



# Board of Trustees

Meeting Minutes

Time: 3:00 PM

ZOOM Video Conference  
NADM President's Conference Room

March 9, 2023

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## CALL TO ORDER

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

## PLEDGE OF ALLEGIANCE

## VISITOR INTRODUCTIONS

## CWI MISSION STATEMENT

Trustee Hightower 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
- JIM REAMES, SECRETARY/TREASURER
- ANNIE HIGHTOWER, TRUSTEE
- NICOLE BRADSHAW, TRUSTEE

### OTHER GUESTS:

MITCH MINNETTE, PRESIDENT, NAMPA CHAMBER OF COMMERCE

BRAD WEIGLE, CO-FOUNDER GOAGAINST AGENCY

JENNIE MYERS, CO-FOUNDER GOAGAINST AGENCY

KATHRYN NIERI, ACCOUNT DIRECTOR GOAGAINST AGENCY

### ALSO PRESENT:

Gordon Jones, President

Denise Aberle-Cannata, Provost

Craig Brown, Executive Vice President, Operations

Ken Kline, Vice President Finance

Ryan Herring, Vice President Human Resources

Aaron von Lindern, Dept. Chair, Health Sciences  
Aaron Whitman, Planning and Construction Director  
Andrea Fontaine, General Counsel  
Andrea Schumaker, Department Chair, Agricultural Sciences  
Ashley Smith, Government & Community Relations Director  
Audrey Eldridge, Executive Director, Communications and Marketing  
Bren Rothenbuhler, Administrative Assistant, Facilities  
Chad Trisler, Dean of Students  
Cindy Dion, Faculty Services Coordinator  
Courtney Colby Bond, Dean, Center for Teaching & Learning  
Gigi Smith, Supervisor, Tutoring Services  
Gordon Hynes, Director, Budget  
James Francel, Associate General Counsel  
Janice McGehee, Executive Assistant to the President  
Jeff Flynn, Executive Director, Facilities, Planning & Management  
Jenee Snyder, Executive Director, Financial Aid  
Jennifer Colley, Executive Director, HR  
Jessica Argyle, Web Content Strategist, UX  
Jessica Downing, Manager II, Brand Marketing  
Josh Kifer, Security Administrator  
Juddson Constantine, Audio Video Project Manager  
Kae Jensen, Dean, Math  
Ken Kline, Vice President Finance  
Kimberly Stephen, Librarian, User Experience  
Kris Smerick, Dean, Social Science & Public Affairs  
Kristi Martin, Executive Assistant to the Provost  
La Dawn Anderst, CWI Foundation  
Maia Kelley, Associate Professor, Math  
Mary Jo Hayes, Comptroller  
Michael Chacon, Chief Information Officer  
Michael Jensen, Director, Foundation  
Michelle Haviland, Assistant Director, Financial Aid  
Mike Pena, Foundation Board President  
Morriah Marks, Marketing Coordinator  
Nic Miller, Assistant Vice President, Strategic Projects  
Patrick Neal, Dean, School of Industry, Engineering and Trades  
Richard Soto, Dept. Chair, Business  
Ryan Gerulf, Director, Philanthropy  
Stephen Crumrine, Executive Director, Dual Credit  
Stephanie Boren, Administrative Assistant, Foundation  
Theresa Bloom, Financial Aid Officer  
Tyler Brown, Interim Assistant Vice President Student Services

## CONSENT AGENDA

**(M/S) TRUSTEE HIGHTOWER/VICE CHAIR BUCKNER-WEB MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. MOTION PASSED.**

## PRESIDENT'S REPORT

- President Jones reported on JFAC's support of all line items CWI requested. As a college, we are very appreciative of our elected officials and their support.
- HB 24 – Launch Grants; \$80 million was allocated for higher education last fall. This will enable High School Seniors to go on to some form of higher education. This includes post-secondary career technical training, allowing up to \$8,500 in grant money. The community college presidents have all communicated their support of the Governor's recommendation.
- On March 15, another CWI Steelheads night will happen. CWI will be promoting this Public Safety night with Police and Fire programs in the spotlight. Gov. Little will be there in support to drop the puck.
- President Jones has been connecting with city and county stakeholders by speaking at the Parma Lions club and meeting with the Caldwell and Meridian Mayors.
- President Jones also met with the Boise School District regarding the Whitewater Property.
- President Jones participated in a Workforce Panel for Deseret News, with Governor Brad Little, Lieutenant Governor Scott Bedke, and community leaders such as Tommy Alquist, Ball Ventures and Neil Nelson of ESI to name a few.
- On campus, President Jones met with the Honors Student group and the Student Advising and Success Team.
  
- Executive Director of Marketing and Communications, Audrey Eldridge presented this month's Bold Achievements highlight by recognizing CWI Faculty. Recently a number of faculty were honored during the 2023 Action Professional Development Day. 2023 Innovation and Action winners were Janna McCurdy, Associate Professor of Psychology, Andrea Shoemaker, Department Chair of Agricultural Sciences. Casey O'Leary, Horticulture Instructor and Janel Holt, Associate Professor of Spanish. Additionally, Science and Math won the school wide innovation and action trophy.

## BOARD COMMITTEE REPORTS

### COLLEGE RELATIONS

- **COMMUNICATIONS & MARKETING**

Audrey Eldridge, Executive Director Marketing and Communications

- New Marketing Campaign will launch next week with a media mix of billboards, TV, radio and many digital ads. The budget this year will be split 40/60 with 40% going toward traditional and 60% to digital advertising.
- Number one Goal for this campaign; "Get the story right, to the right people, and at the right time." A very important component of this campaign is the evaluation

process, ensuring we measure impressions and engagements and drive awareness with the ultimate goal of increasing enrollment.

- CWI Giving Day campaign will launch in the next few weeks.

#### **GOVERNMENT RELATIONS**

Ashley Smith, Government & Community Relations Director

- Vice Chair Buckner-Webb gave the invocation at former Gov. Phil Batt's funeral at the Capital.
- JFAC responded well to our budget line item requests last week, as President Jones had mentioned earlier.
- Excellence in Education Presentation to the House and Senate Ed Committees will take place on March 20, 2023.
- Continuing to talk with Educators about the value CWI delivers as well as updating them on the campus development projects.
- Continuing to track bills at the state house as the Legislature works hard to finish their legislative work.
- Trustee Reames asked if the Legislators have concerns regarding the North Idaho College situation and if any of their issues may affect CWI at some point. Director Smith stated President Jones spends a lot of time down at the capital to continue to educate Legislators on CWI's goal and mission and what we do every day at CWI to help students succeed.

#### **FOUNDATION**

Michael Jensen, Foundation Director

- Bank of Idaho presented a check in the amount of \$58,400 for the 2022 Swing For The Green Charity Golf Tournament benefiting CWI scholarships. Mark your calendars for the upcoming Swing for the Green event at Banbury Golf Course on September 21 & 22, 2023.
- Reminder March 15 is the final CWI Steelheads night (Public Safety night).
- April 12-13, 2023 will be the first ever CWI Giving Day. Trustees will be notified in the next couple of weeks how they can engage and support this event. The goal for this year's event is \$100K.
- Trustee Bradshaw thanked the Marketing Team as well as the Foundation Board and Staff for all of the great work they are doing.

#### **STUDENT SUCCESS**

Dean of Students, Chad Trisler

- Siempre Unidos and Dance Club are collaborating for lessons on hip-hop and a Hispanic Dance Workshop.
- Student Nurses Association Club is very community focused as well as helping to develop future nurses.

- Social Work Club and Queers & Allies Club came together to host a series of panel discussions.
- International Club works hard to connect the refugee and international students.
- Vice Chair Buckner-Webb commented how much she appreciates the way CWI approaches Student Success by looking at the wholeness of the student, not just their academic success.

#### **POLICY**

- Board Governance Policy 8
  - Trustee Hightower reviewed Governance Policy 8 (Measurement and Reporting).
  - There was a technical correction to the Purchasing Card Policy, but no substantive updates or changes to College Policy.

#### **FINANCE - VICE PRESIDENT FINANCE, KEN KLINE**

- The Monthly Treasurer's Report was reviewed.

#### **PROVOST REPORT – PROVOST DENISE ABERLE-CANNATA**

- Enrollment Update - presented by Interim Assistant Vice President Enrollment and Student Services, Tyler Brown.
  - 2180 Credits added to the spring term; 4% boost to total credits taken this spring.
  - Over 600 students have registered for the 8-week courses, with 200 of those being new students who are not having to wait until fall to begin their CWI journey.
  - Entering an environment of "Registration is always open!"
  - Chair Lentz thanked AVP Brown for his enthusiasm, but also for what this means from an operational standpoint and for student accessibility.
  - Provost Aberle-Cannata announced the Occupational Therapy Assistant program which started two years ago, had their first accreditation site visit. They not only passed with flying colors, the team could not stop commending Mel Henderson and Angela Zaugg. Provost Aberle-Cannata stated she has never had an accreditation team member have to stop speaking because she was so overcome with emotion at the experience she had with our students, faculty and staff. This speaks to the commitment to program excellence here at CWI.
- Special Course Fees Fall Second Reading
  - Provost Aberle-Cannata reviewed one modification to the Special Course Fees. The cost for a background check went up, and work is being done to consolidate and centralize background checks by moving them to a program fee versus a course fee.
  - Trustee Hightower asked what the highlighted rows on the IncludEd fee schedules are. Provost Aberle-Cannata explained these are the line items from vendors and the bookstore, which are changing and fluid, and are out of CWI's control.

**SPECIAL COURSE FEES**

**(M/S) TRUSTEE HIGHTOWER/TRUSTEE BRADSHAW MOVED TO APPROVE THE FALL SPECIAL COURSE FEES AS PRESENTED, INCLUDING MINOR ADJUSTMENTS TO SAID FEES BASED ON VENDOR MODIFICATIONS. MOTION PASSED.**

**CHAIR’S REPORT**

Chair Lenty acknowledged Foundation President Mike Pena. Chair Lenty thanked all involved in the first CWI Giving Day coming up April 12 & 13. This is a very busy time and the extra efforts are appreciated.

**EXECUTIVE SESSION**

**(M/S) TRUSTEE HIGHTOWER/TRUSTEE BRADSHAW MOVED PURSUANT TO IDAHO CODE § 74-206(1) CONVENE IN EXECUTIVE SESSION;**

**(b): To consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member, individual agent or public school student; and**

**(d): To consider records that are exempt from disclosure as provided in chapter 1, title 74, Idaho Code.**

**ROLL CALL**

- VICE CHAIR BUCKNER-WEBB - AYE**
- SECRETARY REAMES- AYE**
- TRUSTEE HIGHTOWER -AYE**
- TRUSTEE BRADSHAW-AYE**
- CHAIR LENTY-AYE**

**MOTION PASSED**

**ADJOURNMENT**

Chair Lenty adjourned the meeting at 5:07 pm

*Jim Reames*

Jim Reames (Apr 21, 2023 13:07 MDT)

Jim Reames, Secretary/Treasurer  
Board of Trustees

Apr 21, 2023

Date