
MEETING MINUTES APRIL 15, 2024

In Attendance: Rick Bullis, Hallie Madole, Geoffrey Hawkins, Gwendolyn Clancy, Kim Studebaker, Karin Hilgersom, Jeffrey Alexander, Estela Levario Gutierrez, Gretchen Sawyer, Melissa Deadmond, Julie Ellsworth, Anne Flesher, Yuli Chavez-Camarena, John Hughes, Melissa Goldstein, Ron Marston, Kimberly Harrell, Staci Miller, Mark Maynard, Steve Bale, Bradley Summerhill, Nicole Scollard, Ben Davis, Juana Reynoza-Gomez, Amy Williams, Ayodele Akinola, Kofi Poku, Kate Kirkpatrick, Brayson Gomez

President Updates

COLA funding: We received the maximum amount (72%) we could get to help close the gap on COLA funding.

Panasonic partnership: 76 students have already completed the first course, excited about the program.

Stronger Workforce of America Act was approved by the House. The funding for short-term Pell will likely be approved in a separate bill.

Art fest kicks off this week, the first event is today.

The current Higher Education Funding Formula group was convened at the request of NSHE. The group is working with the governor's office and includes a mix of people including the Chair, Judge Hardesty. There are enough Regents and state legislators on the committee to make a difference. The funding formula model is a distribution model where money is distributed based on course taxonomy, that is fundamental to understanding how this model works. The formation of this group is an opportunity to make some changes within the current structure.

Salary Enhancement Policy, First Read – Dr. Rick Bullis

This is the first read of the policy. Motion to approve second read by email made by Ron Marston and second by Steve Bale. The motion carries. This will be followed by an email of the second read and a vote. See motion at the end of meeting minutes.

Equity Salary Adjustment Plan, First Read – Kim Studebaker

This is the first read of the policy. This policy is to memorialize what was already approved. The policy was not read aloud so please read this if you would like. Motion to approve second read by email made by Ron Marston and second by Rick Bullis. The motion carries. This will be followed by an email of the second read and a vote. See motion at the end of meeting minutes.

Marketing Ad Campaigns – Kate Kirkpatrick

Presentation on the FY2024 TMCC Ad Campaign, which was a success. In addition to the general ad campaign "TMCC Works For...", which was a nationally recognized/winning campaign, there were four general targeted campaigns as follows:

1. CTE Workforce-saw a 4% increase in CTE program applications in FY2024
2. Jump Start-35% increase in new students and 4% in continuing students
3. Panasonic-results are TBD
4. Stop-outs, Re-engagement-214 students out of 2000 targeted enrolled for Spring 2024

In FY2025 there will be a new Logistics campaign and a new Data Science campaign.

Strategic Plan Review

- It's time to reset some targets and we should make those changes starting today, there is no need to wait.
- Melissa Deadmond will send an electronic copy of the Strategic Plan Review to everyone. Please send your filled out sheets back to Melissa Deadmond with your new ideas and targets.
- Staci Miller and YeVonne Allen discussed a change they would like to make on KPI item number 5, *Student Support Services*. Staci made a motion to change the short- and long-term goals on item number 5. Rick Bullis seconded. No additional discussion on this KPI. All in favor of supporting the change for this KPI.
- We would like to improve upon the assessment outcomes for several of our workshop offerings by revising KPI item 2.3, *Number of faculty and staff participating in (workshops)*. Jeffery Alexander made a motion, Juana Reynoza-Gomez seconded. Item officially changed to assess the effectiveness of *Creating Accessible Content, Safe Zone, Mental Health First Aid, and DEI Workshops*. Juana Reynoza-Gomez stated that her and YeVonne Allen are working on creating a survey to assess these programs. All in favor of supporting the change for this KPI.
- A discussion began around KPI item 2.4, *Percentage of Ethnically Diverse Faculty and Staff*, which asked for a 2% increase in ethnically diverse faculty and staff hires each year, which has been difficult to reach. Juana Reynoza-Gomez would like to add to the diversity of faculty and staff interviewers on search committees. Nicole Scollard spoke on the searches for diverse applicants. We currently don't have any set initiatives or policies targeting diverse applicants and candidate pools; we would have to discuss that as a college if we wanted to implement that type of initiative, which could limit our searches. We advertise, recruit, and do additional outreach to try and reach diverse applicants based on our guidelines, but it doesn't always guarantee a hire of a diverse applicant. Dr. Hilgersom stated that the target should be adjusted for an increase in screening for academic faculty, since we are currently not hiring a diverse academic faculty, it doesn't make sense to keep a perpetual increase for this target. Jeffrey Alexander moved to change KPI 2.4. The KPI was ultimately changed to *"Seeks to meet or exceed the federal target for affirmative action reporting guidelines"*. Juana Reynoza-Gomez abstained from a vote. All others in favor of supporting the change in KPI. Motion to change KPI was approved.
- Ultimately, we need representative screening committees, better locations for jobs postings, and to improve pools of candidates.
- There should be an effort to meet HSI in faculty at the college.

Planning Council Committee Updates

Academic and Student Services Committee – Dr. Jeffrey Alexander & Estella Gutierrez

- E2E Achieve will roll out this summer as a pilot program with the Summer Bridge program.
- Still working on launching the Mentor and Match program.

Accreditation Committee – Dr. Melissa Deadmond

- Meeting on April 29th, will have updates after that.

Budget Committee – Mike Peyeri

- Committee met during the week of April 8th.
- Still working on prioritizing and categorizing unfunded requests. They are synchronizing all of these requests and wish lists for Deans. They are beginning the first set of refinements on budgeting these items. The second set of refinements will include working with Gretchen and Stuart which will include working on donors and grants.

Diversity Committee – Juana Reynoza-Gomez

- We will be hosting a Graduation Cap Decoration Event on April 17 in the DISCO from 11 am to 2 pm. Students must bring their caps. We will provide art supplies. We are celebrating Asian American and Pacific Islander Heritage Month at the end of April and early May. A panel on API Wellness & Balancing Family Pressures. This will be on April 30 at 11:30 in SIER 108. May 1 Bollywood dance performance at noon location TBD. May 2, Unity Graduation in the Student Center from 4-6 pm. This year we invited students who are completing skills certificates as well.

We already have almost 50 RSVPs and the Hug High School Mariachi band lined up, and light refreshments will be provided.

- Diversity Advocate:

Micalea -designed and submitted two diversity workshops for F24; Antibias Culturally Responsive Education Activities Workshop, and F.R.E.E. 24/25 AY Workshop. She is working with folks at Edison campus to commission a Pollinator Garden sculpture to be made by a Native American student through the welding program to be installed in the garden 24/25. Micalea is also working on culturally responsive marketing to redesign two education program community projects at Glenn Duncan. amie is finalizing details for the financial literacy workshop.

- Faculty of Color Coalition

They are in the process of electing new co-chairs and will have an end-of-the-year BBQ off campus. They are participating in Earth Day with a career closet with gently used clothes for students and staff. Donations can be taken to RDMT 114, EISO. They're seeking additional donations of gently worn professional attire for men.

- Foster College Success Committee

Summit is scheduled for Friday, April 19 for new students and is expecting about 14 potential new students. End-of-year luncheon for current students is scheduled for April 23. Three students have their AA.

Total caseload of students as of 4/8/24:

20 students enrolled in Spring

16 students who did not enroll for Spring semester, but Annalisa is still working with or in contact with 12 students who are planning on attending TMCC in the Fall

Total: 48 students

- HSI Taskforce met and is working to finalize goals, initiatives, and strategies. The group decided to wait until after reading Transforming Hispanic Serving Institutions for Equity and Justice. They are also looking at other HSIs for ideas.

- Sustainability Updates

Juana acknowledged the work that Cecilia Vigil has accomplished as a sustainability advocate—a huge thank you to her. Cecilia is stepping down as advocate and the position has been posted for a sustainability advocate. 46 TMCC constituents have taken the sustainability pledge and they are working with SGA to get more students involved. Some highlights include the Chancellor presenting to the Governor on sustainability, and Dr. Ayo Akinola participated as panelist in 2023 Green Power Leadership Award Winners Webinar. Mark your calendar to be a part of KTMB's Annual Great Community Clean up on April 27th. Two bins for cap collocation have been placed in RDMT and Sierra. Thanks to Ben Davis, there are new receiving boxes for expos, pens, and pencils (piloted first one in the disco). Sustainability grants continue to be worked on for BeeBQ, Par Course Signs, recyclable food ware at Café Verde, and recycling of food waste from culinary arts. The committee met with Dr. Ayo to discuss location of bench from the Shane McConkey Foundation – for which plastic caps are being collected.

- Reminder about Earth Day on April 18, from 9 am to noon. They have 29 community guests, 14 TMCC entities and 3 TMCC clubs participating. Please bring any plastic caps this day, clothes that require simple mending, and be ready to pet a baby goat and learn much about sustainability.

Enrollment Management Committee – Yuli Chavez Camarena & Ann Flesher

Last EM Meeting: April 4, 2024 at 1:30 p.m. - 3:00 p.m., virtual

Enrollment update - Up 18% on new student applications for Fall 2024 (compared to similar point in time a year ago). Fall enrollment dashboards will be available in mid-May.

The Retention Committee is working on action steps to make progress towards goals. John Hugues provided for Leadership a review of the proposed strategies that will require significant college support (dorms, retention specialists, degree works, Mentor Match). Other important topics discussed include the benefit (or lack of) tuition discounts and creating a process to provide additional pay to faculty who can support retention efforts. Lots of great conversations are happening.

We have a draft of the updated enrollment management plan with three goals:

5. Increase student enrollment to 11,500 students and beyond.
6. Improve student retention by 5%.
7. Support equitable access, opportunity and success for students from diverse backgrounds.

The committee requested a couple more weeks to provide feedback. Goal is to have a final plan in May.

Facilities Committee – Dr. Ayodele Akinola

- Kick-off for new projects starts tomorrow.
- Working on finalizing master plan projects.
- Dandini outdoor stair project is complete.
- Classroom door replacement project - vendors have been selected and approved.
- Planning on deploying some signage for the Applied Technology Center.
- Dr. Hilgersom: Cost-estimate to building a new theater has been taking longer than expected but we will provide some details on the project possibly at our next meeting.

Health & Wellness Committee – Geoffrey Hawkins

- Recent games went very well and exceeded expectations, a great turn out from students.
- Next committee meeting is on Friday, April 26th to focus on planning events for Fall 2024.
- The free weekly fitness classes have been going very well on Wednesdays at 12:00pm.
- There is a new volleyball club on campus that usually takes place on the plaza. There's a group of 20-25 students who have started this club and the fitness center has coordinated a time for them to play at the Sports and Fitness Center. This has been so encouraging that a new volleyball PEX class will be added next semester.
- This fall, Spirit Day is September 17th and September 20th and 21st will be the tailgate and games. Fans can stay overnight in the parking lot in trailers.

Technology Committee – Cheryl Jones

No updates

AI and Emerging Technologies Committee – Steve Bale on behalf of Cheryl Jones

- The committee met the week of April 8th. As they transition from a task force to a permanent committee, they are working on identifying all of their permanent members and stakeholder cohorts across campus.
- Meeting again next week to talk about developing professional development presentations for the fall to make sure they are meeting the needs of the faculty, staff, and students
- They will be meeting partially over the summer and will finalize leadership for the next year or two.

Part-Time Faculty Steering Committee – Gwendolyn Clancy

- Part time faculty directory webpage has been created.
- Proposal for a stipend for the Chair of the part-time faculty committee since turnover on the committee is high. President Hilgersom is not opposed to the idea but believes the proposal should go to Faculty Senate.
- Two-tier program has been approved by Faculty Senate. Needs to go to Cabinet next and also through L-team for approval. Dr. Hilgersom stated that all of these procedures need to go through the proper channels because they all have an impact on HR.

Environmental Health Committee – Ben Davis

No updates

Constituency Updates

Student Government Association-Juana Reynoz-Gomez on behalf of Brayson Gomez

The TMCC SGA is going into its final weeks of the semester and things are ramping up fast. Since our last meeting, the SGA passed a resolution condemning the transphobic rhetoric of Regent Patrick Boylan and called for his resignation. The SGA has also finalized the EDDY house event which will occur on May 3rd in conjunction with President Hilgersom. The SGA will also be participating in Earth Day this Thursday the 18th. Finally, please check out the awesome events around campus within the next few weeks as we reach the end of the semester.

Classified Council

No updates

Faculty Senate

- Faculty will now be notified if a student chooses a satisfactory or unsatisfactory grade option.
- Please look over the April 19th BOR agenda items and be aware that they are looking to make revisions to the policy for the selection of an acting or interim president or the hiring of a full-time president. We would like to emphasize starting a presidential search early, at least sometime in September.
- Faculty Senate needs a new chair of the Curriculum Review Committee. We need a new chair or chairs for the Recognition and Activities Committee and we also need a new chair for the Academic Standards and Assessment Committee.

New Business/Future Agenda Items

- President Hilgersom would like to discuss the theater project.
- Gwendolyn Clancy will be at a Fulbright training this week; please let her know if you have anything you would like to add to that meeting.

REQUEST FOR POLICY REVIEW

Please complete this form and submit it to the Office of the President for inclusion on the Planning Council Agenda.

Submitted By Kim Studebaker (Human Resources)		Date 03/10/2024
Legal Review <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Not Applicable		Initials KB
Purpose of this Review <input checked="" type="checkbox"/> Add a Policy <input type="checkbox"/> Revise a Policy <input type="checkbox"/> Delete a Policy <input type="checkbox"/> Other:		
Provide the text of the new policy. If this request is for a revision, provide previous policy text with mark ups on a separate sheet. TMCC Policy Manual: Personnel (2000-2999): Proposed 2XXX Equity Salary Adjustment Plan (Policy) It is the policy of Truckee Meadows Community College to conduct a biannual equity review of the salaries of academic and administrative faculty to determine whether a faculty member's salary is appropriate as compared to the salaries of other faculty at the institution based upon years of experience, educational attainment, and other relevant factors. Responsible Office(s): TMCC Human Resources Procedure: Provisions, definitions, and procedures may be found on the Human Resources website.		
Provide the reason and justification for request. TMCC Faculty Senate (Salary, Benefits and Budget Committee) submitted a resolution for an Equity Salary Adjustment Plan to be formalized per BOR P&G Manual Ch. 3, Section 3, which was approved by both Faculty Senate and President Hilgersom (November 2023). This policy memorializes the approved resolution and formalizes the related provisions, definitions and procedures.		
Describe the impact of this request (cost, legal ramifications, etc.) Potential fiscal impact due to future related equity salary adjustments, but unable to estimate cost.		
Planning Council Review		
First Reading	Second Reading	Third Reading
Status <input type="checkbox"/> Approved <input type="checkbox"/> Denied	Vote	Date
Policy Manual & Webpage Update		
Policy Number	Date Posted	
Departmental Procedure Page Update <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable		

REQUEST FOR POLICY REVIEW

Please complete this form and submit it to the Office of the President for inclusion on the Planning Council Agenda.

Submitted By Bradley Summerhill and Rick Bullis		Date 04/10/2024
Legal Review <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Not Applicable		Initials
Purpose of this Review <input type="checkbox"/> Add a Policy <input type="checkbox"/> Revise a Policy <input type="checkbox"/> Delete a Policy <input type="checkbox"/> Other:		
Provide the text of the new policy. If this request is for a revision, provide previous policy text with mark ups on a separate sheet. The text of the proposal is included in a separate page entitled "TMCC Internal Cost of Living Salary Enhancement - Final" (because this form-fillable PDF will not accept text that is larger than this window).		
Provide the reason and justification for request. The purpose of this request is to provide an affordable salary increase during periods of economic prosperity. Due to the phrasing of the proposal, it can only be beneficial. This proposal will not impact the budget in years when TMCC is facing budget cuts or enrollment reductions.		
Describe the impact of this request (cost, legal ramifications, etc.) The request will provoke significant cost, but only in years when TMCC is in a position to afford the increased costs. President Hilgersom and Vice President Peyerl agree that TMCC can financially accommodate this policy.		
Planning Council Review		
First Reading	Second Reading	Third Reading
Status <input type="checkbox"/> Approved <input type="checkbox"/> Denied	Vote	Date
Policy Manual & Webpage Update		
Policy Number	Date Posted	
Departmental Procedure Page Update <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable		



Ad Campaign Success

FY24

Kate Kirkpatrick, MA
Director of Marketing and Communications

April 15, 2024

Working with an Agency: Creative vs. Strategic Services

Creative

- ★ Audience research
- ★ Slogans/content
- ★ Image creation
- ★ Design and production
- ★ Resizing and formatting

Strategic

- ★ Provide strategy for meeting our audience where they are
- ★ Campaign planning/calendar
- ★ Budget analysis and Media Budget Plan
- ★ Ad placement
- ★ ROI and tracking results



General Ad Campaign

TMCC Works for...

- ★ General Community & Working Adults
- ★ Traditional Students (high school)
- ★ Influencers
- ★ Spanish speaking audiences



TMCC works for *YOUR BUDGET.* 

TMCC works for *YOUR FAMILY.* 



General Campaign

Budget Spent: \$200,000

Timeline:

- ★ Creative production: Quarterly digital updates
 - Bi-annual video ad updates
- ★ Ads live: All year

Tools:

- ★ 80% Digital ads
- ★ OOH (Reno DMV, Swift Sportsdome, City of Sparks relocation website, high school sponsorships/yearbooks, RAC partnership for tabling)



Creative:  **TMCC**

Strategic:  **interact**
2-YEAR COLLEGE EXPERTS

 **TMCC**

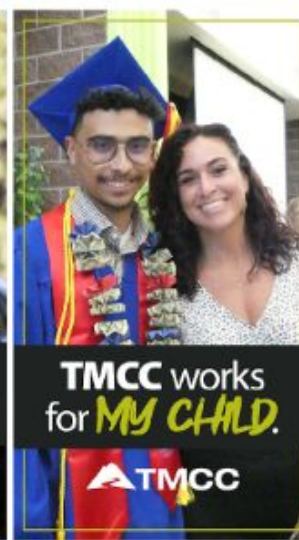
Nationally/Regionally Recognized Ad Campaign



*Successful Equity,
Inclusion and
Diversity
Campaign*



TMCC funciona
para **MI FAMILIA.**
TMCC



TMCC works
for **MY CHILD.**
TMCC



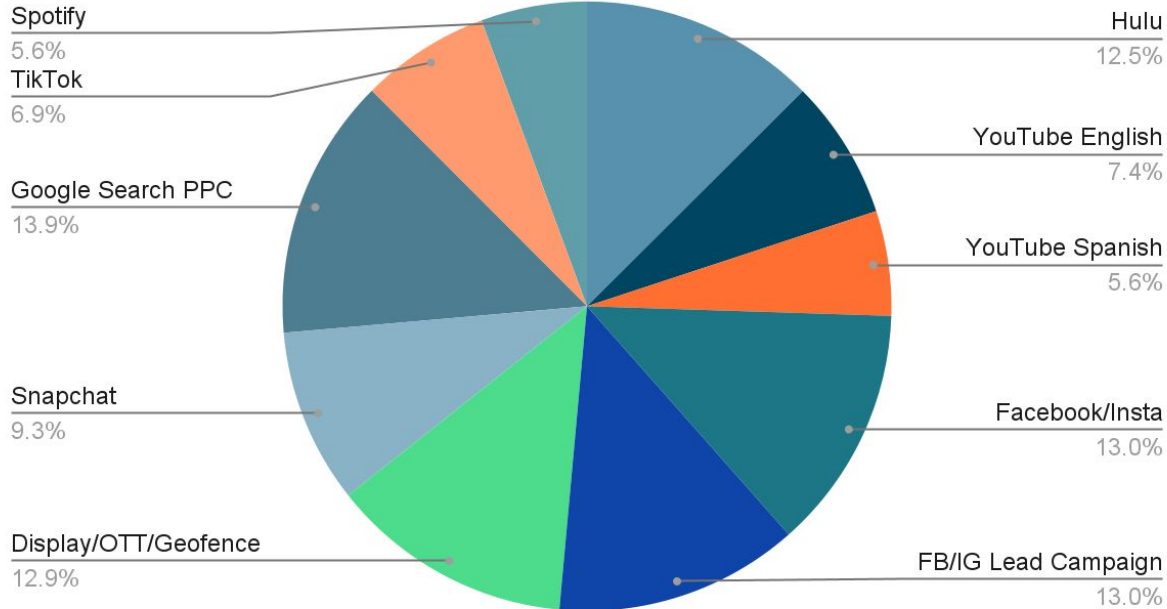
TMCC funciona
para **MI CARRERA.**
TMCC



TMCC works
for **ME.**
TMCC

Planning the Annual Digital Ad Buy

Digital Campaign 23-24



Having a Direct Impact on Enrollment

Application for Admission by Month													
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
January	1124	1484	1410	1601	1424	1552	1549	1681	1620	1711	1821	1776	2705
February	443	464	485	531	476	438	429	364	611	615	662	802	787
March	1155	974	1043	1286	1398	1434	1024	1039	791	1169	1208	1285	1239
April	1440	1401	1383	1491	1691	1779	1354	1439	1244	1737	1752	1754	
May	1481	1295	1400	1407	1492	2135	1442	1641	1377	1473	1987	2144	
June	976	881	915	978	965	1229	769	809	689	1091	926	1122	
July	1080	1303	1194	1319	1166	1486	1058	1063	1344	1225	1207	1354	
August	1130	1155	1292	1657	1820	2540	1930	1606	1919	2052	2299	1882	
September	190	385	342	19	416	1108	651	795	425	608	1005	806	
October	662	692	834	803	1376	1405	1074	1346	1001	1315	1682	1985	
November	1438	1319	1773	1701	1609	1341	1353	1407	1136	1402	1588	2007	
December	1380	972	1250	1142	1245	1048	975	1145	1156	1364	1387	1520	

Targeted Campaign #1: CTE Workforce

Budget Spent: \$35K (FY23) + \$50K (FY24)

Timeline:

- ★ Creative production: April-late August 2023
- ★ Ads live: August 2023-present

Tools:

- Facebook/Instagram/Snapchat/TikTok
- Display/OTT/Geofence
- YouTube English/Spanish
- Video and static ads, English and Spanish



Creative:



Strategic:



Targeted Campaign #1: CTE Workforce Results (4/2024)

Enrollment Increase:

- ★ CTE Program applications up **4%** in FY24
- ★ CTE Program enrollment by declared major up **6%** since FY22

CTE Majors – Number and Percent of Total Applications and Enrollment

Declared degree: CT, AAS, BAS		
Applications for Admission		
	N	%
AY2122	2003	13%
AY2223	2759	16%
AY2324	3897	20%
Enrollments by Declared Major		
	N	%
AY2122	1992	15%
AY2223	2666	20%
AY2324	2875	21%

CAREERS
IN MONTHS

NOT
YEARS

EDUCATION THAT MOVES AS FAST AS YOU

CTE GETS YOU THERE

TMCC

Targeted Campaign #2: Jump Start

Budget Spent: \$75,000

Timeline:

- ★ Creative production: late Feb. - late July 2023
- ★ Ads live: August 2023, Dec. 2023, Jan. 2024

Tools:

- Facebook/Instagram/Snapchat
- Display//Geofence
- Video and static ads, English and Spanish



Creative:



Strategic:



Targeted Campaign #2: Jump Start Results (1/2024)

Enrollment Increase:

- ★ 35% in new students
- ★ 4% in continuing students



Targeted Campaign #3: Panasonic

Budget Spent: \$56,000

Timeline:

- ★ Creative production: late Feb. - late July 2023
- ★ Ads live: Nov.-Dec. 2023 (PPC only), Jan. 2024-present

Tools:

- ★ Facebook/Instagram
- ★ Spanish YouTube
- ★ Digital billboard (Jan. 2024 only)
- ★ Display/Geofence
- ★ Google PPC
- ★ Video and static ads, English and Spanish



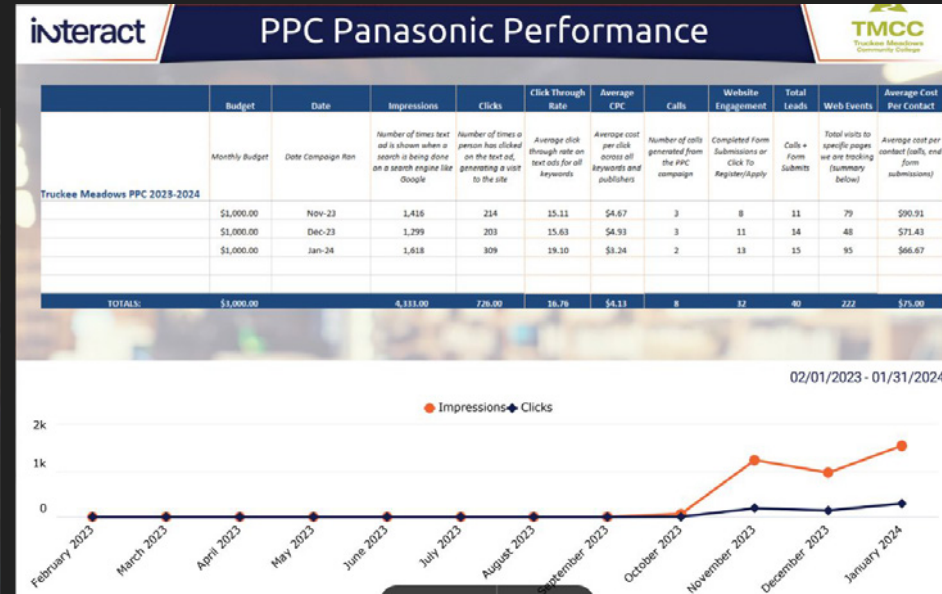
Creative:



Strategic:



Targeted Campaign #3: Panasonic Results TBD



Targeted Campaign #4: Stop-outs Re-engagement

Budget Spent: \$10,000

Timeline:

- ★ Creative production: December 2023
- ★ Ads live: January 2024

Tools:

- ★ Emails x5
- ★ Text message x5
- ★ Targeted digital static ads (funded separately by MCO: \$8,250)



Creative:



Strategic:



Support never stops @ TMCC.

TMCC wants you back... and we've got your back.

Re-commit to your college goals this Spring and get *immediate access* to free support services like advising, academic assistance and financial aid expertise. Need custom assistance? *We're here to help!*

Get the resources you need to crush college...

- **Academic Advising:** Take the first step toward your comeback with 1-on-1 help from an expert.
- **Counseling Services:** Connect, stress-free, to personal, academic and career counseling.

Targeted Campaign #4: Stop-outs Re-engagement Results

Audience:

- ★ 2000 students targeted (removed those who owe TMCC more than \$100 or have GPA of 2.0 or lower)

Enrollment Increase:

- ★ 214 students enrolled for Spring 2024 (1,437.5 credits)



What's Ahead for FY25?

Continuing

- General marketing campaign: \$200,000
- CTE Workforce campaign continuation: \$50,000 (Perkins)
- Advanced Manufacturing FastTrack/Panasonic: \$30,000+ (GOED/WINN)

New

- Logistics campaign: \$40,000 (GOED)
- Data Science campaign: \$20,000 (GOED)

THANK YOU

