DEAN’S CABINET MINUTES
WEDNESDAY, SEPTEMBER 29, 2021
Virtual Meeting
CABINET MEMBERS:

- ☒ Sandra Bauman, Dean/CEO
- ☒ Tammy Burke, Exec. Dir. CTE
- ☒ Valerie Curtin, Exec. Dir. Compliance/Fin. Aid
- ☐ Jessie Pate, Dir. IR/Effectiveness
- ☒ Donna Breitbar, Director of Marketing & Communication
- ☒ Robyn Kiesling, Exec. Dir. Gen Ed & Transfer
- ☒ Sarah Dellwo, Exec. Dir. Enrollment
- ☒ Terrie Iverson, Consultant
- ☒ Paige Payne, Executive Assistant to the Dean/CEO (recorder)

Mastermind Discussion
Minutes from 9/22/2021 were approved via email.

Marketing Tool Kit
- Cabinet feedback is due by the November 3, 2021 meeting.
- The tool kit will be launched in the spring to the campus.

Brand Identity Presentation
- Donna will email out the brand promises to the Cabinet for a vote.

Brand promises: (Choose one option)
- With a commitment to personal transformation and accountability to proven results, we promise easier access to a future that fits.
- With access, flexibility and follow-through, we promise customized choices that work.
- Through access, education, and connection, we promise progress in learning and momentum for life.
- With a commitment to personal progress and accountability to follow-through, we promise focused attention, bold empowerment, and a bright path forward.
- With a commitment to personal expression, risk-taking, and empowerment, we promise a user-friendly experience and joy in every home-grown success.
- By empowering personal motivation and inspiring keen conviction, we promise easy access, brave achievement, and pride.
- With a commitment to your evolution, we promise focused attention, customized choices, and a genuine place to belong.
- With a commitment to easier access, we promise to lead by example with bold curiosity, customized choices, and a pragmatic plan.

Giving Tuesday
- Donna needs the Cabinet’s ideas for the content in the email that will go out to donors before Giving Tuesday. Here are some of the ideas:
  - Show how far a dollar goes at HC.
  - Small donation ideas.
  - Current scholarship recipients.
- Social media campaign ideas:
  - Showcase donations like Daimler Semi, Cessna Airplane, and plants.
United Way
- HC may participate in the spring.

Can the Cats/Can the Griz
- Give funds or food for the pantry.
- Translate dollars into points or items to allow someone to donate money to the food pantry. (Food or hygiene)
- Create a food pantry index to deposit and draw the funds.
- Launch on October 29th.

Tricia Fiscus, Assistant Dean of Administrative Affairs
- Possible housing is available for her and her family on campus.
- Tricia’s first day is Monday, October 25, 2021, starting at UMW. She will be on the HC campus on Thursday, October 28, 2021.