



Board of Trustees

Meeting Minutes

Time: 3:00 PM

ZOOM Video Conference

NADM President's Conference Room

June 8, 2023

CALL TO ORDER

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

PLEDGE OF ALLEGIANCE

VISITOR INTRODUCTIONS

CWI MISSION STATEMENT

Trustee Hightower 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 - ABSENT
- ANNIE HIGHTOWER, TRUSTEE
- NICOLE BRADSHAW, TRUSTEE

OTHER GUESTS:

Mitch Minnette, Nampa Chamber of Commerce President & CEO
Mike Pena, CWI Foundation President
Liz (iPhone)

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
Alicia Dart-Clegg, Analyst Grants and Sponsored

Amber Eubanks, Assistant Director, Student Engagement
Andrea Fontaine, General Counsel
Andrea Schumaker, Department Chair, Agricultural Sciences
Ashley Smith, Government & Community Relations Director
Audrey Eldridge, Executive Director, Communications and Marketing
Autumn Braase, Executive Director, Employer Education
Billy Shanaberger, Budget Analyst
Brett Belden, Supervisor, Tutoring Services
Chad Trisler, Dean of Students
Christi Gilchrist, AVP, Economic Development
Cindy Dion, Faculty Services Coordinator
Courtney Colby Bond, Dean, Center for Teaching & Learning
Danielle Persinger, Librarian, Collection Management
Erica Compton, Director, Advisor
Gigi Smith, Supervisor, Tutoring Services
Gordon Hynes, Director, Budget
Greg Wilson, General Education Coordinator
James Francel, Associate General Counsel
Janice McGehee, Executive Assistant to the President
Jason Roach, Librarian, Instruction
Jenee Snyder, Executive Director, Financial Aid
Jennifer Colley, Executive Director, Human Resources
Jessica Argyle, Web Content Strategist UX
Jessica Downing, Manager II, Brand Marketing
Jillana Finnegan, Strategic Projects Executive Director
Justin Vance, Dean, Arts & Humanities
Kae Jensen, Dean, Math & Science
Kim Reed, Executive Director, Learning Commons
Kris Smerick, Dean, Social Science & Public Affairs
Kristina Heydendahl, Financial Aid Officer
La Dawn Anderst, Foundation Operations & Data Base Coordinator
Lauren Leonard, Administrative Assistant
Morriah Marks, Marketing Coordinator
Michael Chacon, Chief Information Officer
Michael Jensen, Director, Foundation
Michelle Haviland, Assistant Director, Financial Aid
Morriah Marks, Executive Assistant Communications & Marketing
Nic Miller, Assistant Vice President, Strategic Projects
Patrick Neal, Dean, School of Industry, Engineering and Trades
Rachel Miller, Sign Language Interpreter
Richard Sotto, Dept. Chair, Business
Sheridan Palmer, Tutoring Lead
Sierra Benson, Financial Aid Officer
Stephanie Boren, Administrative Assistant II
Theresa Bloom, Financial Aid Officer
Tyler Brown, Assistant Vice President Enrollment and Student Services

Valerie Lee, Assistant Director, Tutoring Services
Yvonne Petain, Executive Assistant, Finance
Zac Ricketts, Digital Marketing Strategist

CONSENT AGENDA

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

PRESIDENT'S REPORT

Campus Engagement:

- President Jones thanked the faculty, staff and board members for a successful commencement.
- Faculty & Staff Town Hall Meeting was held to share highlights and wrap up the academic year with a Q&A session.
- Following the recent news about the Boise Development, an announcement went out this week regarding the Nampa Campus expansion, which generated multiple media interviews and stories.
- President Jones announced the hiring of Mark Arstein as the Vice President of Advancement. Mark will join CWI beginning June 26, 2023.

Community Engagement:

- University of Idaho has received State Board approval to create a not-for-profit entity to acquire the operations of the University of Phoenix.
- President Jones continues to be diligent in meeting with elected officials and community stakeholders.
- CWI was awarded a \$4.2 million grant through the Idaho Workforce Development Council to support the Advanced Mechatronics Engineering Technology program. This grant was the largest competitive grant CWI has ever received and was possible because so many employees came together as a team.

Bold Achievements:

Executive Director, Audrey Eldridge stated this month's Bold Achievement highlights two competitive CWI Teams:

- The Business Professionals of America (BPA) student organization represented CWI at the 2023 BPA National Leadership Conference last April in Anaheim, California. Eleven students from CWI competed in computer science and business events, and brought home 36 top ten medals, 4 first-place, 5 second-place and 4 third-place plaques.
- The 2023 SkillsUSA Idaho State Leadership and Skills Conference was held April 6, 2023 and hosted at the Nampa Campus Micron Education Center (NMEC). CWI students from various programs participated in both leadership and skills competitions where they brought home 17 medals including 2 bronze, 7 silver and 8 gold. The team will be attending the National Competition in Atlanta, Georgia June 19-23, 2023.

BOARD COMMITTEE REPORTS

COLLEGE RELATIONS

- **COMMUNICATIONS & MARKETING**

Audrey Eldridge, Executive Director, Marketing and Communications

- Paid Digital Advertising impressions were over 17 million, which is triple the amount of impressions compared to last year.
- Call to Action click thru rate (CTR) is at .40% and the industry standard is .1-.2%.
- Applications completed is up + 45% year over year. This is representative of a comprehensive team effort by many departments to rebuild and improve the online application process.
- Website Analytics were reviewed;
 - Page views were 1.3 million, up +3.38%.
 - Unique page views were 1 Million, up +1.08%
 - New Users were 193,000, up +3.71% Year over Year

This is reflective of campaign efforts, marketing investment, as well as website optimization efforts.

- Traditional media outreach includes a comprehensive billboard campaign averaging 1 million impressions weekly. For television and radio there has been 2,600 spots collectively. Also, recently a direct mail postcard promoting summer term was mailed.
- Trustee Bradshaw asked, when applications come in, do we have a question asking how they heard about CWI? Audrey will find this information out for Trustee Bradshaw and report back.
- Chair Lentz suggested Audrey provide a dashboard snapshot of analytics as well as campaign talking points for Trustees to have available to them.

- **GOVERNMENT RELATIONS**

Ashley Smith, Government & Community Relations Director

- Idaho Launch Event is scheduled for June 29 at the Nampa Micron Education Center (NMEC). Gov. Little and several legislators will be in attendance.
- CWI is in the News with 856,000 people being reached recently through media interviews, broadcast news stories and 100,000 people alone, through the partnership with the Idaho Steelheads.
- Vice Chair Buckner-Webb asked if the marketing team is able to quantify the responses to the communications being sent out in the community, and if so, how does that look? Director Smith stated the benchmarks reflect the overall uptick and excitement currently happening. With mentions alone showing a 7% increase, there is a lot of excitement and support around CWI right now.

- **FOUNDATION**

Michael Jensen, Foundation Director

Upcoming Events

- **CWI Feasibility Study**

- Director Jensen thanked CapEd Credit Union and Federal Home Loan for awarding CWI a \$34,836 grant. These funds will be used to work with a consulting group to do a Feasibility Study in the community.
- **CWI Night at the Boise Hawks**, June 29, 2023.
 - Director Jensen is expecting 75 people to participate in the VIP Patio, and hoping for a sellout crowd in the stands. A CWI scholarship will be awarded on the field.
- **Bank of Idaho Swing For The Green**, 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.
 - Trustee Bradshaw requested more information regarding the Golf Tournament. Director Jensen will provide the information as soon as he meets with Banbury and has final details.
- **Opening Doors**
 - Online Auction begins Sept. 27-Oct. 11, 2023
 - Opening Doors Event is Oct. 4, 2023, 6:00 PM at Galaxy Event Center, Meridian

STUDENT SUCCESS

Dean of Students, Chad Trisler

- Student Satisfaction Inventory Highlights were reviewed.
- The Educational Experience
 - 88% of Students report being treated with respect by Faculty and Staff.
 - 80% say CWI policies and practices are inclusive and welcoming.
 - 72% rate the quality of instruction they received as Excellent.
- CWI Students Work Hard
 - 53% work full time or more
 - 24% work a second job
 - 27% are primary caregivers for one or more children
- Common Struggles
 - Getting classes in the time and format which fits their life and learning style
 - Limited space for students on-campus outside of the classroom
 - It's difficult to meet people connect and build a community on a multi-campus college.
- CWI Student Satisfaction Report Card
 - 81% said CWI was their first choice
 - 88% of CWI students are satisfied with their college experience
 - 93% say we met their expectations (62% said we exceeded them)
 - 92% said they would still attend CWI if they had the chance to do it all over again.
 - Vice Chair Buckner-Webb asked what percentage of the student body receive scholarship assistance and/or financial aid? Dean Trisler stated most students did not report struggling with getting financial aid. Dean Trisler will look into this and get back to Vice Chair Buckner-Webb.

POLICY

- Board Governance Policy
 - College Policies currently being updated;
 - Protection of Minors (legal requirement)
 - Library services operating policies and procedures
 - Exceptional teaching assignments
 - Community Engagement Policy
 - Special course opt out fees
 - Student Tuition and Fees
 - Academic calendar policy
 - Trustee Hightower reviewed changes to Section #9 of the Trustee Governance Policy on evaluations for both the Trustees and the President.

CONSIDER CHANGES TO BOARD GOVERNANCE POLICY #9

(M/S) VICE CHAIR BUCKNER-WEBB/TRUSTEE BRADSHAW MOVED TO APPROVE THE CHANGES TO BOARD GOVERNANCE POLICY #9 AS PRESENTED. MOTION PASSED.

FINANCE

Vice President of Finance, Ken Kline

- Monthly Treasurer's Report
- VP Kline reviewed the Intent to Renew the Certificates of Participation (COP)

INTENT TO RENEW CERTIFICATE OF PARTICIPATION 2018 SERIES

(M/S) TRUSTEE HIGHTOWER/VICE CHAIR BUCKNER-WEBB MOVED TO APPROVE THE INTENT TO RENEW CERTIFICATE OF PARTICIPATION (COP) 2018 SERIES AS PRESENTED. MOTION PASSED.

INTENT TO RENEW CERTIFICATE OF PARTICIPATION 2022 SERIES

(M/S) TRUSTEE HIGHTOWER/TRUSTEE BRADSHAW MOVED TO APPROVE THE INTENT TO RENEW CERTIFICATE OF PARTICIPATION (COP) 2022 SERIES AS PRESENTED. MOTION PASSED.

- **PROPOSED FY24 BUDGET**
 - Vice President Ken Kline presented the second reading of the proposed FY24 Budget. New positions and a summary of full time positions were reviewed.

CONSIDER APPROVAL OF PROPOSED FY24 BUDGET

(M/S) TRUSTEE BRADSHAW/VICE CHAIR BUCKNER-WEBB MOVED TO APPROVE THE PROPOSED FY24 BUDGET AS PRESENTED. MOTION PASSED.

PROVOST REPORT

Provost, Denise Aberle-Cannata

- Enrollment Update -presented by Assistant Vice President Enrollment and Student Services, Tyler Brown.

- AVP Brown addressed a previous question regarding how many students at CWI receive financial assistance. According to the CWI published “Facts at a Glance”, 95% of CWI students receive some form of financial aid.
- Summer Enrollment is up over last year.
- 6,139 applications have been received and we expect another 800+ over the summer.
- Summer “Melt” Retention
 - Keep students engaged between Spring and Fall
 - Regular communication & newsletters
 - Specific outreach based on interest or need
 - Shift to Resource Activities as fall approaches including; Resource Fairs, Campus Tours, Registration Events and week of welcome activities.
- Writing Center Update– Presented by Gigi Smith, Supervisor, Tutoring Services
 - The Writing Center provides writing support across the institution. For students, it is a bridge between course content and comprehension.
 - Students who receive adequate tutoring support report higher grade point averages, reduced dropout rates and increased retention rates.
 - Asynchronous Consultation Email Service (ACES) is a platform which provides tutoring support on the student’s timeline.
 - The number of students helped in the Writing Center has increased by 457%. ACES accounts for 42% of that number.
 - Tutoring Services Leadership acquired CRLA Certification.

CAMPUS EXPANSION-CAPITAL PROJECTS

- Capital Program Update – presented by Assistant Vice President, Nic Miller
 - Student Learning Hub Phase I
 - RFP for Design/Build Services pending Dept. of Public Works (DPW) action.
 - Health & Science and Agricultural Science & Horticulture
 - Rezoning and annexation of Horticulture property approved by Nampa City Council
 - Schematic Design phase underway
- Boise Center
 - Greater Boise Auditorium District (GBAD) Partnership Update
 - Master Development Agreement
 - Financial Structure
- Next Steps and Milestones
 - Boise Center Master Development Agreement submitted for Board of Trustees consideration.
 - Student Learning Hub RFP Issuance and Award via Dept. of Public Works.
 - Fall 2023 groundbreaking for Health & Science/Agricultural Science and Horticulture.

Trustee Bradshaw asked if Faculty and Staff have been given the opportunity to provide input into what they would like to see. AVP Miller stated in the programming phase, there was a steering committee as well as program teams made up of Faculty, Staff, and Instruction Leadership, and were able to weigh in on what are the “must haves” and what “would be nice to have”.

CHAIR’S REPORT

Trustee Hightower resigned her position effective at the end of this board meeting (June 8, 2023) due to family and work constraints.

Chair Lentz, President Jones and other Trustees shared their gratitude with Trustee Hightower for her service.

Vice Chair Buckner-Webb asked when the announcement will go out regarding the Zone 4 vacancy. Chair Lentz stated Ashley Smith will post a notice of vacancy on the CWI Trustee website page with information and directions for accepting letters of intent.

EXECUTIVE SESSION

(M/S) TRUSTEE BRADSHAW/VICE CHAIR BUCKNER WEBB MOVED *PURSUANT TO IDAHO CODE § 74-206(1) CONVENE IN EXECUTIVE SESSION:*

(b): To consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member, individual agent or public school student;

ROLL CALL

VICE CHAIR BUCKNER-WEBB - AYE

SECRETARY REAMES-ABSENT

TRUSTEE HIGHTOWER -AYE

TRUSTEE BRADSHAW-AYE

CHAIR LENTZ-AYE

ADJOURNMENT

Chair Lentz adjourned the meeting at 6:02 pm

DocuSigned by:



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Jim Reames, Secretary/Treasurer
Board of Trustees

7/17/2023 | 12:56 PM MDT

Date