



Details	
<b>Date</b>	Tuesday, March 4, 2025
<b>Time</b>	3:15 PM
<b>Location</b>	Zoom and Library

**I. Attendance**

ATTENDEES						
<b>Chair</b>	Peter Anderson					
<b>Vice Chair</b>	Elizabeth Rexford					
<b>Note Taker</b>	Haydee Ruiz					
<b>Attendance</b>	<b>Member</b>	<b>Present</b>	<b>Absent</b>	<b>Member</b>	<b>Present</b>	<b>Absent</b>
	Gina Wilson	X		Julieta (Julie) Rodriguez	X	
	Matthew Tougas	X		Latasha Herndon		X
	Joseph Reeve	X		Matthew (Jason) Bennett	X	
	Melissa Moore		X	David McDaniel	X	
	Frank Becak		X	Grady Smith		X
	Hector Weir	X		Christy Ruby	X	
	Kenneth Grubb	X		Jessi Snider	X	
	Patricia (Pat) Korenek		X	Kornelia Oostingh		X
<b>Others Present</b>	Jenna Bothell, College Recruiter					
	Jennifer Zuniga, College Recruiter					
	Emma Hermes, College Recruiter					
	Armando Palomino-McClure, Coordinator of Recruitment					
	Ben Sharp, Director of Marketing, Communications & Advancement					
	Jerry Martinez, Dean of Enrollment Management & Registrar					

**II. New Business**

DISCUSSION
<p><b>1. Approval of Board of Trustee and Extended Cabinet Notes</b></p> <p>Peter stated that the February Board and Extended Cabinet notes were sent for everyone to review. Peter asked the Faculty Council members if there were any comments or changes to the Board or Extended Cabinet notes. No comments were made.</p> <p>Matthew Tougas made a motion to accept the Board and Extended Cabinet notes as written. Hector seconded the motion. The Board notes were approved by acclamation and will be attached to these minutes.</p> <p><b>2. Roundtable with Marketing and Recruitment</b></p> <p>Ben commented that marketing is following some of the same procedures that were in place from his predecessor. Ben commented that he is currently doing two roles, as his role has not been filled. Ben stated that his emphasis has been on social media and print media. Ben commented that he is open to different ideas and looking at different avenues in marketing. Ben</p>

said he would welcome any feedback from the faculty on how to assist with marketing. He is willing to collaborate as much as possible.

Christy questioned the social media account request procedure. As far as Christy knows, this procedure is still in place, but it is her understanding that the social media requests are not being approved anymore. Liz commented that during the meeting with the President, the President stated that requests have been denied. Christy understands that the President might have been leaning on marketing's predecessor for guidance for not approving the social media request.

Ben commented that the issue marketing is concerned about is who is going to be monitoring the posts made by the departments. Ben commented that there are forms and procedures for posting photos, but there needs to be a way to protect WCJC brand.

Christy stated that the request form, which is located on the Intranet under marketing, has questions about who will be responsible for maintaining the page and the type of content it will publish. Christy remarked that if the procedure is in existence, it would be beneficial to take advantage of it to reach potential students.

Ben commented that he will investigate this issue.

Liz suggested that it would be beneficial for WCJC to have a social media manager, as that role was never filled after the previous person left. Liz suggested that a session during Professional Development Day, where marketing can educate the faculty and staff about the forms and processes would be beneficial.

Liz suggested a preset marketing schedule. For example, during the summertime, all new programs could be marketed. Then during the semester, all academic classes and programs could be featured. Peter noted that if a schedule is created, then all departments could work on content and have time to gather the information marketing needs.

Ben still felt cautious about posting on social media, as Liz was explaining the marketing schedule. Liz commented that Program Directors/Department Heads have been told to fill out a form, and if that is not the procedure, who should we contact? Ben commented that everyone should contact him to receive the proper form and both will work on what needs to be done.

Liz suggested that the promotional material should be geared to certain programs. For example, law enforcement used a notepad with a pencil for students to write down crime scene notes and this would be a good "give away" for that program. Ben commented that if enough time is provided, requests could be submitted to Cheryl, and packages have been put together for events.

Jerry commented that there are opportunities to streamline the authorization from students to use their pictures. Jerry could help by providing FERPA guidance in terms of things that can and cannot be done. Jerry has seen instances where FERPA was violated on social media posts by departments on campus and other institutions. Ben commented that he would like to meet with Jerry to go over procedures.

Christy questioned the lead time regarding a marketing request. Ben responded, 2 weeks, but if 2 weeks is not possible, at least a week.

Christy questioned how long a department should wait for a response after a form or request has been submitted. Ben responded to give it a few days and if you do not hear to reach out.

Armando thanked Ben for being active on social media. Armando had planned on reaching out to Ben to set up a meeting to coordinate recruitment efforts with marketing. Armando commented that brochures and prints should all be branded the same.

Ben commented that submitted items from departments at times need to be sent to be redesigned to keep with the branding of the institution.

Ben and Armando will set up a meeting to collaborate on freshening up brochures and other recruitment material. Armando commented that it would be beneficial to create recruitment material to attract high school students and have a different set of recruitment material for the parents.

Ben commented that he is open to ideas, as he recognizes that there are two different types of audiences, and not all are using the same social media platforms.

Liz questioned how active the college is in trying to take advantage of public service announcements. For example, the EMS disaster drill where students can participate as injured victims, this would be a great opportunity to invite high school students and local media stations. Liz continued that Houston Christian University and San Jacinto got a PSA out of the baseball event but did not notice WCJC being announced.

Liz commented that announcements in newspapers, or pictures of student events, there are still people in small towns who like getting their local newspaper. Armando pointed out that he has heard some of the digital advertising on the radio. Ben commented that he is working on videos at the moment that will be released next year.

Liz questioned whether the new marketing strategy will encompass all campuses. Ben commented that all campuses will be included.

Armando would like Program Directors/Department Heads to know they can contact the recruitment team. As the subject experts, it would help Armando understand the programs more and tailor his presentation to accurately provide information to prospective students.

### **3. Update on Safety and Security**

Liz reported that the Board approved a security officer position for the Sugar Land campus who may be housed near to where Melissa sits.

Liz reported that all campuses except the Bay City campus have unarmed security officers during the day and armed officers during the night, which is the exact opposite of what security says we need. We should have armed officers during the day when more people are on campus and could be carrying weapons. During the night, there are fewer students and people in the building, and more doors are locked and inaccessible.

Currently, there is no security officer at Bay City, and the campus will need to rely on the local police or the ISD police.

Liz reported that a few weeks ago, a murder happened across from the Bay City campus, and there was a stabbing incident at Richmond, but it was never reported to the faculty.

Matthew asked when the stabbing incident took place. Liz responded that it was the Thursday before the stabbing at Sugar Land, and it was at night.

The Safety and Security committee is concerned that the only individuals allowed to make a RAVE report at the Sugar Land campus are Georgeann, Melissa, or Jeremy. At the Richmond campus, your contacts are Georgeann, Debra, and George. The majority of the people on the list are on the Wharton campus. At the Bay City campus, your only contact is Gloria. Liz stated that the list for the two Fort Bend and the Bay City campus need more redundancy to ensure there is always someone on the campuses to make the RAVE announcement.

Christy commented that her department is regularly open late and sometimes hosts events until midnight. Christy would feel safe knowing the security officer would have something on them to protect visitors with. Christy commented that she does not need someone 100% of the time, just when the library hosts special events, at least they can be notified.

Liz suggested that it would be logical to have someone armed at the Wharton campus all the time. The Wharton campus has a “captive population” in the sense that there are dorm students and special events during the evening. Liz would like to know why ~~our~~ security is not an issue. Faculty Council and faculty members have expressed that they do not feel safe on campus due to various incidents.

Christy made the following motions:

1. Request a security officer for the Bay City campus.
2. Provide a rationale for why WCJC does not have armed officers during the day.
3. Build more redundancy to the list of who can send RAVE alerts in the other campuses.

Joseph seconded the motion.

Liz reported that in the Security meeting, it was discussed as to why no RAVE alert was sent about the stabbing in Sugar Land. After much discussion, Jeremy commented that RAVE is not for all emergencies. Jeremy commented that a RAVE alert is sent for a timely emergency.

Joseph commented that the Cleary Campus Safety Act dictates that it is reported to everyone.

Liz commented that we have all been trained to look for a RAVE alert for emergencies, safety, and security, not emails. HR commented that when they do their onboarding, they tell all new hires to look for the RAVE alerts. Liz commented that RAVE alerts do not need to be detailed, but a simple message when an incident or emergency has happened. Liz also noted that faculty members have relayed the message to students that emergency information would be provided via RAVE and has urged students to sign up for the service to make sure they know when it is safe to travel to the various campuses.

Matthew Tougas made a motion to seek clarification on what the process is for alerting people to emergencies and what constitutes a RAVE-worthy emergency. Joseph seconded the motion.

### III. Old Business

#### DISCUSSION

##### 1. Discuss marketing strategy before meeting with VP Collins

Liz commented that the proposal for VP Collins included:

- Have marketing and recruitment do a presentation during Professional Development Day,
- Have both departments meet with each other and share ideas,
- Have a designated contact person for social media,
- Take down forms on the Intranet if we are not going to use them,
- Use more PSAs, and
- Try to generate more relevant recruitment and marketing materials.

Items Liz will add to the proposal will be:

- To ask Program Directors about scheduling a meeting with marketing and recruitment at the same time to elaborate on their programs, and
- Seek clarification regarding the marketing budget per department, or does marketing have a budget to create marketing material for all departments.

Liz asked if anyone had any more issues or comments to add to the proposal. Christy asked when the meeting was scheduled for. Liz responded that it had not been scheduled yet.

### IV. Extended Cabinet Items

#### DISCUSSION

##### 1. Items for March Extended Cabinet

Peter mentioned that the following topics will be placed on the March Extended Cabinet agenda and asked if any members wanted to add additional items. Members did not have any additions.

- a. Update on Richmond campus expansion
- b. Request a security officer for the Bay City campus.
- c. Provide a rationale for why WCJC does not have armed officers during the day.
- d. Build more redundancy to the list of who can send RAVE alerts in the other campuses.
- e. Clarification on what the process is for alerting people to emergencies.
- f. What constitutes a RAVE-worthy emergency?

##### 2. Other Items

#### DISCUSSION

### 3. Action Items

ACTION/DISCUSSION ITEMS FOR THE NEXT MEETING	OWNER	DUE
Circulation of March minutes for approval	Ruiz	After initial review
Send an email to schedule a meeting with VP Collins	FC Officers	
Send topics for Extended Cabinet meeting	Anderson	

### 4. Adjournment

ADJOURNMENT	
1. The meeting adjourned at:	4:29 pm
2. Signature Approval:	<i>Peter Anderson</i>

# Board of Trustee Notes

## Feb. 18, 2025 Meeting

1. Quorum established. Previous minutes adopted

2. Citizen Comment: No citizen comments.

3. Special Items:

- Board approved moving the March meeting to March 25.
- VP Collins presented information on how programs and degrees are developed at WCJC. She discuss the various Occupational Skills Awards and the Level 1 and 2 certificates.
- Board Presentations: Mr. Pope discussed the TAMU nuclear programs and suggested that in the future there may be an opportunity for WCJC to participate in such programs.
- President's Reports:
  - ✓ Mike Feyen: Mr. Feyen did not make an official report but he shared the following information with an FC member.
    1. GYM HVAC work may start over spring break but should be done before commencement.
    2. Library roof- work being scheduled.
    3. Bay City Construction Trades: Soliciting phase 2 bid specs.
    4. Gym Roof – Work is being scheduled.
  - ✓ President McCrohan: President McCrohan reminded the Board the state legislature will be meeting this year. She reported that WCJC will be represented at Ft. Bend County Day, Wharton County Day and Matagorda County Day. The various members of the college administration will be requesting funding for expansion at the Richmond and Bay City Campuses.

5. Reports

- Cindy Ward provided the monthly fiscal report for Jan. There are no state appropriations during the month of January. She reported that tuition and fees were up about 10%.

6. Consent Agenda:

Item X B "Approval of a new Security Officer position to be housed on the WCJC Sugar Land campus" was removed from the agenda to be discussed in Executive Session.

Item XV F 2 – the approval of E. Daly as Director of Enterprise Systems was removed as Mr. Daly declined the position.

Items of note are listed below.

- ✓ Approval of hiring AGB Search to provide recruitment services for the Vice President of Administrative Services.
- ✓ Approval of a new full-time EMS position and an increase in pay for part-time EMS instructors
- ✓ Approval of Division Chair and Department Head compensation and approval of overloads for spring 2025

7. Several PPAs were approved.

8. Executive Session: The Board went into Executive Session to discuss the Sugar Land Security Officer Position.



# Extended Cabinet Meeting – February 13, 2025

In attendance: 29

## I. Call to Order

VP Allen welcomed everyone.

VP Allen asked if the minutes sent needed to be corrected. The minutes were sent out on Tuesday, giving the faculty 48 hours to review. No corrections or comments were made. The minutes were approved.

## II. President Items

### a. Social Media – Faculty written Request

VP Allen was asked to host the meeting and is not 100% sure of the issues previously discussed. During the last meeting, there was a directive for Faculty Council to come back with a proposal regarding social media.

Peter commented that he and Liz met with the President and VP Collins regarding the issue. Faculty Council is collecting data, and has invited Ben and Armando to the March meeting to gather information before presenting a proposal. Once the information is gathered, Peter will present and a discussion can follow as to who we need to forward the information to.

### b. Bay City Open House

VP Allen reported the official ribbon cutting was February 12<sup>th</sup>, at the Bay City campus for the new construction trades program. The program is housed in the second half of the building. The marketing and communications department helped host the event. VP Allen commented that it was a strong turnout, well-attended, and wanted to thank any faculty that traveled to the Bay City campus. VP Allen invited all to stop by and check out the campus, if anyone is headed to Matagorda.

### c. Extended Cabinet Meeting Date

VP Allen suggested that the President's office consider moving Extended Cabinet meeting dates to Thursdays after a Board meeting. VP Allen explained that Extended Cabinet meetings have been held on the Thursday before a Board meeting, and it is a busy time in the President's office because they are trying to get everything ready for the Board agenda, and all documentation is published the Friday after Extended Cabinet.

VP Allen explained that having the Extended Cabinet meeting after the Board meeting made more sense, in that anything discussed during the Board meeting that is pertinent to the college community could be discussed at Extended Cabinet, as it was approved 2 days prior at the Board meeting.

VP Allen does not know if there has been a decision on this issue or still exploring the possibility of changing the date of future meetings.

### III. Faculty Items

#### a. Update on Richmond Expansion Project

VP Allen commented that there is no substantive update. The college continues to work with the Foundation and community partners and is looking into how to best fund the project. In terms of looking for opportunities to work with different Foundations in the area. Conversations continue with all Foundations and representatives from the area regarding options as to what WCJC could do.

#### b. Timely publication of Extended Cabinet minutes and agenda

VP Allen asked if there was a specific time the agenda and minutes should be released. Peter commented that the time provided for this meeting was better than at previous meetings. At times, the agenda and minutes were emailed the day before or the day of the meeting. Peter commented that regulations do state the amount of time the agenda and minutes should be provided.

VP Allen's recommendation would be, and it all depends on if the meeting date is moved, VP Allen finds it reasonable that the Monday before a Board meeting, the agenda and minutes be released, and provide almost a week to review. VP Allen pointed out that any agenda items to be placed on the agenda be submitted on Wednesday or Thursday before Extended Cabinet. Peter commented that it was reasonable.

#### c. Use AI Zoom notes for documenting Extended Cabinet meetings

VP Allen commented that there are concerns about this issue from IT, due to the AI companions that are built into Zoom and Teams. Everything is being recorded and will be visible to the person who performed the recording, but data that is collected by the entities could be stolen or manipulated. VP Vasiknanon has sent an email regarding discussions about cybersecurity and data security.

VP Allen commented that Executive Cabinet has not had a larger discussion about the issue. VP Allen commented that Executive Cabinet needs to discuss the information security aspect and then if there are concerns about using those notes, will be incorporated into the information security CS administrative procedure. This procedure highlights on prohibited technologies, but if there are no issues, VP Allen commented that there should be no issue using AI companion to enhance the minutes. This would be VP Allen's proposal.

Kevin commented that AI might not be the safest, but since the meetings are recorded is there a reason why the recording link could not be posted? Kevin commented there is concern that people would want to go back and listen to the recording to find out what was said and a video link would be beneficial.

VP Vasiknanon agreed with VP Allen that it would be an issue that would need to be discussed in Executive Cabinet. VP Vasiknanon is in the process of creating AI administrative procedures, the draft will then be reviewed after it has been created. VP Kasiknanon commented that sharing a video link on the Intranet would not be a problem for her. It's the engagement of using AI and taking data, where it might pick up sensitive information unknowingly, one cannot foresee what they can use and manipulate the data.

VP Allen commented that in the next Executive Cabinet meeting the recommendation will be discussed for sharing the link on the Intranet.

#### **IV. Staff Items**

No staff items.

#### **V. Student Items**

No student items.

#### **VI. Other Items**

VP Allen commented on events that are coming up in the semester, from baseball games to theatre plays, and rodeo.

Peter asked if other partners are interested in supporting the expansion at Richmond. VP Allen responded that the Foundation has been working with the college and meeting with different Foundations. The Foundation has a working group.

TK commented that part of the Richmond campus will be closed for foundation repairs during May Mini and Summer I. TK asked if there could be a list of rooms that will be affected. VP Allen and VP Collins have met with Mike Feyen, and created a list of classrooms and offices. VP Collins will send an email with the list of rooms and a timeline for the repair.

#### **VII. Adjourn**

Meeting ended at 3:12pm