



Board of Trustees

Meeting Minutes

Time: 3:00 PM

Nampa Campus Academic Building Room #122

January 11, 2024

CALL TO ORDER

Chair Lenty called the regular meeting to order at 3:00 p.m.

PLEDGE OF ALLEGIANCE

GUESTS

CWI MISSION STATEMENT

Trustee Bradshaw 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

ATTENDANCE

TRUSTEES:

- MOLLY LENTY, CHAIR
- CHERIE BUCKNER-WEBB, VICE CHAIR (VIRTUAL)
- JIM REAMES, SECRETARY/TREASURER
- NICOLE BRADSHAW, TRUSTEE
- GARY SMITH, TRUSTEE

GUEST:

ALSO PRESENT:

Gordon Jones, President
Ken Kline, Vice President Finance
Craig Brown, Executive Vice President
Ryan Herring, Vice President Human Resources
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 (Virtual)
Audrey Eldridge, Executive Director, Marketing
Chad Trisler, Dean of Students
Janice McGehee, Executive Assistant to the President

Jeff Flynn, Executive Director, Facilities, Planning & Management
Judd Constantine, Audio Video Project Manager
Lauren Leonard, Administrative Assistant, President's Office
Mary Jo Hayes, Comptroller
Morriah Marks, Marketing Coordinator
Stan Niccolls, Director of Safety & Security
Tyler Brown, Assistant Vice President, Enrollment and Student Services

CONSENT AGENDA

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

PRESIDENT'S REPORT

President Gordon Jones

- Currently attending the ASU Innovation Summit in Tempe, AZ
- State of the State address kicked off the 2024 Legislative session.
- Spring semester begins January 16.
- Reminder: Commencement is May 10, 2024.
- BAS Degree was approved by the State Board of Education. The goal is to have it in place either Fall 2024 or Spring 2025.

BOARD LIAISON REPORTS

INSTRUCTION AND STUDENT SUCCESS

Provost, Denise Aberle-Cannata

- Curriculum Committee approved an Associates of Applied Science in Artificial Intelligence (AI). This is a two-year degree allowing for entry level into the workforce. Provost Cannata reported, there is not another program like this one that exists currently in the State of Idaho, and very few throughout the nation.
- In-Service training is this week and focused on AI.
- CWI Center for Teaching and Learning (CTL) group has assisted faculty in developing 1,100 courses which will launch on Monday.
- Customer Relationship Management (CRM) tool is still on track to launch in March.
- CWI hosted the 18th annual Safety Fest in the Micron building for area businesses. Thanks to Assistant Vice President Christi Gilchrist and the Workforce Development group for facilitating and bringing this opportunity to CWI.

Enrollment

Assistant Vice President, Tyler Brown

- Growth continues and enrollment is up. Unduplicated headcount is up 3.4% and attempted credits is up 5.2% year over year.
- The Student Services team helps the student identify what their next steps are, via systems and reporting tools.
- Accurate task lists are created for staff to proactively aid students in taking that next step.
- Gauge effectiveness at each step via quantifiable metrics.

Student Success Coaching Initiative

Dean of Students, Chad Trisler

- The Ultimate Goal of Student Success Coaching is to support and retain students.
- Student Success Coaches are assigned by Major/Program and will work with students from before day one through graduation.
- The coaching roll-out is a three-year phased implementation plan. Collegis provided three success coaches who called students each week, based on their criteria.

Trustee Bradshaw asked who Collegis is; Dean Trisler explained Collegis is a contracted consultant who CWI has been working with for approximately three years. Trustee Bradshaw asked if the coaches are employees of CWI. Dean Trisler responded the coaches are full time CWI staff, which have transitioned over from other rolls.

Trustee Smith asked what is the percent of students who struggle or have challenges? Dean Trisler stated nine hundred students or 16% get flagged each week. This does not mean their life is falling apart. It could be as simple as missing an assignment last week, or they have been sick and were unable to log in. The check-in is done regardless of the reason.

Vice Chair Buckner-Webb commented she is seeing this kind of support being offered in the business community and is glad to see CWI starting this early and possibly these types of connections will help people to not wait until they get in trouble.

Trustee Bradshaw asked Provost Cannata if the AI Certificate is primarily for the technical side of AI or is this program directed more on how to incorporate or use AI. Provost Cannata stated this is a AAS Degree and not a certification, so it encompasses all components. While the bulk of time has been taken up with curriculum construction, CWI had this on their radar two years ago. Our faculty, through environmental scanning, acknowledged a great opportunity for CWI and jumped on it, and are very excited for this program.

Chair Lentz asked what the timeline is to start seeing improvements around retention and overall success of the student. Provost Cannata stated the Institutional Research team is pulling numbers now but, increases in retention rates and enrollment numbers have already shown dramatic improvement. We have changed our behavior from internally focused to externally focused.

COLLEGE RELATIONS

Vice President Marketing, Emily Tetz

Marketing

- The 2023 Annual Report was included in the Trustee notebooks.
- Spring Registration: Final Marketing push to support spring enrollment with registration closing January 12.
- CWI Night at the Steelheads is coming up on January 31, 2024.

- There were over one hundred program pages overhauled and set live last week. Program pages are important because they provide search features which steer prospective students to the information they are looking for.
- Targeted improvement areas include:
 - Improved prospective student experience.
 - Improved engagement through content.
 - Improved search optimization.
 - Presentation and enhancement of the CWI brand.

Trustee Bradshaw is very impressed by the work done on the program pages.

Chair Lentz commented the program pages are telling the story behind the messaging, making it easier for students to see what college is about.

Trustee Smith asked about the follow up question he had asked Vice President Tetz at the last meeting regarding the size of the sampling. Vice President Tetz stated the response was sent via email to Trustee Smith’s CWI email account.

Government Relations

Vice President Operations, Nic Miller

- Permanent Building Fund
- Line Items
- Idaho Launch

Advancement

Vice President Advancement, Mark Arstein

- The revised Foundation MOU was reviewed. Trustee Bradshaw commented the revisions will bring clarity to the role of the CWI Trustee as well as the Foundation Board Directors and Trustee Bradshaw is in support of this revised MOU.
- Jason Fry has been retained as a project manager for the Capital Campaign.

**CONSIDER REVISED FOUNDATION MEMORANDUM OF UNDERSTANDING
(M/S) TRUSTEE BRADSHAW/VICE CHAIR BUCKNER-WEBB MOVED TO APPROVE THE
REVISED MEMORANDUM OF UNDERSTANDING BETWEEN THE COLLEGE OF WESTERN
IDAHO AND THE COLLEGE OF WESTERN IDAHO FOUNDATION AS PRESENTED.
MOTION PASSED.**

FINANCE

Vice President Finance, Ken Kline

- Treasurer’s Monthly Report
- Budget-vs-Actual Report

Trustee Reames asked about funding from reserves. Vice President Kline stated certain initiatives, such as the Collegis contract are sourced from reserves. As well, on the flip side, the budget does not include salary savings from turnover.

Trustee Bradshaw asked regarding the approved budget for Grants and Sponsored Projects, why are the expenses so much lower than what is budgeted. Vice President Kline stated the grants budget is a in and out item and is based on activity and not projections. On the Expense side everything is tracking very closely to how expenses have trended in the past.

Trustee Bradshaw asked are the budgets created from a historical perspective or is it spread evenly across the year. Vice President Kline responded some budget information is assembled by month, but most entries are an annual budget that is compiled. Some of the expenses come in large chunks, for example, the COP Payments.

CAMPUS VISIONING

Vice President, Nic Miller

Capital Projects

Vice President Miller expects to have the Master Development Agreement and Ground Lease documents for your review in February. Chair Lentz asked if a special meeting will be needed to approve these documents. Vice President Miller does not believe a special meeting will need to be called.

Nampa Campus

- Earth work is happening for the Student Hub and the Health Science Building.
- Installation of the piers for the bridge will start next week with the actual bridge installation to take place in March.

Boise Center Update

- Required neighborhood review was held in Garden City with 20-25 neighbors who attended. Vice President Miller thanked Trustee Smith for attending. Overall, the neighbors were excited about the mixed-use site.
- Next week is a Departmental meeting with the City of Boise as well as city services.
- Latest Boise Center renderings were reviewed.

Trustee Smith commented on the neighborhood meeting. It was very positive and there was only one couple with a negative comment.

Boise Center next steps include bringing to the Board at the Feb. 8 meeting the following items.

- Boise Center Funding Request
- Master Development Agreement Review
- Ground Lease Review
- Black Eagle Lease Renewals
- March 27 will be the City of Boise design review commission hearing.

Trustee Bradshaw asked if there has been a groundbreaking for the Nampa or Boise properties yet. Vice President Miller and Vice President Arstein are working on this timing. Typically, when you do a ground-breaking, you would have your major donors and supporters in attendance. Stay tuned, more information will be coming.

POLICY REVIEW

Vice President Human Resources, Ryan Herring

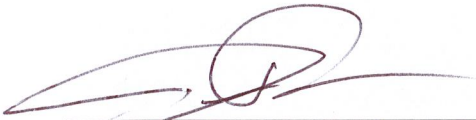
Board Governance Policy #6 (Student Services) was reviewed.

CHAIR'S REPORT

Trustee Lenty thanked everyone for their hard work over the past year and wished everyone a very Happy New Year.

ADJOURNMENT

Chair Lenty adjourned the meeting at 4:15 pm.



Jim Reames, Secretary/Treasurer
Board of Trustees

2-8-24

Date