Mastermind Discussion

Approve Minutes from 4/21/2021
- Minutes approved.

Headshots (DB)
- Work shirts or collared shirts recommended for APC faculty.
- May 10 is reserved for the faculty and the rest of the campus will be scheduled on May 12, 13, 14.
- The announcement will include logistics and tips.

Internal Perception (DB)
- The composition of the focus group, dependent on availability:
  - Stephanie Hunthausen
  - Kyra Merchen
  - John Hartman
  - Kim Feig
  - Lyn Stimpson
  - Cody Torres or Paul Nicholson
  - Ryan Loomis
  - Melanie Heinitz
  - Kathy Mortimore
  - Kelsey Anderson or Cari Schwen depending on time
  - Donna Breitbart
- The facilitator will take the feedback and make recommendations to move forward to develop HC’s branding theme. The cost is $4200.
- The Cabinet has reservations about the exercise. In the past, the expectations have been unmet.
- The brand identity exercise is meant to complement the strategic plan, vision, mission, and core values, and be based on the culture that HC wants to have, not what it is right now.
- Brand determination will be used to communicate a consistent message on the website and all marketing materials and announcements.
- Is the focus group the right mix of people to tie the brand values to the mission, vision, and core values?
The focus group will meet after the Strategic Planning exercises.
- The outcomes can be used as a measuring stick of the climate on campus.
- The Cabinet strongly recommends that the participants understand the focus of the exercise.
  - This focus group will participate in an exercise to help inform the brand identity and brand voice of Helena College that will complement the work currently being done on the new strategic plan including the core values, vision statement, and mission statement.

**ACTION:** Email Donna your concerns about the list or suggest the name of a different participant by Friday.

### Academic Planning and Priorities for AY 2021-2022 (RK, TB, SB)

- The Academic Planning and Priority report is new.
- OCHE uses the list to gauge each college’s forward movement.
- HC completed everything on last year’s list except for one.
- Focus for next year.
  - ASS Networking will be renamed and restarted. Cyber Security will be the focus and title.
  - Renaming the first and second year machining programs to **Manual Machining** and **CNC Machining**.
  - Non-credit banking certificate in partnership with Opportunity Bank and Continuing Education.
  - Avionics certificate if the grant is approved. Start up in 2022.
  - Continued work on Jump Start and Academic Pathways.
  - Review current articulations and add new articulations based on Pathways.
  - Automotive Hybrid training program.
  - Automotive connection with the prison.
  - Credit Based Cosmetology Program – research to see if a program is viable
  - Combined degree for heavy duty diesel and auto.
  - Explore a CAS or AAS for applied technical courses like Agro-Tech-Business idea.

### May 5, 2021 Dean’s Cabinet Short Meeting

- The schedule for the state of the College forum on Tuesday, May 11, 2021 was finalized.
- Helena College will adopt a Bryant Elementary fifth grade class.
- The Cabinet discussed a marketing strategy to promote the new Business & Accounting program using GEERF Business and Accounting grant funds.
  - Commercial recommended.