

DEAN'S CABINET MINUTES

MONDAY, MAY 2, 2022

Virtual Meeting

CABINET MEMBERS:

- Sandra Bauman, Dean/CEO
- Tricia Fiscus, Asst. Dean of Admin. Affairs
- Tammy Burke, Exec. Dir. CTE
- Valerie Curtin, Exec. Dir. Compliance/Fin. Aid
- Jessie Pate, Dir. IR/Effectiveness
- Robyn Kiesling, Exec. Dir. Gen Ed & Transfer
- Sarah Dellwo, Exec. Dir. Enrollment
- Donna Breitbart, Director of Marketing, Communication, and Alumni Relations
- Paige Payne, Executive Assistant to the Dean/CEO (recorder)

Mastermind Discussion

Approve Minutes from 4/20/2022

- Robyn moved to approve the 4/20/2022 minutes. Jessie Pate seconded the motion. The minutes were approved unanimously.

Review May & June SOC Schedule (SB)

- Jessie Pate will cover Mondays in May and June.

Summer Event at the Missouri River in July/August Discussion (SB & RK)

- Cabinet will host the event at Robyn's parent's house on the Missouri River.
- Date: August 6, 2022
- The campus will be invited to a family-oriented event.
 - Announce the plan at the Spring State of the College forum.
 - Cabinet will plan the event including food, games, and times.

Review Marketing, Communications, & Alumni Relations Annual Plan (JP)

Cabinet agreed with the prioritization of the recommendations that Donna provided. In order, they are recommendations 3, 4, 1, 2.

Recommendation 3: Implement annual departmental audits of website content and marketing materials.

- High priority for campus. Ties nicely with the upcoming year 6 accreditation visit scheduled for next spring. The first step will need to be to develop a process.
ACTION: As the ALO, Sandy will add this to the project plan she is creating for Summer 2022 for the year 6 visit and will be assigned responsibility for this recommendation. A small team will be brought together to develop a process by the start of Fall 2022 to be rolled out to campus.

Recommendation 4: Develop a student-led social media program similar to the student ambassador program where students would act as influencers for Helena College and create content for the College's social media channels.

- **ASSIGNED:** Responsibility will be assigned to the new director, working with Tricia to budget for both the ambassador position and funding for the social media management platform. The goal would be to have in the budget by July 1, 2023, for the ambassador to begin work in Fall 2023. If there are funds available and the new director has time to implement sooner, would look at Spring 2023.

Recommendation 1: Build a job description for a Digital Marketing Coordinator and hire an additional employee for the Marketing Department with the skillset necessary for graphic design, social media, and website management.

- While we agree this would be ideal, more research needs to be done to make the decision.
 1. Research time and resources freed up in IT Department with this hire
 2. Quantify how much is currently spent with vendors that could be used to fund position
 3. Research similar positions in the university system to get a better understanding of cost and responsibilities
 4. Explore the idea of sharing the position with another institution to share costs
- **ASSIGNED**: This will be assigned to the new director with support from Tricia. As we currently have a good connection to vendors and have built up materials that can be used for the upcoming year, this project will be moved after the social media ambassador project is completed.

Recommendation 2 - Develop a budgeting process in which departments are asked to determine their department marketing expenses for things like printing, signage, swag, graphic design, etc. That would then be treated similar to the way professional development is, the funds would not exist in the individual department budgets but would be moved into the Marketing Budget and designated for that department.

- At this point, our campus community will first need some training to better understand marketing and communication processes before moving forward. One of our concerns is setting up unrealistic expectations by the campus for the director to be able to complete projects simply because they are in someone else's budget.
- We support the idea of allowing the new director to move forward with this training and continuing to explore this concept with the budget management committee. One idea was to potentially create a pot of marketing funds that would be available by application. Applications would need to be connected to our strategic plan and would be reviewed by a committee. Steps to move this forward:
 1. For those departments where budgeting for printed items is already included; continue as is.
 2. New Director works on campus-wide training on marketing processes to avoid the issue described above.
 3. Director works with BMT to establish the best process to create a pool.
 4. Director work with BMT to determine the best mechanism for budgeting departmental marketing/promotion needs.

Sandy will compile the recommendations by Cabinet and ask Cabinet to review the recommendations. The final copy will be discussed with Donna Breitbart and added to the database.