

**To:** Cabinet, Archives  
**From:** Candy Horton  
**Subject:** Minutes of June 17, 2014  
**Date:** June 17, 2014

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**Members Present:** Bertch, Bohnet, Cannell, Collins, Depta, Doherty,  
Hutchins, Jbara, Johnson, and Schlack

**Members Absent:** Anderson & Ives

**Staff Present:** Horton

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### **Discussion and Action Items**

- Minutes of June 10, 2014 were approved as presented.
- Health Focused Campus –
  - On-going: Survey work and environmental assessments, construction estimates & bids, programming and curriculum, food safety program and planning, pavement & drainage, technology and fund raising.
- Marketing Strategies – Enrollment and Retention
  - June 2010 Marketing Plan-review of priorities
    - Protect and expand enrollment base
    - Communicate essence of brand experience
  - Marketing is not just social media, ads, billboards.
  - Product, price, promotion.
  - What do businesses want from graduates?
  - What differentiates us from other community colleges?
  - How do we tell our story- Students? Alumni? Businesses who hire our graduates?
  - Constantly reviewing our research. (Noel Levitz)
  - Price is not the only consideration for prospective students.
- Travel –
  - Renae Skutnik to attend the 2014 Michigan Association of Continuing Education and Training Conference in Mackinac Island, MI on July 30-August 1, 2014.
- Grants –
  - None

### **Personnel Items**

- Kudos
  - Tim Welsh and the entire IT team for the Zimbra training and support efforts – Ben Blewett was on the job before the doors opened on Monday. Thank you to everyone for their continued support.
  - Susan Matlis for her diligent work in hiring summer sports camp personnel.

- Reality Checks
  - Enrollment continues to be a concern.
  
- Hires, Resignations and Retirements
  - Dean McCurdy is the Associate Vice President for the Health Focused Campus, effective July 1, 2014.
  - Steven Ball transferring from P/T Faculty – Biology to Gym Facilities Coordinator effective Aug. 4, 2014 – offer rescinded due to conflict in hours.
  - Andrew Todd is the new Gym Facilities Coordinator, effective June 30, 2014.
  - Cate Egan resigned her job share position in Financial Aid, effective June 25, 2014.
  - Request to fill:
    - Job share position (PT) in Financial Aid
    - Library Circulation Aid (PT)

**Other**

- Banner upgrades on Friday, June 20, 2014.
- Internet provider service issues on Saturday were resolved.
- Tim Welsh suggested that older computer equipment be given to EFE students rather than sell it on Ebay.
- Marketing personnel will work with Craig Jbara to make the Groves programs more visible.

**Next Meeting**

The next Cabinet meeting is scheduled for June 24, 2014 at 8:00 a.m. in Room 3365.