



Board of Trustees

Meeting Minutes

Time: 3:00 PM

Nampa Campus Academic Building, Room #122

July 11, 2024

CALL TO ORDER

Vice Chair Buckner-Webb called the regular meeting to order at 3:00 p.m.

PLEDGE OF ALLEGIANCE

GUESTS - None

CWI MISSION STATEMENT

Trustee Smith 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 -VIRTUAL
- CHERIE BUCKNER-WEBB, VICE CHAIR
- NICOLE BRADSHAW, TRUSTEE -VIRTUAL
- GARY SMITH, TRUSTEE
- JIM REAMES, SECRETARY/TREASURER

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
Andrea Fontaine, General Counsel
Audrey Eldridge, Executive Director, Marketing
Chad Trisler, Dean of Students
Christi Gilchrist, Assistant Vice President, Workforce Development
Janice McGehee, Executive Assistant to the President
Jenee Snyder, Executive Director Financial Aid
Kae Jensen, Dean Math & Science
Lauren Leonard, Administrative Assistant, President's Office

Mary Jo Hayes, Comptroller

CONSENT AGENDA

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

PRESIDENT'S REPORT

President Gordon Jones

- President Jones thanked the Trustees who attended the CWI sponsored Hawks game. Also, a big thanks to the Marketing and Advancement teams for their hard work and collaboration in putting together this event. A CWI scholarship was presented on field.
- CWI was also a sponsor at the Twilight Criterium this year. As part of that sponsorship, a Bike Rodeo was held on our campus, and included our younger community members.
- President Jones attended the Mountain States Association of Community Colleges (MSACC) Conference in Kalispell, MT.
- President Jones had the opportunity to meet with Abby Wolford, Faculty Senate President and is looking forward to their working relationship in the year ahead.

BOARD LIAISON REPORTS

INSTRUCTION AND STUDENT SUCCESS

Provost, Denise Aberle-Cannata

Enrollment Update

Tyler Brown, Assistant Vice President (AVP) reviewed the Fall Enrollment Progress. CTE not only has increased enrollments, but early enrollment as well.

President Jones stated these numbers are the result of strategy and methodology, which does not guarantee the numbers will always go up, however it gives us greater confidence in the work we are doing.

AVP Brown reviewed what is new this fall.

- First term for students to use Idaho Launch funding.
- Self-serve registration and waitlist open through the registration deadline.
- New engagement activity will remove administrative work and increase early communication from students.

CRM examples were shared with the board.

- Element 451 is the name of the new CRM software.
- One popular form of communication with students are text messages. Within this tool, I can see students are contacting us, I can see the timely CWI response and I can see the content and quality of those interactions.

Trustee Reames asked what do you want your landing page to look like?

AVP Brown stated the priority for his team is to get the back-end flow and routing simple enough so his team can walk in, open their tool, and have their list of work for the day.

AVP Brown is excited to see the data showing the volume of work being done, what is working and what is not, and finding out how people want to be interacted with.

Trustee Reames asked if the system has KPI's. AVP Brown stated yes it does, and now we will be able to see it, quantify it, and communicate it in a way that is helpful, and we can better allocate our resources.

Trustee Reames asked how was the process managed before? AVP Brown stated with a lot of trust and hard work. Thankfully, we do not have an effort problem with our staff. Truly, my team believes in our mission. They want to work hard and do an excellent job.

Buckner-Webb asked if there is a language barrier? And what if there are those who need to have these conversations in person or on the phone? AVP Brown stated regarding the language barrier, this CRM has a heavy AI component, and it can transcribe from Spanish to English and English to Spanish as well as other languages. In-person interactions and conversations will be able to be housed and tracked in this tool as well.

COLLEGE RELATIONS

Marketing

Vice President Marketing, Emily Tetz

CWI Mascot 2024

After extensive collaboration and feedback from students, faculty, staff and alumni, the Otter was chosen to represent the qualities defining CWI:

- Resilient
- Dynamic
- Collaborative

The plan to launch the mascot is during student welcome week on campus. Faculty and staff will be introduced to the mascot at the Fall Address.

Next Steps:

- Final launch details
- Mascot Brand Guidelines finalized.
- Usage hierarchy finalized.
- Surprise!

Chair Lenty asked for the Marketing team to send a preview on to former Trustee Mark Dunham and the entire 2019 Mascot Committee who worked so hard in the early days to get this off the ground.

GOVERNMENT RELATIONS

Vice President Operations, Nic Miller

- Media highlights were reviewed for June.

- CWI has hosted the Micron CHIP Camp for middle school age students for the past few years. If you google “Micron CHIP Camp,” there are other prestigious institutions that host these camps around the country. We are in good company.
- Integrated Calendar was reviewed, with Chief of Staff Randi McDermott handing out a large, printed example to Trustees.

ADVANCEMENT

Vice President Advancement, Mark Arstein

- Goal is \$300K by the end of this month for the Opening Doors event, with \$172,750 raised to date.
- Planning – June/July Strategic Planning & Goal Setting for FY25.
- Fundraising results for FY2024 were reviewed. All planned giving is now being tracked and there are currently four completed planned gift contracts.

Trustee Reames congratulated the Advancement Team on an outstanding job.

FINANCE

Vice President Finance, Ken Kline

- Treasurer’s Monthly Report
- Cash Balances were reviewed. Cash Reserve balances will decline over the next year in the amount of \$30 million. This amount was previously approved by the Trustees for the capital construction projects.
- FY24 Revenue Update – Tuition Revenue is up over same time last year by 9%, and FY23 vs FY24 is up 8.1%. As a reminder, all FY24 numbers are projected as FY24 is not closed yet.
- Only Grants & Sponsored Projects which are known when building the budget are included. Other grants that came in throughout the year and were not budgeted for include Workforce Development Council Program, Leading Idaho’s Future grant, Albertsons Foundation (JKAF), Workforce Development Adult Retraining grant and Zero Cost textbook program grant from the State.
- The second area over budget is related to interest income and investment values. This is an area budgeted for very conservatively. Once the Fiscal Year End closing process is complete it is anticipated there will be a small contribution to reserves.

Trustee Reames asked how does it happen we would be \$800,000 ahead of budget and not \$6 million or \$7 million dollars? Vice President Kline stated it is because we budgeted the reserves. If we would have pulled the money out of reserves, we would be up \$7 million, and then close the year and move them right back to reserves.

Trustee Smith asked what was the amount anticipated the State would bill us for construction? And whatever the amount is, are you building it into next year’s budget since it was not paid this year? Vice President Kline stated the capital projects were not built into this budget itself. The impact was the interest income of our cash came in higher than budgeted.

Trustee Smith asked if we had been billed for the construction costs in last fiscal year, which would have reduced the \$850K surplus. VP Kline stated it would not have. The Capital budget of \$30M that was set aside, and the COPs are not part of this annual budget. You will not see building projects in this budget.

Trustee Bradshaw asked, when referring to reserves, is this an institutional investment account similar to a line of credit? Vice President Kline stated the reserves are in the line item "Institutional Investment Account" and are invested in CD's and the Local Government Investment Pool (LGIP), where the State Treasurer invests those monies to earn a yield. Depending on which one is doing better, we might move the money back and forth.

- Carryforward requests are projects in last year's budget that did not get completed. These are requests to increase this year's budget by carrying forward the balances of those projects to the new fiscal year. This would come from the \$3.6 million in reserves to cover this. Trustee Reames asked for clarification on the word reserve. VP Kline stated, the board authorized to spend \$3.6 million dollars of savings.
- VP Kline reviewed the facilities and non-facilities Project Carry Forward request list and the project balances. Trustee Bradshaw clarified the board already approved the budget, but these carry forward items were not in the budget, so these would be additional items which need approval to pay this year. Vice President Kline concurred, Trustee Bradshaw is correct, and this would be authorizing \$4.7M over budget.

CONSIDER CARRYFORWARD REQUESTS

(M/S) TRUSTEE REAMES /TRUSTEE SMITH MOVED TO APPROVE THE CARRY FORWARD REQUESTS AS PRESENTED. MOTION PASSED.

CAMPUS VISIONING

Capital Projects Update

Vice President, Nic Miller

- Design Development and photos of the Student Learning Hub were shared. Groundbreaking should happen this fall.

Trustee Bradshaw asked what direction will the wall with all the windows face? VP Miller stated it will face south, and there will be solar shades as well as trees planted on both sides of the quad to provide shade. Trustee Bradshaw shared her concern about this being useable space since it is south facing.

Capital Campaign Update

Vice President, Mark Arstein

- Trustee feedback is requested regarding the Simplot Gift and the naming of the Ag and Horticulture Academic building. VP Arstein will see that this is on the August agenda as an Action Item for the Board to vote on.

Trustee Smith commented on the significance of this gift, and how this will be an incentive for other companies in the valley to step up as well.

President Jones commented, we have the desire to bring along and invite this community to grow with us and support CWI. Simplot is a new relationship with CWI and President Jones would like to lend his enthusiasm to the board as they consider this opportunity.

Vice Chair Buckner Webb stated her support as well.

CHAIR'S REPORT

- Chair Lenty shared her excitement to have the opportunity to expand and grow CWI, while being thoughtful in the way we are crafting the future of the institution.
- Chair Lenty thanked the Marketing and Communications team for their efforts in the Mascot Launch.

CONSIDER EXECUTIVE SESSION

(M/S) TRUSTEE SMITH/TRUSTEE REAMES MOVED TO CONVENE IN EXECUTIVE SESSION PURSUANT TO IDAHO CODE § 74-206(1)

(b) TO CONSIDER THE EVALUATION, DISMISSAL, OR DISCIPLINE OF, OR TO HEAR COMPLAINTS OF CHARGES BROUGHT AGAINST A PUBLIC OFFICER, EMPLOYEE, STAFF MEMBER, INDIVIDUAL AGENT OR PUBLIC SCHOOL STUDENT.

ROLL CALL

VICE CHAIR BUCKNER-WEBB - AYE

TRUSTEE BRADSHAW-AYE (VIRTUAL)

TRUSTEE SMITH - AYE

CHAIR LENTY-AYE (VIRTUAL)

TRUSTEE REAMES – AYE

MOTION PASSED.

ADJOURNMENT

Vice Chair Buckner Webb adjourned the meeting into Executive Session at 4:45 PM.

Executive Session adjourned at: 5:28 PM



Jim Reames, Secretary/Treasurer
Board of Trustees



Date