

MEETING MINUTES

Monday, November 18, 2019

9 a.m.

RDMT 256

In attendance: Amy Williams, Anne Flesher, Dr. Ayodele Akinola, Barbara Walden, Brandy Scarnati, Cynthia Pierrott, Dr. Dana Ryan, Elena Bubnova, Gwendolyn Clancy, Haruna Takahama, Heather Haddox, Jim New, Dr. Joan Steinman, Julia Bledsoe, Dr. Julia Hammett, Dr. Julie Ellsworth, Dr. Karin Hilgersom, Dr. Natalie Brown, Dr. Marie Murgolo, Maura Hadaway, Dr. Melissa Deadmond, Dr. Paul Allen, Roni Fox, Thomas Dobbert, Dr. Tina Ruff, Valeria Saborio, Dr. Virginia Irintcheva, YeVonne Allen

Absent: Diane St. Jacque, Estela Gutierrez, John Albrecht, Paul Seybold

TMCC Bylaws, Policies and Procedures

Elena Bubnova, Associate Vice President of Institutional Research, Marketing and Web Services presented new policies for Social Media Conduct and Official College Social Media Source to the Council for first readings.

Social Media Conduct Policy: The Council held discussion on the need for wording changes referencing mental health. It was also noted that the policy should designate that it applies only to official college social media.

Official Social Media Source Policy: The Council held discussion on content control and compliance with current policies.

Revisions will be made and the policies will return to Planning Council in December for second readings and possible vote.

Elena also presented a first reading revision to Policy 4602: General. The revision would modify the first sentence to include social media as an area managed by the Marketing & Communications Office. No action was taken on the revision and will return to the Planning Council in December for a possible vote.

Strategic Master Plan Process

President Karin Hilgersom presented a three step plan to revise our Strategic Master Plan (SMP).

- Step 1: A one hour activity session will be part of the January 2020 Kick-off where groups can provide input. If participants would like to continue the work an additional session will be held in the afternoon.
- Step 2: After the input is gathered from the Kick-Off, a separate group (15-20 members) will work with a facilitator to improve and complete the plan.
- Step 3: Planning Council presentation/approval expected to occur March or April 2020.

Planning Council Role in Shared Governance

President Hilgersom explained that we would like to add a paragraph to the Shared Governance Document that defines the role of Planning Council in Shared Governance. The Council shared their thoughts on how Planning Council ties into Shared Governance. Dr. Dana Ryan, Special Assistant to The President, will use the input to draft a paragraph and send it out to the Council for review and possible approval at the December Planning Council.

Procedure to Apply for Phase In Retirement

Anne Flesher, Faculty Senate Chair, reported that the Phase In Retirement Form is currently up for final approval with the Salary, Benefits and Budget Committee and expected to receive approval Friday, November 22. The form will be brought to the December meeting for review with Planning Council.

Cyber Security Training Proposal

Thomas Dobbert, Chief Technology Officer, presented the results of a recent Phishing Test conducted by Information Technology through KnowBe4. Thomas would like to move forward with a yearly Cyber Security Training which would be conducted online, likely in a video approximately 15 minutes in length. Thomas also recommend thirty minute training for new hires. The Council held additional discussion on robo-calls and ransomware threats. It was agreed that a Cyber Security Training is needed and should move forward.

Fitness Center Fee Structure

Dr. Tina Ruff, Athletics Director, presented the New Fitness Center Fee Structure handout to the Council outlining facility features and fees for use by member type. Discussion was held on including a note about taking PEX classes with Grant In Aid benefits and possibility of drop-in group classes.

Planning Council Committee Updates

- Academic and Student Services Committee
 - No report at this time.
- Accreditation Committee
 - Dr. Melissa Deadmond, Associate Dean of Assessment and Planning reported that the committee will meet next on December 12 and report on status of Learning Commons, Human Resources and Shared Governance.
- Budget Committee
 - Amy Williams, Dean of Business and Social Sciences, reported that the committee went over all of the submitted RAPs at the last meeting. The committee was unable to fund all requests but did provide partial funding as they could to meet as many requests as possible.
- Diversity Committee
 - YeVonne Allen, Director of Equity and Inclusion reported on recent events including Know Your Rights presentations at Meadowood and the Spartan Pledge at Dandini. YeVonne also reported from the Sustainability Committee that our Green Ribbon application has been submitted to the U.S. Department of Education. YeVonne Allan and Kreg Mebust will be attending the Second Nature Climate Leadership Summit. The Council celebrated the announcement that TMCC will be 100% green as of December 1.
 - Notable upcoming events:
 - December 1, 2019 - Keep Truckee Meadows Beautiful Workshop
 - April 2, 2020 – NSHE Northern Nevada Diversity Summit
 - February 21, 2020 – Bridges Out Of Poverty
- Enrollment Management Committee
 - Dr. Julie Ellsworth, Dean of Sciences, reported that the committee last met November 7 and is focused on the institutional co-requisite task force and a smooth implementation of the policy.
- Facilities Committee
 - Dr. Ayodele Akinola, Assistant Director of Facilities Operations, provided an update on campus projects:
 - Sierra Lobby – Completion expected November 29
 - Red Mountain Roof Project – Completion expected November 20
 - Currently working on concept drawing for the TMCC Café.

- Technology Committee
 - Thomas Dobbert reported that there will be a presentation on the Smart Boards this Friday. Once the final RAP approval is received purchases will be made.

Constituency Updates

- Student Government Association
 - Vice President Valeria Saborio and SGA Senator Haruna Takahama reported on SGA projects including a student planning page in collaboration with Web College and a Health Clinic Survey with the help of Institutional Research. They are also preparing for Finals Week events.
- Classified Council
 - President Julia Bledsoe noted that the Foundation scholarship for Classified has been combined with the classified book scholarship. Classified Staff and dependents may apply to receive funds for books and supplies. Also, an NSHE Classified Council has been created for Board of Regents meeting representation. The next Classified Council meeting will be November 21 and will include a presentation on collective bargaining. The Classified Council is currently accepting donations for the upcoming gift basket raffle fundraiser.
- Faculty Senate
 - Anne Flesher, Faculty Senate Chair, reported that the Faculty Senate last met on November 8. At the meeting, the Faculty Senate passed an Anti-Bullying Policy, Gender Neutral Classroom Designation and made revisions to the Emeritus Policy, all of which will be brought to a future Planning Council meeting. Anne also reported that various Faculty Senate Committees are working on projects including an Academic Dishonesty Policy, Syllabus best practices, Administrative Faculty Symposium 2020 and Text Book Policy

New Business/Future Agenda Items

- 30 Minute Brainstorming session on Innovation: The next 10 years.

Next Meeting – Monday, December 16, 2019

REQUEST FOR POLICY REVIEW

Please complete this form and submit it to the Office of the President for inclusion on the President's Advisory Council Agenda

Please describe the purpose of this review. (Check all that apply)

☒ Add a policy ☐ Revise a policy ☐ Delete a policy ☐ Other

Please provide the text of the new policy. (If this request is for a revision, please provide previous policy text with mark ups on a separate sheet.)

Policy (####): Official College Social Media Source

The Marketing and Communications Office acts as the official social media administrators for the College, and is responsible for all content and related decisions. Members of the College community who wish to suggest content should provide information to Marketing and Communications. For accounts focused on individual departments, clubs and services, Marketing and Communications oversees the creation and administration of all accounts, will regularly audit branding and content, and will provide support to account administrators.

Responsible Office(s): Marketing and Communications Office

Procedure: The procedures are located on the Marketing and Communications website

Updated: (date)

Background

Please provide the reason and justification for request

The TMCC Marketing and Communications Office aims to implement the social media policy to protect TMCC's public reputation, raise awareness of TMCC, and outline expectations for departments who oversee their own social media accounts. This policy states that MCO will hold the official social media accounts on behalf of the college. It also explains that MCO will give all administrators of TMCC-affiliated social media accounts the tools they need to best engage with others online and be aware of TMCC's online values. This policy provides clear expectations that the MCO staff is involved in the public presence of TMCC via social media, which will in turn reduce public confusion and protect the TMCC brand.

Impact

Please describe the impact of this request (cost, legal ramifications, etc.)

There is no fiscal impact to this request, and no expected legal ramifications.

This request is only meant to clarify the role of the MCO office in social media.

Submitted By

Signature

 11-12-19

Date

Legal Review

REQUEST FOR POLICY REVIEW

Please complete this form and submit it to the Office of the President for inclusion on the President's Advisory Council Agenda

Please describe the purpose of this review. (Check all that apply)

☒ Add a policy ☐ Revise a policy ☐ Delete a policy ☐ Other

Please provide the text of the new policy. (If this request is for a revision, please provide previous policy text with mark ups on a separate sheet.)

Policy (####): Social Media Conduct

In regards to social media content and engagement, TMCC will not tolerate discrimination, defamation, derogatory statements, libel, use of obscene language, political endorsements, posts that constitute spam, speech that promotes or threatens acts of violence, sexual harassment, threatening or intimidating others, unlawful stalking or harassing of others, or any violation of privacy policies or laws.

Mental health and security matters such as suicide threats, shootings and bombings are taken seriously, and all such cases will be reported to the local authorities immediately.

Responsible Office(s): Marketing and Communications Office

Procedure: The procedures are located on the Marketing and Communications website

Background

Please provide the reason and justification for request

The TMCC Marketing and Communications Office seeks to define appropriate and inappropriate social media behavior on behalf of the college and any departments who have their own TMCC-branded presence on social media. In identifying these types of behavior, we will have control of our public image and branding, in addition to a clear understanding of what conduct will not be tolerated either from account administrators or from those who engage in social media. This policy will also assist in protecting data and sensitive information, while reducing confusion and protecting the TMCC brand.

Impact

Please describe the impact of this request (cost, legal ramifications, etc.)

There is no fiscal impact to this request, and no expected legal ramifications.

Submitted By

Signature



Date

11-12-19

Legal Review

REQUEST FOR POLICY REVIEW

Please complete this form and submit it to the Office of the President for inclusion on the President's Advisory Council Agenda

Please describe the purpose of this review. (Check all that apply)

☐ Add a policy ☒ Revise a policy ☐ Delete a policy ☐ Other

Please provide the text of the new policy. (If this request is for a revision, please provide previous policy text with mark ups on a separate sheet.)

See attached

Background

Please provide the reason and justification for request

The TMCC Marketing and Communications Office oversees social media on behalf of TMCC and is updating existing policy 4602 to include social media in addition to the other communication tools.

Impact

Please describe the impact of this request (cost, legal ramifications, etc.)

There is no fiscal impact to this request, and no expected legal ramifications.

Submitted By



Signature

Date

11-12-19

Legal Review

UPDATE to existing Policy DRAFT

New text in Red:

POLICY 4602: General

The Marketing and Communications Office serves the in-house marketing, communications, advertising, promotional, media relations, **social media**, graphic design, photographic and videographic needs of the College in order to maintain consistency in College marketing plans (brand awareness, registration and others). All printed materials distributed to the public must be approved in advance by Marketing and Communications.

Responsible Office(s): Marketing and Communications Office

Procedure: The procedures are located on the Marketing and Communications website

*Updated: **October 15, 2013***

TMCC Baseline Phishing Campaign Stats October 29, 2019

TMCC IT purchased a one-year subscription to KnowBe4 in order to conduct Cyber Security Training for all employees. The subscription allows for various trainings, including phishing tests and many short training videos. The purpose is to not only satisfy audit requirements but also pro-actively involve and train our workforce to be aware of looming cyber security threats.

The Baseline Phishing Campaign was conducted from 10/21/2019 through 10/25/2019, allowing plenty of time for users to read/respond to the email. Besides very few employees, nobody was informed about this campaign to create the circumstances as realistic as possible.

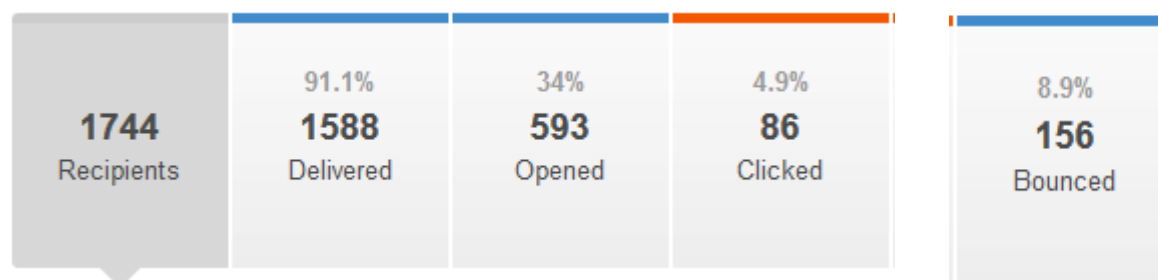
The email attempted to impersonate President Hilgersom and asked for financial participation by trying to lure users into clicking on a fake link that supposedly lead to the Foodbank of Northern Nevada.

The email was sent to 1744 TMCC accounts of which 156 accounts were inactive or disabled. (The number of total accounts fluctuates daily and is based on Workday activity, hires, and “terminations” of mainly PT instructors.)

This resulted in 1588 email deliveries of which 593 users – roughly 38% - opened/read the email within the five days of the campaign. The remaining users either did not open the email (yet) or deleted it – we do not know.

KnowBe4’s calculation can be interpreted as follows:

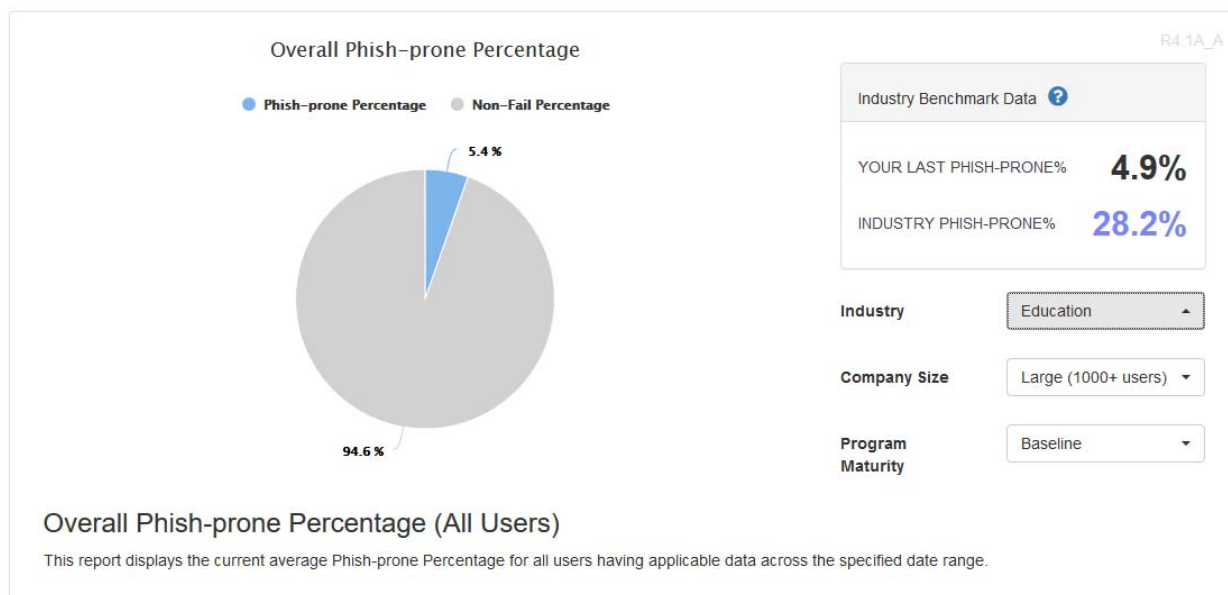
Out of the 1588 delivered emails, 86 users clicked on the fake link, resulting in a click-rate of 5.4% (aka. Phish-prone Percentage). This calculation however, leaves room for speculation: the users that did not even open the email, either realized that this is a phishing attempt, or they simply do not read their email.



Here is another way to look at this:

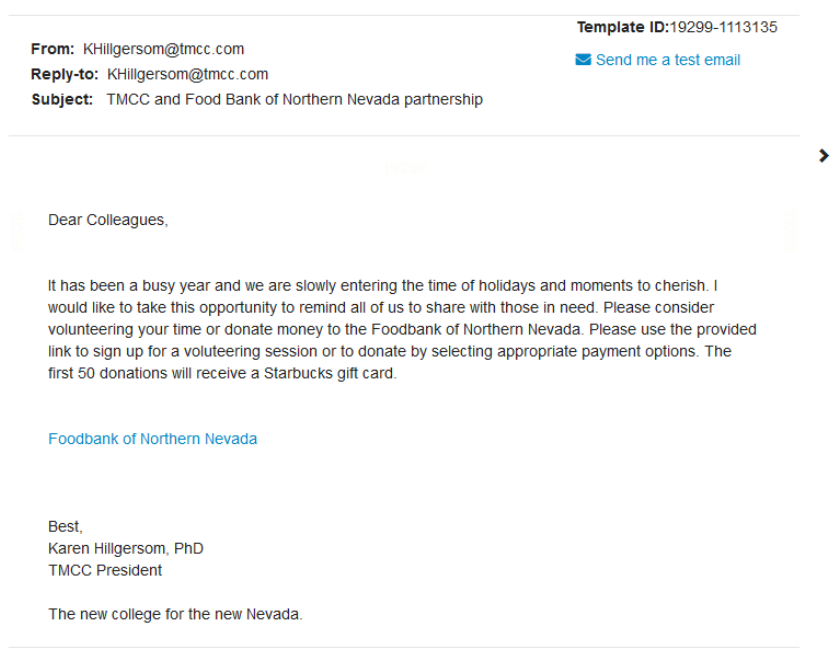
Out of 1588 successful deliveries, only 593 opened the email within the allotted five days. Out of those 593 users, 86 clicked on the false email/link, raising our actual click-rate to 14.5%.

Either way, our click-rate is far below the “industry benchmark,” according to KnowBe4. This could be attributed to the constant reminders about fraudulent emails, resulting in users that are very well aware of cyber security threats.

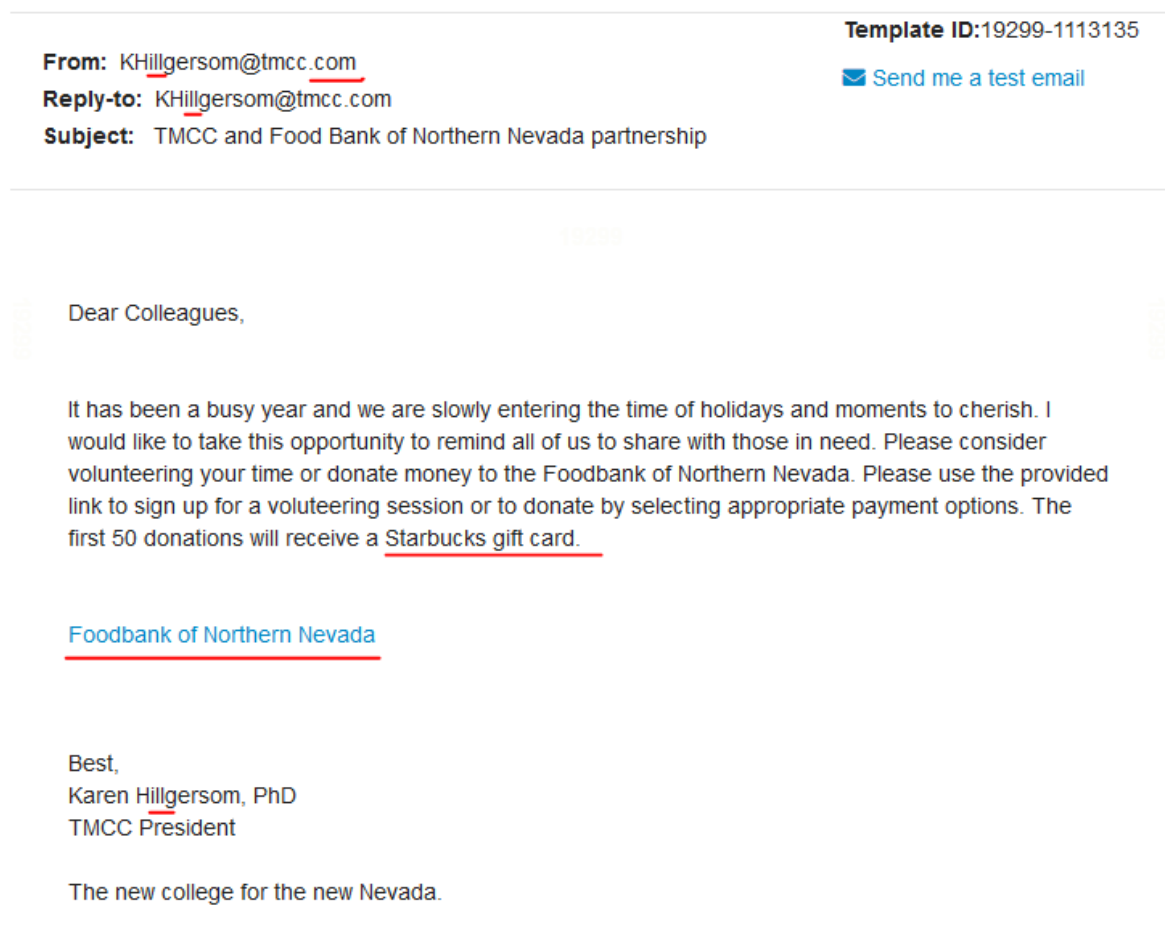


The Phishing email:

Users should have noted that Dr. Hilgersom’s name was spelled with two “l’s” and the email ended in *tmcc.com* instead of *tmcc.edu*. While hovering over the link, users should also have noticed that the link did not point to the *Foodbank of Northern Nevada*. Handing out Gift Cards is also questionable.



Suspicious giveaways within the email:



While the content of this email appears legitimate and the language resembles that of Dr. Hilgersom, none of the content requires insider knowledge and can be taken straight from our institution's website. Many employees who reported this email as phishing did confirm that "this one was pretty good." This should raise awareness about the ease of putting together an authentic looking and feeling phishing attempt.

Next Steps:

The next step will be the actual Cyber Security Training in which we will send out short (entertaining) videos to raise awareness of current security threats. We will also conduct a similar Phishing Campaign in about six months from now to compare the click-rate to our current baseline.

Phishing Security Test Report

10/21/2019 - 10/27/2019

Campaign: Base Line Phishing 10/2019

One time from category: TMCC Templates

Groups: All users

Statistics

See report at <https://training.knowbe4.com>

5.4%

Phish-prone
Percentage

1744

Recipients

1588

Deliveries

86

Clicks

0

Attachment
Opened

0

Data
Entered

0

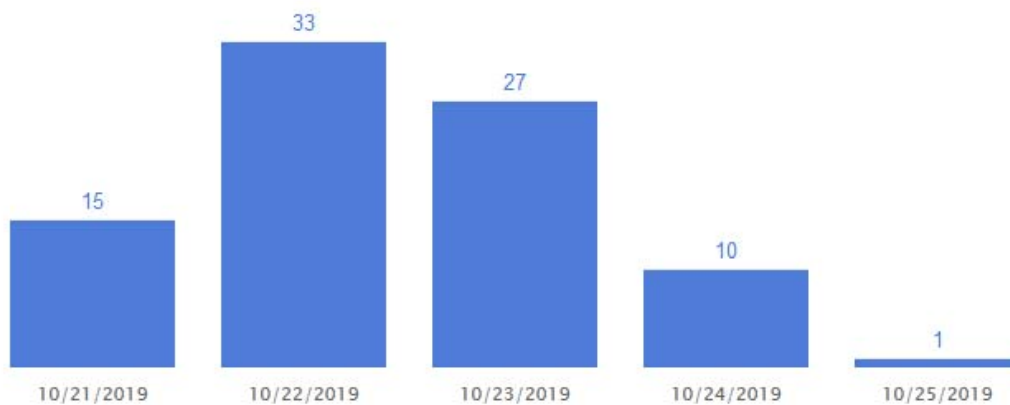
Other
Failures

156

Bounces

Phish-prone Percentage is calculated from the total number of phishing test failures divided by the number of emails delivered.

Clicks by day

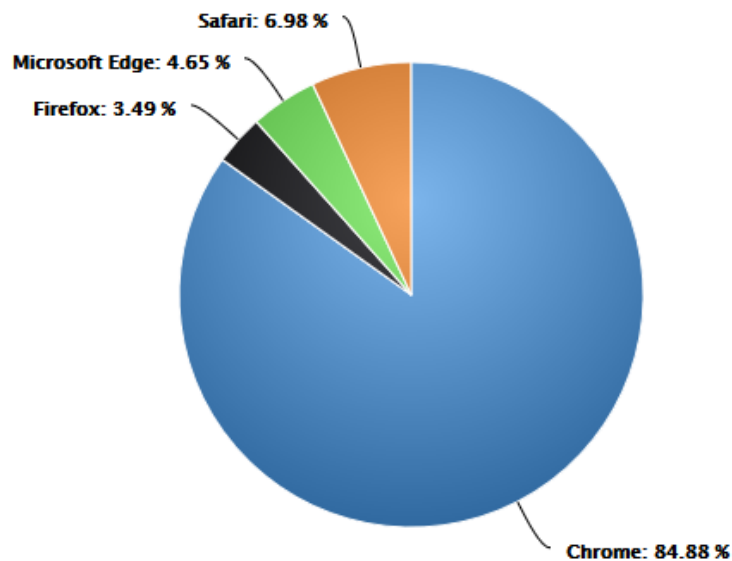


Phishing Email Sent

See report at <https://training.knowbe4.com>


From: K Hillgersom@tmcc.com
 To: 1744 recipients
 Subject: Pres. FB of NN
 Attachment: No attachment
 Phish Domain: gmail.net-login.com

Browsers used by users when opening and clicking phishing emails



Webpage that users saw when they clicked on the suspicious link:

THANKFULLY
THIS WAS A SIMULATED PHISHING TEST



NOW, FEAST YOUR EYES ON THESE RULES TO STAY SAFE ONLINE:

Rule One	Rule Two	Rule Three
<ul style="list-style-type: none">Stop, Look, Think!Use that delete key.	<ul style="list-style-type: none">Do I spot a Red Flag?Verify suspicious email with the sender via a different medium.	<ul style="list-style-type: none">"When in doubt, throw it out."There are a thousand ways that internet criminals will try to scam you, and only one way to stay safe: Stay alert as YOU are the last line of defense!

GET FIT THE RIGHT WAY

NEW FITNESS CENTER FEE STRUCTURE

The new TMCC Sports & Fitness Center will be opening Spring of 2020!

The facility will feature 20,000 square feet:

- Full-size basketball/volleyball gym
- 3,000 square feet of free weights and cardio equipment
- 3 rooms for fitness classes
- 2 locker rooms and a gender neutral restroom

New Fitness Center Fees	Per Day	Per Month	Fall/Spring (5 months)	Summer (2 months)	Annual Pass
One Day Use Pass	\$5	-	-	-	-
Students	\$0	\$0	\$0	\$0	\$0
TMCC Faculty/Staff	-	\$15	\$75	\$30	\$180
NSHE/DRI	-	\$20	\$100	\$40	\$240
Community Partner, Spouse, Domestic Partner	-	\$25	\$125	\$50	\$300

For more information contact:

Dr. Tina Ruff
truff@tmcc.edu



**Five-Day
Trial Pass
— \$0 —**