Mastermind Discussion

*Announcement: Tricia Fiscus accepted the CFO position and will be on campus the last week of October.*

Approve Minutes from 9/8/2021
- Minutes were approved after two corrections were made.

Branding Presentation & Marketing Toolkit Feedback
- Donna would like feedback from the Cabinet.

Website & CRM RFP Review & Implementation Teams (DB)
- CRM is in the Business office queue.
  - Multiple layers of impact.
  - The team should be made up of functional users:
    - Della Dubbe
    - Advising
    - Recruitment
    - Ed Benasky
    - Financial Aid
    - Enrollment
- The initial draft for the Website is progressing.
  - A professional group will design the website.
    - Higher Ed experience is a priority.
    - Include a faculty member on the RFP team.
- The RFP teams review and implement the platforms.
- The website will require HC to hire an employee/company to monitor and troubleshoot the new platforms.

Giving Tuesday – November 30 (DB)
- Social media campaign platforms.
- Create a flyer or card to hand out and suggest a project to encourage giving.
  - Nursing Simulation Lab
  - Fire Training Center
  - Cosmetology
Include tangible information about what HC does to speak to different audiences.

- Cabinet will bring an idea to the next meeting.
- Send out a link in a Mail Chimp to the campus and external email list.

**Spring Graduation Speaker (SD)**

- Recorded speaker fits the Grad Walk format.
- The Cabinet picked the speaker last year.
  - Generate a list.
  - Since it is going to be recorded, the candidate could be from out of the state.
  - Tie the choice to what is relevant to today.
    - Tom Bailey – author of *Redesigning America’s Community Colleges*.
      - Great for Pathways introduction
    - Health representative – too controversial.
    - Mary Hollow, Prickly Pear Land Trust
    - Beate Galde, HCF donor.
    - Retiring faculty member(s).
    - Ellen Baumler, local historian.
    - Mike Dennison, IR Reporter

- Students pick their speaker.
- Bodnar’s speech will be used for the Fall 2021 graduation.

**Holiday Leave Discussion (SB)**

- Christmas List:
  - Valerie, Robyn, Tammy, and Sarah will be out of the office during Christmas week
  - Sandy is taking off the week before and the week of Thanksgiving.
  - Sandy may take a few days the week after Christmas.

**SoupFest (SB)**

- October 29, 2021
  - Cabinet will bring donations for the “SoupFest Basket” prize.
- Kick off the “Kick the Can Food Fundraiser” on October 29th in conjunction with UM. (Bobcats vs. Grizzlies game on November 20, 2021)

**Federal Budget Reconciliation Bill (VC)**

- Americas Community College Plan offers free education for all two-year colleges.
  - It will affect future funding from tuition and fees.
  - Clean up accounts, be prepared, and be aware.
    - Suggestion: Start a five-year reduction plan.
  - If the state does not join the program, students will choose the free two-years over the Montana schools.
- Retention and Completion Grant
  - Apply for the grant through the state.
AP Campus Assistance during Maternity Leave (VC)

- Career Connection and Advising
  - Emily Schuff will be on the AP campus on Wednesday.
  - Sarah’s group will help with an advising rotation.
  - Kelsey A. from TRIO will be on the AP campus off and on.
  - Kyra Merchen will help with Career Connections and Handshake.