outreach through students)
- The Bridge Signing event was held April 9, at 1:00 pm and was very successful.
- Giving Day in-depth Review was presented.
 - 216 Donors
 - \$50,504 in donations
 - In 2025 a new approach to CWI Giving Day will be developed.

Secretary Reames asked if CWI has a CRM currently? Vice President Arstein reported the Bloomerang CRM is in place and has been up and running since December.

Trustee Bradshaw asked if there are people who have participated in Giving Day and have not donated previously. Vice President Arstein stated this is the type of information which will be shared once it is entered into the Bloomerang CRM.

Chair Lentz asked if people can participate by giving a reoccurring gift all year long. Vice President Arstein stated this is not an option right now, but is a part of the infrastructure being built.

FINANCE

Vice President Finance, Ken Kline

- Next month will be the first FY25 budget reading.
- Treasurer's Monthly Report
- Monthly Financial Review- Trending to budget

CAMPUS VISIONING

Capital Projects Update

Vice President, Nic Miller

- Vice President Miller thanked everyone for attending the Bridge signing.
- Last beam signing for the Health & Science building will be happening soon.
- Sometime in May the Ag modular buildings are scheduled to be delivered.
- Student Learning Hub schematics and design documents are in process.
- Regarding the Boise Campus, there are no final documents to bring to the board yet.

Trustee Bradshaw asked if these delays would change the timelines. Vice President Miller stated he is holding fast to the current timeline until it is no longer viable.

Capital Campaign Update

Vice President, Mark Arstein

- Capital Campaign 2024-2025 timeline was reviewed.

POLICY REVIEW

Chief Human Resource Officer, Ryan Herring

- Board Governance Policy #9 was reviewed.

CHAIR'S REPORT

Board Chair, Molly Lentz

Trustee Lentz thanked everyone for their work on the Bridge Signing event. Having the artwork and artists in attendance made it very special.

Thanked the ASCWI, Faculty and Staff Senates for bringing their updates and taking the time to present to the Board.

ADJOURNMENT

Chair Lentz adjourned the meeting at 4:25 pm.



Jim Reames, Secretary/Treasurer
Board of Trustees

5-14-24
Date