

College Council Minutes

Organizational Meeting October 18, 2023, 3:00 PM

Present:

Chair: Chad Miltenberger

Lisa Chamberlin	Lori Peterson
Sara Egbert	Erika Bockmann
Jacquelyn Ray	Jennifer Vaughn
Diana Herrmann	Denise Kammers
Angela Evensen	Carol Fitzgerald
Chad Hickox	Dan Hall

- I. Welcome by Chad Miltenberger. Chad asked if everyone had reviewed the draft minutes from the College Council meeting of October 4, 2023, and if there were any changes needed.

Erika requested that Paragraph IV. have the following added “At this time there is no plans to create an Administrative Exempt Council nor has there been any sign of interest in creating an Administrative Exempt Council however, if someone or some group shows interest in this, the opportunity is there.” With no other changes requested, a Motion was made by Erika Bockmann, Seconded by Dianna Herrmann and unanimously approved by College Council to accept the minutes with the requested change.

- II. Chad Hickox reviewed the College Marketing and Communication Plan and discussed some key points of this Plan:

- This is a shift in marketing strategy as the college moves to strategic planning vs. reactive marketing. Decisions will be data-driven and focus will be on measuring the ROI to gauge success. Emphasis will be on digital advertising to customize messaging to key demographics and prospects.
- Goals:
 - Raise Profile of WWCC
 - Promote WWCC as a college where all belong, all can afford to be and succeed
 - Reach new students through connection, activity and engagement
 - Retain current students through connections, activity and engagement
 - Attract and retain high quality faculty and staff

- Key Message:
 - You belong here.
 - WWCC is the most affordable option for high-quality education in our region. Earn a certificate or degree and stay debt-free.
 - WWCC students gain the knowledge and skills needed to succeed in today's job market.
 - We are dedicated to your success.
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Significantly increased digital presents will be important to this success of this plan. This is a comprehensive plan that is live and should be shared with your committee council members. Please review this plan and provide any suggestions, ideas, critiques and thoughts – feedback is welcome.

- III. Ericka Bockmann discussed the need to set start and end dates for the 2024 Summer and Fall College Calendar as she is unable to open the application in OAAP until these dates are finalized and recruiting is asking for this as they have students applying for next year. Discussion followed and it was determined that College Council would recommend to ELT a Summer schedule of 7/01/24 – 8/15/24 (WSP 7/01/24 – 9/06/24) and a Fall schedule of 9/23/24 – 12/13/24 with the caveat that College Council and stakeholders are reviewing the remaining calendar dates for accuracy and will make a final recommendation to ELT for the entire 24-25 calendar when that review is complete. A Motion was made by Lisa Chamberlin, Seconded by Sara Egbert and unanimously approved by College Council.

- IV. Dan Hall discussed the formation of two new Committees: The Facilities Planning Council serves as the steering committee for updates to the College Facilities Master Plan and The Technology Planning Council serves as the steering committee for updates to the College Technology Master Plan. Discussion followed about these new Committees and their functions, it was mentioned that they are not looking for representation on College Council but would meet with College Council for recommendations to ELT.

- V. A section of the Handbook (8-pages) were sent out prior to the meeting for review by College Council. Discussion followed as to whether the Handbook was ready for review and it was decided that Chad M. was going to review the 8-pages and determine if College Council would review and edit them or if this should be put on hold until it can be determined if the Handbook needs to be “cleaned-up/pared down” with a “less is more approach” and discuss what is the Councils expectations and what they are wanting to cover in this Handbook.

Next meeting will be Wednesday, November 1, 2023, at 3:00 PM.

The meeting adjourned at 4:24 PM